

FOOTHILL+  
DE ANZA

# Foothill + De Anza Colleges

## A Report to PARC about International Programs

April 24, 2012

**George Beers**  
Dean of International Programs

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# International Programs at FHDA

- Providing services to international students for 35 years
- Known as leaders in the field
- Presentation Highlights
  - International Program Overview
  - Recruitment
  - Pedagogical benefits
  - Economic benefits
  - Challenges and Opportunities

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# Why Do We Do It?

“...in an era of bluster and bombs, international education is a builder of bridges. It cuts across the barrier of language and culture, background and creed to enable students to see and value in each other the common humanity that binds us all. It is an indispensable and irreplaceable instrument for helping to explain America to the world.”

*Former Secretary of State Madeline Albright*

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### Why Do We Do It?

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“Fulfilling a vital mission for the nation’s higher education structure, community colleges are transformative institutions serving virtually every community. (We) are, in effect, ‘stewards to the world.’ Colleges have a responsibility to acknowledge global understanding and communication as integral to their mission. Community college leaders...have an obligation not only to embrace global education but to engage their communities in understanding its importance.”

AACC and ACCT Joint Statement on the Role of Community Colleges in International Education

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### F-1 Visa Students

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- Remain in U.S. until competing graduation requirements.
- F-1 issued to individuals enrolling in programs leading to a degree.
- FHDA is responsible for monitoring status.
- Pre 9/11 program was growing 12-20%.

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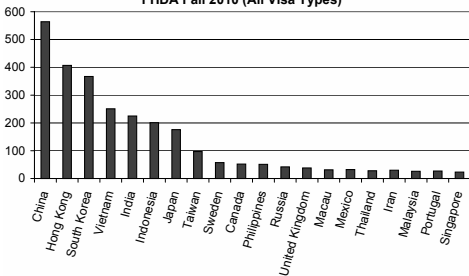
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### Top 20 Countries of Origin for Intl Students

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Top 20 Countries of Origin for International Students  
FHDA Fall 2010 (All Visa Types)



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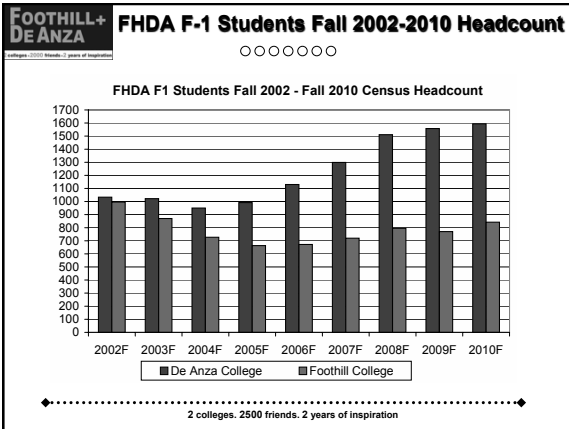
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**FOOTHILL+ DE ANZA** **Recruitment of F-1 Students**  
 colleges (2010) friends (2 years of inspiration) ○○○○○○

- Foothill and De Anza efforts unified in 2001
- Word of mouth
- Internet
- Proprietary English language schools
- Counselor Relationships
  - International High Schools
  - EducationUSA
  - Private Educational Advising Partners
- Overseas Fairs and Exhibitions

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**FOOTHILL+ DE ANZA** **FHDA October 2010 Recruitment Calendar**  
 colleges (2010) friends (2 years of inspiration) ○○○○○○

Recruitment Calendar for October 2010 (Pacific Time)

Day	Recruitment Event
Sunday, 26	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Monday, 27	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Tuesday, 28	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Wednesday, 29	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Thursday, 30	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Friday, 1	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Saturday, 2	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Sunday, 3	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Monday, 4	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Tuesday, 5	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Wednesday, 6	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Thursday, 7	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Friday, 8	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Saturday, 9	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Sunday, 10	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Monday, 11	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Tuesday, 12	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Wednesday, 13	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Thursday, 14	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Friday, 15	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Saturday, 16	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Sunday, 17	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Monday, 18	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Tuesday, 19	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Wednesday, 20	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Thursday, 21	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Friday, 22	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Saturday, 23	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Sunday, 24	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Monday, 25	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Tuesday, 26	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Wednesday, 27	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Thursday, 28	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Friday, 29	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Saturday, 30	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis
Sunday, 31	George Beers, Greg Barstow, Lark Crafty, Marilyn Cheung, Victoria Katsoulis

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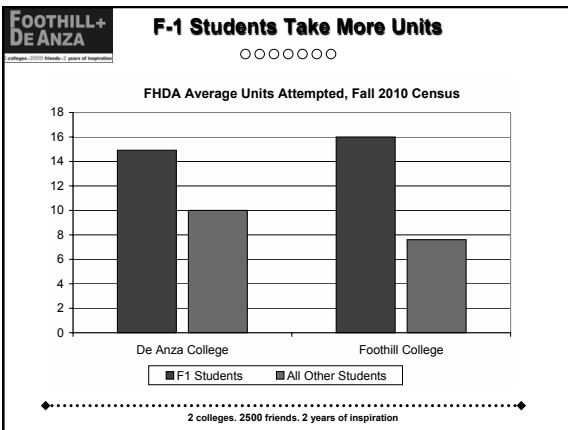
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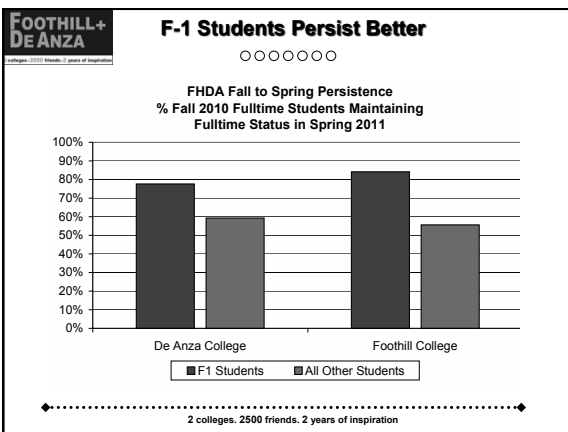
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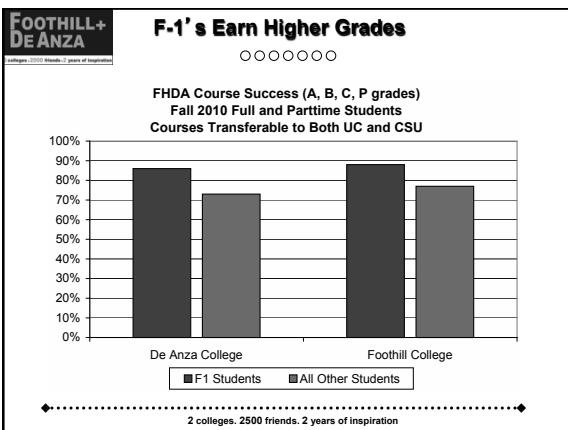
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## Benefits to District

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Scott Lankford, English faculty at Foothill:  
*The vibrant presence of international students is an indispensable part of Foothill's success as a world-class teaching and learning environments, and precisely mirrors the globalized economic and social realities of Silicon Valley.*

Piper McNulty, Intercultural Communications faculty at De Anza:  
*...when partnered with local students who do not write as well or who don't have good strategies for test taking, international students become models and provide mentoring for their resident counterparts.*

Brian Evans, Economics faculty at Foothill:  
*Being exposed to diversity opens one's eyes, destroys stereotypes and breeds tolerance. ....tolerance may be the MOST important lesson that Foothill offers!*

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## F-1 Students Transfer More

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FHDA 2004-05 ARCC Cohort Tracked 6 Years  
% Tranfering, Transfer Directed, or Transfer Prepared

College	F1 Students (%)	All Other Students (%)
De Anza College	~88%	~70%
Foothill College	~75%	~58%

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## Financial Benefits to District

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- Foreign tuition of \$135 per unit plus \$24 per unit enrollment fee = \$159 per unit
- Must enroll in at least 12 units per quarter
- \$5,724 per academic year minimum

- \$21.3M non-resident revenue in 2011-12
- \$19.2M attributed to international students
- (\$3.1M) program operating
- \$16.1M revenue available to General Fund

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## Challenges and Opportunities

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- Visa approvals
- SEVIS system implementation
- Competition
  - Other countries
  - Other schools in the U.S.
- Staffing to service growth



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## Overall Program Benefits

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- Allows FHDA to internationalize colleges.
- Brings academically well-prepared students onto our campuses, provides strong role models for our local students, and connects them to the global community.
- Enhances our transfer record.
- Provides the District a significant Fund 14 revenue stream.



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