



# CASE STUDY

Educating more than 35,000 students, George Mason University is the largest public university in the Commonwealth of Virginia. An R1 rated research institution, it is located in one of the most important political, economic and cultural hubs in the world. The university is committed to a more just, free and prosperous world. As such, its international focus is fundamental to its mission. Mason welcomes more than 3,000 international students from 130 countries.

The university partnered with INTO in July 2014 – in order to support continued growth in its international footprint and profile.

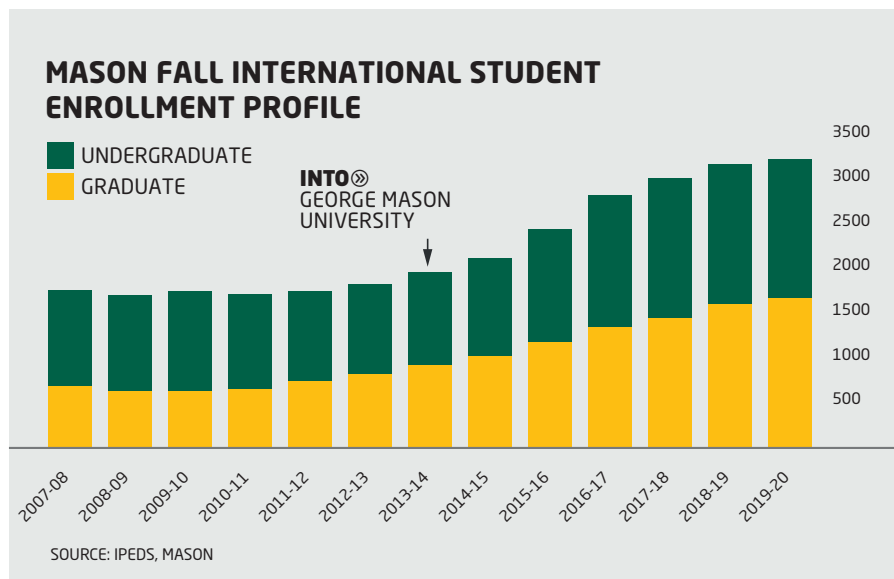
Students are supported through a variety of undergraduate and graduate bridging programs, delivered by Mason faculty and supported in a dedicated living and learning center in the heart of the Mason campus. Meanwhile INTO Mason provides access to large numbers of ambitious students throughout the

world and provides additional levels of support to ensure those students thrive and succeed.

Since the partnership has begun, Mason has experienced a 64% growth in the number of students. In 2019,

the presence of international students at George Mason generated almost \$143.6M in annual economic benefit and supporting more than 1,800 jobs.<sup>1</sup>

<sup>1</sup> <https://www.nafsa.org/isev/reports/state?state=VA&year=2019>



**64%**

growth in international student enrollments at Mason in six years since partnership launched

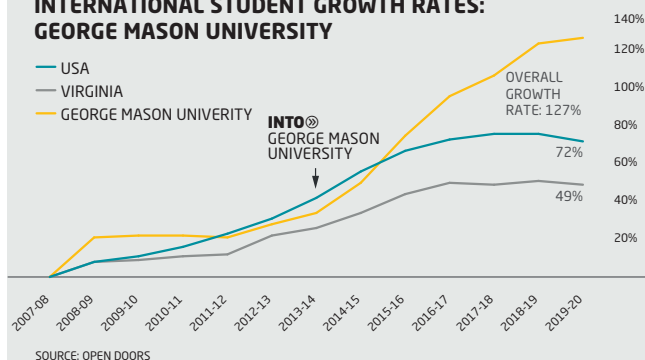
**3.5x**

Growing international enrollment three times faster than Commonwealth of Virginia average

**\$143.6M**

in annual economic benefit from international students

## ENROLLMENTS

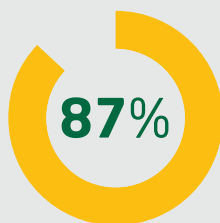
INTERNATIONAL STUDENT GROWTH RATES:  
GEORGE MASON UNIVERSITY

## STUDENT EXPERIENCE

## OVERALL SATISFACTION



## LEARNING SATISFACTION



## LIVING SATISFACTION



## SUPPORT SATISFACTION



SOURCE: INTO STUDENT EXPERIENCE SURVEY APRIL 2021

## DIVERSITY

## STUDENTS FROM

51

## COUNTRIES AT INTO GEORGE MASON UNIVERSITY

2018 AND 2019 ACADEMIC YEARS

ANNUAL REVENUES GENERATED BY  
INTERNATIONAL STUDENTS

## MASON



## INTO MASON



SOURCE: NAFA INTERNATIONAL STUDENT ECONOMIC VALUE TOOL 2019-20

SOURCE: MASON AND INTO

## JOBS / COMMUNITY IMPACT

POSITIONS CREATED AND  
SUPPORTED IN THE  
STATE OF  
VIRGINIA BY  
INTERNATIONAL  
STUDENTS

8,323

MASON:  
1,886

SOURCE: NAFA INTERNATIONAL STUDENT ECONOMIC VALUE TOOL 2019-20

## STUDENT PERFORMANCE

## INTO MASON STUDENT PERFORMANCE

97% ELIGIBLE STUDENTS

96% OF ELIGIBLE STUDENTS  
ENROLLEDINTO MASON UNDERGRADUATE  
PATHWAY STUDENT PERFORMANCE

95% ELIGIBLE STUDENTS

95% OF ELIGIBLE STUDENTS  
ENROLLEDINTO MASON GRADUATE PATHWAY  
STUDENT PERFORMANCE

99% ELIGIBLE STUDENTS

97% OF ELIGIBLE STUDENTS  
ENROLLED

97% of all completed Pathway students were eligible to progress at Mason in 2019-20. Eligible students are those who completed the Pathway program and qualified for admission as degree-seeking students. Enrolled students are those who enrolled as degree-seeking students in their next term of degree study at their host university.

INTO NORTH AMERICA PROGRESSION RECORD 2019-20