Planning and Feedback Session

The purpose of this session was to gather information about significant topics which Eastern Illinois University needs to address in our planning process.

**Group:** Association for International Students  
**Date:** April 8, 2011  
**Tool:** Carousel Design

The Carousel Technique was used to identify the best answers to 4 of the planning questions. Fifteen international students and 2 International Students and Scholars staff members participated. The session was conducted by Paul Johnston and Bob Augustine.

**Question 1: What else could we do to attract international Students?**
1. Top Response: More academic programs that are attractive to international students. Examples: engineering, computer science, applied sciences, law, medicine, expanded management choices-10
2. Second Highest Response: Create more opportunities to study at the in-state or lower tuition rate and/or more scholarships to reduce costs-9
3. Third Highest Response: Increase the number of exchange programs to foster more international participation-9
4. Increase the number of international linkages between EIU and international universities-7
5. Offer more job opportunities on campus—international students may only be employed on campus so having more jobs is essential-1
6. Offer ESL or English as a Second Language at EIU-4
7. Track of students who graduated (alumni) and have the serve as admission ambassadors-8
8. Hold focus group sessions with students from the same countries to determine how to increase the number of students from countries that have a low participation rate-3
9. Promote the EIU’s programs to a broader number of foreign institutions-4
10. Employ the use of education consultants and agents-1
11. Use USEF (US Education Foundation) network as a recruitment tool-1
12. Employ and expand E-marketing technology for admissions -3
13. Employ and expand social media (Facebook) for admissions -1
14. Reduce the fee for international students-1
15. Increase advertising EIU in different countries-3
16. Advertise to international students already in the United States who are attending high school programs or community colleges-1

**Question 2: If you return to EIU in 5 to 10 Years, what changes would you hope to see on campus?**
1. Top Response: More international foods on campus including those appropriate to vegetarians, vegans, fish/seafood choices for Asian students, Halal food for Muslim students and other specialized food needs for religious practices-12
2. Second Highest Response: Public transportation between Charleston and Mattoon Charleston and Champaign. With the limited public transportation in Charleston, international students cannot obtain the food or other special commodities they require that are simply not available here-11
3. Third Highest Response: Create Ph.D. programs-9
4. International (Global Ambassadors) Courtyard-6
5. More international movies/students-3
6. Less division between international students and traditional students-8
7. No need to have insurance if we already have insurance-2
8. Closer connections between foreign language departments, study abroad and international programs-3
9. Strong football/soccer teams-3
10. More industry/university collaboration-6
11. Better insurance coverage-3
12. Outside swimming pools for recreation-3
13. More international student activities-4
14. Low accommodation rates for international students-2
15. More undergrad international students-1
16. Offering a broader number of distance (on-line) education programs-2
17. Opportunity to purchase books from textbook rental for less cost than in book stores-2
18. Lower tuition-2
Question 3: What made you decide to come to Eastern?
1. Top Response: (1) Graduate assistantships, scholarships, funding-8
2. Second Highest Response: Friend or alumni referral-5
3. Tie for Third: (3) Admission criteria not hard-5
4. Diversity of international students who attend EIU-4
5. Graduate programs in Technology, Business, Communication Studies-4
6. Scholarship opportunity provided was better than other Universities-4
7. Undergraduate Programs in: Management Information Systems, Business, Pre-medicine, Chemistry-4
8. My family supported my choice-3
9. Ease of transfer from local community colleges-2
10. Strong recommendation of alumni-2
11. A good introduction from a good professor-1
12. Quiet city and small town atmosphere-2
13. Provision for medical courses and pre-medicine-2
14. Degree from institutions in the United States have a big value back home and I knew EIU because I lived here for one year as a high-school exchange student-1
15. A professor I had at my home institution had come to the United States to study and encouraged me to do the same-1
16. International Programs website tells how many countries represented-1

Question 4: What is the most vital core value that EIU should preserve?
1. Top Response: Support provided by the Office of International Students and Scholars: helping/caring attitude, consistent response to admission questions, comprehensive support at arrival-12
2. Second Highest Response: Student class average of 20 to enhance the continuity of teacher-student interactions and proper coordination-8
3. Third Highest Response: Culture of collaboration between students, professors, and staff-6
4. A cozy little campus where faculty and students all know and care about each other and especially different organizational activities-3
5. It is a peaceful environment which has enhanced the quality of educating students It is a classic University town campus-2
6. Good student affairs services-2