

# *IAIR Asking Critical Questions*

## Attracting International Students & Faculty: Higher Education & Social Business

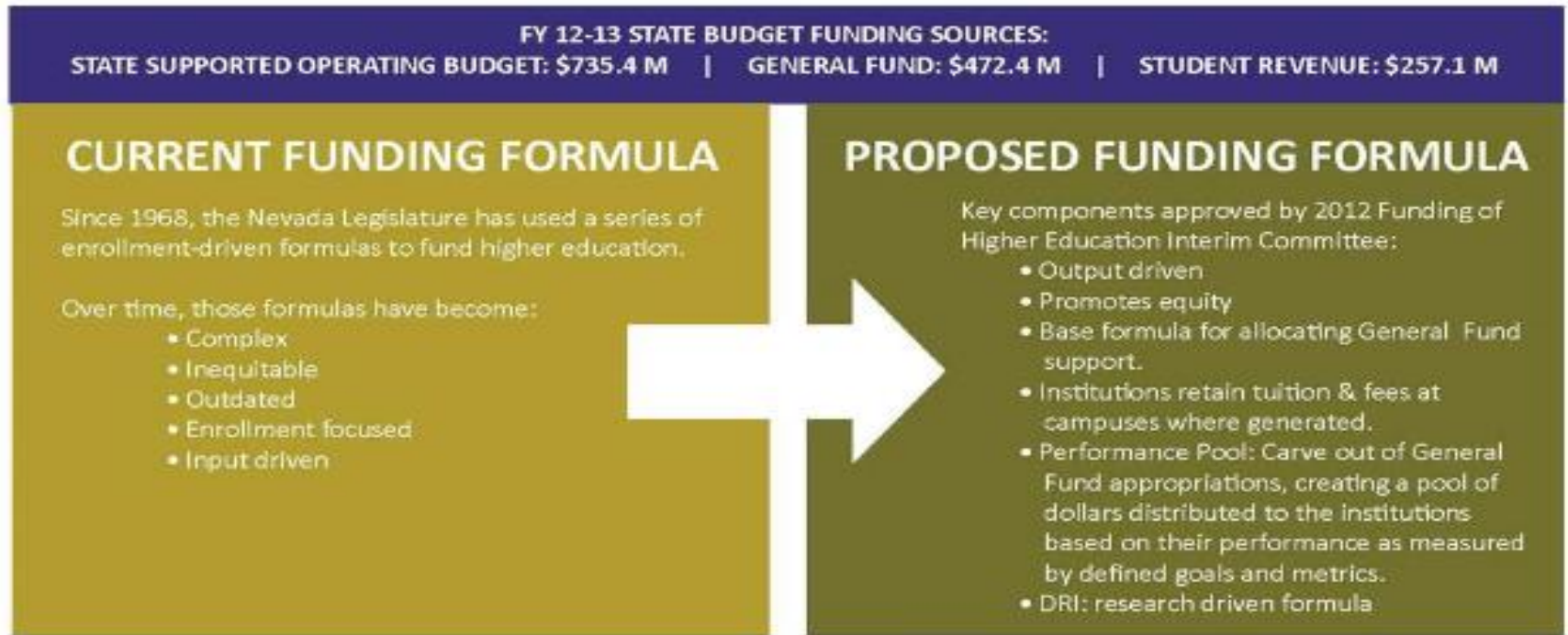
Tara Madden-Dent  
College of Education  
University of Nevada

Presentation for the 2013 International Academy of Intercultural Research

# Higher Education Climate

- Increases in study abroad
  - Approx. 770,000 international college students in U.S.
  - 2025: 8 million study abroad students
- Increased higher education competition
  - Public/Private, Online (MOOC)/Hybrid/ Traditional, & Profit/Non Profit
- International students = Foreign Policy Asset
  - Nationally contribute almost \$22 billion/year to U.S. economy
  - Nevada: >\$70 million/year to state economy





## **Semester Tuition & Fees** (Based on 15 units/semester) [UNR](#)

- **In-state: \$3,301.50** (\$203.50 per unit + mandatory fee)
- **Out-of-state: \$10,256.50** (unit price + mandatory fee + Out-of-state fee)
- **International Student: \$11,346.50** (all of the above + International Fee)

Institutions have more autonomy with how they can spend student fees, but they get money based on number of student course completion rates. Nevada must ensure that students pass in order to get funded. International students are even more valuable with this this new funding formula

# Issue/Question

- How to attract/recruit international students to your institution and/or department?
  - Macro:
    - Traditionally: Institutional marketing
  - Micro:
    - 21<sup>st</sup> Century Strategy: Faculty marketing
    - **Social Business for the Digital Citizen**



# **Social Business**

Cyber marketing, networking, and publication via virtual platforms to promote a product or business.

## **Personal Brand**

The emotional response to the image or name of a particular company, product, or person.

Faculty can use social business practices to establish their value as a professor by marketing themselves online (personal branding). By posting their research online, they disseminate information faster and attract more students, faculty, and potential donors to their field of study.

# Faculty Personal Branding Benefits

Website (Aka. The HUB) Provides:

- **Faculty CV/Resume**
- **Teaching Philosophy Statement**
- **Faculty Books & Articles (Increase Sales)**
- **Interactive Discussion Forums**
- **Online Office Hour Options**
- **Future Research Opportunities (Increase Collaboration)**
- **Grants Awarded & New Grant Opportunities**
- **Recommended Readings**
- **Instructional Videos & Resources**
- **Options for Consultant & Speaking Requests**

Faculty Hub Example: <http://www.bretlsimmons.com/>

- Dr. Bret Simmons, Professor of Management, College of Business, University of Nevada

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# Bret L. Simmons

POSITIVE ORGANIZATIONAL BEHAVIOR

$$B=f(P/E)$$

Behavior is a function of both the person and the environment (system).  
—Lewin (1936)

[Attitudes](#) [Behavior](#) [Engagement](#) [Entrepreneurship](#) [Eustress](#) [Generations at work](#) [Happiness](#) [Interviews](#) [Leadership](#)  
[Personal Branding](#) [Personality](#) [Purpose](#) [social business](#) [Trust](#) [Uncategorized](#) [Video](#)

## Operational Excellence

Bret L. Simmons • June 19, 2013 • 0 Comments

The video clip above is from a recent presentation I did for WordCamp Reno on personal branding and social business. I think this diagram that I adapted from Brian Solis really sums up the strategic imperative of the current business environment we operate in. Everyone that touches your business is nested in a network of [...]

[Continue Reading »](#)

## The Three Rules: Interview With Michael E. Raynor

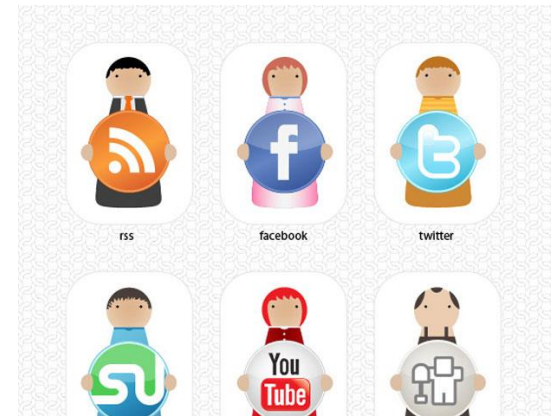
Bret L. Simmons • June 11, 2013 • 2 Comments

Bret L. Simmons, Ph.D.

Welcome to my blog! Please feel free to share your thoughts in the comment section of my

# Significance: Quick Look

- **YouTube**: >1,000,000,000+ users or **channels** / month
  - > 6 billion hours watched/month
  - >100 hours of video uploaded/minute
  - **70% of YT traffic = outside the U.S.**
  - **Reaches more adults (ages: 18-34) than any cable network**
  - > 25% of YT visits = Mobile usage
- **Facebook**: > 955,000,000+ users
- **Twitter**: > 500,000,000+ users
- **Blogs**: > 163,000,000+ bloggers
- **Skype**: > 70,000,000+ users
  - Skype usage: >2 billion minutes/day



**Think of how faculty websites could enhance international student and faculty recruitment to your department**



# Social Network Equation

$$SP = f(R/V)$$

**“Social Power** is the function of *influence* created by one’s **reach** and **visibility**”

-Tara Madden-Dent

- **SP:** (Social Power) the measurable (intended or unintended) influence an individual has within social networks.
- **R:** (Reach) the sum of all social networking connections linked to an individual
- **V:** (Visibility) the level of social media exposure and search engine rank of a social object.
  - A social object is the searchable and sharable product or value in the form of a document, audio, video, pictures, presentation, or link

# 4 Steps to Create a Faculty Personal Brand

## **1. Discover your Brand**

What is your message, goal, or purpose?

What is your research about, what do you teach about?

# Example of Purpose

I teach about international education preparation and cross-cultural studies.

## About Me

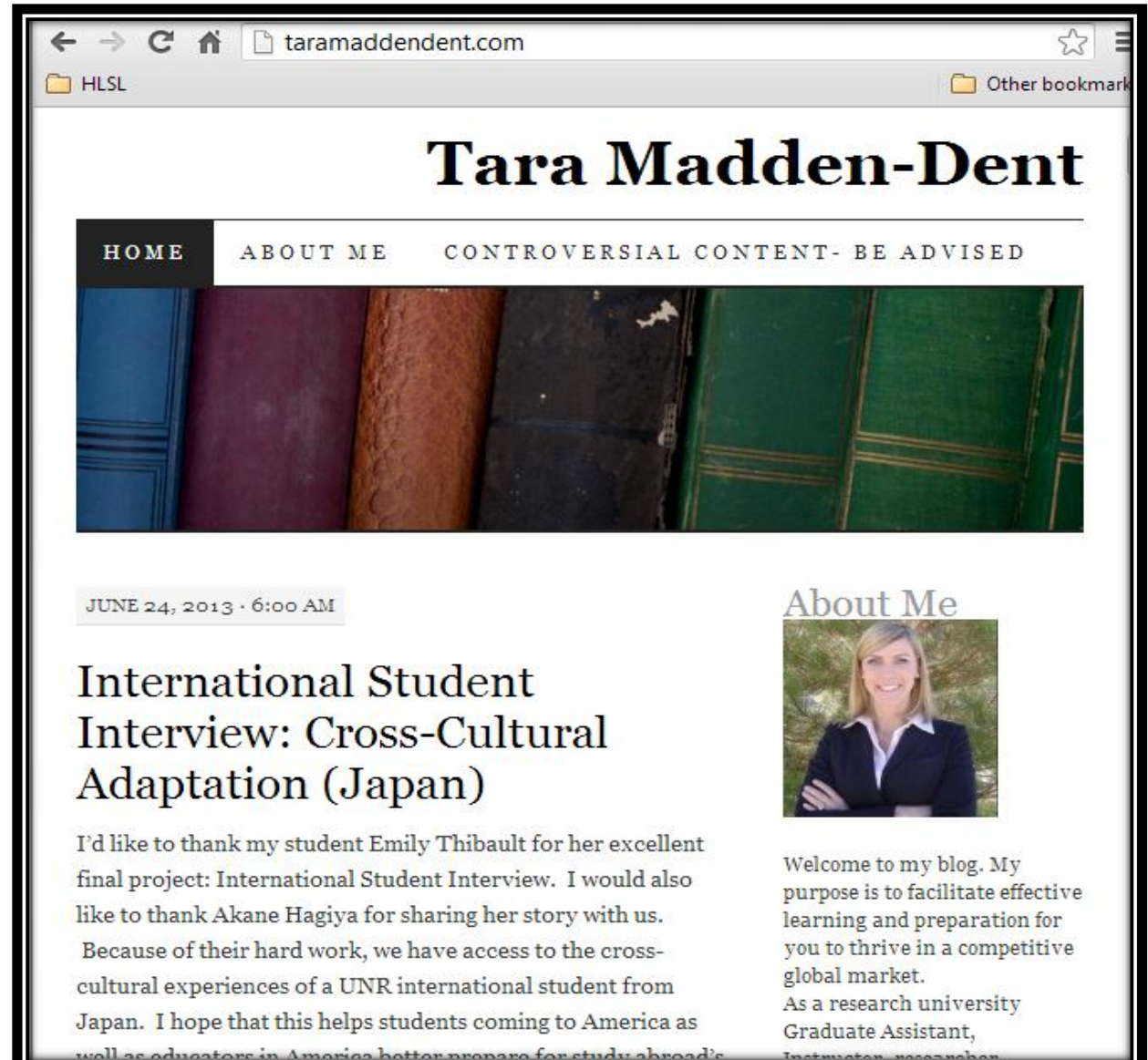


Welcome to my blog. My purpose is to facilitate effective learning and preparation for you to thrive in a competitive global market.

## 2. Create the personal brand:

The Faculty, Discipline, Research, Department, or Institution

- I am, the personal brand.
- If a student Googles me, they will find 6 Google pages that share links about my research and my work.
- I'm easily available for discussion about my classes and my school.



### 3. **Communicate your brand through your HUB & Feeder Sites**

- Post articles, blogs, instructional videos, & readings
- Host advising lessons and Online Office Hours
- Share successful grants funded & other awards
- Link your latest book sales and advertise it

Everything you do, just do it online!

Finding other leaders in your field and connecting with them through your website and feeder sites, helps attract them to your work and your school.

Finding leaders *outside* of your field and connecting with them through your website and feeder sites, also helps attract them to your work and school.

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## 4. Maintain your brand

- Be Active
  - Weekly updates
  - Graduate Assistants can help
- Be Transparent
  - Share your work
  - Invite feedback



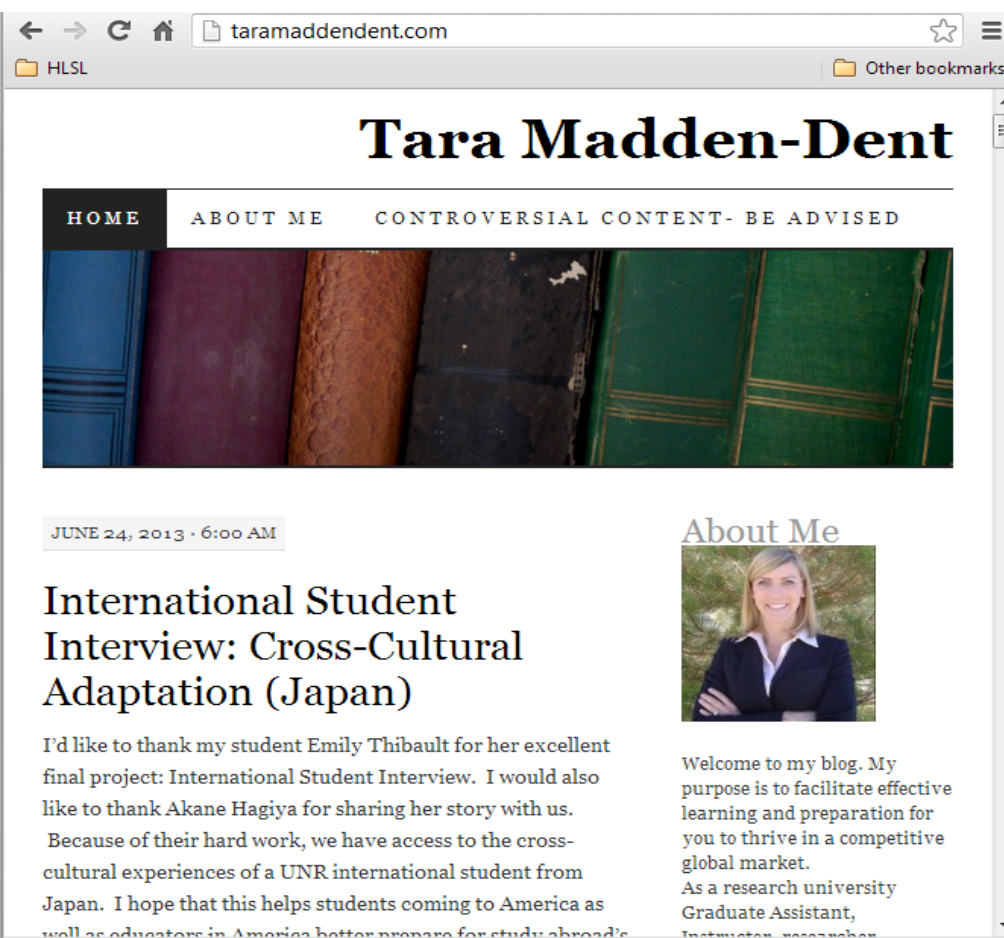
# Measuring Reach & Visibility Calculates:

- The total number of visits to your website (HUB)
- The time spent on your HUB
- “Bounce Rates”: The percentage of visits where the visitor enters your blog and exits on the same page without visiting or clicking any other pages on the site in between
- “True Reach:- The size, age, location of your engaged audience (who’s looking)
- “Network Growth” – the number of new connections in a specific period of time
- Search Engine Ranking *GOOGLE*  PeerIndex [KLOUT](#)

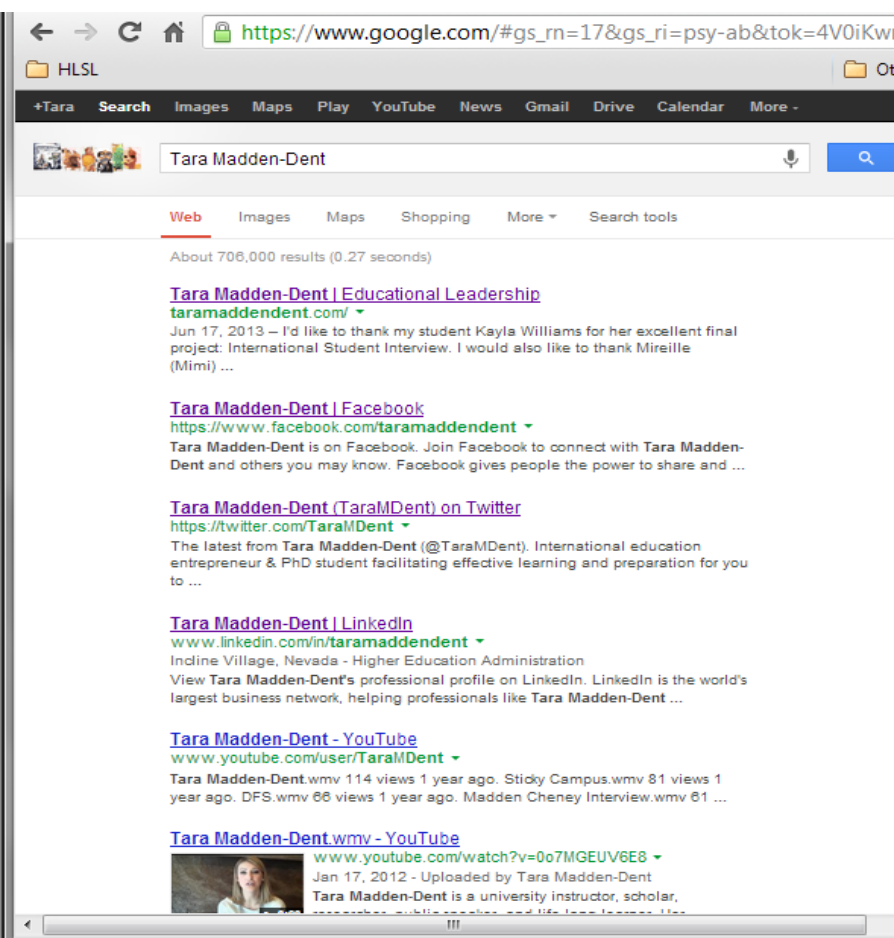


# Example of how feeder sites increase Search Ranking on Google for “Tara Madden-Dent”

(Other Search Key terms: Cross-Cultural Adaptation NV, Higher Educational Leadership Nevada, International Education Nevada)



The screenshot shows the homepage of the website [taramaddendent.com](http://taramaddendent.com). The browser's address bar shows the URL. The website has a navigation menu with links: HOME, ABOUT ME, and CONTROVERSIAL CONTENT- BE ADVISED. The main content area features a large image of colorful book spines. Below the image, there is a date stamp: JUNE 24, 2013 · 6:00 AM. The article title is "International Student Interview: Cross-Cultural Adaptation (Japan)". The text of the article begins with "I'd like to thank my student Emily Thibault for her excellent final project: International Student Interview. I would also like to thank Akane Hagiya for sharing her story with us. Because of their hard work, we have access to the cross-cultural experiences of a UNR international student from Japan. I hope that this helps students coming to America as well as educators in America better prepare for study abroad's". To the right of the article text is a section titled "About Me" with a photo of Tara Madden-Dent and the text: "Welcome to my blog. My purpose is to facilitate effective learning and preparation for you to thrive in a competitive global market. As a research university Graduate Assistant, Instructor, researcher,



The screenshot shows the Google search results for the query "Tara Madden-Dent". The browser's address bar shows the URL: [https://www.google.com/#gs\\_rm=17&gs\\_ri=psy-ab&tok=4V0iKw](https://www.google.com/#gs_rm=17&gs_ri=psy-ab&tok=4V0iKw). The search results show approximately 706,000 results in 0.27 seconds. The top results are:

- Tara Madden-Dent | Educational Leadership**  
[taramaddendent.com/](http://taramaddendent.com/) ✓  
Jun 17, 2013 – I'd like to thank my student Kayla Williams for her excellent final project: International Student Interview. I would also like to thank Mireille (Mimi) ...
- Tara Madden-Dent | Facebook**  
<https://www.facebook.com/taramaddendent> ✓  
Tara Madden-Dent is on Facebook. Join Facebook to connect with Tara Madden-Dent and others you may know. Facebook gives people the power to share and ...
- Tara Madden-Dent (TaraMDent) on Twitter**  
<https://twitter.com/TaraMDent> ✓  
The latest from Tara Madden-Dent (@TaraMDent). International education entrepreneur & PhD student facilitating effective learning and preparation for you to ...
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[www.linkedin.com/in/taramaddendent](http://www.linkedin.com/in/taramaddendent) ✓  
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View Tara Madden-Dent's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Tara Madden-Dent ...
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Tara Madden-Dent.wmv 114 views 1 year ago. Sticky Campus.wmv 81 views 1 year ago. DFS.wmv 66 views 1 year ago. Madden Cheney Interview.wmv 61 ...
- Tara Madden-Dent wmv - YouTube**  
[www.youtube.com/watch?v=0o7MGEUV6E8](http://www.youtube.com/watch?v=0o7MGEUV6E8) ✓  
Jan 17, 2012 - Uploaded by Tara Madden-Dent  
Tara Madden-Dent is a university instructor, scholar, researcher, public speaker, and life long learner. Her



Thank you

HUB: taramaddendent.com

Twitter: @taramDent

Linkedin: <http://www.linkedin.com/in/taramaddendent>