

AIRC



ATLANTA, DECEMBER 3-6, 2025

*Collaboration for Success: Strengthening
Global Networks*



AIRC'S 17TH ANNUAL CONFERENCE PROGRAM AT A GLANCE

DRAFT SCHEDULE UPDATED 10/14. DETAILS SUBJECT TO CHANGE.

PROGRAM CONTENTS

ATLANTA-AREA FAM TOURS

PAGE 2

Learn more about the various tours and visits organized by AIRC members in the Atlanta area.

PRE-CONFERENCE WORKSHOPS

PAGES 3-5

Learn more about AIRC's pre-conference workshops led by industry experts.

CONFERENCE SCHEDULE

PAGES 6-12

Browse the conference schedule to help plan your trip to Atlanta.

CONFERENCE EXHIBITORS

PAGES 13-14

View the list of confirmed exhibitors and exhibit hall layout to help determine your networking strategy.

CONFERENCE SPONSORS

PAGE 15

View the list of conference sponsors who help support AIRC's conference operations.

CONFERENCE VENUE

PAGE 16

Reserve your hotel room to take advantage of AIRC's discounted room rate.

SESSION DESCRIPTIONS

PAGES 17-29

Browse the concurrent session descriptions and bookmark your favorites.

PRE-CONFERENCE FAM TOURS

Tuesday, December 2nd - Wednesday, December 3rd

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



Brenau University
Tuesday, December 2nd
9:00 am - 4:00 pm

Tour Contact:
Nathan Goss
ngoss@brenau.edu
[RSVP Link](#)



Kennesaw State University
Tuesday, December 2nd
9:00 am - 3:00 pm

Tour Contact:
Shannon Brennan
ksuinternational@kennesaw.edu
[RSVP Link](#)



Savannah College of Art & Design
Tuesday, December 2nd
9:00 am - 1:00 pm

Tour Contacts:
Ane Kevichusa; Peter May
akevichu@scad.edu; pmay@scad.edu



University of North Georgia
Wednesday, December 3rd
9:00 am - 2:30 pm

Tour Contact:
Sairagul Matikeeva-Kinney
Sairagul.Matikeeva-Kinney@ung.edu
[RSVP Link](#)

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

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

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

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

Workshop 2:

Exploring Third-Party Business Models for International Student Recruitment

1:00 PM - 4:00 PM (LUNCH INCLUDED)



This half day workshop provides an in-depth look at the diverse third-party business models that support international student recruitment and enrollment. Attendees will gain insights into a wide range of organization types, agency types, in-country reps, fair organizers, marketers, chat platforms, credential evaluators, English tests, and more. Discover how to identify, evaluate, and connect with the right partners to enhance your institution's recruitment strategy and ensure the best fit for your needs.

Workshop Faculty:

Ben Waxman, CEO, Intead

Bryan Gross, Dean of Enrollment and Marketing, Brewster Academy

WORKSHOP COST: \$150
PRE-REGISTRATION IS REQUIRED

PRE-CONFERENCE WORKSHOPS

Wednesday, December 3rd

Workshop 3:

SEM Core Concepts: Leading Toward Learner Success and Campus Enrollment Health

1:00 PM - 4:00 PM (LUNCH INCLUDED)

University and college leaders express that they are too busy to develop a SEM plan; that they are planning fatigued and cannot take on another initiative; that their incoming class is full so why bother with developing a SEM plan; or that they already created a SEM plan and it simply sat on the shelf and made little to no impact on their campus. This interactive session will explore misconceptions about SEM planning, and will provide actionable steps for implementing and sustaining SEM planning.

Workshop Faculty:

Melanie Gottlieb, Executive Director, AACRAO

Tammy Aagard, Managing Consultant for AACRAO Consulting

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

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 1

Wednesday, December 3rd

8:30 AM - 6:30 PM | REGISTRATION DESK

9:00 AM - 3:00 PM | ATLANTA-AREA FAM TOURS

PRE-REGISTRATION REQUIRED

9:00 AM - 4:30 PM | PRE-CONFERENCE WORKSHOP 1: New to Working With Recruitment Agents? Where Do Agents Fit Within Your Recruitment Strategy?

PRE-REGISTRATION REQUIRED

1:00 PM - 4:00 PM | PRE-CONFERENCE WORKSHOPS 2 & 3

PRE-REGISTRATION REQUIRED

Workshop 2: Exploring Third-Party Business Models for International Student Recruitment

Workshop 3: SEM Core Concepts: Leading Toward Learner Success and Campus Enrollment Health

1:00 PM - 3:00 PM | EXHIBITOR SETUP

3:00 PM - 6:00 PM | DEDICATED EXHIBIT HALL HOURS (NEW!)

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

6:30 PM - 8:30 PM | AIRC WELCOME RECEPTION

Sponsored by:



The
Evaluation
Company



CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

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

7:30 AM - 5:30 PM | EXHIBIT HALL HOURS

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

AIRC ANNUAL CONFERENCE PLENARY PANELISTS

"Collaboration for Success: Strengthening Global Networks"



Cheryl Delk-Le Good, Executive Director of EnglishUSA

Jane Erin Gatewood, Board Member, AIEA

Mark Overmann, Executive Director, Alliance for International Exchange

Melanie Gottlieb, Executive Director, AACRAO

Miriam Feldblum, President and CEO, The Presidents' Alliance on Higher Education and Immigration



Panel Moderator:

Girish Ballolla

Founder and CEO

Gen Next Education



ATLANTA, DECEMBER 3-6, 2025

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

TENTATIVE SESSIONS AND TIMES AS OF SEPTEMBER 15, 2025

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

- Keeping Up Without Burning Out: Adapting to the International Education News Cycle
- What Are You Really Paying? Understanding Student Acquisition Costs in Agent-Based Recruitment
- Understanding the International Admissions Process to Identify Efficiencies
- The Yield Imperative: Winning the International Enrollment Race Together
- Collaboration > Competition: Highlighting Cross-Cultural Higher Education Partnerships

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

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

- What ISSS Wishes International Student Recruiters Knew About F-1 Regulations
- Aligning Digital Marketing with Recruitment Travel
- Keeping the Promise: Strategies for Student Retention
- From Congress to Campus: Effective Advocacy Tactics in International Education
- Navigating Political Shifts: Lessons from Canada's Recruitment Resilience

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

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

- From Reliance to Resilience: Diversifying Student Pipelines
- Future-Proof Your Career: Build a Magnetic Professional Brand in Global Education
- Beyond ROI: Emotion, Agency, Student Choice, and Agents as Cultural Mediators
- Beyond the Funnel: Reimagining Recruitment for a Future That's Already Here
- What Recruiters Need to Know About China's Economy, Education Policy, and Media Discourse

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 2

Thursday, December 4th

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

- Optimizing Country-Specific Recruitment to Attract International Students
- Principles of Contract Negotiation for IEM Professionals
- The Funnel is Dead. Long Live the Funnel!
- Global Shifts and U.S. Agent Strategy: Aligning for the Future
- Enrol Me If You Can: Decoding the Global Student Mindset

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

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

CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 3

Friday, December 5th

7:00 AM - 8:00 AM | FRIDAY MORNING FITNESS

Sponsored by:



7:30 AM - 5:30 PM | EXHIBIT HALL HOURS

7:30 AM - 9:00 AM | BREAKFAST & DEDICATED NETWORKING TIME

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

- Recruitment strategies of Selected U.S. Colleges: Research vs. Practice
- Aligning Marketing, Admissions, and Finance with AI
- Rethinking International Undergraduate Recruitment in India and Beyond: Where is the New Multiplier?
- Boots on the Ground, Eyes on the Prize: Maximizing Your In-Country Representative Impact
- English Language Program Recruitment through Collaboration

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

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

Sponsored by:



11:45 AM - 12:00 PM | #WEAREHEREFORYOU - ALL CONFERENCE PHOTO

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



CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 3

Friday, December 5th

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

- Bridging Borders: Advancing International Higher Education Through Strategic Collaboration
- Is International Recruitment a Cherry or a Curry in Your SEM Plan? An Extra or an Essential?
- International Student Career Success: Integrating Employment Outcomes into IEM
- Case Study: Collaborating with American Degree Transfer Programs in Malaysia
- Rad or Fad? An #IntlEd Tech Roundup

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

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

- Trusted Voices: Using Counselor Perspectives to Evolve International Recruitment Strategy
- Recruiting, Hiring and Retaining Team Members
- Did it work? Analyzing the Impact of Adapting to Policy and Market Shifts
- AIRC and IEM Discussion
- Navigating Global Policy & Market Shifts: Cross-Sector Collaboration

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

- Community Colleges
- English Language Programs
- Get Involved with AIRC

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



7:00 PM – 9:00 PM | UNHOSTED DINNERS



CONFERENCE SCHEDULE

DRAFT SCHEDULE, SUBJECT TO CHANGE

DAY 4

Saturday, December 6th

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

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

- Following Your North Star in a Storm: Strategic Collaboration Amidst Uncertainty
- Jet Lag, Lost Bags and Forgotten Essentials: Tales and Tips from Seasoned Travelers
- Reimagining ESL: Online Programs and the Student Journey in the Age of AI
- The Role of Agents and Partnerships in Recruitment Success with a focus on Student Retention

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

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

- Student Recruiting Initiatives in an Unstable Political Climate
- Advocacy Session
- Money Moves: How Student Finances Influence University Choice, Transfers, and Graduation

11:30 AM - 11:50 AM | BOARD REFLECTIONS, AIRC TOAST TO 2026

Sponsored by:



IMPERIAL

Overseas Education Consultants

See you in Dallas in 2026!

CONFERENCE EXHIBITORS

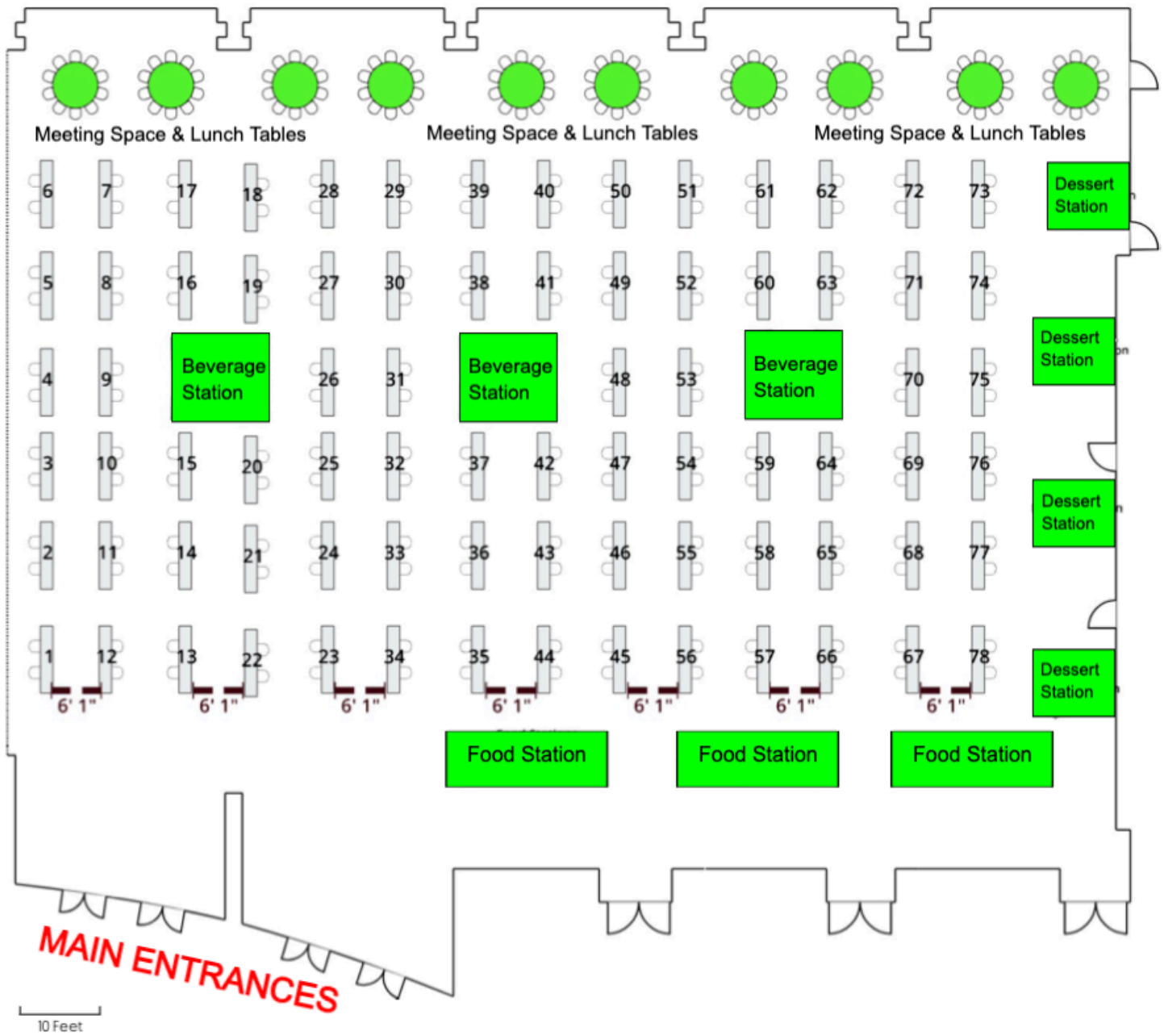
Updated 10/14

Abacus Overseas Education Advisors	Leap GeeBee
Access American Education	MPOWER Financing
AECC	OneGradApp
ApplyBoard	One Window Overseas Education Pvt Ltd
Arizona State University	Orient Spectra
Beijing New Oriental Vision Overseas Consulting	Oxford International Digital Institute
Cambridge University Press & Assessment	Pearson/PTE Academic
Career Mosaic	PeopleCert
Collegepond Counsellors Private Limited	Prodigy Finance
Computrain Information Technologies India Pvt Ltd	Scholaro
Council for American Education	SN Global Education
EdMIUM	SRT Fairs
Educational Credential Evaluators (ECE)	STAR Scholars Network
Edvoy	Stormedugo Consulting India Private Limited
English World Education	Study Alabama
Enrollment Advisory Group	Study Metro Consultant Pvt Ltd
Explore	Study Travel
GoElite, Inc.	Studyportals
ICEF	Sunrise
IDP	TABS
IELTS USA	Texas Review International Ltd
Infinite Group	The Evaluation Company
Imperial Overseas	TOEFL
Intead	TruLeague
International Education Group (IEG)	University Study Inc.
IVY Overseas	UniversityHUB
JJL Overseas Education Consulting & Service Co. Ltd	V&U Intellect Consultants Pvt Ltd
KC Overseas	WholeRen Education
Kennesaw State University	Yathapu Consulting Pvt. Ltd., Trading as I-20 Fever
KIC UnivAssist	

CONFERENCE EXHIBIT HALL

Updated 10/14

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



CONFERENCE SPONSORS

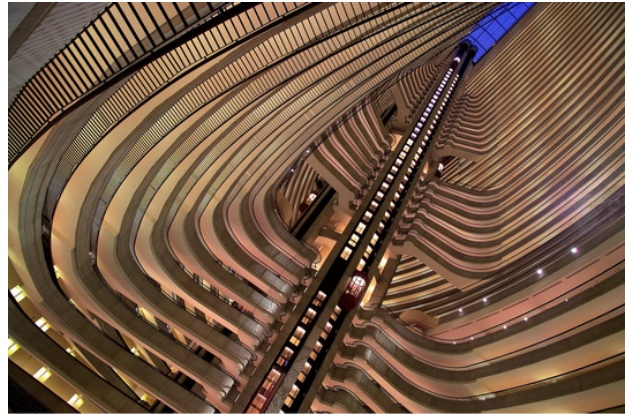
Updated 10/14



CONFERENCE VENUE

Atlanta Marriott Marquis

265 Peachtree Center Avenue, Atlanta GA, 30303 USA



RESERVE YOUR ROOM TODAY!

Book your hotel room by **November 8th** to take advantage of the competitive nightly rate of **\$229**. 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.

New this year! AIRC Conference attendees booking their room at the Atlanta Marriott Marquis 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 2026 Conference in Dallas and 3-Nights Hotel Accommodation
- Second Prize: 1 Complimentary Registration for the AIRC 2026 Conference in Dallas (2 available)

All you have to do is reserve your hotel room at the Atlanta Marriott Marquis and you'll automatically be entered into the raffle. Winners will be announced during the Opening Plenary on December 3rd.

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Keeping Up Without Burning Out: Adapting to the International Education News Cycle

Keeping up with international education news can feel like drinking from a firehose. From executive orders and "dear colleague" letters to anecdotal tales about visa appointments, recruitment professionals are under constant pressure to read, react and interpret. Join us for an interactive discussion on how to stay informed, manage information overload, and respond strategically to the nonstop news cycle without burning out. Come with your favorite tips and learn what's working for others.

Jessica Sandberg, IDP

Marty Bennett, University of Akron

What Are You Really Paying? Understanding Student Acquisition Costs in Agent-Based Recruitment

Most institutions don't know what they're truly paying to enroll each student. This session unpacks the hidden costs of agent-based and direct recruitment from staff time to communication gaps and offers clear strategies to measure and improve ROI. Panelists will share real examples, benchmarks, and tools to help attendees track acquisition costs and optimize performance.

Adam Holden, University of Maryland, Baltimore County

Jahan Ghaznavi, CleverApply

Sarah Souza, Duquesne University

Understanding the International Admissions Process to Identify Efficiencies

Many times, international admissions professionals rise through the ranks in their own institution and do not have a deep, comparative perspective on how admissions processes vary across institutions. This session will examine different international admissions processes and identify the specific places in the process where efficiencies can be made. Further, an expert in credential evaluation will share the multiple ways institutions use external evaluators' services.

Aleks Morawski, Scholaro

Kevin Timlin, Southeast Missouri State University

Natalie Chang, Tiffin University

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

The Yield Imperative: Winning the International Enrollment Race Together

This session brings together a diverse group of experts to share their unique perspectives on the challenges and, more importantly, the opportunities in yielding students within today's fiercely competitive environment. Attendees will walk away with actionable, on-the-ground insights directly from an agency, an institution, and an in-country representation provider. You'll gain practical tools to immediately add to your toolkit as you refine and implement your own yield strategy.

Adam Julian, Grok Global

Jon Weller, University of Cincinnati

Sushil Sukhwani, Edwise International

Collaboration > Competition: Highlighting Cross-Cultural Higher Education Partnerships

Competition between universities for international talent is increasingly fierce. But does our global higher world have to be dog-eat-dog? This interactive panel session will showcase models for how universities are working together across boundaries to create unique opportunities for international students. Collaborations that advance authentic experiential learning, work-study opportunities, and innovative faculty & student exchanges will be highlighted.

Clay Hensley, NACAC

Bobbe Fernando, New York University

Christie Ruggieri, Northeastern University

What ISSS Wishes International Student Recruiters Knew About F-1 Regulations

This session provides an overview of key regulatory issues that arise during recruitment and more nuanced understanding of why specific requirements are in place and provide more meaningful explanations to potential students. We will give recruiters greater confidence in responding to student questions, help students understand what to expect during the immigration process and during their academic programs, and enhance collaboration between Immigration Services and International Admissions.

Michelle Larson-Krieg, University of Colorado, Denver

Julie Wilbers, Vanderbilt University

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Aligning Digital Marketing with Recruitment Travel

A presentation of concrete examples and results from digital marketing campaigns that supported recent recruitment travel. This session will highlight how to use targeted digital campaigns to amplify the impact of in-person international recruitment efforts.

Attendees will gain practical strategies to align their digital and on-the-ground approaches to maximize effective student recruiting investments.

Dr. Tim Honadel, College of the Canyons

Isabel Aucca, Intead

Maggie Bidwell-Stanwood, Intead

Keeping the Promise: Strategies for Student Retention

Retaining international students is just as important as recruiting them. This session shares practical strategies institutions and partners can use to support student success from pre-arrival through graduation. Learn how onboarding, holistic advising, and career integration can reduce deferrals, prevent early attrition, and improve satisfaction.

Christina Chen, GoElite

Nathan Hawkins, Indiana Wesleyan University

Patrick Colabucci, UpGrad GSP

Vanessa Andrade, California State University, Northridge

From Congress to Campus: Effective Advocacy Tactics in International Education

This session discusses successful advocacy at different levels: 'Big A', focusing on government and policy-level initiatives, and 'Small A', highlighting localized efforts within institutions and communities. Panelists will discuss strategies that are effective in both supportive and challenging environments to achieve key international objectives.

Emma Sletteland, IDP

Jessica Sandberg, IDP

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Navigating Political Shifts: Lessons from Canada's Recruitment Resilience

This session highlights how Canadian institutions mitigated the impact of immigration caps and funding reforms through strategic adaptation in recruitment. Presenters will explore shifts in marketing, use of technology, and strengthened partnerships. With the U.S. facing its own uncertainties, the session offers timely, actionable insights to help safeguard international recruitment pipelines.

Patrick Sullivan, Worldwide EduConnect

From Reliance to Resilience: Diversifying Student Pipelines

Since 2024, over 475,000 students have shifted from Big 4 destinations to emerging markets, challenging institutions reliant on a few key source countries. Using BONARD Education's data, this session will map how student mobility flows have changed and highlight markets with strong recruitment potential. The session will identify which markets are likely to rebound, remain in the top 15, and emerge once conditions improve.

Ivana Bartosik, Bonard

Future-Proof Your Career: Build a Magnetic Professional Brand in Global Education

In a field as dynamic—and unpredictable—as global education, the one thing you can always control is your reputation. This interactive session will show you how to future-proof your career by building a magnetic professional brand. Learn how to clarify what you're known for, create a visible body of work using the 3x3 Framework, and consistently show up—on LinkedIn, at conferences, and in your network—so opportunities find you.

Brooke Roberts, Via TRM

Steven Boyd, Quinnipiac University

Beyond ROI: Emotion, Agency, Student Choice, and Agents as Cultural Mediators

International enrollment management research and practice often frames students through human capital theory as rational actors maximizing ROI. We present a case study of Taiwanese students to explore how bounded rationality, emotions, agency, imagined futures, and local histories influence enrollment decisions, and agents' roles as cultural mediators. Attendees will learn to refine authentic messaging and recruitment strategies that resonate with students' lived experiences and aspirations.

Eric de Roulet, University of British Columbia

Morris Chen, SECS

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Beyond the Funnel: Reimagining Recruitment for a Future That's Already Here

Most international recruitment strategies are still operating within a funnel model built for a different era – one where students had fewer choices, less access to information, and limited ways to engage. That world is gone. This session challenges outdated paradigms and presents a bold vision for a student-centered, future-ready approach to global recruitment. The future isn't coming. It's already here. The only question is: are we building for it?

Daniel Harper, Interwoven Consulting

Girish Ballolla, GenNext

What Recruiters Need to Know About China's Economy, Education Policy, and Media Discourse

Trump policies have dominated headlines about Chinese student mobility, at the expense of examining key drivers within China. We explore the following questions: How is China's economy doing, and how does that shape demand for "value" or "premium" programs? Are there domestic education policy developments impacting international offerings and push forces motivating study overseas? What can we learn from state media and social media discourse about attitudes toward studying abroad?

Keating Sherry, Sunrise International

Optimizing Country-Specific Recruitment to Attract International Students

As international student mobility shifts, U.S. institutions must align recruitment strategies with each country's unique expectations and infrastructure. This session explores when to use agents, in-country reps, digital campaigns, or direct outreach based on regional trends and outcomes. Gain a practical framework to build flexible, country-specific strategies that boost international enrollment and engagement.

Amy Van Surksun, Studypartals

Gonzalo Bruce, Boise State University

Kirsten Feddersen, IDP

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Principles of Contract Negotiation for IEM Professionals

Whether your job has you negotiating contracts with agents, institutions or prospective employees, this mini-workshop is for you! Through a fun and highly immersive simulation you will learn the core principles of an integrative negotiation strategy and develop a higher level of confidence for your future business dealings.

David Di Maria, University of Maryland, Baltimore County

Vivian Wang, University of Tulsa

The Funnel is Dead. Long Live the Funnel!

Ah, the funnel. It's the visualization that we love to hate or learn to love. It seems we can't escape it, even though we know the best practice for managing it are constantly evolving. Unlock operational insights and case studies on successful integrations, partnership ways of working, and, yes, recruitment funnel optimization. Our workshop will focus on practical, strategies and lessons learned from real partner experiences, to unpack what elements of our work are changing, and which endure.

George Kacenga, William Paterson University of New Jersey

Rakin Hall, Ithaca College

Ryan Fleming, Cialfo

Build an Agent Quality Framework

International student recruitment is undergoing a rapid transformation, driven by a new era of heightened awareness of compliance and accountability (especially when it comes to agency partnerships). This session, presented by ICEF, will equip session attendees with practical strategies and market insight to thrive in this new landscape. Let's discuss what it actually takes to build a culture of shared accountability between institutions and their recruitment partners.

Emily Kirsch, University of California, Berkeley

Tom Wilmot, Flywire

Vanessa-Sophia Verworn, ICEF

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Enroll Me If You Can: Decoding the Global Student Mindset

The U.S. remains the top destination for international students—but student decision-making is more complex than ever. With growing global competition, shifting visa sentiment, and rising cost sensitivity, institutions can't rely on brand alone. This interactive session shares exclusive insights from Explore—powered by Cialfo and BridgeU—based on the behavior of the world's largest high school network of students actively researching international study.

Ciara Newby, Cialfo

Steven Boyd, Quinnipiac University

Christopher Johnson, Arizona State University

Recruitment Strategies of Selected U.S. Colleges: Research vs. Practice

This session aims to share findings from ongoing qualitative comparative content analysis research regarding the international recruitment strategies and policies of selected colleges in the United States. One of the key research questions focuses on identifying the components of effective international recruitment strategies for U.S. colleges. Qualitative data is being collected from open-access international recruitment and admissions information sourced from the webpages of the colleges.

Sairagul Matikeeva-Kinney, University of North Georgia

Krishna Bista, STAR Scholars Network

Rory Wallace, Ball State University

Aligning Marketing, Admissions, and Finance with AI

This session introduces how institutions can leverage AI and automation to streamline and optimize the entire student enrollment journey, from initial prospect engagement to receiving compliant tuition fee payments. With AI rapidly transforming how institutions attract, nurture, and convert applicants, understanding its role in Customer Relationship Management (CRM) and enrollment strategy is crucial for institutions looking to stay competitive.

Erin Guth, Flywire

Girish Ballola, Gen Next Education

Tom Wilmot, Flywire

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Rethinking International Undergraduate Recruitment in India and Beyond: Where is the New Multiplier?

Are your five high schools a day tours not paying off? Are you experiencing 'fair fatigue' and 'webinar weariness'? Is your applicant loyalty slipping? Are you just not getting through to parents? This session takes you off the well-trodden path of shallow counselor engagements, and explores novel approaches for international undergraduate student recruitment, in India and beyond. Challenges addressed include effective Social Media outreach to Gen Z, pathway initiatives, and alternatives to SAT.

Abhijit Zaveri, Career Mosaic

Ben Waxman, Intead

Pieter Vermeulen, University of North Texas

Boots on the Ground, Eyes on the Prize: Maximizing Your In-Country Representative Impact

In-country representatives can boost international recruitment—but how do you ensure they're truly effective? This session explores hiring models, operational strategies, and key decisions that drive success. You'll hear real-world cases where reps saved recruitment outcomes and get candid input from a top South Asian agency on what agents value (and don't) in reps. We'll also highlight common pitfalls and how to avoid them to avoid pitfalls and maximize ROI.

Daniel Saud

Jenna Sices, Grok Global

Naveen Yathapu, I-20 Fever

English Language Program Recruitment through Collaboration

As international enrollment grows more competitive, English language programs are redefining recruitment through partnerships—shifting from resistance to agencies toward strategic collaborations. This session explores recruitment roles through association, institutional, and agency perspectives, highlighting future directions for institutions.

Cheryl Delk Le Good, EnglishUSA

Ken Janjigian, American University

Simona Campbell, Leap GeeBee

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Bridging Borders: Advancing International Higher Education Through Strategic Collaboration

As the global landscape of higher education evolves, collaboration across borders has become more critical than ever. This session explores how universities, governments, and industry stakeholders are building and strengthening global networks to foster academic excellence, innovation, and student mobility. It will highlight transformative partnerships, joint degree programs, research consortia, and digital learning alliances that have redefined international higher education.

Beata Anderson, New Jersey Institute of Technology

Maria Metcalf, Graceland University

Reginald Stephens, University of Tampa

Is International Recruitment a Cherry or a Curry in Your SEM Plan? An Extra or an Essential?

Many institutions claim to prioritize internationalization, but is it truly embedded in their strategic enrollment efforts or just for show? This interactive session explores how to shift campus mindsets so international students and internationalization practices are seen as central to institutional growth. Drawing from shared experiences and real campus change stories, presenters will guide participants through 3–4 discussion prompts to foster engaging, solution-focused group conversations.

Abhijit Zaveri, Career Mosaic

Ben Waxman, Intead

Derrick Alex, University of Nebraska

Vanessa Andrade, California State University, Northridge

International Student Career Success: Integrating Employment Outcomes into IEM

This session explores the critical role of employment outcomes in international enrollment management. Panelists will share data and best practices, including classroom-based career readiness, employer partnerships, co-op models, and use of employment outcome data from Maryville University and Drexel University. Attendees will gain strategies to support international student career success and integrate employment pathways into recruitment and retention efforts.

Arren Romeril, Maryville University

Emma Sletteland, IDP

Jake Reckford, Drexel University

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Case Study: Collaborating with American Degree Transfer Programs in Malaysia

Universities often talk about the importance of building relationships with their partners, whether it be community colleges, dual-degree programs, agents, or other groups. What does this actually look like in practice, and how can it be sustained as resources become strained. Using the American Degree Transfer Programs (ADTPs) in Malaysia as an example, we will discuss how long-term investment and a multi-pronged approach can create a vibrant and active partnership with demonstrated ROI.

Fai Tai, Wichita State University

Heather Pearson, University of Wisconsin, La Crosse

Trusted Voices: Using Counselor Perspectives to Evolve International Recruitment Strategy

As student priorities shift rapidly, institutions must adapt messaging and outreach to stay relevant. This session shares findings from a global survey of 250+ international counselors and recruitment partners, revealing how today's students weigh affordability, visa access, work-integrated learning, and outcomes more than prestige or rankings. Attendees will gain actionable insights to align recruitment strategy with real-world student concerns and build more authentic, effective engagement.

Elizabeth Drake, Illume Student Advisory Services

Gary Bergman, University Study

Mike Henniger, Illume Student Advisory Services

Rad or Fad? An #IntlEd Tech Roundup

In a sector awash with technology, how do we make sense of the offerings, and which tech innovations will drive the future? AI is revolutionizing basically everything, but which applications are fads, and which are truly changing the game? Beyond AI, what other technology use cases can help navigate policy and market shifts? A participative discussion will explore these issues and attendee experiences.

Ryan Fleming, Cialfo

Samantha Salvatori, University of Maryland, Baltimore County

Rachel Scholten, Loyola University – Maryland

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Recruiting, Hiring and Retaining Team Members

Finding and hiring the right people—and keeping them—is a foundation for success. This session offers practical tips via real-life stories to help you attract great candidates, ask effective interview questions, make confident hiring decisions, and establish effective practices for onboarding and training new team members to set them up for success. Also covered...how to handle difficult employees or terminations with professionalism, and managing performance and difficult conversations.

Cori Nevers, University Study

Wesley Roy, Johnson and Wales University

Carol Mandzik, Rutgers University, Camden

Did it work? Analyzing the Impact of Adapting to Policy and Market Shifts

2025 brought policy shifts resulting in significant macro-level impacts to international student recruitment into the US. Given the uncertainty, institutional response on how to react and adjust to these shifts varied significantly across the country. With the benefit of hindsight, we can now ask: what, if anything, worked? In this session, we will present on various initiatives utilized by institutions and the impact they had on ultimate enrollment at those schools.

John Pomeroy, University of Albany

Simona Campbell, Leep GeeBee

Following Your North Star in a Storm: Strategic Collaboration Amidst Uncertainty

In a global landscape defined by rapid change, shifting markets, and mounting uncertainty, how do institutions and providers stay true to their values while responding with agility? This interactive session brings together a diverse panel of leaders who have navigated policy shifts, geopolitical instability, and shifting student expectations, yet remained guided by a clear mission. Together, we'll explore how partnerships anchored in purpose become the true force behind sustainable success.

Dr. Balaji Krishnan, University of Memphis

Dr. Maureen Manning

Naveen Yathapu, I-20 Fever

Peter Vermeulen, University of North Texas

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Jet Lag, Lost Bags and Forgotten Essentials: Tales and Tips from Seasoned Travelers

Join us for a light-hearted, fun, interactive, audience-participation session to learn tips for traveling overseas. Preparation b4 leaving; packing tips; credit card and phone usage/plans/fraud protection; managing staff, emails, workload and family from a far; how to stay healthy; what to do if you fall sick and need a doctor, or worse, hospitalization; change of flight in case of an emergency back home; safety tips...stuff we assume we know, but maybe not.

Cori Nevers, University Study

Marty Bennett, University of Akron

Shreya Reval, Gen Next Education

Reimagining ESL: Online Programs and the Student Journey in the Age of AI

This session explores how two English programs have evolved to include online and hybrid formats beyond just pandemic-era solutions. They will share their models and how they recruit and support thousands of students each year, many of whom later study in the US. It will include the agent's perspective on online English courses and how they can support the student journey. We will reveal how institutions and agents can partner with online and hybrid English programs for recruitment purposes.

Ana Perovano, Oxford International

Chris Johnson, Arizona State University

Hanks Han, Bright Can-Achieve

The Role of Agents and Partnerships in Recruitment Success with a focus on Student Retention

With the ever-changing landscape of international education, one thing is increasingly clear: recruitment doesn't end with a student's enrollment. Real success begins when universities and agents work in together, not just to bring students in, but to support them throughout their entire academic and journey beyond. Through this session, we would like to explore the growing importance of sustainable, student-focused collaboration between universities and their overseas recruitment partners.

Patrick J Morrison, University of South Dakota

Rupendra Giri, Alfa Beta

SESSION DESCRIPTIONS

DRAFT SCHEDULE, SUBJECT TO CHANGE

Student Recruiting Initiatives in an Unstable Political Climate

In the face of political headwinds and ambiguity around global student mobility trends, it's tempting for universities to scale back internationalization efforts – but doing so risks weakening or losing hard-earned momentum and valuable global partnerships. This session will explore how UMKC leaned into strategic cross-border collaboration that served as a stabilizing force, helping them not only weather the market volatility but emerge stronger and more connected.

Britt Godshalk, Intead

Mark Daly, University of Missouri, Kansas City

Navigating Global Policy & Market Shifts: Cross-Sector Collaboration

This expert panel brings together a public university, California State University Northridge, a private university, Post University, and leading edtech platform ApplyBoard to share how they are adapting to ongoing market and policy shifts. Panelists will discuss how they are responding to volatile source market conditions, diversifying recruitment strategies, and using tech-enabled solutions to improve student readiness and institutional resilience.

Judson Epperly, Post University

Lindsey Lopez, ApplyBoard

Vanessa Andrade, California State University, Northridge

Money Moves: How Student Finances Influence University Choice, Transfers, and Graduation

Many students don't enroll because they're unqualified—they stop because they're underfunded. In this expert session, learn how universities, education services, and financial institutions can work together to close the affordability gap. Real student financing data reveals how access, marketing, and planning must align to improve enrollment and retention outcomes.

Ankit Jain, One Window Overseas Education

Samantha Salvatori, University of Maryland, Baltimore County

Amber Bavishi, Western New England University

AIRC



ATLANTA, DECEMBER 3-6, 2025

*Collaboration for Success: Strengthening
Global Networks*



WE LOOK FORWARD TO SEEING YOU SOON!

QUESTIONS? EMAIL STAFF@AIRC-EDUCATION.ORG