

Leveraging your network

FOR INTERNATIONAL STUDENT RECRUITMENT

- We all have networks and resources at our fingertips.
- How can you engage your connections to help get the word out about your program/institution?
- We will go over some tips and go into detail about leveraging students to share their stories focusing on real examples from Truckee Meadows Community College on their student blogger program.



Examples of how to utilize your network.

- Make sure staff and faculty have updated LinkedIn profiles.
- When you have news to share about your program – give to all your internal partners.
- Then link and ask them to share – BE SPECIFIC.
SPOON FEED!!!



Think about who you have in your sphere of influence and how you can reach their networks.



- Students
- Faculty
- Staff
- Alumni
- Parents
- Donors
- Business partners
- Politicians
- Neighbors and community
- Who else?



The best way to communicate what you have to offer is through a personal connection—telling a story.

We are bombarded with facts and numbers—
“facts tell and stories sell.”

- Example – personal experience of looking at programs at home.



How to ask — be specific.

- Make a one-minute video testimonial with your phone and post on your website and on your social media channels:

Ask an international student to explain ...

- + Why they chose your program
- + What they like best about the program
- + What they like about the location
- + What advice would they give to those thinking about studying here

- Often parents want to hear from other parents — this is a very overlooked vehicle.

Have a few parents of your current students or alumni participate in a video or write testimonials about how happy they are that their child chose your program.



- Utilize your alumni to help spread the word about your program — provide them with a checklist:
 - + Ask them to like and share your posts on social media — provide links
 - + Make sure they list your program on their LinkedIn profile
- Profile successful alum of your program on your website, in newsletters and recruitment materials.
- Your faculty can be leveraged to build your institution's brand — if faculty are international, have them reach out to their networks. When faculty travel for conferences or research, always try to build in a recruitment aspect to their trip.



Truckee Meadows Community College

- Public, two-year institution
- 11,000 students total
- Approximately 50 international students
- Strong team
- Clear institutional priority/budget
- Retention is KEY!
- Leverage all avenues to get message out on student experience

Important recruitment/retention tools for TMCC without TMCC being in front of the message. Students to students!



Truckee Student Bloggers

Overview of program

- Hiring student workers
- Student blogging as part of their student worker responsibilities
- Be very general on topics to allow creativity from students.
- Have someone edit for grammar but not for content — important to maintain the student voice.



Each of these examples showcases important recruitment/retention tools for TMCC without TMCC being in front of the message. Students to students!

- How to handle being in a new school
- Snow closures
- Importance of having health insurance

Not only that, but it is fun for students too! They share the blogs with friends and family on social media and help develop their resumes and transferable skills.

Win-Win!



From Student Blogger on Snow Schooling

From Student Blogger, Aanchal: Snow Schooling

Coming from a tropical country like India, the weather I encounter here in Reno, Nevada is totally different. In my entire life, I had never seen snow. I belong to a hot region of India where even the winter temperature doesn't go any lower than 60 degrees Fahrenheit.

Here in **Reno**, all these recent days I have witnessed what I consider an excess of snow. This is a total shift of temperature for me. I used to watch the snow scenes in the movies and it looked amazing and had a picturesque effect on my mind. Even now when I see the snow from the window of my room, it feels purely rejoicing. The snowflakes leave soothing imagery and the white flurries give me immense joy while watching it. On the contrary, I don't like the feeling of going out and stepping on the "white land." Not only is there a fear of chill but also being more cautious on the slippery surfaces.

The most challenging part of winters is to drag your body out from underneath the cozy blankets. The cold weather succumbs you from indulging in any activity. The body tends to be stiffened and reluctant to make a movement. In this kind of weather, it is even more terrible to step down on the snow in the early hours and go for a class. The public transport and the delays associated are even bigger nightmares.

Extreme temperatures have not yet gelled well with my mood. It's funny how the cold outside is somewhat contrary to

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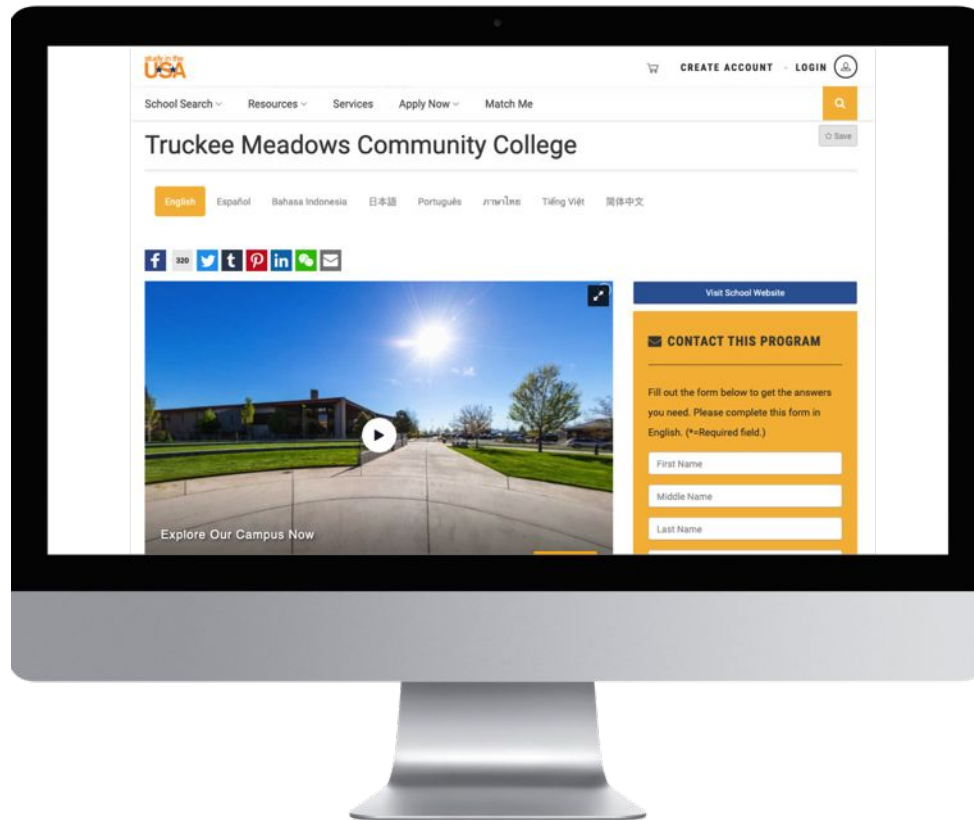
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Study in the USA Blogs



Social Media

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Study in the USA
December 5, 2018

Truckee Meadows Community College welcomes international students from around the world to study in Reno, Nevada! TMCC is an affordable alternative to the university and many students choose to begin their academic program at TMCC before transferring to University of Nevada, Reno (UNR) or the University of Nevada, Las Vegas (UNLV). Transfer agreements with UNR and UNLV make the process of transferring to Nevada state universities easy upon completion of the first two years of education. After completing 24 credits at TMCC, students may also choose to transfer to other American universities in the U.S.

Truckee Meadows Community College is waiting for your application. Are you ready? Let's get started with StudyUSA+:
<https://www.studyusa.com/en/application-form/intro...>

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Study in the USA
September 25 at 10:07 AM

Student Blogger, Aanchal returns from summer vaca to tell us about Credit Building for International Students!
Welcome her back to another year at Truckee Meadows Community College by clicking below!

STUDYUSA.COM
From Student Blogger, Aanchal: Credit Building for International Students

2,066 People Reached 9 Engagements

Chami Chami, Barily Khan and 2 others

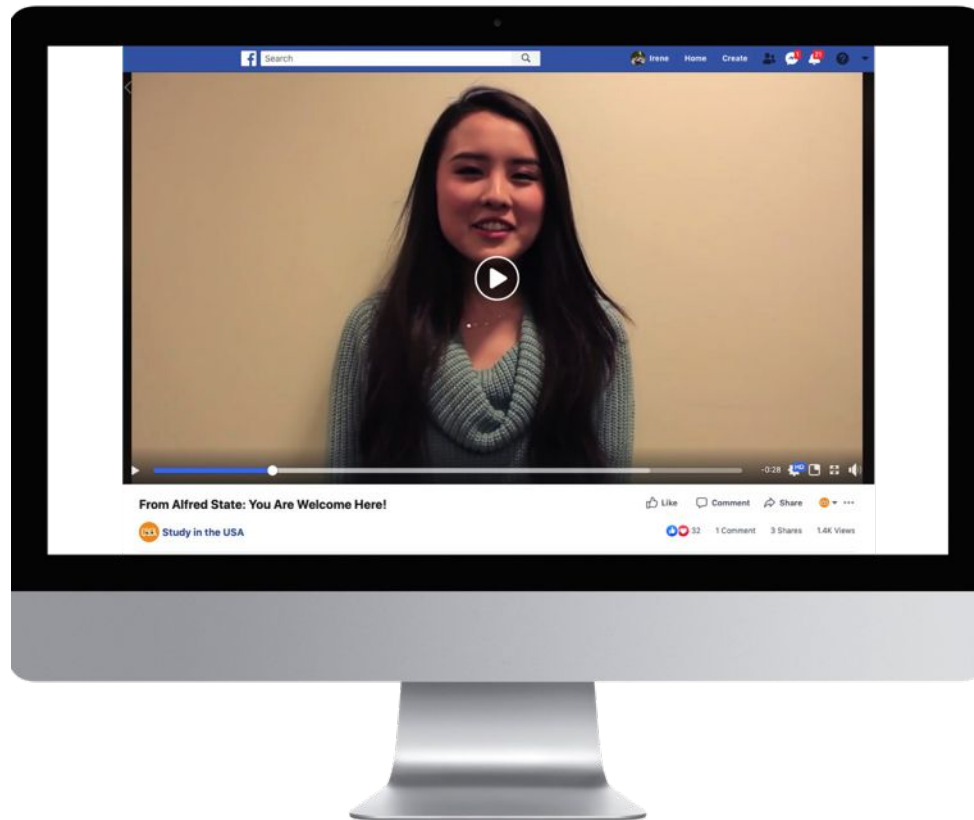
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Sample of Quick Video



Thank you

for your participation

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