

**THE SIGNIFICANCE OF ORGANIZING ACADEMIC FOREIGN REPRESENTATIVE OFFICES WITHIN THE DEPARTMENT OF INTERNATIONAL COOPERATION TO INVOLVE FOREIGN STUDENTS IN THE EDUCATIONAL PROCESS OF HIGHER EDUCATION INSTITUTIONS.**

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**Abstract**

This article talks about the role and importance of the establishment of academic foreign representative offices within the department of international cooperation in order to attract foreign students to the higher education system.

**Key words**

Higher education, cooperation, department, specialist, foreign student, representative office, university.

Today, the number of higher education institutions in the world is increasing year by year, and it is not secret that the survival of universities mainly depends on the weight of the annual student intake. Today's universities especially need foreign students more than local students. The main reason for this is, firstly, the economic benefit that international students bring to the university budget twice as much as domestic students, and secondly, their strengthening of the university's reputation in the international sphere. In most cases, the issues of attracting foreign students to higher education institutions are entrusted to the department of international cooperation (or a department with a similar name) of this university and the vice-rector who manages this department. In turn, according to the chosen strategic plans of the universities, this department can be divided into a number of unique departments or consist only of specialists. For example, the department for working on international agreements, the department for working with international ratings, etc. Or, on the contrary, without creating divisions within this large department, these divisions are assigned to specialists who perform tasks, and in this case, the department consists only of specialists who perform specific functions. Most universities use the strategy of having an international department composed of these specialists. The reason is that in this case, less specialists are

paid less by assigning many tasks. However, an international department composed of divisions is usually more efficient than an international department composed only of specialists. The reason is that the employees of the departments work only in their own areas, without interfering in other areas, and the international department, which consists of specialists, in many cases is forced to work together on issues of any direction. However, it is worth noting that in both strategic plans, universities may not be able to have the number of foreign students they intended. The main reason for this is that in the recruitment of foreign students, almost all higher education institutions cooperate with agencies or organizations that mainly engage in the recruitment of foreign students, and the agencies are unable to recruit the number of foreign students specified in the bilateral contract, or foreign mass media, inability to attract a sufficient number of students by using strategies such as messengers or newspapers and magazines, universities to spread information about themselves and participate in Educational Fairs held in foreign countries is often a painful issue for universities.

Organization of academic foreign representative offices within the international cooperation department is a new strategy for recruiting foreign students for almost all higher education institutions. This strategy is appropriate for any type of International Department to operate and achieve its goals. Let's take a closer look at the activities of these representative offices.

**The purpose of establishing academic representative offices** is to maximize the number of foreign students, to fulfill the academic missions of the university in the country where the representative office is established, and most importantly, to open a branch of the university in this country and to cooperate with related organizations and universities in the country where it is located and establishment of academic relations between universities.

**The order of establishment of academic representative offices from employees:** These representative offices can be established by their universities in foreign countries as followings:

- Head of academic representative office;
- Deputy head of the agency;
- Agency specialists;
- Office accountant.

The employees of the agency are mainly appointed by the vice-rector of the university for international cooperation from within the department of international cooperation of the university. In this case, universities can assign employees to this task in 4 different ways: 1) In the above case, the university

appoints its own employees - in this case, it should be taken into account that the amount of salary paid to employees should be proportional to the salary of employees in the university, but the quality of work will be expected to be excellent; 2) Only by appointing the head of the representative office from among the employees of the university, and the rest of the employees from local experts in the country where the representative office is located - in this case, the university saves a good amount of money; 3) By appointing the employees of the representative office from among the employees of the university international department, but by reducing their number, that is, by removing the position of the deputy head of the representative office or terminating the position of the accountant of the representative office and assigning his duties to one of the specialists of the representative office - for example, only the representative office is possible to make it consist of a head and specialists and thus reduce costs; 4) Appointing the employees of the representative office among local specialists, but by reducing their number - for example, making them consist of only the head of the representative office and specialists, and this way is the most optimal way to reduce costs.

The number of specialists of the agency can be determined by the management of the university depending on the university budget.

**Tasks of academic representative offices:** The head of the academic representative office, together with the specialists and deputy of the representative office, is responsible for conducting a propaganda work for the local prospective students to continue their studies at their universities and the prestige of the state where their universities are located among the graduates of the Higher School in the country where the representative office is located, and later in the countries bordering regionally, establishes relations with relevant organizations and universities in the territory of the country where the representative office is located to sign academic contracts in various directions, resolves the issues of residence, resolves visa and residence issues regarding the visit of the delegation of their universities or the delegation of the state universities and organizations where the representative office is located to their countries together with the embassy of the country where the representative office is located, the representative's accountant arranges accommodation and food for the employees of the representative office, submits reports on expenses or salaries to the management of their universities and carries out other orders given by the management of the university.

Academic representative offices should be established mainly in the countries of foreign students who are considered by the university to have a strong interest in

studying at this university, and academic representative offices will conduct their work in cooperation with the embassy of the state where their universities are located. For example, Sheridan College, located in the state of Wyoming, USA, found the citizens of Nepal as its prospective students and establishes its representative office in Kathmandu and by this way it cooperates with the US Embassy in Kathmandu on the issues of visitor stay and student visa of prospective Nepali students in the USA. Goes

**Academic representative offices have one strategic advantage for universities** - they are the most effective means of recruiting foreign students, that is, through foreign students supplied by these representative offices are expected to be at least twice more than the foreign students gained by the cooperation of foreign student recruiting agencies or organizations or else advertisement the university itself in foreign mass media or in newspapers and magazines.

And **the only drawback** is that there is a high possibility that the costs of establishing a representative office, employee salaries, and other organizational issues will be high. Nevertheless, the issue of the future recruitment of foreign students for universities will be solved only by the establishment of academic offices.

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