

# CPR3 Program for International Student Prospecting & Outreach Guide for Driving University Engagement

This guide provides targeted messaging, email templates, and strategic insights to effectively introduce the CPR3 Program for International Student Success. Inside, you'll find key talking points, stakeholder roles to engage, and real-world outcomes that demonstrate how CPR3 supports digital enablement, increases academic performance, and enhances the student experience for international learners.

# International Students – Top 5 Challenges

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## 1. Cultural Adjustment & Homesickness

- Adapting to a new culture, social norms, food, and daily routines can be overwhelming.
  - Missing family and familiar environments contribute to emotional stress and isolation.
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## 2. Language Barriers

- Even students with strong English skills may struggle with academic jargon, slang, or accents.
  - Miscommunication can lead to academic challenges and social misunderstandings.
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## 3. Financial Pressure

- Higher tuition, living expenses, exchange rate fluctuations, and limited access to financial aid or work opportunities can strain budgets.
  - Some international students face difficulty accessing or understanding funding options and scholarships.
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## 4. Academic Expectations

- Grading systems, classroom participation, citation styles, and independent learning requirements often differ from their home country.
  - Pressure to perform well due to family expectations or visa requirements can heighten stress.
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## 5. Visa and Immigration Concerns

- Strict rules around work permits, enrollment requirements, and renewal deadlines can be confusing and stressful.
  - Fear of making a mistake that could affect their immigration status is common.
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# How CPR3 Addresses These Challenges

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## 1. Cultural Adjustment & Homesickness

- Preloaded with cultural orientation content (videos, guides, campus norms, support contacts)
  - Mental health and wellness resources, including links to on-campus counseling and virtual emotional support platforms
  - Community-building tools, such as student group directories, local events, and campus club listings, to help students feel connected
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## 2. Language Barriers

- Multilingual resources and translation tools built into the device or app
  - Access to language learning platforms and academic writing tools
  - Direct links to the university's ESL program, writing center, and peer tutoring services
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## 3. Financial Pressure

- Curated content on budgeting, financial aid, and scholarship opportunities
  - Access to emergency assistance info (food pantries, rent aid, part-time job listings)
  - Tools to manage stipend usage or money transfer services safely
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## 4. Academic Expectations

- Step-by-step guides on academic policies, plagiarism, and citation standards
  - Study skills and time management tools, including links to tutoring and library resources
  - Calendar integration for class schedules, deadlines, and university events
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## 5. Visa and Immigration Concerns

- Customizable resources for visa compliance, OPT/CPT timelines, and SEVIS check-ins
  - Direct links to the university's International Student Office
  - Notifications for critical deadlines, documentation, and rule changes
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Premier's CPR<sup>3</sup> program delivers a centralized, multilingual, mobile-ready resource hub that helps international students feel supported, informed, and empowered. It supports academic success and promotes well-being and a smooth transition to campus life.

## Strategic POC's

### 1. Vice President / Vice Chancellor of Student Affairs

- **Why:** Oversees student well-being, engagement, and success initiatives.
  - **Ideal Contact:** Vice Chancellor for Student Affairs and Engagement
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### 2. Director of International Student Services / Office of Global Engagement

- **Why:** Supports international students with transition, visas, and cultural adjustment. CPR<sup>3</sup> directly aligns with their mission.
  - **Ideal Contact:** Director or Assistant Dean of International Programs.
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### 3. Dean of Students / Associate Vice Chancellor

- **Why:** Manages crisis response, basic needs, and student advocacy.
  - **Ideal Contact:** Dean of Students and Associate Vice Chancellor
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#### 4. Chief Information Officer (CIO) or Director of IT Services

- **Why:** CPR<sup>3</sup> involves device and connectivity infrastructure; IT often supports device management and access tools.
  - **Ideal Contact:** CIO or Director of Campus Technology Solutions.
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#### 5. VP of Enrollment Management or Student Success

- **Why:** Focused on improving retention, success rates, and support for vulnerable populations.
  - **Ideal Contact:** May also oversee digital equity or first-year experience programs.
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#### Optional Additional Stakeholders:

- **Director of Basic Needs or Case Management**
- **Director of Diversity, Equity & Inclusion (DEI)**
- **Counseling & Wellness Center leadership**
- **Housing & Residential Life**

**Email Templates for each POC on next page**

# EMAILS

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## **Vice Chancellor of Student Affairs**

**Subject:** A Scalable Solution to Improve Student Access and Equity

Hi [First Name],

I'm reaching out to introduce our CPR<sup>3</sup> – Connecting People to Resources program, a proven mobile solution that delivers critical support to underserved students through preloaded devices. From food and housing to mental health and academic tools, CPR<sup>3</sup> puts everything students need in one place—available anytime, anywhere.

We've seen this program improve quality of life, increase student success, and strengthen student engagement. It's fully customizable to your campus, filtered for safety, and scalable for the populations you serve.

Would you be open to a quick conversation about how CPR<sup>3</sup> can support your equity and student success initiatives?

As always, here to help.

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## **Director of International Student Services**

**Subject:** Supporting International Students with Tech-Enabled Resources

Hi [First Name],

I wanted to share a solution that could significantly enhance support for international students on your campus. Our CPR<sup>3</sup> – Connecting People to Resources program is a fully preloaded, secure mobile device that delivers visa guidance, language tools, cultural orientation, wellness resources, helping international students adjust, engage, and succeed from day one.

We can tailor the content to match your existing services and ensure every student has instant access to what matters most.

Can we schedule a short 15 – 20 minute call to discuss how our CPR<sup>3</sup> program might support your international programs?

As always, here to help.

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**Dean of Students**

**Subject:** A Mobile-Based Tool to Support Student Well-Being & Retention

Hi [First Name],

I'm reaching out to introduce our CPR<sup>3</sup> – Connecting People to Resources program, a powerful tool that helps students access support services, like food, housing, mental health, and crisis response, from a preloaded, secure mobile device.

We've successfully deployed our CPR<sup>3</sup> program across numerous K-12 and higher ed environments, especially for students facing transitions, trauma, or hardship. Everything is filtered, customizable, and designed to improve outcomes while reducing administrative strain.

Would you be open to a brief conversation about how CPR<sup>3</sup> can strengthen student well-being on your campus?

As always, here to help.

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**VP of Enrollment or Student Success**

**Subject:** Boosting Retention & Readiness with CPR3

Hi [First Name],

I'm reaching out today to share our CPR<sup>3</sup> – Connecting People to Resources Program, a solution designed to improve student outcomes by delivering key campus services and support tools through preloaded mobile devices.

From onboarding and academic success tools to financial aid, health, and wellness support, our CPR<sup>3</sup> program helps eliminate the digital and resource barriers that often impact retention. It's cost-effective, scalable, and tailored to meet your enrollment priorities.

Would you be open to a quick conversation about how CPR3 can support your student success initiatives?

As always, here to help.

## CIO or Director of IT Services

**Subject:** Fully Managed Devices to Support Student Access & Success

Hi [First Name],

Imagine empowering your students with secure, ready-to-use technology tailored to their needs and managed entirely outside of your IT team's workload. The CPR<sup>3</sup> program, Connecting People to Resources, delivers exactly that.

Each laptop or iPad is preloaded with your university's selected content and support resources—specifically designed for international students to ensure access to academic tools, wellness services, cultural transition guides, and more. This thoughtful, fully managed solution is built to increase each student's ability to succeed.

Our CPR<sup>3</sup> program has led to higher academic performance and stronger overall student outcomes by eliminating digital barriers and ensuring students stay connected and supported.

We provide:

- End-user and Tier 2 support
- Extended warranties with accidental damage protection
- Theft and loss coverage with \$0 deductible
- Turnkey device prep, setup, and deployment

Let's find time to connect: [Schedule here](#)

As always, we're here to help.