



**The Graduate School and  
International Education,  
Strategic Plan Annual Report  
(October 18, 2017)**



UNIVERSITY OF  
ARKANSAS

GRADUATE SCHOOL  
& INTERNATIONAL  
EDUCATION

[grad.uark.edu](http://grad.uark.edu)

Between November 2016 and  
October 2017, we said hello  
to...

# Tess Constant (ISS)

(hello and then good-bye in June)



# Cassandra Gronendyke (STAB)

(hello and then goodbye in November 2017)



# AnneDella Hines (RECR/ENGR)



# Jinny Lowe (Dean's Office)

(hello and then good-bye in August)



# Kayla McGrew (ISS)



# Haxhire Myrteza (hourly STAB)





# Rabia Shattuck (Admissions)



# Andrew VanLew (ISS)



# William “Drew” Walker (ISS)



# Romona West (RECR)



# Amy Smith (Dean's Office)



# Sort of hello to Laura Moix... (from STAB to Student Support)



# ...And JoAnn Kvamme (from ARSC to GSIE)



...the new home for Study Abroad  
and International Exchange...





# ..and the new home for the GSIE Information Technology team



# We said goodbye to...

- Stacey Clay
- Marco Cruz
- Jennifer Kohnke Wald
- Mykel Wallace
- Jeremiah Wax



# ...and the 722 W. Maple House



# We also welcomed Provost Coleman to the University



# Strategic Plan Goals

1. Advance the visibility and promote the reputation of the Graduate School and International Education and the University of Arkansas.
2. Facilitate the development and management of innovative graduate, international, and graduate interdisciplinary programs.
3. Improve and strengthen retention and graduation rates by advocating for students in graduate and international educational programs.
4. Initiate and maintain strong connections with graduate, international, interdisciplinary, and study abroad students and scholars from the time of initial inquiry through program or degree completion.
5. Provide proactive policy leadership and best practices to University administration about risk assessment and tracking for international mobility.
6. Serve as the central unit for best practices and compliance on matters related to graduate students and international students and scholars.
7. Ensure an effective, efficient, and appropriate use of information technology resources and an infrastructure.
8. Invest in the development and retention of GSIE staff.
9. Develop and implement a strategic enrollment management plan.
10. Facilitate the participation of students in international educational experiences to enhance global awareness.
11. Provide English as a Second Language and culture training for international students and cross-cultural training for campus constituents.
12. Provide standardized testing services for the U of A and external constituencies.

# VISION



The Graduate School and International Education assists the University of Arkansas in excelling at research, teaching, training, and service while fostering student and scholar success and enhancing the overall student academic experience.

# MISSION

The Graduate School and International Education supports the strategic goals of the University of Arkansas to continue as a very high research university; recruits, retains and graduates high-caliber students; advocates for students and student success; facilitates intercultural and international experiences to increase global competencies; and assists in the development of international, interdisciplinary, and graduate programs.



# Vision/Mission/Goals

- Audra Johnston and Sedivy Reigh:  
UA Employees of the Year
- Heather London, Sarah Malloy and Julie Rogers:  
UA Employees of the Quarter



# Employee Awards Banquet, October 9<sup>th</sup>, 2017



# Goal One

*Advance the visibility and promote the reputation of the Graduate School and International Education and the University of Arkansas.*



# Goal One: Visibility and Reputation

- The 70<sup>th</sup> anniversary of the Fulbright Program was celebrated at the 2016 Fulbright Association Annual Conference in Washington, DC, at which a large delegation of UA representatives was present
- The U of A helped sponsor the Fulbright Prize, which “recognizes and rewards outstanding contributions toward bringing peoples, cultures or nations to greater understanding of others”



# Goal One: Visibility and Reputation

- GSIE hosted the *EducationUSA Advisor Training Institute: Essentials of Advising Level 1* in April 2017, hosting 26 advisors from 23 countries



# Goal One: Visibility and Reputation

- International Recruitment held a spring 2017 graduation reception for international students and their families
- Sponsored Students held a reception for their graduating students



# Goal One: Visibility and Reputation

- International Recruitment began using recruitment and admission videos in their campaigns and
- hosted two international student focus groups to gain a better understanding of why international students choose the U of A



# Goal One: Visibility and Reputation

- Amanda promoted the GSIE and the U of A through a variety of communication channels, including newswire, the GSIE website, Gearhart Hall TV monitors, promotional materials and social media
- The international culture team, in collaboration with Crystal Bridges and the Scott Family Amazeum offered quality cultural experiences to patrons of the museums

# Goal One: Visibility and Reputation

- We hosted 72 prospective students for campus visits
- 31 students attended a preview day in either December or April
- We welcomed five guest faculty and administrators for the Graduate Research Opportunities Forum (GROF)
- We partnered with the Black Graduate Students' Association for the *Attracting Intelligent Minds* conference; ten prospective students were guests



# Goal One: Visibility and Reputation

- We hosted more than 200 doctoral fellows, guests and faculty members at the Doctoral Fellows reception



# Goal One: Visibility and Reputation

- There has been considerable travel by several of our units, for the purposes of recruitment and maintaining contacts
  - We have offered recruitment webinars to EducationUSA centers in several countries
- We have hosted a number of guests, such as representatives from SABIC, IIE, Senacyt, AMIDEAST, and Education USA advisors

# Goal One: Visibility and Reputation



- Dean Needy was asked to serve on the Diversity, Equity and Inclusion Committee of the GRE Board

# Goal One: Visibility and Reputation

- Dean Rom was selected as an Association of International Education Administrators 2017-18 Presidential Fellow



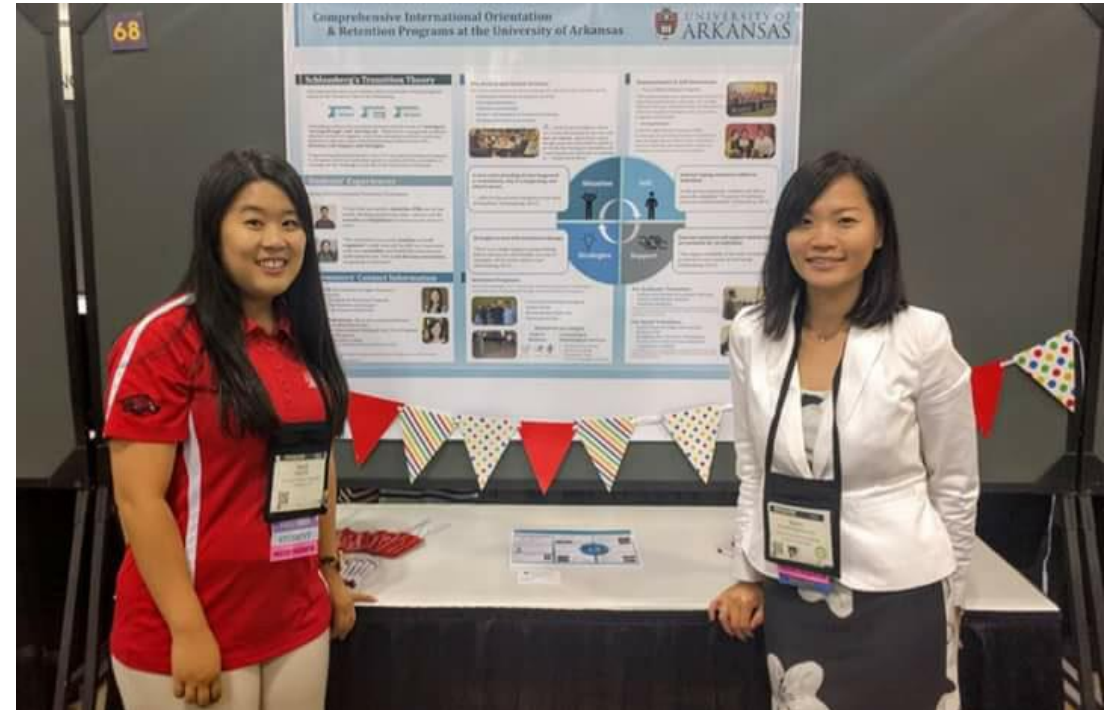
# Goal One: Visibility and Reputation

- The University of Arkansas has increased visibility through its promotion of the Fulbright Scholarship program thanks in part to the efforts of GSIE staff, especially DeDe Long, Gloria Flores Passmore and Leyah Bergman-Lanier



# Goal One: Visibility and Reputation

- DeDe Long was elected to the Fulbright Association's Board of Directors
- Gloria Flores Passmore served on the selection committee for the poster session process for NAFSA in LA



# Goal One: Visibility and Reputation

- DeDe chaired a session at the May, 2017, NAFSA meetings in Los Angeles, and Dean Rom gave a presentation in that session



# Goal One: Visibility and Reputation

- Testing Services served as a test site for proctoring online/distance exams for other U.S. universities' students and external constituencies





# Goal One: Visibility and Reputation

- Davide Vitale was awarded the distinguished service award from the Fay Jones School of Architecture and Design



# Goal One: Visibility and Reputation



- For the ninth consecutive year, Yassaman Mirdamadi received the Service Recognition Award for Professional Contributions to the National College Testing Association

# Goal One: Visibility and Reputation

- Several staff members attended the NAFSA annual conference in Los Angeles in May 2017



# Goal One: Visibility and Reputation



- Doug Rhoads was chosen as the award winner in the faculty category
- Bryan Hill was chosen as the award winner in the staff category
- Vicky Hartwell was chosen as the award winner in the GSIE staff category

# Goal Two

*Facilitate the development and management of innovative graduate, international, and graduate interdisciplinary programs.*



# Goal Two: Innovative and Educational Programs

- The U of A signed an MOU with Ezurum Technical University for increasing the number of Turkish students in Cell and Molecular Biology and in Engineering



# Ezurum Technical University



# Goal Two: Innovative and Educational Programs

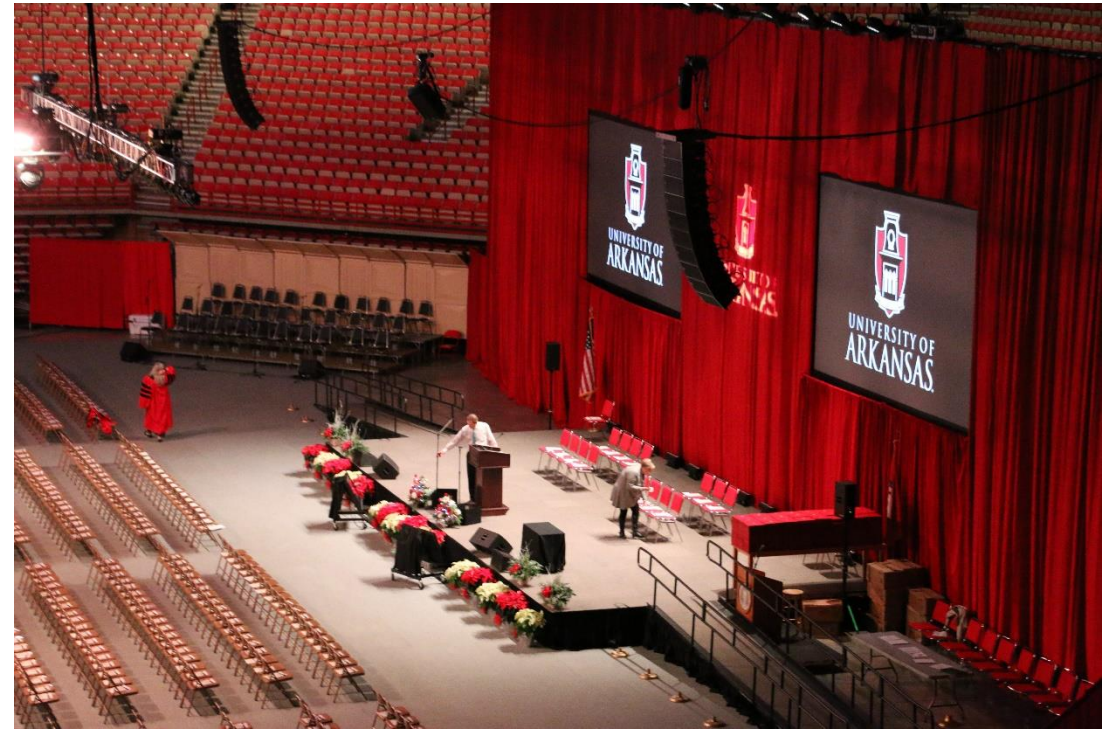
ISS is a key stakeholder in the 3+1 program with the Department of Supply Chain Management and Soochow University in Suzhou, China

- Julie Rogers worked with the Registrar's office to develop a degree audit system in UAConnect and is offering training sessions with departmental faculty and staff



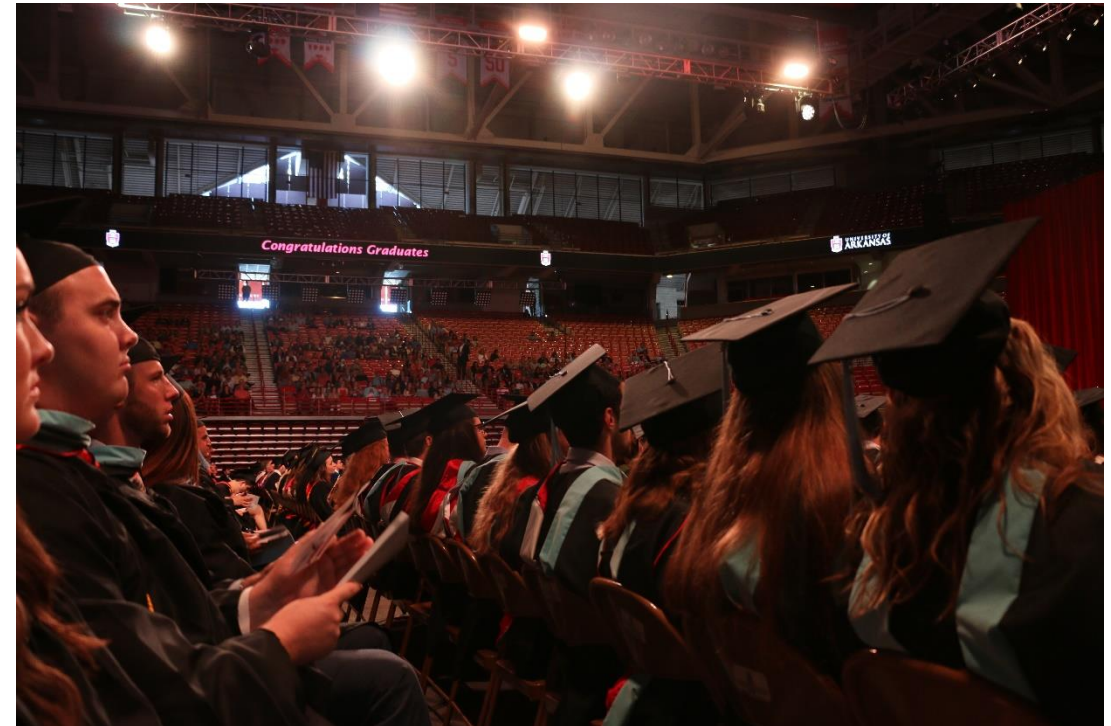
# Goal Three

*Improve and strengthen retention and graduation rates by advocating for students in graduate and international educational programs.*



# Goal Three: Retention and Graduation

- In the 2016-17 graduation year, we awarded master's degrees to 1,192 students (up ten from last year) and 168 doctoral students (down ten from last year)



# Goal Three: Retention and Graduation



- We awarded 147 master's degrees to international students and 47 doctoral degrees.
- Eight of those doctoral degrees (17%) were in interdisciplinary programs

# Goal Three: Retention and Graduation

- In the 2016-17 graduation year, we awarded 28 interdisciplinary master's degrees (the same as last year) and 22 interdisciplinary doctoral degrees (one more than last year).
- Interdisciplinary doctoral degrees comprised 13.1% of the total doctoral degrees awarded



# Goal Three: Retention and Graduation

- Melissa Moon met with multiple academic departments and graduate students to present information about the thesis/dissertation submission process and policies
- ISS hosted an information meeting with a Q & A after the implementation of the President's Executive Order that instituted a travel ban on specific countries including Iraq and Iran

# Goal Three: Retention and Graduation



- Senior leadership of ISS have adopted the Provost's four (plus one) foundational elements to student success as benchmarks for the programs and services offered to international students and scholars

# Goal Four

*Initiate and maintain strong connections with graduate, international, interdisciplinary, and study abroad students and scholars from the time of initial inquiry through program or degree completion.*

- Amanda organized multiple events to help build and maintain connections with graduate students, including TA orientation, New Graduate Student Orientation, Graduate Student and Family Picnic, Graduate Education Week and a fall 2016 professional development series

# Goal Four: Connections with Students and Alumni

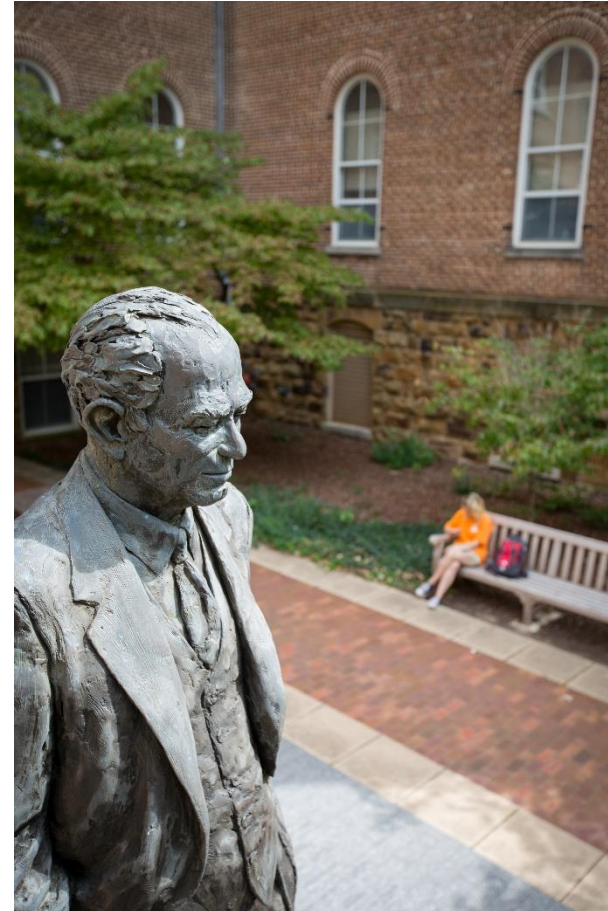
- SSP held the annual Welcome Reception with the Chancellor in September for new and continuing SSP students along with their faculty advisors and international educators





# Goal Four: Connections with Students and Alumni

- The Fulbright Students' registered student organization (FUSA) facilitated a Fulbright Friendsgiving Forum in November 2016 as part of IEW. This was recognized as the outstanding event of the month by the registered student organization



# Goal Four: Connections with Students and Alumni

- The Office of Study Abroad and International Exchange selects five past study-abroad students to serve as peer advisors. This experience often leads to the pursuit of international opportunities by these students after they graduate



# Goal Four: Connections with Students and Alumni

- GSIE and ISS hosted a dinner for international student alumni living in the Los Angeles area during the NAFSA Annual Conference



# Goal Four: Connections with Students and Alumni

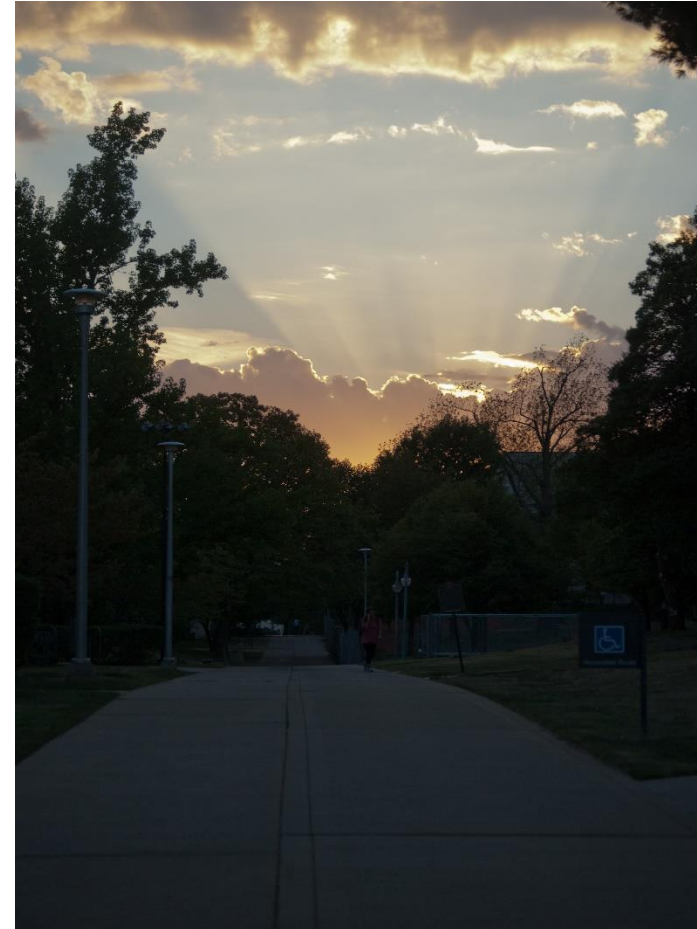
- We welcomed the seventh cohort of 28 PAPSS scholars to campus in August 2017. The total number of scholars enrolled at the U of A is 103, with 28 enrolled at SILC, for a total of 131



# Goals Five and Six

*Provide proactive policy leadership and best practices to University administration about risk assessment and tracking for international mobility.*

*Serve as the central unit for best practices and compliance on matters related to graduate students and international students and scholars.*



# Goals Five and Six: Risk Assessment and Compliance

- Amanda organized/hosted and GSIE staff presented at graduate coordinator workshops
- Advisors in ISS established policies and procedures to facilitate the application of STEM OPT extensions for qualified graduates of the U of A
- The Office of Study Abroad continues to track all campus international travel and processes petitions for exception to the University's international travel policy
- STAB staff monitor world events that may affect the health and safety of our students, staff and faculty and communicates as needed with travelers and the campus community
- Amanda kept University Relations and members of the media informed of the status of study-abroad programs in countries of concern

# Goals Five and Six: Risk Assessment and Compliance



- The University was able to begin employment for several faculty and researchers on H-1b status, due to the diligent work of Audra Johnston in filing petitions by premium processing before the temporary close of the program

# Goal Seven

*Ensure an effective, efficient, and appropriate use of information technology resources and infrastructure.*

- Andrew continually monitored the GSIE website to ensure that all content is in keeping with accessibility standards and University style guidelines
- The ISS office has transitioned to centralized printing using one Xerox printer in each of the programming and compliance office suites



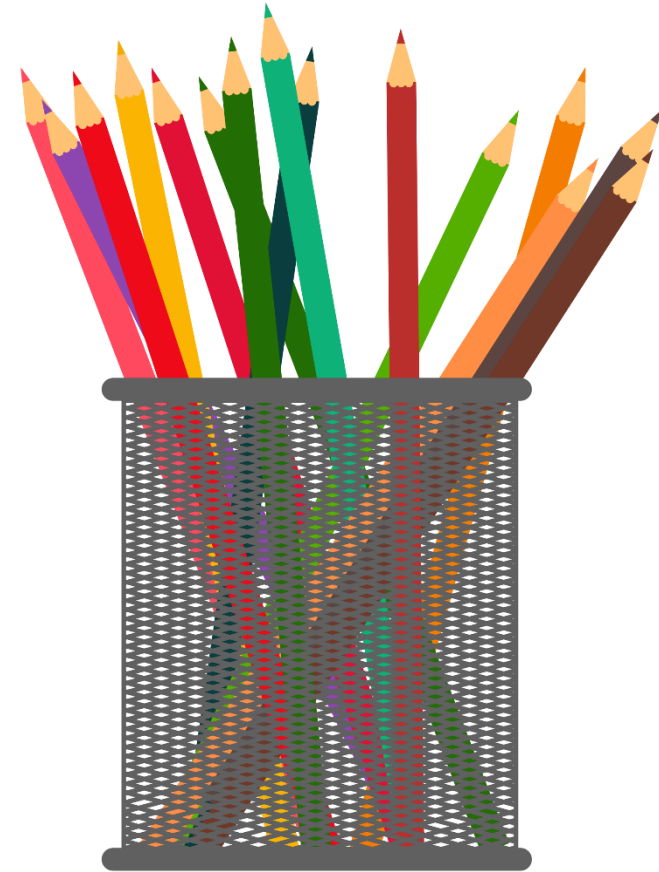
# Goal Seven: Information Technology

- The Office of Study Abroad has used its software management tool to serve as the central portal for all students applying for institutional study abroad scholarships, creating huge efficiencies for students trying to identify funding sources and creating a central database for study abroad awards across colleges



# Goal Seven: Information Technology

- Testing Services implemented an online registration system to allow students and test takers a more convenient way to schedule their exams.
- Cheri and Amanda developed engaging content and templates for the Pardot email campaign



# Goal Seven: Information Technology

Salesforce/Pardot went live for international recruitment on July 2016 (as we reported last year). Since that time:

- Almost 50,000 student records have been added to the system with 175,000 automated communications sent
- Graduate recruitment is also using Salesforce
- There are 21 active licenses/users in Salesforce

- Inquiry forms on the GSIE website generate leads directly into Salesforce
- We regularly send automated emails to prospective students through our “Discover the U of A” campaign as well as Happy Birthday and Happy Holiday emails
- We recently added special events and graduate program email campaigns for a more personalized, responsive and informative experience
- We are working with seven graduate programs to begin their recruitment email campaigns

# Goal Eight

*Invest in the development and retention of GSIE staff.*



# Group Eight: Staff Development and Retention

- Staff development consisted mostly of attendance at professional conferences, individualized and group training, and workshops



# Goal Nine

*Develop and implement a strategic enrollment management plan.*



# Enrollment, Fall 2017

- In Fall 2017, we enrolled 4,161 graduate students, down 114 from last fall
- As a percentage of total University headcount, graduate enrollment fell from 15.72% in Fall 2016 to 15.10% in Fall 2017
- We enrolled 726 international graduate students in Fall 2017, 20 more than in Fall 2016
- We enrolled 730 international undergraduate students in Fall 2017, compared to 757 in Fall 2016
- Total international enrollment this Fall 2017 is 5.30%
- In Fall 2017, there are 212 enrolled sponsored students, 14.6% of the international headcount

# In Fall 2017, there are:

- 261 Doctoral Fellows
- Seven SREB Fellows
- Six NSF graduate research fellows who are also doctoral fellows
- 50 Benjamin Franklin Lever Fellows
- 212 sponsored students
- 50 enrolled Fulbright Scholars
- 120 countries represented by our international students





# Goal Ten

*Facilitate the participation of students in international educational experiences to enhance global awareness.*



# Goal Ten: International Educational Experiences

- Study abroad enrollment increased 7% over the previous year



# Goal Ten: International Educational Experiences

- Amanda heavily promoted International Education Week
- *Great Value Colleges* named the U of A's study abroad programs the fourth best in the nation, based on variables including affordability and the variety of programs available
- Dr. Rebecca Miles and Michael Freeman became certified administrators of the *Intercultural Development Inventory* to assess the intercultural growth of students and staff associated with the newly implemented International Education Living/Learning Community in Holcombe Hall

# Goal Eleven

Provide English as a Second Language and culture training for international students and cross-cultural training for campus constituents.

- We celebrated our 25-year partnership with Spring International Language Center

# August 22, 2017



# U of A and SILC



# U of A and SILC



# U of A and SILC





## U of A and SILC



## U of A and SILC



# Goal Eleven: Cross-Cultural Training

- The Outreach Team of International Students and Scholars hosted the Iranian New Year immersion in March, 2017



# Goal Eleven: Cross-Cultural Training

- The U of A was awarded a Foundation Year grant from the SABIC organization which will begin this month



# Goal Twelve

*Provide standardized testing services for the U of A and external constituencies.*

- The Office of Testing Services tested approximately 14,000 students and prospective students
- Testing Services offered the Acuplacer exam in place of the Compass for the fall 2017 semester to international students entering the U of A as freshmen who did not have an ACT or SAT score on file

# Goal Twelve: Standardized Testing Services

- Testing Services collaborated with other campus units, such as Educational Talent Search, Upward Bound, etc.
- Testing Services continues to improve ADA accessibility



# And for the Future:

- Begin implementing the campus-wide strategic plan and develop/collect appropriate metrics. The strategic plan can be seen at <https://www.uark.edu/strategic-plan/>
- Goal: Improve the quality of graduate programs offered, increase enrollment and the number of degrees awarded
- Goal: Develop professional masters programs to meet workforce needs in the state
- Goal: Strengthen international graduate student recruitment to increase graduate enrollment and degrees awarded

# Future (continued)

- Continue to grow resources in alignment with the strategic plan
- Plan for strategic growth in graduate enrollment
- Manage international challenges





# Thank you for all you do!

