



Recruit, Retain, Refer

Simple Surefire Steps To Mastering
The 3 R's of Successful Student
Recruitment





ELS Language Centers

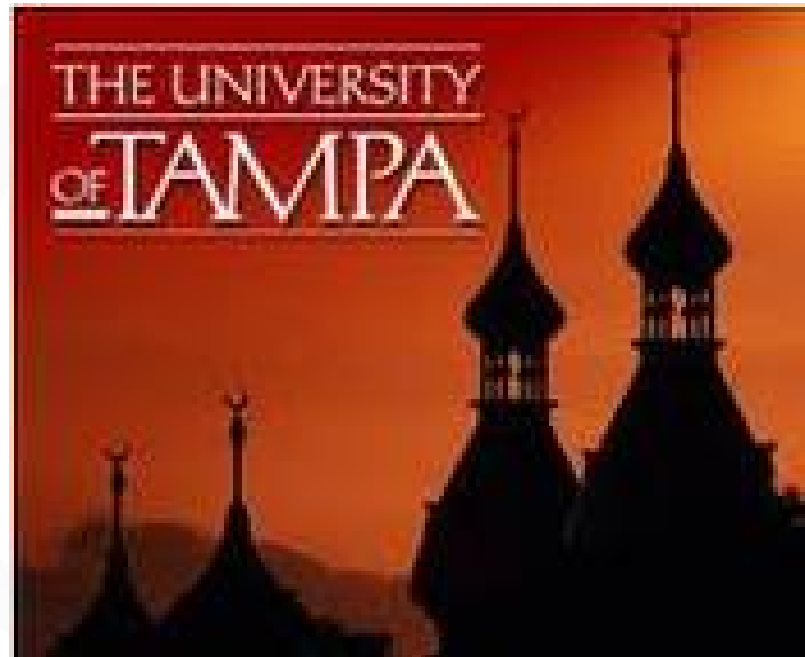
- Maria Quillen – Center Director at ELS/Tampa
 - ELS Tampa opened August 2010
 - EAP Program
 - Quality of Instructors
 - On-line overall quality surveys
 - Teacher of Excellence
 - Variety of nationalities





The University of Tampa

- Jaini Chhaya – Associate Director of International Admission
 - Location
 - Class and Size
 - Historical landmark
 - International Students
 - Unlimited sunshine





The Real World of Tampa Shores

- Watch Video



Tampa Bay Shores



Recruit-Part 1

Holistic Approach:

- *In-Country team of education professionals
- *50+ years of experience & knowledge of host Institutions
- *Meeting host institution goals
- *Providing the right match & integration
- *Results



Recruit-Part 2

Our best Practices:

Strong communication

Quick response to CLA, etc.

ELS orientation & tour

Translators

Teams up for counselors, families & students

UT presence on ELS/AEC Tours



UT Familiarization



The Beginnings



Sykes Business College



Aquatic Center



UT Library



All-Faith Center



UT Sports



Retain

Our Best Practices:

- Continuing Communication
- Focus of UT/ELS orientation
- Conversation Partners
- Relationship with ISSO
- UT ID cards
- ELS' involvement at UT
- ELS & museum unique collaboration
- Volunteer opportunities
- Contact America! Program
- Activities! Activities! Activities



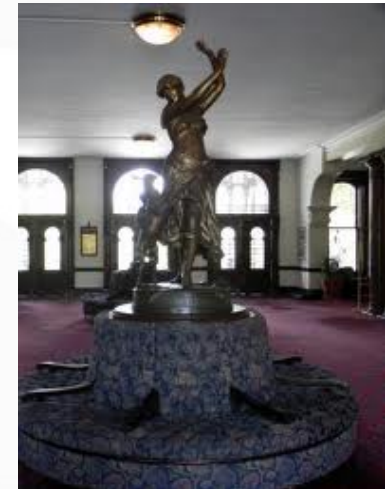
Academic Activities



UT Museum



Historical Point of Interest



Literary Works of Art



Minaret Climb



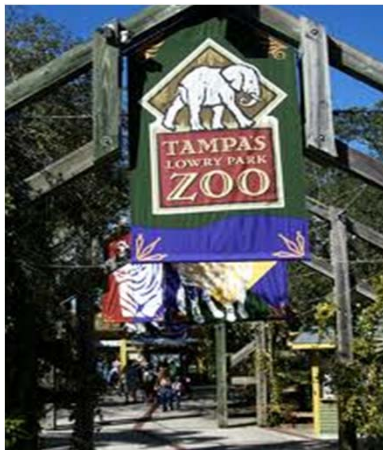
Cultural Celebrations



Educational Transportation



Activities! Activities! Activities!



Tampa Zoo



Aquarium



Theme Parks



Tampa Beaches



Cruises



Coffee & Conversations



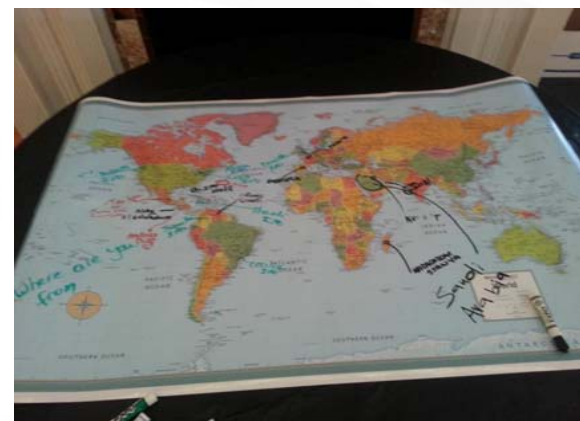
Refer

•Our Best Practices:

- Student transfers
- UT Student Orientation
- ELS Students already familiar with UT System
- Dual Enrollment/GMAT prep classes
- UT Refers New Students to ELS
- ELS Refers Students to UT
- UT Support



Orientation Photos





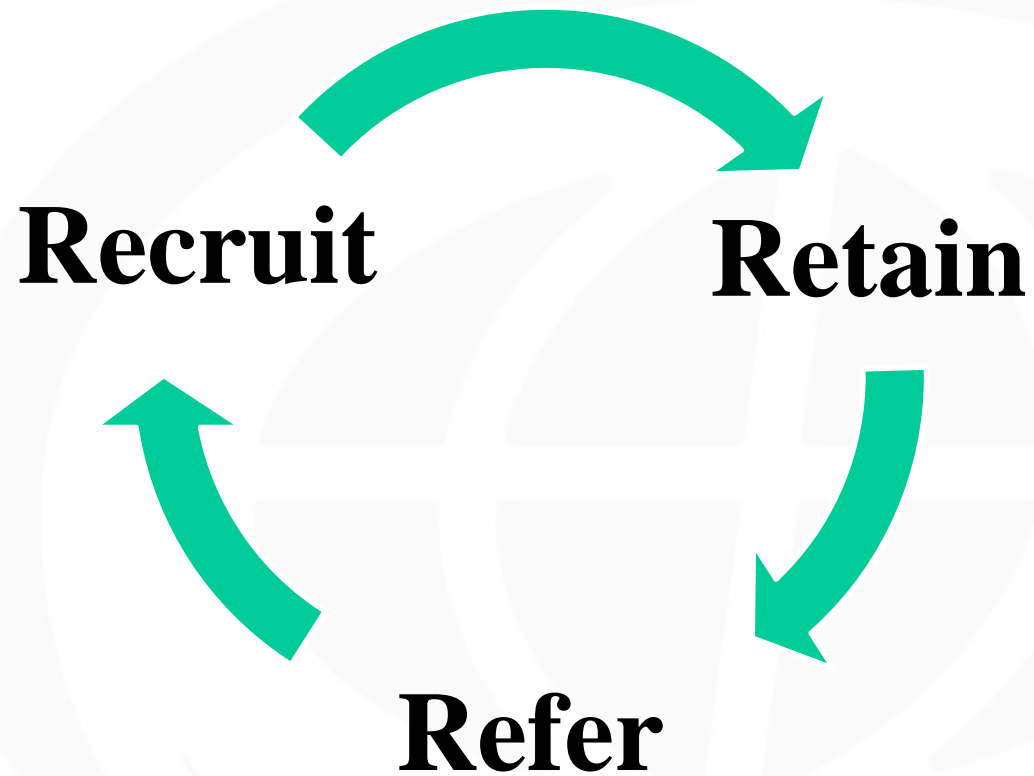
Conclusion

Overcoming Challenges
ELS Liaison
Faculty Support
Extending the partnership
Student Success
Cycle of the Three Rs





The 3 R's





Final Words

ELS & UT = Great Relationship



Sykes All-Faith Center at Night



Sykes All-Faith Center