

# 100 TACTICS

## for International Student Support



University leaders looking to better support their international students must confront a range of challenges. For one, the international student population is a diverse segment unto itself, representing many different cultures and backgrounds. Time and resources are also limited, requiring difficult tradeoffs in supporting unique aspects of the international student journey.

While there's no one-size-fits-all solution, EAB has identified 100 proven tactics from across the sector.

We have evaluated each on three factors:

- Ease of online delivery in a world of multimodal expectations,
- Ease of standardisation across a diverse international student body, and
- Whether home students could also benefit from this tactic.

In reviewing the list, consider where your institution might turn up the dial in developing new services—or improving the messaging for what's currently on offer.

Pre-Arrival Preparation		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
1	Informational webpages for admitted students organised by and tailored to home country	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
2	Ask-me-anything chatbots that greet students on informational webpages in home country languages	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
3	Pre-departure logistics checklist	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
4	Q&A sessions with current (home and international) students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
5	Orientation sessions for parents and family of international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
6	Synchronous webinars for admitted students scheduled to accommodate different time zones	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
7	Asynchronous videos covering key pre-arrival topics (e.g., visas, transportation, what to bring)	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
8	Welcome video message from the VC	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
9	Virtual campus and community tours in common student languages	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
10	Video testimonials and 'day-in-the-life' vlogs of current international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
11	Informational and social events for families of international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
Post-Arrival Orientation		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
12	Welcome team to greet and assist international students upon arrival at the airport or campus	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
13	Welcome kits with university swag, guidance documents, and accommodation essentials	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
14	International student-specific orientation programme	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
15	Social mixer with international student support staff	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
16	In-person campus tour	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
17	Group excursions to off-campus locations (e.g., bank, grocery)	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
18	Support services and student clubs and organisations fair	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
Support Infrastructure		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
19	Online portal, app, or webpage consolidating all international student services	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
20	Single 'front door' email address and phone number for international student support services	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
21	Co-location of essential support services for international students on campus	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
22	Dedicated international student adviser	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
23	International student support drop-in office hours	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
24	FAQ page for international student services	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
25	Confidentiality reassurances on student support webpages	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
26	QR codes posted across campus linking to support webpages	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
27	Focus groups with international students to collect feedback on services	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
28	Annual surveys of international students to collect feedback on services	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
29	International student ombudsperson	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
30	International students officer within the students' union or student government	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
Employment and Careers		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
31	CV workshops and pitch sessions	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
32	Job or career fair for international students seeking part-time work	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
33	List of employers with positive history of hiring part-time international students	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
34	Career panels with recently-graduated international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
35	FAQ resource on visa regulations and work eligibility	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
36	Professional mentorship programme for international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
37	International student-focused career counselor	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
38	International student-focused networking events	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
39	International student-focused career development bootcamps	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
40	Career-readiness and skills certificates designed for international students	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
Physical and Mental Wellbeing		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
41	Pre-departure checklist of recommended health documentation to bring to campus	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
42	Overview of health services on international student support website	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
43	Health and wellbeing services overview during orientation	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
44	Health services pop-up events and webinars for international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
45	Fact checker dispelling common myths about scope, confidentiality, and funding of health services	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
46	Partnerships with external health and wellbeing providers to bridge linguistic or cultural barriers	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
47	Private, on-campus space for students to access online mental health services	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
48	Free/subsidised adaptive equipment for disabled international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>

Accommodation and Cost of Living		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
49	Accommodation rules of thumb and FAQs	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
50	Video overview of lease agreements and potential red flags	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
51	Dining hall/catering menus explicitly showcasing international cuisines	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
52	Food bank stocked with international ingredients and meals	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
53	'Find-a-flatmate' programme to connect international students with others looking for accommodation	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
54	Pre-sessional accommodation options	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
55	Inter-sessional accommodation options	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
56	On-campus 'international house' offering globally-focused accommodation and programming	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
57	Community-supported scholarships to fund international students' accommodation	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
58	University-based 'work-study' opportunities for international students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
59	No-questions-asked short-term/emergency loans	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
60	On-campus credit unions offering small, interest-free loans	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
61	International student financial advisor (e.g., within the students' union)	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
62	Food and grocery vouchers	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
63	Rent guarantor service	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
64	Accurate cost-of-living estimates, refreshed yearly	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
65	Start-of-term budgeting and financial planning workshop	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
66	Student cost and income estimate worksheets	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
67	Flexible repayment/nonpayment policies	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
68	Primary/secondary school tuition fee waiver for international students' dependants	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
Academics		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
69	'Year Zero' English-language preparatory programmes	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
70	'What to expect' primer on academic norms, exams, markings, etc.	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
71	Academic integrity orientation and readiness assessment	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
72	Course-specific English language support modules	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
73	One-on-one module registration support	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
74	Library and campus learning resources tour	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
75	Audit of curricula for international student accessibility and inclusiveness	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
76	Instructor certificate programme and training for teaching in globally diverse classes	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
Inclusion and Belonging		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
77	Peer mentoring 'buddy programme' between international and home students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
78	Language exchange programme for practicing English and/or foreign languages	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
79	Incentives (e.g., gift cards, university merchandise) for students who engage with university programming	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
80	Film screenings from international students' countries of origin	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
81	Elective modules and programmes for all students to explore intercultural diversity and inclusive practices	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
82	Cultural competency training for academic and professional staff who interact regularly with international students	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
83	Panel discussions of academic staff sharing their experiences teaching international students	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
84	Templates for responding to global or domestic events that could affect international students' mental health and material circumstances	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
85	Multilingual support staff	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
86	List of volunteer translators from across the institution	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
87	Internal calendar for tracking and acknowledging major international holidays and festivals	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
88	Ambassador programme to elevate international student visibility in the wider community	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
89	Pen pal programme between international students and community residents	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
90	Community service projects pairing international and home students	↑↑↑↑	🌐🌐🌐🌐	<input checked="" type="checkbox"/>
91	Programme for tutoring primary/secondary students by international students	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
Communicating Across the International Student Journey		Ease of Online Delivery	Ease of Standardisation	Relevant to Home Students
92	Use jargon-free English	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
93	Write in short, concise sentences	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
94	Leverage multiple communications platforms (e.g., email, social media, VLE)	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
95	Maintain active presence on social media channels frequently used in home-country contexts	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
96	Include English and/or foreign-language subtitles on all video content	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
97	Translate critical information into most prevalent student languages	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
98	Ask for immediate feedback on usefulness and clarity of content	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
99	Align topic of communication to relevancy in student journey	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>
100	Swap 'clinical' mental health support language for more inclusive offering of wellbeing support	↑↑↑↑	🌐🌐🌐🌐	<input type="checkbox"/>