International Recruitment and Student Services (IRSS) Self-Assessment
June 16-20, 2014

The following are questions that came out of the self-assessment:

- What is the ideal strategy to capture e-mails and phone calls of prospective students to ensure they are added to Connect for future communication and tracking?
- Should a quick application be developed for students on government scholarship programs?
- Are recruitment territories needed for tracking, follow-up and communication?
- What could be included in the 1-20 packet to leave a bigger impression of UAB?
  - Should t-shirts, stickers, etc. be included?
- What is the most effective way to track Visa appointment progress for enrollment projection purposes?
- Can the “Mandatory INS” hold be changed to better reflect what is needed?
- At what point does communication change from Sue/Brennan (recruitment) to Stacye (enrollment)?
- Why are Dental and Professional Students not paying the $50.00 International Student Fee?

The following are tasks that came out of the self-assessment:

- Develop a survey to be sent to all TOEFL senders to gain more complete student information and more effectively recruit and communicate.
- Create a simple desk top form that can allow students at fairs to quickly enter information required to create a prospect record.
  - Create event level data for fairs so outcomes of travel can be better measured.
- Explore purchasing names through conventional means to see if they progress through the funnel.
- Look at possible ways to host country based chats with a native language speaker present with IRSS staff.
- Create a template video that students could talk about their experience at UAB in their native language.
- Build a communication outlining the transfer articulation process for all International Transfer Students.
- Look at creating a one-stop check list of required items for international students in BlazerNet.
- Move to prospect and recruit model in Connect for better tracking.
- Allow address changes to be made by the One-Stop, Registrar and IRSS. No longer allow student update access in self-service.
- Work with the Registrar to assist in cleaning up Banner Records to ensure accurate data is flowing to FSA Atlas.
- Work on an updated design for Admissions and IRSS web-sites.
- Create and output of incomplete files with missing documents for IRSS recruitment staff.
- Work to include IEP required data on the application for admission.
- Build export/interfaces between Banner and IEP Access database to share applicant data.
- Conduct a benchmark student to determine the appropriate number of students per DSO at institutions similar to UAB.