

**University Based Conditional
Admission-with Intensive English
A Transitional Program
AACRAO Seattle
March, 2011**

**Mary Baxton
Admissions and Recruitment -Tseng College
California State University, Northridge**

Topics to Cover

- Understanding Conditional Admissions
- Intensive English Trends
- Why Conditional Admit (CA)
- Set the Stage: CA model at CSUN
- Conditional Admission Process
- Summary and Outcomes

Understanding Conditional Admission

- Early entry programs
- Preparatory Year
- CA promise without actual Adm. Evaluation
(more of visa support letter)
- True CA with admission decision

Intensive English Trends per Open Doors 2010

- China has double digit increase (30%) Saudi Arabia 25% increase, Japan 15% decrease
- Top Countries of Origin: The top three sending countries are China, India and South Korea
- ESL trends: Enrollment in non-degree intensive English programs is down by 3 percent.

Why Conditional Admission

- Effective recruitment tool
- Assurance to student and parents that they are admitted before flying to the US and beginning the campus Intensive English program
- Student becomes familiar with campus
- If working with agents, a promotional plus
- Increase international student enrollment on campus

Set the Stage: CA model at CSUN

- Overview of CSUN: 35,000 students; 2300 International
- 300 in Intensive English program
- Offer CA at both undergrad and grad levels
- Intensive English Program part of the ExL (one of the 9 colleges within the University).
- We perform our own adm. evaluation (not use outside eval services)
- No new student scholarships

Set the Stage: CA model at CSUN

- 130 Intensive English students transferred to CSUN degree programs in 2010.
- International Student enrollment rose from 1000 in 2003 to 2300 in 2010.
- Intensive English Office provides 90% of out-of-country recruitment since the 1980s.
- We issue a separate I-20 than “stateside” (have a separate I-17)

Set the Stage: CA model at CSUN

Initial Planning

- **International Enrollment Management Model**

- Define objectives/expectations

- Look at existing and potential resources/staffing

- Build an IEP admissions process

- Assess outcomes

- **Communicating with prospective students**

- **Evaluate transcripts/admit/issue I-20**

- **Students enroll in Intensive English Program**

- **Students matriculate in degree programs**

Marketing Tools and Recruitment Process

- Research and evaluate marketing tools
- Identify the human resources to maintain Web
- Select and create new international marketing materials
- Distinguish and monitor initial inquiries
- Manage correspondence with students
- Manage a robust database

Conditional Admission Process

- Student applies to both IEP and degree
- All documents sent to IEP Office
- Evaluate. If undergrad, we finalize admission. If grad applying to masters, we begin process and send to major dept. for final decision
- Send CA letter and I-20
- Close communication with campus International Admissions Office and campus Outreach Office
- Student completes English requirement and we transfer out in SEVIS

Measuring Success

- Evaluate each marketing initiative throughout the recruitment process
- Analyze data to determine viability of initiatives
- Calculate return on investment.
- Communicate impact of recruitment efforts to the college and outside communities

Measuring Success

- Increase in desired enrollments
- Increase in direct transfer from IEP to degree program
- ExL place in overall campus international enrollment management plan
- Adequate tracking and reporting

Contact Information

Mary Baxton

Admissions & International Recruitment

Tseng College

California State University, Northridge

Northridge, CA 91330-8343

Ph 818-677-5948

Fx 818-677-2288

Email: mary.baxton@csun.edu