Summer 2014 Activities & Subsequent Results

- Hosted BBQ for TecMilenio Students in Cougar Den
  - Further Follow-Ups:
    - 2-3 Exchange Students to COC, Spring 2015
    - Summer Cultural and Language Program, Summer 2015
    - Visit to 5 campuses in early October

- Hosted 3 campus tours to 95 Chinese students: presented COC as a viable pathway to an American Higher Education
  - A PSA in development with the recruiting agency in Xiaman and Guizhou
Summer 14 Program Development

COC ISP Strategic Plan 2014-2017

- To reach the target growth of 300 ISP students by 2017
- 3 Strategic Goals with 8 Tasks for each Goal
- Enrollment of 300 international students means:

| $612,000 x 2 semesters (per year) | $1,224,000 |

And I have pictures to prove it!
ISP Strategic Goals in Alignment with District’s Goals: Our 3 P’s

Goal#1: ISP Infrastructure--Program

Develop the administrative resources and office infrastructure necessary to maximize student completion rates, prepare to support global program expansion, and ensure compliance with all federal and government regulations.

Goal#2: ISP In-Reach: People

Integrate Comprehensive Internationalization concepts into campus program objectives, faculty priorities, and student led activities.

Goal#3: Out-Reach—Promotion

Create a global reputation of program excellence as a mechanism for expansion of campus international student populations, District economic resources, faculty international experiences, student study abroad experiences, and stakeholder financial engagement.
Why Strategic Plan:

- To help Jia-Yi stay focused to avoid chaos
- To help the Department stay vision-driven to avoid burnt out
- To build a process and infrastructure to meet expansion needs and to sustain success that is grounded in vision, passion, compassion, integrity, and entrepreneurship.
Developing Partnerships across the Globe: MOU’s and PSA’s
Partnerships on Campus:
ISP ASG Welcome Event, 9/4/2014
Partnerships in the Community and in Higher Ed

COLLABORATION WITH SCVEDC: LOOK FOR AN OP ED, BY ISP AND EDC

COLLABORATION WITH UC’S/CSU’S
How Are We Performing:

❖ E-Brochure:
  • Reached 32 countries; 45% through ISP website and 39% through email signatures
  • Average 17.9 actions per visitor: Indication of engagement from perspective students

❖ ISP Website:
  • 70% increase in ISP website visits since April, 2014
  • Multi-lingual website and information sheets

❖ Student Enrollment Increased from 117 in S14 to 145 in F14:
  • 24% increase without recruitment (streamlined in-take process and efficiency in the office)
  • Not counting summer ISP enrollment’s $40K revenue, F14 alone has $57K increase in revenue as compared to S14.
How Are We Improving: Document, Track, and Analyze All Activities

- Process Analysis: Streamline In-Takes and Inquiries:
- Number of People We Serve:
- F14 Largest attendance for ISP Orientation
Of Course, There Is More:

- Programs and Events for **Retention** and **Comprehensive Internationalization**:
  - International Student Mentor Program
  - Peer Program for International Students
  - A Serious of 3 Workshops on Acculturation and Cross-Cultural Communication
  - Social Media Engagement: 3 postings on FB; weekly email updates to students

- How to **Inform Future Planning**:
  - Institutional Research Department Survey
  - ISP Student exit survey
  - ISP New student survey
  - ISP process analysis, staff training, and cross training (1 in July, 1 in August, and 2 in September)
ISP Needs YOU—Really!

We are growing many directions

- Our Vision and Strategic Plan guide our planning and action
- Our Mission and Philosophy maintain our integrity
- Your support and trust strengthen the foundation for an improved infrastructure for the ISP
- Campus, community, and global partnerships help navigate our paths for a sustained growth.

We need your support

- Join Committee on International Education
- Propose ideas for Educational Travel/Study Abroad
- Recruit students when you are abroad
- Send your students and staff members to the ISP events
- Connect Jia-Yi and the ISP to your contact