



“Compete Globally, Collaborate Locally: Trends for Study Consortia”

Greg Thompson
Senior International Trade Specialist
U.S. Department of Commerce
North Texas



October 28, 2009

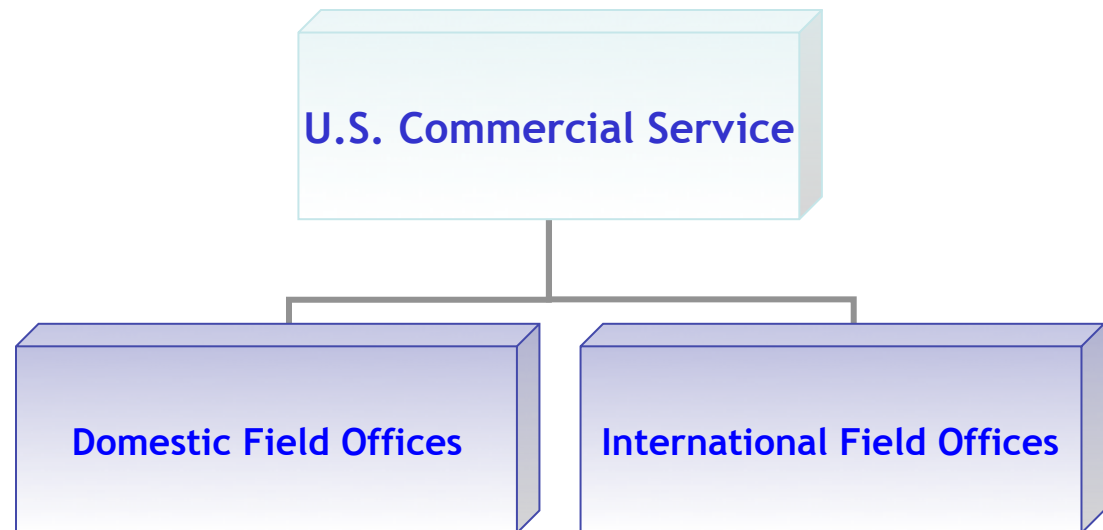


U.S. Commercial Service



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



U.S. Commercial Service



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



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
- Advertise in international education publications
- Participate in conference and seminars on international education topics
- Host State Department Education USA overseas advisors & foreign institutions / delegations representing students



U.S. Commercial Service



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.**



Consortia Activities with Government

Department of Commerce & Education USA

International Education Consortia Hosting Advisers

U.S. Commercial Service Assistance to Consortia

U.S. Offices - Meetings, Bylaws, Websites, Activities

Overseas - Missions, Fairs, Partnerships (MOU Signing)





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.

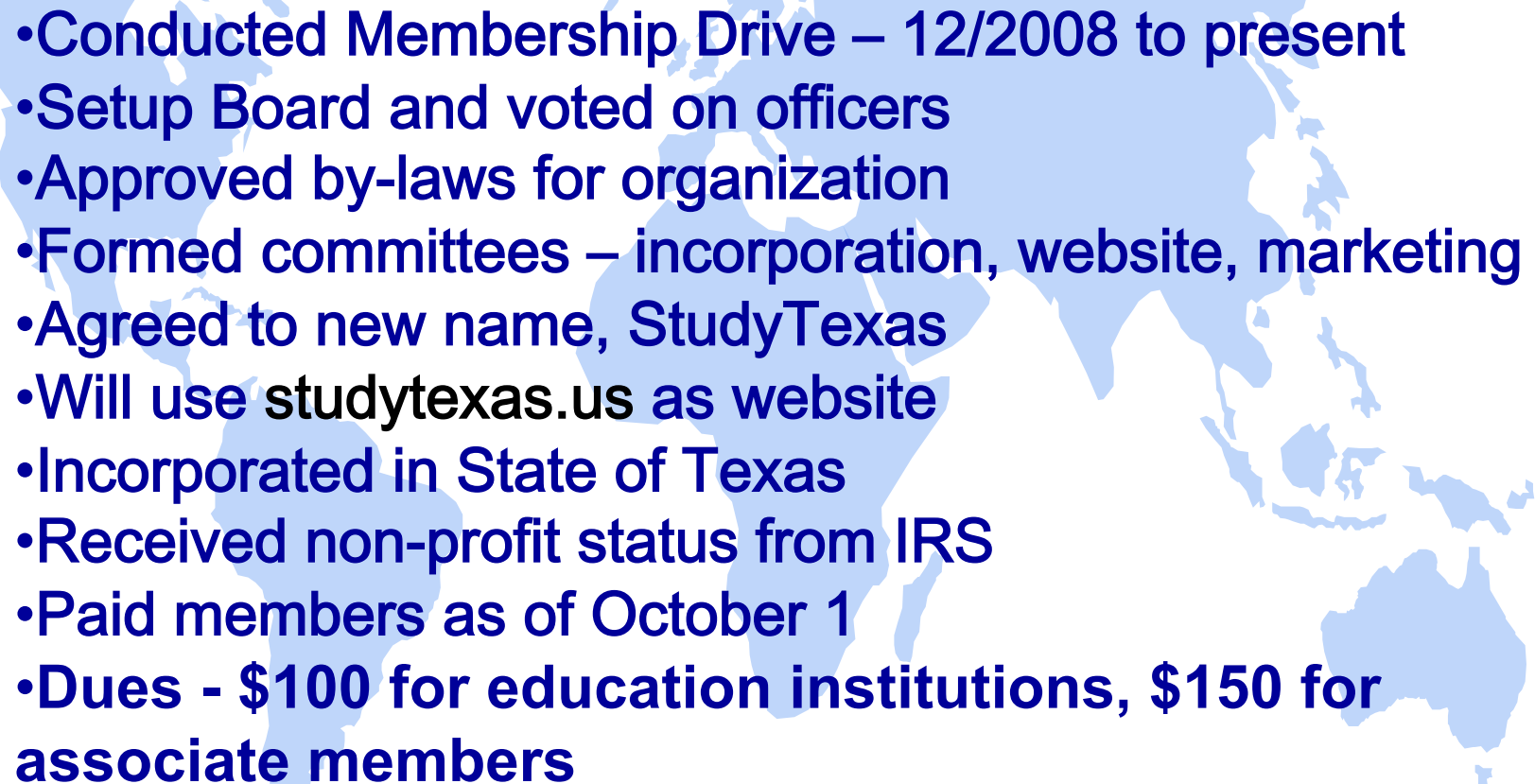
- **State Education Agencies**

- Some state education agencies are also involved with international promotions.

Education Consortium in Texas - History

- **Established Lone Star Coalition – June 2003**
- **Agreed that it would not be a formal organization, but a pay-as-you-go group**
- **Catalog event in Mexico City in 2003 (10 Schools)**
- **Four Missions to Mexico (various cities)**
- **One mission to India in April/May 2008 – various cities**
- **November 2008 - Discussions with representatives from active schools on making Coalition a stand alone entity**

Study Texas: Getting Started

- 
- Conducted Membership Drive – 12/2008 to present
 - Setup Board and voted on officers
 - Approved by-laws for organization
 - Formed committees – incorporation, website, marketing
 - Agreed to new name, StudyTexas
 - Will use **studytexas.us** as website
 - Incorporated in State of Texas
 - Received non-profit status from IRS
 - Paid members as of October 1
 - Dues - \$100 for education institutions, \$150 for associate members



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.studytexas.us

Please contact us to transfer domain registrations



Contact Information



Greg Thompson
Senior International Trade Specialist
U.S. Commercial Service
U.S. Department of Commerce
North Texas
TEL: 214-712-1932
greg.thompson@mail.doc.gov