Overview

The 2010 NACAC Admission Trends Survey contained four questions designed to offer the NACAC leadership baseline information about the use of agents for international recruiting at member institutions.

Results

Question 1: NACAC’s Admission Practices Committee is currently engaged in a discussion about the use of agents in institutional efforts to recruit international students. NACAC seeks to determine the extent of the use of agents to make a fully-informed decision about its position on the issue. Please select the statement that best describes your institution’s international recruitment effort. (N=421)
Question 2: If your institution DOES rely on agents for at least some international student recruitment, please select which statement best describes the method of compensation for those agents. (N=92)

- Agent is paid a commission based on the number of students who apply to the institution: 5.4%
- Agent is paid a commission (or revenue-share) based on the number of students who enroll in the institution: 52.2%
- Agent is paid a flat fee for services rendered: 19.6%
- Other arrangement (please describe): 22.8%

Question 3: If your institution DOES NOT use agents, please select which statement best describes your current practice. (N=237)

- Have never used agents based on principle: 59.1%
- Have never used agents because don't trust: 7.2%
- Have never used agents because cannot afford: 29.1%
- Have used agents in the past, but no negative experience caused to rethink: 4.6%
Question 4: If your institution has ever employed agents for international recruiting, please rate your experience. (N=207)

- 55.1%: Not applicable, have never employed agents
- 19.8%: Most experiences have been positive to date, a few negatives
- 9.7%: Equal number of negative and positive experiences
- 9.7%: Mostly negative experiences so far, though some positive
- 5.3%: All of our experiences have been positive to date
- 0.5%: All of our experiences have been negative