



Eötvös Loránd University

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DEPARTMENT OF INTERNATIONAL EDUCATION AND MOBILITY

Setting Up a Network of International Student Recruitment Agencies

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- Setting a strategy for International Studies
- Describing the main aims and goals of International Studies for each party
- Creating programmes
- Building up administration, information channels (planning the annual communication)
- Positioning the institution
- Setting up target countries for the programmes
- Establishing **institution-related marketing** tools



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Eötvös Loránd University

- 32,000 students
- 8 faculties (administration – decentralised)
- 10 bachelor programmes in English, 4 in other foreign languages (French, German, Russian)
- 11 master programmes in English, 4 in other languages
- 22 PhD programmes in English, 5 in other languages



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Main aims

- To recruit students for the institution considering its special features
 - Small groups
 - International environment



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Setting target countries

- Organizations (OECD, EUA, IIE, DAAD, BC, Campus France)
- University Networks (EUA, Utrecht Network, Coimbra Group)
- Other university strategies for target countries
- Target countries, regions:
 - China, Vietnam, India, Nigeria, Cameroon, Middle East, Turkey



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Finding agents

- Worth checking
 - organizing agents of other universities
 - organizing agents of international student recruitment agencies, organizations



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Building up the network

- It is recommended to start with one country at a time
 - Different immigration criteria
 - Different educational and cultural background



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Main tasks of the University

- Training the agent;
- Keeping in touch, providing information for the agent;
- Monitoring the agents' activities;



Training an agent I.

- Training starts before recruiting an agent
 - Ask the agent to provide enough information about itself ([Information sheet](#))
 - Data, website, contact information, history, office(s), number of recruited students, planned number of recruited student, references, fair attendance, students' services, highlighted areas of education



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Training the agent II.

- Discuss the application procedure to the institution, name a contact person at the institution
- Discuss immigration criteria and all the necessary information
- Worth making an information package, a [step by step guide](#) for the agent or have a website where he/she can get more information



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Keeping in touch, providing information

- Provide your agent with up-to-date information regarding programmes and application
 - [annual communication plan](#) can be helpful
- Provide other information which helps to introduce the host institution, city, region and country
 - Information on the country, city etc.



Monitoring the agents work

- Ask the students if they were satisfied with the procedure and what they disliked
- Discuss the necessary changes with the agent



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Thank you for your attention

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