

**American International Recruitment Council (AIRC)
Workshop**

**Implementing an Agency Based International Student
Recruitment Strategy**

Thursday, December 8, 2011

8:30 a.m. - 12:30 p.m.

Mayfair Hotel - Coconut Grove, Miami, Florida

Attend this workshop if you are an educator interested in expanding your university's international enrollment. The workshop focus is on working with agents who specialize in recruiting students for the U. S. market. Presenters are AIRC members with significant agent-based recruiting experience. The workshop takes place immediately following the [ICEF Workshop](#) and precedes the [AIRC Conference](#) (for members only).

Participants will have the opportunity to begin developing their own agent based recruitment plan.

Presenters include:

Stephen Foster, Associate Vice President for International Affairs, Wright State University

Mitch Leventhal, Vice Chancellor for Global Affairs, State University of New York

Pia Wood, Associate Provost, University of Tennessee, Knoxville

Agency Representatives, tba

Workshop topics will include:

- Trends in international student recruitment and 21st Century realities
- Reasons to consider using agents to recruit international students
- Types of agents and how to select the best agents for your institution
- How to talk to your administration about agent based recruitment
- Logistics of agent based recruitment: contracts and compensation
- Quality assurance in international student recruitment and the role of AIRC
- Marketing your institution through agents
- Best practices in agent based international student recruitment

The workshop is free to AIRC Institutional Members attending the 2011 AIRC Conference. To register for the AIRC Conference (AIRC Members only), use this link:
<https://airc.worldsecuresystems.com/BookingRetrieve.aspx?ID=145397>

The workshop fee is \$100 for AIRC Members that are not attending the AIRC Conference. AIRC Members register using this link:
https://www.airceducation.org/RSVP_Events.cfm?ID=5&member=0

The workshop fee for other (non-AIRC) institutions is \$150. Non AIRC members register using this link:
https://www.airceducation.org/RSVP_Events.cfm?ID=5&member=1

Coffee, materials and post-workshop lunch provided.

For more information, contact: Jennifer Wright, <mailto:Jennifer.wright@airc-education.org>

For information on joining AIRC, go to:

https://airc.worldsecuresystems.com/join_institution_secure.html -