

# STUDENT RECRUITMENT MASTERCLASS

AT PÉCS 2025

## ARE YOU READY TO ELEVATE YOUR INTERNATIONAL STUDENT RECRUITMENT GAME?

Explore cutting-edge **admissions strategies**, build high-impact **partnerships**, harness the power of **data-driven decision-making**, and optimize your university's **online presence**—all through engaging sessions, **real-world case studies**, and interactive workshops designed for recruitment experts like you!

Join our 4-day workshop on **data-driven decision-making, online marketing, non-traditional admission techniques and high-school partnerships.**



**Venue: University of Pécs, Hungary**



**Date: 17-20 June 2025**



**Participation fee: EUR 350**



**Application deadline: 10 May 2025**



**Application form:**

**<https://forms.office.com/e/zL729w6Tzt>**



### **Building a Culture of Data-Driven Decision Making in International Education:**

Key Research Practices, Data Sources, and Strategies for Effective Leadership Engagement

**Heidi Buffington and  
Denise Nijhuis**



### **Breaking the Mold:**

Embracing Non-Traditional Admissions Strategies to Attract and Engage Top Talent

**Julie Moloney**



### **Building Bridges:**

Effective Strategies for High School Engagement and Partnership Development

**Jason Mungles**



### **Maximizing Impact:**

Strategies for Optimizing University Profiles and Understanding Student Behavior on Listing Platforms

**Damaris Clark  
and Derrik Karst**



# MEET OUR EXPERTS

Heidi



Heidi Buffington boasts a rich, two-decade career in university-level admissions, strategic enrollment management, and enrollment communications and marketing at Saint Louis University's Madrid, Spain campus. In addition to her role in admissions and recruitment, Buffington has spearheaded the strategic enrollment management (SEM) efforts at her campus, resulting in a notable doubling of its size within a few years. She is also an integral part of the university's leadership team, contributing to the oversight of university policies and procedures.

Dedicated to facilitating life-changing experiences for students, she takes pride in fostering cross-cultural understanding within an internationally diverse environment.

Heidi is an active member and a frequent presenter at industry conferences such as the International Association for College Admissions Counseling (IACAC), the Council of International Schools (CIS), the National Association for College Admission Counseling (NACAC), the Association of International Educators (NAFSA), The American Association of Collegiate Registrars and Admissions Officers (AACRAO) (SEM conference) and the Independent Educational Consultants Association (IECA).

Denise



Denise Nijhuis works as Coordinator Global Student Recruitment and Admissions at University College Roosevelt (the Netherlands) and has been working in the field of international higher education for over 10 years. In her role, she oversees both UCR's outreach to students, schools, and families around the world, as well as the university's admissions policies and procedures. Outside UCR, Denise has been involved in the set-up and development of two university consortia, each aimed at furthering connections with schools and counselors through collaborative projects: The Dutch University Consortium (DUC) and the Dutch University Colleges Collaboration. Beyond this, Denise has served as Vice-President for Professional Development of the International Association for College Admissions Counseling (IACAC) and as a member of the webinar committee of the Council of International Schools and is a frequent presenter at industry conferences such as IACAC, CIS, NACAC and HECA on topics related to studying in the Netherlands, studying Liberal Arts and Sciences or the transition from high school to university.



# MEET OUR EXPERTS

Julie



Julie Moloney has spent 16+ years in higher education, specializing in enrollment management and college advising. She currently serves as the Director of University Initiatives at Meto, where she manages university partnerships worldwide in order to connect international students with higher education opportunities. Julie was previously the Director of International Admissions at the University of Notre Dame as well as a College Counselor at The Bolles School in Jacksonville, Florida, USA, an international and day boarding school. Julie is a frequent presenter at The National Association of College Admissions Counseling (NACAC), the International Association of College Admissions Counseling (Intl ACAC), and the Southern Association of College Admissions Counseling (SACAC). She co-founded and co-chairs the NACAC Special Interest Group Supporting International Students in the U.S., serves on the SACAC Board of Directors as Treasurer for the organization, and is a member of the Inclusion, Access, and Success Committee for International ACAC.

Jason



Jason Mungles has over 20 years of involvement in international education as the Head of University & Career Guidance at Sotogrande International School and with responsibility for Higher Education guidance at King's College School in the Bahamas. Previously, Jason taught English & History in Moldova, Ukraine, and the UK and as Assistant Principal at Tavistock College, he worked closely with UK Universities. Moving to Sotogrande in Spain, he led the TOK and History departments for many years, and supported students' University applications. Having completed his undergraduate and postgraduate training in the UK, he continues to learn through collaborative projects and presentations at the CIS and IACAC conferences. He regularly organises fairs and visits to SIS for Universities and coordinates with other counsellors to ensure that university teams get maximum exposure in the region. He endeavours to ensure that the visiting representatives come away with a good impression of the students and campus, and that the students gain effective and relevant insights into the options available to them.



# MEET OUR EXPERTS

Damaris



Damaris is a consultant on the Data Analytics team at Studyportals, where she works closely with institutions across the EMEA region to help them leverage and act upon data-driven insights. She supports partners in translating Studyportals' analytics into actionable strategies that enhance their recruitment and internationalisation efforts. Before joining Studyportals, Damaris gained experience in the student accommodation and pathway sectors, holding a variety of roles ranging from admissions to recruitment. A passionate advocate for international education, she became an international student herself in 2014, securing a full scholarship for the Erasmus Mundus Joint Master Degree in Research and Innovation in Higher Education. During her studies, she had the opportunity to live and learn in Austria, Finland, Italy and China.

Her master's thesis focused on continuous improvement in student engagement, reflecting her commitment to enhancing the student experience in higher education.

Derrick



Derrick Karst is Senior Vice President of Partnerships at Studyportals, an online platform empowering over 55 million international students each year. He advises universities on strategies and insights to grow, diversify, and enrich international student recruitment.

Derrick is passionate about international education and using technology to connect students and opportunities. He has worked within international higher education for over 15 years. Previously, he served as a lecturer in economics at Zhejiang Yuexiu University in China, where he advised Chinese students entering foreign universities. Later, he served in management roles at a Chinese internet platform connecting Chinese students and international institutions.

He holds a Master of Business Administration from Johns Hopkins University and is based in Madrid, Spain