



Southwestern Business Deans' Association

The Evolving International Recruitment Landscape

Monday, June 9th 2025

10:45 AM to 12:00 PM

Santa Fe, New Mexico

Pieter Vermeulen

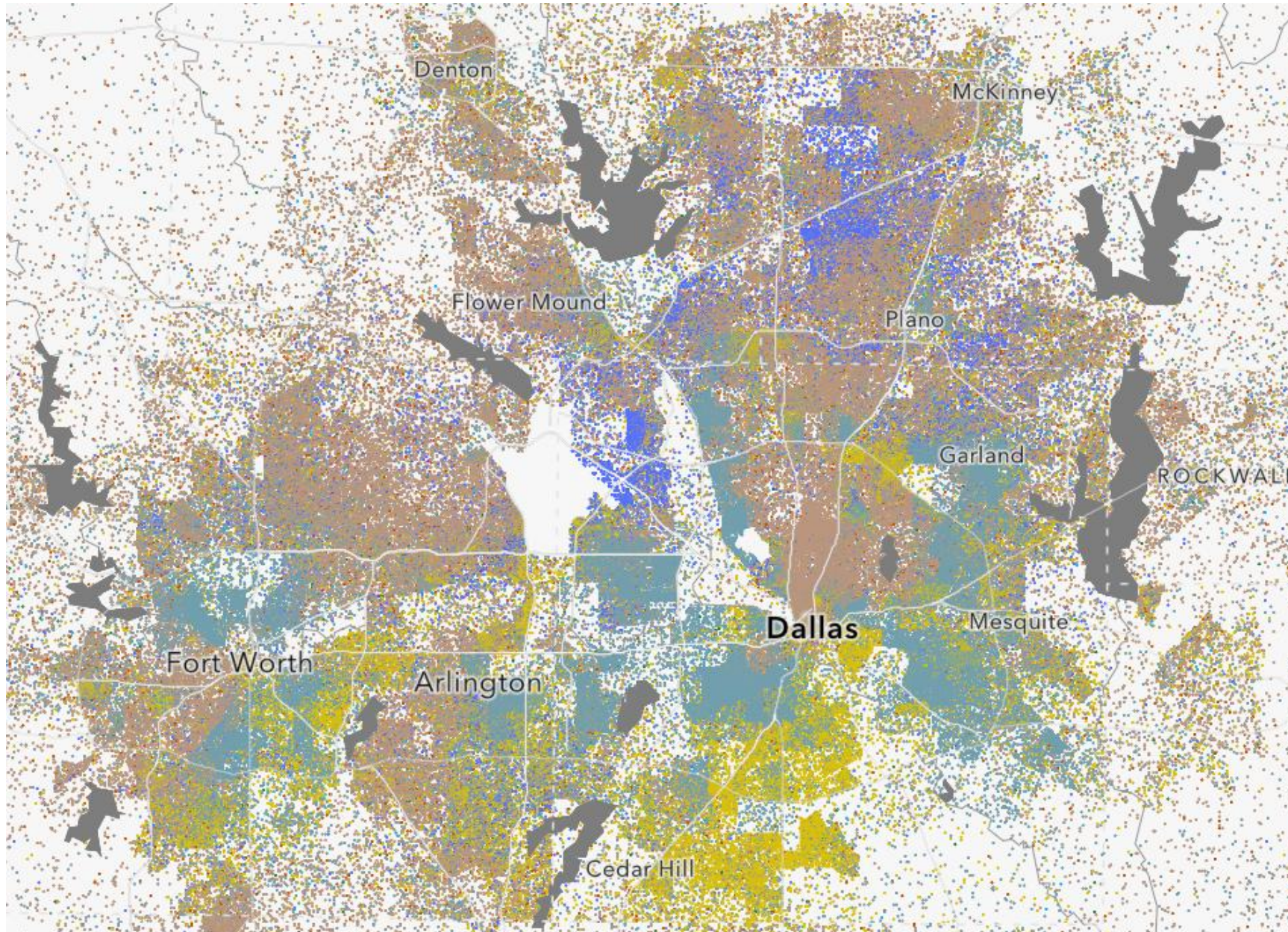
Senior Director
International Recruitment
University of North Texas (UNT)



Top-10 Countries of Origin in Top-10 U.S. States Enrolling International Students in 2024

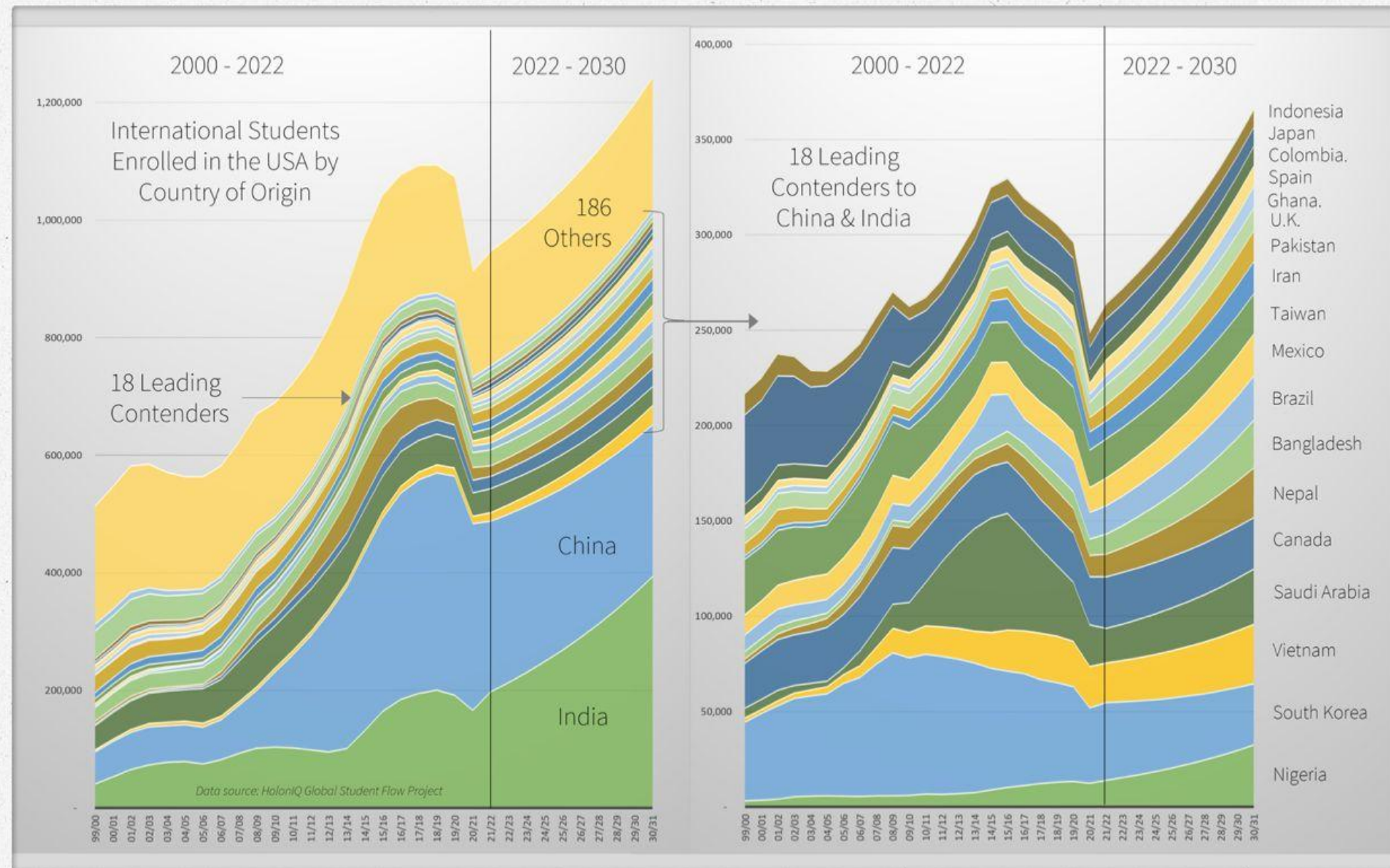
USA	%	CA	%	NY	%	TX	%	MA	%	IL	%	FL	%	PA	%	MI	%	OH	%	MO	%
INDIA	29%	CHINA	32%	CHINA	31%	INDIA	44%	INDIA	29%	INDIA	35%	INDIA	17%	CHINA	30%	INDIA	39%	INDIA	39%	INDIA	55%
CHINA	21%	INDIA	19%	INDIA	23%	CHINA	8%	CHINA	25%	CHINA	21%	BRAZIL	14%	INDIA	24%	CHINA	19%	CHINA	18%	CHINA	14%
KOREA	4%	KOREA	5%	KOREA	4%	MEXICO	5%	BRAZIL	4%	KOREA	4%	CHINA	8%	KOREA	4%	CANADA	5%	NEPAL	4%	NEPAL	3%
CANADA	3%	TAIWAN	4%	CANADA	4%	NEPAL	5%	KOREA	4%	NIGERIA	2%	COLOMBIA	6%	CANADA	3%	KOREA	4%	VIETNAM	3%	KOREA	2%
BRAZIL	3%	JAPAN	3%	BANGLADESH	2%	VIETNAM	4%	CANADA	3%	TAIWAN	2%	CANADA	2%	VIETNAM	3%	BANGLADESH	3%	GHANA	3%	NIGERIA	2%
VIETNAM	2%	BRAZIL	3%	TAIWAN	2%	NIGERIA	3%	VIETNAM	2%	CANADA	2%	KOREA	2%	SAUDI ARABIA	3%	NIGERIA	2%	SAUDI ARABIA	3%	CANADA	1%
NEPAL	2%	CANADA	3%	TURKEY	2%	KOREA	3%	TAIWAN	2%	VIETNAM	2%	SAUDI ARABIA	2%	TAIWAN	2%	TAIWAN	2%	NIGERIA	2%	BANGLADESH	1%
NIGERIA	2%	VIETNAM	3%	COLOMBIA	2%	BANGLADESH	3%	TURKEY	1%	BRAZIL	2%	VIETNAM	2%	NIGERIA	2%	VIETNAM	1%	KOREA	2%	BRAZIL	1%
TAIWAN	2%	INDONESIA	1%	BRAZIL	2%	PAKISTAN	2%	JAPAN	1%	PAKISTAN	2%	VENEZUELA	2%	BRAZIL	1%	SAUDI ARABIA	1%	BANGLADESH	2%	VIETNAM	1%
BANGLADESH	2%	MEXICO	1%	JAPAN	1%	TAIWAN	1%	MEXICO	1%	COLOMBIA	1%	PERU	2%	BANGLADESH	1%	BRAZIL	1%	CANADA	2%	GHANA	1%
Other	31%	Other	27%	Other	27%	Other	22%	Other	27%	Other	27%	Other	42%	Other	27%	Other	22%	Other	22%	Other	18%
100%		12.95%		11.94%		7.47%		6.97%		5.17%		5.15%		4.25%		3.10%		3.01%		2.75%	

Data Source: SEVIS By The Numbers, 2024



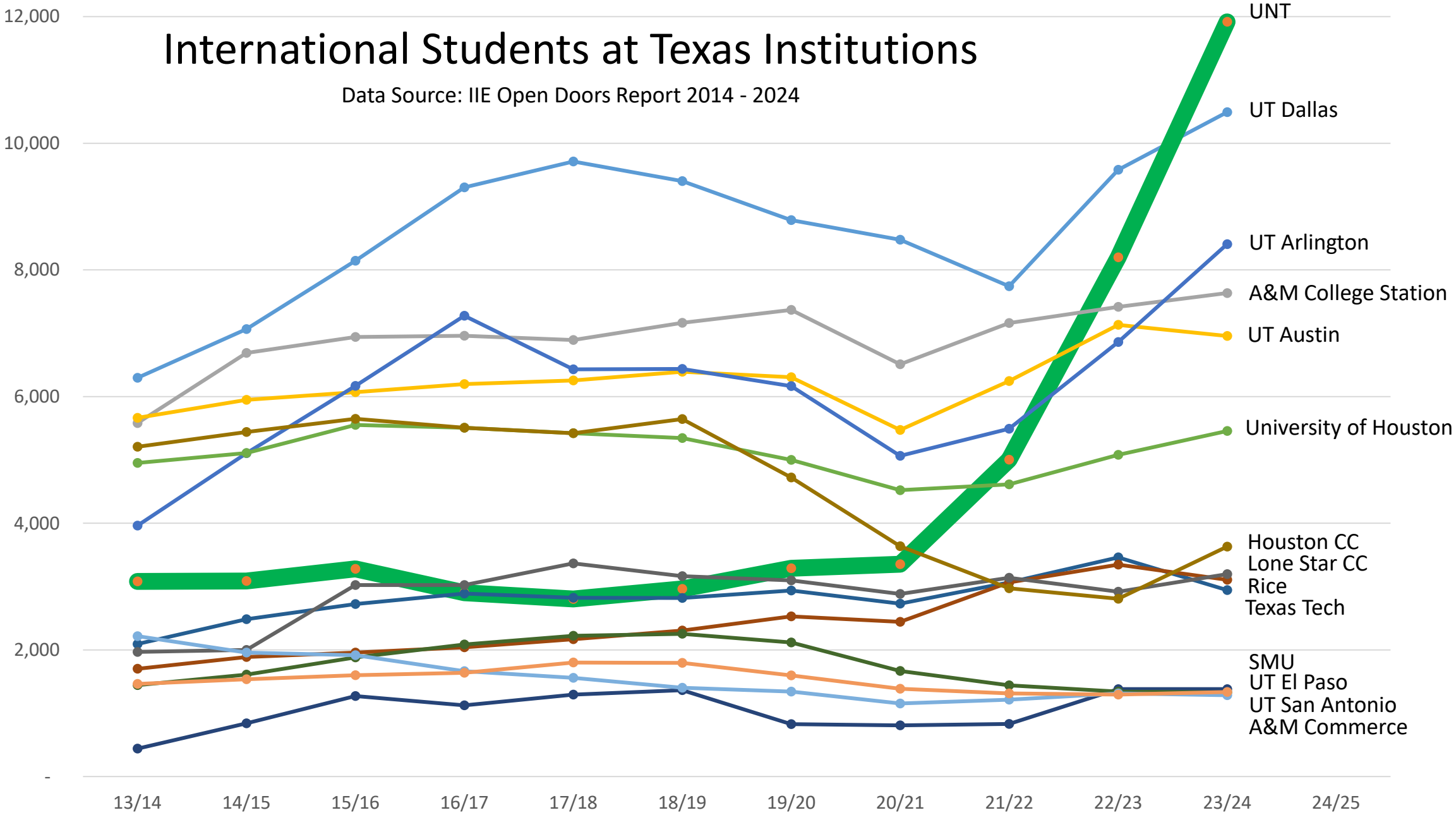
DFW Diaspora

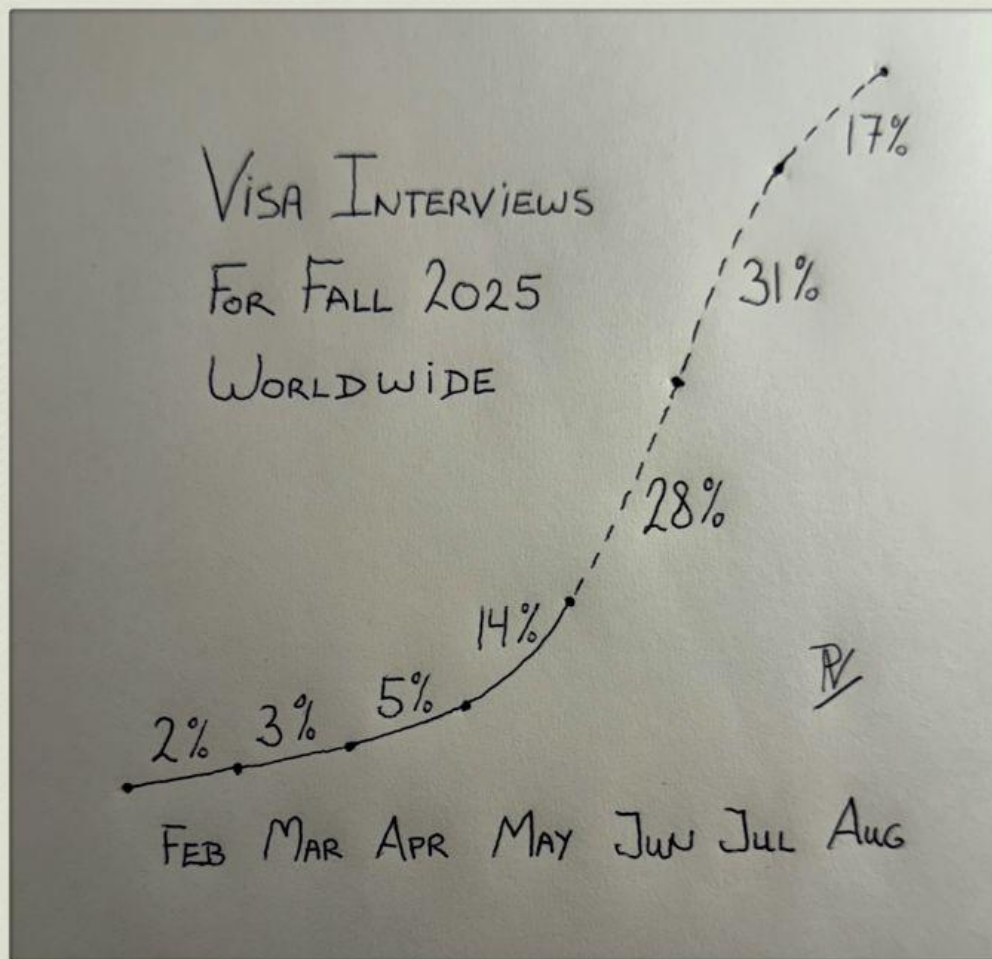
- India
- China
- Mexico
- Nepal
- Vietnam
- Nigeria
- South Korea
- Bangladesh
- Pakistan
- Taiwan
- Thailand



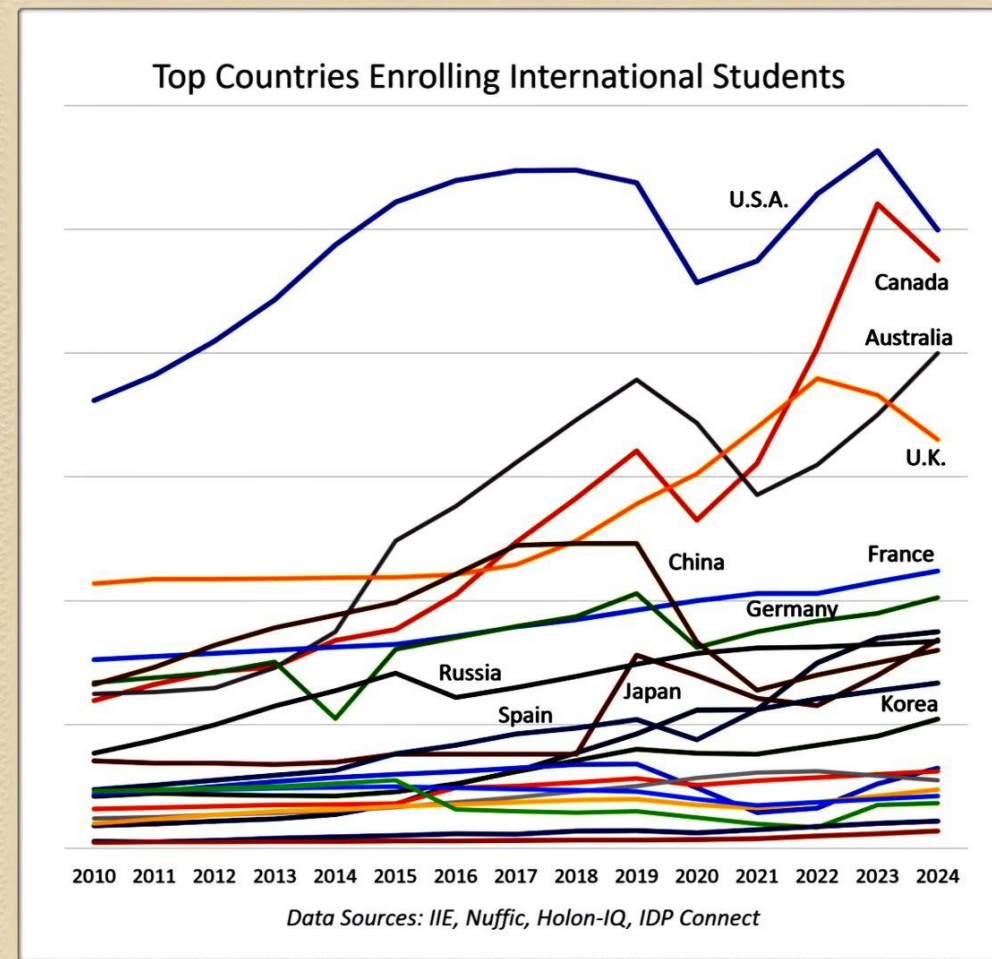
International Students at Texas Institutions

Data Source: IIE Open Doors Report 2014 - 2024



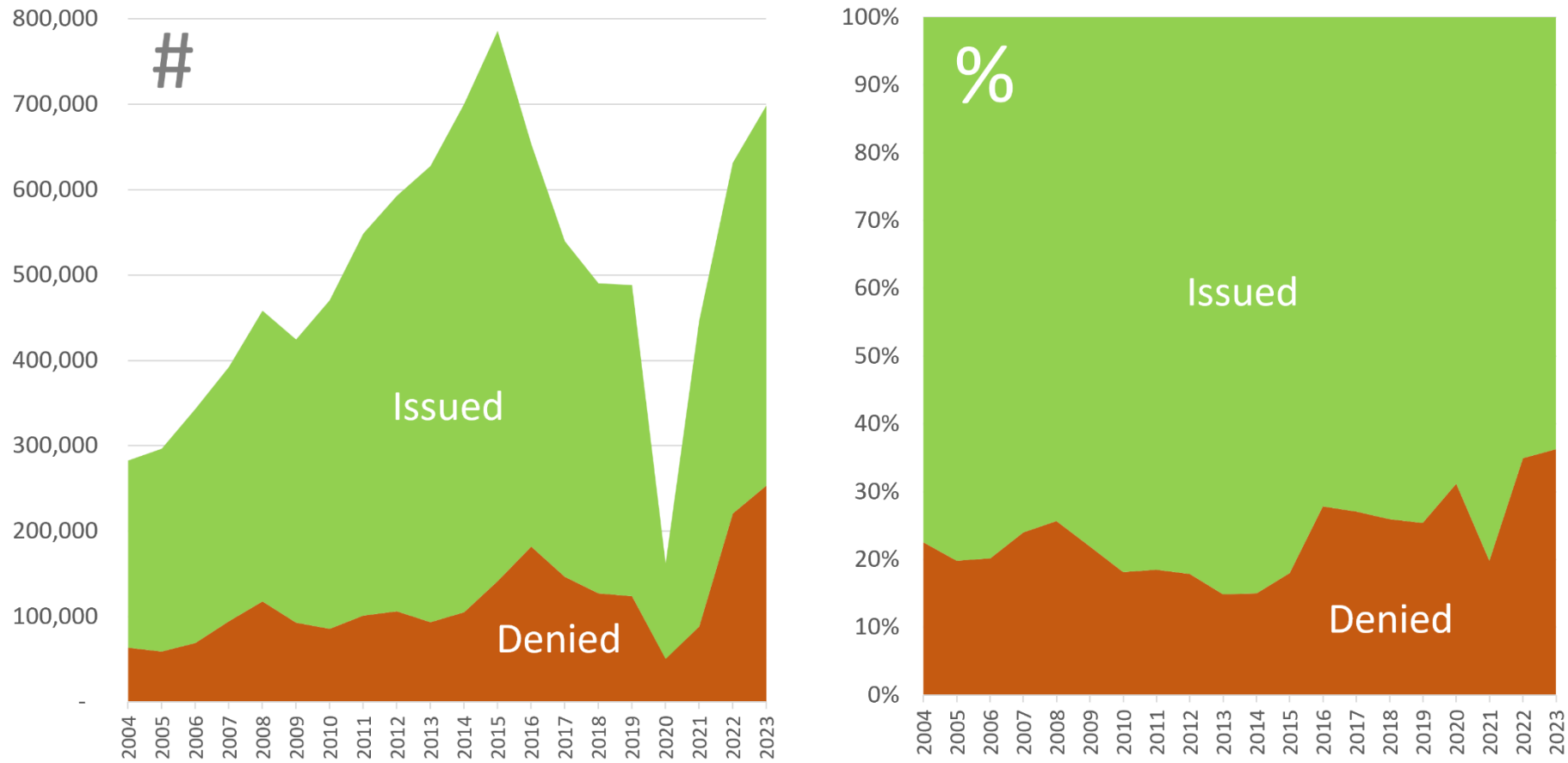


What's at risk?



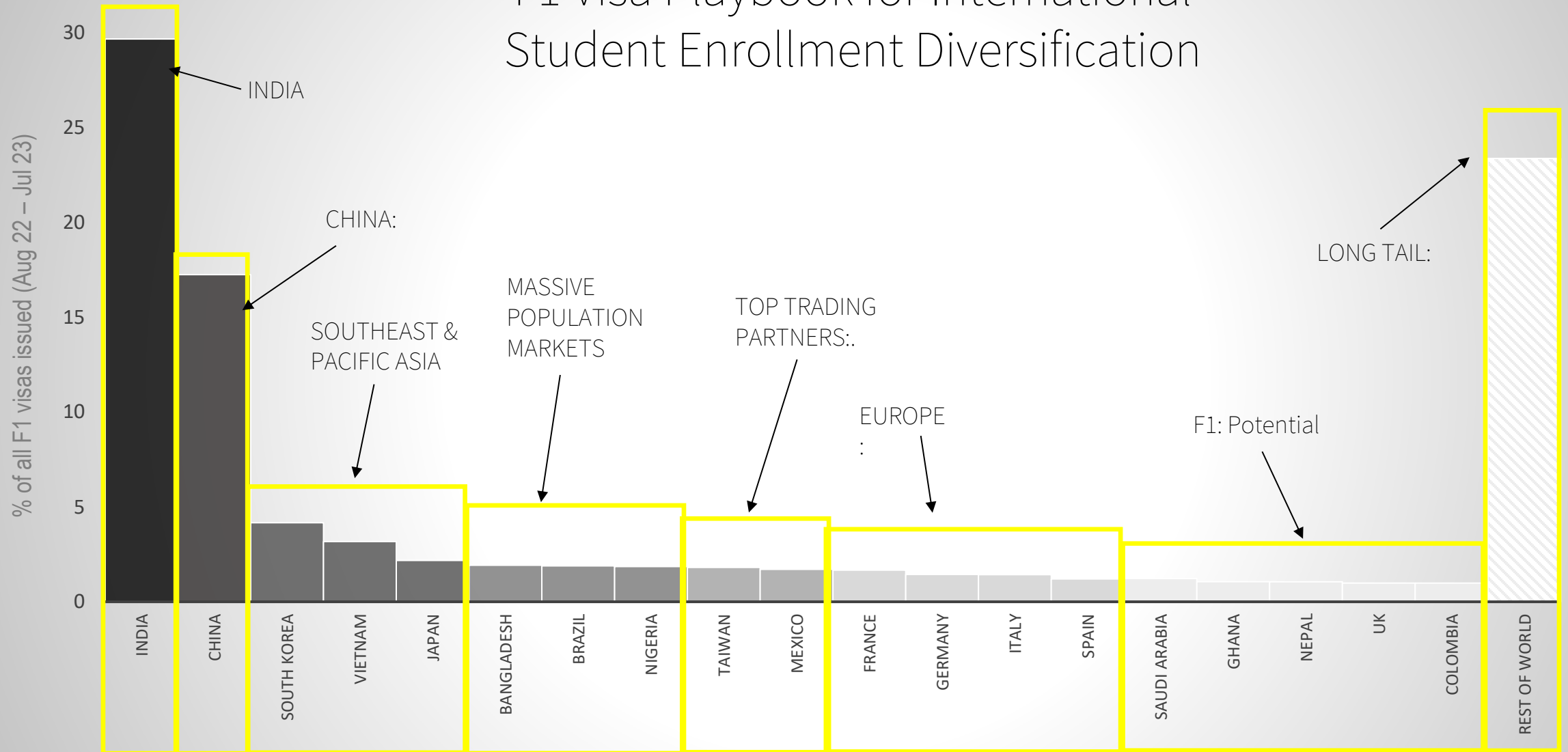
Top-4 to Top-10 to Top-20 ?

The Number & Percentage of U.S. Student Visas Issued & Denied (2004 - 2023)

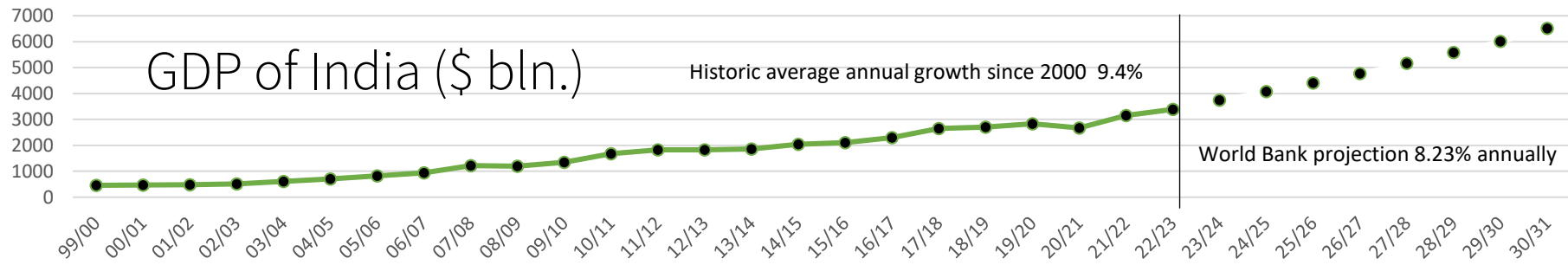


Data source: travel.state.gov

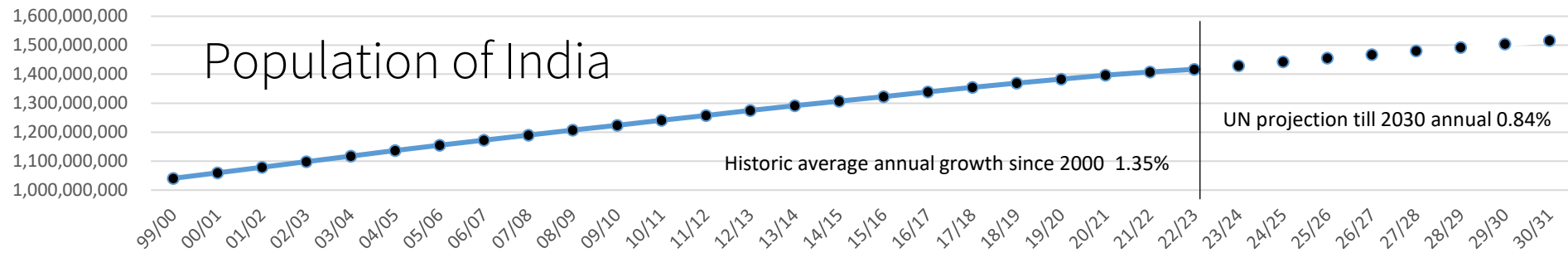
F1 Visa Playbook for International Student Enrollment Diversification



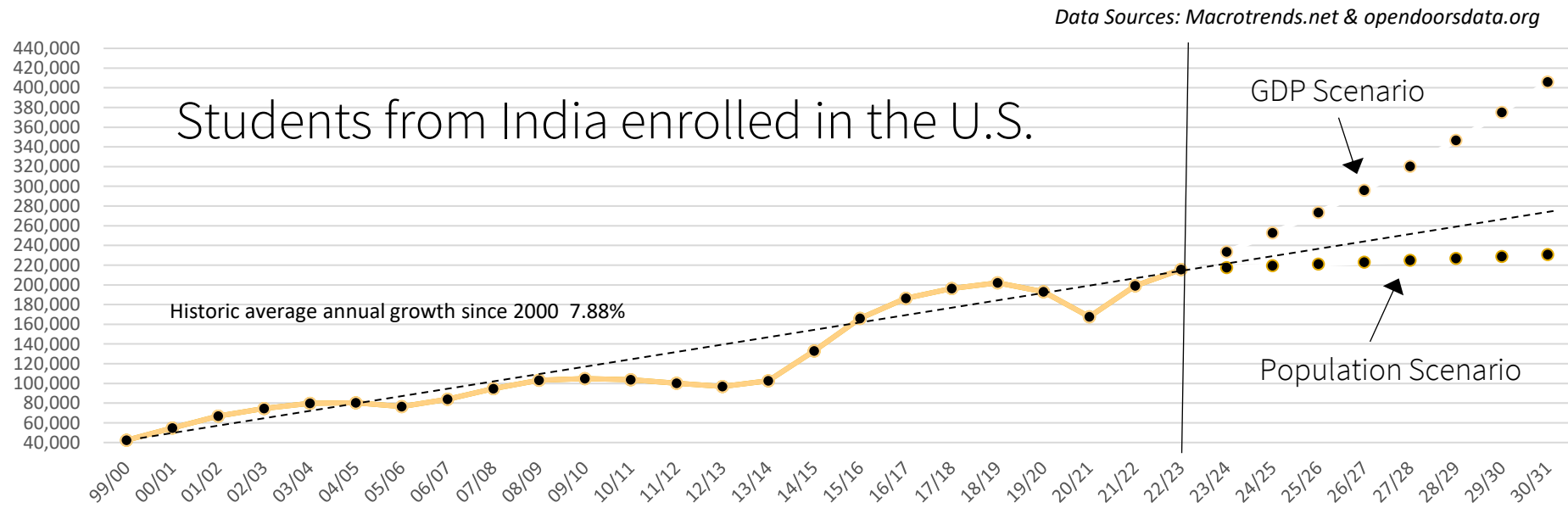
Data source: travel.state.gov



World Bank
GDP Growth



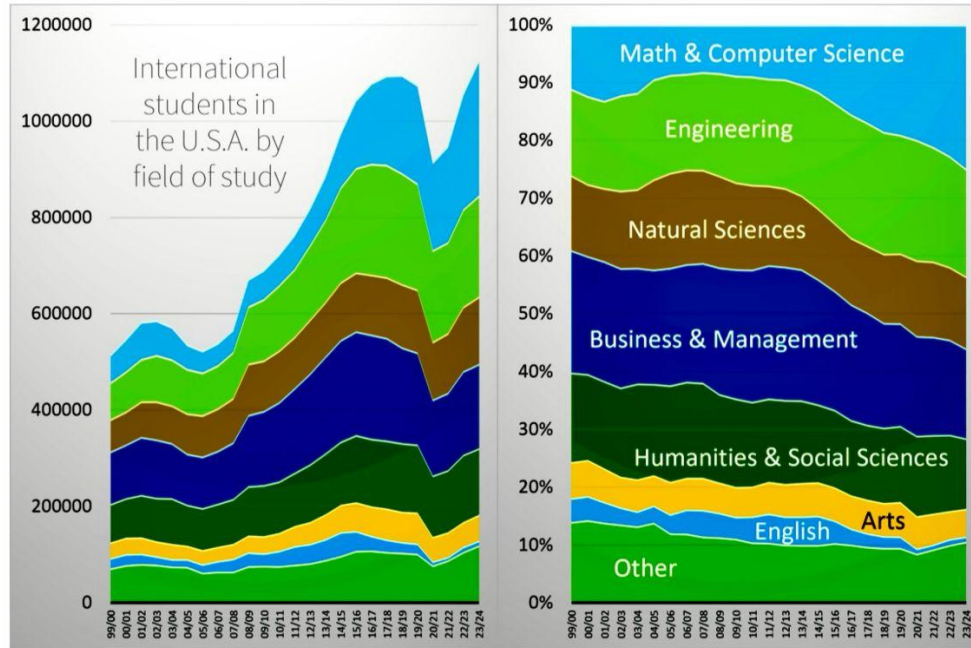
United
Nations
Population
Growth



India
Scenarios

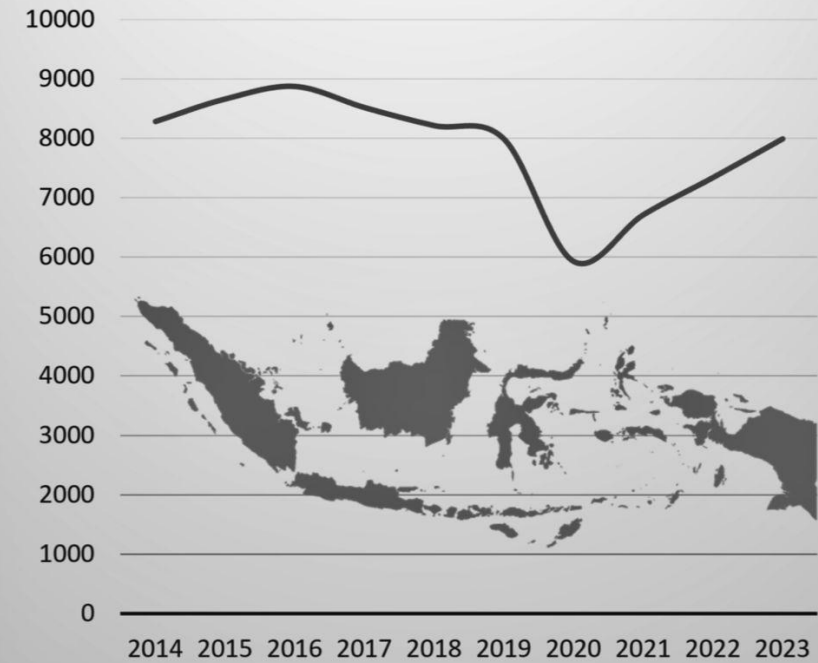
N

%

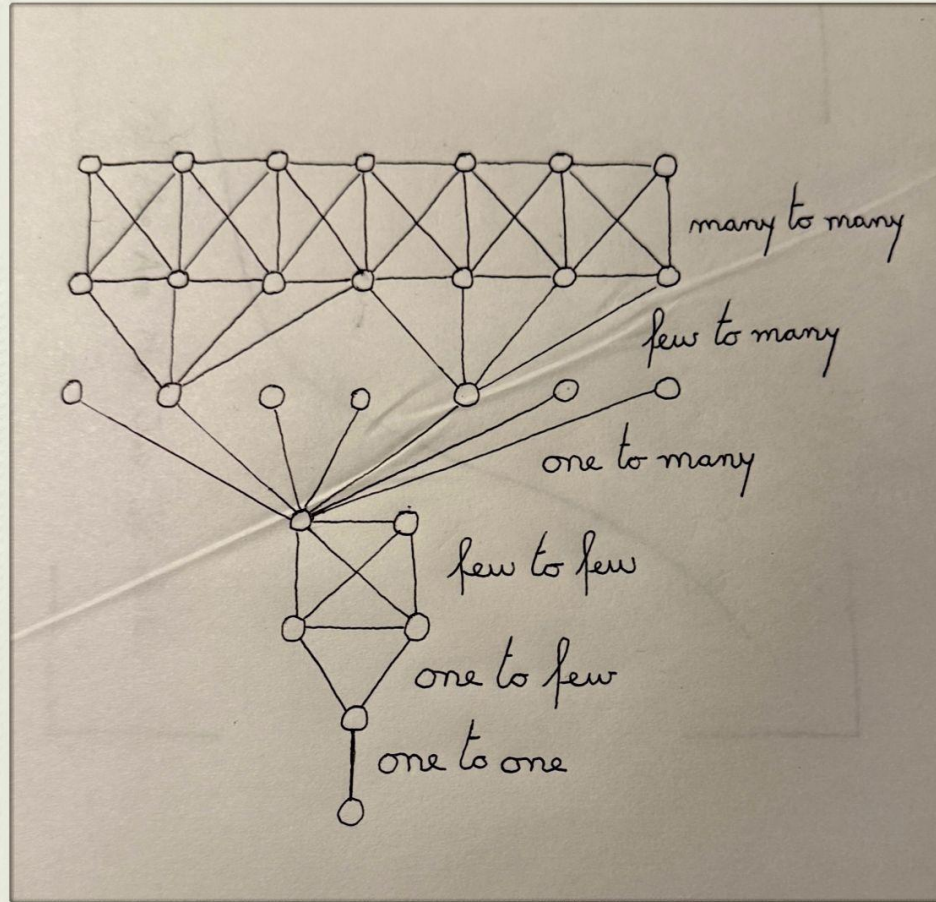


Stay, and get your MBA!

U.S. student visas issued in Indonesia



Rebound, or 'Trickle to Flood'?



Struggling to engage Gen Z ?
Think 'few to few to few'



Remedy for Fair Fatigue!

BUSINESS: a really short history



Thank You!

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