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# International Educational Marketing: Innovative Collaboration in International Recruitment

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# Initial Assessment

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## □ Indiana's Global Presence

- 11<sup>th</sup> largest exporting State in the nation
- 12 representative offices around the world
- 3<sup>rd</sup> largest recipient of direct foreign investment from Japan

## □ Educational Resources

- 40 universities & colleges on 88 campuses
- Diverse institutional settings
- Complete array of degree options
- Indiana Consortium for International Programs (ICIP)



# Getting Started

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- Initial meetings 2001
  - ICIP member institutions
  - Indiana Economic Development Corporation
  
- Finding Common Ground
  - State Offices Abroad
  - EducationUSA Advising Centers



# Naming & Defining

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- Destination: Indiana
- The Purpose
  - to create partnerships which make educational opportunities available in Indiana known to interested students, their families, their schools and advisors around the world.
- The Goal
  - to increase the diversity of our educational environments for the benefit of all students



# Utilizing State Resources

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- State Offices Abroad
  - Tokyo, Seoul, Taipei
  - Visits to EducationUSA Advising Centers
  - Receptions for students and advisors
  - Mini college fairs
- Destination Indiana Asia Trip
  - March 2004



# US-based Training Program

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- Visit U.S. Department of State 2001
  
- Organize state-wide programs for EducationUSA Advisors
  - 2002 – 2007
  - 90+ Advisors hosted by Indiana colleges and universities organized by D:I



# Muslim Student Issues Conference 2007

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- 32 EducationUSA Advisors
- 20 D:I member institutions
  - Of 29 active D:I members
- Outcomes:
  - Meaningful discussions and collaboration
  - Training video
  - Expansion of D:I



# Live Video College Fairs

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- Connecting D:I members with students through the EducationUSA Advising Center network
- Beginning in early 2006
  - Middle East (three separate events)
  - Southeast Asia





# On-Demand Workshops

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- Digital video conferencing on topics relevant to students and advisors abroad
  - Indonesia
  - Thailand
  - Taiwan
  - People's Republic of China
  - Pakistan
- Simultaneous participation of multiple Indiana colleges and universities



# Facebook Group Management

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- Launched in December 2007
  - Open to
    - Advisors
    - Prospective Students
    - D:I members
  - Clearinghouse for
    - Videos of D:I activities
    - Photo albums of events
    - Discussion forum



# D:I Partnerships

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- Indiana colleges and universities
- State office for economic development
- U.S. Department of State
- EducationUSA Advising Centers
- D:I program participants
  - EducationUSA Advisors
  - Students



# Advantages

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- ❑ Institutional synergies
- ❑ Accommodating EducationUSA Advising Centers
- ❑ Achieving goals of U.S.-based Training Programs
- ❑ Marketing Indiana Education

# Other Outcomes

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- Between 2001-2007 Indiana advanced from 13<sup>th</sup> to the 10<sup>th</sup> most popular state for international students
  - Source: Open Doors

Indiana became the 9th State to pass a resolution in support of international education



# Destination Indiana



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[www.destinationindiana.org](http://www.destinationindiana.org)