

# A Time to Seize New Opportunities: International Student Enrollment and Recruitment Trends

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Washington, DC

#OpenDoorsReport



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*Open Doors*<sup>®</sup>?

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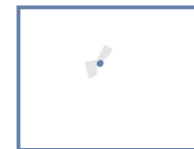
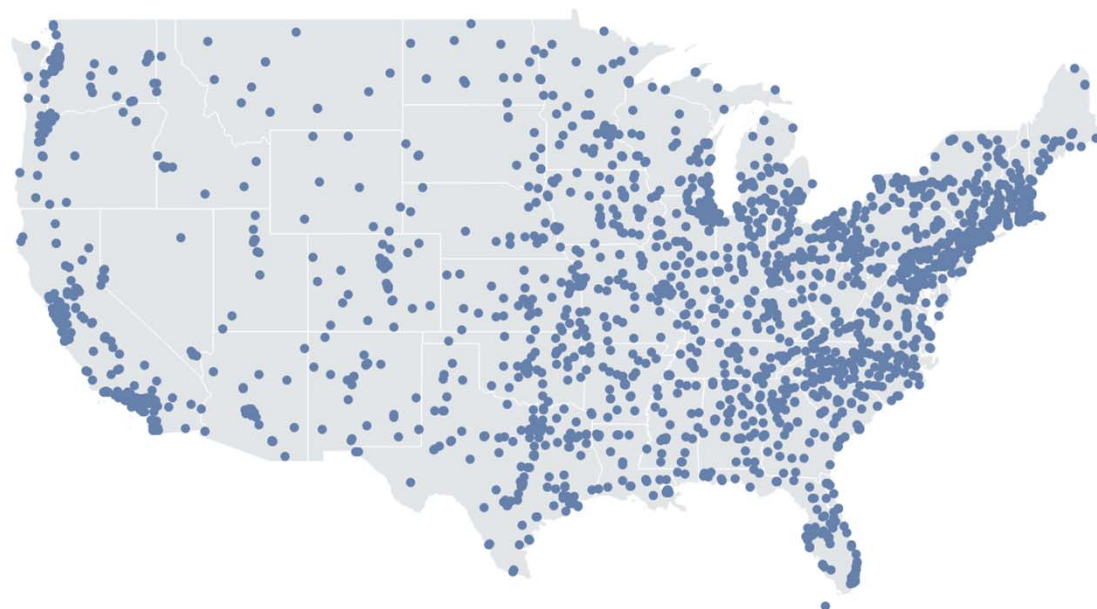


# International Student Census

## Who is Surveyed?



**Close to 3,000**  
U.S. higher education  
institutions



# International Student Census



## Who is Counted?

### International students

- In-person in the U.S.
- Online in the U.S.
- Online from abroad
- OPT



## What Timeframe?

Institutions reported data as of

**Fall 2021**

for the

**2021/22 Academic Year**

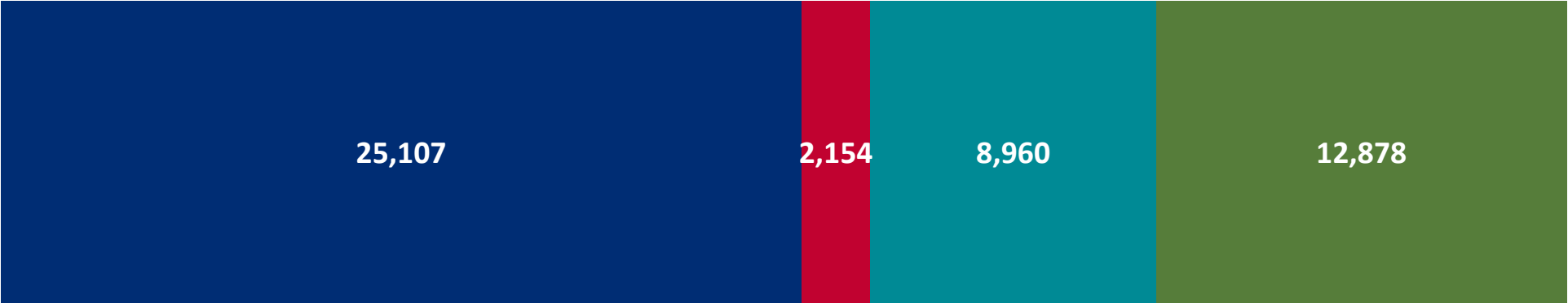
# International Students at Community Colleges



The United States  
hosted **49,099**  
international students  
in 2021/22, a decrease  
of **13%**.

# International students at community colleges

49,099 international students at community colleges in 2021/22



Associate's Colleges:  
High Transfer

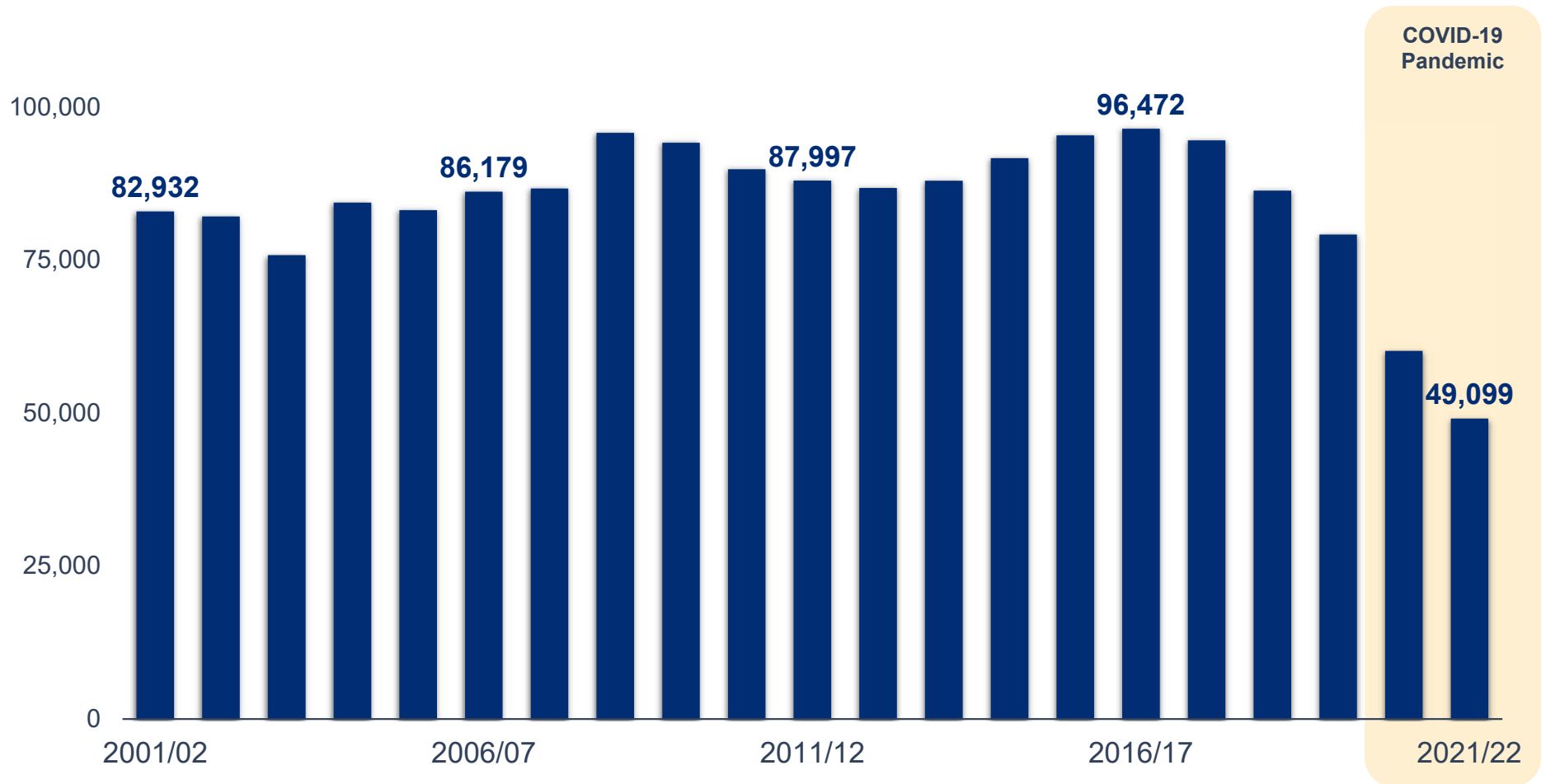
Associate's  
Colleges:  
High Career  
& Technical

Associate's  
Colleges:  
Mixed  
Transfer/  
Career &  
Technical

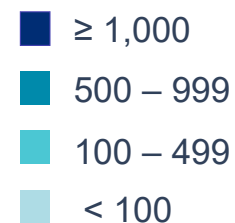
Baccalaureate/A  
ssociate's  
Colleges



# 20 Years of International Student Trends



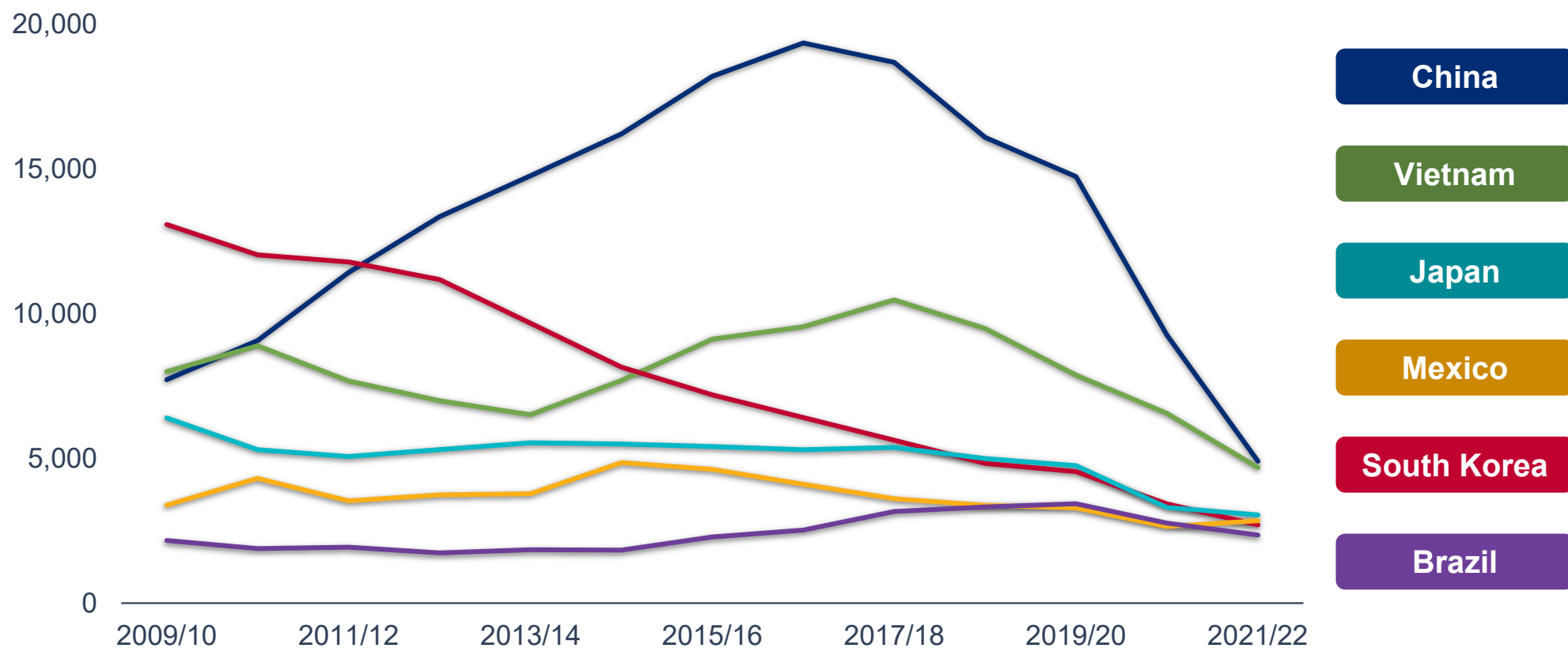
# Leading places of origin at community colleges



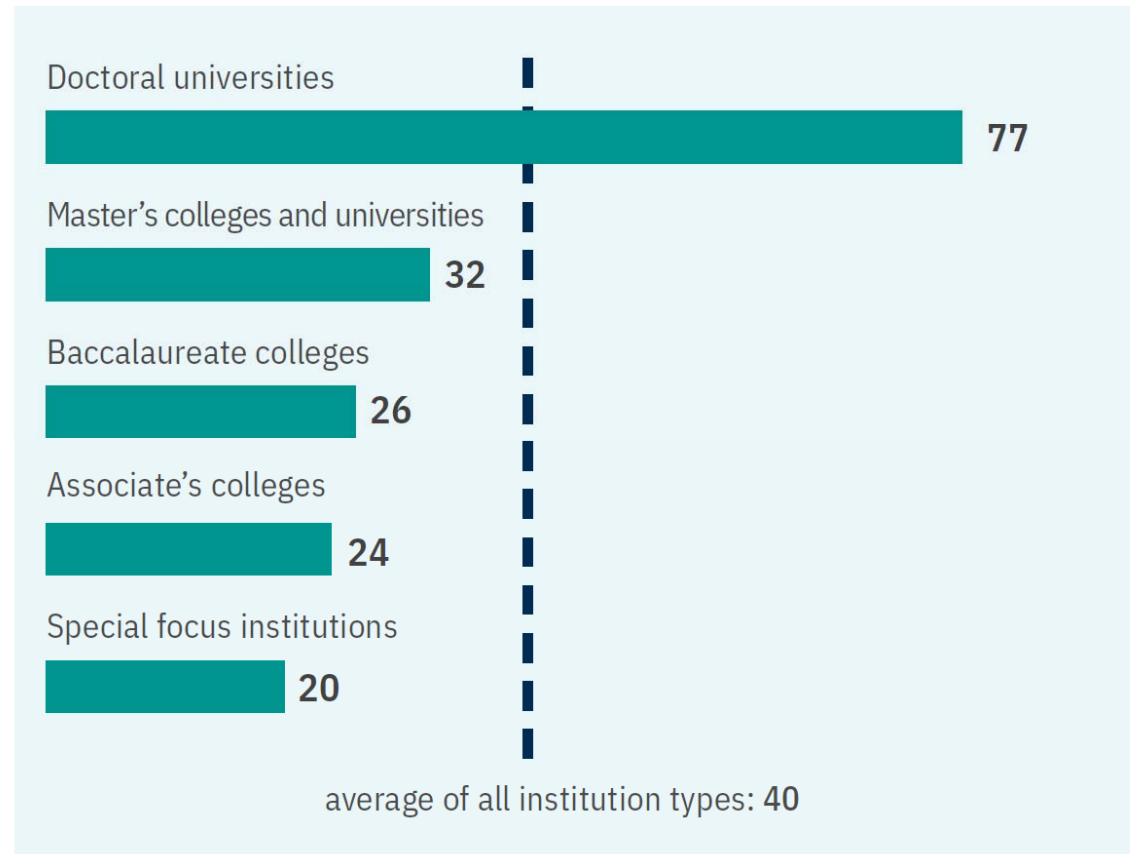
## Top Places of Origin

1	China	10%
2	Vietnam	10%
3	Japan	6%
4	Mexico	6%
5	South Korea	6%
6	Brazil	5%
7	India	4%
8	Venezuela	3%
9	Colombia	3%
10	Nigeria	2%

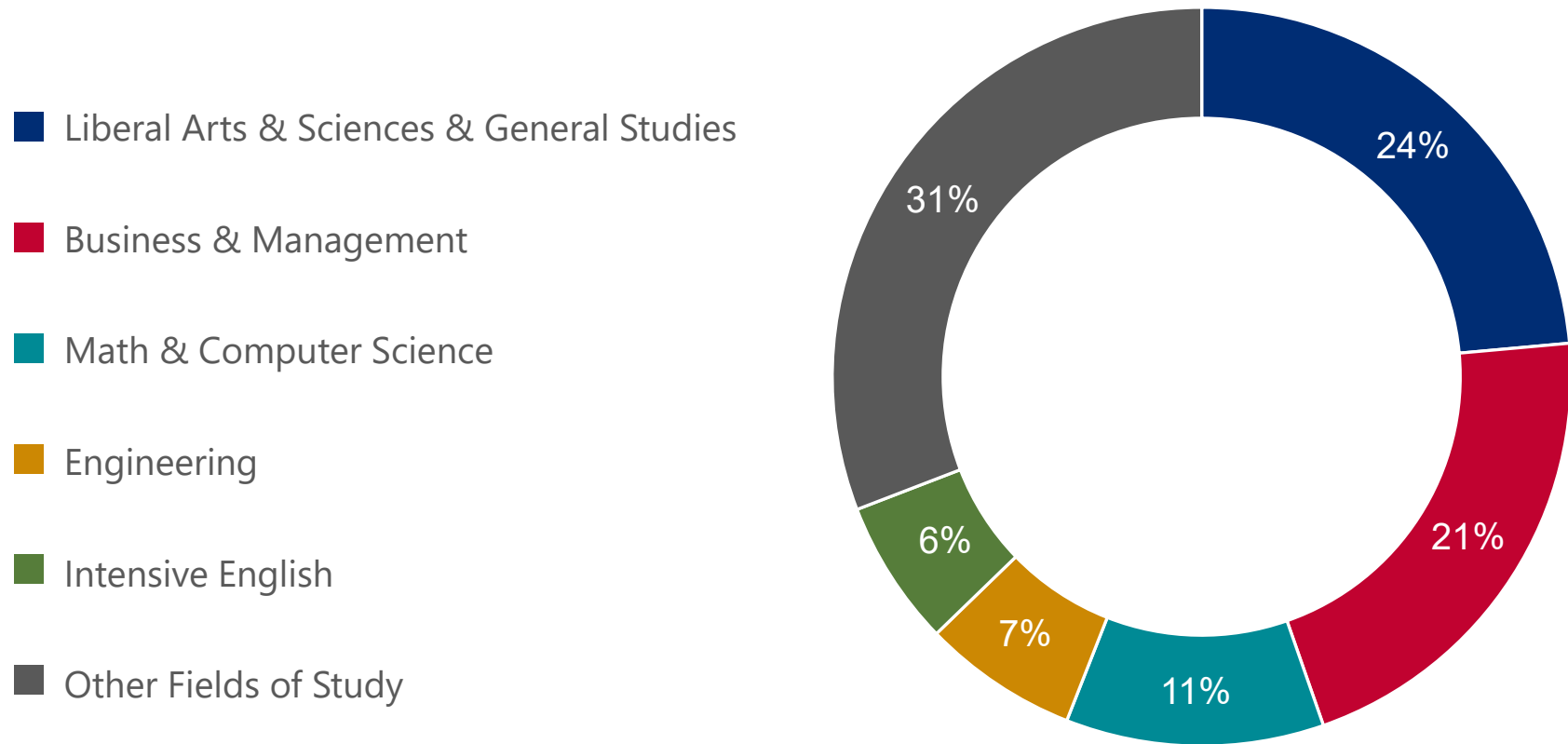
# 10-year trend of leading places of origin at community colleges



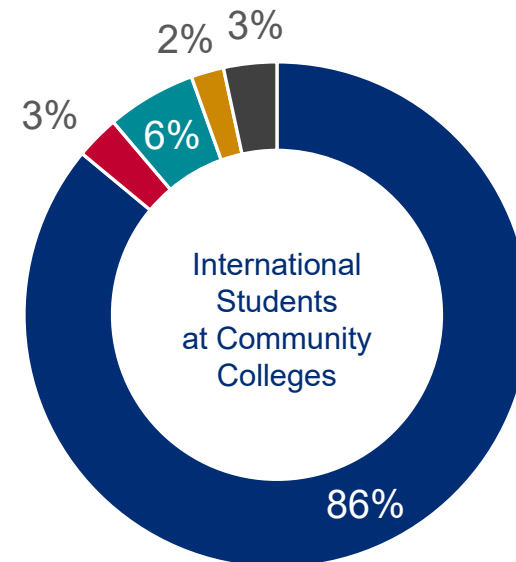
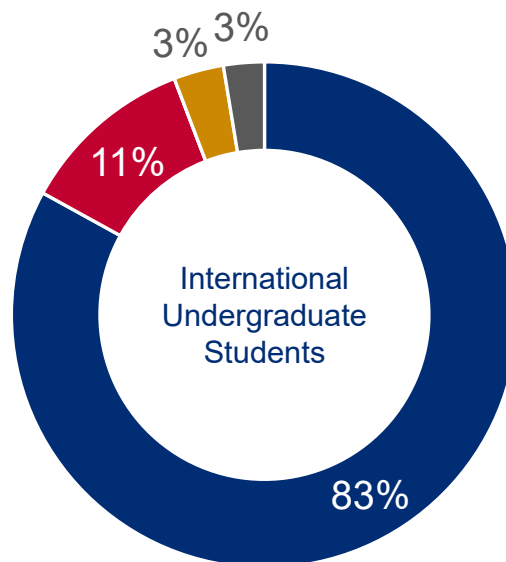
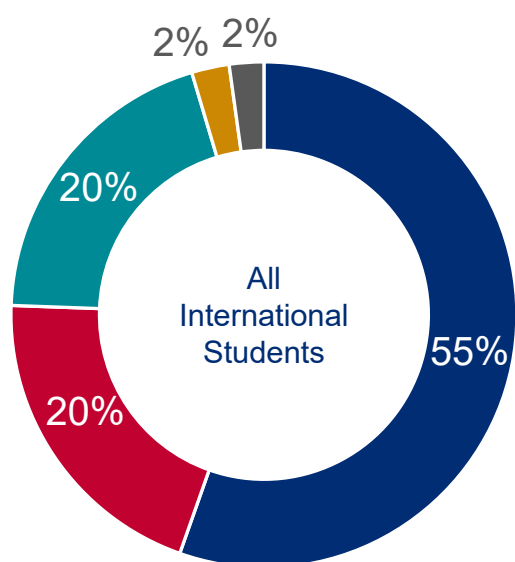
## Average number of places of origin by institutional type



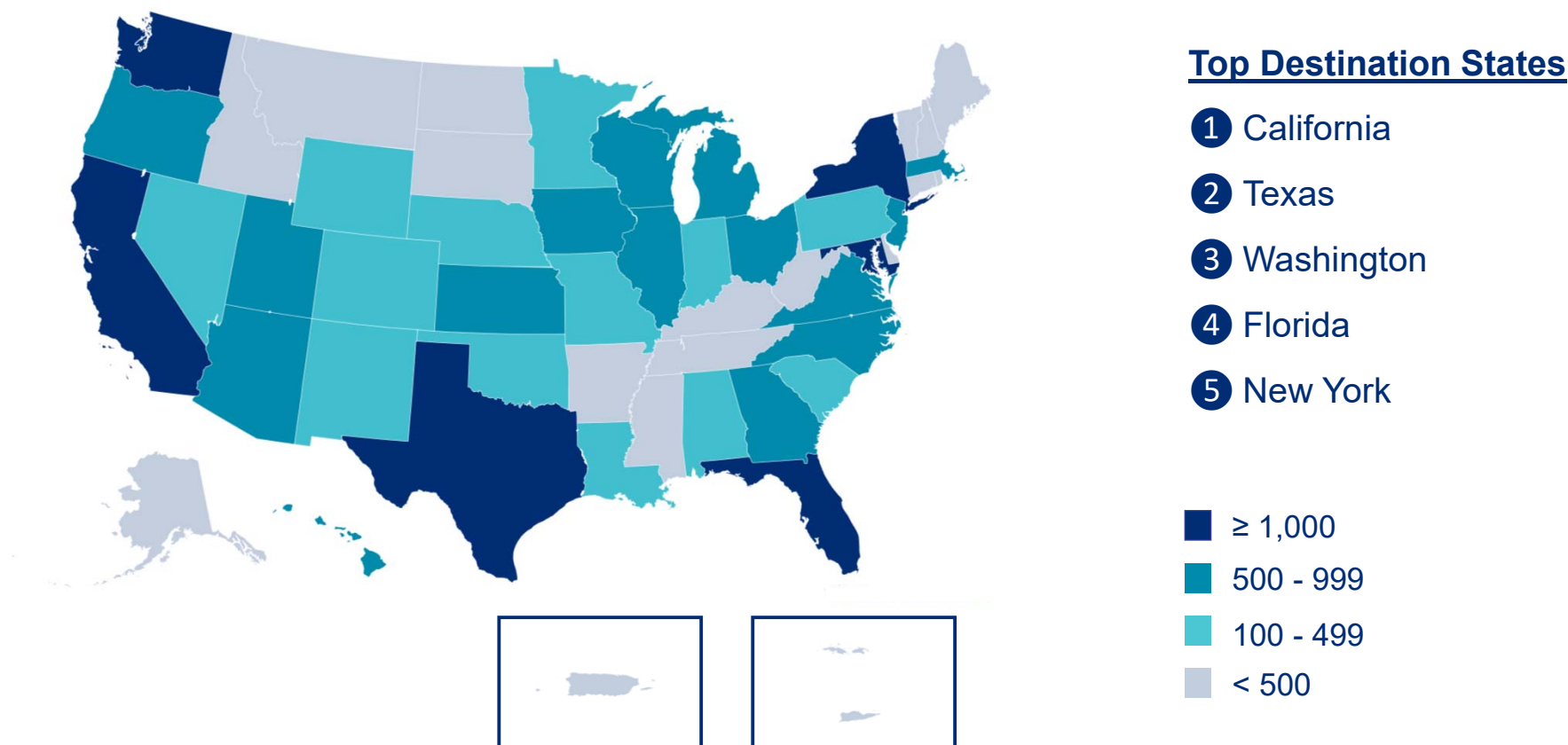
# International students' top fields of study at community colleges



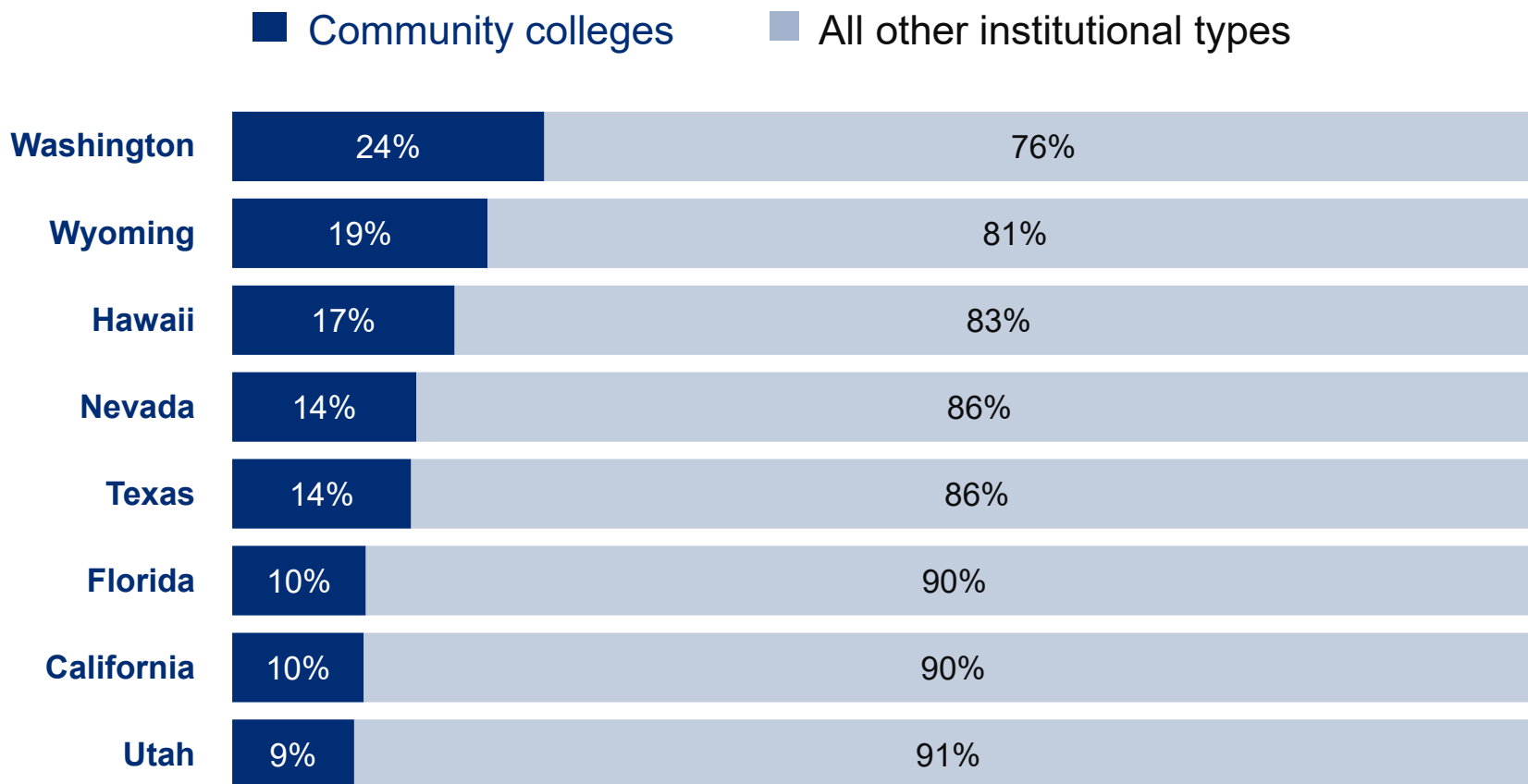
# International students' primary sources of funding



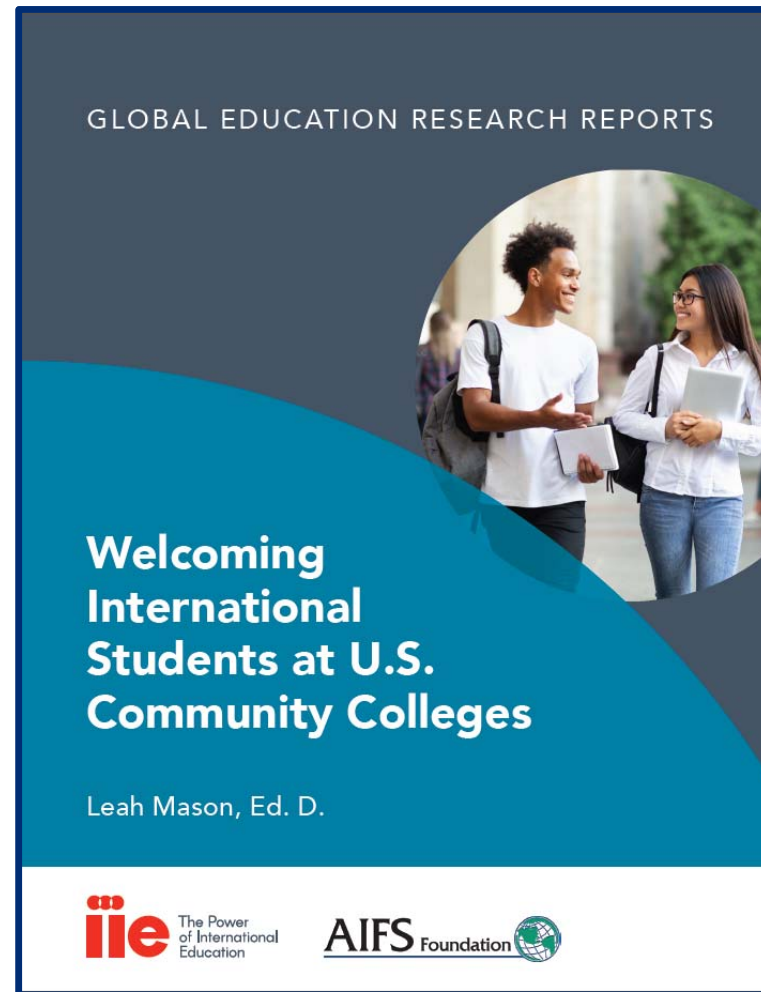
# Top host states of international students at community colleges



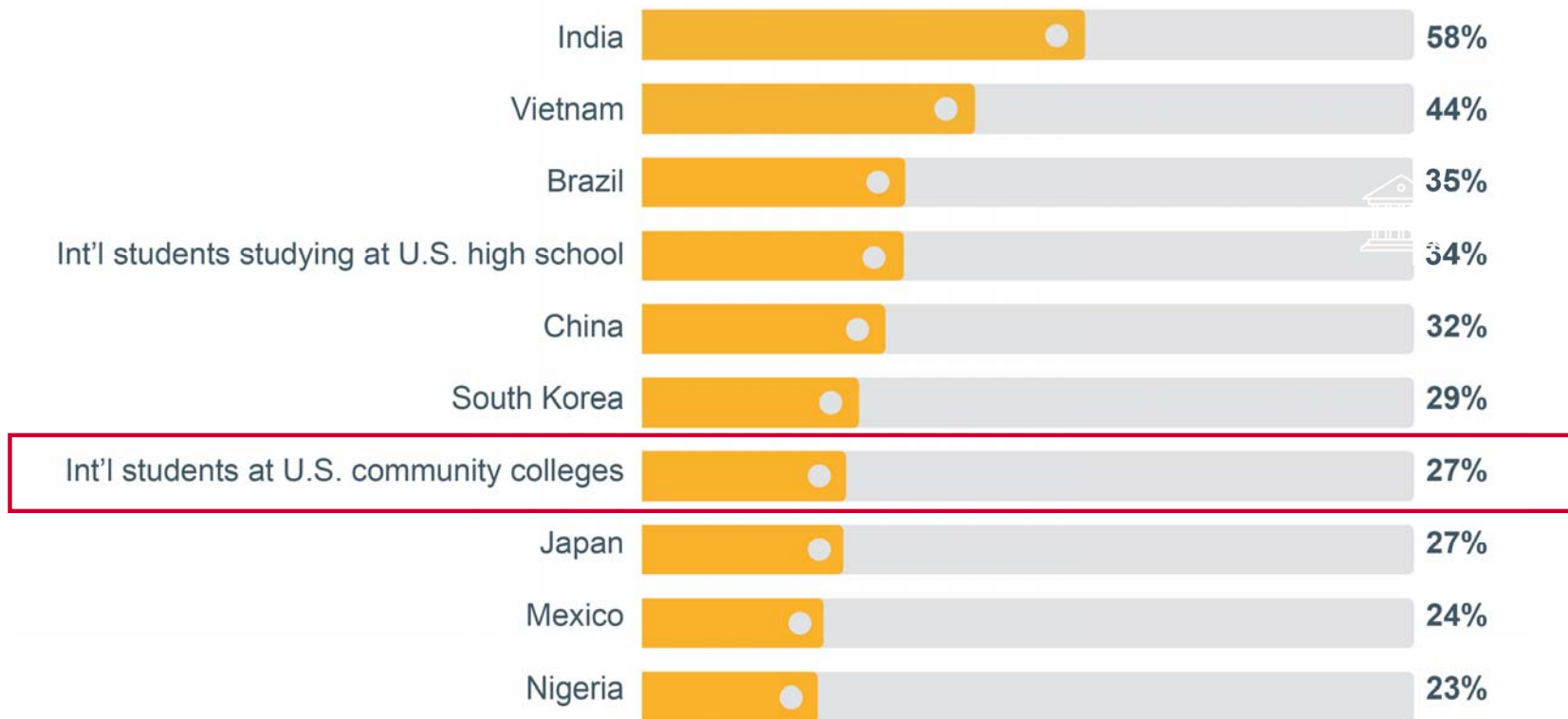
# Density of international students at community colleges by state







# International outreach and recruitment



# Promising practices for increasing international student enrollment at community colleges



**Educating Leadership:** Educating institutional leadership on the value of hosting international students at a community college can help international student offices gain support for critical resources, including funding, staff, and office space, to develop a strategy and support the recruitment and retention of international students.



**Supporting the Whole Person:** U.S. community colleges have support systems to educate the whole person, starting from where they are and focusing on what they need. This built-in retention mechanism offers international students English language training, academic preparation, and basic life skills for navigating life in the United States.

# Promising practices for increasing international student enrollment at community colleges



**Developing Partnership:** Community college international student recruitment benefits from having multiple and different types of partnerships, including articulation agreements with four year institutions, connections to EducationUSA advisors, government-sponsored scholarship programs, Study in the USA, and local community organizations. Partnerships can serve as a draw to the institution and help to bring a diverse international student body to the campus.



**Engaging Current Students and Alumni:** Word of mouth is a powerful recruitment tool. Community colleges can channel current students' and alumni voices through initiatives designed to share their personal success stories with prospective international students. Institutions leveraged social media platforms, their websites, and other electronic means to amplify international student voices and connect them directly to prospective students.

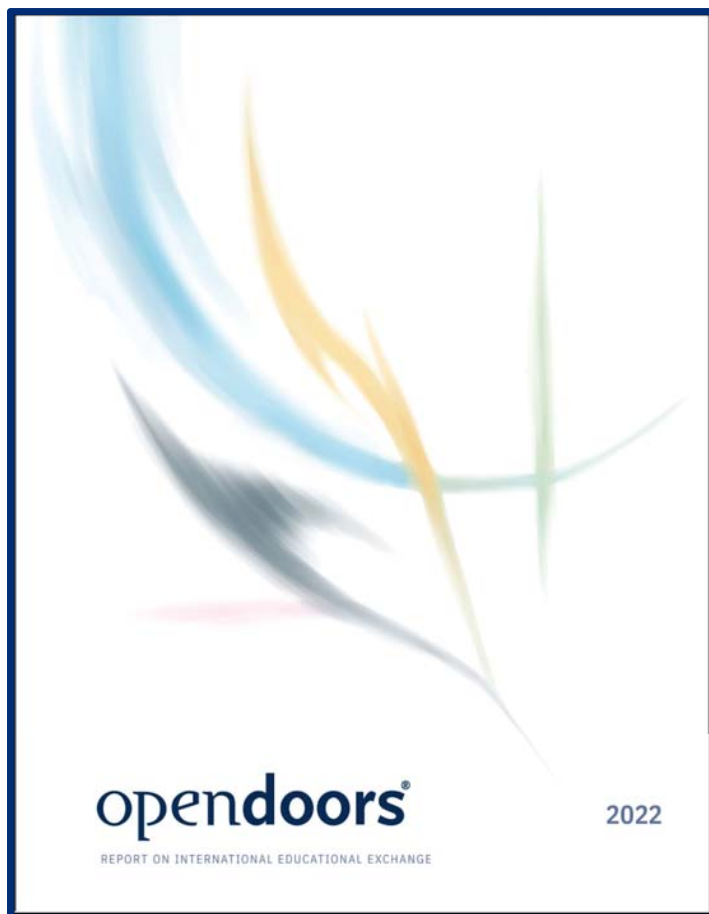
# Promising practices for increasing international student enrollment at community colleges



**Leveraging Technological Advancements:** Community colleges can leverage the latest technological advancements to increase communication and engagement with international students. By opening avenues to communication throughout the admissions processes, community colleges have been more responsive to students' needs leading to increased applications and admissions.



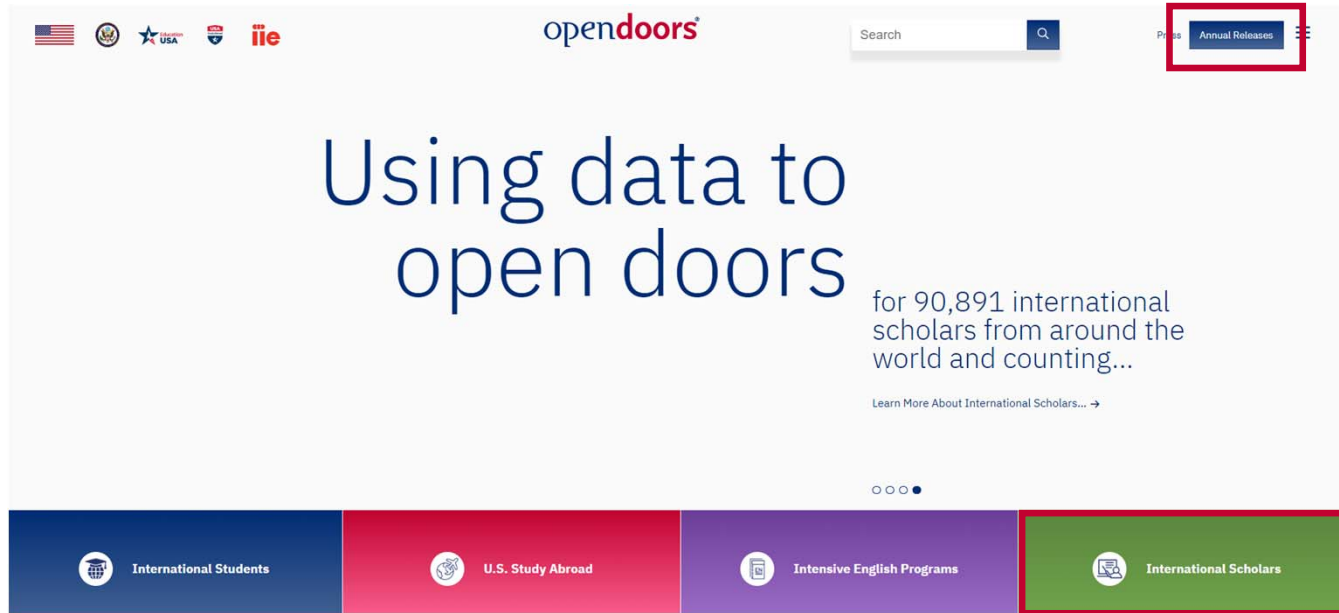
**Building a Professional Network:** By increasing engagement in professional organizations and networks, community college professionals can benefit from the knowledge and experience of colleagues in the same field. Professional networks can provide resources for educating leadership, responding to students' needs, and building technical expertise among staff.



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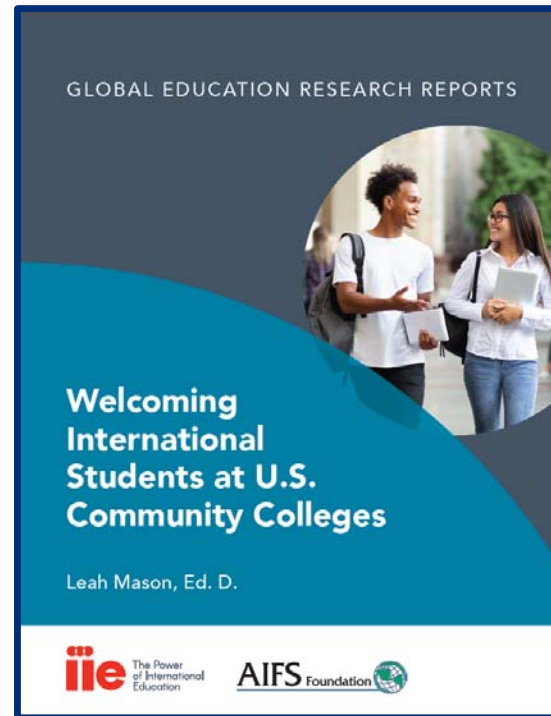
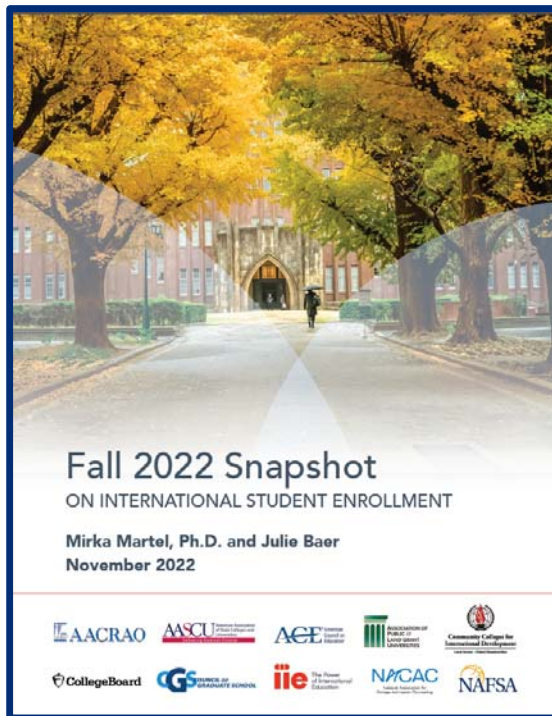


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