





**"Best Practices: Using Technology for International Student Recruitment"**

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## 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



## U.S. Commercial Service



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### USCS Services Overview



## 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



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graph TD
    A[U.S. Commercial Service] --> B[Domestic Field Offices]
    A --> C[International Field Offices]
  
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**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




## U.S. Commercial Service




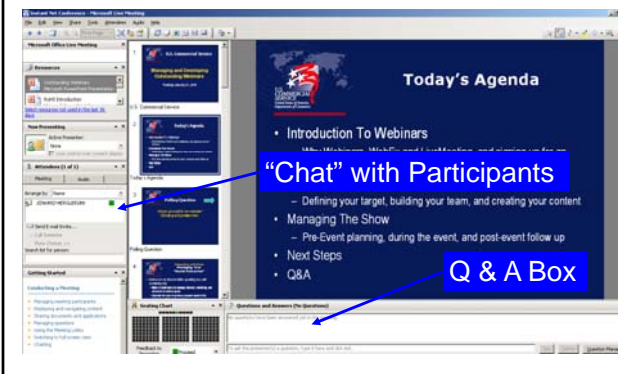
**Sample International Market Research Reports**

- 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)



## Webinars - Format


## Sample Webinar Agenda: Brazil



**"Strategies to Recruit Students from Brazil"**

- Welcome by Jim Paul, Education Team Leader - USCS
- Opening Remarks by Danny Devito, Minister Counselor for Commercial Affairs - USFCS
- The Brazilian Education Market by Thais Burmeister Pires, Education Advisor – Education USA
- Who are the Brazilian International and How to Recruit by Tatiana Visnevski Mendes, President of BELTA – Brazilian Education & Language Travel Association
- The Student Visa Issue, Myth and True by Amy Moser, Visa Officer – State Department
- Wrap up and Q&As by Paulo Rodrigues, Education Specialist - USFCS



## U.S. Commercial Service



• Webinars in past 2 years (PowerPoints available)

- Colombia and Venezuela
- Malaysia and Singapore
- India
- Turkey
- Brazil
- Vietnam
- Philippines and Thailand
- Taiwan
- Canada
- Qatar
- Hong Kong
- Chile
- China

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### Recruitment Services:

- **International Partner Search**  
Customized list of in-country schools for joint degrees, high school counselors, agents, partners
- **Gold Key Matching Service (also virtual)**  
Prescreened in-person appointments overseas with partners (or via WebEx, skype, DVC, others)
- **Single or Multi-School Promotion**  
Organized seminar / reception (with alumni)
- **Virtual Partner Fairs**  
Connect with partners through web technology

## U.S. Commercial Service

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### Virtual Partner/Agent Fairs

- 10 virtual agent/partner fairs held to date
- 1<sup>st</sup> week of Dec. '09 - China, S. Korea
- Brazil, India, Vietnam in '10

Distribute to Partners in Advance:  
School DVDs/Profiles/Other Materials  
U.S. Clients - Community Colleges, Intensive English Programs, 4-year Colleges and Universities, Private High Schools

## EducationUSA Advising Centers

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## EducationUSA Services Overview

## U.S. Department of State

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### Network:

450 centers in 170 countries  
 -500 educational advisers  
 -13 Regional Educational Advising Coordinators  
 HQ in Washington DC  
 -8 program staff

### Mission:

- Promote U.S. higher education abroad
- Strengthen international educational exchange
- Support research on educational exchange

### Primary Clients:

- Foreign Students





**EducationUSA Advising Centers** 

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**Advising Services for International Students**

- Objective information on full range of accredited U.S. higher education institutions
- Free access to introductory information on U.S. study
- Reasonable fees for specialized services
- Practice ethical standards as established by professional associations




**EducationUSA Advising Centers** 


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**Services to U.S. Colleges & Universities**

**Complimentary**

- Local educational system orientation
- MOE Verification & Document Certification
- Scholarship Information
- Student Mobility Trends
- Catalog and CD-ROM Library
- Linkages and Grant Opportunities



**EducationUSA Advising Centers** 

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**Complimentary Services**

- Verify accreditation/certification of local institutions with MOE and other accrediting bodies
- Report on local educational system trends, changes and statistics
- Report on student mobility trends from IIE *Open Doors*
- Explore opportunities for collaboration with local institutions
- Familiarity with local government and foundation scholarships



**EducationUSA Advising Centers** 

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**Services to U.S. Colleges & Universities**

**Fee-Based**

- Institutional Membership
- College Fairs
- Recruiting Event Assistance
- International contacts



## U.S. Commercial Service

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# Consortia



## U.S. Commercial Service

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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



## U.S. Commercial Service

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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



## U.S. Commercial Service

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### International Education Consortia

Examples:

Destination Indiana	<a href="http://www.destinationindiana.org">www.destinationindiana.org</a>
Study Hawaii	<a href="http://www.studyhawaii.info">www.studyhawaii.info</a>
Study Illinois	<a href="http://www.studyillinois.org">www.studyillinois.org</a>
Study Iowa	<a href="http://www.studyiowa.org">www.studyiowa.org</a>
Study Oregon	<a href="http://www.studyoregon.org">www.studyoregon.org</a>
Study Philadelphia	<a href="http://www.onebigcampus.com/college_international.htm">www.onebigcampus.com/college_international.htm</a>
Study Texas	<a href="http://www.studytexas.us">www.studytexas.us</a>
Study Washington	<a href="http://www.studywashington.org">www.studywashington.org</a>
Study Westchester	<a href="http://www.studywestchesterny.org">www.studywestchesterny.org</a>
Study Wisconsin	<a href="http://www.studywisconsin.org">www.studywisconsin.org</a>

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



**Study Illinois Website**

Connecting International Students with Quality Illinois Education

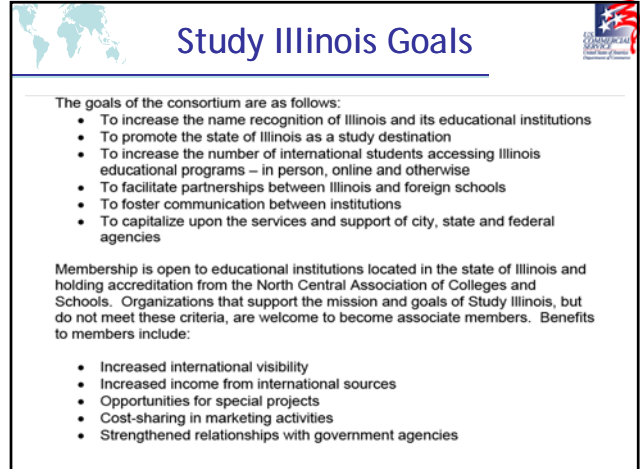
Colleges & Universities  
 Education Programs  
 Student Links  
 State of Illinois  
 Calendar  
 Solutions  
 Contact Us NOW  
 Membership

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 exact U.S. educational choice in Illinois and succeed in 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



**U.S. Commercial Service**

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](http://www.studynewmexico.us)

Please contact us to transfer domain registrations



**Contact Information**

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