





## **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



#### **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



# 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)



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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 Study Hawaii Study Illinois Study Iowa

Study Oregon
Study Philadelphia
Study Texas

Study Texas Study Washington Study Westchester Study Wisconsin www.destinationindiana.org www.studyhawaii.info www.studyillinois.org

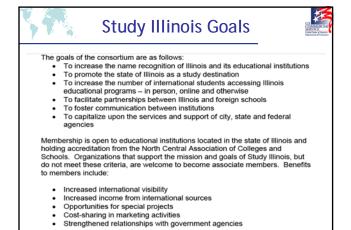
www.studyiowa.org

www.onebigcampus.com/college\_international.htm www.studytexas.us

www.studytexas.us www.studywashington.org www.studywestchesterny.org www.studywisconsin.org

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











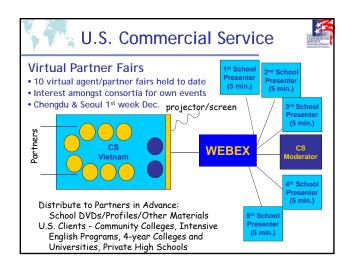
















# State Government Assistance

### • 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

Ex.: www.studynewmexico.us

Please contact us to transfer domain registrations



# **Contact Information**



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