

ANNUAL REPORT

2018/19



International Center
University of Missouri



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ABOUT THE INTERNATIONAL CENTER

The International Center facilitates all things international at the University of Missouri. We raise awareness and foster dialogue on critical world issues.

International initiatives

The center works with faculty and staff from across campus to develop and maintain MU's relationships with institutions around the world. We also facilitate on-campus internationalization through curriculum and faculty development projects.

International student and scholar services

Our staff provides comprehensive support services to MU's international community — students, faculty, staff and their dependents come to MU from more than 100 countries. In doing so, the center also serves a critical compliance role for the university required by federal immigration regulations.

Study abroad

The center coordinates, develops and administers quality programs that enable MU students to study outside the United States. 1-in-5 MU students choose to enhance their academic experience — gaining an appreciation and understanding of other nations and cultures — through study abroad.

Student international health, safety and security

The center is responsible for ensuring the health, safety and security of MU students participating in study abroad and university-related international travel programs. Our staff evaluate risk; provide health and safety orientation, training and compliance; develop and maintain emergency response plans; and respond to crises.

Finally, the International Center collaborates to build international connections on campus and in the community, offering a variety of opportunities to get involved with MU's global programs.

The International Center is part of [MU International Programs](#), along with the Asian Affairs Center, Cambio Center, Center for English Language Learning and Confucius Institute.



INTERNATIONAL INITIATIVES

Advanced MU relationships with international partners

The International Center guides the development and review of the university's international memorandums of understanding initiated at the departmental, college and campus levels. MU has more than 200 active agreements with institutions in over 35 countries. During 2018/2019, the campus International MOU Review Committee (chaired by the center director) met monthly to review new MOU proposals and renewals. The committee also expanded its membership to include three faculty members: Michael Volz (Chinese), Pilar Mendoza (Education) and Rajiv Mohan (Medicine).

200+
ACTIVE
AGREEMENTS

35+
COUNTRIES

Supported faculty pursuing Fulbright opportunities

As campus representative, the International Center director provided assistance to MU faculty with their Fulbright proposals.

- Two MU faculty received Fulbright awards for 2018/19:
 - > David Crespy, theater | Greece
 - > Nina Furstenau, journalism | India

Scholars at Risk network

The center director serves as MU campus liaison to the [Scholars at Risk Network](#), an organization that is dedicated to protecting threatened scholars and promoting academic freedom around the world. With support from the International Rescue University, MU continues to host a prominent Syrian scholar from the University of Damascus.

Provided leadership for the MU Council on International Initiatives

The International Center director chairs the [MU Council on International Initiatives](#). Council members represent MU's academic divisions and administrative units, advising the provost on priorities and actions related to international programs or relationships.

As part of this work, CII administers the annual [MU International Engagement Awards](#) to recognize outstanding work carried out by faculty and staff to internationalize the University of Missouri.

2018 AWARD RECIPIENTS

- Outstanding faculty contribution
 - > Pilar Mendoza, College of Education
- Outstanding staff contribution
 - > Irene Juzkiw, Center for English Language Learning

STUDENT ADVISING

Supported students through convenient, responsive advising

- **Provided efficient walk-in advising and convenient online appointment scheduling through MU Connect.** This campus-wide platform allows advisers to manage wait times more effectively and provides them with more information on students' contact with offices across the university.
- **Demonstrated high levels of student satisfaction with advising services.** The center sends an electronic survey to all prospective study abroad participants and international students after their scheduled or walk-in advising session in the International Center.
 - > **Study abroad: 100%** of respondents "strongly agreed" or "agreed" with the statement that they are satisfied with the center's study abroad advising services.
 - > **International students: 96%** of respondents "strongly agreed" or "agreed" with the statement that they were satisfied with their overall advising experience.



INDIVIDUAL ADVISING

	Students	Meetings	Meetings/ student	Hours	Hours/ student
International students: F-1/J-1	1,153	2,672	2.3	385.6	0.3
International students: sponsored	160	305	1.9	72.4	0.5
Study abroad	533	951	1.8	397.7	0.7
Total	1,846	3,928	2.1	855.7	0.5

GROUP ADVISING

	Sessions	Students
International students: new student check-in	27	399
International students: expedited travel signatures	13	699
International students: optional practical training workshop	40	260
Study abroad: Study Abroad 101	94	256
Study abroad: classroom/campus presentations	8	562
Student abroad: program- and country-specific orientations	21	156
Total	203	2,332

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Ensured university compliance with federal immigration regulations

SEVIS

- Maintained federal certifications to admit, enroll and host international students and scholars.** MU is designated as a J-1 exchange visitor academic program sponsor by the U.S. Department of State and is F-program certified by the Student Exchange Visitor Program under the U.S. Department of Homeland Security. The center hosted representatives from both departments for site visits and compliance reviews.
- Accurate completion of federal immigration reporting requirements.** The center processes critical data changes that are reportable in SEVIS, the federal government's international student database.
- Provide accurate and efficient OPT and OPT STEM services.** Students continue to utilize post-completion optional practical training, which permits students and recent graduates in F-1 nonimmigrant status to engage in training that is directly related to their field of study. The online application endorsement process through myStatus facilitates better communication and allows students to review and update their records more quickly.

9,600+
REPORTABLE
CHANGES
1,000+
FOR OPT

SEVIS reportable events	2015/16	2016/17	2017/18	2018/19
SEVIS registrations	6,248	5,089	3,739	3,158
Personal information changes	10,177	8,288	3,594	3,862
Change of program	570	518	611	1,257
Change of education level	150	156	143	91
Curricular Practical Training authorizations	124	202	157	175
Subtotal	17,269	14,253	8,244	8,543
OPT requests	235	333	512	246
OPT employment information changes	480	700	754	706
OPT STEM extension requests	98	105	140	119
Subtotal	803	1,138	1,406	1,071
Total	18,082	15,391	9,650	9,614

IMMIGRATION DOCUMENT PROCESSING

- Issued immigration documents necessary for newly admitted students to attend MU.**
- Continually improved turnaround time for processing document requests for international students.**
- Provided J-1 scholar services to Danforth Plant Sciences Center,** an independent nonprofit research center in Creve Coeur, Missouri. MU is a charter member of the Danforth Plant Sciences Center. Our staff provided document processing and advising for 25 active visiting scholars.

New I-20s/DS-2019s for incoming students	2015/16	2016/17	2017/18	2018/19
Immigration documents issued	1,510	1,466	600	685
Students who enrolled at MU	713	650	540	440
Document requests for enrolled students				
Total requests completed	2,614	3,993	3,364	2,435
Average number of business days to complete requests	3.90	3.61	3.36	3.30
International faculty, staff and visiting scholars				
J-1 visiting scholar records created	513	493	447	544
H-1B petitions submitted	66	64	52	59

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Enhanced student and scholar experience

NEW STUDENT AND SCHOLAR PROGRAMS

- **Hosted a comprehensive International Student Welcome** for more than 400 new international students.
 - > Secured \$28,000 in external funding for orientation and other events during the year from the community through sponsorship and ad revenue.
 - > Collaborated with the Office of New Student Programs to offer International Student Registration and Orientation, allowing new international undergraduate students to preregister for their classes in the same way domestic students do.
- **Organized Meet Mizzou pre-departure orientation meetings in China** during June 2019. Events were held in Beijing, Chongqing, Chengdu and Shanghai.
- **Provided a mid-semester student success workshop** in collaboration with the China Consulate of Chicago for first-semester Chinese students.
- **Launched \$mart Work Mizzou fellowship**, which facilitates on-campus employment opportunities for first semester international freshmen and transfer undergraduate students. Students gain valuable work experience, engage with American faculty, staff and students, and may earn up to \$5,500 during the year.

400+
NEW STUDENTS
\$28,000
EXTERNAL
FUNDING FOR
ORIENTATION

CROSS-CULTURAL ENGAGEMENT PROGRAMS

- **Matched new international students with campus/community volunteers** through the International Friendship Program, facilitating cross-cultural relationships and helping new students acclimate to MU.
- **Collaborated with the Office of the Provost to organize Mizzou Welcomes You**, a program that placed 47 international students and their families in homes with 29 MU faculty, staff and retirees during Thanksgiving break.
- **Presented at 17 events throughout Columbia and Boone County** as part of the Kaleidoscope program, bringing the world to Columbia's classrooms and other community events as international students and scholars from around the world share about their home countries.

ONGOING SUPPORT PROGRAMS

- Continued administration of the Curator's Grant-in-Aid Scholarship, providing critical assistance to international students with demonstrated financial need.
- Participated in Study Missouri at the Missouri State Capitol in Jefferson City.
- Collaborated with the Asian Affairs Center to coordinate a fall pumpkin carving event for international students and scholars.
- Assisted scholars and departments in understanding the changing federal policies related to H-1B petitions.
- Conducted site visits to off-campus scholars.

INVOLVEMENT WITH THE COMMUNITY

- **Hosted work authorization training session for community employers.** This training provided potential employers with information and tools needed for their businesses to employ international students for internships or after graduation.

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Advanced international sponsored student program

Sponsored students at MU receive educational funding through a third-party source such as a government (U.S. or foreign), foundation, nonprofit organization, employer, university or business. Through the International Sponsored Student Program, the International Center serves as a central point of contact and liaison between sponsoring agencies, sponsored students and a variety of offices across campus.

PARTICIPATED IN STRATEGIC RECRUITMENT TRAVEL

- **Participated in recruitment travel** to Brunei, Indonesia, Kuwait, Saudi Arabia, Singapore and Vietnam.
- **Facilitated liaison visits** with 16 sponsor program partners in-country, and participated in seven international recruitment fairs.

230
SPONSORED
STUDENTS
IN 2018/19

PROVIDED PERSONAL ATTENTION FOR STUDENTS

- **Hosted annual Fulbright Welcome Dinner and other events** such as specialized orientation sessions, campus resource scavenger hunt, welcome lunch, bi-weekly on-campus lunches, tea and coffee hour, and a farewell potluck in the park for graduating students.
- **Delivered sponsored student advising and graduation satisfaction surveys** to track student satisfaction and identify areas of growth, worked with registrar to implement sponsored student category for enrollment tracking and academic reporting, developed sponsored student factsheets, partnered with campus and community stakeholders to enhance arrival assistance to sponsored students and provide new student welcome kits.

STRENGTHENED RELATIONSHIPS WITH SPONSORING AGENCIES

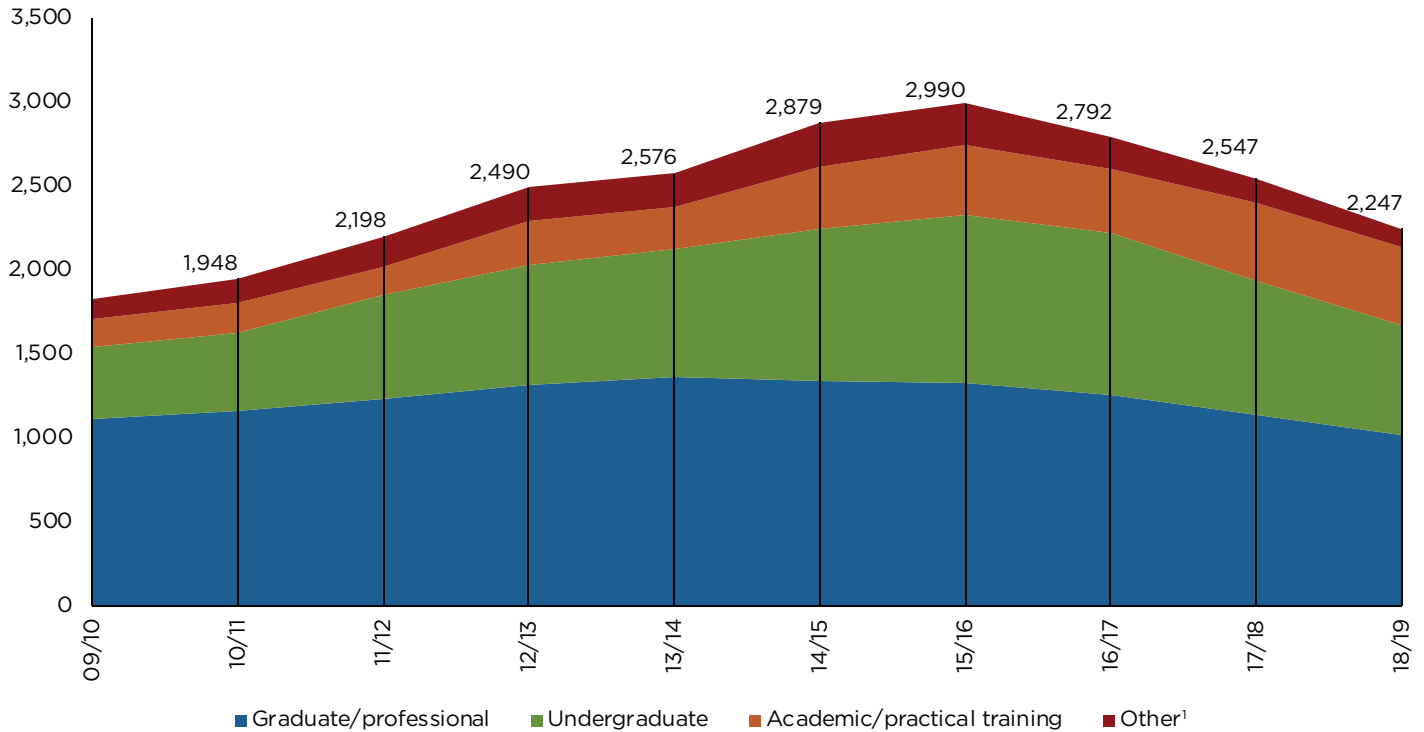
The International Center engaged with these sponsors in the following ways during 2018/19:

	Visited U.S. office	Hosted campus visit	Developed new proposal
American Councils	●		●
AMIDEAST	●		
Bolivia – MOHE	●		
Brazilian Naval Commission	●		
China Office of Educational Affairs	●		
Consulate of Qatar	●		
Embassy of Colombia	●		
Embassy of Indonesia	●		
Embassy of Iraq	●		●
Embassy of Japan	●		
Embassy of Kuwait	●		
Embassy of the Republic of Kazakhstan	●		
Embassy of Thailand	●		
Embassy of United Arab Emirates	●		
IIE	●	●	●
IREX	●		●
SABIC	●	●	●
Sampoerna		●	●
Saudi Arabia Cultural Mission	●		●
The Tibet Fund	●		●
Turkish Education Attache	●		
USAID/CIFOR	●	●	●
World Learning	●	●	●

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Fast facts | International Students

INTERNATIONAL STUDENTS BY LEVEL



TOP COUNTRIES OF ORIGIN

	14/15	15/16	16/17	17/18	18/19
China	1,457	1,555	1,469	1,298	1,069
India	224	245	229	228	208
South Korea	208	197	179	143	143
Saudi Arabia	106	117	108	93	75
Iraq	89	91	79	69	58
Vietnam	62	63	66	63	58
Iran	45	49	51	57	52
Thailand	39	43	42	37	22
Brazil	59	62	26	36	44
Taiwan	53	43	37	30	34
Nepal	27	29	28	28	31
United Kingdom	17	32	28	26	18
Malaysia	33	33	28	24	21
Indonesia	17	20	23	23	20
Nigeria	18	19	19	23	28

ENROLLMENT BY SCHOOL/COLLEGE

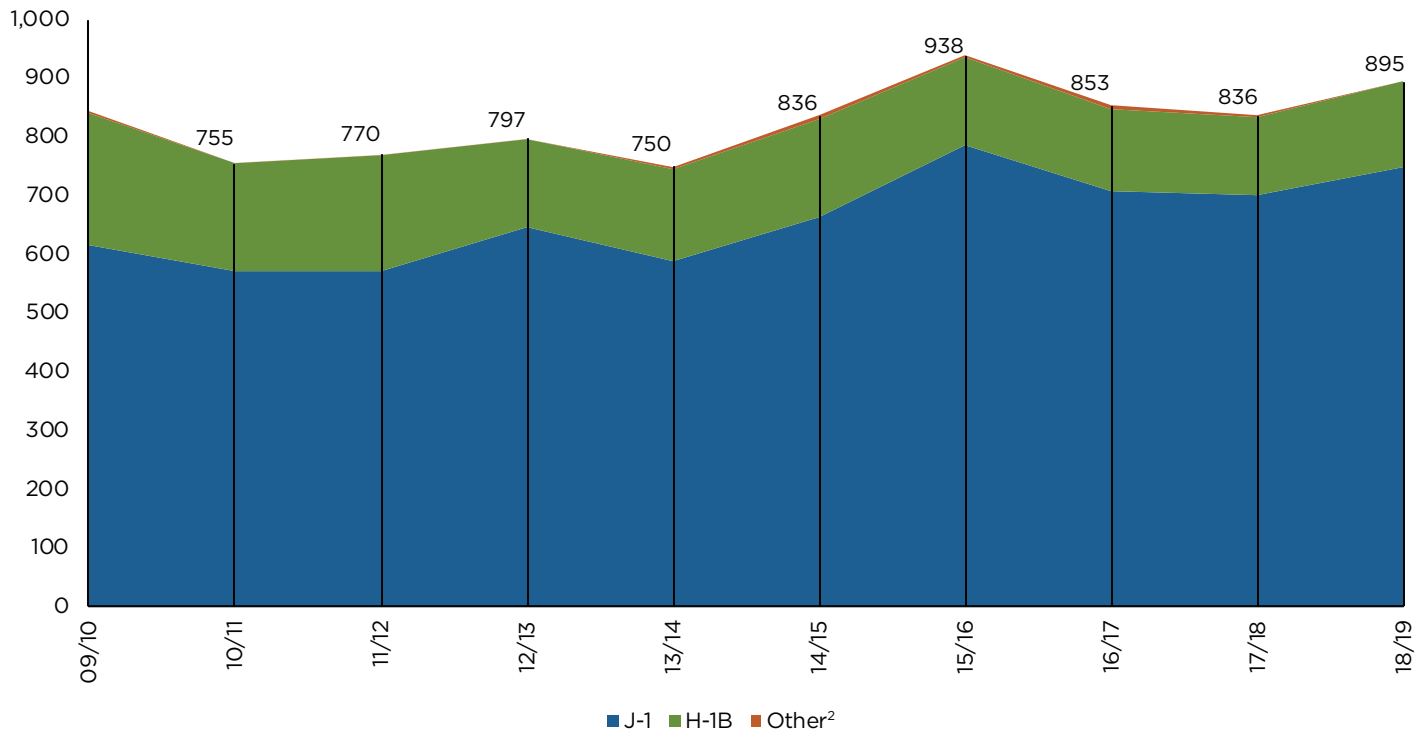
	14/15	15/16	16/17	17/18	18/19
Arts and Science	748	741	828	657	624
Engineering	688	752	860	615	748
CAFNR	213	219	238	165	159
Business	182	194	198	127	131
HES	61	66	93	92	89
Journalism	107	120	133	92	138
Education	81	72	70	66	74
Graduate Studies	59	64	69	58	25
Medicine	40	46	48	24	44
Health Professions	7	10	14	18	27
Vet Medicine	11	3	4	10	16
Nursing	3	4	7	7	9
Law	10	9	8	5	11
Public Affairs	35	27	28	-	-

¹ Other includes all nonimmigrant students participating in the Intensive English Program and other non-degree programs.

INTERNATIONAL STUDENT & SCHOLAR SERVICES

Fast facts | International scholars

INTERNATIONAL SCHOLARS BY VISA TYPE



TOP COUNTRIES OF ORIGIN

	14/15	15/16	16/17	17/18	18/19
China	356	436	396	392	441
South Korea	128	159	153	158	156
India	72	69	73	54	64
Brazil	33	31	34	36	39
Spain	10	12	8	7	19
Canada	18	19	20	14	12
Italy	6	5	6	12	12
Thailand	21	21	13	10	11
Germany	16	18	8	9	9
Iran	10	9	5	7	8
France	7	10	11	9	6
Turkey	4	5	8	8	6
Comoros	-	-	-	-	5
New Zealand	4	5	5	5	5
United Kingdom	4	5	4	5	5
Vietnam	1	4	8	8	5

BY FIELD OF SPECIALIZATION

	14/15	15/16	16/17	17/18	18/19
Biological sciences	136	133	105	109	127
Agriculture	131	141	124	119	119
Health professions	71	79	49	54	78
Engineering	90	92	89	83	76
Comm./journalism	78	86	79	63	68
Social sciences	38	53	65	70	65
Physical sciences	47	57	54	40	49
Area/ethnic studies	42	15	33	36	46
Business	38	53	41	44	43
Foreign languages	9	9	13	21	32
Comp./info sciences	29	33	43	38	29
Education	34	81	39	25	26
Mathematics	20	17	17	22	23
Law/legal studies	5	5	4	6	18
Others	68	84	98	106	96

² Other includes short-term activities such as conferences, colloquiums, observations, consultations and other short-term professional development activities.

STUDY ABROAD

Promoted increased participation in study abroad

STUDY ABROAD MARKETING AND OUTREACH

- **Hosted and participated in events across campus** to promote study abroad and specific programs.

	Events	Attendance
International Center signature events	4	913
Program-specific info sessions	45	205
Table at fairs/other events	7	379
Table at Summer Welcome 2018	22	865
Table at admissions events	4	100
Total	82	2,462

82
EVENTS
2,462
STUDENTS

- **Hired study abroad enrollment management coordinator to support new strategic initiatives.** To help the center meet its goal of increasing the undergraduate study abroad participation rate to 30% by 2023, this new position focuses on marketing and outreach efforts.

ADDRESSED STUDENT FINANCIAL BARRIERS THROUGH SCHOLARSHIP FUNDING AND SUPPORT

With the center's assistance, MU students received nearly \$125,000 in scholarships to fund their studies abroad from generous donors, designated scholarships from MU affiliated program providers and the Benjamin A. Gilman International Scholarship Program.

\$125,000
SCHOLARSHIPS
FOR STUDY ABROAD

- **Recognized first recipients of the new [Bond International Scholars Award](#).** Made possible by a generous endowment from the friends of retired U.S. Senator Christopher S. "Kit" Bond in honor of his exemplary public service, this scholarship provides \$5,000 awards to MU undergraduate or graduate students studying abroad for a semester or academic/calendar year.
 - > Fall 2018 recipients: Five students studying abroad in spring 2019 in France, Belgium, Argentina, Russia and Sweden
 - > Spring 2019 recipients: Two students studying abroad in fall 2019 in France and Spain, one student studying abroad in academic year 2019/20 in Japan
- **Advising and outreach for the Benjamin A. Gilman International Scholarship Program.** In 2018/19, the center registered a 10% increase in Gilman applications, with a 40% increase in applications over the past five years. This year, MU students received nearly \$35,000 in Gilman Scholarship funding.
- **Awarded 493 Operation Passport Scholarships to fall 2018 freshmen.** The \$145 scholarship provides an incentive for students to take an important early step — obtaining a passport — toward studying abroad.

Improved study abroad application experience

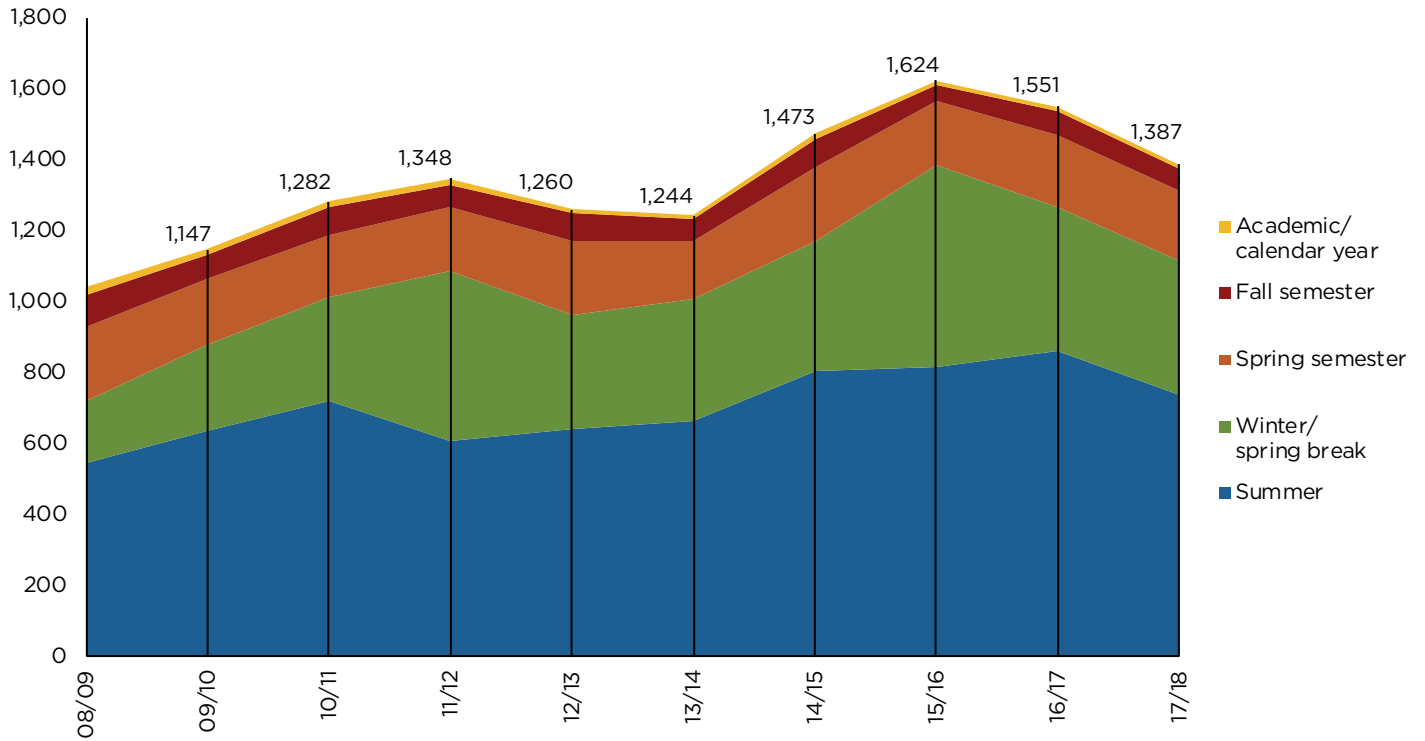
LAUNCHED NEW ONLINE COURSE PROPOSAL PROCESS

In collaboration with International Admissions, academic advisers and study abroad divisional offices, and with the support of Institutional Research and Quality Improvement, the International Center moved the Course Proposal for Study Abroad to an entirely digital process. The previous process — which required students to obtain approvals on a hard-copy form from International Admissions, their academic adviser and their school/college before returning the form to the International Center — was replaced with an online form and streamlined digital routing process for the necessary review and approvals in January 2019.

STUDY ABROAD

Fast facts | study abroad

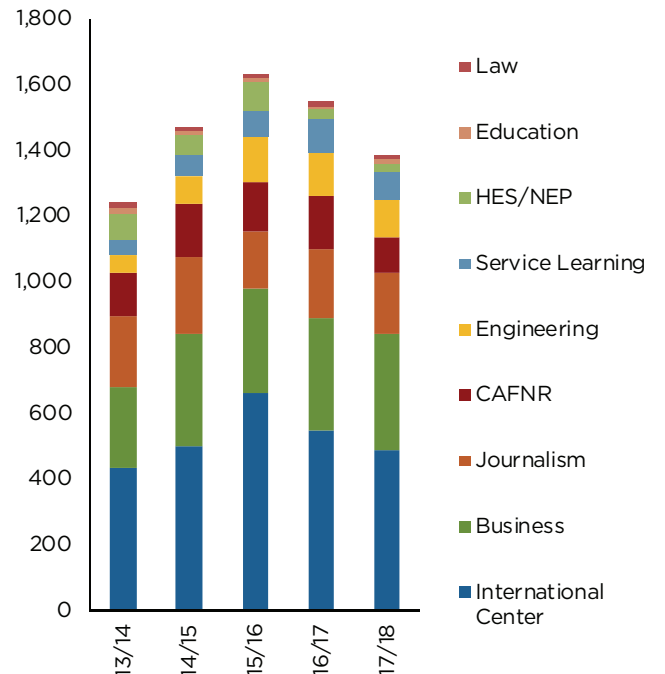
PARTICIPATION BY PROGRAM TERM³



TOP DESTINATIONS³

	13/14	14/15	15/16	16/17	17/18
Italy	185	232	277	210	242
Spain	118	130	148	152	125
United Kingdom	97	126	99	130	119
Multiple	84	121	67	98	93
Czech Republic	34	57	47	73	84
Ireland	45	62	240	55	68
New Zealand	72	64	71	60	68
Germany	36	51	34	92	56
Belgium	36	43	37	47	48
Vietnam	2	4	-	11	45
France	31	52	92	48	38
Costa Rica	43	63	77	74	37
South Africa	69	66	54	53	33
China	34	61	37	56	32
Peru	2	14	18	20	30

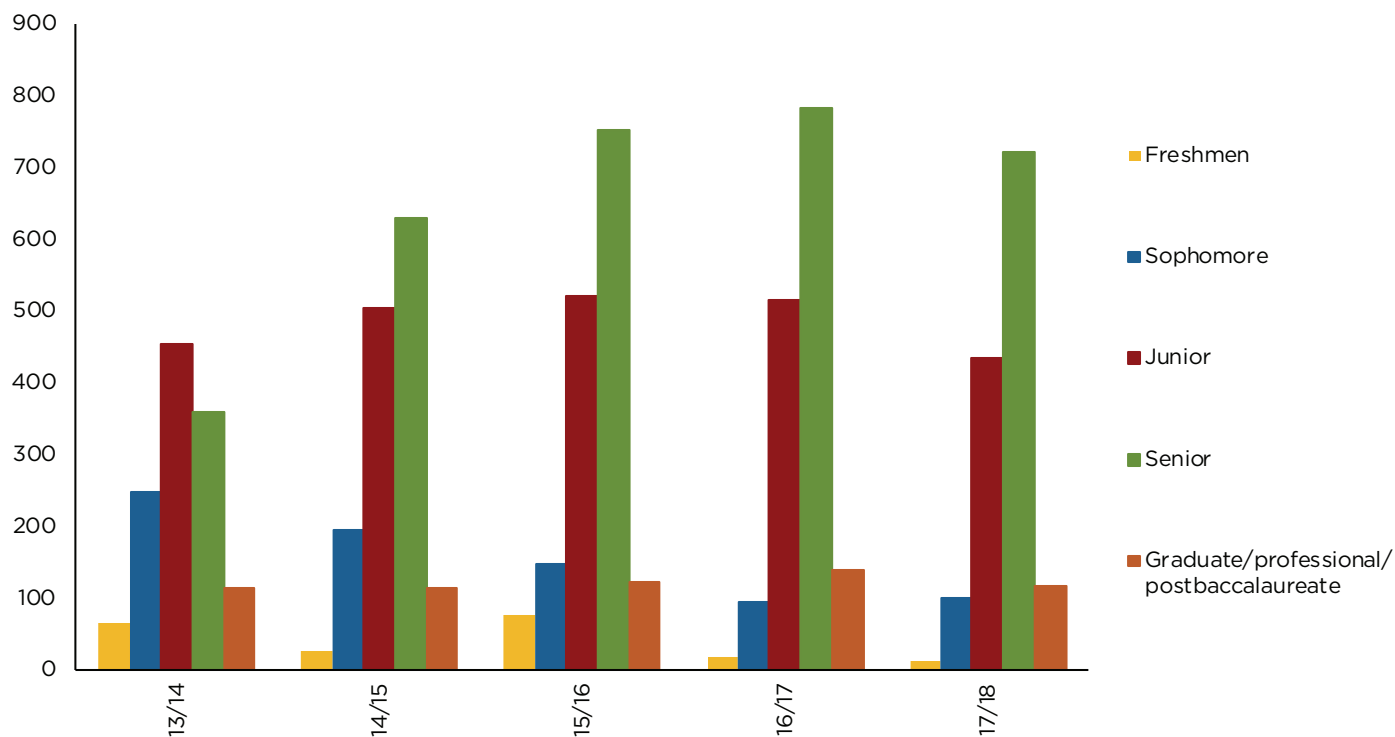
PARTICIPATION BY ADMINISTERING OFFICE³



STUDY ABROAD

Fast facts | study abroad

PARTICIPATION BY LEVEL³



ESTIMATED UNDERGRADUATE PARTICIPATION AND PARTICIPATION RATE BY SCHOOL/ COLLEGE OF PRIMARY DEGREE PROGRAM⁴

	13/14		14/15		15/16		16/17		17/18	
	participants	rate	participants	rate	participants	rate	participants	rate	participants	rate
Arts and Science	260	14%	308	16%	353	18%	308	16%	274	14%
Business	205	26%	267	34%	279	34%	303	32%	250	24%
CAFNR	138	21%	173	23%	182	24%	177	24%	124	17%
Education	39	13%	38	14%	37	12%	33	15%	35	14%
Engineering	69	14%	79	13%	143	21%	131	21%	102	15%
Health Professions	77	14%	116	19%	109	16%	118	16%	96	14%
HES	44	13%	65	21%	71	21%	55	15%	53	15%
Journalism	192	37%	230	48%	213	39%	233	43%	216	40%
Nursing	45	21%	33	14%	45	19%	42	21%	40	19%
Total	1,069	19%	1,309	22%	1,432	23%	1,400	22%	1,190	18%

³ Includes visiting students and non-U.S. citizens who participated in MU study abroad programs. Students who studied abroad more than once during an academic year were counted as two separate participants.

⁴ Undergraduate participation rate uses the Institute of International Education Open Doors (iie.org/opendoors) data definition for participants, which includes only degree-seeking students who are U.S. citizens/permanent residents. Rate is calculated based on participants relative to undergraduate degrees conferred.

INTERNATIONAL HEALTH, SAFETY AND SECURITY

Led initiatives to manage risk and student safety abroad

The International Center Office of International Health, Safety and Security fulfills the responsibilities assigned to the center by the [University of Missouri Collected Rules and Regulations](#) to support health, safety and security compliance for MU students, non-enrolled participants, and faculty and staff who participate on study abroad or university-related international travel programs. The office is responsible for maintaining and implementing the [MU student international travel policy](#) for all university-related international travel, and works in collaboration with the [Student Travel Abroad Review Committee](#) to review requests for higher risk travel. When establishing this office in 2018, MU joined 66 percent of U.S. universities that report having full-time positions dedicated to international health and safety.

Working with colleagues across campus, university experts, colleagues in the U.S. and abroad, and individual participants, the office facilitates travel abroad that supports the academic mission of the university and maximizes the safety of travelers by evaluating risk; providing health and safety orientation, training and compliance; developing and maintaining emergency response plans; and responding to emergencies.

PROVIDED FOCUSED, ON-GOING RISK ASSESSMENT AND MITIGATION

Monitored health, safety and security conditions in locations relevant to MU international travelers using sources including:

- [U.S. Department of State](#)
- [Overseas Security Advisory Council](#)
- [Centers for Disease Control and Prevention](#)
- [World Health Organization](#)
- [WorldAware](#)
- [UnitedHealthcare Global](#)

DISTRIBUTED KEY SECURITY INFORMATION TO TRAVELERS

- **Managed AlertTraveler security software** for all MU students participating on study abroad or university-related international travel programs and faculty and staff leading MU students abroad. AlertTraveler is a mobile application and service that provides real-time security data from WorldAware, a premier provider of global security information, and a check-in feature that allows travelers to instantly confirm their safety in the event of a critical incident, such as a natural disaster or terrorist attack. Alerts are rated critical, warning or informational, depending on the severity of the event.
 - > Disseminated more than 2,000 warning or critical alerts to MU's international travelers
 - > Confirmed safety of 143 MU students in 32 countries who were impacted by 39 separate critical alerts
- **Disseminated U.S. Department of State travel advisories to all MU student travelers.**
 - > Sent 94 travel advisories to MU students studying or traveling in 28 countries

PROVIDED 24/7 CRISIS RESPONSE FOR ALL MU STUDENTS PARTICIPATING ON STUDY ABROAD OR UNIVERSITY-RELATED INTERNATIONAL TRAVEL PROGRAMS

- **Crisis response:** Collaborated with the interim vice provost for International Programs, colleagues in the International Center, UM System Office of Risk and Insurance Management, UM System Office of the General Counsel, Student Health Center, Counseling Center and other key campus stakeholders to respond to more than 50 health, safety and security incidents impacting MU student travelers, ranging in severity from moderate to very high.
- **Maintained university-wide student international travel incident database.** This database tracks type, frequency and severity of incidents impacting MU travelers abroad. Health, safety and security training for faculty and staff leading MU students abroad is updated to respond to incident trends.

INTERNATIONAL HEALTH, SAFETY AND SECURITY

- **Maintained centralized emergency response information, plans and protocols.** The International Center manages myStudyAbroad for campus-wide use as the official central data source of location and emergency contact information for MU students participating in study abroad and university-related international travel programs. The Office of Health, Safety and Security collaborates with key campus and university stakeholders to develop and maintain emergency response plans and protocols.

EXPANDED USE OF INTERNATIONAL TRAVEL REGISTRY

- **Promoted use of the [International Travel Registry](#)** for all university-related international travel through campus-wide communication campaign.
- **Conducted campus-wide outreach** in collaboration with the UM System Office of Risk and Insurance Management to increase knowledge about the registry and university resources to support related international travel.
- **Developed and implemented the [policy for non-enrolled participants](#)** and related International Travel Registry enrollment procedures to comply with the University of Missouri Collected Rules and Regulations. For summer 2019, the first term following implementation, 67 non-enrolled participants registered in the International Travel Registry.

COORDINATED CLERY ACT COMPLIANCE

Coordinated university-wide compliance with the [Clery Act](#) for all study abroad and university-related international travel programs. Submitted Clery compliance information to the MU Police Department to be included in the [University Annual Fire Safety and Security Report](#).

IMPLEMENTED INTERNATIONAL TRAVEL POLICY

- **Coordinated implementation of the [MU student international travel policy](#)** for study abroad and university-related international travel by working with the Student Travel Abroad Review Committee to review requests for travel in countries or regions that the Department of State or Centers for Disease Control and Prevention identify as higher risk. During 2018/19, 29 exception requests were reviewed.
- **Assisted students and faculty/staff developing exception requests** by providing health, safety and security information.
- **Provided pre-travel security briefings** for MU students traveling to higher risk areas as directed by the Student Travel Abroad Review Committee.

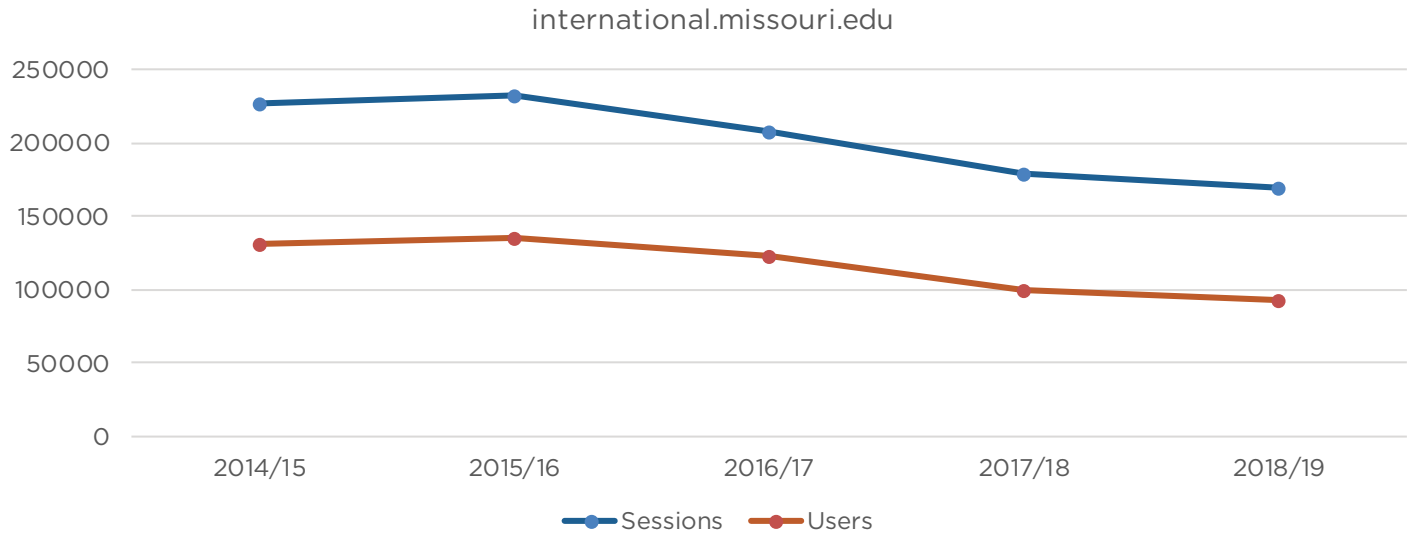
ENHANCED HEALTH, SAFETY AND SECURITY TRAINING

- **Trained 117 MU faculty and staff members leading groups of students abroad and international educators** (compared to 64 in 2017/18 and 33 in 2016/17). Worked in collaboration with the UM System Office of Risk and Insurance Management and Office of the General Counsel to develop and present the training workshop.
- **Collaborated with the Counseling Center to enhance training** for MU faculty/staff and international educators to improve support for students experiencing mental health issues. This included a new workshop — Take Action for Mental Health for International Educators — presented in spring 2019.
- **Delivered enhanced health, safety and security information** through the [Mizzou Abroad Orientation](#). This orientation is mandatory for all MU students participating in study abroad or university-related international travel programs.

COMMUNICATIONS

Leveraged technology to reach key audiences

WEB: 169,575 SESSIONS | 92,655 USERS



SOCIAL MEDIA

FACEBOOK

	2015/16	2016/17	2017/18	2018/19	1-year change	4-year change
International Center (muintctr)						
Likes	1,057	1,143	1,196	1,353	↑13%	↑28%
Reach	56,701	80,588	36,301	45,412	↑25%	↓20%
Study Abroad (muintctrsa)						
Likes	836	912	994	1,006	↑1%	↑20%
Reach	68,955	88,502	62,531	29,994	↓52%	↓57%
International Student Services (muintctriss)						
Likes	1,199	1,248	1,260	1,260	↑2%	↑7%
Reach	35,611	55,351	20,331	9,849	↓52%	↓72%

TWITTER

	2015/16	2016/17	2017/18	2018/19	1-year change	4-year change
International Center (muintctr)						
Followers	1,060	1,218	1,364	1,424	↑4%	↑34%
Tweets	172	220	91	74	↓19%	↓57%
Impressions	110,280	157,600	185,500	390,861	↑111%	↑254%
Study Abroad (muintctrsa)						
Followers	1,006	1,188	1,266	1,333	↑5%	↑33%
Tweets	242	308	301	218	↓28%	↓10%
Impressions	135,018	173,800	172,600	267,491	↑55%	↑98%