

# International Student Engagement and Success

Student Success Centre  
Student Affairs



Arlene Fajutrao Dosen, Executive Director and Assistant Dean, Student Success  
Gisela Oliveira, Associate Director, Careers, Mobility and International Student Success

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# Initiative

## International Student Engagement and Success

Every year, McMaster welcomes students from 120+ countries.

International students face unique barriers in their transition to university life.

Our goal is to create a sense of belonging and foster engagement with McMaster and the Hamilton community.

This initiative is for international, incoming exchange and visiting research students.



# Objectives

## International Student Engagement and Success

### Objective One: Collaboration

Collaborate with McMaster Faculty partners to provide personalized and memorable McMaster experiences.

### Objective Two: Connection

Connect students to wraparound programs and services throughout their university journey.

### Objective Three: Communication

Increase responsiveness through a 24-hour, online chatbot.

# Objective One: Collaboration

## International Student Engagement and Success



### Airport Welcome Program

Welcomed 157 students at Toronto Pearson Airport in partnership with the Faculty of Engineering and other Faculty partners.

### Ignite Program

3-day university transition conference delivered to 62 students. Partnered with Housing & Conference Services and Faculty offices.

# Objective Two: Connection

## International Student Engagement and Success

Enhanced, personalized student experience through implementing the iCent app, a communication management tool customized for international students.

Holistic, wraparound approach to supporting student success, providing tailored information on centralized services and Faculty-specific news and updates.

New multimedia content to provide an engaging digital experience, including videos and social media.

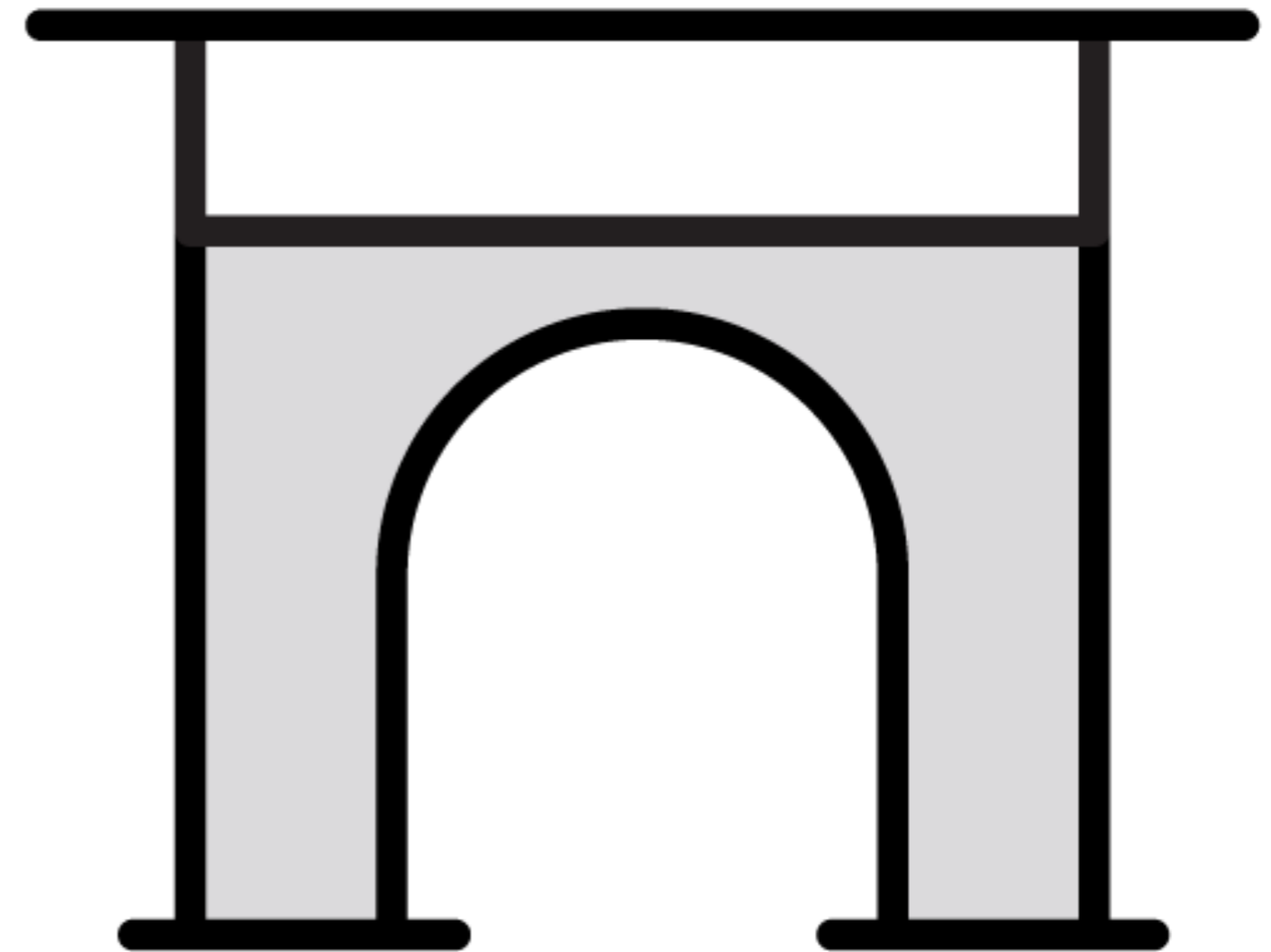
# 80%

of first-year  
international students  
connected on iCent

# Objective Three: Communication

## International Student Engagement and Success

- Goal: Increase responsiveness during offline hours to accommodate varying time zones
- Research and discovery: Fall 2023
- Development: Winter 2024
- Testing: May 2024
- Launch: End of May 2024
- Features: 24-hours of support, language translation, referrals, bot-to-bot transfers



# Testimonial

“No university is doing it like Mac does and I have to join this program. I’m so glad I did! I made so many friends, the people here are so friendly, the staff is so helpful. I learned so much today.”

— Ignite Program participant

