Internationalization Initiative for Washington State University

Facilitated by International Programs and the Office of the Provost
Why Internationalization is a Priority

• WSU’s Drive to 25 and Strategic Plan goals: to prepare students to lead and excel in a diverse United States and global society.
  – Requires skills to work across languages, cultures, and borders to solve critical, complex global problems.

• WSU is currently 7.1 percent international, while AAC and U peers are 18-20 percent.
  – Undergraduate enrollment is less than 4 percent international.
## International Student Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Student Enrollment</td>
<td>27,679</td>
<td>27,642</td>
<td>28,686</td>
<td>29,686</td>
<td>30,142</td>
</tr>
<tr>
<td>International Students</td>
<td>1,857</td>
<td>1,892</td>
<td>1,892</td>
<td>2,044</td>
<td>2,132</td>
</tr>
<tr>
<td>International Undergraduate</td>
<td>934</td>
<td>969</td>
<td>953</td>
<td>1,025</td>
<td>1,131</td>
</tr>
<tr>
<td>International Graduate</td>
<td>875</td>
<td>888</td>
<td>884</td>
<td>959</td>
<td>958</td>
</tr>
<tr>
<td>Percentage of Total Student Population</td>
<td>6.7</td>
<td>9.3</td>
<td>6.6</td>
<td>6.9</td>
<td>7.1</td>
</tr>
</tbody>
</table>
International Students Will Double in the Next Decade

5% Annual Growth

3.0M 4.6M 8.0M
2005 2012E 2025P

Source: OECD, OPEN DOORS, IDP FORECASTS
International Recruiting

There are three ways a university can recruit international students to campus:

1. Internal recruitment programs
2. Outsourced programs
3. Joint venture model
Joint Venture: Partnering with INTO

• INTO is a global leader in international student recruitment and success.

• INTO creates joint ventures with universities to:
  – Recruit international students
  – Create English language training
  – Develop academic Pathway programs
  – Provide social and academic support services
Joint Venture Partnership Across Three Continents

INTO has partnerships with universities in Asia, Europe, and North America

U.S. Universities

- Colorado State University
- USF University of South Florida
- Drew University
- George Mason University
- Marshall University
- Oregon State University
- The University of Alabama at Birmingham
- Washington State University

Knowledge that will change your world
Key Characteristics of a WSU-INTO Partnership

• WSU controls academics, admissions, quality.
• INTO students begin as non-degree-seeking, taking existing WSU courses and English language training.
• The partnership uses and extends already-existing student support services.
• The partnership involves both undergraduate and graduate (Master’s) programs.
WSU Students from Day One

- Same benefits, access, and amenities as domestic students.
- Live in residence halls with all students.
- Attend classes with all students.
- Do not displace qualified Washington students.
How We Increase International Presence

1. Direct admission into degree programs
2. Academic English/Pathway programs
Pathway Program is a Critical Element of the INTO Model

- Pathway programs blend:
  - Academic skills, coursework, and tutoring services
  - English language training
  - Integrated, small class sizes
  - Social and academic support services

- Students progress out of the Pathway program after successful completion of requirements, including a minimum GPA.
Entry requirements, progression requirements, and semester-by-semester criteria developed in consultation with faculty.

Undergraduate Pathways
- Business
- Science
- Computer Science
- Engineering
- Social Sciences/Humanities
- Architecture
- Journalism/Communications
- Math/Data Analytics
- Agricultural Sciences
Proposed Initial Graduate Pathways

- MBA (Tri-Cities)
- M.S. Mathematics (Computational Finance)
- M.S. Statistics
- Masters of Accounting
- Three others under consideration
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| Fall 2016 | Establish partnership  
                     Identify initial degree program offerings |
| Spr 2017 | Set up joint venture and governance structure  
                     Develop administrative infrastructure  
                     Finalize initial pathways |
| Fall 2017 | First class of INTO students  
                     (est. headcount = 200 – 250) |
| Fall 2018 | Second class of INTO students (est. – 300) |
| Fall 2019 | Third class of INTO students (est. – 400) |
INTO students pay full non-resident tuition and fees.

All revenues and costs associated with the Pathways Program are incurred by the joint venture. WSU and INTO share any profits equally.

WSU receives all revenue when students become degree seeking, less a small percentage to INTO.
International Student Enrollment
WSU/Oregon State/Colorado State

<table>
<thead>
<tr>
<th>Year</th>
<th>CSU</th>
<th>OSU</th>
<th>WSU</th>
<th>INTO CSU</th>
<th>INTO OSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALL 2015</td>
<td>2349</td>
<td>2044</td>
<td>4013</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>FALL 2014</td>
<td>2199</td>
<td>1892</td>
<td>3884</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>FALL 2013</td>
<td>1847</td>
<td>1892</td>
<td>3401</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>FALL 2012</td>
<td>1268</td>
<td>1857</td>
<td>2980</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

INTO CSU: Began Fall 2012
INTO OSU: Began Fall 2009
# How Students Perform

<table>
<thead>
<tr>
<th>School/ Level</th>
<th>% Progress (Business, Engin/IT, Other)</th>
<th>Cum GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UndGrad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U South Florida</td>
<td>84-87%</td>
<td>3.43</td>
</tr>
<tr>
<td>Oregon State U</td>
<td>80-90%</td>
<td>3.12</td>
</tr>
<tr>
<td>Colorado State U</td>
<td>82-91%</td>
<td>3.56</td>
</tr>
<tr>
<td><strong>Grad</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U South Florida</td>
<td>72-82%</td>
<td>3.62</td>
</tr>
<tr>
<td>Oregon State U</td>
<td>69-90%</td>
<td>3.35</td>
</tr>
<tr>
<td>Colorado State U</td>
<td>66-100%</td>
<td>3.35</td>
</tr>
</tbody>
</table>
Questions?