

**INDEPENDENT UNIVERSITY, BANGLADESH**

**INTERNATIONAL STUDENTS AND SCHOLARS  
RECRUITMENT STRATEGY**

*August 2017*

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### 1. INTRODUCTION

The purpose of this strategy is to provide an overall framework for attracting, enrolling, and retaining international students and getting more international scholars in short-term, mid-term, and in the long term.

Top universities get top students from around the world. International scholars also want to go to universities with good standing or reputation. Therefore, there is no alternative to making our university a reputable international university other than attracting international students and scholars. The task of making Independent University, Bangladesh (IUB) a reputable international university is an onerous one and can only be achieved in the long run. However, we can already attract some international students and international scholars given the existing reputation of IUB.

The strategy specifies the target regions and areas; it describes the general tactics to attract more international students and scholars; and it specifies what shall be done in the short term, mid-term, and in the long term to achieve our goals.

## **2. SCOPE OF THE STRATEGY**

The strategy applies to all IUB activities related to recruiting and involving international students and international scholars. While the main focus of the strategy is to increase the number of full time international students and scholars, it also covers other forms of students and scholars involvement, such as student exchanges, faculty exchanges, one or few semester visits, joint research projects etc.

The strategy and its tactics shall be implemented by the Office of Admissions and Financial Aid, the Registrar's Office, the Office of the Controller of Examinations, and the Schools, as appropriate, and coordinated by the International Programs and Relations in the Office of the Pro-Vice Chancellor.

## **3. TARGET REGIONS AND COUNTRIES**

We shall focus on countries of South Asia, South East Asia, Africa, and Middle East. Especially those countries with few or no universities that are ranked higher than IUB on the Ranking Web of Universities. However, we need to remain cautious about current political and security situation of the target countries as well as the policies of the Government of Bangladesh.

We shall target countries of South Asia as an initial target for attracting and recruiting international students. More specifically, we shall focus on recruiting students from India,

Nepal, Bhutan, Sri Lanka, Maldives, and Afghanistan. Then we shall focus on South East Asian countries, such as Myanmar, Laos, Vietnam, and Cambodia; a few countries from East Asia, such as, China, and Japan, a few countries from Middle East, such as Turkey, Yemen, Jordan, and Iraq and some countries from Africa, such as Ethiopia, Sudan, Mali, Djibouti, Nigeria, Somalia, Kenya, and Comoros. We shall also focus on exchange programs, research collaborations, and study abroad programs.

In the case of hosting international scholars we may consider any scholar irrespective of their country who has excellent research record and specialization in a particular area.

#### **4. TACTICS FOR RECRUITING AND INVOLVING INTERNATIONAL STUDENTS**

This section lays out general tactics that we shall consider to increase the number of international students.

We need to recruit international students on both graduate and undergraduate levels. However, as mentioned before, we need to improve our branding by improving our university rankings, boosting research output etc. University rankings certainly play a role in international students' admission decisions.

##### **4.1 Promotional Activities**

We need to make IUB a more attractive study destination for international students by:

- Developing and distributing promotional materials about IUB in general and individual Schools and Departments in particular.
- Developing online presence on various international higher-education related websites by placing advertisements for admission and general advertisements of IUB.
- Running promotional campaigns on social media with focus on the target countries.
- Using our current international students to get ideas about recruiting students from their countries.
- Publishing admission and scholarship advertisements in the reputable domestic newspapers in the target countries.
- Participating in international university admission fairs in the target countries.
- Using agents in the target countries.

## **4.2 Scholarships and Other Forms of Financial Aid**

To attract high quality international students, we shall offer scholarships (tuition waivers from 20% to 100%) and other forms of financial aid, such as graduate assistantships (teaching or research).

Initially, we shall offer scholarships and financial aid to a larger proportion of international students. After IUB becomes a more popular destination for them we might reduce the proportion.

## **4.3 Developing Relationships with the Embassies or High Commissions**

We shall build stronger relationships and collaboration with the Embassies or High Commissions of the target countries, specifically with their educational sections, to get contacts and suggestions on recruiting students from their countries and their help in disseminating IUB admission or financial aid information in their countries.

Occasionally, we shall invite them to IUB for a presentation of IUB's achievements and for other events.

## **4.4 Developing Relationships with the Government Bodies**

We shall build relationships with appropriate government bodies, such as Ministry of Home Affairs (Bangladesh Police and Department of Immigration and Passports), Ministry of Foreign Affairs etc., to facilitate various processes related to recruitment of international students.

## **4.5 Providing Accommodation for International Students**

Our efforts to attract international students would be more successful if we were able to provide accommodation for them. As IUB currently does not have a dormitory, we shall initially offer a few spaces in Saima Hall for international female students and we shall facilitate the accommodation of international students by providing information and/or establishing a network of landlords.

The next step might be to rent a building and furnish it appropriately. Eventually, we shall

purchase or build our own dormitory.

#### **4.6 Ensuring Active Participation of International Students**

We need to ensure active participation of international students so that they have a meaningful experience at IUB. Only then they will recommend IUB to their friends and relatives in their own countries.

We need to make sure that our international students get involved in different kinds of clubs and activities. We shall organize an international students' Association or Club with a designated faculty adviser.

We have already created a Facebook group for IUB international students; we shall encourage the students to join and interact with others in the group. At least once a year, we shall organize an International Student's Day where international students would present their countries (culture, food, architecture, landscape etc.). They would also be encouraged to stage performances, such as singing, dancing, slideshow, videos etc.

#### **4.7 Developing Relationships with Foreign Universities**

We shall develop relationships with foreign universities to get international students through the programs described below:

##### **4.7.1 Study Abroad Programs**

We shall establish a Study Abroad Center. We shall sign agreements with foreign universities for them to send their students to IUB under their study abroad programs for a semester.

##### **4.7.2 Student Exchange Programs**

We shall revitalize our existing relationships with foreign universities and sign new MOUs with other universities regarding student exchange programs. These can be initially one way, so, students from other countries will come to IUB, and in the long term we shall also send our students abroad.

## **5. TACTICS FOR RECRUITING AND INVOLVING INTERNATIONAL SCHOLARS**

This section lays out general tactics that we shall consider to increase the number of international scholars.

### **5.1 New Faculty Recruitment Advertisement**

When we are recruiting new faculty members, we shall publish advertisements in international recruitment websites, such as Chronicle of Higher Education, HigherEdJobs etc.

### **5.2 Developing Relationships with the Embassies or High Commissions**

To attract international scholars, we shall develop relationships with the education sections of the Embassies or High Commissions and inform them about opportunities for hosting faculty, teaching assistants, and researchers from their countries.

Different countries have various programs under which their own citizens may conduct different scholarly activities in foreign countries (e.g., Fulbright Programs, Critical Language Scholarship Programs etc.). IUB shall avail of these opportunities to host some of these scholars.

### **5.3 Using Existing Faculty Members' Personal Networks**

We shall encourage our existing faculty members to use their personal networks to identify and encourage international scholars to get involved with IUB in various ways (such as full-time employment, short-term teaching engagements, joint research projects, faculty exchange etc.).

### **5.4 Developing Relationships with Foreign Universities**

We shall develop relationships with foreign universities to get international faculty members through Faculty Exchange Programs (e.g., research only, teaching, guest lecturers, visiting faculty etc.). We shall revitalize our existing relationships and develop new relationships with foreign universities. We shall provide faculty members from other universities with the opportunity to teach or conduct research for one semester or an academic year at our university.

## **5.5 Organizing International Conferences**

We shall organize international conferences and attract larger number of international participants. This may enable our faculty members to establish contacts and develop networks with international scholars.

## **5.6 Developing Relationships with International Entities**

We shall identify international entities (e.g., education and/or research international organizations, NGOs, etc.) that provide funding or fellowships to their fellows. We shall avail the opportunity to host some of these scholars.

## **6. TIMEFRAME**

### **6.1 Short- term Goals**

In short term, two to three years, our goals are:

- To have at least 50 undergraduate and 50 graduate students.
- To offer a higher proportion of full scholarships (100%) to international students.
- To offer some reserved spaces for international female students at Saima Hall.
- To establish a network of landlords to offer accommodation for international students.
- To implement Student Exchange Programs with at least 5 universities.
- To implement Faculty Exchange Programs with at least 2 universities.
- To establish a Study Abroad Center and sign agreement with at least 1 university.
- To establish strong relationships with appropriate government bodies.
- To establish strong relationships with agencies or websites or organizations who advocate and provide information to students for higher education abroad.
- To establish strong relationships with the Embassies or High Commissions of the target countries.
- To identify and involve international scholars with IUB by using the existing faculty members' networks.
- To achieve active involvement of our international alumni in IUB Alumni Association.

- To regularly participate in international university admission fairs in at least 3 target countries.
- To regularly advertise our recruitments on international websites, such as HigherEdJobs, Chronicle of Higher Education etc.

## 6.2 Mid-term Goals

In the mid-term, from four to five years, our goals are:

- To decrease the proportion of full scholarships and offer more partial scholarships (20% to 80%).
- To rent dormitory for International Students.
- To maintain strong relationships with government bodies and Embassies/High Commissions of different countries' missions in Bangladesh.
- To implement Student Exchange Programs with at least 10 universities.
- To implement Faculty Exchange Programs with at least 5 universities.
- To sign agreements with at least 5 universities for our Study Abroad Center.
- To establish relationships with relevant international and/or domestic organizations and NGOs through which we might get international scholars.
- To participate in international university admission fairs in at least 5 countries.

## 6.3 Long term Goals

In the long term, beyond five years, our goals are:

- To decrease proportion of full scholarships to 10% and offer a higher proportion of partial scholarships (20% to 80%).
- To buy or build our own dormitory.
- To implement Student Exchange Programs with at least 20 universities.
- To implement Faculty Exchange Programs with at least 10 universities.
- To sign agreements with at least 10 universities for our Study Abroad Center.
- To participate in international university admission fairs in at least 10 countries.

