DCIE ~ Non-Resident International Initiative

MISSION ~ to support and advance the Universities engagement with students, universities, organizations, and opportunities from around the world.

GOAL ~ five year goal to be one of the top 5 schools in the IIE/Open Doors Report for non-resident international student enrollment in the Masters Level II category (currently number 11). And to reach a ratio of 80% undergraduates to 20% graduates in NRI demographics.

STRATEGY ~ to use our unique synergy between operating units -- the American Language Program(ALP), the Center for International Education(CIE), the Office of International Admissions(OIA), and International House(IHouse) to maintain and sustain competitive advantage in international recruitment.

STRENGTHS ~
- Dedicated and highly skilled staff (2 MPP, 13 F/T staff)
- Unique organizational structure that encourages synergies between recruitment, admissions, housing, and student support programs (competitive advantage worldwide)
- Entrepreneurial spirit enables the ability to adapt programs and services to a diverse and highly complex global marketplace
- Unique model (DCIE) sustains non-resident services through non-general funded operations

CHALLENGES
- Weakness in the global, U.S., and California economies
- Budget problems in the CSU and at CSUEB
- Currently down 4 fulltime positions (International Admissions Director, Exchange Coordinator and Admissions Technician, and Assistant Director IHouse)
- DCIE, thru via self-support funding subsidizes GF via indirect costs and supplemental CE programs, thus full potential ROI for CSUEB is in a weak position
- The need for more “direct access” to on campus housing (need 400 more beds)
- The continued ‘imbalance’ of support for the NRI growth priority campus wide

TOP PRIORITY: 5-year aggressive International Student Recruitment Plan

NRI student goals:

AY 2008 – 950 to 1000
AY 2009 – 1000 to 1100
AY 2010 – 1150 to 1250
AY 2011 – 1300 to 1400
AY 2012 – 1450 to 1550

*denotes General Funded portion of operations, all other services operated via self-support

**projection notes: 1) based on fully-funded year-to-year allocation, 2) avg. 12 unit load

Cook 2/3/2010