

# NAFSA Region III

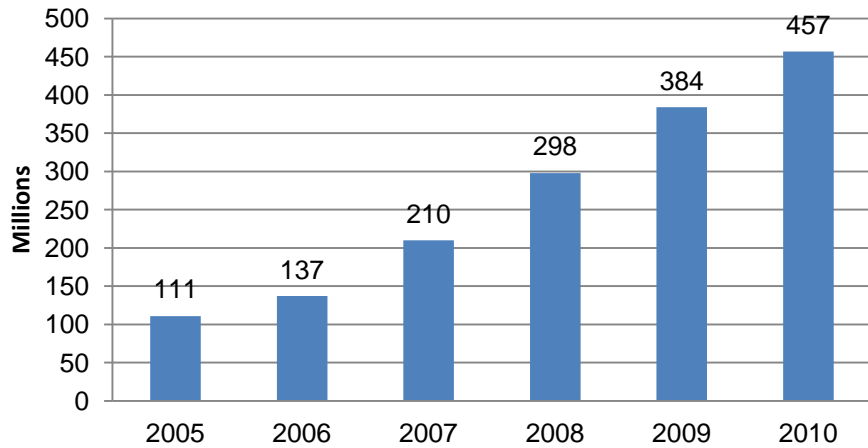
## Web Recruiting: Reaching Students in the Digital Information Age

Mike Elms – Hotcourses inc.  
Oklahoma City

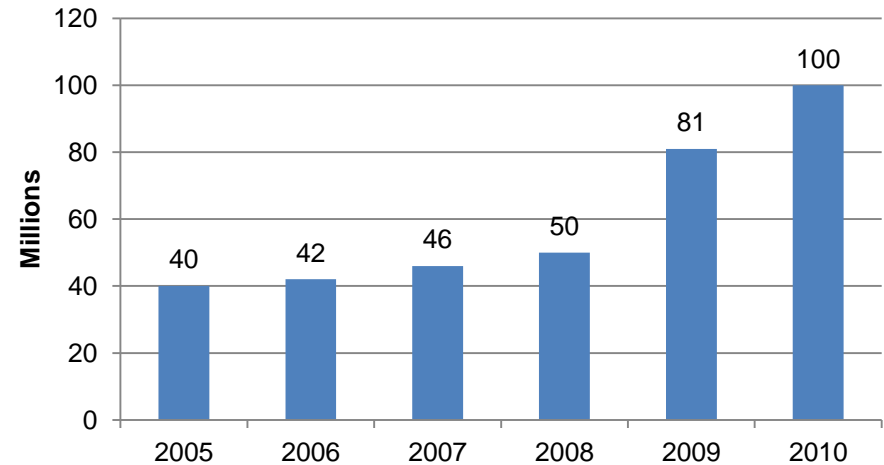
October 26th 2011

# Internet users growth

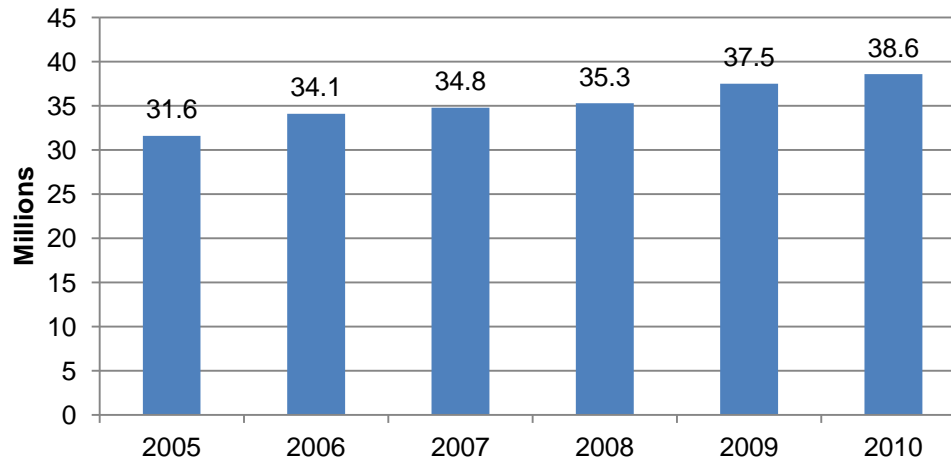
## Internet users in China



## Internet users in India

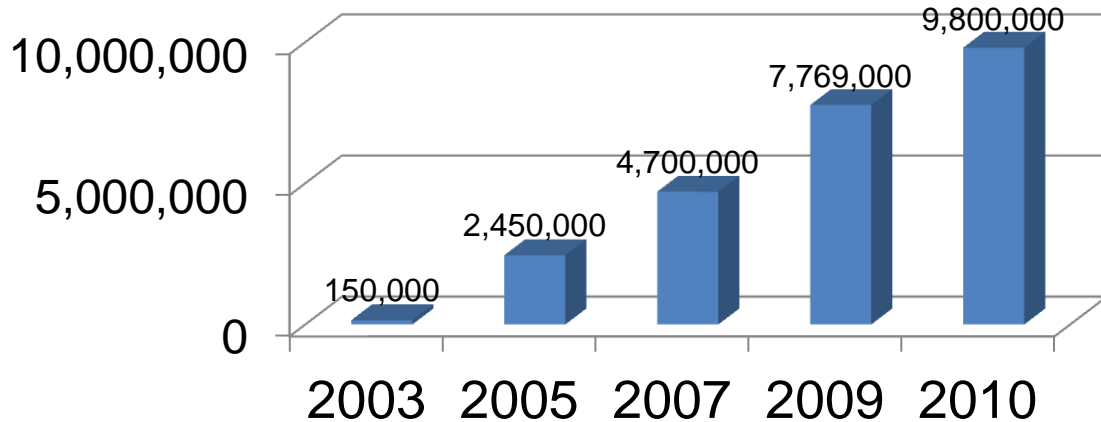


## Internet users in Korea

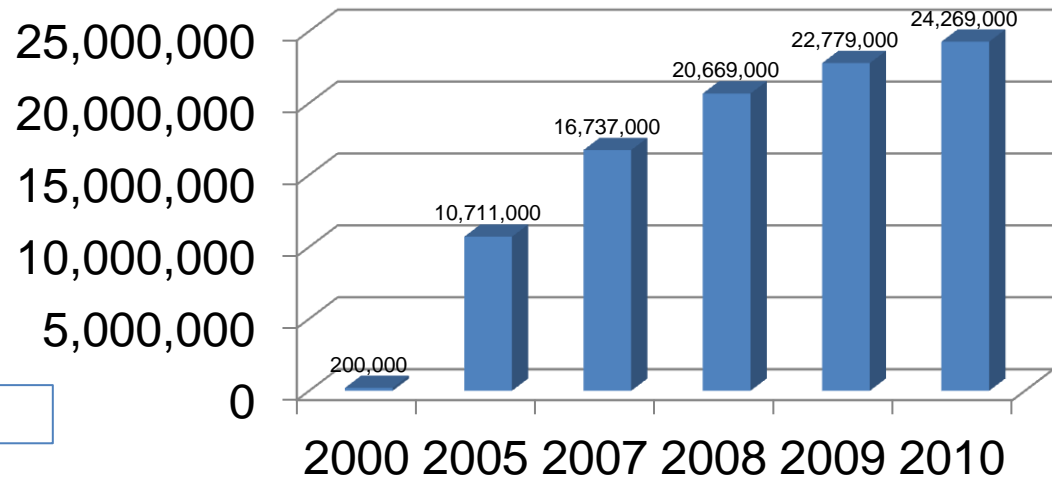


# Internet growth

## Saudi Arabia

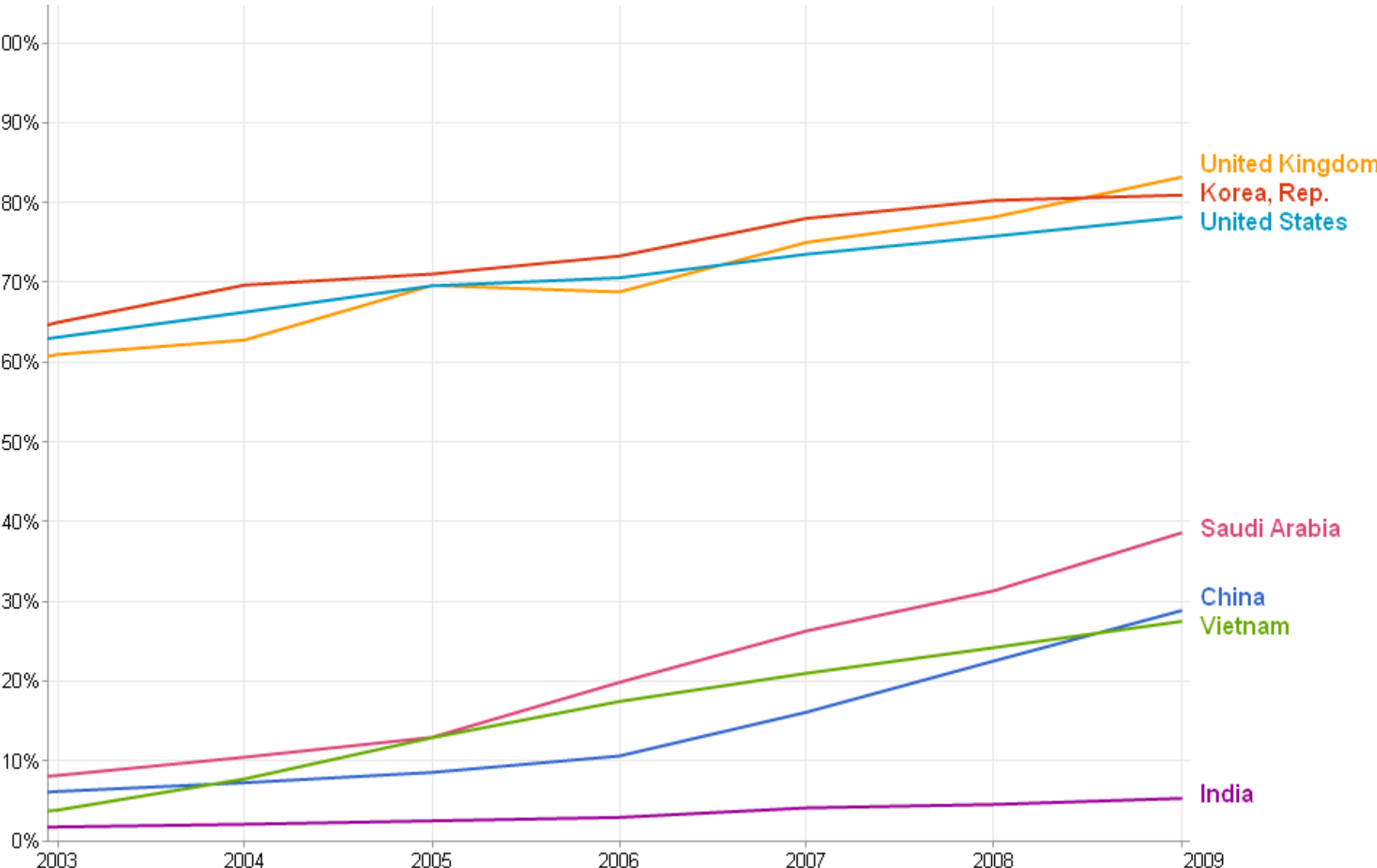


## Vietnam



Source: internet world stats 2010

Internet users as percentage of population ?



for students looking to study abroad



for singaporean students looking to study abroad



for malaysian students looking to study abroad

# Sources of information for International Students

Order of importance/influence

## China

School website

Search engines

Exhibitions

Friends/family

Agents/Advisors

## India

School website

Search engines

Exhibitions

Friends/family

Magazines

## S. Korea

School website

Search engines

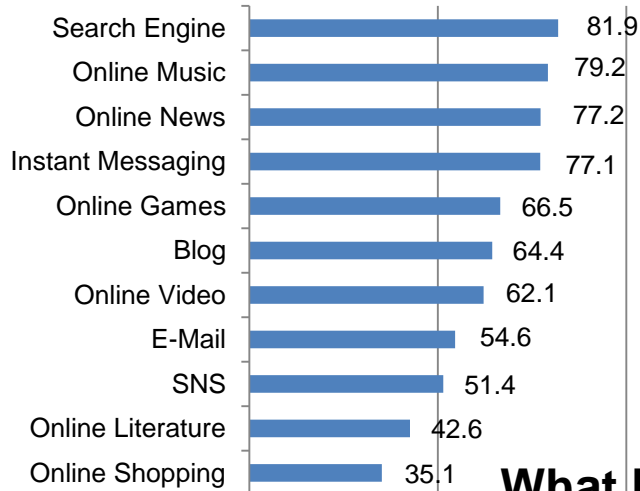
Exhibitions

Agents

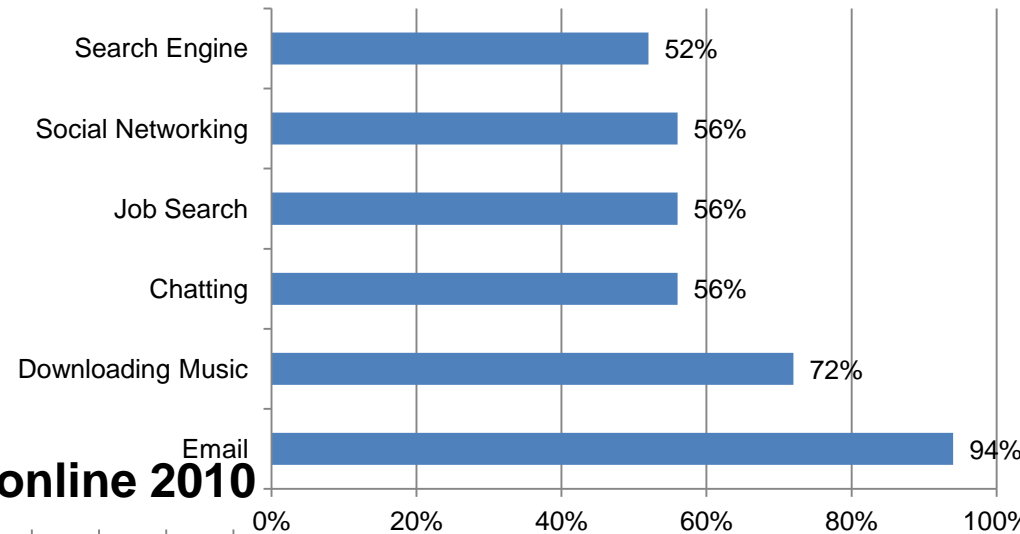
Friends/ family

# What do people do online?

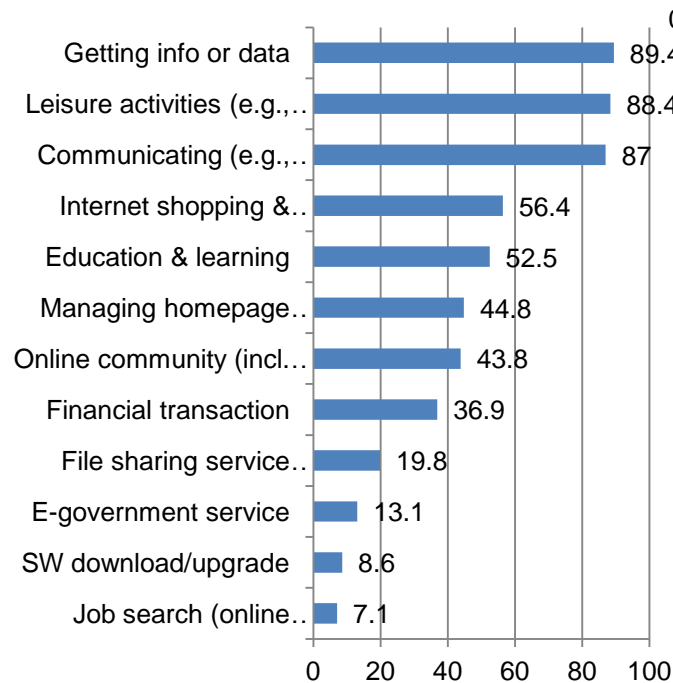
## What Chinese do online 2010



## What Indians do online 2010

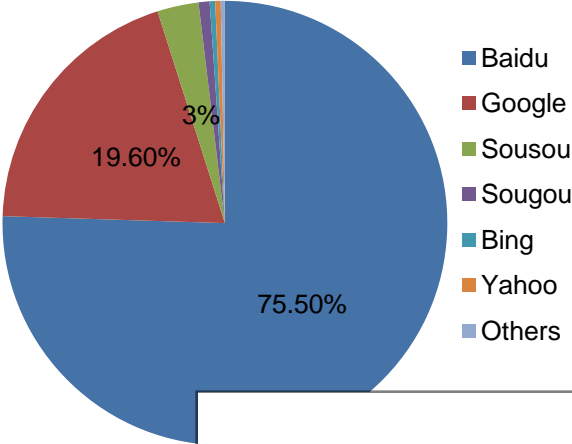


## What Korean do online 2010

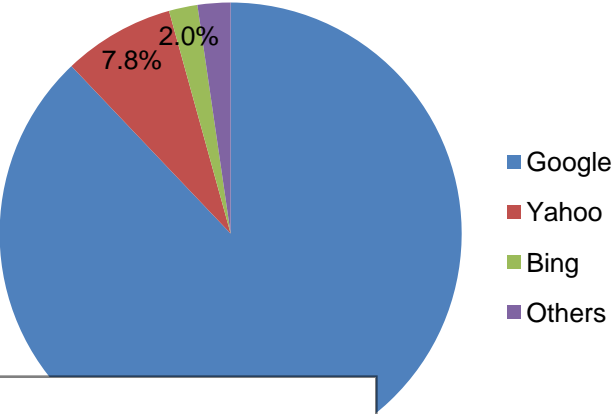


# Major search engines

### Search Market in China, 2010

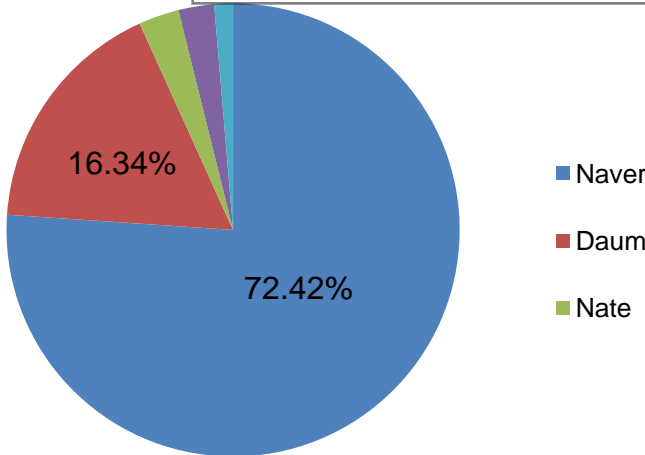


### Search Market in India, 2010

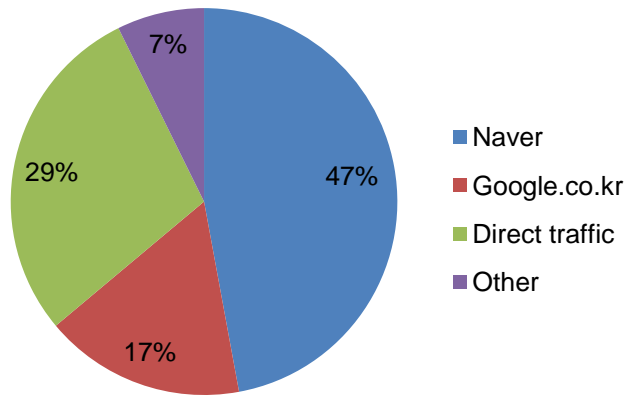


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### Search Market in Korea (2010)

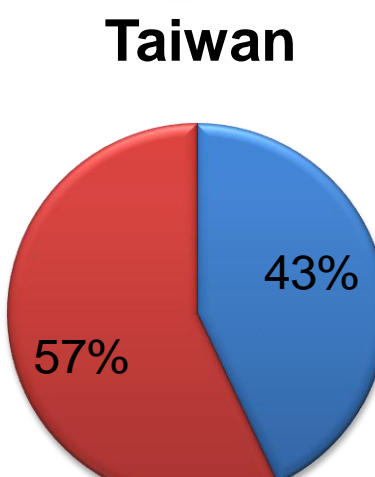
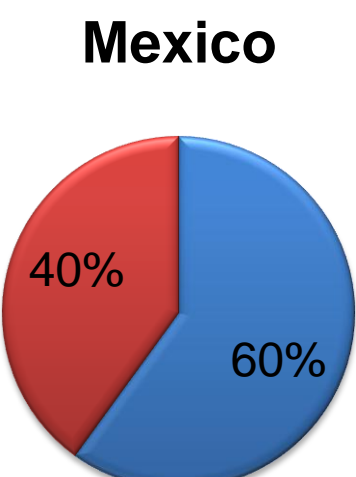
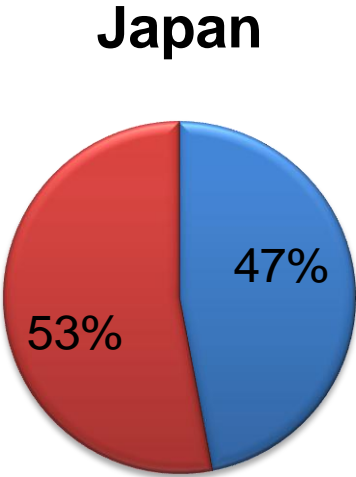
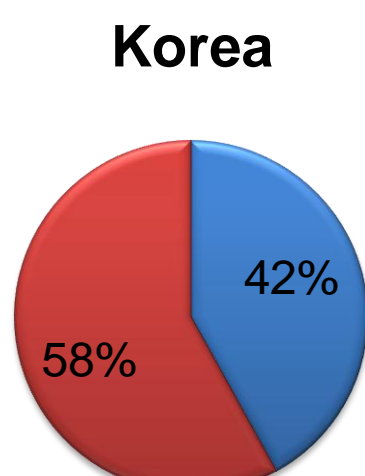
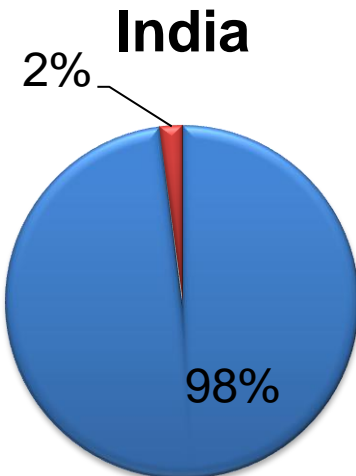
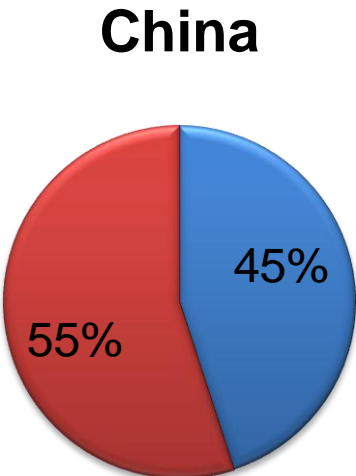


### Search Market in Malaysia (2010)



# Languages used when internet surfing (students)

English Native language



Source:  
British  
Council  
Aug 2011

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for students looking to study abroad

[uni.guru](http://uni.guru)

[hotcourses.com.sg](http://hotcourses.com.sg)  
for singaporean students looking to study abroad

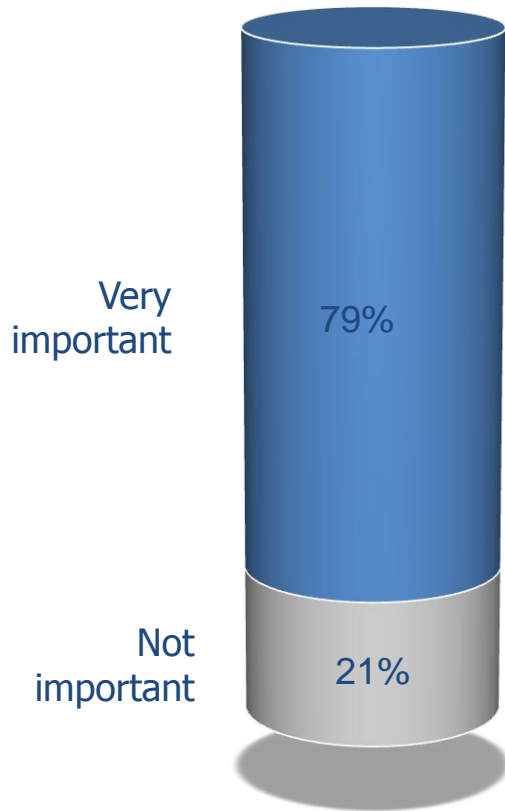
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[hotcourses.com.my](http://hotcourses.com.my)  
for malaysian students looking to study abroad



# Good for students ...and their parents

How important is it to view information in  
your  
native language?



**69%**

Of these said their  
parents would require  
this information

# Talking the right language



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搜索北大 请输入关键字 搜索 北京论坛

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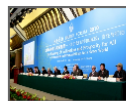
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## 图文热点



### 为了我们共同的家园:责任与行动——2010北京论坛在京拉开帷幕(视频)

2010年11月5日,以“文明的和谐与共同繁荣——为了我们共同的家园:责任与行动”为主题的2010北京论坛在京拉开帷幕。

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News & Events

- 【Beijing Forum 2010】Takatoshi Tabuchi:Overcoming Urban Dilemmas via Te...  
On the afternoon of Nov. 5, 2010, Professor Takatoshi Tabuchi from the Faculty of Economics, University of Tokyo, delivered a speech entitled "Agglomeration in World Cities" a...
- 【Beijing Forum 2010】Tony Blair's Speech at the Closing Ceremony  
On the morning of Nov. 7, the Beijing Forum 2010 concluded at PKU Yingjie Overseas Exchange Center. Tony Blair, former British Prime Minister, gave a speech at the closing ce...
- 【Beijing Forum 2010】Educational Challenges and Changes in the Era of...  
On the afternoon of Nov. 5, the panel session on education of Beijing Forum 2010 was held at Diaoyutai State Guest-House.

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Peking University Spotlight

RAYMOND ZHOU

East, West, and How to Meet

On Oct. 29, Raymond Zhou, eminent columnist, cultural critic, and executive editor-in-chief of Chinadaily.com.cn, visited PKU with a lecture on "bump between Chinese and Western cultures."

detail

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### Tổng quan




**Đại học Bang Oklahoma (OSU)** là một trường đại học đa ngành chú trọng nghiên cứu, với hơn 23.000 sinh viên theo học gần 200 chương trình đào tạo. Liên tục được xếp vào nhóm các trường tốt nhất ở Mỹ về **chi phí** trong các bảng xếp hạng quốc gia, trường tổ chức hàng loạt **chương trình thạc sỹ và tiến sỹ** bao gồm các chương trình liên ngành thông qua **Trường Sau đại học**. Các chương trình cao học tại OSU được tổ chức trong nhiều lĩnh vực bao gồm **giáo dục, kinh doanh, khoa học nông nghiệp, nghệ thuật, kỹ thuật và công nghệ, khoa học thú y, khoa học môi trường nhân văn, khoa học xã hội & hành vi và khoa học.**

**Chương trình cao học tại OSU**  
Đạt 100 năm tuổi vào năm 2011, các chương trình nghiên cứu sau đại học tại OSU thu hút nhiều sinh viên từ tất cả 50 bang ở Mỹ và từ gần **120 quốc gia khác** nhờ môi trường học tập và nghiên cứu với nhịp độ nhanh và năng động. **Trường Sau đại học** mong muốn cung cấp cho bạn nền giáo dục sau đại học tốt nhất có thể, cả ở hình thức học chính quy lẫn ở hình thức trải nghiệm nghiên cứu kết hợp với các khóa luận, luận văn luận án, và mang đến một môi trường thuận lợi cho việc học tập và hoạt động học thuật trong một **cộng đồng đại học đa dạng.**

**Nghiên cứu tại Trường Sau đại học**  
Chú trọng vào nghiên cứu là điểm nổi bật trong các chương trình cao học tại OSU. Trường có truyền thống lâu đời về việc cho phép học viên sau đại học tham gia các chương trình nghiên cứu mạnh của trường để họ tiếp thu thêm được nhiều kiến thức. Là học viên sau đại học, bạn sẽ được sử dụng cơ sở vật chất hiện đại với các trang thiết bị tinh vi và cơ hội làm việc với hơn 1000 thành viên của khoa sau đại học, và đến lượt họ, những thành viên ấy sẽ cộng tác với các học giả trên khắp đất nước và trên toàn thế giới.

**Những nét nổi bật:**  

- Khi Trường Sau đại học bước vào tuổi 100, công tác giáo dục sau đại học tại OSU tiếp tục phát triển với:
  - hơn **15 triệu đôla** lương trợ giảng và học bổng sau đại học,
  - **chương trình cấp chứng chỉ** để bổ sung thêm, hoặc lồng ghép trong chương trình thạc sỹ hoặc tiến sỹ,
  - giấy chứng nhận chuyên sâu về **Đào tạo Giảng viên Đại học** cho các

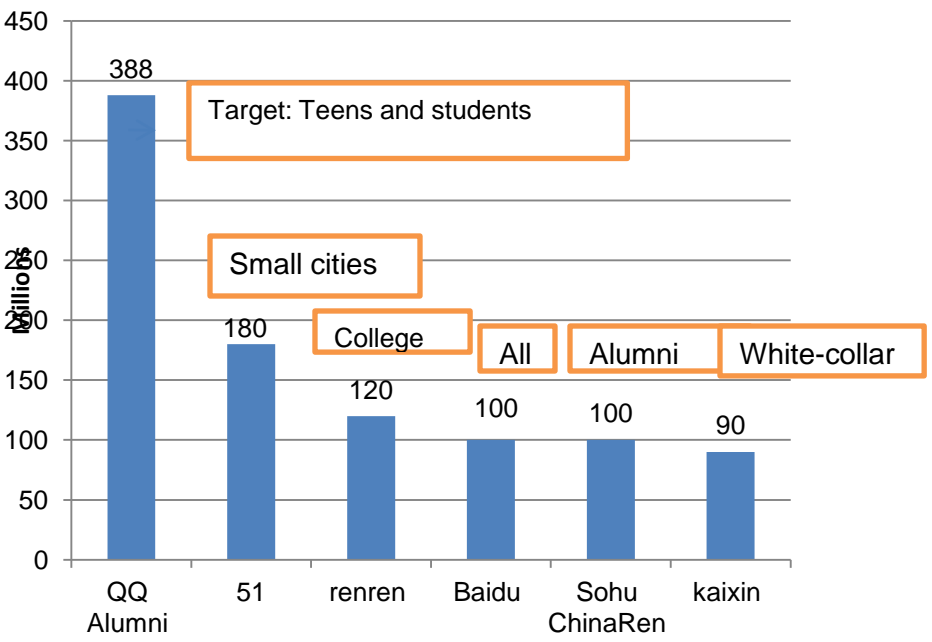


### Thông tin về Trường

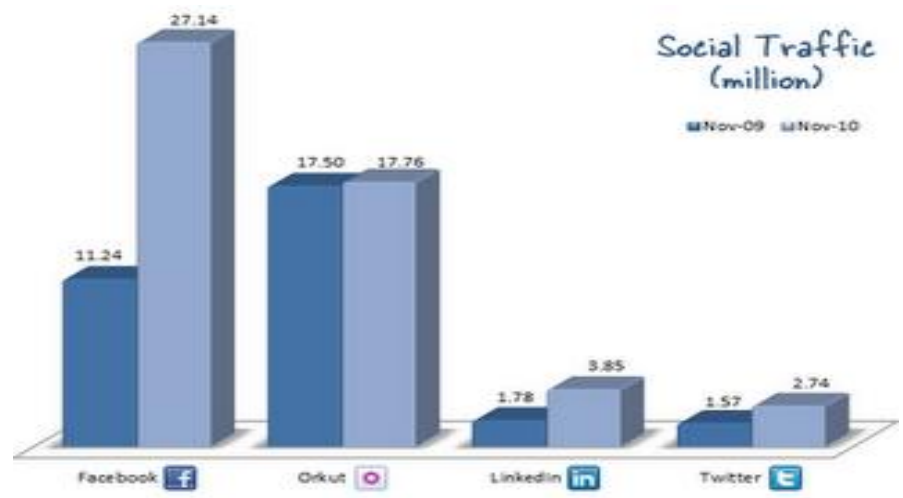
- Tổng quan
- Vị trí
- Các khoá học
- Đời sống và dịch vụ trong trường
- Tuyển sinh quốc tế
- Hỗ trợ tài chính
- Gặp mặt sinh viên OSU

# Reaching students on social networks

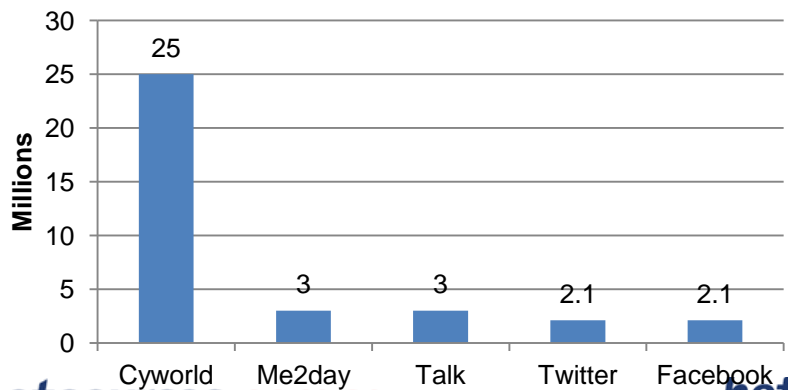
### SNS in China, 2010



### SNS growth in India



### SNS in Korea, 2010





# Create local communities

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من موقع [grammar.net](http://grammar.net) هذا الإيفوغراف حول أكثر الكلمات التي يحدث فيها أخطاء املائية عند كتابتها , أتمنى أن يعجبكم



facebook Search

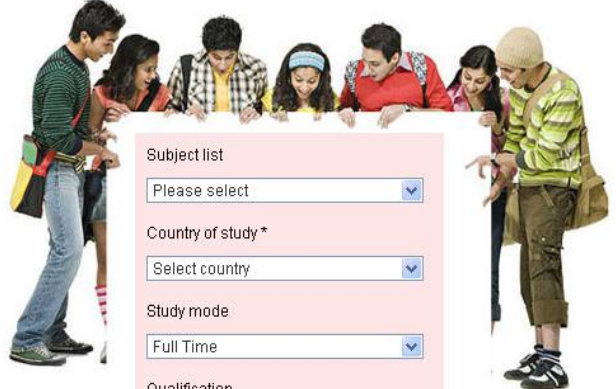
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Subject list

Please select

Country of study\*

Select country

Study mode

Full Time

Qualification

Please select

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Chi phí đi du học

Quốc gia	Chi phí (VNĐ)
Australia	10.000 - 17.000
Malaysia	5.000 - 8.000
CH	21.000 - 23.000
CH	31.000 - 33.000
New Zealand	14.000 - 25.000
CH	19.000 - 21.000
CH	19.000 - 21.000
Anh Quốc	11.000 - 13.000
CH	11.000 - 13.000
Hoa Kỳ	18.000 - 27.000

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**Group I - Mains 2011 Question Papers**

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DIET CET 2011 counseling to be held on Sep 26, 2011 has been postponed. The new schedule shall be announced soon.

SC rejected CBSEs plea for combined AIPMT and AIEEE exam

Dr BRAOU - Spot Admissions for U.G IInd & IIInd Year Students

Dr NTRUHS - Vacancies Available for 24-9-11 Counseling

**Subject list**

Please select

Country of study \*

Select country

Study mode

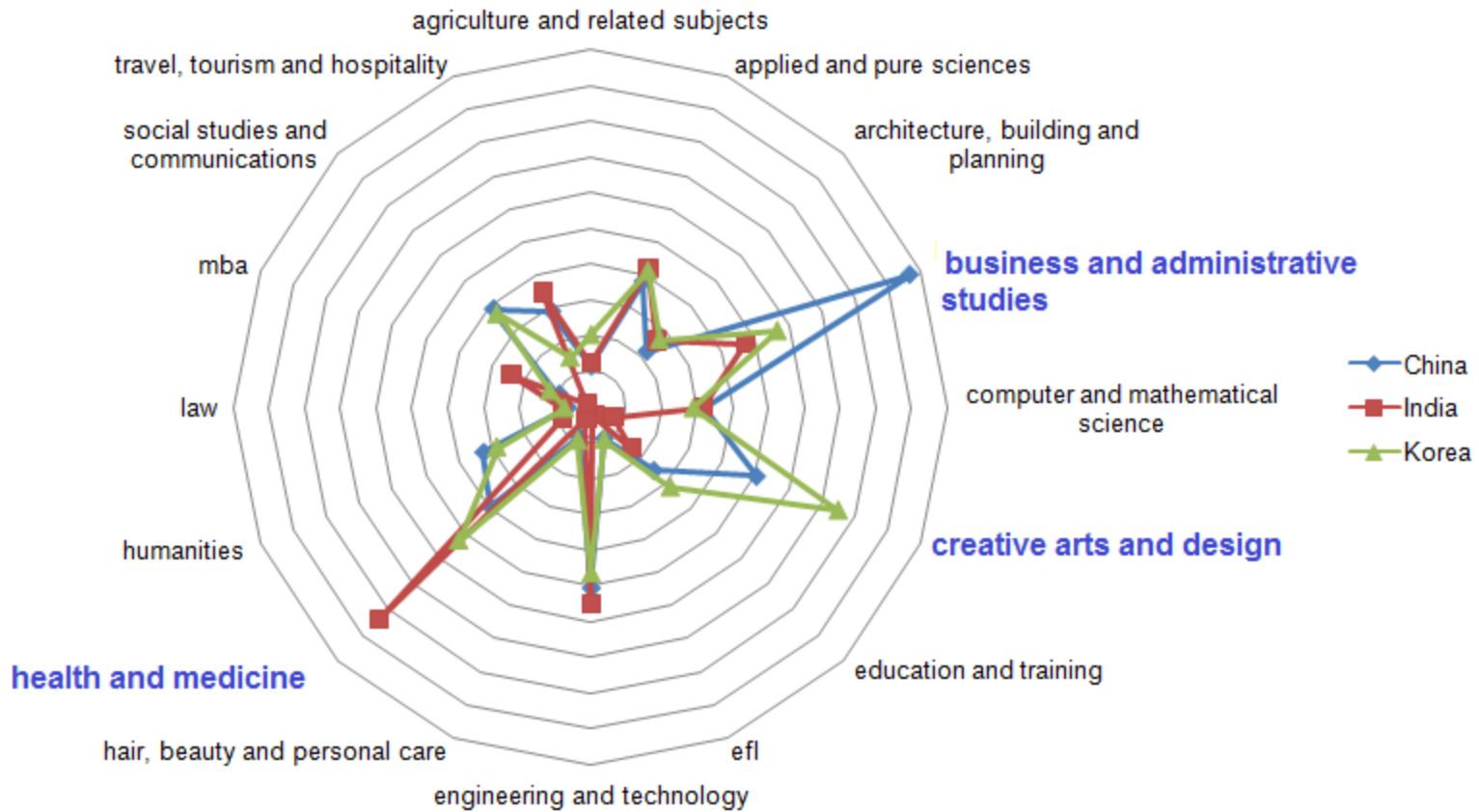
Full Time

Qualification

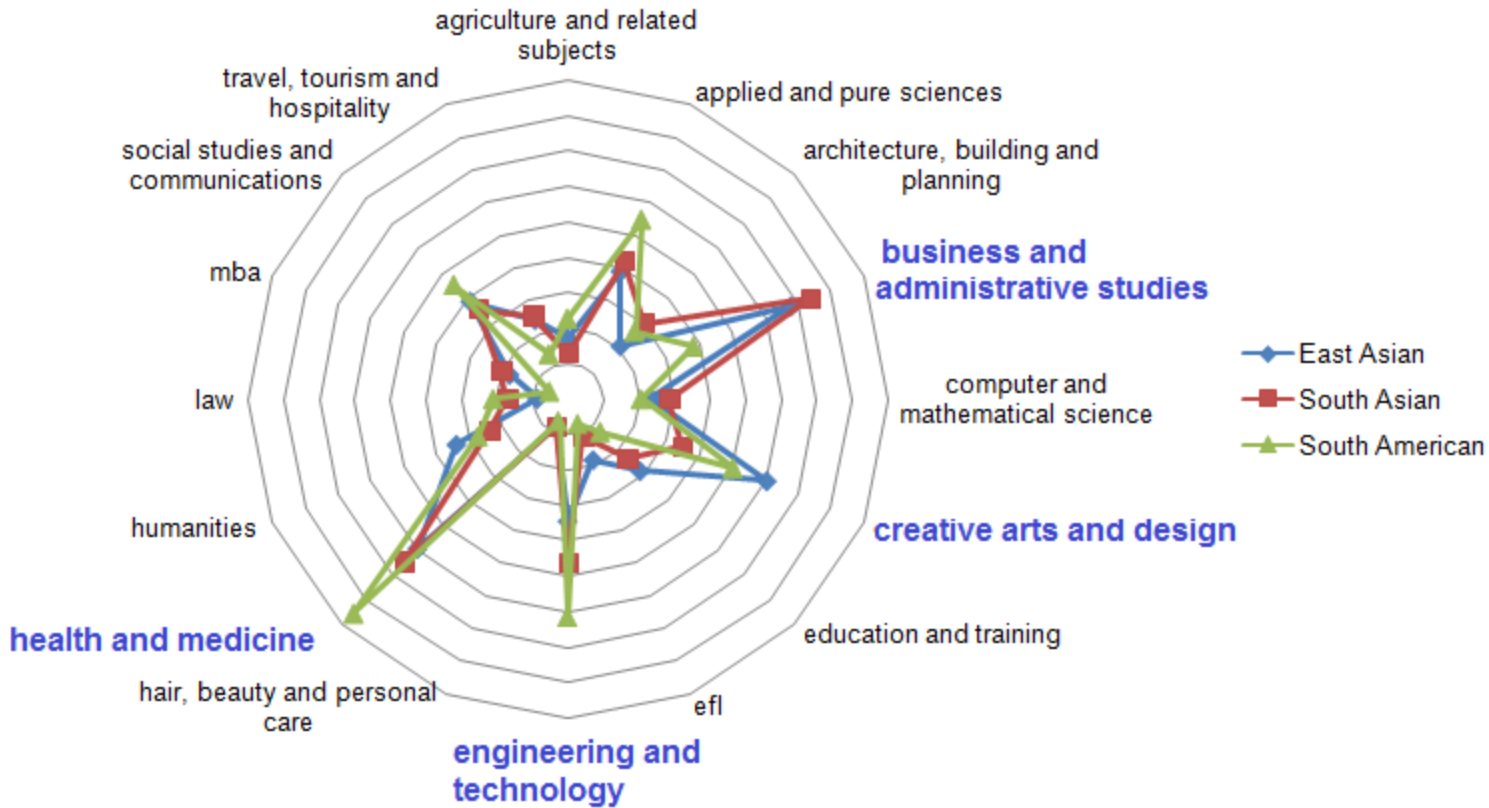
Please select

**Find courses**

# Targeting by subject

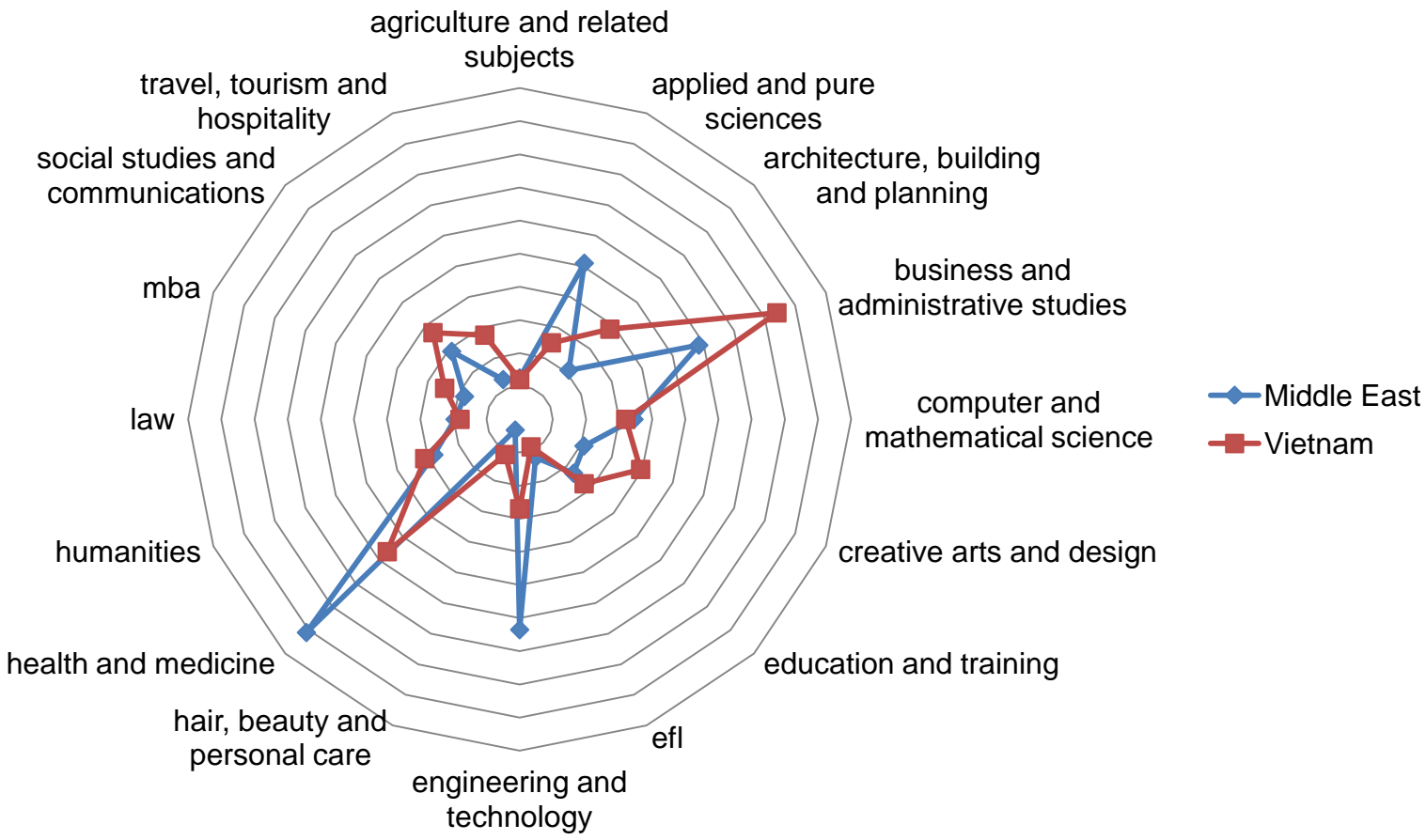


# Regional differences

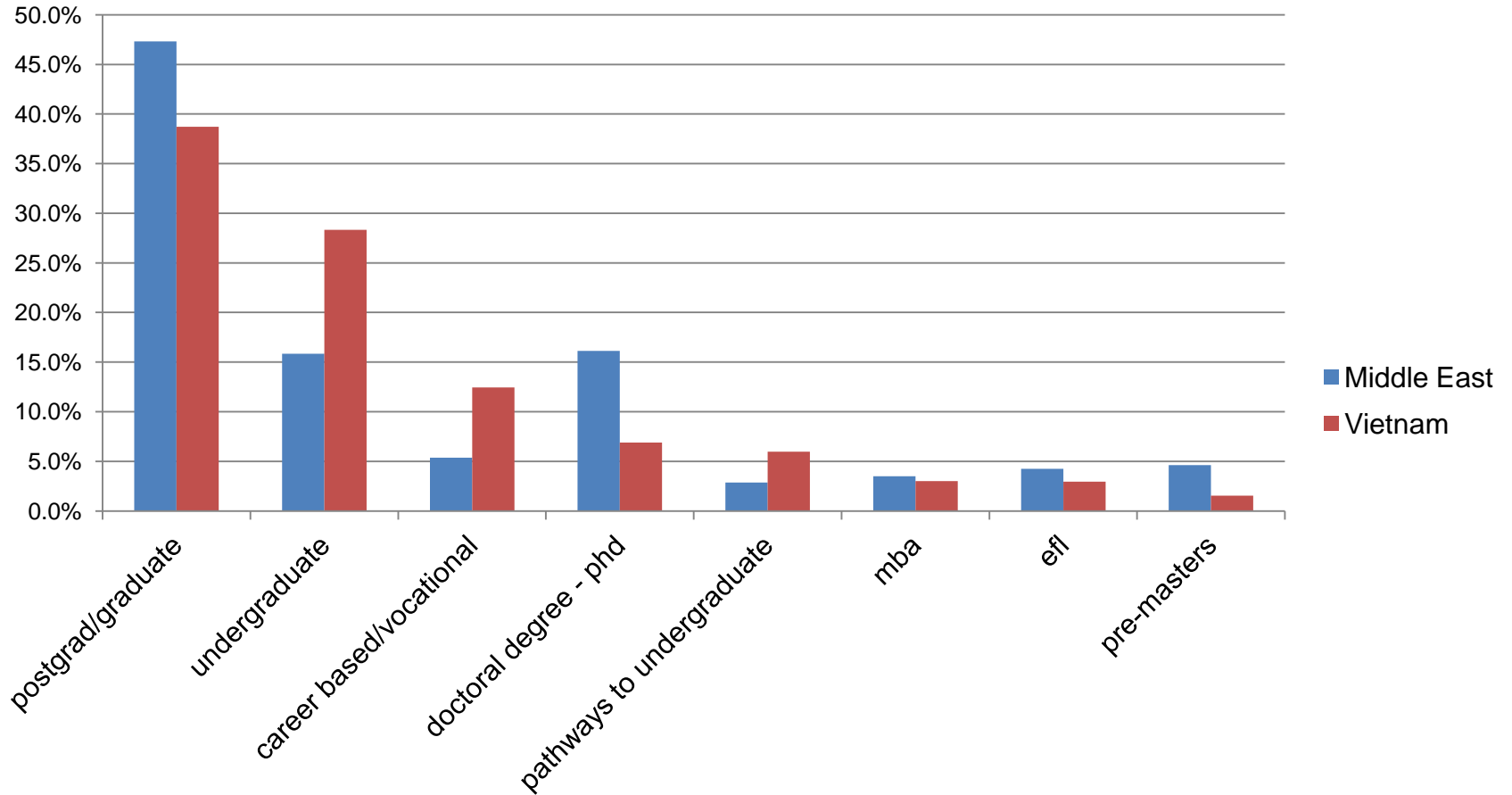




# Examples for Middle East and Vietnam



# Qualification levels may vary



# Responding to student inquiries - students as customers

	Number tested	Number Responded	Response rate %
UK institutions	23	19	82%
Australia institutions	15	14	93%
USA institutions	22	12	54%
Total	60	45	75%

## Response quality

	Automated responses	Customised responses	Customised responses %
UK institutions	6	10	62%
Australia institutions	0	14	100%
USA institutions	11	11	50%

## Response time

	Responses within 24 hrs	Responses within 24 hrs %
UK institutions	16	84%
Australia institutions	8	57%
USA institutions	11	50%

# Keep inquiry forms to the bare essentials

**Create your user ID and password**

Login \*

Password \*

Verify Password \*

**Contact Information**

E-mail \*

Verify E-mail \*

Home Phone \*

Work Phone

Cell Phone

**Additional Contact Information**

Full Name  First Name \*  M.I.  Last Name \*

Address Line 1 \*

Address Line 2

City \*

State/Province

Postal Code

Country  Select One

Date of Birth  Month  Day  Year

Gender \*  Female  Male

Postal Code

Country  Select One

Date of Birth  Month  Day  Year

Gender \*  Female  Male

High School Graduation Year \*  Select One

**ESL**

Are you currently attending or have you attended an English as a Second Language School?  Yes  No

Are you interested in taking an ESL course prior to starting a Berkeley program?  Yes  No

**Test Scores**

TOEFL Score

Other Test Taken

Score

**Location Preference**

Location Preference \*  Select One

**Program Interests**

Program Interest

**Educational Information**

# Small changes can make a big difference

## ขอรับข้อมูลฟรีจาก University of Central Missouri

\*กรุณาตอบให้ครบ

คุณสนใจ: ระดับการศึกษา \*

ต้องการข้อมูลเพิ่มเติมในด้าน:  วิธีการและระยะเวลาการสมัคร  คุณสมบัติความรู้ภาษาอังกฤษ  
 ที่พัก  ค่าเล่าเรียน



Please send me more information about the courses at University of Central Missouri which I read about on Hotcourses Thailand

ตัวเลือกด้านบนถูกตั้งค่าโดยอัตโนมัติ หากคุณต้องการสอบถามข้อมูลเพิ่มเติม กรุณาพิมพ์ข้อความ เป็นภาษาอังกฤษ

ชื่อของคุณ \*

กรุณากรอก ชื่อ - นามสกุล เป็นภาษาอังกฤษ

อีเมล \*

คุณมาจากประเทศ \*

ข้าพเจ้าต้องการลงทะเบียนและรับข้อมูลหลักสูตรที่เกี่ยวข้องจาก Hotcourses

## ขั้นตอนต่อไป

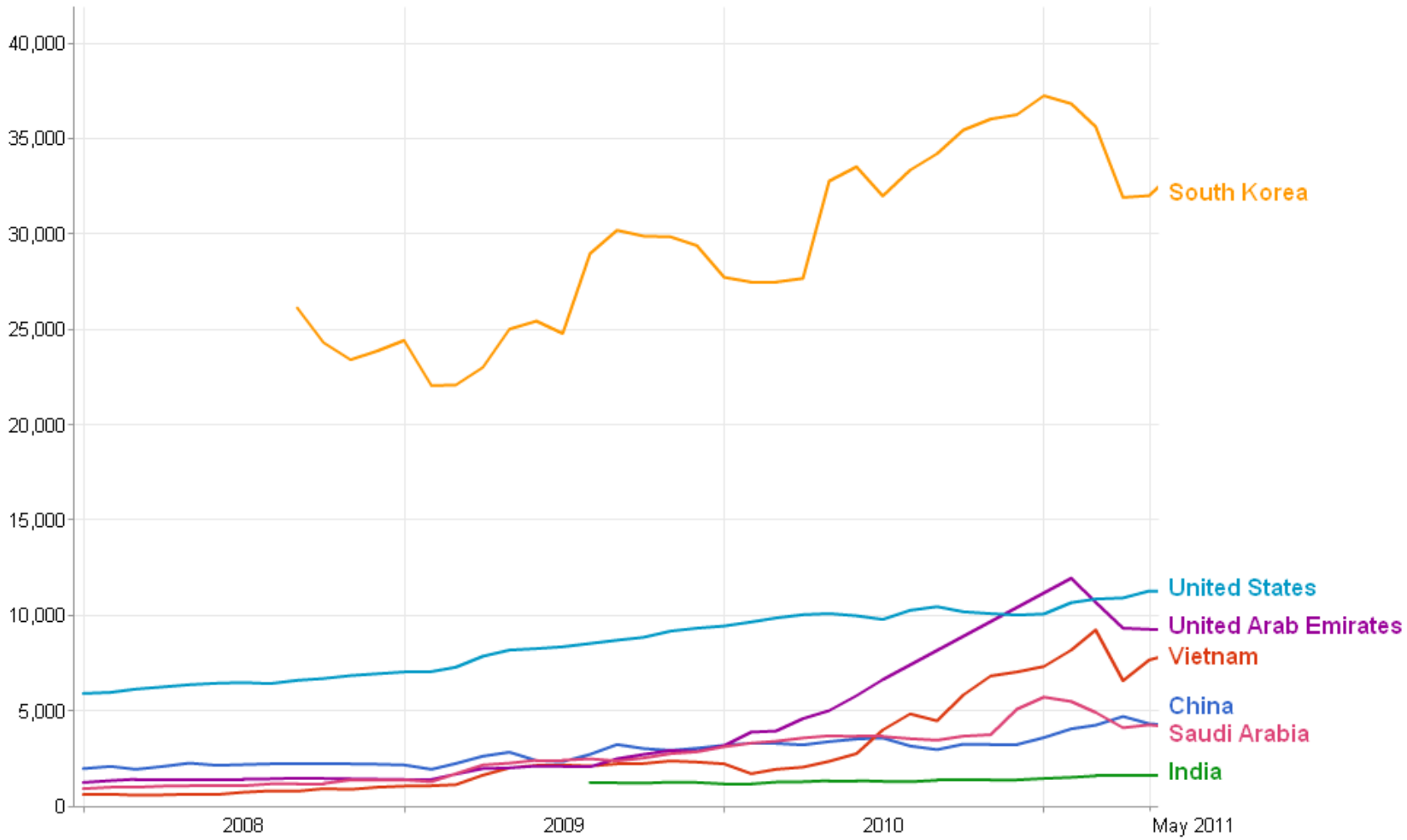
เราจะส่งอีเมลล์ของคุณไปที่ University of Central Missouri

สถาบันการศึกษาจะติดต่อกลับหาคุณอย่างรวดเร็วที่สุด

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### Student rankings

Oklahoma State University, USA

Overall experience  
★★★★☆ (4.0)

Selection process and gaining admission

## Where is Oklahoma State University, USA?

**Oklahoma State University**  
[Read all reviews \(10\)](#)  
[View all courses \(663\)](#)  
University rating: ★★★★★ (4)

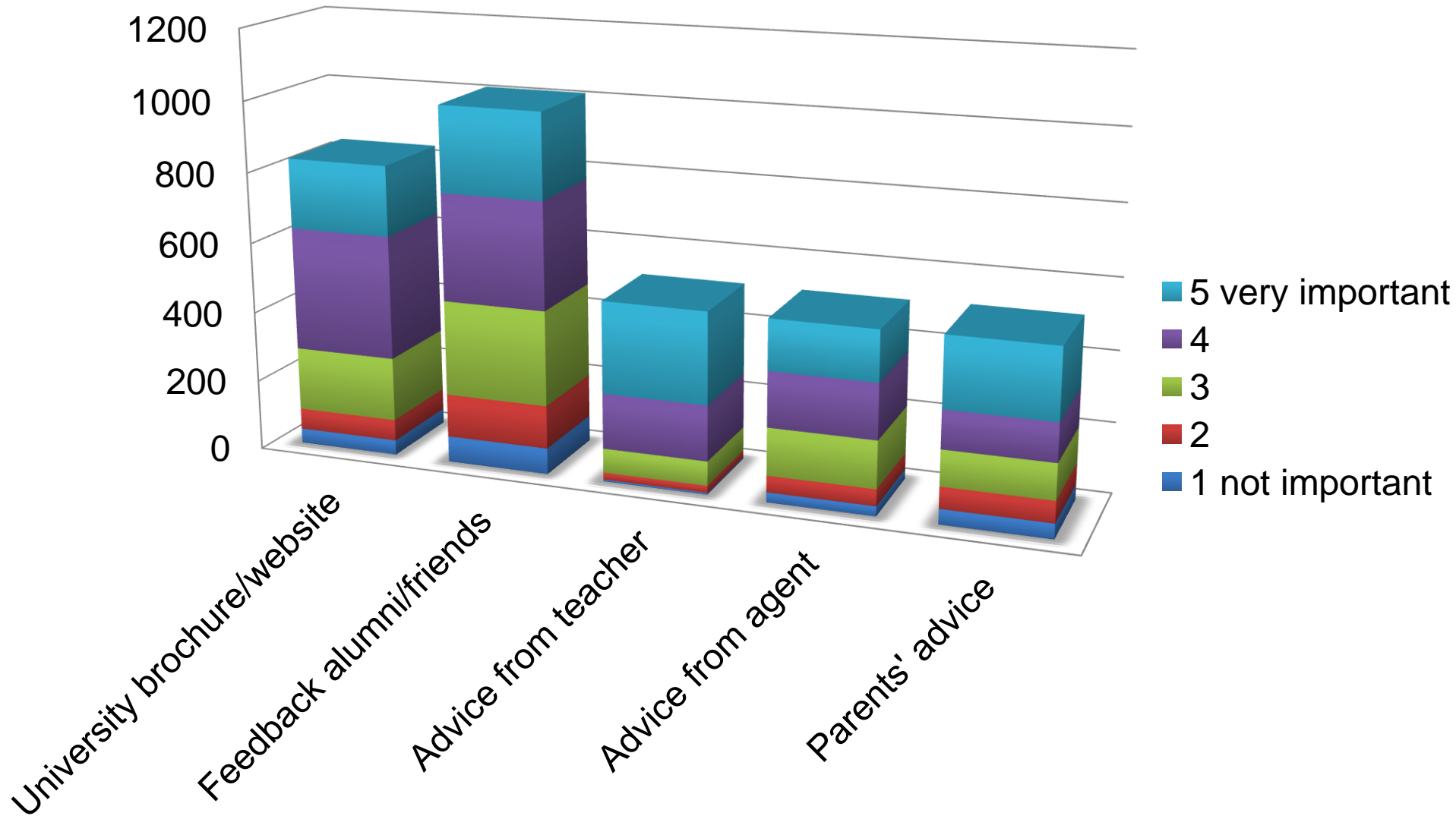
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# How important are the following factors in helping you make a decision?





# Let your students say how great you are!

**Worth it !!!**

## Oklahoma State University

**Sanjit**

India



Oklahoma State University, USA

Optimization of Chemical mechanical planarization (Internship)

Level of study: Postgraduate

Year of graduation: 2008



### Overall experience



I was happy with the study experience I received from the University.

### Selection process and gaining admission



The Selection process was via email. I did not give any tests. I had an easy procurement of visa. Visa interview was easy. Getting tickets was easy through American Airways. I landed to Chicago from Delhi. I had a good flying experience. They allowed baggage of 46kgs. I did not face any immigration issues. The professor did arrange for transport to the university.

### Your study experience



I was very happy with the program. The Professors were sincere and really helpful through out the period of internship. It was a very valuable experience working with the supervisors.

### Your life experience



I stayed in the University apartments and had a good accommodation with all necessary amenities provided. We had a moderate weather during summers.

Thank you – [mike.elms@hotcourses.com](mailto:mike.elms@hotcourses.com)