



**DALLAS, DECEMBER 1-4, 2026**

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**STRATEGIC IEM APPROACHES  
FOR A NEW ERA**



# **AIRC'S 18TH ANNUAL CONFERENCE PROGRAM AT A GLANCE**

*DRAFT SCHEDULE UPDATED AUGUST 28, 2026. DETAILS SUBJECT TO CHANGE.*

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Browse the concurrent session descriptions and bookmark your favorites.

# PRE-CONFERENCE FAM TOURS

***Monday, November 30th***

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AIRC members in the Dallas area are offering various tours and visits.  
Please contact the institutions directly for registration information.



## **University of North Texas**

Monday, November 30th

9:00 AM – 4:00 PM

Open to AIRC Certified Agencies

Transportation provided to/from the Omni Dallas Hotel

**To RSVP, email Taylor Loza at [Taylor.Loza@unt.edu](mailto:Taylor.Loza@unt.edu)**



## **Dallas Baptist University**

Details will be announced shortly

*If your institution is interested in hosting a fam tour, please email  
[maxine.ocampo@airc-education.org](mailto:maxine.ocampo@airc-education.org).*

# PRE-CONFERENCE WORKSHOPS

*Tuesday, December 1st*

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## Workshop 1:

### **New to Working With Recruitment Agents? Where Do Agents Fit Within Your Recruitment Strategy?**

**9:00 AM - 4:30 PM (LUNCH INCLUDED)**

This 2-part workshop covers the basics of working with educational agencies, including best practices in agency engagement, how institutions can best train their agency partners on programs and policies, how agencies work for you in recruiting students and more.

#### **Workshop Faculty:**

Valeriana Daily, Owner & Founder, GTEN Global

Steven Hales, Dean of International Education, Contra Costa Community College District

Emily Kirsch, Executive Advisor, UC Berkeley Extension

Cori Nevers, President, University Study

Michael Drake, North Park University

**WORKSHOP COST: \$300  
PRE-REGISTRATION IS REQUIRED**



# PRE-CONFERENCE WORKSHOPS

***Tuesday, December 1st***

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## **Workshop 2:**

### **Beyond Recruitment: Building International Student Success Through K-12 Pathways**

**9:00 AM - 12:00 PM (LUNCH INCLUDED)**



As international education continues to evolve, K-12 schools are increasingly being asked not only to recruit students effectively, but to support long-term student success through belonging, wellbeing, readiness, and ethical partnership design. This interactive SWIPE (Schools with International Programs of Excellence) pre-conference brings together K-12 leaders, agents, higher education professionals, pathway providers, and student support specialists to explore how stronger alignment across the international student journey can improve outcomes for both students and institutions. Through collaborative roundtables, ecosystem mapping activities, case examples, and facilitated discussions, participants will examine how K-12 schools play a critical role in shaping persistence, resilience, university readiness, and long-term international student success.

#### **Workshop Faculty:**

Anna DeJulia, Executive Director, SWIPE

**WORKSHOP COST: \$150\***  
**PRE-REGISTRATION IS REQUIRED**

*\*INCLUDED IN THE 2-DAY HIGH SCHOOL PACKAGE*

# PRE-CONFERENCE WORKSHOPS

*Tuesday, December 1st*

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## Workshop 3:

### **Let's Get Personal: How Storytelling Breaks Through the Noise in Student Comms**

**9:00 AM - 12:00 PM (LUNCH INCLUDED)**



A timeworn truth: students evaluate future opportunities to study abroad using both data and “feeling”. So, sure, institutions promote their academic offerings, rankings, and programmatic outcomes, but HOW they do that truly differentiates. Join us for a 3-hour pre-conference workshop with presenters looking at storytelling from a variety of angles. Case studies shared will help you develop the skill to identify, hone, and then present/disseminate student, alumni, and faculty stories in a way that conveys your institution’s successes and stature. Doing this well engages your target audiences far more effectively than simply putting your stats on a flyer.

#### **Workshop Faculty:**

Tim Honadel, Director of International Services and Programs, College of the Canyons

Isabel Aucca, Senior Digital Campaign Analyst, Intead

Ben Waxman, CEO, Intead

Ankit Jain, Executive Director, One Window Overseas

**WORKSHOP COST: \$150  
PRE-REGISTRATION IS REQUIRED**



# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 1**

***Tuesday, December 1st***

**8:30 AM - 6:30 PM | REGISTRATION OPEN**

**9:00 AM - 5:00 PM | PRE-CONFERENCE WORKSHOP 1:** Introduction to Working With Agencies

**9:00 AM - 12:00 PM | PRE-CONFERENCE WORKSHOP 2:** Beyond Recruitment: Building International Student Success Through K-12 Pathways

**9:00 AM - 12:00 PM | PRE-CONFERENCE WORKSHOP 2:** Let's Get Personal: How Storytelling Breaks Through the Noise in Student Comms

*PRE-REGISTRATION REQUIRED FOR ALL PRE-CONFERENCE WORKSHOPS*

**12:00 PM - 2:00 PM | EXHIBITOR SETUP**

**2:00 PM - 6:00 PM | AIRC CONNECT B2B NETWORKING EVENT (NEW!)**

*Sponsored by:*



**6:00 PM - 6:30 PM | BUDDY PROGRAM MEET-UP**

**6:30 PM - 7:00 PM | ATTENDEE WELCOME/NEWCOMER SESSION**

**7:00 PM - 9:00 PM | AIRC WELCOME RECEPTION**

*Sponsored by:*



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# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 2**

**Wednesday, December 2nd**

**7:30 AM - 8:30 AM | EXHIBITOR SETUP & BREAKFAST**

**8:30 AM - 10:15 AM | CONFERENCE WELCOME & AWARDS CEREMONY**



**Keynote Speaker:** Dr. George Kacenga, Vice President for Enrollment Management and Senior International Officer at William Paterson University, and author of the forthcoming Bloomsbury book *Who We Welcome: International Students and the Future of US Higher Education*

**Keynote Title:** Who We Welcome: What It Says About the United States

International students occupy a distinctive place in American higher education. Drawing from the research behind *Who We Welcome* and nearly three decades in higher education, Dr. George F. Kacenga considers what we can learn about America by listening carefully to the people who have chosen to study here. International students come to the United States to pursue an education. Along the way, they come to understand America. If we are paying attention, they help us better understand America, too.

**10:15 AM - 5:30 PM | EXHIBIT HALL HOURS**



# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 2**

***Wednesday, December 2nd***

**TENTATIVE SESSIONS AND TIMES AS OF AUGUST 28, 2026**

## **10:25 AM - 11:15 AM | CONCURRENT SESSIONS A**

- ChatGPT, but Chinese: How Local AI Chatbots Are Changing How Chinese Students Find Schools
- Beyond Enrollment: Defining and Measuring International Student Success
- Before, during & after: The three stages of an agent workshop
- Building Overseas Teams: What Nearly 100 In-Country Representatives Can Teach Institutions
- Don't Panic and Don't Sugarcoat! Communicating International Recruitment's Risk, Value, and Strategy Across Campus

## **11:15 AM - 11:45 AM | COFFEE BREAK & DEMO SESSION**

## **11:45 AM - 12:35 PM | CONCURRENT SESSIONS B**

- Target 2030: Building a Strategy to Win the Future
- Small Budget, Global Reach: Recruitment Strategies for small office teams
- Building Ethical and Sustainable International Student Pathways: Aligning Expectations, Communication, and Student Success
- International Student Communications, Marketing, and Outreach
- From Local Degrees to Global Pathways: Reminagining Student Mobility

## **12:35 PM - 1:30 PM | DESTINATIONS SHOWCASE LUNCH**

## **12:35 PM - 1:45 PM | NETWORKING LUNCH**

# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 2**

***Wednesday, December 2nd***

## **1:45 PM - 2:15 PM | CONCURRENT SESSIONS C - INTL ED TALKS (NEW!)**

*A live interview on a topic aligned with the presenter's expertise*

- No Two Transcripts Alike: A Conversation on AI and International Admissions
- Research, Publishing, and Practice Dissemination in IEM
- Strategic Agency Partnerships: How Local Agencies Strengthen Transnational Education
- International Branch Campuses Coming to India: The Big Rush – A SWOT Analysis
- Building Enrollment Resilience: Engaging Non-Traditional Student Populations

## **2:15 PM - 2:45 PM | COFFEE BREAK & DEMO SESSION**

## **2:45 PM - 4:00 PM | CONCURRENT SESSION D - MINI WORKSHOPS (NEW!)**

*Hands-on learning offering practical tools, resources, and strategies*

- Do Your Credit Policies Discourage Enrollment?
- Advocacy 101: How to Push for a Better Policy Environment
- Where Should You Invest Next? A Practical Framework for Strategic International enrollment
- Do this, not that: Rethinking recruitment, advising and student success across K12 and HE
- The Student Journey Is the Strategy: Mapping Friction & Designing with Purpose

## **4:15 PM - 5:30 PM | AIRC MEMBER-ONLY TOWN HALL**

## **6:00 PM - 7:00 PM | AIRC HAPPY HOUR**

# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 3**

***Thursday, December 3rd***

**7:00 AM - 8:00 AM | THURSDAY MORNING FITNESS - FUN RUN**

*Sponsored by:*



**7:30 AM - 9:00 AM | BREAKFAST & DEDICATED EXHIBIT HALL HOURS**

**9:00 AM - 9:50 AM | CONCURRENT SESSIONS E**

- What Are You Really Paying? Measuring the True Cost of International Student Recruitment
- The New Enrolment Engine: Leveraging Influencers and Student Clubs
- From First Handshake to Strategic Alignment: How University Partnerships Actually Evolve
- The Employability Generation: How Gen Z and Gen Alpha Are Reshaping International Education
- Who Owns Yield? Why Conversion is Everyone's Job

**9:50 AM - 10:20 AM | COFFEE BREAK & DEMO SESSION**

**10:30 AM - 11:45 AM | STUDENT VOICES PANEL**

**12:00 PM - 1:15 PM | COMMISSIONER LUNCH & STUDY STATE CONSORTIA LUNCH**

**12:00 PM - 1:15 PM | NETWORKING LUNCH**

# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 3**

**Thursday, December 3rd**

## **1:30 PM – 2:20 PM | CONCURRENT SESSIONS F**

- Many Voices, One Destination? Exploring the Future of U.S. Destination Branding
- Zero-Click Recruitment: How AI Search Is Changing International Student Discovery
- What Internationalization Actually Costs You: An Audit Worksheet for Leaders
- Beyond Recruitment: Building Sustainable TNE Partnerships
- Five Pitfalls of International Student Recruitment in Latin America

## **2:30 PM – 3:00 PM | COFFEE BREAK & DEMO SESSION**

## **3:00 PM – 3:50 PM | CONCURRENT SESSIONS G**

- The New Global Map: International Student Mobility and Recruitment in 2027
- Advocacy in Action: The Future of Global Education at Community Colleges
- What Agents Are Asking For: A Framework for Structuring and Supporting Recruitment Partner
- The New Greater China: Dealing with Shifting International Student Deficit
- The High-ROI Fly-In: Strategic Selection, Engagement, and Post-Visit Networks

## **4:00 PM – 5:00 PM | COMMUNITY MEET-UPS**

- IEM 360 Professional Certificate Mixer
- Get Involved with AIRC
- Community Colleges
- English Language Programs

## **4:00 PM – 6:00 PM | DEDICATED EXHIBIT HALL HOURS**

**5:00 PM – 6:15 PM | TRIVIA** *Sponsored by:*



**MICHIGAN**  
LANGUAGE ASSESSMENT



# CONFERENCE SCHEDULE

**DRAFT SCHEDULE, SUBJECT TO CHANGE**

**DAY 4**

***Friday, December 4th***

**7:30 AM - 9:00 AM | BREAKFAST & DEDICATED EXHIBIT HALL HOURS**

**9:00 AM - 9:50 AM | CONCURRENT SESSIONS H**

- Three-Year Degrees: Changing the Conversation in International Student Recruitment
- Leveraging Data Triangulation for Smarter International Recruitment Decisions
- The Extended Team: Leveraging External Partners to Supercharge Your Office
- Pivot or Perish: Which Strategic Pivot Makes Sense for Your Institution?

**10:00 AM - 10:30 AM | COFFEE BREAK**

**10:30 AM - 11:20 AM | CONCURRENT SESSIONS I**

- The Hidden Infrastructure of Internationalization: Repositioning English Language Programs
- Building the Support System Around Recruitment: Shared Responsibility for International Student Success
- A New Era of Student Choices: The Latest Data from International Student Surveys
- The New Asia - Insights from Select New Markets including Mongolia, Uzbekistan and Vietnam

**11:30 AM - 11:50 AM | BOARD REFLECTIONS, AIRC TOAST TO 2027**

*See you in Bellevue in 2027!*



# CONFERENCE EXHIBITORS

*Updated August 28, 2026*

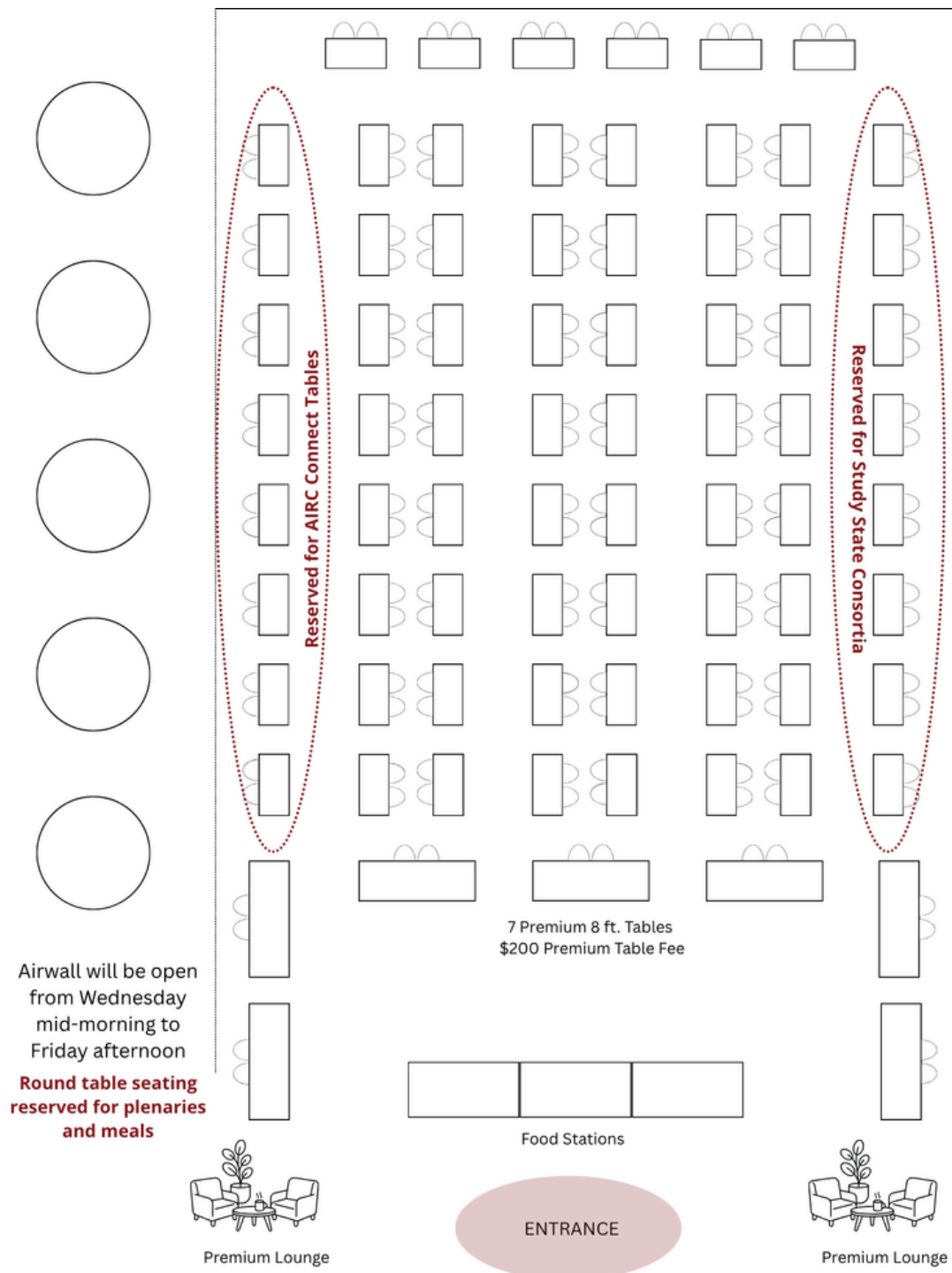
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Access American Education (AAE)  
AdviseBridge  
Baylor University  
BONARD  
Bright Can-Achieve  
CCID  
Collegepond Counsellors Private Limited  
Council for American Education  
Educational Credential Evaluators (ECE)  
Educational Testing Service (ETS)  
English World Education  
Enrollment Advisory Group  
GoElite, Inc.  
Grok Global Services  
ICEF  
IDP  
Intead  
International Education Evaluations (IEE)  
Iowa State University  
Imperial Platforms  
Ivy Overseas  
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Leap GeeBee  
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Study Pennsylvania  
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Study Wisconsin  
Studyportals  
Sunrise  
Texas Review International Pvt Ltd  
The Evaluation Company  
University Study Inc.  
Yathapu Consulting/I-20 Fever

# CONFERENCE EXHIBIT HALL

*Updated August 28, 2026*

Exhibit table assignments can be found in the conference mobile app.



# CONFERENCE SPONSORS

*Updated August 28, 2026*

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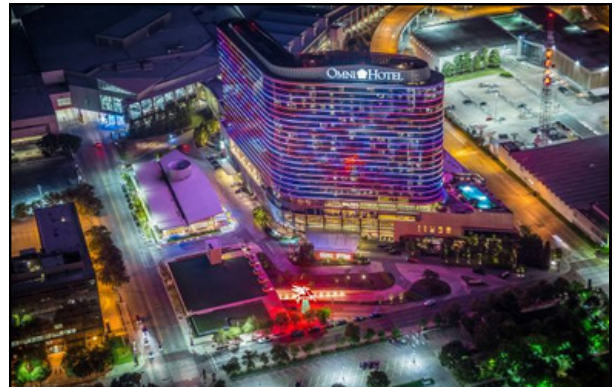


# CONFERENCE VENUE

## Omni Dallas Hotel

555 South Lamar Street, Dallas, Texas 75202

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## **RESERVE YOUR ROOM TODAY!**

Book your hotel room by **November 11th** to take advantage of the competitive nightly rate of **\$209**. Stay directly at the conference venue and avoid commuting in a busy area. Enjoy complimentary wifi, access to the hotel's 24/7 fitness center and unique dining options on-site.

**Special offer!** AIRC Conference attendees booking their room at the Omni Dallas Hotel will receive a special AIRC welcome gift and will be entered into a drawing to win one of 3 prizes.

- Grand Prize: 1 Complimentary Registration for the AIRC 2027 Conference in Bellevue and 3-Nights Hotel Accommodation (1 Available)
- Second Prize: 1 Complimentary Registration for the AIRC 2027 Conference in Bellevue (1 available)
- Third Prize: 1 Complimentary Demo Session at the AIRC 2027 Conference in Bellevue (1 available)

All you have to do is reserve your hotel room at the Omni Dallas Hotel and you'll automatically be entered into the raffle. Winners will be announced during the Opening Plenary on December 2nd.

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **ChatGPT, but Chinese: How Local AI Chatbots Are Changing How Chinese Students Find Schools**

Chinese students now skip search engines for homegrown AI chatbots like DeepSeek, Doubao, and WeChat's in-app AI to research schools and judge their reputation. China's generative AI users jumped 142% to 602 million in 2025, reshaping college discovery. Many schools locally host a Chinese website with basic SEO, yet almost none optimize for Chinese LLMs. This session shows how these models surface information differently, with practical steps to boost your visibility in China's AI-driven search.

*David Weeks, Sunrise International*

*Keating Sherry, Sunrise International*

## **Beyond Enrollment: Defining and Measuring International Student Success**

What does it actually mean for an international student to succeed? Where along the international student journey do we stop measuring, and what happens as a result of this? From academic success and belonging to the family experience and future success, in this session we'll explore whether we're measuring what matters.

*Eric Duwe, Wisconsin Lutheran High School*

*Yaruby Petit-Frere, Rutgers University*

## **Before, during & after: The three stages of an agent workshop**

Want to get more from agent workshops? Drawing on StudyTravel's 30 years of experience organising B2B agent conferences, this session will reveal what really makes meetings count. Hear first-hand perspectives from both a school and an agency as our panellists share the strategies, common pitfalls, and insider tips for success before, during, and after an event. Discover what agents truly expect from B2B meetings and how to turn every workshop into a valuable opportunity.

*Giulia Zattera, Study Travel*

*Ken Janjigian, English Language and Training Academy at American University*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Building Overseas Teams: What Nearly 100 In-Country Representatives Can Teach Institutions**

International enrollment strategies continue to evolve, yet many institutions are giving less attention to the people responsible for executing those strategies on ground. Drawing on original survey research from nearly 100 in-country representatives, this session explores what motivates overseas recruitment professionals, how they define success, the challenges they face, and what institutions can do to build stronger, more effective global recruitment teams.

*Adam Julian, Miami University of Ohio*

*Jenna Sices, Grok Global Services*

## **Don't Panic and Don't Sugarcoat! Communicating International Recruitment's Risk, Value, and Strategy Across Campus**

International recruitment is increasingly shaped by forces beyond institutional control. When enrollment targets are missed, international enrollment leaders must explain a rapidly changing market without becoming defensive or minimizing the challenges. The goal is simple: do not panic, and do not sugarcoat! This session will explore strategies to communicate with campus leaders during a difficult recruitment cycle while sustaining long-term institutional support.

*David Di Maria, University of Maryland, Baltimore County*

*Vivian Wang, The University of Tulsa*

## **Target 2030: Building a Strategy to Win the Future**

There is a wide variety of practice in international enrollment management around the question of strategy. What exactly IS a strategy, and how does it differ from a focus, a wish list, or a set of tactics? How do we know we have one at all, much less a good one? What might a strategy look like for an IEM professional, built to hit a 2030 benchmark? Institutional and private sector presenters will facilitate an interesting discussion teaching attendees how to build a future-ready strategy.

*Brian Greenwood, University of Exeter*

*Ciara Newby, Manifest Global (dba, Explore, Cialfo, BridgeU, Kaaiser)*

*Sole Palamenghi, GeNEOUS*



# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Small Budget, Global Reach: Recruitment Strategies for small office teams**

For many international recruitment offices, the engine is a lean, one-person operation. This interactive roundtable explores how ultra-small teams leverage agility to compete despite budget constraints. Join peers to exchange hard-won lessons on entering emerging markets, maximizing budgets, and maintaining momentum from a solo office. Leave with actionable frameworks and a shared "solo-practitioner toolkit" for global success.

*Brandon Bruan, Pacific Lutheran University*

*Keith Sanpei, University of the Pacific*

## **Building Ethical and Sustainable International Student Pathways: Aligning Expectations, Communication, and Student Success**

Building upon today's session focused on defining and measuring international student success, how can various stakeholders (K-12 educators, higher education, agencies, etc.) intentionally build ethical and sustainable systems that produce this success? In this session, we'll explore where expectations diverge across the international student journey, from recruitment messaging and onboarding to higher education transitions.

*Dan Lauber, Ranney School*

*Kevin Merges, Saddle River Day School*

## **International Student Communications, Marketing, and Outreach**

We know how critical each touch point is during the recruitment and yield cycles, and we are often on our own building our international strategies for communications, marketing, and outreach. This session will provide a glimpse into two Southwest Ohio Universities strategies, what we are currently doing, how we got here, and where we hope to go. Our strategies can be adopted or adapted to fit your needs!

*Hannah Girman, University of Cincinnati*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **From Local Degrees to Global Pathways: Reimagining Student Mobility**

Student mobility is undergoing a fundamental transformation across the world. Changing student expectations, affordability concerns, and workforce demands are driving universities to explore flexible models of engagement. Participants will gain insights into how institutions can move beyond traditional frameworks and develop pathways connecting local education with global international education making international education more accessible, inclusive, and impactful for more students.

*Ankit Jain, One Window Overseas Education Pvt Ltd.*

*Kevin Beisser, University of Wisconsin-Milwaukee*

*Priyal Shah, University of Wisconsin-Milwaukee*

## **No Two Transcripts Alike: A Conversation on AI and International Admissions**

Every international applicant arrives with records in a different format, grading system, and language, while the pressure to decide quickly and fairly keeps rising. AI is marketed as the answer, but which parts of the process is it equipped to help with, and which still demand human judgment? A leader who has modernized admissions review at the University of Cincinnati, and serves as AIRC's President-Elect, shares what he has learned. Candid, non-promotional, with time for questions.

*Debra Garretson, Smart Panda Tools*

*Jon Weller, University of Cincinnati*

## **Research, Publishing, and Practice Dissemination in IEM \*need more info?\***

International enrollment management professionals generate valuable insights through their daily practice, yet many lack accessible pathways to transform these experiences into scholarly contributions that influence policy and practice globally. This interactive conversation explores how research, practitioner inquiry, and scholarly dissemination can strengthen the international education profession and advance evidence-informed enrollment management strategies. Drawing upon the growing collaboration

*Clay Harmon, AIRC*

*Krishna Bista, STAR Scholars Network*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Strategic Agency Partnerships: How Local Agencies Strengthen Transnational Education**

International institutions often treat local education agencies as enrollment vendors rather than strategic TNE partners. This session shows how to engage agencies as trusted intermediaries who navigate equitable negotiations and build transparent, mutually beneficial partnerships that support students from application through enrollment.

*Brittany Goodman, ICEF*

*Dan Harper, Interwoven Consulting*

## **International Branch Campuses Coming to India: The Big Rush – A SWOT Analysis**

India is entering a new era of higher education with the arrival of international branch campuses. As global institutions establish a presence in one of the world's largest student markets, what does this mean for U.S. universities, international student mobility, and recruitment strategies? This session will explore the opportunities, challenges, and long-term implications of this trend through a practical SWOT analysis.

*Abhijit Zaveri, Career Mosaic Pvt Ltd*

*Dhanisha Bordia, Career Mosaic Pvt Ltd*

## **Building Enrollment Resilience: Engaging Non-Traditional Student Populations**

Recent policy changes, visa scrutiny, diplomatic tensions, and shifting immigration regulations have created unprecedented uncertainty for international student recruitment. Institutions and agencies that rely heavily on a limited number of source countries are increasingly vulnerable to geopolitical disruptions that can quickly impact enrollment pipelines.

*Charles Chou, VeteranDegrees*

*Christina Chen, GoElite, INC.*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Do Your Credit Policies Discourage Enrollment?**

Competition to attract and enroll students grows fiercer by the day. Institutions are challenged to identify solutions and implement them, but are hidden biases and outdated policies preventing this? This interactive session explores often overlooked secondary credentials that should be awarded credit/ advanced standing, barriers that prevent equitable policies, and how to implement equitable policies that encourage enrollment. Don't lose students to your competitors who offer credit!

*Chris Johnson, Arizona State University*

*Marty Bennett, The University of Akron*

*Susan Whipple, The Evaluation Company*

*Wesley Roy, Johnson and Wales University*

## **Advocacy 101: How to Push for a Better Policy Environment**

This mini-workshop introduces the principles and avenues of policy advocacy for international enrollment management practitioners. Through a thoughtful mix of expert presentations and interactive activities, participants will learn how to frame an "ask," connect with Congressional offices, build relationships with key constituencies in their communities, and contribute to larger advocacy efforts in the IEM field.

*Carl Herrin, Worcester State University*

*Clay Harmon, AIRC*

## **Where Should You Invest Next? A Practical Framework for Strategic International enrollment**

International enrollment leaders are under increasing pressure to achieve sustainable growth while adapting to changing student mobility patterns, navigating geopolitical uncertainty, meeting growing expectations for measurable return on investment, and operating within limited budgets. Where should institutions invest next? This interactive workshop equips participants with a practical framework for making strategic international recruitment investment decisions grounded in data not assumptions.

*Jahan Shah Ghaznavi, CleverApply*

*Natalie Chang, Tiffin University*

*Stephanie Sieggreen, The University of Tennessee, Knoxville*

*Steven Hales, Contra Costa Community College*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Do this, not that: Rethinking recruitment, advising and student success across K12 and HE**

Using evidence from the Explore 2026 Student Survey, this workshop challenges how institutions think about undergraduate international recruitment. Career outcomes are the #1 selection factor for students – are we providing enough support in a volatile environment? How can we better work with K12? With a global panel spanning K12 and higher education, we will explore how we can better support students on their journey and innovate our recruitment and advising strategies.

*Brian Greenwood, University of Exeter*

*Chris Johnson, Arizona State University*

*Ciara Newby, Manifest Global (dba, Explore, Cialfo, BridgeU, Kaaizer)*

*Mindy Rose, Dipont Schools Group*

## **The Student Journey Is the Strategy: Mapping Friction & Designing with Purpose**

International enrollment strategies often emphasize recruitment, yet institutions frequently lose students to friction embedded throughout the enrollment journey. This mini-workshop explores how to map the international student journey, identify friction points, and redesign processes to improve student experience and enrollment outcomes. Participants will leave with a practical framework they can immediately apply at their own institutions for meaningful lasting change.

*Andrew Ness, Studyportals*

*Ankit Jain, One Window Overseas Education Pvt Ltd.*

*Anna Bradford, Ball State University*

*Samantha Salvatori, University of Maryland Baltimore County*

## **What Are You Really Paying? Measuring the True Cost of International Student Recruitment**

International enrollment leaders are increasingly expected to demonstrate the return on investment (ROI) of recruitment initiatives while navigating budget constraints, changing student mobility patterns, and growing institutional accountability. Yet many institutions still evaluate recruitment investments using agency commission rates or application volume alone. This interactive session introduces a practical framework for measuring the true cost of international student recruitment.

*Jahan Shah Ghaznavi, CleverApply*

*Natalie Chang, Tiffin University*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **The New Enrollment Engine: Leveraging Influencers and Student Clubs**

Social media influencers and student clubs are transforming international student recruitment through authentic peer engagement. This session explores how universities can ethically collaborate with influencers and campus organizations to strengthen institutional visibility, enhance student trust, expand global outreach, and drive sustainable international enrollment in today's digital-first recruitment environment.

*Banit Sawhney, Imperial Platforms Inc*

*Cynthia Yu, SUNY Buffalo*

## **From First Handshake to Strategic Alignment: How University Partnerships Actually Evolve**

Not a “how to find partnerships” session. What happens after the contract? This session will consider how a transactional relationship turns into a strategic partnership over time. Most partnerships don't fail because of bad intent. They stall because both sides underestimate how long real alignment takes.

*Jeffrey Greenip, Enrollment Advisory Group*

*Ken DiSaia, Enrollment Advisor Group*

*Patrick Colabucci, Upgrad*

*William Boozang, Curry College*

## **The Employability Generation: How Gen Z and Gen Alpha Are Reshaping International Education**

Today's students are approaching higher education differently than previous generations. For Gen Z and the emerging Gen Alpha, employability, career readiness, internships, and practical skills increasingly drive enrollment decisions. This session explores how institutions are adapting recruitment, admissions, student support, and career services strategies to meet evolving student expectations and demonstrate return on investment.

*Beata Anderson, New Jersey institute of technology*

*Constanza Leon, LANGUAGECERT (part of PeopleCert)*

*Paul Hofmann, University of Louisville*



# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **Who Owns Yield? Why Conversion is Everyone's Job**

Using examples from multiple global markets and institutional contexts, we will discuss how institutions can leverage data analytics, personalized communication strategies, in-country support, career outcomes messaging, financial value propositions, alumni engagement, family outreach, and behavioral insights to improve enrollment yield. Participants will leave with actionable frameworks and practical strategies that can be implemented regardless of institutional size, geography, or enrollment.

*Amanda Hager, University of St. Thomas*

*Bryson Keltner, Grok Global Services*

## **Many Voices, One Destination? Exploring the Future of U.S. Destination Branding**

Other nations promote higher education through unified national brands, but the United States is defined by institutional independence and regional identity. In this interactive discussion, participants will explore how institutions, Study State Consortia, EducationUSA, and other partners can collaborate to tell a more cohesive story. Through case studies and audience discussion, attendees will examine the future of U.S. destination branding.

*Anna Bradford, Ball State University*

*Dzung Pham, Global Student Mobility Ltd*

*Lisa Maroni, EducationUSA*

*Rachel Scholten, Loyola University Maryland*

## **Zero-Click Recruitment: How AI Search Is Changing International Student Discovery**

Prospective students are increasingly using AI tools such as ChatGPT and Gemini to research universities, compare destinations, and evaluate career opportunities. This session examines how AI-driven discovery is reshaping recruitment funnels, student search behavior, and institutional visibility, and explores strategies for remaining competitive in an AI-first environment.

*Beata Anderson, New Jersey institute of technology*

*Constanza Leon, LANGUAGECERT (part of PeopleCert)*

*Paul Hofmann, University of Louisville*

# SESSION DESCRIPTIONS

***DRAFT SCHEDULE, SUBJECT TO CHANGE***

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## **What Internationalization Actually Costs You: An Audit Worksheet for Leaders**

Most institutions say internationalization is a strategic priority, but where does it actually show up—in budgets, staffing, enrollment, student experience, and partnerships? This interactive session helps enrollment leaders assess their institution across four key dimensions using a guided worksheet. Participants will identify strengths, gaps, and areas where strategy and resources are misaligned, then leave with a practical framework to guide future planning.

*Britt Godshalk, Intead*

*Kristin Johnson, Ph.D, University of Rhode Island*

*Shawn Conner-Rondot, Ph.D, University of Illinois Chicago*

## **Beyond Recruitment: Building Sustainable TNE Partnerships**

As institutions diversify their international strategies, Transnational Education (TNE) has become an increasingly important component of international enrollment management. Yet many institutions struggle to move beyond initial conversations toward sustainable, mutually beneficial partnerships. While discussions around TNE often focus on institutional strategy and academic models, considerably less attention is given to the local relationship-building, market intelligence, and ongoing engagement.

*Jerry Czub, Grok Global*

*Jon Weller, University of Cincinnati*

*Naveen Yathapu, I-20 Fever*

## **Five Pitfalls of International Student Recruitment in Latin America**

F-1 refusal rates from South Asia have hit a decade high while South America was the only region where rates declined in 2025, and most institutions are not positioned to act on the opportunity. This session names the five pitfalls that consistently derail LATAM recruitment, offers a practical framework for avoiding them, and sends attendees home with a self-assessment tool and a repositioned strategy.

*Dino Pruccoli, University at Buffalo (SUNY)*

*Lindsey Lopez, Intead*

*Paul Guerra Sanchez, Green River College*

*Vanessa Andrade, California State University, Northridge*

# SESSION DESCRIPTIONS

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## **The New Global Map: International Student Mobility and Recruitment in 2027**

Where is international student demand moving, and how are institutions adapting? This session presents initial findings from Volume 3 of the State of the International Student Recruitment and Enrollment Field Survey, the AIRC-BONARD research series. The 2026 findings will examine changing global student flows, recruitment priorities, source-market diversification and the evolving position of the United States.

*Clay Harmon, AIRC*

*Daria Simonova, BONARD*

## **Advocacy in Action: The Future of Global Education at Community Colleges**

Join a panel of experts to receive critical updates from the recently-formed Working Group on the Future of Global Education at Community Colleges. CCID, in partnership with ACCT, NAFSA and select international education organizations will share and provide a critical advocacy resource for community college personnel and their key stakeholders.

*Karen McBride, CCID*

*Samira Pardanani, Shoreline Community College*

## **What Agents Are Asking For: A Framework for Structuring and Supporting Recruitment Partner**

This session presents a four-phase Agent Quality Framework — Vetting & Due Diligence, Onboarding & Training, Tracking Performance, and Management, Support & Renewal — built around what agents themselves report needing at each stage, drawing on ICEF's 2025 Agent Voice survey. For each phase, presenters share guiding questions and a short real-world walkthrough of how tools function in practice, using Whittier College's own program as a working example.

*Brittany Goodman, ICEF*

*Shim Shimaz, Whittier College*

# SESSION DESCRIPTIONS

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## **The New Greater China: Dealing with Shifting International Student Deficit**

This session examines the implications of the “New Greater China” for international enrollment management, career services, and global engagement strategies. Presenters will analyze the drivers of China’s shifting student demand and highlight how U.S. institutions can diversify pipelines while better supporting existing Chinese students on campus.

*Andrew Chen, WholeRen Education and FrogHire.ai*

*Clay Hensley, The International Baccalaureate (IB)*

*Jun Wang, U of CA-Riverside*

## **The High-ROI Fly-In: Strategic Selection, Engagement, and Post-Visit Networks**

Hosting a counselor fly-in or FAM tour is a massive investment. To ensure a high ROI, look beyond the standard campus visit and focus on strategic execution before, during, and after the trip. This session provides a practical blueprint for transforming traditional tours into high-yield recruitment engines; including how to invite the right strategic partners, design an immersive itinerary blending academics with local culture, and build active networks to sustain long-term enrollment growth.

*Alissa Morson, Minnesota State University*

*Fai Tai, Wichita State University*

## **Three-Year Degrees: Changing the Conversation in International Student Recruitment**

How we evaluate three-year bachelor's degrees shapes outcomes for international applicants and the conversation is evolving. Join IEE credential evaluation experts and a university admissions partner as we examine how evaluation methodologies, including year-counting and benchmarking, influence academic eligibility and transfer credit decisions. We'll review data across multiple countries and explore approaches that better serve today's globally diverse applicant pool.

*Alley Benton, University of St. Thomas*

*Samantha Hitchings, International Education Evaluations*

# SESSION DESCRIPTIONS

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## **Leveraging Data Triangulation for Smarter International Recruitment Decisions**

When reliance on public data no longer predicts future trends, past strategies and gut feelings about markets no longer pan out, data triangulation comes to the rescue! Many institutions rely on single-source insights, which creates blind spots. Data triangulation can help your institution work smarter to better predict student interest, market prioritization, and likelihood to enroll. Here from a panel of experts who will share different perspectives and tools for more predictable strategies.

*Andrew Ness, Studyportals*

*Cath D'Amico, Studyportals*

*Naveen Yathapu, I-20 Fever*

*Pieter Vermeulen, University of North Texas*

## **The Extended Team: Leveraging External Partners to Supercharge Your Office**

This session introduces attendees to the organizations, services, and partnerships that can help a small office operate as if it were much larger. Presenters will demonstrate how institutions of any size can benefit from credential evaluation providers, testing organizations, recruitment networks, and regional collaboratives. Designed for new professionals and small teams, this session emphasizes clarity, efficiency, and confidence in decision making.

*Donna Cameron, IELTS USA*

*Leigh Peine, Educational Credential Evaluators*

*Lucymar Carbajal, Seattle University*

*Ryan Astor, Leap Scholar/GeeBee Education*

## **Pivot or Perish: Which Strategic Pivot Makes Sense for Your Institution?**

International enrollment leaders are under pressure. The wrong pivot wastes resources, strains relationships, and produces poor results. Branch campuses, certificates, online and hybrid, and new geographic markets each require different infrastructure, authorization, and agent relationships. Many institutions are weighing these options without a clear framework for assessing which ones are actually within reach. This session cuts through the noise, offering a practical diagnostic framework.

*Alana Jones, University of Colorado Denver | Anschutz*

*Ben Waxman, Intead*

*Ian Gibson, San Diego State University*

# SESSION DESCRIPTIONS

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## **The Hidden Infrastructure of Internationalization: Repositioning English Language Programs**

This interactive discussion explores how university-based English language programs have evolved from insular units to strategic institutional assets. Facilitated by English language program leaders, the session invites participants to share how ELPs contribute to enrollment, retention, and student success goals while also serving as incubators for alternative mobility models, short-term and customized programming, workforce development initiatives, and other forms of international engagement.

*Cheryl Delk Le Good, EnglishUSA*

*Dan Harper, Interwoven Consulting*

*Jackie McCafferty, Temple University*

*Ken Janjigian, English Language and Training Academy at American University*

## **Building the Support System Around Recruitment: Shared Responsibility for International Student Success**

This interactive session examines the key challenges international students face from recruitment and pre-departure preparation through arrival, integration and early study life. It explores how institutions, agencies and support partners can share responsibility through clearer standards, handovers, referral pathways and feedback systems. ISIPP is presented as a working case study of how structured preparation and post-arrival support can improve student readiness, wellbeing and success.

*Christian Egharevba, Student Recruitment and Advisors Agents Association*

*Davina Appiah-Egharevba, Student Recruitment and Advisors Agents Association*

## **A New Era of Student Choices: The Latest Data from International Student Surveys**

This session explores the latest data in international student attitudes, destination preferences and perceptions, and key drivers of choice. Drawing on findings from IDP's Emerging Futures 10 survey, this session will include both a quantitative presentation of the survey data and qualitative commentary, as well as deep dives into key topics from institutional representatives. The session will wrap with a summary of key insights and actionable takeaways from the data.

*Elle Butler, IDP Education*

*Hannah Girman, University of Cincinnati*

*Sarah Iden, IDP Education*



# SESSION DESCRIPTIONS

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## **The New Asia – Insights from Select New Markets including Mongolia, Uzbekistan and Vietnam**

Mongolia, Uzbekistan and Vietnam have seen double-digit increases in international students studying in the United States. With recent geopolitical challenges affecting incoming international student numbers in the United States, academic institutions must seek alternative recruitment markets. This session will deliver practical tips from experienced recruiters about the selected regions, followed by credential evaluation and admissions basics.

*Aleks Morawski, Scholaro*

*Cynthia Yu, SUNY Buffalo*





**DALLAS, DECEMBER 1-4, 2026**

## **STRATEGIC IEM APPROACHES FOR A NEW ERA**



# **WE LOOK FORWARD TO SEEING YOU SOON!**

**QUESTIONS? EMAIL [STAFF@AIRC-EDUCATION.ORG](mailto:STAFF@AIRC-EDUCATION.ORG)**