



2024-25 FACULTY AND STAFF
GRANT PROGRAM APPLICATION

Name of Project/Program: _____ Date: _____

Applicant's Name: _____

GCC Position: _____ Department: _____

E-mail: _____ Phone _____

Please check which category best describes your project:

- Arts & Culture
- Athletics & Fitness
- Career & Work Training
- College Operations & Facilities
- Humanities/Social Sciences
- Science & Technology
- Other

Amount requested: \$ _____

Please attach a one- to two-page typed request that provides a comprehensive summary of your project/program and establishes the need. Please include the following:

- What do you propose to do?
- Who will be involved in the project/program?
- What are the benefits of this project/program to the students, college, and the community?
- How does this project/program support the College's [Institutional Strategic Plan](#)?
- Timeline for the project/program.
- How do you propose to use the funds requested? Please include specific budget information.
- Please list any other sources of funding you have applied for and include dollar amounts if already awarded.
- How will the Foundation's support be recognized?
- How do you plan to evaluate this project's success?
- If your project/program is successful, how will it inform your practice moving forward?

Please email this completed and signed form along with your proposal to zjacobs@glendale.edu

Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST

Your signature indicates approval of this request to the Glendale College Foundation	
Applicant's signature	
Chair or Department Head Signature	
Print name of Chair or Department Head	

Grant Review Committee comments and/or recommendations:

This grant was denied/approved on _____ The amount awarded is \$ _____

Value of Marketing and International Recruitment for Glendale Community College

For the last 15 years, Glendale Community College's International Student Program (ISP) has without active participation in international recruitment events, relying instead on outdated practices such as armchair recruitment and word-of-mouth marketing. These approaches have proven ineffective in today's competitive global education landscape. This lack of proactive engagement has resulted in the significant decline of international student enrollment at GCC. The institution's limited global visibility has directly impacted its ability to attract students from abroad, leading to a decline in overall student enrollment.

Rebuilding GCC's global presence is now an urgent priority. Attendance and participation at international recruitment events is crucial to ensuring that prospective students, their parents, and international partners learn about GCC, its programs, and offerings. These events serve as invaluable opportunities for showcasing GCC's strengths and unique opportunities, ultimately positioning us as a top choice for international students considering education in the United States.

Through active engagement in international recruitment events, Glendale College can revitalize its international student program and regain its status as a preferred destination for students seeking quality education and diverse cultural experiences in a community college. It's imperative for the institution to invest in rebuilding its global presence, ensuring its proactive participation at these events to address the current decline in international student enrollment and secure its future success. By fostering connections and building relationships through these engagements, GCC can regain its position as a top choice for international students, contributing to the growth and success of its International Student Program.

What do you propose to do?

With a budget of \$70,000 allocated for improving the marketing and recruitment areas of the ISP, we would be able to undertake the following initiatives:

- **Travel and Recruitment Events:** Allocate funds for participating in international education fairs, conferences, and recruitment events to directly engage with prospective students, parents, and academic counselors. Additionally, funds could be used to sponsor and host virtual events to reach a broader audience.
- **Partnerships and Outreach:** Allocate funds for building and strengthening partnerships with international educational agencies, high schools, and international community organizations to increase awareness of GCC's programs and offerings, including hosting virtual or in-person information sessions and workshops for prospective students and their families.
- **Website Optimization:** Enhance the program's website to be more user-friendly and informative for international audiences. This includes translating key pages into multiple languages, and investing in professional design and content creation to create engaging and informative materials and resources.
- **GCC "Swag":** Invest in promotional essentials such as customized t-shirts and tote bags featuring GCC's distinctive name and logo to not only enhance GCC's visibility, but also serve as practical and memorable tools during outreach and recruitment events.

By strategically allocating the \$70,000 budget across these initiatives, the department can enhance its marketing and international recruitment efforts, ultimately attracting more qualified international students to GCC and increasing overall student enrollment.

Who will be involved in the project/program?

As the interim program manager, I am fully committed to spearheading our international recruitment initiative at GCC. My role will involve meticulously researching reputable international events organized by leading organizations in the recruitment industry. It's imperative that GCC is well-represented at these events to showcase our institution's strengths and unique offerings.

Furthermore, I will actively seek out opportunities to establish strategic partnerships that will directly contribute to student enrollment at GCC. By forging strong alliances with key stakeholders, we can effectively expand our reach and attract a diverse pool of talented students from around the globe.

In addition, I will personally engage with prospective students and their parents, as well as visit international high schools, colleges, language schools, and educational agencies to promote GCC, highlighting the benefits of studying at our institution. By fostering meaningful connections and sharing our compelling story, we can inspire future students to choose Glendale College as their academic home.

What are the benefits of international recruitment and marketing to the students, college, and the community?

Participating in international recruitment and marketing efforts can yield numerous benefits for students, the college, and the community:

- **Diverse Learning Environment:** International students bring unique perspectives, experiences, and cultural backgrounds to the college community. Interacting with peers from around the world enhances students' understanding of global issues, fosters cross-cultural communication skills, and promotes diversity and inclusivity on campus.
- **Global Networking Opportunities:** Engaging in international recruitment events allows students to connect with peers, faculty, and professionals from diverse cultural and academic backgrounds. These connections can lead to valuable international collaborations, research opportunities, and career networking prospects, enhancing students' global competence and competitiveness in the global job market.
- **Cultural Exchange and Understanding:** International recruitment and marketing initiatives facilitate cultural exchange and understanding within the college and the broader community. By welcoming international students, GCC enriches local communities with diverse perspectives, traditions, and languages, fostering mutual respect and appreciation for cultural diversity.
- **Revenue Generation:** International student tuition fees often contribute significantly to GCC's revenue stream. By attracting a diverse pool of international students, GCC can generate additional income to support academic programs, scholarships, infrastructure development, and community outreach initiatives, benefiting students, faculty, and staff alike.
- **Enhanced Academic Reputation:** A robust international student program enhances the college's academic reputation and global standing.
- **Civic Engagement and Diplomacy:** Engaging with international students fosters global citizenship and promotes civic engagement within the college and the community. By participating in cultural events, community service projects, and intercultural dialogue initiatives, students develop empathy, tolerance, and leadership skills necessary for addressing global challenges and building a more interconnected world.

Increasing international recruitment and marketing efforts to grow GCC's ISP benefits students, GCC, and the surrounding communities by promoting diversity, enriching learning experiences, fostering global connections, generating revenue, enhancing academic reputation, and promoting cross-cultural understanding and cooperation.

How does this project/program support the College's Institutional Strategic Plan?

International recruitment and marketing align closely with Glendale College's Institutional Strategic Plan by contributing to several key objectives and priorities:

- **Enhancing Diversity and Inclusion:** International recruitment efforts support the college's commitment to fostering diversity and inclusion by attracting students from diverse cultural, linguistic, and socioeconomic backgrounds. By welcoming international students, GCC enriches its campus community and promotes cross-cultural understanding and appreciation.
- **Increasing Enrollment and Revenue:** International student enrollment contributes to the college's strategic goals of increasing overall enrollment and diversifying its revenue streams. By attracting students from abroad who pay higher tuition fees, the college can generate additional revenue to support its academic programs, infrastructure development, and student support services.
- **Expanding Global Engagement and Partnerships:** International recruitment and marketing initiatives help the college expand its global engagement and cultivate strategic partnerships with educational institutions, government agencies, and industry partners around the world. These partnerships enhance opportunities for international collaboration, research exchange, and student mobility, further enriching the college's academic programs and global reputation.
- **Elevating Academic Excellence and Innovation:** By attracting top international talent, Glendale College enhances its academic excellence and promotes innovation in teaching, research, and scholarship. International students bring unique perspectives, experiences, and skills that enrich classroom discussions, stimulate intellectual curiosity, and inspire creative problem-solving.
- **Promoting Institutional Visibility and Reputation:** Effective international recruitment and marketing efforts raise the college's profile and enhance its reputation as a globally engaged institution committed to academic excellence and student success. By showcasing the college's strengths, achievements, and contributions on the global stage, these initiatives attract attention from prospective students, faculty, donors, and partners worldwide.

In summary, international recruitment and marketing activities play a crucial role in advancing Glendale College's Institutional Strategic Plan by promoting diversity and inclusion, increasing enrollment and revenue, expanding global engagement and partnerships, elevating academic excellence and innovation, and enhancing institutional visibility and reputation. By strategically

aligning these efforts with the college's overarching goals and priorities, Glendale College can position itself as a leader in international education and global citizenship.

Timeline for the project/program.

FY 2024-2025

How do you propose to use the funds requested? Please include specific budget information.

The requested funds will support GCC's participation in international student recruitment fairs and higher education events.

Listed below are the target events that GCC will participate and the projected expenditures:

1. 2024 Education USA Forum Washington, DC July 29-August 2, 2024 registration \$950.00 estimated lodging and airfare \$2000
2. ICEF Higher Ed and Global Summit London, UK September 23-25, 2024 Registration \$4900 estimated lodging and airfare \$5100
3. International Student Recruitment Fair Yerevan, Armenia October 10-13, 2024 Registration \$5500 estimated lodging and airfare \$4500
4. Global International Student Recruitment Fair Berlin, Germany November 3-5, 2024 Registration \$5500 estimated lodging and airfare \$4500
5. Association of International Enrollment Management Seattle, Washington December 4-7, 2024 estimated registration, lodging and airfare \$3000
6. ICEF Dubai Connecting with international student recruitment agents from across the MENA region Registration \$5500 estimated lodging and airfare \$4500

Marketing materials and Promotional items

1. Canvas tote bags with GCC name and logo, t-shirts and sweatshirts with GCC name and logo \$7000
2. Table runner with GCC name and logo and GCC stickers with QR code \$4000
3. Website enhancement, content development and professional multiple language translation \$13,000

Please list any other sources of funding you have applied for and include dollar amounts if already awarded.

None

How will the Foundation's support be recognized?

ISO will publicly recognize the Foundation's invaluable support across multiple channels, including the ISO website, social media platforms, and newsletters. The Foundation's name and logo will be prominently displayed on all project-related promotional materials, including brochures, flyers, and banners, ensuring visibility and appreciation for their contribution.

How do you plan to evaluate this project's success?

The success of the project can be assessed through quantifiable metrics such as the volume of scheduled meetings with prospective students and their parents, tracking subsequent enrollments at GCC resulting from these interactions. Additionally, assessing the frequency of meetings with educational agent partners and monitoring the number of signed agent agreements provides valuable insights into the project's impact and effectiveness.

If your project/program is successful, how will it inform your practice moving forward?

If attending international summits and international student recruitment events proves successful, the experience would profoundly shape our future practices and decisions. We would likely refine our approach to international engagement, placing greater emphasis on leveraging such events as strategic opportunities for networking, knowledge exchange, and partnership building. This success would inform our future event selection criteria, guiding us towards those with the highest potential for fostering meaningful connections and advancing our recruitment goals. Additionally, it would underscore the importance of allocating resources towards such initiatives, reaffirming their value in enhancing our global outreach efforts and expanding our institutional footprint. Overall, the success of these endeavors would inspire a more proactive and strategic approach to international student recruitment, grounded in the lessons learned and insights gained from our participation in these events.