

International Student Recruitment Self-Assessment Questionnaire

Instructions:

1. Review each factor and sub-criteria listed below.
2. Evaluate your institution's performance for each criterion on a scale of 0 to 5, where:
 - 0 indicates low or no implementation/effectiveness.
 - 5 indicates high implementation/effectiveness.
3. Identify areas of strength and areas for improvement in your international student recruitment efforts.

Success Factors	Assessment Questions	Score (1-5)
1. Strategic Leadership and Planning		
1.1. Executive Leadership	a. Is there a designated executive board level leader (e.g., Pro Vice-Chancellor) championing internationalisation efforts? b. Is there visible support and endorsement from senior leadership for international student recruitment initiatives?	
1.2. Internationalisation Strategy	a. Is internationalisation clearly defined as a strategic priority within the institution's vision and mission? b. Are there measurable goals and objectives related to international student recruitment? c. Is there ownership and accountability for achieving these goals?	
1.3. Centralised International Unit	a. Is there a centralised international student recruitment unit responsible for coordinating efforts across departments and channels? b. Does the international unit have sufficient authority and resources to effectively implement recruitment strategies?	
1.4. Sustainability and Long-Term Planning	a. Does the institution engage in strategic long-term planning for international student recruitment, considering factors such as demographic trends, geopolitical changes, and market shifts? b. Are sustainability considerations integrated into recruitment strategies to ensure long-term viability and success?	

2. Marketing, Recruitment and Admissions Infrastructure & Operations		
2.1. Staff Expertise	<ul style="list-style-type: none"> a. Is the international marketing and sales unit adequately staffed and equipped with the necessary expertise? b. Are staff members trained in international student recruitment and marketing and strategies and cross-cultural communication? 	
2.2. Market Targeting Strategies	<ul style="list-style-type: none"> a. Are there clear strategies in place for targeting different international markets effectively? b. Are market research and analysis conducted to inform targeting strategies? 	
2.3. Physical Presence	<ul style="list-style-type: none"> a. Does the institution have physical presences (offices, representatives, partnerships) in key international markets? b. Are the physical presences strategically located to maximise outreach and engagement with prospective students and equipped to support recruitment partners? 	
2.4. Online Presence	<ul style="list-style-type: none"> a. Are there robust online presences through digital marketing and other digital channels which address target international markets? b. Are online channels effectively utilised to engage with prospective international students? 	
2.5. Alumni Network Engagement	<ul style="list-style-type: none"> a. Is there an active alumni network engaged in supporting international student recruitment efforts? b. Are alumni involved in outreach activities and mentorship programmes for prospective international students? 	
2.6. Alumni and Recruitment Strategy Alignment	<ul style="list-style-type: none"> a. Are strategies for alumni engagement aligned with recruitment objectives? b. Do alumni activities contribute to the overall recruitment goals of the institution? 	
2.7. Monitoring of Enrolment-related Targets	<ul style="list-style-type: none"> a. Are enrolment targets regularly monitored and adjusted based on recruitment trends and performance (enquiries, applications, offers, accepts)? b. Is there proactive management of enrolment targets to address any deviations from recruitment goals? 	

2.8. Competitor Analysis	<ul style="list-style-type: none"> a. Does the institution conduct regular assessments of competitor institutions' international student recruitment strategies to identify strengths, weaknesses, and areas for improvement? b. Is there a mechanism in place to benchmark the institution's performance against key competitors in the international student recruitment landscape? 	
3. Financial Resources		
3.1. Budget Allocations	<ul style="list-style-type: none"> a. Does the institution allocate sufficient financial resources to support international student recruitment efforts? b. Are financial resources allocated strategically to maximise recruitment outcomes? 	
3.2. ROI Understanding	<ul style="list-style-type: none"> a. Is there a clear understanding of the return on investment (ROI) for international student recruitment activities, and are resources allocated accordingly? b. Are ROI metrics tracked and analysed to inform decision-making and resource allocation? 	
3.3. Contingency Plans	<ul style="list-style-type: none"> a. Are there contingency plans in place to address unexpected financial challenges or fluctuations in funding availability? b. Is there flexibility in resource allocation to adapt to changing recruitment dynamics and market conditions? 	
4. Applicant Support and Engagement		
4.1. Enquiry and Application Process	<ul style="list-style-type: none"> a. Are the enquiry and application processes streamlined and user-friendly for international students? b. Is there prompt and efficient handling of enquiries and applications in line with customer expectations? 	
4.2. Financial Aid and Scholarships	<ul style="list-style-type: none"> a. Are there clear strategies for providing financial aid and scholarships to international students aligned to recruitment objectives? b. Are financial aid opportunities well-publicised and accessible to prospective students? 	
4.3. Tuition Fees Competitiveness	<ul style="list-style-type: none"> a. Are tuition fees competitive compared to peer institutions and aligned with recruitment objectives? 	

	b. Are tuition fee structures transparent and easily understandable for international students?	
4.4. Visa and Immigration Assistance	a. Are there dedicated staff or offices to address visa, immigration, and legal issues for international students? b. Is visa and immigration information readily available and accessible to prospective students?	
4.5. Enquiry, Application & Admissions Processes	a. Is there a comprehensive enrolment management strategy (from discovery to enrolment) in place to optimise the recruitment, admission, and retention of international students?	
5. Academic and Student Support & Engagement		
5.1. Academic and Social Support	a. Are there comprehensive support services specifically designed for the needs of international students, including academic, cultural, and social support? b. Is there support in place to assist international students with academic challenges and cultural adaptation?	
5.2. Language Courses	a. Are there pre and in-session language support services available to assist international students with English proficiency and study skills? b. Are language courses tailored to the needs and proficiency levels of target international students?	
5.3. Cultural Exchange & Integration Programmes	a. Are there initiatives in place to promote cultural integration and diversity on campus, fostering a welcoming environment for international students?	
5.4. Flexible Payment Options	a. Are there flexible payment options available to international students? b. Are payment processes streamlined to accommodate different financial circumstances?	
5.5. Careers Services	a. Does the university emphasise employability opportunities for international students as part of its recruitment messaging? b. Are career services tailored to the needs and aspirations of international students?	

5.6. Work Experience Opportunities	a. Are there opportunities for international students to gain work experience or participate in paid part-time employment during their studies?	
5.7. Feedback Mechanisms	a. Are there mechanisms in place to gather feedback from international students and address any concerns or areas for improvement promptly? b. Is feedback actively solicited and acted upon to enhance the student experience?	
6. Recruitment Partnerships		
6.1. Recruitment Agent Partnerships	a. Are there established partnerships with recruitment agents in various countries to assist with international student recruitment efforts? b. Does the institution provide sufficient training and support to its recruitment agents? c. Is there effective communication and collaboration with recruitment agents to ensure alignment with institutional goals?	
6.2. Pathway Partnerships	a. Is there an established pathway partnership to facilitate international students' transition into the institution? b. Are pathway programmes aligned with academic offerings and recruitment objectives?	
6.3. Transnational Education Programmes & Articulation Agreements	a. Does the institution offer Transnational Education (TNE) programmes as a route to admission to the UK campus? b. Does the institution have articulation arrangements in place for large scale planned annual direct enrolments to the UK campus?	
7. Programme Portfolio & Academic Facilities		
7.1. Attractive Programme Portfolio	a. Does the institution offer a diverse and appealing range of academic programmes that cater to the interests and needs of international students?	
7.2. Employability Support	a. Are the programmes aligned with industry demands and global trends, offering opportunities for career advancement and specialisation? b. Are work experience opportunities integrated into academic offerings?	

7.3. Facilities and Resources	<ul style="list-style-type: none"> a. Does the university prioritise delivering a high-quality student experience for international students, including access to modern facilities, resources, and extracurricular activities? b. Are facilities and resources adequately resourced and maintained to meet the needs of international students? 	
8. Reputation & Ranking		
8.1. Ranking position	<ul style="list-style-type: none"> a. Is the university ranked favourably in international rankings such as QS World University Rankings, Times Higher Education World University Rankings, or others relevant to the institution's target markets? b. How does the university's ranking compare to peer institutions in terms of pricing (entry requirements and tuition fees)? c. Does the university leverage its ranking and reputation effectively in its international student recruitment marketing efforts? 	
8.2. Ranking optimisation	<ul style="list-style-type: none"> a. Does the University undertake analysis of and undertake work to optimise its position in relevant rankings? 	