



BREAKING DOWN CAMPUS SILOS

to Positively Impact International
Student Recruitment

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BREAKING DOWN CAMPUS SILOS



ALUMNI RELATIONS



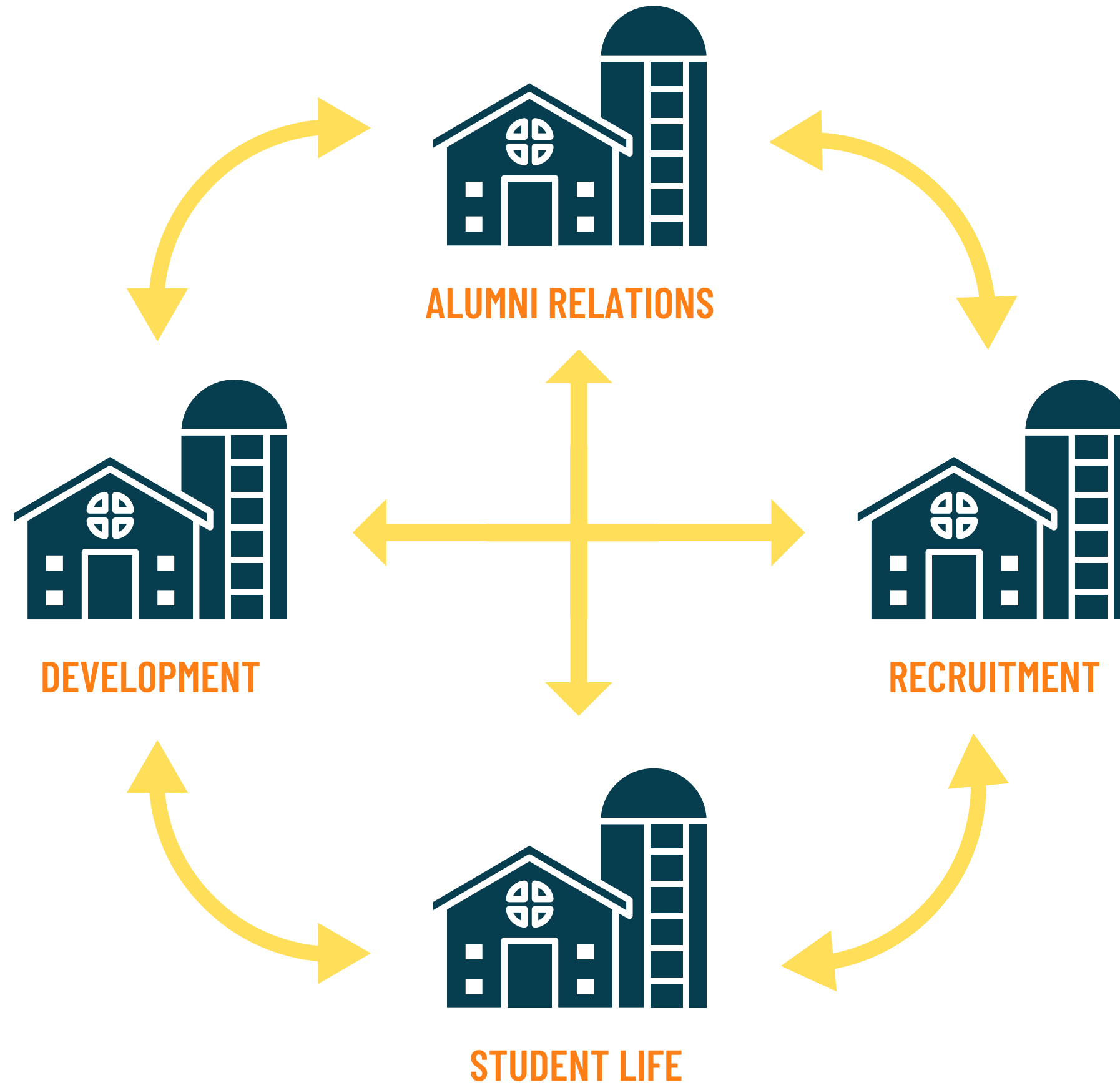
STUDENT LIFE



DEVELOPMENT



RECRUITMENT

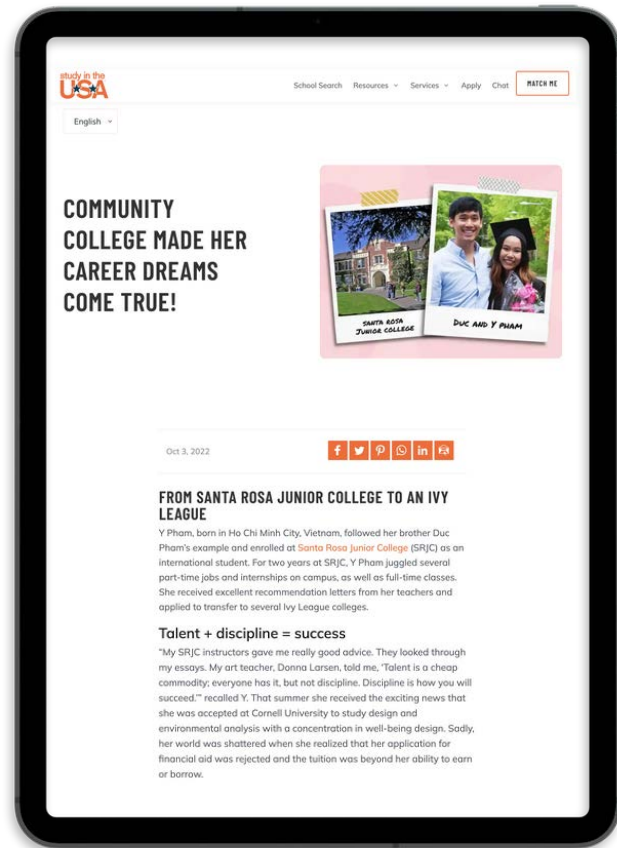


Sometimes different departments within a large organization need a little reminder of how to effectively work together and leverage resources.

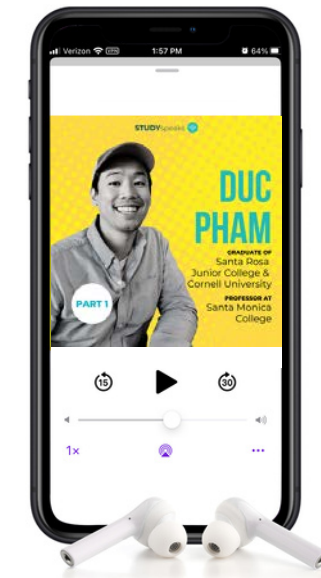
Likewise, a small “we do it all” type of office needs to see how they can get additional help with some smart reframing.

REAL-LIFE EXAMPLE FROM NAFSA REGION 12 MEMBER

Santa Rosa Junior College showcases how to break down campus silos to benefit international student recruitment.



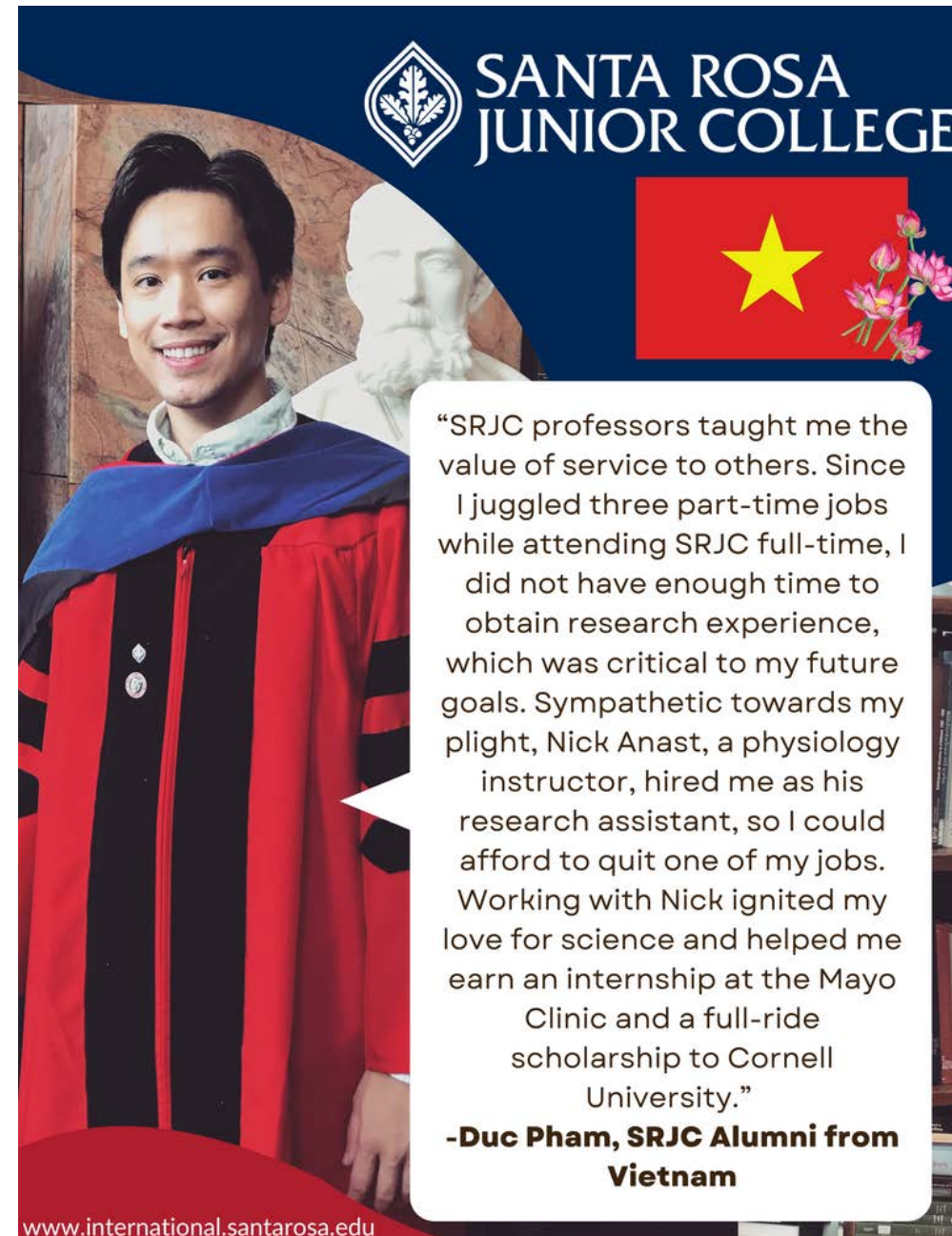
SRJC testimonial from Y Pham several years ago led us to this story which we used as a blog post on StudyUSA.com.



Because of the conversation with Y Pham we reconnected with her brother Duc, who is now a Professor at Santa Monica CC. He was then featured in an interview and in 2 of our podcasts.

REAL-LIFE
EXAMPLE FROM
NAFSA REGION 12
MEMBER

Recruitment materials Santa Rosa Junior College recently used in Vietnam



**SANTA ROSA
JUNIOR COLLEGE**

“SRJC professors taught me the value of service to others. Since I juggled three part-time jobs while attending SRJC full-time, I did not have enough time to obtain research experience, which was critical to my future goals. Sympathetic towards my plight, Nick Anast, a physiology instructor, hired me as his research assistant, so I could afford to quit one of my jobs. Working with Nick ignited my love for science and helped me earn an internship at the Mayo Clinic and a full-ride scholarship to Cornell University.”

-Duc Pham, SRJC Alumni from Vietnam

www.international.santarosa.edu



**SANTA ROSA
JUNIOR COLLEGE**

“Các giảng viên của SRJC dạy cho tôi giá trị của việc giúp đỡ những người xung quanh mình. Khi học ở SRJC, tôi đã làm những ba công việc bán thời gian để trang trải. Vì vậy, mặc dù biết kinh nghiệm nghiên cứu rất quan trọng cho dự định tương lai, tôi không thể tham gia làm nghiên cứu ở trường vì thời gian không cho phép. Thông cảm cho hoàn cảnh khó khăn của tôi, thầy Nick Anast, một giảng viên môn Sinh Lý, đã trả lương cho tôi để có thể giành thời gian làm nghiên cứu với thầy. Làm việc với thầy Nick đã khơi dậy tình yêu khoa học và giúp tôi được nhận vào bệnh viện Mayo Clinic để thực tập nghiên cứu và giành học bổng toàn phần cho Đại Học Cornell.”

-Phạm Hồng Đức, cựu học sinh SRJC

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AUTHENTIC STUDENT VOICES ARE KEY

Students want to hear from other students.
Examples of free resources with Study in the USA:

- student interviews
- student blog posts
- student ambassadors
- student videos
- social media takeovers
- social media live sessions

[CLICK HERE](#)

Easy-to-use, free tool
to gather testimonials



STUDENT TESTIMONIALS

As easy as 1, 2, 3

We all know that peer-to-peer student engagement really works — especially for international student recruitment. Use this helpful and fun “Mad Libs” inspired questionnaire to build your student testimonials. It will work for both written and video testimonials. (Tip: make this part of a class project or hold a pizza party for your current international students and have them fill these out!)

Everyone needs to fill out this first section:

My name is _____

I'm from _____

I'm studying _____ at _____

In this section, please answer as many as you can — at least 5:

My first impression of the USA was _____

When I took my first class I thought _____

What I miss most about home is _____

American college students are _____

Taking a class in a U.S. school is different because _____

My teachers help me by _____

My biggest challenge has been _____

My favorite U.S. custom is _____

To choose a U.S. school I would advise other international students to _____

I wanted to study in the USA because _____

Studying in the USA has changed my perspective on _____ because _____

When I go back to my country I will miss _____

Any last items I'd like to share about my experience or tips for other international students _____

I understand Study in the USA may use information submitted in this survey for marketing purposes.



bit.ly/StudyUSAGlobal_StudentTestimonials

REMEMBER THAT YOUR FACULTY WANT TO HELP

“I am excited to share our program, and have always dreamed of figuring out a way to recruit more Japanese students.”

—Dr. Monica Ohkubo,
Sports Medicine and
Athletic Training
Program Director



Photos: Monica Ohkubo (faculty) and Haruna Matsuoka (student)

“I used Monica’s statement at several Study CA stakeholder roundtable meetings, and Haruna’s story and photos were published by Study in the USA and two magazines in Japan.” —Teresa Tope

SPOON FEED 'EM!

Now you have the content — make sure that it actually gets shared and not just on the MarCom channels. Give the participants the nudge to share.



TIP

It's not enough to just say, "please share with your networks."

Give your networks the link and specifically ask them to post on their social media.



Remember that an engaged international student on campus will be an engaged alum who can help with recruitment and development — also that your international Year Abroad and exchange students may consider themselves alums even if you only consider them “attended.”



GET IN TOUCH

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Free tips!



StudyUSA Global Who We Are Solutions Resources Client Experiences Connect

Tips + Tools

The information you need

Study in the USA has a wealth of reference PDFs all designed to help — such as how to strategize your marketing campaign, how to get the most from our products and services, how to go Live on Facebook, and more!

Topics are ordered by category below — just click on the list item to view and/or download the PDF you need.

Marketing Strategies

- [4 Hacks to Engagement on Campus](#)
- [Content Creation Strategy](#)
- [Gen Z: Your Global Market](#)
- [Leverage Your Network](#)
- [Marketing Recruitment Strategies](#)
- [Print AND Digital: Your Marketing Mix](#)
- [Recruitment Messaging Ideas](#)
- [Responding to Inquiries](#)
- [Testimonial Hot Tips](#)
- [Use Dashboard Analytics to Strategize Content](#)

Products + Services Info

- [Article Submissions Guidelines](#)
- [Call for Content](#)
- [CRM Integration](#)
- [Digital Pro Package Information](#)
- [Email Drip Campaigns](#)
- [Interactive Brochures: General Info](#)
- [Interactive Brochures: Detailed Content Needs](#)
- [Online Courses: Adding to Your Dashboard](#)
- [Print Ad Guidelines](#)
- [Print AND Digital: Your Marketing Mix](#)
- [Print — Why It Works](#)
- [Privacy Policy](#)
- [Request for Materials](#)
- [Retargeting: What It is and How It Works](#)
- [Secondary Schools](#)
- [Smart Match FAQ](#)
- [Smart Match: How to Use](#)
- [Student Blogger Program: General Info](#)
- [Student Blogger Program: Details for Participants](#)
- [Student Testimonials](#)
- [Unibuddy Student Ambassadors](#)
- [Your Online Profile — Best Practices](#)

Social Media

- [Facebook Stats Explained](#)
- [Instagram Hashtags](#)
- [Instagram Live Tips](#)
- [Live Sessions](#)
- [Live Session Checklist \(Facebook\)](#)
- [Live Session How-To \(Facebook\)](#)
- [Social Media Tips](#)
- [TikTok Tips](#)

Student Journeys

- [Annisa from Indonesia](#)
- [João from Brazil](#)
- [Pieter from the Netherlands](#)
- [Priya from India](#)
- [Wei from China](#)

bit.ly/StudyUSAGlobal_TipsTools