



NATIONAL EDUCATIONAL UNIVERSITY

**Mechanisms for attracting non-Georgian-
speaking students and staff**



P R E A M B L E

In the context of the rapid transformation of the global educational landscape, attracting international students represents one of the foremost priorities of modern universities. An international student is not merely a statistical figure for the university – they create a diverse, intellectually enriched environment that enhances the quality of the academic process, strengthens the international dimension of research, and ensures the institution’s global competitiveness.

“NEU - National Educational University” responsibly acknowledges its role within the international education system. The university recognizes that attracting international students is not only a significant component of its own development but also a key instrument for strengthening the country’s educational and cultural ties.

This document presents a systemic vision and a set of mechanisms, the practical implementation of which will enable the university to create an internationally attractive educational environment, secure its place on the global academic map, and ensure the sustainable growth of its international student body.

The university develops an integrated, multi-level strategy based on:

Global positioning of the university brand;

Expansion and strengthening of international partnerships;

Internationalization of academic programs;

Development of student-centered services.

Mechanisms for attracting international students at “NEU - National Educational University” include:

- International branding of NEU - National Educational University;
- Image of an interdisciplinary, safe, European-style university;
- Global social media campaigns;
- Social media campaigns through digital platforms such as TikTok, Instagram, Facebook, YouTube, and others;
- Expansion of the partner university network;

- International agreements with universities;
- Expansion of Erasmus+ KA171 partnerships;
- Establishment of an official agents network;
- Joint events and scientific activities;
- Special academic packages for international students;
- Bilateral mobility programs;
- Flexible tuition fee model;
- Georgian language educational program;
- One-stop “office” - assistance with visas and document management;
- “Study in Georgia” strategy;
- Online Open Days;
- International Student Ambassador for enhanced services;
- Bilingual website of NEU - National Educational University.

“NEU - National Educational University” develops mechanisms for attracting international students as a unified, integrated system. The university manages this process through the following institutional approaches:

- Establishment of a working group – responsible persons and deadlines;
- Annual action plan;
- Priority countries;
- Target audience;
- Monitoring of results.

CONCLUSION

Attracting international students is not merely a strategic direction for the university; it is an essential part of the university's development, enhancing its academic, research, and social standing on the international stage. The mechanisms presented constitute an integrated system aimed at opening the university's doors to the global space, creating a diverse student environment, and increasing the university's international visibility.

"NEU - National Educational University" recognizes that successful internationalization requires consistent and systematic action. For this reason, the university establishes an annual action plan, forms dedicated working groups, develops international partnerships, strengthens marketing and branding communications, and ensures a safe, accessible, and high-quality educational environment for international students.

The practical implementation of these measures lays the foundation for transforming NEU into a university that not only meets the demands of contemporary higher education but also creates new opportunities within the international academic arena.

Successful execution of this strategy will ensure that NEU remains an open, development-oriented, competitive, and fully internationally compliant university, attracting and retaining international students as a key resource for long-term, sustainable growth.