

Part 2 The hidden barriers to international enrollment success

What if it was possible to increase international student enrollment, retention, and success by making one change in admissions policy?

The contemporary higher education landscape thrives on innovation and adaptability and as our world becomes increasingly interconnected, international students have become essential contributors to campuses, bringing fresh, diverse perspectives that enrich the learning environment for everyone. Many institutions across the U.S. have embraced internationalization as a key aspect of the academic mission. This embrace of international education is vital for long-term stability.

However, you may be unaware of **hidden barriers that can impact international student success before they even arrive on campus.**

These hidden barriers can include:

- Unclear or inconsistent language requirements
- Misaligned English language proficiency policies
- Inadequate pre-arrival support and orientation
- Limited access to language support services
- Cultural adjustment challenges
- Financial constraints
- Mismatched student abilities and institutional expectations

Unintentional barriers created by institutional recruiting policies are often overlooked in strategic review, becoming a sinkhole that can impact effective international recruitment, and act as a **silent drain on budgets.** By investing in a review of English language proficiency admission policies, you can streamline recruitment, improve retention, increase satisfaction, and maximize the return on investment in internationalization initiatives.

These **real-world consequences of misaligned English language proficiency policies can impact the health and overall success of internationalization efforts, reduce academic quality, and shrink retention.** Through examination of how English language proficiency policies affect the recruitment, retention, and success of international students, U.S. higher education institutions can understand the value of data-driven practices for aligning these policies with the goals of internationalization, academic quality, and a positive student experience.

You can stop losing international students due to misaligned ELP policies. Take control of your recruitment and retention.

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