

# INTERNATIONAL STUDENTS

## RECRUITMENT AND ADMISSION AT FOUR-YEAR COLLEGES

### NACAC Resources

#### International Student Recruitment Agencies: A Guide for Schools, Colleges, and Universities

This free guide details concrete steps institutions can take to engage agencies responsibly.

[www.nacacnet.org/RecruitmentAgencies](http://www.nacacnet.org/RecruitmentAgencies)

#### Trusted Sources: Seeking Advice on Applying to Universities in Another Country

This free brochure guides students who would like to apply to a university in another country. It describes who can help them through the admission process.

[www.nacacnet.org/TrustedSources](http://www.nacacnet.org/TrustedSources)

#### Toolkit for Counselors of International Students Attending High School in the US

A free online resource helps counselors from the moment international students arrive until the day they start college orientation. It includes:

- High school admission
- Supporting international students at high schools
- College counseling for international students
- Transitioning to college

[www.nacacnet.org/CounselorToolkit](http://www.nacacnet.org/CounselorToolkit)

### Recruitment



70% rate **international students** as **considerably important** to achieving enrollment goals.

9.6

Average number of **countries** where institutions **actively recruit** students.



42% conduct **return on investment** studies for international student recruitment efforts.

### Agents



About **37%** work with international student **recruitment agencies**.



**59%** of institutions regularly assess the quality and **satisfaction** of agency-recruited students.

### Applications and Enrollment



70% of newly enrolled international students **attended overseas high schools**.  
(24% attended US high schools.)



National Association for  
College Admission Counseling

From NACAC's 2014 and 2015 Admission Trends Surveys

For more information about NACAC's Admission Trends Survey, visit [www.nacacnet.org/soca](http://www.nacacnet.org/soca).

NACAC is an organization of professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education.

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## Applications and Enrollment (cont.)



Average percent **growth** (2014–2015) in the number of **international student applicants: 23%**



**59%** of institutions note **fraudulent application materials as a concern.**

## Financial Aid

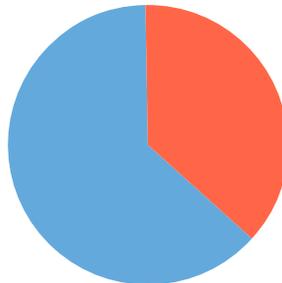
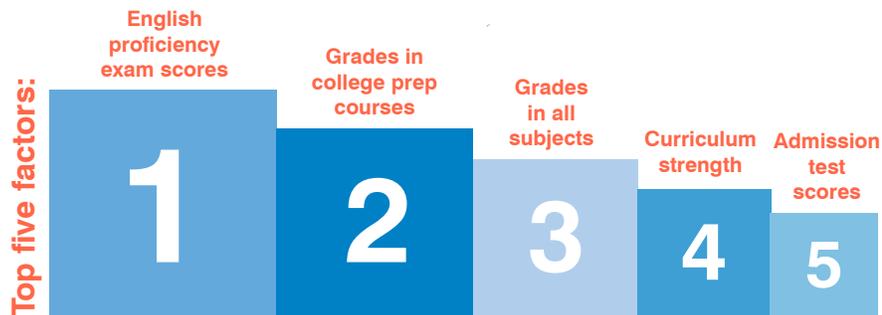


**1 in 3** of institutions offer **need-based scholarships** to international students.



**62%** of institutions have **need-blind admission policies** for international students.

## Factors in the Admission Decision for International Students



For **30%** of colleges, **ability to pay** has an **influence on admission decisions** for international applicants.