



# Center for Global Engagement 2023 Annual Report

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# The Year in Review

2023 was a “rebound” year in international education across the globe and at UNG. The data shows that UNG international students and education abroad participant enrollments came back from the devastation of COVID, and we are making great strides to have even greater enrollments in the next academic year. You can see the data on page 4 and 5, and CGE has [program data](#) from 2017 available so please feel free to check it out. Beyond the good news of enrollments, I am excited to share two important updates that occurred in the past 12 months at the Center for Global Engagement (CGE).

Last summer, CGE restructured to hire an Assistant Director for International Student Recruitment and Services. Cody Marschalk joined CGE as the inaugural staff member in this role which has a focus on recruitment of international students to UNG. This role is situated in CGE but works very closely with Enrollment Management and includes Georgia high school visits, management of our international recruitment agents, and regular interfacing with UNG’s international student recruitment digital marketing platform. CGE has made great strides in the last year to implement UNG’s international student recruitment plan—learn more by turning to page 7.

Another exciting advancement is the new Studies Abroad Compensation policy which is available in the UNG Policy Database. The policy was updated based on the input of a Task Force of Associate and Assistant Deans and Program Directors. The Task Force reviewed current best practices at peer institutions both within the University System of Georgia and outside of Georgia to determine the best path forward for compensating faculty who lead study abroad programs at UNG. Their policy recommendations were reviewed and approved by the provost and will go into effect in the next round of faculty-led study abroad proposals which are due in August 2024. I want to thank the Task Force members for their time and insight: Timothy May, Lauren Johnson, Mike Lavendar, Heather Harris, Erin Barding, Danyelle Aganovic, and Heather Jarema.

Please visit us in our new location: Suite 269, Stewart in Dahlonega. It is great to have the full CGE team together on one floor in a building that focuses on student support. Our Gainesville location remains the same: Room 175, Strickland.

I look forward to a wonderful year ahead, and please do not hesitate to reach out with your ideas and suggestions for global learning at UNG!

Sheila Schulte  
AVP International Programs,  
Center for Global Engagement



# TOP 5 COUNTRIES

China: 17

South Korea: 10

Vietnam: 10

United Kingdom: 9

Mexico: 5



# TOP 5 MAJORS FOR 2023

Business Administration -  
Management: 15

Computer Science: 13

Business Administration -  
Finance: 6

Biology: 6

Psychology: 5



STUDENT  
STATISTICS  
AT



# Education Abroad

314

Students  
Abroad

New  
Programs  
Launched

6

31

Countries  
Represented



# International Students and Scholars

135

International  
Students

34

Visiting  
Scholars

51

Countries  
Represented

# International Student Excursions

Spring hike to DeSoto Falls.



Visiting Uncle Shuck's to enjoy the fall festivities and autumn atmosphere

Hosted by the Baptist Collegiate Ministry (BCM) in November to share in a Thanksgiving feast with domestic students



# International Student Recruitment

In 2023, the Center of Global Engagement was able to meet several goals regarding international student recruitment. Firstly, CGE narrowed down its list of strategic countries for recruitment by analyzing admissions data, examining current global enrollment trends, and taking into consideration the immigrant populations and foreign industries that call the Atlanta metropolitan area home. Based on these findings, the focus for international student recruitment was narrowed to 5 strategic recruitment countries, including: India, Brazil, Mexico, Vietnam, and Japan.

With these countries in mind, CGE began forming partnerships with international recruitment agencies from across the globe. A presence abroad with agents actively promoting UNG at local school fairs and high school visits increases the reputation of UNG abroad and international enrollment. A website for prospective and current recruiting agents was released in December 2023, and this site provides valuable educational materials regarding UNG, the local communities, and the admission process.

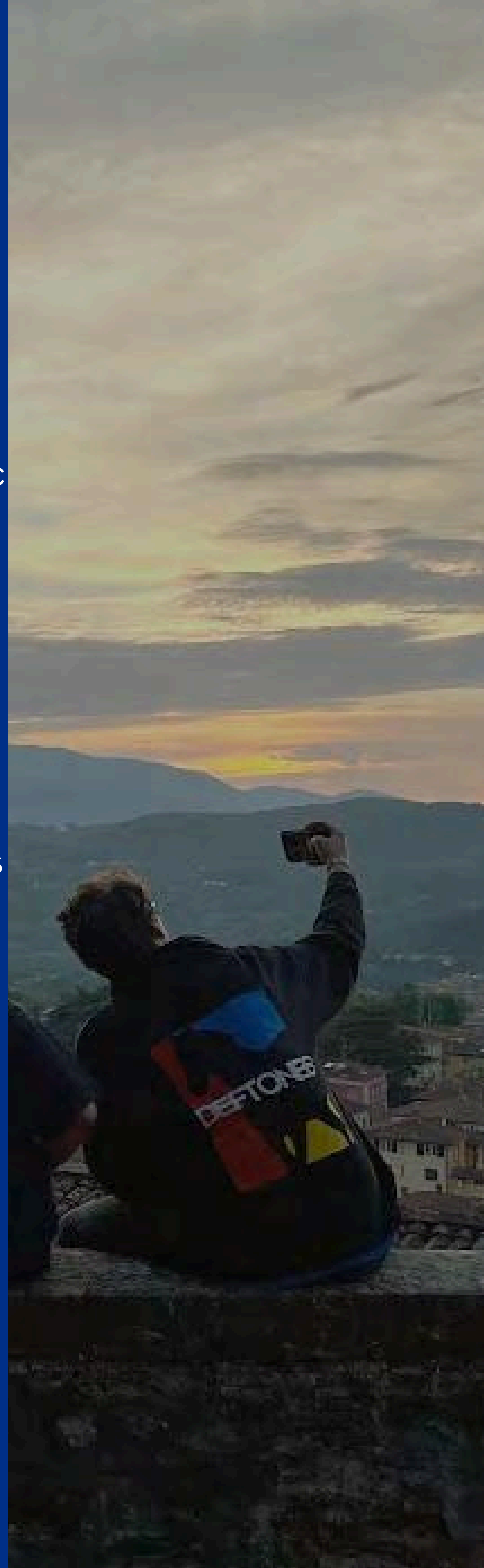


# International Student Recruitment Cont.

CGE uses a digital marketing firm, Keystone Education Group which brings UNG hundreds of leads and applications, and this year CGE will expand on its strategy with Keystone to begin a series of social media campaigns to target specific student demographics in our 5 strategic countries.

Finally, CGE's Assistant Director of International Student Services & Recruitment was able to initiate outreach with local high schools in North Georgia that have high enrollment numbers of F-1 students. These efforts were in conjunction with UNG undergraduate admissions recruiters. Efforts to increase UNG's exposure to more F-1s in Forsyth County included a meeting being set up with the County Commissioner to discuss outreach strategy for the growing Indian population in the county and surrounding area.

Looking ahead in the next academic year, our aim is to double the number of high schools we visit and bring more international students who are already in our backyard to UNG. With this locally focused recruitment strategy, our new relationships with agent partners, and the utilization of new Keystone recruiting features in mind, the outlook for international student enrollment at UNG shows a lot of promise in 2024-2025.





# OUR MISSION

The Center for Global Engagement (CGE) facilitates international and cross-cultural experiences for students, faculty, staff and the greater community in order to better integrate the University of North Georgia into the globalized world.

## UPCOMING EVENTS

### International Education Week

#### **Identity Abroad: Discussion Panel**

(Co-hosted with MSA)

Wednesday,

November 20, 2024

12:00-1:00 via Zoom

#### **Articulating Your Experience: An Education Abroad Re-Entry Workshop with UNG**

Career Services

Tuesday, November 19, 2024

12:00-1:00 via Teams

### Info Sessions

#### **An Intro to Education Abroad at UNG**

Wednesday,

August 21, 2024

12:30-1:00 via Teams

#### **Financing Education Abroad**

(Co-hosted with NCS)

Wednesday,

September 18, 2024

12:30-1:00 via Teams



# Education Abroad Fairs



11:30am - 1:30pm

Mike Cottrell College of Business

Dahlonega: Monday, September 16

Gainesville: Tuesday, September 17

College of Arts and Letters

Dahlonega: Tuesday, October 1

Gainesville: Thursday, October 3

## Tentative

College of Science and Mathematics

Dahlonega: Monday, September 23

Gainesville: Tuesday, September 24

College of Education

Dahlonega: Wednesday, September 18

Gainesville: Thursday, September 19

Contact Us

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