

GRCC IP Development Plan 2008 – 2010 +

Summary

GRCC's international enrollment has tripled in the last five years, making us one of the top 20 community colleges in the US in terms of international student enrollment. Credit belongs to everyone at GRCC – faculty, staff, administrators, foundation members and trustees. IP instructors and staff deserve particular credit for recruitment, retention and IESL instruction. The old motto “think students, then decide” continues to guide our actions and decisions, as it must if we seek to build an ever stronger and better program. Moreover, the college is being challenged to meet its domestic enrollment targets, so IP must assist in this effort in any way it can.

Five important trends that will affect our program and lives

1. Environment and the “new economy” – The recent oil and food price shocks plus global warming indicate that the world has hit a sustainability plateau with existing practices and technology. People in poor countries are becoming richer and want their share. High foreign demand and a low dollar plus environmental issues will affect our country, and our college, in two ways. One, basic industries – making and moving things that can drop on your foot – are starting to make a comeback. Two, we'll have to do everything much greener, and use either less or a different kind of energy. Programs in “green” travel, non-clearcut forestry, hybrid auto mechanics and energy saving come to mind.
2. Globalization – Globalization is a fact of our modern world whether we like it or not. Our choice as a nation is to get ourselves into fighting shape to compete with the best the world has to offer, or risk decline behind a Great Wall of protectionism, “stranger danger” chauvinism and unilateralism. We as a college must provide the tools our students need to compete with the best in the world, and to help them understand the forces that shape that world. A Global Studies program would seem like a good contribution in this effort.
3. Communication revolution – The revolution in the way we communicate and learn continues. This has a long history, stretching from the alphabet to printing, telegraph, telephone, TV, personal computers and cell phones. Increasingly, customers themselves promote the products they like on Youtube, Facebook and the like. We need to make best use of the new communication channels, and also use them to make our educational product more efficient and relevant. Student-generated advertising and innovative instructional strategies would fit in this category.
4. Asian century – Every century a new country or bloc rises to economic prominence. This century, it is Asia, particularly China and soon India. The other powers don't disappear, but just grow more slowly than the up and comers until a new equilibrium is reached. As a college, we must build ties with Asia, study it, and train students for jobs in industries that are likely to be affected by the rising economic impact of Asia.
5. Aging population – Populations are aging all over the industrialized world, including the US. Many of these older people have money, time and expertise. Colleges must train workers and help create products for this population, who might also themselves serve in programs like daycare help and “volunteer” teaching at home and abroad. Their energy and resources are indispensable to our Foundation. Programs in gerontology, “golden years” travel and “prime time” education might address some of the needs of this sector.

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GRCC Board of Trustee's mandates for IP (confirmed in the 12/05 BoT meeting):

1. Serve international students and clients.
2. Generate revenue.
3. Help develop new products.
4. Increase global perspective on campus and in the community.

Challenges

1. Competition – We need to constantly improve our programs and services to meet steadily increasing competition for both domestic and international enrollments.
2. Complacency – Success breeds complacency. This must be resisted.
3. Rules changes – Changes in how international FTEs are counted and costed, unfavorable new WASL requirements, internal changes not as supportive of international efforts or onerous new US student visa restrictions are just four examples of organizational changes that can damage international recruitment and retention.
4. Externalities – In the last decade we faced 9/11, an Asian economic crisis and SARS. What will this decade bring, and how will we react to it?

The next three years plus (2008 – 2010+)

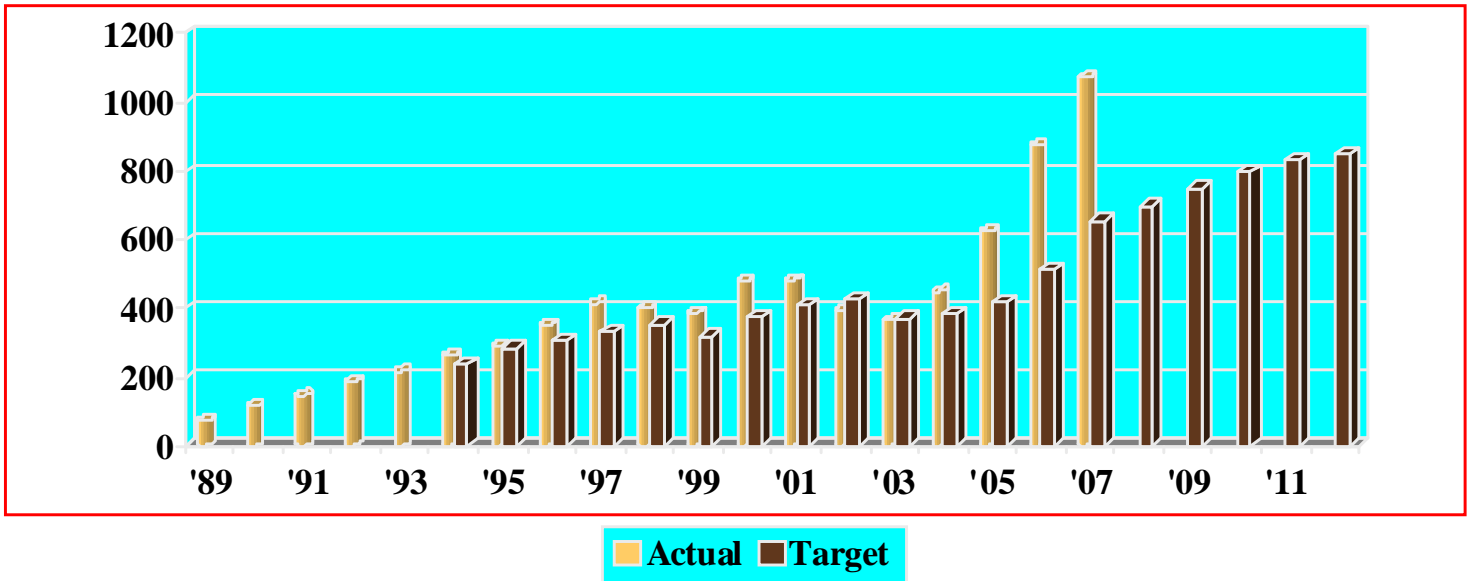
1. Program improvement – It is hoped and expected that our program will improve in every way – transfer success, IESL, services, housing, business practices and short-term programs. We also hope to exert a positive impact on GRCC academic program improvements and additions, as well as create non-credit programs with ELED.
2. High enrollment but lower growth – With luck and hard work, international enrollments will grow, but not dramatically. New student enrollments in 2007-8 were about the same as 2006-7, indicating that we have reached an equilibrium, without new efforts. We recognize that the last five years have witnessed unparalleled prosperity worldwide, particularly in our growth countries. Nothing goes up forever, however. We will work to build stronger ties with educational partners, particularly schools, to harness the energies of all parties to build mutual success.
3. Infrastructure and product improvement – IP will contribute, directly or indirectly, to the improvement of infrastructure and new educational programs at GRCC. We may seek additional college-controlled housing near the Kent Campus as it expands its offerings. IP has and will continue to contribute financially to capital projects, as it contributes to operations through contributions to the General Fund. We expect that our efforts will contribute to both international and domestic enrollment growth.
4. Globalization – We'll use our international enrollment, revenues and expertise to benefit the college through imparting greater global knowledge and creating more systematic opportunities for mutual involvement among international students and American students, faculty and staff. Service learning will be emphasized also. Finding time will be the trick.

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Year	Academic programs	IP/ELED programs	IP improvements	Marketing	GRCC
2008	<ul style="list-style-type: none"> • Develop Global Studies Certificate • Business Transfer in KC • Work to position Aviation globally • Develop International Business Certificate 	<ul style="list-style-type: none"> • Continue New Academic Bridge • Leadership Institute with P/I/B students • Denmark, France • Develop and reinstate college experience class • Begin devt of ESL teacher training program 	<ul style="list-style-type: none"> • Develop student health and safety program • IESL curriculum review • IP business process review 	<ul style="list-style-type: none"> • Start new markets: Middle East, Subcontinent • Improve web marketing • Hire third marketer • Revamp scholarships • Guaranteed admission program • More school to school programs 	<ul style="list-style-type: none"> • Start globalization effort • Improve CCA • Explore offshore service learning opportunity (adopted school in India, for example)
2009	<ul style="list-style-type: none"> • Aviation expands globally • Implement International Business Certificate • Implement Global Studies Certificate • Internships • Business Transfer program big in expanded Kent Campus starting Fall 2009 	<ul style="list-style-type: none"> • Possibly move IESL L1-3 to Kent Campus Fall 2009 • ESL teacher training program launched • More grant-funded STPs 	<ul style="list-style-type: none"> • Personal growth plans for all • Implement IP business process review rec's • Implement health & safety program • IVD exten. open • IESL curriculum improvements 	<ul style="list-style-type: none"> • Greater school to school program development • Roll out better scholarship program • Further develop new markets • Improve "new communications" marketing strategy 	<ul style="list-style-type: none"> • Improve globalization • Find housing near Kent Campus • Develop service learning opportunity
2010	<ul style="list-style-type: none"> • Possible GRCC offshore (BNU Zhuhai HS) • WSETC in Zhuhai (?) • Hospitality 	<ul style="list-style-type: none"> • Foreign English teacher training 		<ul style="list-style-type: none"> • Continue to develop new markets 	<ul style="list-style-type: none"> • Make globalization permanent; seek recognition
Indefinite future	<ul style="list-style-type: none"> • Nursing or other allied health • Logistics • Gerontology • Biotech 	<ul style="list-style-type: none"> • "Expert" programs 		<ul style="list-style-type: none"> • Africa, Europe, Central Asia, South America, Turkey, Russia, others TBD 	<ul style="list-style-type: none"> • "House on the hill" overlooking Mt. Rainier

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GRCC INTERNATIONAL STUDENT ENROLLMENT 1989 - 2008



GRCC ANNUAL INTERNATIONAL STUDENT ENROLLMENT

Targets

Actuals

2004 – 2005	1,352 (386 per quarter)	1,557 (445 per quarter)
2005 – 2006	1,473 (421 per quarter)	2,181 (623 per quarter)
2006 – 2007	1,806 (516 per quarter)	3,054 (873 per quarter)
2007 – 2008	2,300 (657 per quarter)	3,752 (1,072 per quarter)
2008 – 2009	2,450 (700 per quarter)	
2009 – 2010	2,625 (750 per quarter)	
2010 – 2011	2,800 (800 per quarter)	
2011 – 2012	2,905 (830 per quarter)	
2012 – 2013	2,975 (850 per quarter)	

“Per quarter” figures equal annual figures divided by 3.5.

IP REVENUES AND EXPENSES 88/9 – 06/7

Revenue	\$42.6 million
Expenses	\$27.2 million
Net Contribution	\$15.4 million (including IP fund balance)

MEDIAN GPAS, SPRING 2008 GRADES

Vietnam 3.73, China 3.62, Korea 3.58, Indonesia 3.57, Japan 3.41, HK 3.39, Taiwan 3.26, Intl 3.57

TOP 7 COUNTRIES AT GRCC

	Sp08	Sp07	Sp06	Sp05	Sp04
Vietnam	189	139	101	36	15
China	176	133	55	14	10
Japan	132	147	149	127	92
South Korea	137	116	78	66	53
Indonesia	115	111	77	54	54
Hong Kong	109	97	82	68	49
Taiwan	59	71	67	51	34
Total	1024	910	672	456	345