



Gatton College

UNIVERSITY OF KENTUCKY INTERNATIONAL COMMITMENT

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NAFSA Announces Recipients of the Senator Paul Simon Award for Outstanding Campus Internationalization

Awardees include a Historically Black College and University and a Hispanic Serving Institution

 **February 14, 2023**

Contacts: [Erica L. Stewart](#), [Matt Ruffner](#)

Topics: [Education Abroad](#), [International Student and Scholar Services](#), [Internationalization](#)

FOR IMMEDIATE RELEASE

Washington, (February 14, 2023) - Today, NAFSA: Association of International Educators announced that seven U.S. universities and colleges, including a Historically Black College and University and a Hispanic Serving Institution, have been selected to receive a 2023 Senator Paul Simon Award for Campus Internationalization. Named after the late Senator Paul Simon of Illinois, the awards celebrate outstanding innovation and accomplishment in campus internationalization, defined by NAFSA as a conscious effort to integrate and infuse international, intercultural, and

The Simon Award for Comprehensive Internationalization distinguishes overall excellence in integrating international education throughout all facets of university and college campuses. The 2023 Simon Award for Comprehensive Internationalization recipients are:

- East Carolina University (Greenville, North Carolina)
- Georgia State University (Atlanta, Georgia)
- Northwestern University (Evanston, Illinois)
- University of Kentucky (Lexington, Kentucky)

STUDENT RECRUITMENT IN LATIN AMERICA

OPENING DOORS WITH THE

GATTON AMERICAS INITIATIVE

NANCY JOHNSON, ASSOCIATE DEAN UK GATTON COLLEGE

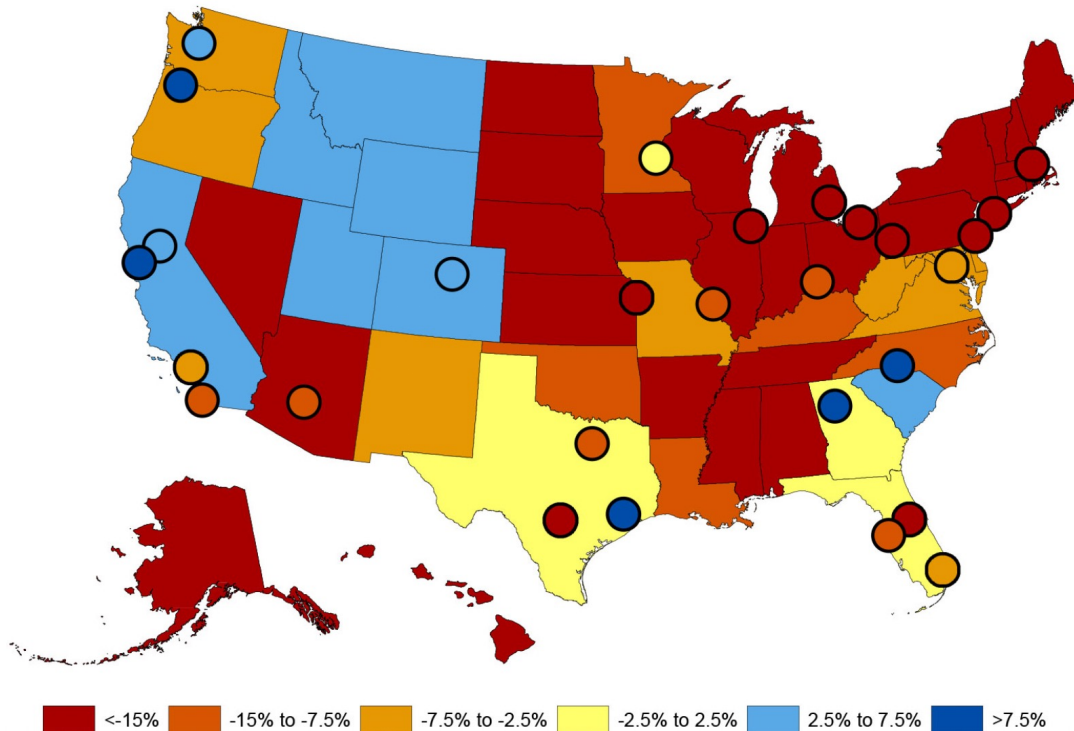


- *Started in 2013 working part-time on international partnerships*
- *Developed into full-time role in 2016 to focus on development of comprehensive program of recruitment and education abroad*
- *Led the efforts to increase focus on Latin America starting in 2019*

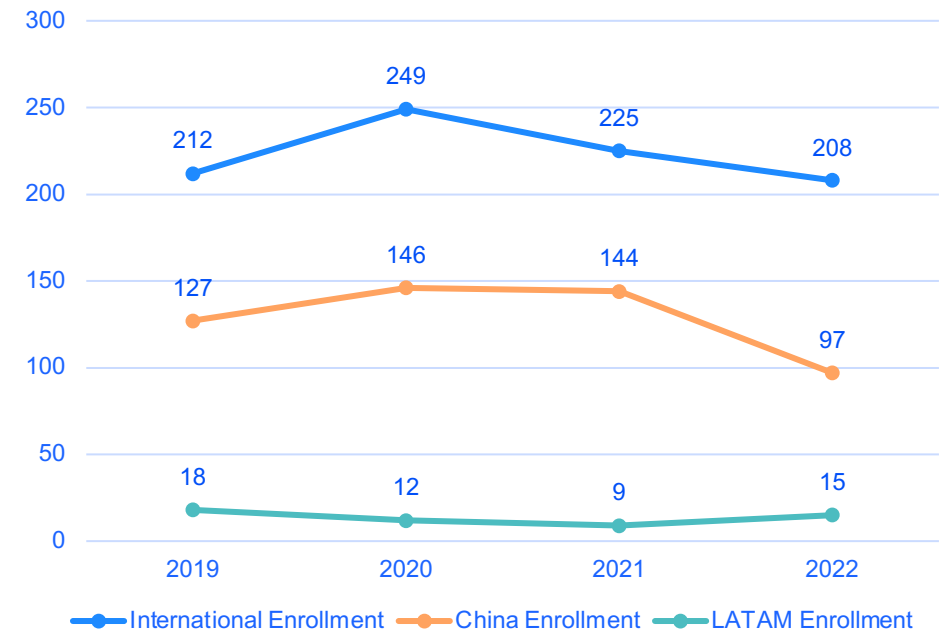
LATAM INITIATIVE RESPONSIVE TO ENROLLMENT TRENDS

Multiple sources indicate pressure on undergraduate enrollment trends

Forecasted growth and decline in college-going students, 2012-2029



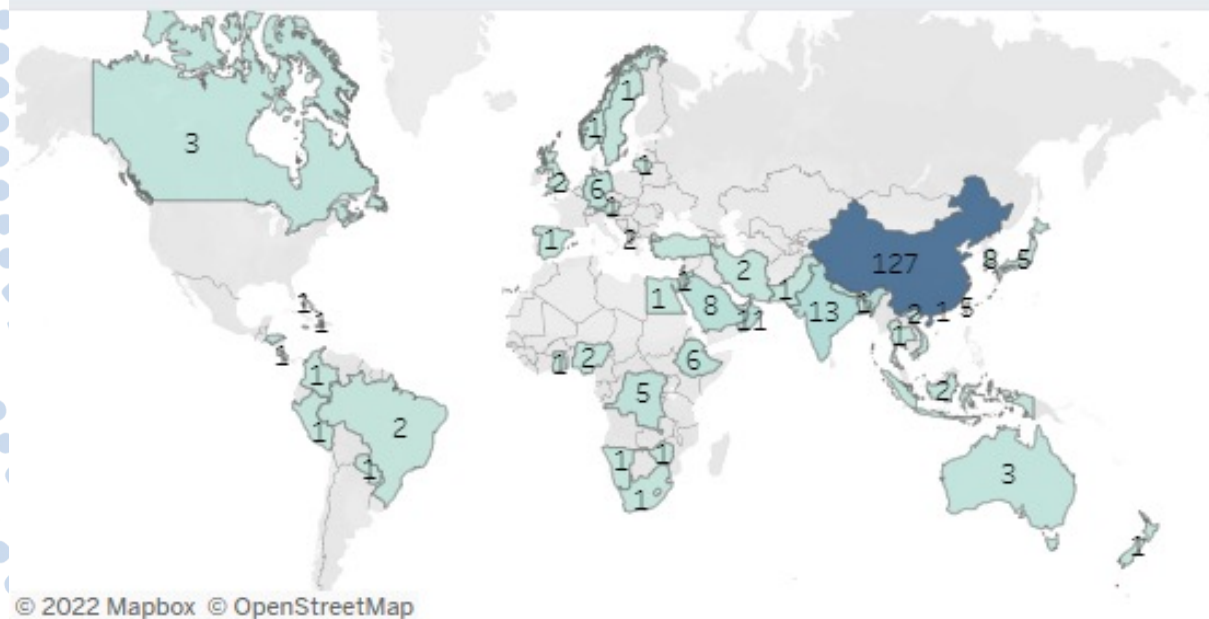
Gatton Enrollment Trends



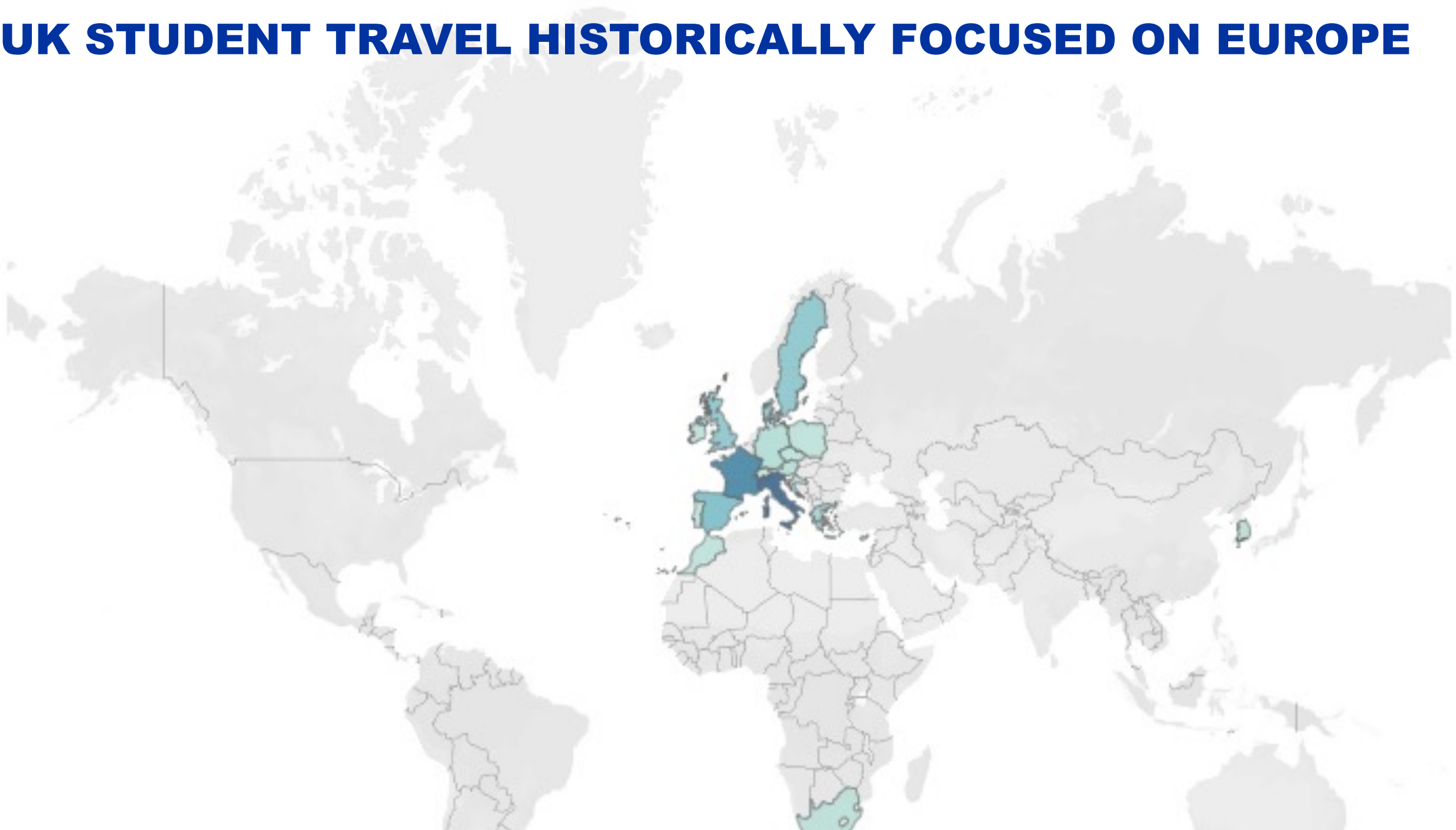
SHIFTING UK GATTON INTERNATIONAL STUDENT LANDSCAPE (TOTAL ENROLLMENT)

2019

Country of Origin Map



UK STUDENT TRAVEL HISTORICALLY FOCUSED ON EUROPE



DEFINING THE GATTON COLLEGE AMERICAS INITIATIVE

1

Latin America
Student
Recruitment

- *Identifying potential students across freshman, transfer and graduate pools*

2

Gatton College
Student
Engagement

- *Offering opportunities for study abroad in the region*
- *Developing new class offerings to increase regional understanding and opportunities*
- *Establish new student organization to increase cultural exchange*

3

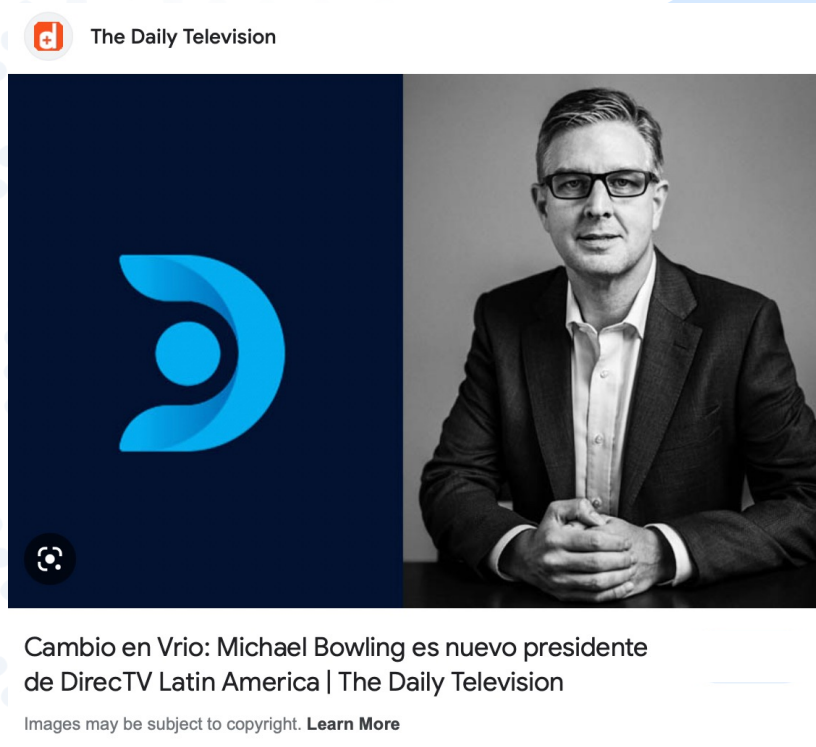
Gatton
Programs and
Reach

- *Develop new partnerships in Latin America and increase the Gatton College global exposure*

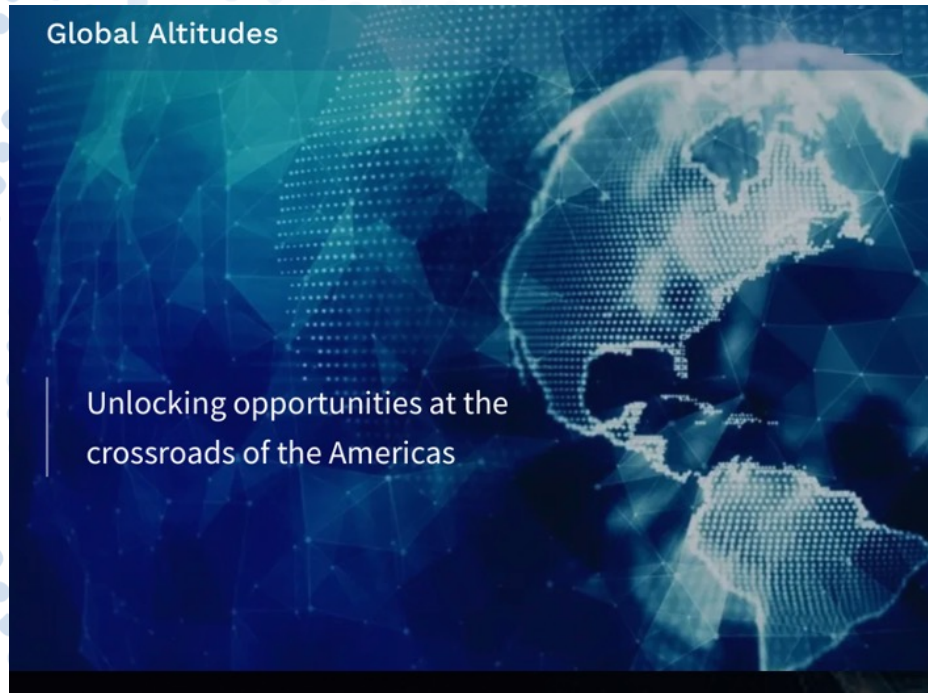
OPENING DOORS WITH THE

**GATTON
AMERICAS
INITIATIVE**

20+ YEARS OF EXPERIENCE SHAPE INSIGHTS ON THE REGION



EXECUTIVE IN RESIDENCE AT GATTON COLLEGE



- *Bridging the corporate world and academia to identify synergies to improve student outcomes*
- *Dedicated to creating linkages between the Gatton College and the Americas region*
- *Teaching classes in conjunction with schools in Latin America and creating programs for student engagement on global topics*



SAFETY. SINCE 1898.™



AMERICAS REGION HAS POWERFUL POTENTIAL



- ▶ **1B+ population**
(13% of global)
- ▶ **31 T GDP**
(32% of world)
- ▶ **~25% of world
agriculture output**
- ▶ **140 EJ of energy**
(23% of world)

AMERICAS REGION HAS POWERFUL POTENTIAL



U.S. Latino economic output would rank 5th in world GDP, according to new study

"We're talking about not just population growth and workforce growth, but also economic growth," said Sol Trujillo of the Latino Donor Collaborative.



GATTON AMERICAS FOCUS ALIGNS WITH GLOBAL TRENDS

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Financial Times



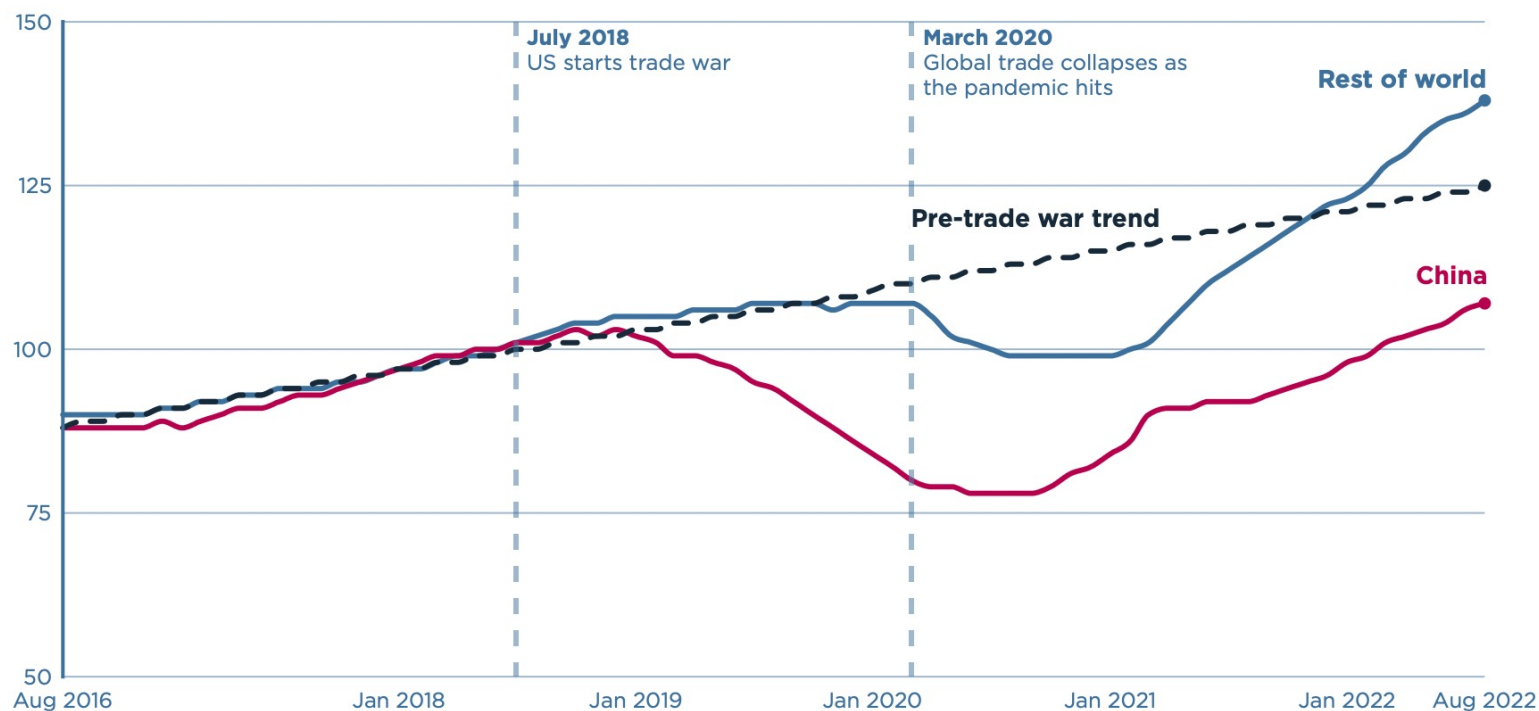
How to navigate the US-China trade war | Financial Times

GATTON AMERICAS FOCUS ALIGNS WITH GLOBAL TRENDS

Figure 1

US imports from China have only recently returned to pre-trade war levels, while imports from the rest of the world are above trend

Value of US goods imports from China and rest of world, 2016–2022 (June 2018 = 100)



Notes: Indexed value of US monthly imports, not seasonally adjusted, 12-month trailing sums. Pre-trade war trend based on US imports from the world from August 2016 through June 2018.

Source: Constructed by the author with US import data from US Bureau of the Census.

DIVERSIFICATION OF SUPPLY CHAIN IS SIGNIFICANT SHIFT

McKinsey
& Company

Operations Practice

How COVID-19 is reshaping supply chains

Companies have only partly addressed the weaknesses in global supply chains exposed by the coronavirus pandemic. In the face of new challenges, finishing the job is even more urgent.

by Knut Alicke, Ed Barriball, and Vera Trautwein

Almost 90 percent of respondents told us that they expect to pursue some degree of regionalization during the next three years.

ECONOMIC GROWTH CREATES NEW OPPORTUNITIES

THE DAILY

The New York Times

Feb. 21, 2023

Why 'Made in China' Is Becoming 'Made in Mexico'

Some Chinese companies manufacturing goods for the U.S. are shifting production closer to their biggest market.



Inter-American
Development Bank

WHO WE ARE PROJECTS COUNTRIES SECTORS KNOWLEDGE NEWS SUBSCRIBE

NEWS

NEWS RELEASES

June 07, 2022

Nearshoring can add annual \$78 bln in exports from Latin America and Caribbean

- Estimate was provided to trade ministers and private-sector leaders gathered to discuss commerce and investment opportunities in the Americas
- Meeting included key trade agenda issues: global value chains, digital commerce and climate change

Q: How to develop educational opportunities to capitalize and support the growth in the Americas regions?

DEFINING THE GATTON COLLEGE AMERICAS INITIATIVE

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3

Gatton
Programs and
Reach

- *Develop new partnerships in Latin America to increase student exchange and Gatton exposure*

OPENING DOORS WITH THE

**GATTON
AMERICAS
INITIATIVE**

AMERICAS INITIATIVE SUCCESS DEFINITION

1

Latin America
Student
Recruitment

- *Identifying potential students across freshman, transfer and graduate pools*

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Engagement

- *Offering opportunities for study abroad in the region*
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3

Gatton
Programs and
Reach

- *Develop new partnerships in Latin America to increase student exchange and Gatton exposure*

Long-term success metrics:

- 100 students annually from Americas region (undergraduate and transfer)
- 100 students from Gatton participating in study abroad and / or involvement in Gatton Líderes program
- Establish Gatton as a known educational brand in Latin America

CONCEPT → PANDEMIC HEADWINDS → MOMENTUM

From Pandemic Headwinds...

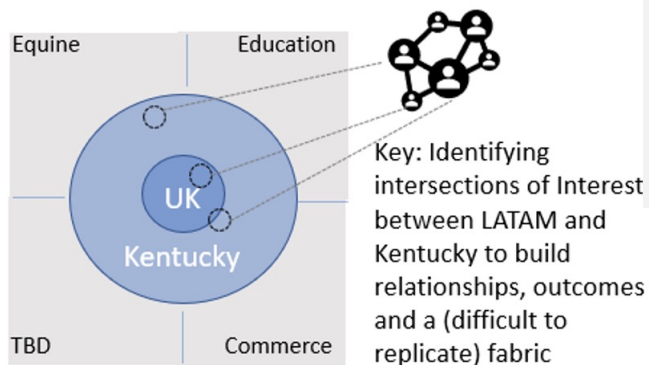
- Gatton hires Graduate recruiter with LATAM experience

- Gatton visits Chile and Peru to create initial relationships

Fall 2022:
Gatton Dean's Advisory Council confirms commitment to launch the Americas program with faculty and student support

- DAC approves Initiative as Gatton focus area

- UK International office hires international recruiter with LATAM experience



AMERICAS INITIATIVE 2022-23 ACTIVITIES

1

Latin America
Student
Recruitment

- Over 30 site visits in Latin America (*recruiting and partner development*)

2

Gatton College
Student
Engagement

- Established new student organization to support Americas Initiative (Líderes)

3

Gatton
Programs and
Reach

- Developed 5 new partnerships: Peru, Chile (2), Bolivia and Brazil
- Campus visits from partner schools

**Initial year
focused on
partner
development
and ramping
student
recruitment**

FOCUS ON STUDENTS AND PARTNERS IN LATIN AMERICA

Driving scale requires investment recruitment and study abroad

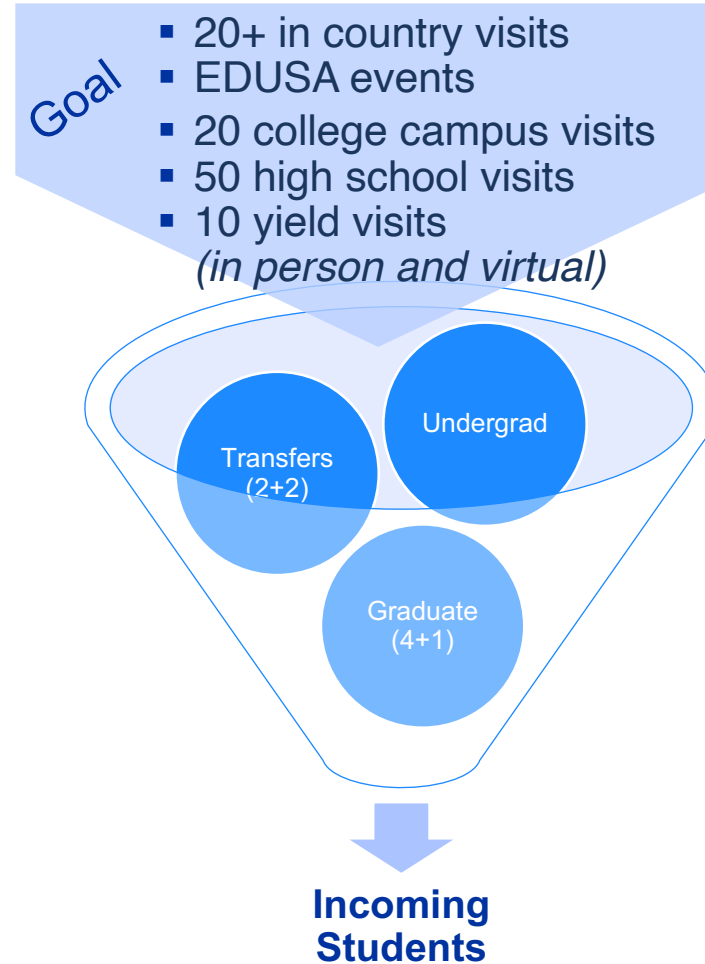
Activities to recruit students in Latin America

- EDUSA events and educational recruiting events
- In-region education fairs, campus visits, events
- Transfer students and masters campus visits (2+2, 4+1)
- Spring visits to meet with applicants and parents (yield)
- Media presence and building of GATTON Americas brand

Developing partner schools

- Outreach to identify potential partner schools
- Formalizing the partnerships (significant investments)
- Defining annual plan for partner and student engagement

On campus experience: Develop supporting programs including faculty exchanges, conferences, research and cross-border activities



SUCCESS FACTORS IN UNDERGRAD RECRUITING IN THE REGION:

Identifying target schools for undergraduate recruiting

- Schools with similar audience of students with track record of going abroad
- English proficiency / financial resources

What do you think the students are seeking in a U.S. college/university

- Environment (campus, city, student life, overall community)
- Value (return on investment in regard to outcomes; internship/ opportunities, job placement/professional network)
- Scholarships
- Reputation in regard to knowing current/former students and their success stories – word travels fast in LATAM friend/family circles!

How to best engage with LATAM students:

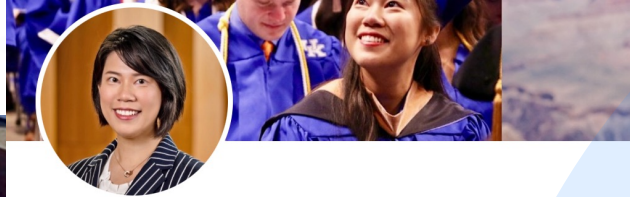
- WhatsApp, WhatsApp, and more WhatsApp!!
- IN PERSON, relationships and developing 'confianza' with students/families/schools is extremely important.
- Social media (mainly Instagram), not by university reps directly, but via current students (ambassadors).

TEAMWORK IS A KEY SUCCESS FACTOR



Karla Schiebel (She/Her) · 1st

International & Domestic Business Dev. & Recruitment | Relationship Development | Customer Service | Sales/Recruitment Specialist | Strategy Planning | Influencer | Market Development Expert | Negotiation



Yingnan Song · 2nd

International Recruiter at University of Kentucky Gatton College of Business and Economics



Jesse Hedge · 2nd

Assistant Dean for Undergraduate and International Affairs at University of Kentucky, College of Arts and Science



Tiffany Williams · 2nd

International Relations & Education



Susan M. (Sue) Roberts · 2nd

Associate Provost for Internationalization at University of Kentucky

Lexington, Kentucky, United States · [Contact info](#)



Landon Segress · 3rd

Assistant Director, International Enrollment Management at University of Kentucky



Wit Wang

OFFICE OF INTERNATIONAL PARTNERSHIPS

Assistant Director of International Partnerships

- Director, International Undergraduate Students (China and South Asia)

FOCUS: STUDENT ENGAGEMENT AND CULTURAL EXCHANGE

Gatton Engagement: Gatton Líderes



Gatton Global Scholars



Ryessia Russell (She/Her) • 1st
Director of Gatton Honors Pathways in the Gatton College of Business and...
1mo • 9

What do you do when your College has an Executive-in-Residence focusing on expanding [Gatton College of Business and Economics](#)' presence in South America? You invite the executive to your class to talk about the impc ...see more



New Student Recruitment:

 Education
USA
A U.S. Department of State Network

específicas lamentablemente no aplican
para este programa **enfocado en estudios
de pregrado.**



**Fabiola
Cadenas**
Estudiante UCC

GATTON AMERICAS INITIATIVE EARLY SUCCESS

1

Incoming Student Recruitment

- Over 30 site visits in Latin America (*recruiting and partner development*)
- **8x increase in undergraduate students coming to Gatton from Latin America**

2

Gatton Student Engagement

- Established new student organization to support Americas Initiative (Líderes)
- **Engaged with over 100 Gatton students (*Pathways and Global Scholars presentation, meetings, contacts*)**
- **Delivering new class: Doing Business in Latin America (Fall 2023)**

3

Gatton Programs and Reputation

- Developed 5 new partnerships: Peru, Chile (2), Bolivia and Brazil
- **Multiple presentations of program in business community**

Long-term success metrics:

- 100 students annually from Americas region (undergraduate and transfer)
- 100 students from Gatton participating in study abroad and / or involvement in *Gatton Líderes program*
- Establish Gatton as a known educational brand in Latin America

WHAT WE LEARNED FROM YEAR 1

Recruiting students in Latin America

- Start with broad reach to engage high school student influencers
- Important to find students with strong fit and develop multi-year relationships
- Economics play a significant role - scholarships are important investment

Partner development

- Identify schools: target is smaller private institutions
- Agreements take time, require creativity and partnership from both institutions
- Campus visits are important investment

Student engagement

- Important to create opportunities for Latin American students to engage on campus
- Participation in student organizations is important (marketing...)
- Opportunity to create specific programs to engage students (Gatton Líderes)

Thank you!

Q&A?



Gatton College