



“Compete Globally, Collaborate Locally: Working with Study Consortia”

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U.S. Commercial Service

Network:
 150 offices in 80 countries
 ~ 1,200 trade professionals
 100 locations across U.S.
 ~ Contacts for all 50 states
 DC - analysts/special projects




Mission:

- Promote the exports of U.S. goods and services
- Work with Education USA, NAFSA, AAIEP, states, partners

Primary Education Industry Clients:

- U.S. community colleges, 4-year colleges and universities, graduate schools, Intensive English Programs & high schools



Sector Overview

- **Economic Impact in 2007/2008 Academic Year**
 \$15.5 billion in U.S. - tuition and living expenses
 623,000 students in U.S. - 7 % increase
 Benefits to travel industry and service providers
- **Advantages for Educational Institutions**
 Campus diversity, word-of-mouth, less financial aid
- **Challenges**
 Visas, Homeland Security, foreign competition
 Higher tuition costs and current economy
- **Trends**
 Study consortia collaboration & virtual recruitment



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Overseas Contacts

- **International Partner Search**
 Customized list of in-country schools for joint degrees, high school counselors, agents, partners
- **Gold Key Matching Service**
 Prescreened appointments overseas with partners
- **Single or Multi-School Promotion**
 Organized seminar / reception (with alumni)
- **Study Fairs & Missions - Organize and Support Events**
- **Virtual Partner Fairs**
 Connect with partners through web technology



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Sample International Market Research Reports

- Argentina: International Student Recruitment Opportunities
- Canada: Students Seek E-Learning Opportunities
- Colombia: U.S. Leads in Attracting ESL and MBA Students
- Indonesia: Increasing Interest in U.S. Education
- Sweden: International Student Recruitment Opportunities
- Taiwan: Growth in E-Learning Market
- Ukraine: Demand of U.S. Higher Education in Business
- United Arab Emirates: Overview of Education Market
- Vietnam: Students Seek English Training Courses

<http://www.export.gov/mrktresearch>
 ("Market Research Library")
 (Search "Education" under "Services Industry" Reports)



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Common Goals for International Education Consortia

- Increase international student enrollment
- Raise the profile of the city, state and region as a study destination and provider of quality education
- Pool resources for promoting area overseas
- Enhance communication amongst institutions
- Capitalize upon the services and support of government agencies as well as other partners



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Activities for International Education Consortia

- Design webpage and brochure to build awareness - send materials to CS offices overseas and Education USA centers
- Represent the consortium at international education exhibits and study fairs
- Advertisement in international education publications
- Participate in conference and seminars on international education topics.
- Regular meetings to discuss international student recruitment trends, opportunities, and strategies
- Host State Department Education USA overseas advisors & foreign institutions / delegations representing students



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International Education Consortia

Examples:

Destination Indiana	www.destinationindiana.org
Study Hawaii	www.studyhawaii.info
Study Illinois	www.studyillinois.org
Study Iowa	www.studyiowa.org
Study Oregon	www.studyoregon.org
Study Philadelphia	www.onebigcampus.com/college_international.htm
Study Texas	www.studytexas.us
Study Washington	www.studywashington.org
Study Westchester	www.studywestchesterny.org
Study Wisconsin	www.studywisconsin.org

****Additional consortia in progress and interest across U.S.**



Study Illinois Website

Connecting International Students with Quality Illinois Education


Study Illinois is the Illinois Department of Education's commitment to education international students to our state. International students who study in Illinois have a unique opportunity to learn about the culture of the United States, to learn English, and to gain valuable experience in a new country.

Colleges and Universities

Students

State of Illinois

International students are the reason that Study Illinois exists. Member institutions are dedicated to helping students from around the world find their way to U.S. educational choices in Illinois, and toward achieving all of their educational goals while also experiencing the culture of the heartland of the United States, right here in Illinois.




Study Illinois Goals

The goals of the consortium are as follows:

- To increase the name recognition of Illinois and its educational institutions
- To promote the state of Illinois as a study destination
- To increase the number of international students accessing Illinois educational programs – in person, online and otherwise
- To facilitate partnerships between Illinois and foreign schools
- To foster communication between institutions
- To capitalize upon the services and support of city, state and federal agencies

Membership is open to educational institutions located in the state of Illinois and holding accreditation from the North Central Association of Colleges and Schools. Organizations that support the mission and goals of Study Illinois, but do not meet these criteria, are welcome to become associate members. Benefits to members include:

- Increased international visibility
- Increased income from international sources
- Opportunities for special projects
- Cost-sharing in marketing activities
- Strengthened relationships with government agencies



Study Oregon Website

Connecting International Students & Professionals with Quality Higher Education & Training in the State of Oregon

¿QUÉ ES STUDY OREGON?


Study Oregon es un grupo de organizaciones educacionales y de capacitación cuyo propósito es conectar a los estudiantes y profesionales internacionales con educación y capacitación de calidad en el Estado de Oregon. Entre los miembros están institutos de enseñanza superior, institutos y universidades públicas y privadas, escuelas de educación secundaria, bachillerato, escuelas del idioma inglés, instituciones de arte y un instituto de medicina naturopática. Study Oregon ayuda a instituciones educativas a promover sus programas a estudiantes que desean venir a tierra americana para estudiar, tomar cursos de preparación académica para el ingreso a la universidad, obtener un diploma de bachillerato, enseñanza y capacitación profesional, o TOEFL / TOEIC en el hermoso Noroeste Pacífico.

¿Por qué estudiar en Oregon?

Oregon es un excelente lugar para estudiar. Si está buscando un estado de enseñanza básico y pequeño, o preferir una gran universidad de investigación, entre los miembros de Study Oregon encontrará por organizaciones nacionales y regionales y ofrecen extraordinarios programas de formación de alta calidad y oportunidades de estudio. Pueden estudiar en una ciudad grande, tal como Portland, o en comunidades más pequeñas en todo el estado. Oregon es conocido por su hermoso ambiente natural, arte puro, y comunidades seguras. Hermosas Escuelas, magníficas montañas, y un paisaje oceánico de playas están cerca y proporcionan muchas actividades de recreación durante todo el año. Venga a Oregon, estudie en nuestras instituciones educativas, y disfrute de las maravillas de nuestro Estado.

ABOUT OREGON

Oregon is known for its scenic beauty, its rich cultural heritage, and its high quality of life. The state offers a wide variety of educational opportunities, from world-class universities to community colleges. Oregon is a great place to study, with its beautiful scenery, friendly people, and excellent educational institutions.



Study Washington Website

HOME | MEMBER SCHOOLS | PHOTO GALLERY | LINKS | NEWS | TO REASONS TO WA

Top Ten Reasons to Study in Washington State

CHOICE: Washington State offers international students an exceptional number of choices in terms of location, academic and social environments, entry requirements, degree programs, and subjects in which you can specialize.

QUALITY OF LIFE: Washington State enjoys a reputation for being one of the most places to live in the world. The state's natural environment, great people, access to outdoor recreation, and other cultural resources such as art, music, food, travel and sports help make a Washington education a unique experience.

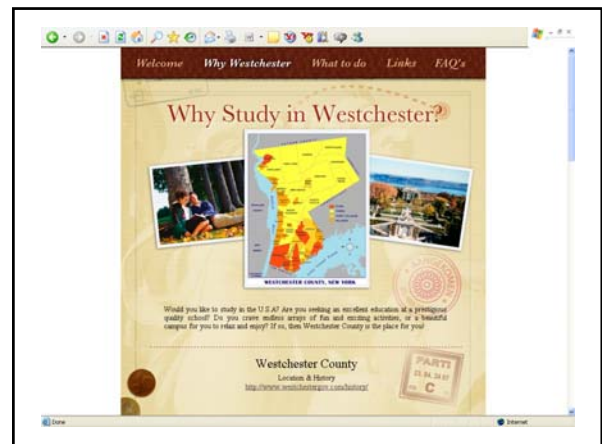
AFFORDABILITY: Education in Washington State offers the widest choice of budget options that include tuition, living expenses, scholarships, and student loans, which means that there are education options for every budget.

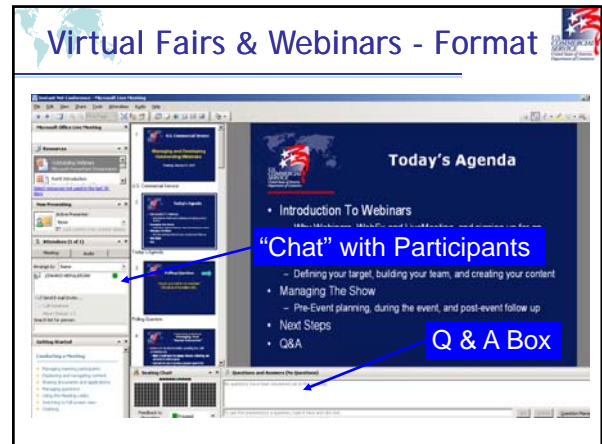
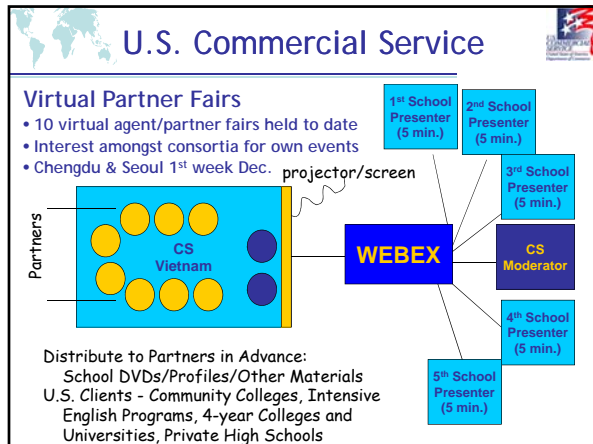
CAREER: Studying in the U.S. will help advance your career more than studying in any other country. Washington's diverse economy, the quality of U.S. education, American English, is the accepted language of international business, and the U.S. offers the widest variety of training, work, and internship opportunities.

CULTURE: Washington State offers international students a rewarding cultural experience. As a student at a Washington university, you will interact with people and cultures from around the world.

FLEXIBILITY: One of the most distinctive features of Washington universities and colleges is the flexibility in choosing courses and the ease with which students can transfer between institutions.

LANGUAGE: American English is the global standard for business and science, and will open many doors for you.





State Government Assistance

- **State Tourism Offices**
 - If you are involved in a consortium that is promoting the state as a study destination, then state tourism offices can be excellent partners.
- **State Education Agencies**
 - Some state education agencies are also involved with international promotions.

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For those study consortia who have yet to form or current ones who would like another website...

U.S. Commercial Service currently has domains for all 50 U.S. States - renewed until April 2010

[www.study\(statename\).us](http://www.study(statename).us)

Ex.: www.studynewmexico.us

Please contact us to transfer domain registrations

Contact Information

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