## Contents

**Acknowledgments**  |  Jessica Black Sandberg ................................................................. vii

**Introduction**  |  Jessica Black Sandberg ................................................................. ix

1  **A History of International Recruitment in U.S. Higher Education**  |  Stephen C. Dunnett ........ 1

2  **Ethics in International Student Recruitment**  |  Panetha Theodosia Nychis Ott ........ 17

3  **Assessing Your Institution’s Readiness to Recruit International Students**  |  Salma Benhaida ................................................................. 25

4  **Developing Human Resource Capacity for International Recruitment**  |  David L. Di Maria ................................................................. 37

5  **Creating an International Recruitment Plan**  |  Julie Sinclair and Patty Croom ........ 49

6  **Building Foreign Educational Credential Evaluation Expertise**  |  Linda Riley ........ 63

7  **Exploring Diversity Beyond the Big 3: China, India, and South Korea**  |  Ben Iverson ........ 75

8  **Effective Marketing Practices for International Student Recruitment: Simplifying the Complexity of Academic Global Branding**  |  Ben Waxman and Cathryn Andrews ................................................. 87

9  **International Recruitment Travel**  |  Stavroula Boutsis ................................................................. 107

10  **Recruitment Fairs**  |  Marjorie S. Smith ................................................................. 123

11  **It Takes a Village: Recruiting, Enrolling, and Supporting Sponsored Students at Your Institution**  |  Gabriele Schmiegel ................................................................. 137

12  **Recruiting International Students at U.S. High Schools**  |  Jessica Black Sandberg ........ 153