

ON INTERNATIONAL STUDENT ENROLLMENT

Julie Baer and Mirka Martel, Ph.D. November 2023























Fall 2023 Snapshot on International Student Enrollment

ulie Baer
Mirka Martel, Ph.D.
opyright © 2023 Institute of International Education, Inc. All rights reserved. The opinions, findings, and onclusions stated herein are those of the authors and do not necessarily reflect those of IIE.

As an independent, 501(c)(3) not-for-profit founded in 1919, the mission of the Institute of International Education (IIE) is to help people and organizations leverage the power of international education to thrive in today's interconnected world. IIE's work focuses on advancing scholarship, building economies, and promoting access to opportunity. IIE publications and white papers can be found at https://www.iie.org/Research-and-Insights/Publications.

About IIE

Table of Contents

Introduction	3
Key Findings	3
Methodology	4
International Students at U.S. Colleges and Universities in Fall 2023	
Growing Capacity to Host International Students	9
Looking to Next Year's Recruitment Cycle	11
Conclusion	15
References	16

Introduction

The Fall 2023 Snapshot on International Student Enrollment includes the findings from a survey of more than 630 United States higher education institutions on current patterns in international student enrollment for the 2023/24 academic year. The report focuses on international students studying at U.S. higher education institutions in person or online (in the United States or from abroad). The report, conducted by the Institute of International Education (IIE) and ten partner higher education associations, complements the Open Doors® Report on International Educational Exchange, which IIE conducts in partnership with the U.S. Department of State. As the Snapshot Survey represents a subset of the more than 2,800 institutions surveyed by Open Doors, the full picture of 2023/24 enrollment will be analyzed in Open Doors 2024.

Key Findings

The Fall 2023 Snapshot indicates the continued growth of international students studying at U.S. higher education institutions in the 2023/24 academic year.

International student totals grow by 8% in the 2023/24 academic year:

- An 8% growth in international students (undergraduate, graduate, non-degree, and Optional Practical Training [OPT]) builds on the 12% growth reported in 2022/23 and the 4% growth reported in 2021/22 (Open Doors).
- International student enrollment grows at the undergraduate (+3%) and graduate (+7%) levels.
- The number of international students pursuing employment following their academic studies on OPT increases by 17%. This is likely driven by the surge in the number of graduate students reported in Open Doors 2022 and 2023, many of whom are opting to gain work experience in the United States.

New enrollments of international students at U.S. institutions increase by 2% in 2023/24:

- The 2% growth builds on the 14% growth in 2022/23 and the 80% rebound in 2021/22 after travel restrictions due to the COVID-19 pandemic (Open Doors).
- 57% of institutions report an increase in new international student enrollment, 13% indicate the number to be the same as last year, and 30% report a decrease.
- 36% of institutions note increases in new Chinese students, up from 29% last year (Fall 2022 Snapshot). 51% of institutions note increases in new Indian students, a slight decrease from 56% the previous year (Fall 2022 Snapshot).

92% of U.S. institutions would like to grow their international student totals in the next five years:

- To increase capacity, institutions note the need to hire additional support services staff, expand student housing, and add majors.
- Among the 8% of institutions not planning to increase enrollment, the most cited reason was that these institutions had already met their enrollment goals.

Among all places of origin, India continues to be the highest priority for undergraduate and graduate recruitment:

- Institutions are prioritizing undergraduate outreach in India (70%), Vietnam (66%), China (53%), and South Korea (53%). Graduate recruitment is focused on India (80%), China (46%), Vietnam (42%), and Nigeria (40%).
- 85% of reporting institutions indicate that financial support for their international student recruitment efforts was the same or higher than in the previous year.
- U.S. institutions report working with current international students, building international partnerships, and conducting in-person recruitment events to support outreach and recruitment.

Methodology

Survey Background and Data Collection

Eleven partnering higher education associations distributed the Fall 2023 Snapshot on International Student Enrollment to their member institutions across the United States from September 20 to October 11, 2023. IIE carries out the survey in cooperation with the American Association of Collegiate Registrars and Admissions Officers, American Association of State Colleges and Universities, American Council on Education, American International Recruitment Council, Association of Public and Land-grant Universities, College Board, Community Colleges for International Development, Council of Graduate Schools, National Association for College Admission Counseling, and NAFSA: Association of International Educators.

The survey captures 639 valid responses from higher education institutions. The Fall 2023 Snapshot respondents represent a subset of the almost 3,000 U.S. higher education institutions surveyed annually as part of the Open Doors International Student Census. The reporting institutions represent 57% of all international students in the Open Doors Report on International Educational Exchange (IIE, 2023a).

Respondent Profile

Respondents to the Fall 2023 Snapshot reflect a broad range of institutional types and locations from all 50 states, Puerto Rico, and Washington, D.C. Overall, the Fall 2023 Snapshot respondents' profile closely mirrors the profile of the institutions that completed the *Open* Doors 2023 International Student Census. Similar proportions are noted among geographic regions, institutional sectors, types, and sizes (Figure 1).

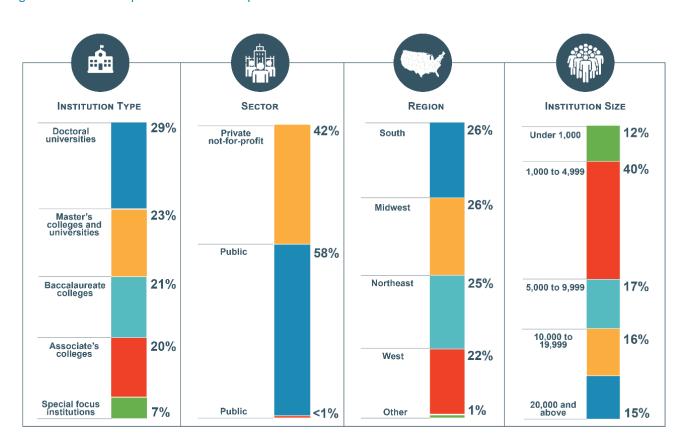


Figure 1: Fall 2023 Snapshot Institutional Representation

Note: Percentages may not sum to 100% due to rounding.

International Students at U.S. Colleges and Universities in Fall 2023

The findings of the Fall 2023 Snapshot indicate that the United States continues to be a destination of study for a growing number of international students, building on two years of increases already noted in the Open Doors Report on International Educational Exchange. Students are drawn to U.S. colleges and universities across all academic levels, and there is sustained interest for students to pursue Optional Practical Training (OPT). With growth in the numbers of international students from various world regions, confidence in U.S. study remains strong and signals a full rebound from the COVID-19 pandemic.

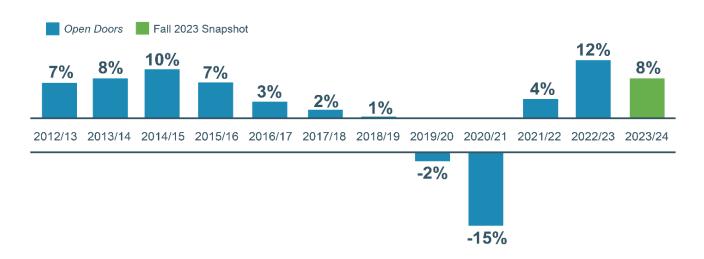
Total International Student Enrollments at U.S. Higher Education Institutions

In fall 2023, U.S. colleges and universities report an 8% growth in their international student totals (Figure 2). This includes increases among international students studying in person and online and those on OPT. While the Fall 2023 Snapshot reports on a subset of all U.S. institutions hosting international students, it is interesting to note that among the institutions that report this fall, an 8% increase returns these institutions' numbers to pre-pandemic levels (2019/20). It also shows three years of consecutive growth in student totals.

As noted in Open Doors 2023, most international students (77%) attend doctoral universities. These institutions report a 6% increase in the 2023 Fall Snapshot, building on the 5% increase in 2021/22 and an 11% increase in 2022/23 (IIE, 2023a).

Due to booming interest in graduate programs, master's colleges and universities report robust growth, with Fall 2023 Snapshot respondents reporting a 24% increase. This builds on gains of 1% in 2021/22 and 22% in 2022/23. Several of these institutions' international student populations have doubled since the COVID-19 pandemic and reached all-time highs. Baccalaureate colleges and special focus institutions also experienced growth according to the Fall 2023 Snapshot (+9% and +14%, respectively). Finally, associate's colleges, commonly referred to as community colleges, also experienced a second year of increases, with an 11% increase in fall 2023. Community colleges were slower to rebound from the COVID-19 pandemic than other institutional types, and two years of increases gives a positive sign for international students seeking affordable education options.

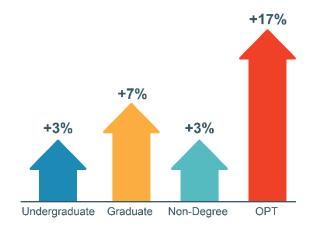
Figure 2: International Students at U.S. Higher Education Institutions, Fall 2023



International Students by Academic Level

International student totals at all academic levels and OPT continue to increase, building on rebounds and growth already reported in the 2022/23 academic year in Open Doors (Figure 3).

Figure 3: Changes in International Student Totals by Academic Level, Fall 2023



International Enrollments. Enrolled international students include those pursuing undergraduate, graduate, or non-degree study, a subset of total international students.

International students pursuing undergraduate study increased for the second year by 3%, building on the 1% growth reported in *Open Doors*. Undergraduate numbers have lagged behind graduate totals, particularly following the COVID-19 pandemic, as many students chose to defer or postpone their studies due to travel restrictions and health and safety. Also, since undergraduate numbers include four years of study, recent decreases due to the COVID-19 pandemic reduced the pipeline of students entering the system. In the last two years, both in Open Doors 2022 and 2023, increases in the number of students at the first- and second-year levels have begun to replenish the pipeline of international students.

For two years, graduate student enrollments have increased rapidly, exceeding undergraduate totals and reaching all-time highs in the 2022/23 academic year. The trend continues in fall 2023, as U.S. institutions note a 7% increase in international graduate numbers. In the last three years, this indicates a total growth of

more than 50%. With more than 2,000 U.S. institutions offering graduate opportunities for study, the United States continues to grow as a critical destination for graduate study.

Finally, the total number of international students pursuing non-degree study, which includes short-term exchanges and intensive English programs, has also increased by 3%. There was a significant decline in non-degree study amid the height of the COVID-19 pandemic (-64%) due to many students not pursuing short-term exchange programs (Martel et al., 2021). Since then, the number of non-degree students has increased by 61% in 2021/22 and 28% in 2022/23.

Optional Practical Training. Increases in the number of graduate students in the United States have affected growth in OPT. The rapid increase in graduate students in the United States, particularly at the master's level in 2021/22 and 2022/23, has influenced rates of OPT in a short timeline. In fall 2023, reporting institutions note a 17% increase in OPT numbers.

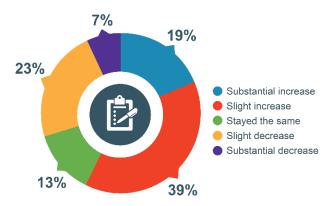
Most graduate students (64%) pursue science, technology, engineering, and math (STEM) fields in the United States, making these students eligible for the STEM OPT Extension. Since 2016, the STEM OPT Extension has allowed STFM international students to extend their stay in the United States from 17 to 24 months. Furthermore, in July 2023, the U.S. Department of Homeland Security updated its STEM Designated Degree Program List to add eight qualifying fields of study, including landscape architecture, institutional research, composite materials technology/technician, demography and population studies, and others (U.S. Department of Homeland Security, 2023). OPT students increased sharply to over 223,000 in 2018/19 (IIE, 2022). The double-digit increase in OPT numbers as of fall 2023 may signal a rebound to these levels in the coming year.

New International Student Enrollments

U.S. institutions that report to the Fall 2023 Snapshot continue to indicate a positive trend in new enrollments of international students who are studying at their institution for the first time. However, there has been stabilization since the

significant rebound after the COVID-19 pandemic. In fall 2023, institutions indicate an increase of 2% in students beginning study at their institution. Of reporting institutions, 57% suggest that their new international enrollments are slightly or substantially higher than the previous year, with an additional 13% indicating that new enrollments are about the same as in previous years (Figure 4). In future years, we may see new enrollments stabilize with minor fluctuations, as was historically the case when looking at mobility flows before the COVID-19 pandemic. At the same time, international student enrollment may be affected by institutions and their efforts to build more capacity for international students (Page 9).

Figure 4: Changes in New International Student Enrollments, Fall 2023



In addition, when collecting data on overall new enrollment patterns in the Fall 2023 Snapshot, U.S. institutions report increases in new enrollments for the top places of origin. This provides insight into whether students from these top places of origin will increase in the 2023/24 academic year. A higher proportion of colleges and universities indicate increases in international students from India, Nigeria, Bangladesh, and Brazil (Figure 5). Conversely, fewer institutions report increases in new enrollments from Japan, Saudi Arabia, and the UK.

Focusing more specifically on international students' two top places of origin, 36% of institutions note increases in new Chinese students, up from 29% last year (Baer & Martel, 2022). Comparatively, 51% of institutions report increases in new Indian students, a slight decrease from 56% the previous year (Baer & Martel, 2022).

The Fall 2023 Snapshot indicates we will continue to see steady flows of international students from Asia, Europe, Latin America, the Middle East, and Africa.

Figure 5: Institutions Reporting Increases in New Enrollments by Place of Origin, Fall 2022–Fall 2023

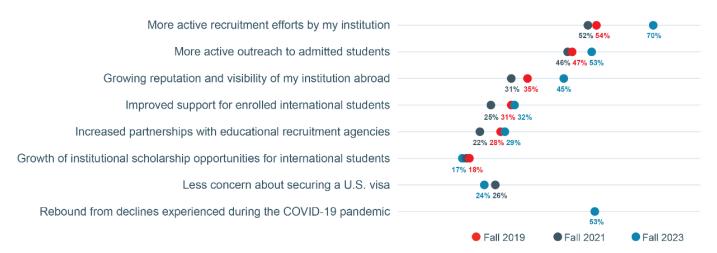


Factors that Drive New International Student **Enrollments**

Factors Impacting Increases

Over half (56%) of all reporting institutions on the Fall 2023 Snapshot note the multiple factors behind their increases in new international students (Figure 6). Over half (53%) of these institutions continue to rebound from declines experienced during the COVID-19 pandemic. Even more of these institutions (70%) indicate that active recruitment efforts by their institution led to increases; this perspective has increased since 2019 and 2021. There have also been more successful outreach efforts to admitted students (53%) and growing the reputation and visibility of the institution abroad (45%), both factors more readily noted in fall 2023 than in 2019 or 2021.

Figure 6: Top 8 Reasons for Increasing New International Enrollments, Fall 2019, Fall 2021, and Fall 2023



Factors Impacting Declines

Among institutions experiencing declines, most indicate visa application process challenges (77%), the cost of U.S. higher education (62%), and student decisions to enroll in other U.S. institutions (57%) as the primary reasons for their declines (Figure 7). These are factors that have traditionally been the primary reasons for enrollment declines, and for this reason, we looked at how these factors compared in 2019, 2021, and 2023.

While visa delays and denials remain the top factor for enrollment decreases in fall 2023, the percentage of institutions citing this reason is lower than in 2019.

Conversely, what has increased is the percentage of institutions citing cost and competition with other U.S. institutions.

Compared to 2021, when institutions faced travel restrictions due to the COVID-19 pandemic, fewer institutions (31%) cited decreases due to students staying home and enrolling in their countries' higher education institutions. And, compared to 2019, relatively fewer institutions report decreases due to home country political or economic problems (35%) or concerns about physical safety (27%). These factors point to varied concerns over the last three years as institutions focus on increasing their prospective student totals.

Figure 7: Top 8 Reasons for Decreasing New International Enrollments, Fall 2019, Fall 2021, and Fall 2023



Growing Capacity to Host International Students

This section highlights how U.S. colleges and universities are thinking about the potential to host international students in the future. With most institutions interested in growing international student enrollments in the years to come, institutions are also carefully considering the need to hire additional support staff and faculty, provide students with housing, and expand academic offerings.

Global Capacity to Host International **Students**

According to UNESCO's Institute of Statistics (2023), there were 6.4 million globally mobile students seeking higher education outside of their home country in 2021. As countries globally look to attract these international students, it is important to acknowledge institutions' capacity and interest to host international students. From data reported by IIE's Project Atlas partners, many other leading destinations for international students globally have high levels of international students as a percentage of their population (IIE, 2023b). Looking at the leading Anglophone countries, international students represented just under 25% of the total higher education populations in the United Kingdom and Australia and have now reached 30% of the higher education population in Canada.

With approximately 4,000 higher education colleges and universities, the United States has more capacity to host international students at an institution that fits their academic aspirations. In the 2022/23 academic year, international students represented only 6% of U.S. higher education institutions' total enrollment (IIE, 2023a). Therefore, the United States has greater capacity to host additional international students, while other leading hosts may be limited by the size of their higher education sector.

This led us to ask U.S. colleges and universities for the first time this year about their interest in increasing their international student population over the next five years. The overwhelming majority (92%) indicated that their institutions wanted to expand international student enrollment in the years to come. This interest in increasing enrollment was noted across all institutional types and was particularly high among reporting master's colleges and universities (99%), doctoral universities (95%), and associate's colleges (92%).

Among the handful of colleges and universities that did not note an interest in increasing enrollment (8%), the most frequently cited reasons were that they had already met international student enrollment goals (43%) and a lack of recruitment resources (20%).

Building U.S. Institutions' Capacity to Host International Students

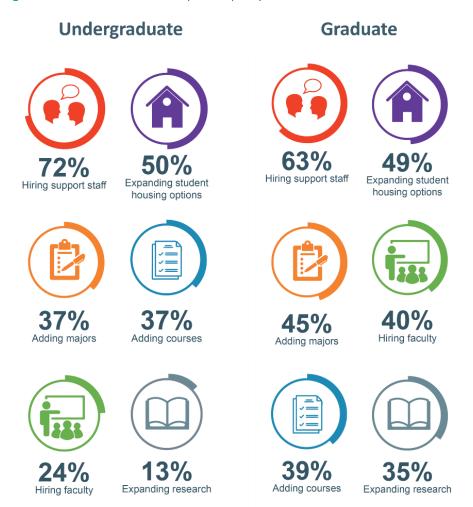
Given that the vast majority of institutions seek to increase international student enrollment, we also asked institutions how they may need to expand their capacity to meet a growing international student population (Figure 8). The most frequently cited answer was hiring support services staff, which would be needed to guide and support larger cohorts of international students. Approximately 72% of institutions cited a need for additional support staff for undergraduate students, and 63% noted this to support students at the graduate level. Institutions



also recognize the need for international students to have access to housing options on campus, with approximately 50% noting the need to expand student housing options available to international students. An interesting distinction between the undergraduate and graduate levels was noted regarding the need to hire

faculty to teach students. Only 24% of institutions anticipated a need to hire faculty to teach at the undergraduate level, whereas 40% of institutions expected to hire more graduate-level faculty to meet the growing demands of international students.

Figure 8: Resources Needed to Expand Capacity for International Student Growth



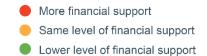
Looking to Next Year's Recruitment Cycle

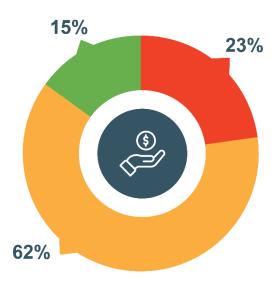
U.S. institutions looking ahead to future semesters remain engaged to attract international students from across the world to their campuses. This section outlines the various strategies that U.S. higher education institutions use to recruit international students to the United States.

Financial Commitment to International Student Outreach and Recruitment

U.S. institutions continue to invest resources in international student outreach and recruitment. The vast majority of colleges and universities (85%) report that financial support for student recruitment efforts is the same or higher than in the previous year (Figure 9). This is comparable to the number of institutions that noted increased or stable levels of financial support in the prior year (87%) (Martel & Baer, 2022). This high level of engagement is noted across all responding institutional types, from large research institutions (87%) to community colleges (83%). This sustained financial commitment helps many U.S. colleges and universities provide resources and support services for prospective international students, retain staff, and conduct outreach initiatives to attract international students.

Figure 9: Financial Support for Outreach and Recruitment, Fall 2023





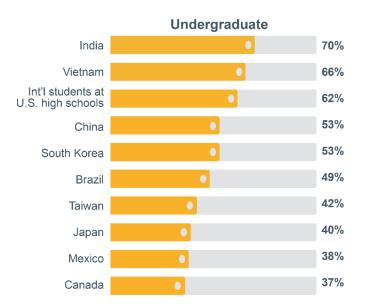
Institutions Continue to Prioritize Overseas Outreach to India

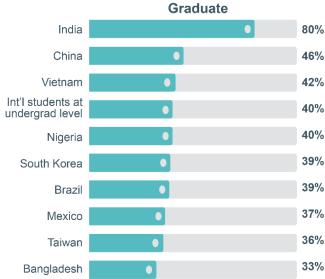
As institutions seek to diversify and attract students from across the world, many U.S. colleges and universities conduct strategy outreach and recruitment efforts in specific places of origin. To better understand overall recruitment trends, we have noted that institutions may have differing areas of focus between undergraduate and graduate students. As many institutions recruit students at both academic levels, colleges and universities cater their recruitment methods to both types of students, which enables institutions to scale their outreach efforts while tailoring to specific student groups.

Undergraduate Recruitment

According to Open Doors 2023, 33% of students studied at the undergraduate level, which reflected a 1% increase over the prior year. In fall 2023, institutions reported prioritizing efforts to recruit undergraduate students from India (70%), Vietnam (66%), China (53%), South Korea (53%), and Brazil (49%) (Figure 10). This is in line with some of the largest senders of undergraduate students to the United States, though it is interesting to note that the largest sender, China, is listed in fourth place. This could indicate that institutions are looking to diversify their strategies for undergraduate markets beyond China, given the continued decline in the number of international undergraduate students (-8%) reported in Open Doors 2023. The focus on recruiting Indian undergraduate students also aligns with the strong 16% growth noted in *Open Doors* 2023. More than half of the institutions (62%) also focus on international students already studying at U.S. high schools.

Figure 10: Institutional Undergraduate and Graduate Recruitment Priorities, Fall 2023





Graduate Recruitment

Most institutions are focusing on India for graduate student recruitment (80%), far outpacing recruitment in all other places of origin (Figure 10). China, Vietnam, and Nigeria are also strong markets where more than 40% of colleges and universities report conducting outreach to prospective graduate international students.

The focus on Indian student recruitment aligns with the *Open Doors* data, in which India surpassed China as the largest place of origin for international graduate students in 2022/23. Institutions reported 165,936 international graduate students from India, which reflected a 63% increase over the prior year. With the prospect of continued growth in mobility from India, many institutions are focusing on recruitment there. Similarly, Open Doors noted an increase in the number of Chinese graduate students (+2%) in 2022/23 up to 126,028 students. Given that students from China still comprise a large proportion of all graduate students in the United States (27%), nearly half (46%) of institutions continue to prioritize recruitment in China. Finally, many institutions (40%) are conducting outreach to international students already in the United States in undergraduate programs for continued graduate study, as this is a natural pipeline for students to remain in the U.S.

higher education system for further academic opportunities.

Institutions Leverage Multiple Sources to **Recruit International Students**

To better analyze the recruitment of international students in the United States and globally, the Fall 2023 Snapshot also collects data about the resources that U.S. higher education institutions leverage to recruit international students (Figure 11). This is particularly important given the findings that institutions often attribute new enrollment growth to more active recruitment efforts (Page 7).

Of institutions actively recruiting international students, proactively working with current international students for recruitment efforts was the leading area cited to conduct outreach at both the undergraduate and graduate levels. Current international students can often provide personal, authentic testimonials about how international students can succeed on their campus and in the United States.

Figure 11: Resources Leveraged for International Recruitment, Fall 2023

	Un	dergraduate	Graduate
	Current international 〈	72%	62%
M	In-person recruitment (67%	60%
	International (65%	64%
USA	Education USA 〈	54%	42%
	Online recruitment (52%	50%
~	Social media outreach	52%	46%
	Educational recruitment agencies	51%	50%
	Alumni (46%	47%

Following the height of the COVID-19 pandemic, many institutions have returned to in-person recruitment events, with 67% of institutions using these events for undergraduate recruitment and 60% citing this as an engagement tool for graduate students. These numbers reflect increases from Spring 2023, when only 54% noted this as a tool for undergraduate student recruitment and 52% at the graduate level (Baer & Martel, 2023). Even with the return of in-person travel, many institutions have retained the online recruitment offerings developed amid the COVID-19 pandemic. Approximately 50% of institutions reported continuing to provide online recruitment events, and more than 30% offered virtual campus visits. The continuation of these online options allows institutions with more limited travel budgets to

connect with students they may not have otherwise been able to reach.

Institutions also cite U.S. government resources as popular recruitment resources, with more than half (54%) of colleges and universities leveraging EducationUSA for undergraduate recruitment and 42% for graduate student outreach.

EducationUSA is a U.S. Department of State network that promotes U.S. higher education to students worldwide by offering accurate, comprehensive, and current information about opportunities to study at accredited postsecondary institutions in the United States (U.S. Department of State, 2023). In addition, EducationUSA provides services to the U.S. higher education community to help institutional leaders meet recruitment and campus internationalization goals by offering resources such as the <u>Global Guide</u>, <u>recruitment fairs</u>, <u>student mobility fact sheets</u> that highlight *Open Doors* data and population statistics, and a network of more than 430 international student advising centers in more than 175 countries and territories.

With over 80% of college-age students using social media, many colleges and universities continue to engage international students through social media (52% at the undergraduate level and 46% at the graduate level) (Pew Research Center, 2021). U.S. colleges and universities run social media campaigns that showcase campus life, provide virtual tours, and give insights into the achievements of students, faculty, and alumni. As institutions work to leverage social media effectively and authentically across platforms and languages, recent industry conferences, such as the NAFSA Conference and the EducationUSA Forum, have dedicated sessions to help international education professionals better utilize these platforms.

In addition, the <u>#YouAreWelcomeHere</u> campaign, advanced nationally by Temple University, continues, with more than 400 higher education institutions and organizations using this hashtag to promote that all international students are welcome to study in the United States (#YouAreWelcomeHere, 2022). Building upon the success of the social media campaign, more

than 40 colleges and universities committed to providing scholarships to international students through the #YouAreWelcomeHere national scholarship program.

While an online presence is increasingly important, many students and parents may still value one-onone, in-person connections. In addition to in-person recruitment events, half of the reporting institutions cite using educational recruitment agencies (51% at the undergraduate level and 50% at the graduate level).

Since institutions are leveraging these agencies to enroll international students, this year's Fall 2023 Snapshot Survey collected data on the proportion of anticipated international student enrollment through educational recruitment agencies for the first time. Among institutions using agencies, 59% anticipated that 25% or fewer of their incoming international cohort would be recruited through agencies. Approximately 25% of institutions expected between 26 and 50% of new enrollment, and only 16% cited that more than 50% of their incoming enrollment totals would be through recruitment agencies.

A smaller proportion of institutions also noted leveraging the U.S. Commercial Service at the U.S. Department of Commerce, with approximately 28% using their services for undergraduate recruitment and 20% for graduate outreach. The U.S. Commercial Service has education and training services industry specialists who provide resources on the global competitiveness of the U.S. education industry, expanding market access, and recommendations on digital strategies for outreach to different markets (International Trade Administration, 2023a). They also convene the Study State Consortia, which brings institutions within a state together to promote that state as a study destination for international students (International Trade Administration, 2023b). In line with this, the U.S. Commercial Service launched the USA: A Study Destination initiative to boost U.S. education exports by promoting the United States as a premier destination for international students. The initiative supports the state consortia and provides additional resources to recruit international students per their economic strategies.

Conclusion

The findings from the Fall 2023 Snapshot provide an understanding of the current, strong state of U.S. higher education institutions' commitment to international student mobility. Building upon the increases across all academic levels noted in this year's Open Doors 2023, this year's Fall 2023 Snapshot findings point to a continued rebound of international student totals in the 2022/23 academic year across all academic levels. While the full picture of the 2023/24 academic year will be available in November 2024 with the release of Open Doors 2024, these early indications signal that international student enrollment totals are likely to surpass pre-pandemic levels. Many institutions recognize the benefits of having international students in their diverse student body, with international students contributing approximately \$38 billion to the U.S. economy as of 2022 (U.S. Department of Commerce, 2023). U.S. institutions also value the diverse perspectives and cultures international students bring to the classroom, enriching academic discussions and enhancing all students' understanding of the world.

The findings of the Fall 2023 Snapshot indicate several areas of focus as U.S. colleges and universities look to future academic semesters and their international student trends.

- Rebounds are evident across all academic levels. The findings of the Fall 2023 Snapshot confirm that across the board, international students are pursuing study in the United States at higher levels than in the previous academic year. This is the second consecutive year that all academic levels have grown. This is encouraging and provides evidence regarding the desire of international students to pursue study at U.S. institutions across different academic levels. Notably, following two years of robust growth at the graduate level, we are seeing strong growth reported among students pursuing OPT.
- **Institutions remain interested in expanding internationalization**. As institutions look to the future, 92% of colleges and universities are interested in expanding international student enrollment, which highlights that international student numbers for the future may continue to increase. To continue building the pipeline of enrollments, institutions acknowledge the increased need to build international student support teams and provide housing to students interested in coming to the United States to study. To recruit prospective students, our findings confirm that U.S. institutions are committed to internationalization and that 85% of institutions have committed financial resources to keep international efforts a priority.
- International student trends indicate diversity among leading places of origin. International student numbers are rebounding not only across all academic levels but also among students from diverse leading places of origin. The findings of the Fall 2023 Snapshot indicate a large proportion of institutions reporting increases in new enrollments from India, Nigeria, Bangladesh, and Brazil. It is encouraging to see continued strong potential growth among students from India, which will likely continue to affect the leading places of origin of international students in the coming year.

As we look ahead to the coming academic year, we note that the trends will continue to evolve regarding international student numbers. The fall 2023 semester provides a critical perspective on the latest updates and will help researchers and practitioners map this important time and its effects on the international education field.

References

- Baer, J., & Martel, M. (2023). Spring 2023 snapshot on international educational exchange. Institute of International Education. https://www.iie.org/publications/spring-2023-snapshot-on-international-educationalexchange/.
- Institute of International Education (IIE). (2023a). Open Doors report on international educational exchange. http://www.iie.org/opendoors.
- Institute of International Education (IIE). (2023b). Project Atlas. http://www.iie.org/projectatlas.
- International Trade Administration, U.S. Department of Commerce. (2023a). Education industry. https://www.trade.gov/education-industry.
- International Trade Administration, U.S. Department of Commerce. (2023b). USA study. https://www.trade.gov/education-state-consortia.
- Martel, M. (2021). Fall 2021 international student enrollment snapshot. Institute of International Education. https://www.iie.org/en/Research-and-Insights/Publications/Fall-2021-International-Student-Enrollment-Snapshot.
- Pew Research Center. (2021). Social media fact sheet. https://www.pewresearch.org/internet/fact-sheet/socialmedia/.
- UNESCO Institute of Statistics (2023). Outbound internationally mobile students. http://data.uis.unesco.org/.
- U.S. Department of Commerce, Bureau of Economic Analysis. (2023). Table 2.2 U.S. trade in services by type of service and by country or affiliation. U.S. Department of Commerce.
- U.S. Department of Homeland Security (2023). Update to the department of homeland security STEM designated degree program list. https://public-inspection.federalregister.gov/2023-14807.pdf.
- U.S. Department of State. (2023). EducationUSA. https://educationusa.state.gov/.
- #YouAreWelcomeHere. (2023). Social media campaign. https://www.youarewelcomehereusa.org/social-media.