



YOUR MUST-HAVE INTERNATIONAL EDUCATION CHECKLIST

Our international education checklist is designed to help you to focus on the areas that matter most, identify the areas of your program that are performing well and highlight the areas that need improvement.

SECTION ONE: STUDENT EXPERIENCE	YES	NO	NOT SURE
1. INTERNATIONAL EDUCATION PROGRAMS. <ul style="list-style-type: none"> • Are your international education programs a good cultural, financial and academic match for the international students you are aiming to attract to your school? • Do your international programs integrate at a whole-of-school level? • Are you maintaining your programs to keep them fresh and desirable to returning students? 			
2. STUDENT WELFARE, PASTORAL CARE AND ACADEMIC SUCCESS. <ul style="list-style-type: none"> • Are there appropriate processes and policies in place to facilitate welfare programs, pastoral care and academic success for your international students? • Is there a reliable review system to ensure these processes and policies remain current? • Are the processes and policies accessible (and actionable) by all relevant stakeholders? 			
3. HOME STAY. <ul style="list-style-type: none"> • Is your home stay database up to date? • Do all of your home stay contacts have up-to-date blue cards? • Have you inspected the accommodation to ensure it is suitable? • Are you keeping in touch with your existing home stay families? • Do you have a strategy in place to bolster your home stay numbers? 			
TOTALS FOR SECTION ONE:			
SECTION TWO: MARKETING	YES	NO	NOT SURE
4. MARKETING COLLATERAL AND WEBSITE. <ul style="list-style-type: none"> • Conduct a review of all of the marketing collateral that you use to promote your I website. Is the information comprehensive, correct, up to date and compliant with government requirements? 			
5. MARKETING PLAN. <ul style="list-style-type: none"> • Do you have a marketing plan in place that outlines the strategies and tactics that you will implement over the next 12 months to establish a positive profile for your school on the international market, attract international students to your school and boost revenue? 			
TOTALS FOR SECTION TWO:			

SECTION THREE: COMPLIANCE AND ADMINISTRATION	YES	NO	NOT SURE
6. GOVERNMENT COMPLIANCE. <ul style="list-style-type: none"> • Is yours in order? • Would your international education programs survive a government compliance audit at this point in time? 			
7. MUST-HAVE DOCUMENT TEMPLATES. <ul style="list-style-type: none"> • Do you have your suite of must-have document templates ready to go? 			
8. AGENT MANAGEMENT. <ul style="list-style-type: none"> • Are you managing your international education agents or are they managing you? 			
TOTALS FOR SECTION THREE:			
SECTION FOUR: BUDGET AND PROFITABILITY	YES	NO	NOT SURE
9. BUDGET. <ul style="list-style-type: none"> • Have you projected your revenue and expenses for the next 12 months? • Have you accounted for peak and trough activity during this time? 			
10. PROFIT. <ul style="list-style-type: none"> • Does your budget indicate that your school's international program will generate a profit for your school over the next 12 months? • Can you tweak your revenue and expenses to make your program more profitable than it is right now? 			
TOTALS FOR SECTION FOUR:			

If you've identified a couple of areas that need a little attention to get them up to scratch, we're here to help.

Book a consultation with Tanya Ferguson today

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