



“Best Practices: Virtual Technology for International Student Recruitment”

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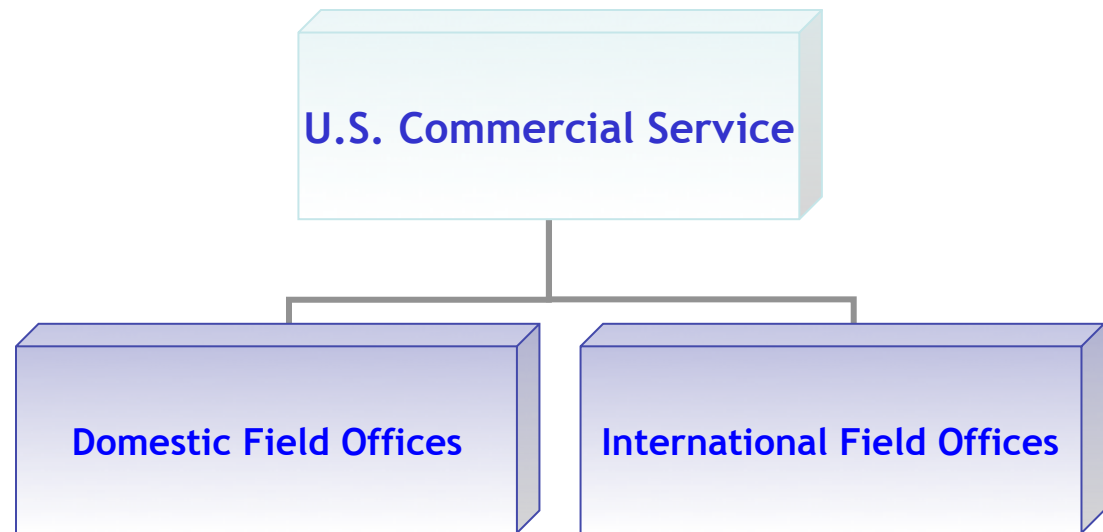


U.S. Commercial Service



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**

- Webinars and Virtual Fairs



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



Webinars - Format



Instant Net Conference - Microsoft Live Meeting

File Edit View Share Tools Attendees Audio Help

Microsoft Office Live Meeting

Resources

- Outstanding Webinars
- Microsoft PowerPoint Presentation
- RoHS Introduction

Select resources not used in the last 30 days

Now Presenting

Active Presenter: None

Lock control over content display

Attendees (1 of 1)

Meeting Audio

Arrange by Name

EDWARD MERGUERIAN

Send E-mail Invite...

Call Someone

More Choices >>

Search list for person:

Getting Started

Conducting a Meeting

- Managing meeting participants
- Displaying and navigating content
- Sharing documents and applications
- Managing questions
- Using the Meeting Lobby
- Switching to full screen view
- Chatting

1 U.S. Commercial Service

Managing and Developing Outstanding Webinars

Tuesday January 31, 2006

2 U.S. Commercial Service

Today's Agenda

- Introduction To Webinars
- Why Webinars, WebEx and LiveMeeting, and signing up for an

3 Today's Agenda

4 Polling Question

Why do you want to run webinars?

Choose your top reason now.

5 Polling Question

6 Deliver on our mission while operating in a self-sustaining way

Work in small teams to manage business, marketing, and operations to achieve goals

Consider the cost of running a program against the

Seating Chart

Feedback to Presenter

Proceed

Questions and Answers (No Questions)

No questions have been answered yet in this meeting.

To ask the presenter(s) a question, type it here and click Ask.

Ask Delete Question Mana

Today's Agenda

- Introduction To Webinars
- Managing The Show
 - Pre-Event planning, during the event, and post-event follow up
- Next Steps
- Q&A

“Chat” with Participants

- Defining your target, building your team, and creating your content

Q & A Box



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- **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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Virtual Recruitment Services

- **Gold Key Matching Service (also virtual)**
Prescreened appointments with overseas partners (WebEx, conference calls, etc.)
- **Virtual Partner Fairs**
Connect with partners (in-country schools for joint degrees, high school counselors, or agents) through web technology

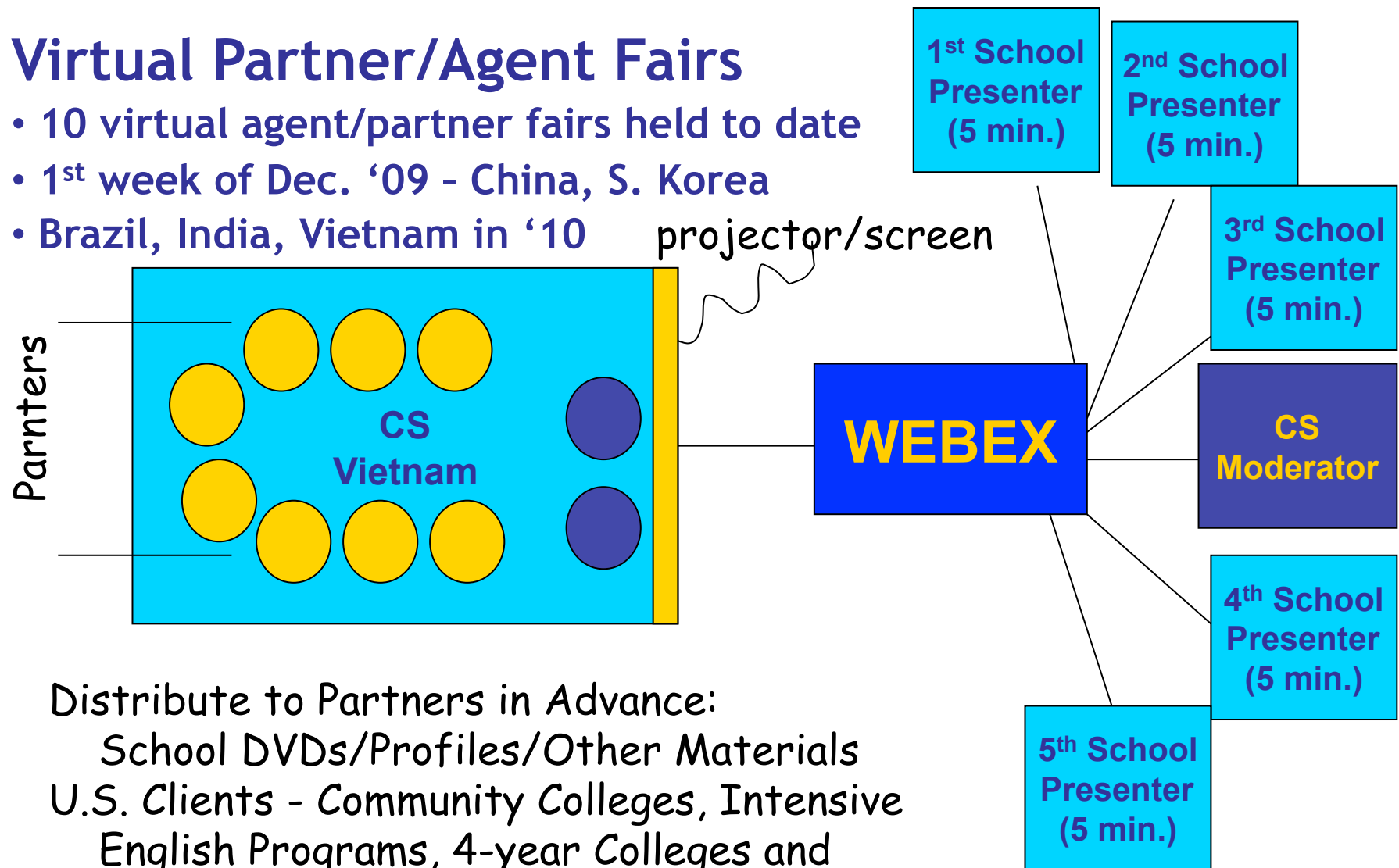


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Virtual Partner/Agent Fairs

- 10 virtual agent/partner fairs held to date
- 1st 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



Contact Information



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