

A world map in shades of blue with a yellow dot marking the location of Jönköping University in Sweden. The text "Jönköping University" is overlaid in white.

# Jönköping University

## International student recruitment

- 6 years
- Tuition-fee decision postponed
- Continue to build and gain experience
- Well prepared by 2011 when tuition-fees were introduced!



## International student recruitment

- Marketing activities to reach out/develop leads/contacts - most important - take good care of them!
- Adjust the internal processes to support recruitment instead of adjusting recruitment to the existing processes!!
  - Marketing material/Web
  - Admission
  - Finance
  - Accommodation



## External Processes

- After Internal processes are established – work with organizations outside University
  - Migration Board
  - Tax Office
  - Banks



## Migration Board

- Invitation/education
- Better understanding regarding (migration) rules etc.
- Migration Board - better understanding in recruitment process
- Process
  - JU provides admitted students with deeper info regarding residence permit application
  - Migration Board provides JU with training and contact person

## Result

### Win – Win – Win



- Migration Board (quality applications, less questions)
- JU (better control and understanding and easier access)
- Student (less contact persons and satisfied with the support)

To be more flexible and to guide students in a better way to make it easier for them in their process of moving to Sweden

- don't affect quality etc

Admission decision takes place at

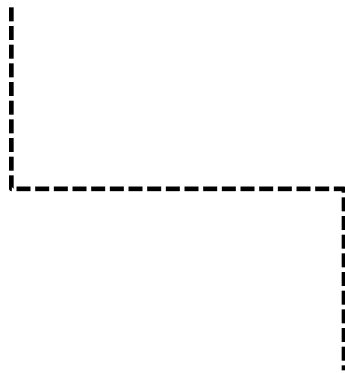
Admissions Office and

Residence permit decision takes place at

Migration Board

And we had the same number of international programme students in Fall 2011 as we had in Fall 2010!!

Thanks for listening!



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