

Increasing the profile of international student service units

Ms Jodie Caruana¹, Mr Jorge Baron²

¹University of New South Wales

²Macquarie University

Abstract

International Student Service (ISS) units offer an invaluable service to International Students. Yet how many international students know we exist? If they are unaware that we do exist then they are missing out on fantastic programs and resources that assist and enhance their cultural, academic and social experiences. International Students often learn about our services when problems escalate and their stay in Australia is at risk.

International Offices spend an incredible amount of resources on recruitment but how much do we spend on marketing the services that we provide for them once they have accepted their offer? As most staff within our ISS units are not trained in marketing we sometimes neglect this area.

This interactive session will focus on how ISS units can raise their profile within the university community. We will facilitate participants to share experiences and brainstorm new strategies. We will also provide concrete examples of what two universities, Macquarie University and the University of New South Wales, have done in this area.