

March 21, 2012

MARK CIOC
Faculty Director, Education Abroad Program, Team Facilitator
SHALON KEGG
International Recruiter, Team Facilitator
ANNE BUTLER
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JUNE GORDON
Chair, Committee on Admissions and Financial Aid
MARGARET MORSE
Professor, Film & Digital Media
DEANA SLATER
College Administrative Officer, College 9 and 10
MICHELLE WHITTINGHAM
Associate Vice Chancellor Enrollment Management
TBD, International Learning Community Student Representatives

Dear Colleagues,

Re: International Recruitment and Retention Team

Thank you for agreeing to serve on the Division's new International Recruitment and Retention team. Executive Vice Chancellor Galloway's 2015 goal is to increase non-resident enrollment to 5% (<http://news.ucsc.edu/2011/05/galloway-goals.html>). This team will focus on international enrollments and programs over the next several years.

I expect the work of this team in Spring 2012 to concentrate on a 5-year roadmap for international student recruitment, retention and graduation, creating a framework for ongoing energy and effort. The plan should include methods and measurable goals for assessment. The plan should focus on student recruitment and the programs and resources to support those students' achievement of their educational objectives.

This will be an ongoing team with changes in membership over time. As the campus is reviewing the Spring 2012 plan, the 2012-13 team may focus on plan refinement, the international student experience, and the collaborations and programs that further help achieve campus goals.

The team and its members will need to consult broadly. I ask that the team develop an open web page of information, data, ideas, and reports for further consideration.

Sincerely,



Richard Hughey
Vice Provost and Dean of
Undergraduate Education

cc: EVC Galloway
Chair, Senate Committee on International Education
Academic Senate Office
AVP Fiske Bailey
Director McCawley
Associate Director Lewis
Provosts
Deans