

Match Seekers: “It’s all about me!”

Egocentric: Limited in outlook or concern to their own activities and needs—want to experience the campus and its people to see if they are a “fit.”

Anxious

- anxious about fitting in and, therefore, looking for a university that is or will:
 - support my personal and professional growth (“will have necessary resources to accomplish my goals”)
 - be interested in “me” (read “international students”)
 - support close “collaboration” (read “friendships” or “collaborative research opportunities”)
 - “diverse” (read “global” and “international student friendly”)
 - has “people like me” (can be read as “international students,” e.g., “students from China”)
 - allow me to get to “know” faculty members

- anxious about uncertainties of a new place and, therefore, looking for a city that will:
 - support me
 - have a reasonable cost of living
 - be safe
 - be friendly
 - have reasonable housing close to campus
 - offer “things to do”
 - offer accessible public transportation
 - provide easy and reasonable access to major U.S. and Canadian cities/international airport (“close to other cities I’ve always wanted to see”)
 - be a place where I am comfortable raising my family/where there are good schools

Seeking facts

- Want to explore programs and curriculum.
- Will programs help me reach my future goals?
- Are there “famous” professors?
- Are there hands-on experiences?
- Are there collaborative research opportunities that match my career and education goals?
- Who are alumni, including international alumni, and what are they doing?

Concerned about return on investment

looking for an organization that:

- has a good reputation (“A stronger university will help my career development.”)
- is expanding or on the rise
- has reasonable tuition and fees
- offers financial aid opportunities