

LIVE WEBINAR

Attracting International Students to Your Community College

THURSDAY, FEBRUARY 27

13:00 EST | 10:00 PST | 19:00 CET



OUR PANEL



HOST



James Darbyshire

Keystone Education Group



Lara Zhang

International Students &
Programs Specialist
Riverside City College



Amber McKenzie

Assistant Dean of Global Education
and Strategic Partnerships
Spokane Colleges



Patricia Ferguson

Coordinator of International
Recruitment
Alamo Colleges District



Silvia Ortiz Gitte

Marketing & Outreach Manager
**Community Colleges for
International Development**

QUESTIONS



If you have a
question for our
panel, please submit
it using the Q&A tab
or in the chat!

Housekeeping



Your audio and video is OFF by default



We will email you a copy of the recording tomorrow



If you experience any technical issues, please email
marketing@keg.com

The Student Journey with Keystone

STUDENT MARKETING

STUDENT RECRUITMENT

Search

Discovery

Inquiry

Engage &
Qualify

Completed
application

Global Promotion on Keystone Websites

Promote your programs on our network of student websites
in 33+ languages

Social Media Campaigns

TikTok, Instagram &
facebook

Email Marketing

Newsletter & Direct Email
Marketing campaigns

Virtual Student Fairs

Keystone Apply

We nurture and qualify your
student leads to completed
application!

Keystone supports you at every stage of the student journey, from search and discovery to student outreach, lead nurturing, application generation, enrollment management, and beyond.

Importance of International Students on Campus



Diversity and cultural awareness

International students bring fresh perspectives, making classroom discussions more dynamic, helping students better understand different cultures.

Increased campus engagement

They normally actively participate in campus events, clubs, and cultural exchanges, enriching campus life.

Academic performance

They thrive in STEM fields, sparking innovation and creating opportunities for global research collaborations.



Identifying Target Markets

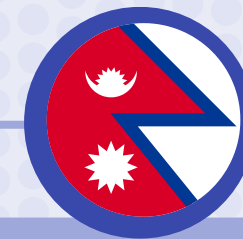
Where international students are coming from:



China **7.2%**



Vietnam **6.9%**



Nepal **5.2%**



Mexico **4.9%**

What they want to study:



**Math & Computer
Science**



Engineering



**Arts, Social Sciences,
Humanities**



**Business &
Management**

Support Systems for International Students



Orientation, integration, & retention

Culturally sensitive orientations, mentoring, and peer support; holistic support (language, academics, life skills).



Visa and immigration support

Workshops on visa regulations, work permits, and resources for OPT/legal status.



Financial Aid & Scholarships

Scholarships for international students; guidance on financial aid resources.



Building an Attractive Brand for International Students



Highlight key advantages

- Affordable tuition compared to universities
- Pathway programs to bachelor's and master's degrees at partner institutions
- Strong academic programs (STEM, liberal arts, business)



Marketing strategies

- Focus on digital marketing, including social media (*WeChat for Chinese students, Instagram, TikTok LinkedIn*)
- Virtual webinars and online information sessions
- Highlight alumni success stories to build trust and encourage prospective international students to apply





KEYSTONE

EDUCATION GROUP

Thank you! Any questions?