

# Utilizing U.S. Government Resources for International Student Recruitment

**GA Association of  
International Educators  
Thursday, February 1, 2018**



# International Students in the U.S., GA and AL

United States	Georgia	Alabama
China (32.5%)	China (30.2%)	China (33.4%)
India (17.3%)	India (17%)	India (12.2%)
South Korea (5.4%)	South Korea (9.8%)	Kuwait (9.0%)
Saudi Arabia (4.9%)	Saudi Arabia (2.1%)	Saudi Arabia (8.9%)
Canada (2.5%)	Nigeria (2%)	Nepal (2%)
<b>Total – 1,078,822</b>	<b>Total – 21,510</b>	<b>Total – 9,549</b>

Source: Open Doors 2017



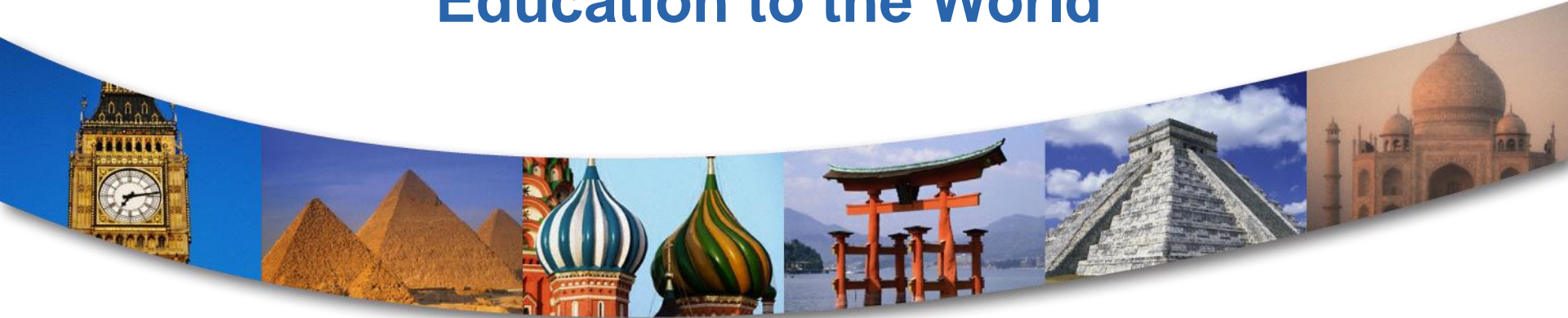
## **U.S. Commercial Service (division of the U.S. Department of Commerce)**

**<https://2016.export.gov/industry/education/>**



**EducationUSA (part of the U.S. Department of State)**  
**[educationusa.state.gov](https://educationusa.state.gov)**

# U.S. Commercial Service – Connecting U.S. Education to the World



- **Division of the U.S. Department of Commerce with offices in 100 U.S. cities and 85 countries**
- **Mission: to promote the exports of U.S. goods and services and to protect U.S. business interests abroad**
- **Education Clients: U.S. technical and community colleges, four-year colleges and universities, IEPs/ESL programs, graduate schools and boarding schools**



# Services for U.S. Educational Institutions

- **Market Research**
- **Overseas Contacts**
- **Student Recruitment Events**
- **Education Consortia**



Photo credit: Berry College

## EDUCATIONUSA: WHO ARE WE?

**Promote** U.S. higher education by connecting international students to American institutions.

**Support** U.S. higher education community internationalization through international student recruitment and retention plans. ***We promote all accredited U.S. institutions equally.***

**Engage with** foreign institutions and governments regarding their student mobility to the U.S.

**We help students and institutions  
find their own “best fit.”**



# EDUCATIONUSA: WHERE ARE WE?

A faint, light gray world map is centered in the background of the slide, showing the outlines of continents and countries.

**14**

**Regional  
Educational  
Advising  
Coordinators**

**525+**

**Advisers**

**427**

**Advising  
Centers**

**180**

**Countries/  
Territories**

# CONTACT EDUCATIONUSA

**Expert In-Country Support**

**Online Engagement**

**Special Programs:** EducationUSA Academy, Opportunity Funds, EducationUSA Leadership Institute, host advisers on your campus

**Conferences:**

*EducationUSA Forum in Washington, D.C.*  
July 30 – August 1, 2018

*2018 Regional EducationUSA Forums*  
Kathmandu, Jan. 31 - Feb. 3 | Sub-Saharan Africa,  
September 2018; Location TBD



**For more information: [educationusa.state.gov](https://educationusa.state.gov)**







# Market Intelligence

## Examples of Market Report Types:

- Located in our Country Commercial Guides – market and sector overviews and best prospects  
<https://www.export.gov/Market-Intelligence>
- Education & Training Services Resource Guide – produced annually
- Education Top Markets Report – produced annually





# Education and Training Resource Guide 2017



[Home](#) > [By Industry](#) > [Education](#)

## Education & Training

- ▶ [Education & Training Home Page](#)
- ▶ [Education and Training Resource Guide 2017](#)
- ▶ [NAFSA 2017 USA Pavilion](#)
- ▶ [Ghana and Nigeria Education Fairs -- Sept. 2017](#)
- ▶ [U.S.-International Student Day -- Nov. 2017](#)
- ▶ [Costa Rica Community College Fair -- April 2017](#)
- ▶ [Education Team Newsletter](#)
- ▶ [Virtual Education Events](#)
- ▶ [Education Team Webinars](#)
- ▶ [Local USDOC Offices](#)

## Related Topics

- ▶ [U.S. International Education Consortia](#)
- ▶ [Education Sector Associations](#)



## Education and Training Services Resource Guide 2017

Education service exports ranked seventh among service exports in 2015. International students studying in the United States contributed over USD 35.7 billion to the U.S. economy in tuition and living expenses during the 2015 calendar year.

The total number of foreign students increased 7.1 percent in 2015-16, with an international student population of over 1 million students. About 75 percent of students studying in the United States use outside sources to fund their international study and supported over 400,000 U.S. jobs, making Education and Training Services a valuable U.S. export.

The Institute of International Education's *Open Doors® 2016* reports that active recruitment, links with international universities, academic programs targeted to international students, and dual degree programs are all factors that increase the enrollment of international students, with active recruitment being reported as the most effective strategy.

### Education & Training Resource Guide -2017

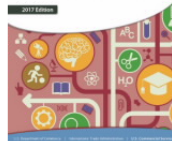
**This 2017 U.S. Commercial Service Education and Training Services Resource Guide** includes comparable and individual market assessments of countries listed as best prospects for U.S. training and educational services. The country assessments are based on observations and market research reports created by the U.S. Commercial Service.

Download the full guide, or use the country list below to find information on the healthcare market(s) that your company is targeting.

[Download the full guide.](#)

### Education and Training Services Resource Guide

A Reference for U.S. Educational Institutions



[Download the Guide](#)

### Education & Training Resource Guide: Analysis By Market

Argentina	France	Kuwait	Russia
Australia	Germany	Malaysia	Saudi Arabia
Brazil	Ghana	Mexico	Serbia
Bulgaria	Hong Kong	Nigeria	Singapore
Canada	India	New Zealand	Spain
Chile	Indonesia	Panama	Taiwan
China	Japan	Peru	Thailand
Colombia	Kazakhstan	Philippines	Turkey
Czech Republic	Kenya	Portugal	United Arab Emirates
Ecuador	Korea	Qatar	United Kingdom
Egypt		Romania	Vietnam

## Education and Training Services Resource Guide

A Reference for U.S. Educational Institutions

2017 Edition



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



# Webinar Examples

- **Refining Your International Recruitment Strategies**
- **Brazil Education Market**
- **Best Practices and Opportunities for West African Student Recruitment**
- **Education Market in Turkey**
- **Calculating ROI for International Marketing and Recruitment**
- **Portugal and France: Education Sector and Recruitment Opportunities**
- **International Program Best Practices and Travel Risk Management**
- **Best Practices and Opportunities for Student Recruitment in Kazakhstan and Ukraine**
- **State Consortia Webinar Series**



# International Student Recruitment Methods

**Staying in your Armchair (ex. advertising)**

**Getting out of your Armchair to the Computer (ex. virtual events)**

**Venturing out in your own State or to other States (ex. events that bring recruiters or university reps to the U.S.)**

**Getting on a very large Plane (probably Delta) to other Countries (ex. EdUSA fairs)**



# Recruiting: From Your Armchair

- 1. Advertising**
- 2. Sending Promotional Materials – Be Strategic!**
- 3. Being a Non-active Member of your State Study Consortia – it's more advertising!**
- 4. Signing Agents without ever meeting them**







Where the world comes to study.

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*in Georgia*

Schools  
*in Georgia*

Life  
*in Georgia*

Prepare  
*for Georgia*

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Our campuses have what you want.

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## Georgia Piedmont Technical College

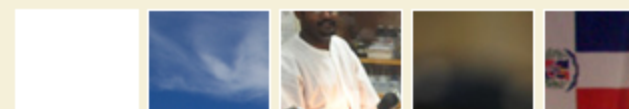
<http://www.gptc.edu/>

Georgia Piedmont Technical College is committed to preparing students for successful careers and maximizing student success.

Established in 1961, Georgia Piedmont Technical College is one of the oldest and most respected of Georgia's 33 technical colleges. Recognized for our student-centered atmosphere, GPTC prepares individuals with the education, training, and skills to enter the workplace ready to make a difference in their hiring companies and in the ever changing global economy.

Georgia Piedmont Technical College provides real-world skills for rewarding careers. In fiscal year 2007, the College served 18,420 students and conferred 1,608 awards to graduates earning associate degrees, diplomas and technical certificates of credit. Graduates have a 99 percent job placement rate with 90.2% graduate placement in jobs in or related to their program of study or in further education.

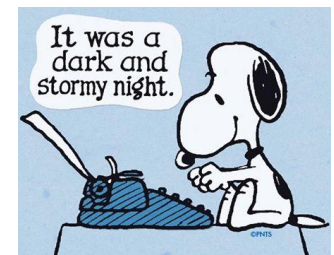
Our programs are guaranteed. Curriculum standards have been developed with direct involvement of business and industry. These standards serve as the industry-validated specifications for each occupational program. "If one of our graduates educated under a standard program or his/her employer finds that the graduate is deficient in one or more competencies as defined in the standards, the technical college will retrain the employee at no instructional cost to the employee or the employer." This guarantee is in effect for a period of two years after

 Share



# Recruiting: At Your Computer

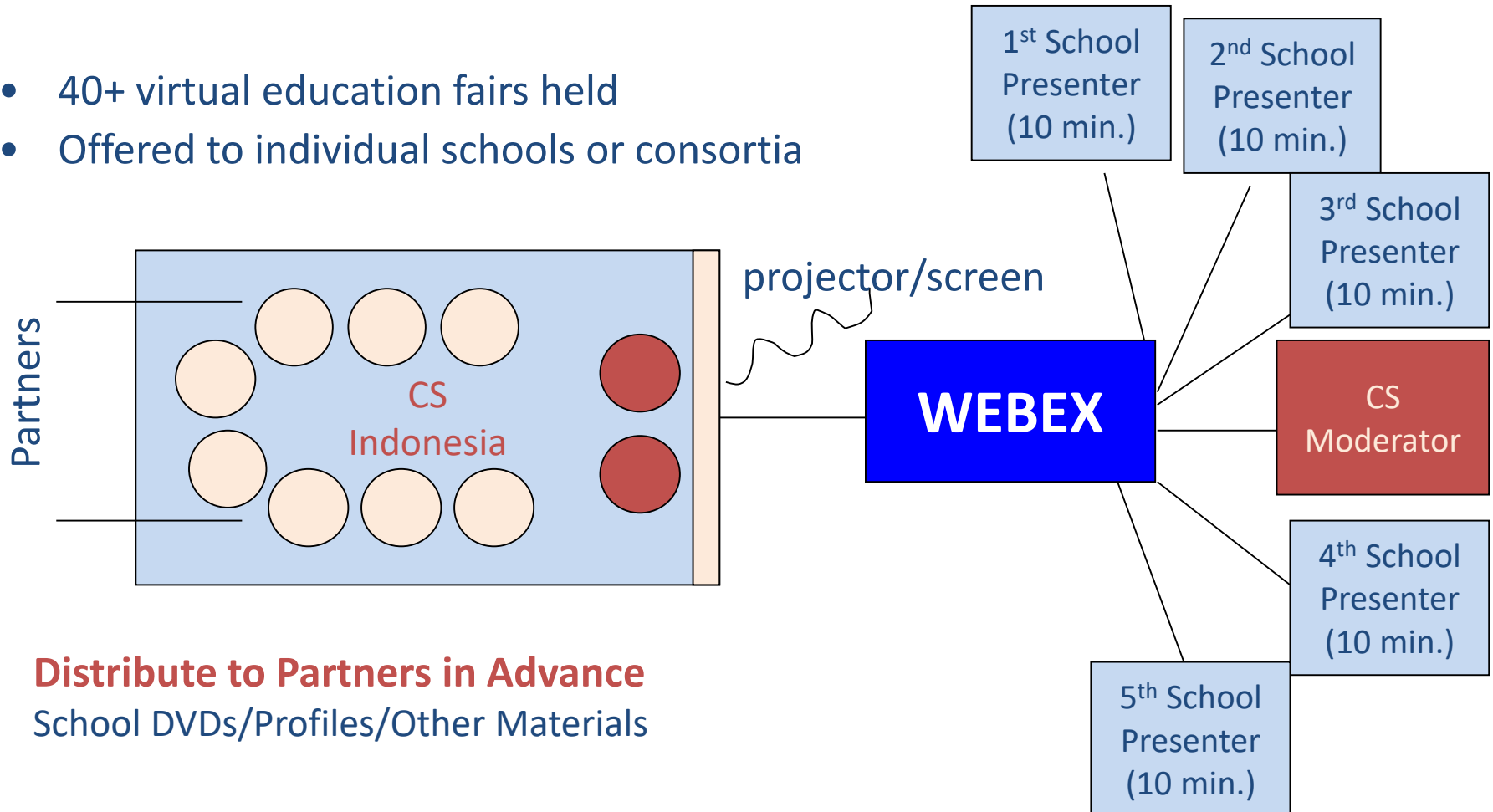
1. Virtual Student Fairs
2. Virtual Agent Events
3. Alumni! Alumni!
4. Writing a highlight that gets sent to EdUSA advisers in their monthly newsletter --  
<https://educationusa.state.gov/us-higher-education-professionals/online-services/submit-content>





# Virtual Education Fairs

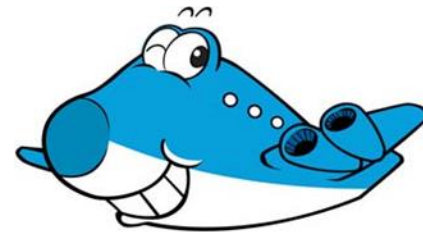
- 40+ virtual education fairs held
- Offered to individual schools or consortia





# Recruiting: In the U.S.

- 1. Establishing relationships/agreements with two-year colleges, boarding schools**
- 2. NAFSA annual conference – meet with foreign universities, EdUSA advisors and Commercial Service reps**
- 3. Other Events with Overseas Reps – Exs. EdUSA forum in DC, International ACAC conference**
- 4. Agent Workshops – Ex. ICEF Miami**





# Recruiting: In Other Countries

1. **Student Recruitment Fairs – there are so many! U.S. Journal of Academics maintains a great comprehensive list -- <http://www.usjournal.com/fairs/>**
2. **Education Missions**
3. **Agent Workshops**
4. **Individual Meetings just for your School**





# Collaboration with EducationUSA

- **Presentations**
- **Webinars**
- **Recruitment Fairs**
- **Education Missions**
- **Working with Study Consortia**





# Examples of Upcoming Recruitment Events

- **Costa Rica Community College Fair – April 2018**
- **Education Mission to Czech Republic, Poland, and Austria – April 2018**

More info on both of the above events can be found at...

<https://2016.export.gov/industry/education/>

- **EdUSA's Colombia STEM Tour – March 2018**  
<https://educationusa.state.gov/events/colombia-stem-tour-2018>
- **EdUSA's Southeastern Europe Tour – April 2018**  
<https://educationusa.state.gov/events/2018-southeastern-europe-tour>



# Working with Agents

- **Yes, I know this is a controversial topic. And yet, I'm still happy to discuss it!**
- **Can you compensate them and how?**
- **Have a recruitment strategy!**
- **Please make sure they didn't hang out their "open for business sign" yesterday. In other words, vet them, vet them!!**
- **How to find the legit ones**
- **Definitely have some sort of agreement in place and probably not an exclusive one**
- **Visit them if at all possible or consider bringing them to your campus**
- **Don't forget they exist and check-in!**



**Amy Ryan**  
**Sr. International Trade Specialist**  
**U.S. Commercial Service -- Atlanta**  
**T: (404) 200-2786**  
**amy.ryan@trade.gov**

**<https://2016.export.gov/industry/education/>**

