Globalizing UAB

A commitment to globalizing UAB is part of our institutional strategic plan. President Watts has set a goal for UAB to be one of the most dynamic and productive universities of the 21st century, an internationally renowned research university and a first choice for education and health care.
Sources of Future Enrollments

- Traditional in-state students
  - Declining high school population; increased competition
- Traditional out-of-state students
  - Up-front investment costs to build brand
- Honors enrollments
  - Heavily subsidized
- Distance learning programs where UAB has competitive edge
  - Program strength, pricing
- Transfers
- Graduate students
  - Fully-funded or in targeted programs
- International -- significant growth projected over next decade
## International Student Enrollment

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Total Student Enrollment</th>
<th>International Students</th>
<th>Graduate</th>
<th>Undergraduate</th>
<th>Incoming Freshman</th>
<th>Percentage of Total Student Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>17,575</td>
<td>575*</td>
<td>378</td>
<td>188</td>
<td>8</td>
<td>3.3%</td>
</tr>
<tr>
<td>2012</td>
<td>17,999</td>
<td>596</td>
<td>391</td>
<td>198</td>
<td>18</td>
<td>3.3%</td>
</tr>
<tr>
<td>2013</td>
<td>18,586</td>
<td>573</td>
<td>391</td>
<td>198</td>
<td>19</td>
<td>3.1%</td>
</tr>
<tr>
<td>2014</td>
<td>18,698</td>
<td>665</td>
<td>407</td>
<td>180</td>
<td>34</td>
<td>3.6%</td>
</tr>
<tr>
<td>2015</td>
<td>18,333</td>
<td>657</td>
<td>422</td>
<td>258</td>
<td>20</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

*TOEFL requirement increased, conditional Admission policy put in place for Intensive English Program (IEP)*

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**International Students will double in next decade**

**GLOBAL INTERNATIONAL ENROLLMENT**

**INTERNATIONAL STUDENTS (MILLIONS)**

- **2005**: 3.0M
- **2012E**: 4.6M
- **2025P**: 8.0M

5% Annual Growth
The United States has room for growth

The U.S. has the largest number of top 500 universities in the world and the largest number of international students.

However, despite recent growth, the U.S. still has the lowest percentage of international students of English speaking countries.

Sources: ARWU 2015 and OECD Education at a Glance 2014

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

INTO creates joint ventures with universities to:
- Develop academic “Pathway” programs
- Create English language training
- Provide social and academic support services

INTO annually invests more than $45M in student recruitment and marketing efforts, netting 15,000 students from 128 countries.
Enrollment Comparison: UAB, Oregon State and University of South Florida

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UAB</td>
<td>966</td>
<td>923</td>
<td>854</td>
<td>781</td>
<td>763</td>
<td>824</td>
<td>767</td>
</tr>
<tr>
<td>OSU</td>
<td>944</td>
<td>1085</td>
<td>1385</td>
<td>1869</td>
<td>2426</td>
<td>3025</td>
<td>3561</td>
</tr>
<tr>
<td>USF</td>
<td>1866</td>
<td>1809</td>
<td>1779</td>
<td>2061</td>
<td>2386</td>
<td>2648</td>
<td>3232</td>
</tr>
</tbody>
</table>

Source: Open Doors

INTO UAB: designed for campus transformation

30-year contract and all aspects of the student experience are integrated:

- Housing
- Dining
- Academics
- Student Services
- Immigration
- Advising
- IT Systems
- Student data
- Recruitment
- Marketing
These are UAB students

- UAB students from day one—not INTO students
- Same benefits, access and amenities as domestic students
- Live on campus, integrated in residence halls with domestic and traditional international students
- Attend classes with traditional students
- Take credit-bearing courses
- Admission does not displace any qualified Alabama students

Entry points and paths for International Students

- Direct Entry
- INTO UAB Accelerated Pathway
- INTO UAB Standard Pathway
- Graduation

Academic English
“Pathway” programs are at the core of INTO UAB

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

Next Steps
- Hire Center Director & other key positions
- INTO UAB Center in Sterne Library
- Support Services: Academic Resource Center
- First students – Aug 2016
- Visit website for updates – coming soon
- Contact Suzanne Austin – seaustin@uab.edu