

# IENETWORKER MAGAZINE

Spring 2008

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*International Student Recruitment and Marketing*

### SPECIAL FEATURE

**Best Practices in International Education:**

**Andrew Heiskell Awards 2008**

*Since 2001, IIE has recognized over 50 model programs for their commitment to innovative international learning. This year, we salute institutions who have led initiatives in internationalizing the campus, international exchange partnerships and study abroad (with a special focus on promoting diversity).*

By Shannon Bishop

### FEATURES

**Measuring Return on Investment in International Student Recruitment**

*What*

By Cheryl Darrup-Boychuck, USJournal.com, LLC

***IENetworker* University Presidents Interview Series**

**A Conversation with President M. W. Scoggins, Colorado School of Mines**

President Scoggins reflects on his institution's commitment to internationalization and on his experiences as an ExxonMobil executive.

**Making Partnerships Work**

*Two articles discuss how universities use partnerships to advance their recruitment goals.*

**University of Massachusetts and Tsinghua University Partnership**

By Kathleen Teehan, University of Massachusetts Boston

**Mutualism in Student Recruitment: UNC Charlotte's Vietnam Strategy**

By Adam Beeson, University of North Carolina Charlotte

### DEPARTMENTS

**Message from Allan E. Goodman**

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**Initiating an International Recruitment Program at a Large Research University**

By C. Eugene Allen, University of Minnesota

### **Agents**

**Working with Agents**

By Markus Badde, ICEF

### **Latin America**

**Attracting Students from Latin America & the Caribbean**

By Nichole Johnson, REAC and IIE/Latin America

### **Translation**

**Translating Your Message to Students**

By Peggy Printz, StudyUSA.com

### **International Students**

**Succeeding as an International Student**

By Charles Lipson