

THE UNIVERSITY OF NEW MEXICO

# Annual Report 2020



GLOBAL  
EDUCATION  
OFFICE

# A Message From Our Director

2020 will be remembered as an infamous year of disruption and uncertainty in the lives of every global citizen. Borders and embassies closed, travel and study plans were abruptly halted, immigration rules and policies shifted erratically, and financial resources dwindled. Everything was in flux and circumstances changed rapidly. As international educators, we witnessed the dramatic impact that the COVID-19 pandemic had on the lives of the international students and scholars we serve, as well as on the routine services, outreach, and administrative support that the Global Education Office (GEO) provides as we facilitate global mobility and partnerships at UNM.

In February 2020 we sent a team member to India on a recruitment tour. We were planning for additional in-person outreach in Mexico and Vietnam, as well as gearing up to host the big International Association for College Admission Counseling conference on our campus. Spring 2020 was also expected to be the largest semester for UNM study abroad in recent years! Similarly, the UNM Passport Center saw record high traffic and revenue during the first two months of 2020--The year was indeed off to a promising start. Less than a month later, we were asked to relocate to our homes to help “slow the spread” of the unfolding pandemic. International mobility came to a near halt, travel restrictions were imposed, and students were asked to postpone their study abroad plans or had them canceled altogether.

The escalating pandemic galvanized the GEO staff to address the urgent challenges facing our international community head-on, and we acted quickly to shift to an entirely online service model. The office transitioned to a new communication platform and we quickly familiarized ourselves with a slew of virtual chat, calendaring and meeting features that would allow us to service our students and scholars remotely. Our successful recruitment efforts from the prior year meant that the GEO team had to support large cohorts of disappointed students as they revised existing travel plans. Despite taking

a significant financial hit due to the drastic drop in both in-and-outbound mobility, the GEO staff continued to provide hands-on support for students who opted to remain abroad, students who were unable to return home due to national border closures, as well as those who transitioned to virtual programs, or opted to postpone their in-person studies.

The global outbreak disrupted everything. The most significant impact was the dramatic decline in our Fall 2020 International student cohorts, particularly at the undergraduate level, and the inability of our domestic students to actualize their study abroad dreams. We could not have anticipated that we would still be working from home a year later. It is a testament to the tenacity of our international population that despite all these challenges, our students and scholars persisted in remaining hopeful and committed to their study and research at UNM. Their resilience is due, at least in part, to the timely, creative, empathetic, hands-on support provided by every member of the GEO team.

The lessons and skills our team learned during this remarkable year have allowed us to improve our services, not just over the past year, but as we look forward to hopefully returning to more normal operations in the future. The GEO staff is optimistic about 2021, and the motivation for student and faculty mobility remains high!

**Dr. Nicole Tami**  
*Executive Director of  
Global Education Initiatives*

# INTERNATIONAL COLLABORATION & INNOVATION

## Highlights

- UNM hosted two in-person Global Programs before the pandemic hit and then quickly pivoted to offer innovative, virtual exchange, skill-development internship programming with existing sponsors and cultivated new sponsors
- Global Programs both in-person and virtual produced a high participant satisfaction rating of 99%
- Adobe Sign was implemented to streamline contract review and signature processes for international memorandums of understanding
- 15 international agreements were fully executed in 2020 from 12 countries, 9 of which represented new general cooperation partnerships
- GEO remains committed to the purpose of the Passport Center to provide funding for the Passport to Success scholarship and has committed \$8,000 in scholarships for the 2020-2021 academic year.

**\$8,000**

*Passport to Success Scholarship funding raised for the 2020-2021 academic year*

**\$139,000**

*New revenue generated for UNM from 4 short-term programs with 200 participants from Mexico, Colombia, Argentina, and Hungary*

**233%**

*Increase in average participant size by offering online programs*

**100%**

*Satisfaction rating for the UNM Passport Acceptance Center*

# CENTER FOR ENGLISH LANGUAGE & AMERICAN CULTURE

## Highlights

- Regular intensive English and Community English courses transitioned to hybrid and online modalities to maintain course offerings for students both in Albuquerque and abroad
- Hosted virtual exchange students from Japan and Mexico
- Attracting students to study English language online was challenging as in-person, immersion experiences are preferred. Many applicants opted to defer their enrollment for a future term so they can study in-person: 25% total decrease in enrollment compared to 2019 (92 ESL students in 2020 vs 122 in 2019).

**14**

*CELAC graduates transitioned to full-time, degree-seeking study at UNM*



**60**

*Colombian faculty participated in a virtual 8-week course in partnership with Global Programs and Fulbright Colombia: "English for Specific Purposes: Virtual, High-Impact Immersion for Vocational Faculty Teachers of English"*

### What the participants had to say...

*"It has been an amazing experience!" - Alejandro*

*"Being exposed to natural speakers is always a great opportunity to improve our skills and also the knowledge you are sharing with us is really accurate." - Margarita*

*"You are really organized, and I really enjoy all the things that you have prepared for all of us here... and the way you have brought all of us together in this kind of cultural immersion. We're from different regions in Colombia and we've been able to meet people from everywhere in Colombia!" - Claudia*

# EDUCATION ABROAD

## Highlights

- 20+ students were able to complete a study abroad experience in 2020 despite the pandemic in a combination of year long, semester, and short-term programs.
- 35 Faculty-Led programs were scheduled in 2020, expected to enroll an estimated 450+ students. Unfortunately, only one program ran in 2020 with a total of 7 students.
- Multiple exchange agreements signed, including Estonia, Ireland, Wales, France, Germany, and China.
- New faculty were recruited to develop and lead future programs.
- New programs are under development, including a semester long faculty-led program in Italy

**70**

*Inbound exchange students hosted by UNM during 2020, representing 19 countries*

## Top 2020 Study Abroad Destinations



**Spain**



**United Kingdom**



**The Netherlands**

*"Covid-19 forced many of our offices to shift how we operate. Notice I said shift, not stop. During this time I was able to work with Annette at Education Abroad on one of our long term goals, planning an athletic for credit study abroad experience. While we may not know what the future holds in regard to international travel we have started to create an amazing plan with our university's partners that can be executed once we are given the opportunity."*

**DaDa Willis-Gregory,**  
*Assistant Director, Lobo Center for Student-Athlete Success*

# INTERNATIONAL STUDENT AND SCHOLAR SERVICES

## Highlights

- Delivered 15 workshops—five in person pre-COVID and eleven online workshops, with a total attendance of more than 500 students— including special sessions on how to successfully navigate online instruction and resources
- Our mentor, volunteer, and social activity programs included large group activities pre-COVID and small social gatherings when possible during the ongoing pandemic
- Provided VITA tax volunteer services on an individual basis to more than 350 non-resident (international students and scholars) taxpayers
- Conducted more than 60 hours of online small group orientations and 80 hours of check-in arrival information sessions for over 300 incoming students/scholars
- Redesigned the orientation for new international students into interactive, small group modules organized into world-wide time zones
- Overhauled the ISSS website, and other onboarding materials for online delivery and access, including the creation of a new weekly event bulletin called the *International Lobo*
- Organized new drop-in live social chat and immigration Q&A group sessions. Provided 1:1 virtual immigration advising and work authorizations
- Addressed immigration and enrollment concerns generated by Presidential and other governmental agency orders that resulted in federal policy changes for foreign students and scholars
- Advocated on behalf of students impacted by changing regulations and updated UNM faculty and departments on how to comply with new enrollment regulations imposed during the pandemic
- Complied with new Department of Homeland Security reporting requirements
- Worked to identify financial hardship among international student populations, nominating students for emergency scholarships and directing them toward other resources to support food and housing insecurity.



*Our social activity programs included large group activities pre-COVID and small social gatherings when possible during the ongoing pandemic*

# INTERNATIONAL ADMISSIONS & RECRUITMENT

## Highlights

- Launched data-driven digital advertising & marketing campaign with “Moon Dog,” a local SEO company, leveraging LoboForce and other business applications for a GEO wide strategy to generate new recruitment leads for degree seeking and ESL students
- Revamped the International Admissions website and created new landing pages to correspond with social media outreach campaign
- Began issuing all admission documents via electronic means
- Updated admission requirements to accept transcript records submitted by email
- Completed the Herculean task of reissuing student immigration documents to comply with the rapidly changing policies related to online course delivery models

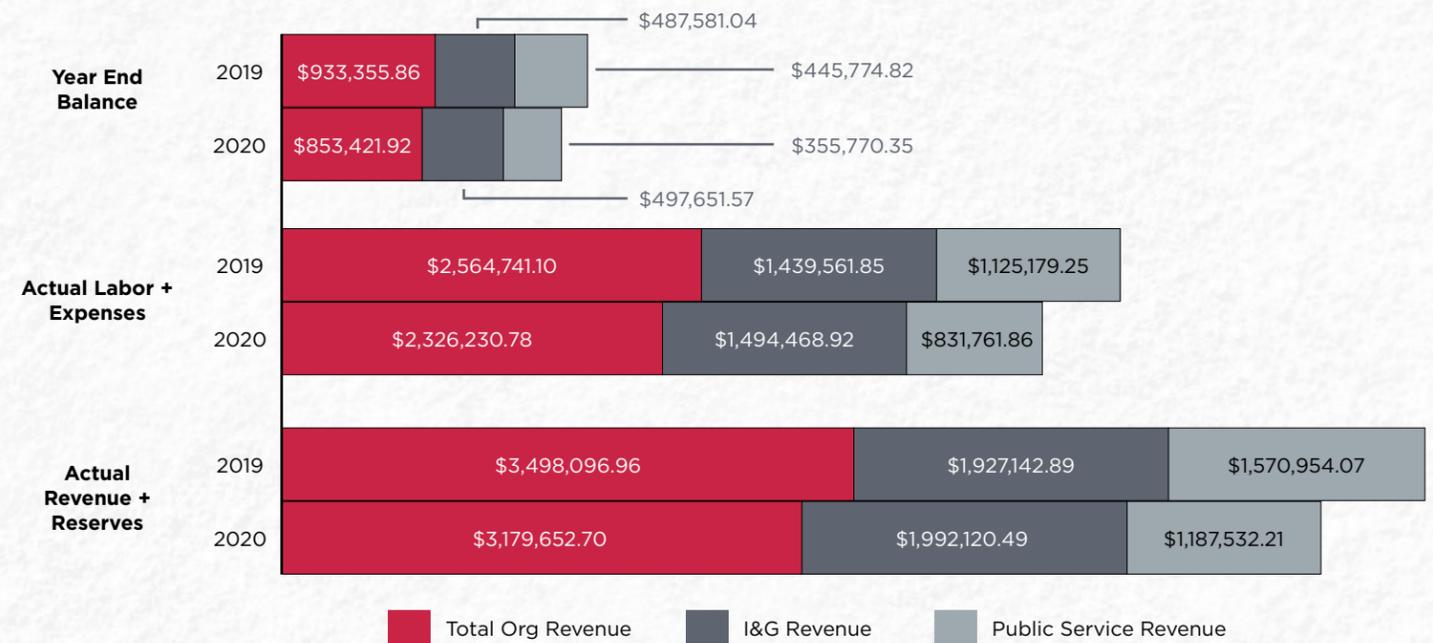
## Financial Report

The Global Education Office has two primary sources of revenue consisting of our annual I&G allocation and profit generated from entrepreneurial initiatives ranging from the Passport Acceptance Center, to customized short-term program offerings and a variety of service fees.

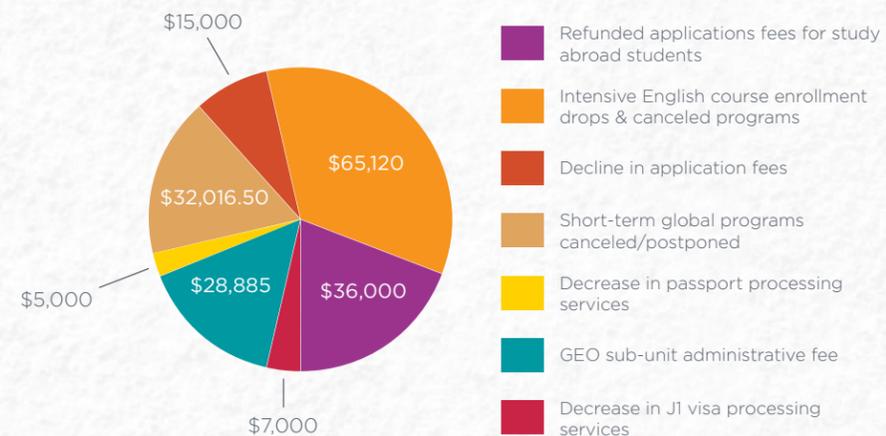
During 2020 Covid impact losses totaled \$198,087.48: \$189,021.50 in revenue and \$9065.98 in expenses. Expense losses include costs incurred to participate in professional conferences and recruitment events, which were canceled due to the pandemic. Registration fees and related travel expenses were, in most cases, only partially refunded or issued as a future credit.

Revenue losses are related to a reduction in services fees normally collected for processing J1 visa extensions, application & admission costs, passport applications, short-term programs, and the surge of refunds issued to students whose study abroad programs were canceled.

### FY19 and FY20 Revenue & Expenses



### Revenue Losses



### Expense Losses



## Duolingo

*Vetted and implemented the Duolingo English Test, a more affordable & accessible English proficiency test, allowing students to test any time!*



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