Summary
What inspires your international enrollment management work? What makes you productive? What makes your work rewarding? How do you become a more competent professional? To whom do you look to for advice and counsel? Each of these questions point to the ‘Why’ of international enrollment management.

AIRC’s 14th Annual Conference theme: Acting With Purpose, Understanding Our Why, will address the importance of understanding our Why so that we can act with purpose in our international enrollment management work.

This Annual Conference marks a watershed moment for AIRC. For the first time the conference will focus on the broader theme of international enrollment management, which is consistent with AIRC’s vision as an association that represents and serves all aspects of the international student journey, from the time students inquire through their engagement as alumni. Every aspect of the international student experience informs our recruitment and retention strategies, from student well-being to academic programming to career advisement and support. Institutions, educational agencies and service providers contribute to the entirety of the enrollment experience to ultimately ensure student success.

Please review the Conference Subthemes that will assist you in developing a proposal. In addition, please refer to the Presentation FAQs and Terms and Conditions available here.
**Conference Subthemes**
Session proposals that relate to one or more of the following 8 subthemes are encouraged.

**Our Ultimate Why: Advancing Student Success**
For many of us, the why of our work is helping students achieve their educational and career goals. Examples of sessions related to this subtheme include the following topics:
- Student voices
- Innovative ways to better serve students
- Improving and advancing aspects of the student journey with its multiple entry and transition points e.g. secondary schools, community colleges, universities, English language programs, online learning, post-graduate study
- Career placement and alumni services
- Sessions that include any aspect of the international student enrollment experience are welcome

**Everybody Matters: Incorporating a DEI Framework into IEM**
Incorporating diversity, equity, and inclusion principles and strategies into all aspects of education is essential. So too is it essential for international enrollment management. Examples of sessions related to this subtheme include the following topics:
- Inclusive hiring practices
- Student-centric recruitment practices
- Cultural competency in IEM
- Approaches to difficult conversations
- Honest and transparent communication in IEM
- Creating an inclusive work culture
- Incorporating DEI accountability metrics in IEM
- Team building based on DEI principles
- Other sessions that include “DEI-centric” approaches to IEM are welcome

**Intentional Strategic Planning**
To address the goals related to our why, we need a sound plan that will provide an effective roadmap for success. Examples of sessions related to this subtheme include the following topics:
- Establishing effective workflows, systems and operations
- Communication plans that support strategic goals
- Advocating for international enrollment operations and resources
- Creating sound budget and return on investment models
- Scaling programs and forecasting growth
- Managing multiple initiatives with diverse stakeholder
- Other sessions that address strategic planning approaches in IEM are welcome
**AIRC’s New Institutional IEM Standards**
The new standards for institutions are intended to provide guidance and support for colleges and universities in all areas of international enrollment management. The goal of this type of session is to share what is working well at institutions so that other institutions may adapt these approaches. Sessions related to this subtheme may include topics in the five areas of the standards:

- Mission and Goals
- Institutional Effectiveness
- Marketing and Recruitment
- Admissions and Enrollment
- Student Well Being and Services
- Other sessions that share strategies, resources, and practices that relate to any of these standards are welcome.

**Innovative IEM Marketing and Recruitment Strategies**
The rapid pace of global change continues to impact our marketing and recruitment strategies, challenging us to stay current on the latest best practices. Examples of sessions related to this subtheme include the following topics:

- Marketing and recruitment in targeted regional markets
- New and emerging markets
- Digital marketing
- Maintaining ethical standards
- Current recruitment realities
- Trends and data analysis
- How and when to contract with service providers
- Other sessions that address new or unique recruitment models and marketing strategies are welcome

**Collaborating with Purpose**
AIRC Conference attendees come together each year to develop, build and renew friendships and meaningful collaborations. This session theme includes how organizations and colleagues develop and maintain purposeful, sustainable partnerships. Examples of sessions related to this subtheme include the following topics:

- Educational agency partnerships
- Third-party and service provider relationships
- 2 + 2 institutional partnerships
- Secondary + post-secondary partnerships
- Benefits and strategies of building and maintaining partner relationships
- The importance of team building and having fun
- Other sessions that address approaches to collaborating with purpose are welcome
Motivating Ourselves and Our Team
Our work and interpersonal modes of interaction have undergone dramatic change in the past few years. This theme provides an opportunity to share how you sustain your own motivation and how you motivate your work team, partners, or students. Examples of sessions related to this subtheme include the following topics:

- Effective ways to stay motivated and work together toward the same goal
- Effective team-building approaches
- Discussions around remote and hybrid work strategies
- Other sessions that discuss practical ways to stay motivated and how to motivate your team are welcome

Stay Informed: Updates to National Policy and Regulations
Staying abreast of national and international policies and regulations is critically important to all aspects of our IEM work. The conference welcomes sessions that present on the latest information about national policies and regulations that impact IEM. Examples of sessions related to this subtheme include the following topics:

- Updated information on student visas and U.S. immigration policies
- Employability of students and work programs
- Travel restrictions
- U.S. and other government scholarships
- Other government resources
- Case studies of how to collaborate with EducationUSA and the U.S Commercial Service networks
- Other sessions that discuss updates to national policies and regulations are welcome

Attendee Tracks
AIRC’s Annual Conference attracts a variety of stakeholders, all of whom contribute in essential ways to international enrollment management. AIRC encourages all its stakeholders to submit proposals for the conference. Please review the session attendee tracks below and select all that apply when you upload your proposal to AIRC. Stakeholder groups denoted with an asterisk have previously been underrepresented in AIRC Annual Conference sessions. Session proposals that focus on topics of interest to these groups are especially welcome.

- Secondary Schools*
- Community Colleges*
- Four-Year Colleges and Universities
- Graduate Schools*
- English Language Programs*
- Educational Agencies
- Minority Serving Institutions*
- Service Providers
- Other, please specify
Session Types

Please review the three session types. In the session proposal portal you will be asked to select the option that best corresponds with your session format.

- **Roundtable Discussion** - These discussion-oriented sessions aim to probe topics and questions related to our WHY to help us form a deeper understanding of our role and purpose in the field e.g. best practices, DEI-centered topics, open forum, and free flowing discussions.

- **Expert Presentation** - These sessions aim to teach HOW to improve our IEM work e.g. effective strategies and frameworks in IEM, market analysis, new approaches to old problems

- **Information Sharing & Data** - These sessions aim to share WHAT is happening in the field e.g. data sharing, market trends, research findings, emerging markets, national policies.