



### **AIRC Announces #WeAreHereForYou Campaign**

**FALLS CHURCH, VA., December 1, 2025** – AIRC: The Association of International Enrollment Management, is a global community of IEM practitioners committed to supporting international students through standards of best practice and professional development. We view international student enrollment and people-to-people exchanges as critical elements in building a safer, stronger, and more prosperous United States and world.

Through shared stories, resources, and encouragement, we reaffirm our commitment to helping every student find belonging and success wherever their journey takes them. Together, [#WeAreHereForYou](#).

The [#WeAreHereForYou](#) campaign reaffirms the international enrollment management community's support of international students worldwide.

In reference to the campaign, Clay Harmon, Executive Director of AIRC stated. "Recent federal policy decisions and actions have unfortunately sent a message that the United States no longer welcomes or values international students. But the reality is that a large majority of Americans recognize and appreciate their cultural richness and their incredible talent, dedication, and contributions to our classrooms and communities. As an association of passionate and experienced international educators, AIRC is proud to stand up and reassure our international students that we are committed to supporting our students, now and into the future."

President of the AIRC Board of Directors, Robert Summers notes, "International students enrich our campuses, our communities, and our collective future. Through the [#WeAreHereForYou](#) campaign, we reaffirm our shared commitment to ensuring every student feels welcomed, supported, and empowered to succeed".

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**About AIRC: The Association of International Enrollment Management**

AIRC is a 501(c)(3) non-profit membership association recognized by the U.S. Department of Justice and the Federal Trade Commission as a Standards Development Organization (SDO) for the field of international enrollment management. Its members are accredited secondary and post-secondary institutions, student educational recruitment agencies, and service providers that seek to promote standards-based international student recruitment and enrollment practices. As a leader in the field of international enrollment management, AIRC develops and provides essential resources, services, and programs for its 400+ members to advance their recruitment goals and adhere to standards.

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