

3 more ways to Attract Arab Students

1. Partner with a community college with lower standards



Some smart Arabs will not be quite ready to qualify to get into your university because they may need some help in specific areas to get them ready. Many schools ignore this type of student but this can be a big mistake because many of these students will end up being great candidates for your school if they can just get help in the areas they have some weaknesses in. Universities that can refer these students to a local community college that can help them get up to speed in certain areas can end up attracting a lot of great Arab students that other schools will pass up.

2. Don't overdo the focus on Arab students



If you are looking to attract Arabs to your school and you are making big changes to your website or marketing materials to highlight some of the reasons Arabs should go to your school be careful not to over do it. By this we mean don't make it appear like your school or university will be full of Arabs. In general we find that most Arabs want to go to a school that has some other Arabs but they also have fears that if a school as too many Arabs they won't end up making any friends from the local community. This may not be a concern for all schools but we have seen some schools make this mistake having too many Arabs in the imagery on their website. These image made their school appear as if it was made up of 90% Arabs when this wasn't the case and they actually had a very diverse student population.

3. Go out of your way to respect Arab culture



Arabs are very proud of their culture. Across many Arab countries you can find a large percentage of Arabs wearing their traditional clothing, while in most other cultures around the world traditional clothing is only worn instead of western clothing on special occasions. This highlights just how important culture is to Arabs. Schools that understand this find ways to honor and respect the culture of these students. The University of Dayton, for example, puts on an international festival each year that gives international students, including Arabs, the opportunity to show off their culture. This event was attended by close to a thousand students and community members last year. Other universities help students from some Arab countries create student organizations and have an event on the national day for that for that Arab country at the university. Find ways that you can honor Arab students' culture at your school.