

Creating a Global Community through International Education



Las Positas College's International Students Program

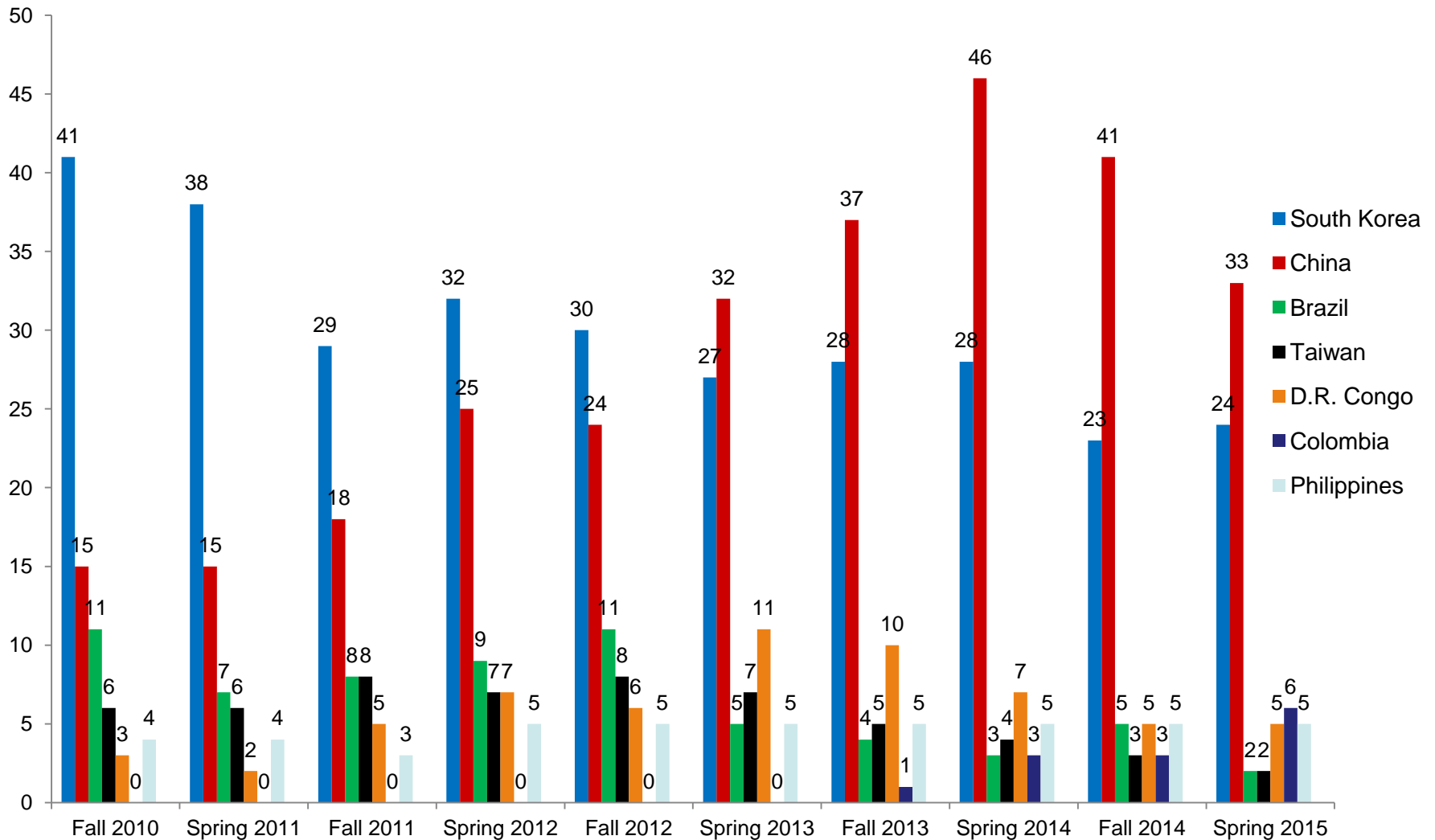
**Presentation by:
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Vice President, Student Services
April 07, 2015**

Creating a Global Community through International Education

- Promote a greater exchange of ideas through diverse perspectives.
- Expose future leaders of the world to our country, values and way of life.
- Encourage greater understanding and communication promotes world peace.



Top Countries Represented at LPC

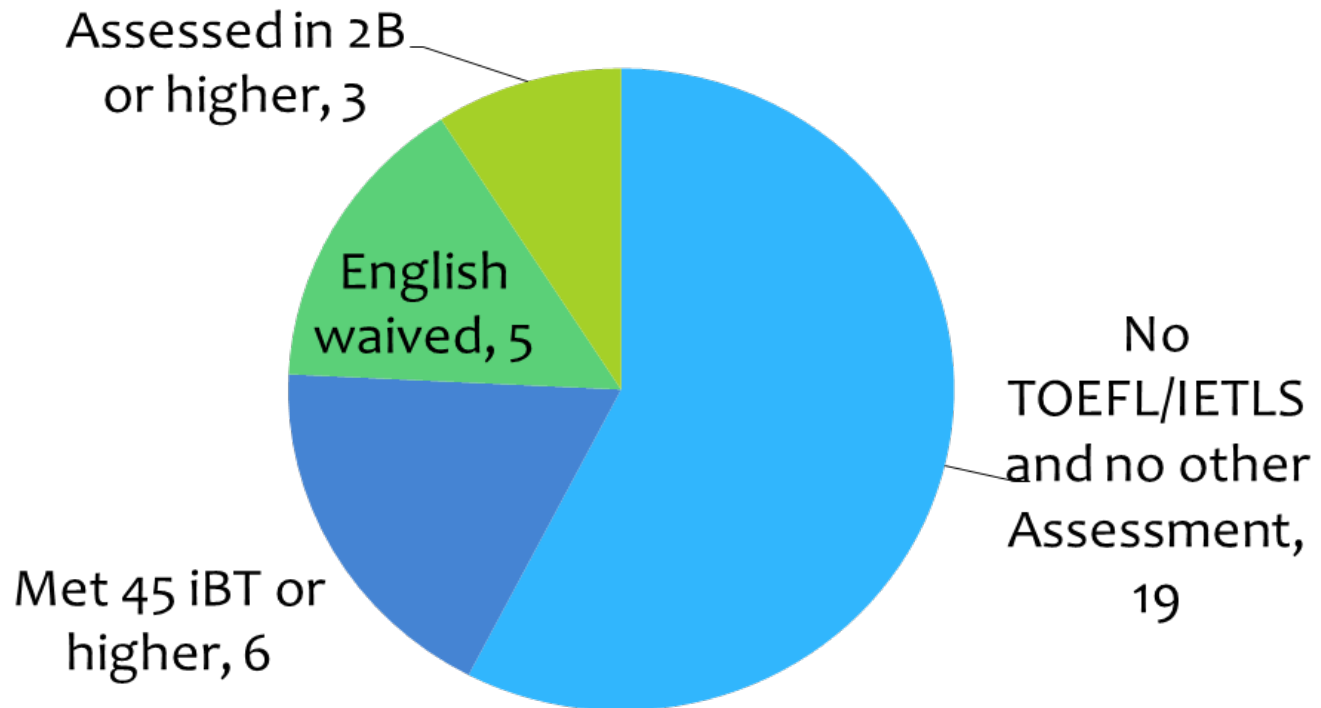




SEVIS English Language Compliance Requirement

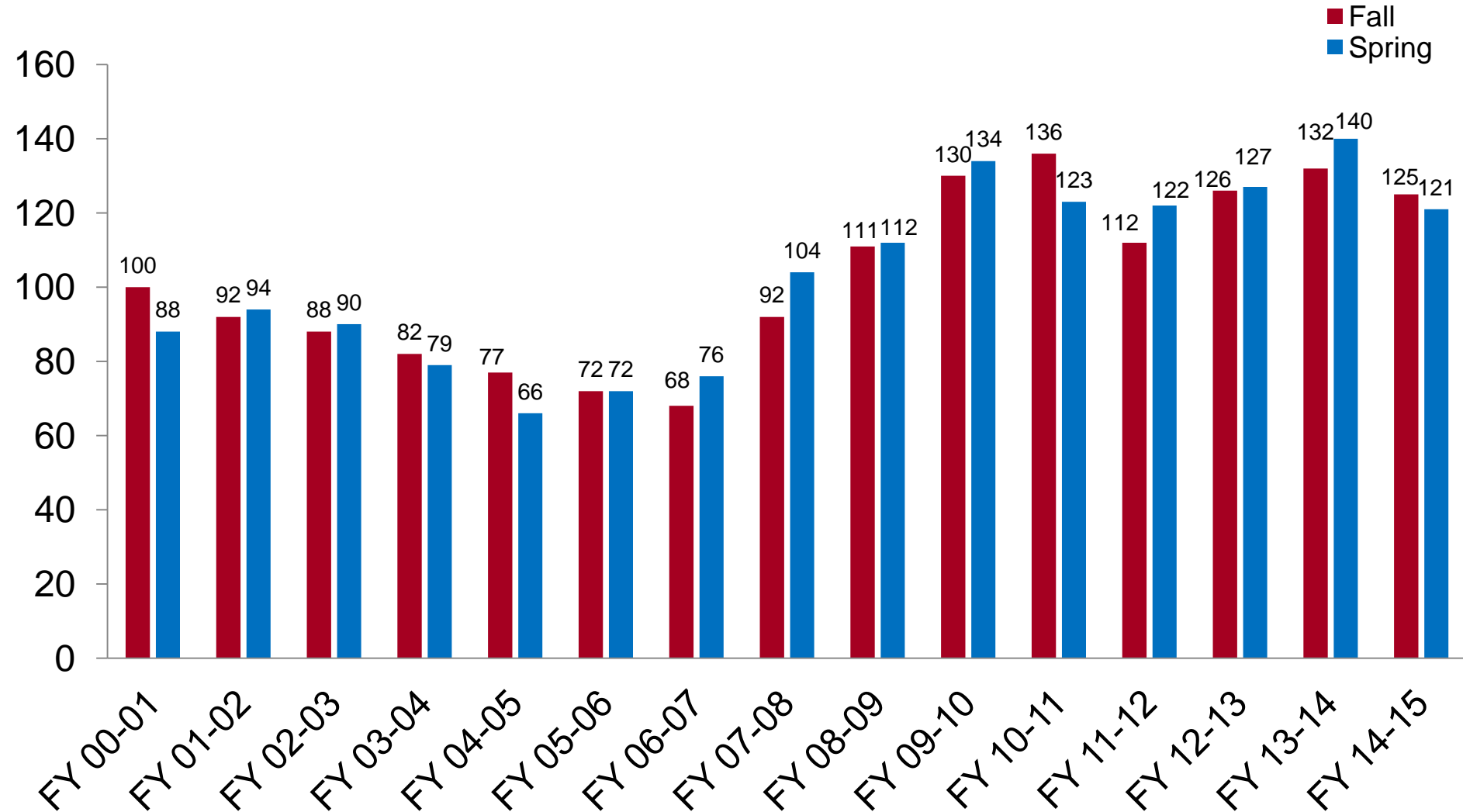
- August 2013 – ISP was granted Recertification by the Student and Exchange Visitor Program (SEVP) enabling LPC to continue to admit international students.
 - Fall 2013 – ISP researched the feasibility of developing an Intensive English Program (IEP) that met SEVP standards
 - Spring 2014 – The College decided to enforce the language proficiency requirement to be in compliance with SEVP regulations beginning Fall 2014
 - The program anticipated a temporary decrease in enrollment as we would no longer be able to serve students at the lower ESL levels

Spring 2014 New Student English Language Proficiency





LPC International Student Enrollments





3-Year Plan Synopsis

- Immediate Program Strategies
 - Establish articulation/transfer agreements with language schools
 - Implement detailed inquiry tracking system
 - Begin steps to rebrand the International Student Program to attract the new targeted market
 - Student Focus Groups
 - ipcglobal@laspositascollege.edu
 - Leverage social media
- Recruitment Plans
 - Develop and/or foster relationships with area High Schools who admit F-1 students
 - Contact organizations that sponsor international students
 - Research armchair recruiting firms
 - Utilize Overseas Agents
 - Participate in Recruitment Fairs (virtual or in person)



3-Year Plan Updates

- MOUs pending with Intrax and ELS
- Established lpcglobal@laspositascollege.edu
- Created public Facebook page
- Convened student Focus Groups
- Met with local (F-1 admitting) private high school representatives
- Presented to two Japanese high school (in Japan)
- Developed internal inquiry tracking system
- Contacted multiple organizations that sponsor fully-funded international students
- Updated print brochure to reflect English Proficiency Requirement
- Researched potential new advertising partners to maximize program exposure abroad
- Met and/or corresponded with potential Agents



International Student Tuition – 2014-2015

Bay Area - Semester System	Total Int'l Fees	Enroll Fee	Int'l Fee	Capital Outlay
Las Positas/ Chabot College – 2014-2015	\$289	\$46	\$226	\$17
Ohlone College	\$278	\$46	\$228	\$4
Peralta CCD (Laney, Berkeley, Merritt, Alameda)	\$272	\$46	\$220	\$6
Diablo Valley College/ Los Medanos/ Contra Costa	\$269	\$46	\$205	\$18
Yosemite	\$263	\$46	\$217	\$0
Gavilian College	\$260	\$46	\$214	\$0
Mission College/ West Valley College	\$251	\$46	\$205	\$0
San Jose City/ Evergreen College	\$250	\$46	\$200	\$4
Data obtained from 2015-16 nonresident tuition survey by B. Yesnowsky				

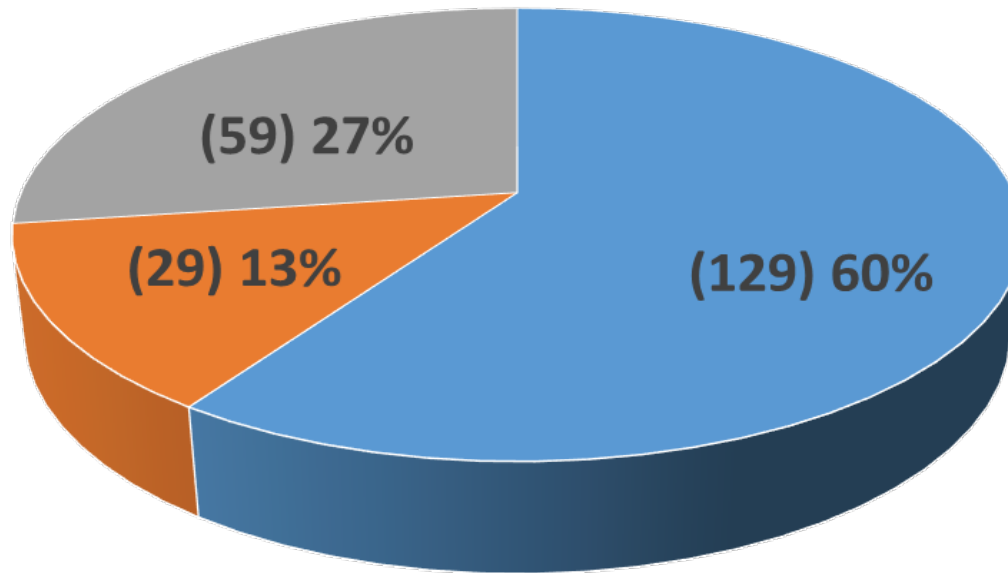


Moving Forward

- Reliance on international recruitment agents to support efforts for enrollment growth
- Recruitment will be targeted toward higher language proficient student to remain in compliance with SEVIS regulations
- Priority registration
- Housing
- Enhanced communication via the latest social media platforms.

NON- RESIDENT STUDENTS

Total of Students - Spring 2015



■ Student Visa ■ Out of Country ■ Out of State