

“U.S. Department of Commerce Support for Higher Education”

Study New York Brainstorming Session
Albany, New York
September 12, 2008

Jim Paul, Education Team Leader
U.S. Commercial Service, Boston, MA
U.S. Department of Commerce





Promoting U.S. Higher Education

Make the most of government resources

- U.S. Commercial Service
 - U.S. Department of Commerce
 - Export Assistance Centers
- U.S. Department of State
 - Bureau of Educational & Cultural Affairs
- State Departments of Economic Development / Tourism

Identify overseas partners

- U.S. Commercial Service - International Offices
- U.S. Department of State - EducationUSA Advising Centers
- State Trade/Tourism Offices Overseas





U.S. Commercial Service



Network:

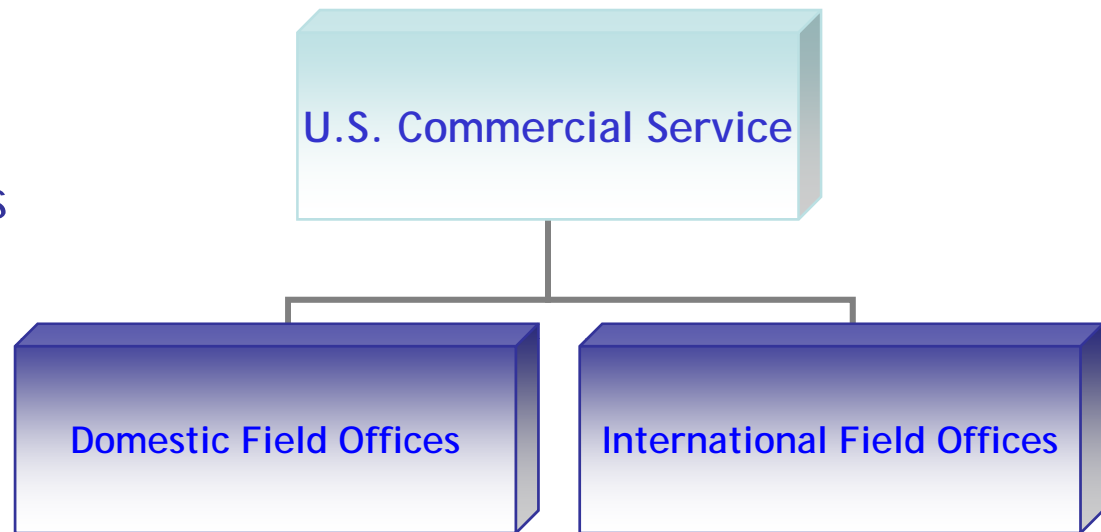
150 offices in 80 countries

~1,200 trade professionals

100 offices across U.S.

~ Each New England state

Policy Analysts in DC HQ



Mission:

- Promote the exports of U.S. goods and services
- Increase international student enrollments across U.S.

Primary Education Industry Clients:

- U.S. community colleges, 4-year colleges and universities, graduate schools, Intensive English Programs & high schools



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Services for Educational Institutions:

Market Research

Webinars and Virtual Fairs

Overseas Contacts

Trade Promotion Events

International Education Consortia



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Sample International Market Research Reports

- Argentina: International Student Recruitment Opportunities
- Canada: Students Seek E-Learning Opportunities
- Colombia: U.S. Leads in Attracting ESL and MBA Students
- Indonesia: Increasing Interest in U.S. Education
- Sweden: International Student Recruitment Opportunities
- Taiwan: Growth in E-Learning Market
- Ukraine: Demand of U.S. Higher Education in Business
- United Arab Emirates: Overview of Education Market
- Vietnam: Students Seek English Training Courses

<http://www.export.gov/mrktresearch>
("Market Research Library")

(Search "Education" under "Services Industry" Reports)



Webinars - Format



Microsoft Office 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

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

“Chat” with Participants

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

3 Today's Agenda
Polling Question
Why do you want to run webinars?
Click on a response below.

4 Today's Agenda
Managing Your "How-to" Events

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

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



Sample Webinar Agenda: 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



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- **Webinars**

- Colombia and Venezuela - January 2007

- Malaysia and Singapore - March 2007

- India - July 2007

- Turkey - September 2007

- Brazil - January 2008

- Vietnam - February 2008

- Philippines and Thailand - March 2008

- Taiwan - May 2008

- Canada - June 2008

- Hong Kong - October 20, 2008

- China, Czech Republic / Slovak Republic, Qatar / UAE - Fall 2008

- **Fairs / Missions Organized and Supported by CS**

- Study USA Mission to Mexico & U.S. Embassy Fair in Ottawa

- Support Education USA, IIE, ISN, Linden and other fairs worldwide

- Assist cities and states (ex: TX & WA) with education missions

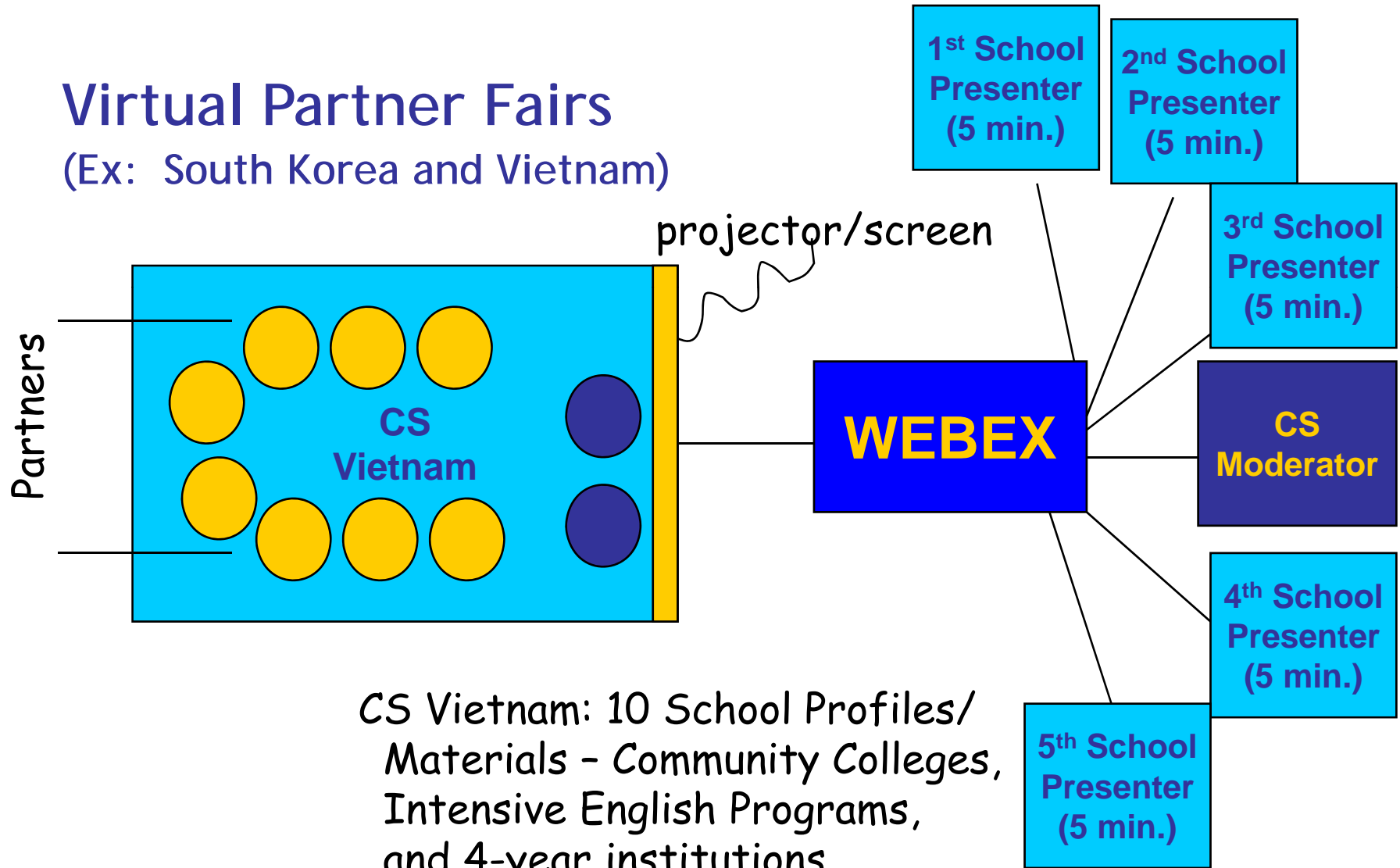


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Virtual Partner Fairs

(Ex: South Korea and Vietnam)





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Overseas Contacts

- **International Partner Search**
customized list of potential partners, such as in-country schools and counselors
- **Gold Key Matching Service**
prescreened appointments in-country with institutions (joint degree programs), counselors, high schools, and other partners
- **Single or Multi-School Promotion**
seminar and/or reception (ex.: Philadelphia)
*promote your school(s) to key players overseas



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Client Testimonial:

“We have worked very closely with U.S. Commercial Service offices in Argentina, China, Colombia, India, Japan, South Korea, Vietnam as well as our local office in Boston during the past few years. The Commercial Service helped to increase the international student enrollment as a result of this agency's Gold Key Service, Platinum Key Service, Single School Promotion and tremendous ability to assist with customized services.”

Marguerite Dennis

Vice President of Enrollment and International Programs

Suffolk University, Boston, MA



Collaboration with Education USA



- Share “Best Practices” & collaboration during annual DOC breakfast at NAFSA conference (2008 was 7th year)
- Joint Presentations at NAFSA and additional conferences
- Collaborate on webinars, study fairs and missions, market research reports, internal training, etc...



Study USA Consortium



Mission Statement:

To bring an aggressive, worldwide set of services and resources designed to give U.S. educational institutions a competitive advantage in recruiting international students. This is achieved via the promotion capabilities of the U.S. Commercial Service and additional key strategic partners.



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International Education Consortia

- Pooling resources for international marketing
- Raising the profile of the city, state and region as a study destination and provider of quality education

Examples:

Study Illinois	www.studyillinois.org
Study Iowa	www.studyiowa.org
Study Oregon	www.studyoregon.org
Study Philadelphia	www.onebigcampus.com/college_international.htm
Study Washington	www.studywashington.org
Study Westchester	www.studywestchesterny.org
Study Wisconsin	www.studywisconsin.org

*Others include: ETEC/Destination Southern California
Lone Star Education Coalition



State Government Assistance

•**State International Trade Offices**

- Support from 11 New York State Department of Economic Development offices located worldwide
- China
- London, England
- Tokyo, Japan
- Ontario and Quebec, Canada
- Jerusalem, Israel
- Sao Paulo, Brazil
- Santiago, Chile
- Centurion, South Africa (2)
- Chimalistac, Mexico

Empire State Development





State Government Assistance

- **State Tourism Offices**

- If you are involved in a consortium that is promoting the state as a study destination, state tourism offices can make great partners.

- **State Education Agencies**

- Some state education agencies, such as the Illinois Community College Board, are also involved with international promotions.



Contact Information

U.S. Department of Commerce



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Websites

www.buyusa.gov/studyusa

www.export.gov

"Study Westchester: New York's First Step towards a Consortium"

Study New York Brainstorming Session
Albany, New York
September 12, 2008

Joan Kanlian

U.S. Commercial Service, Westchester NY
U.S. Department of Commerce





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Study Westchester Consortium

New Initiative:
Spring 2007

Diverse Membership:

Private, Public, Undergraduate, Graduate, Community College

Berkeley College, The College of New Rochelle, The College of Westchester, Iona College, Manhattanville College, Mercy College, New York Medical College, Pace University, Polytechnic University, Purchase College, and Westchester Community College

Common Goal:

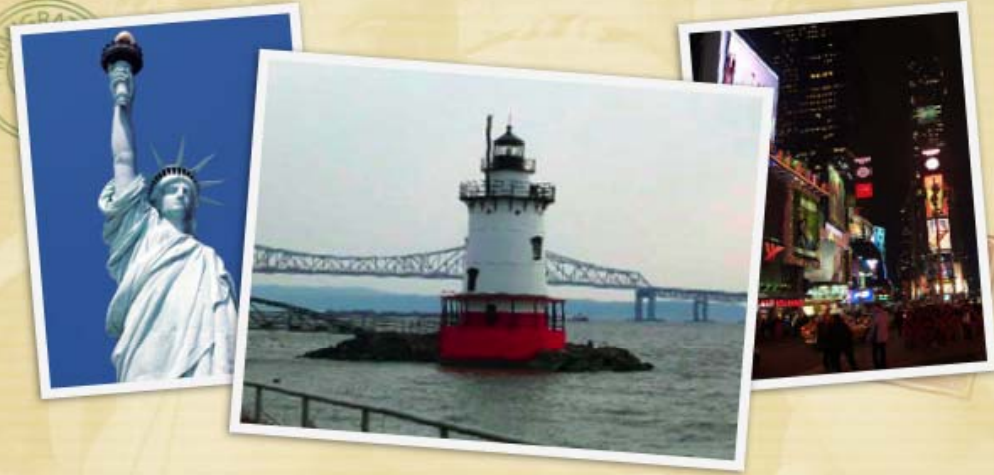
Promote Westchester as a destination for U.S. bound international students
Attract more international students to Westchester

www.studywestchesterny.org



[Welcome](#) [Why Westchester](#) [What to do](#) [Links](#) [FAQ's](#)

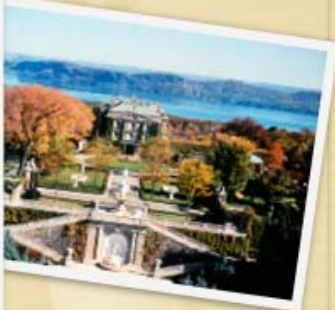
STUDY WESTCHESTER



Who are we?

Study Westchester is a collaborative consortium of higher education providers in Westchester County in New York State, USA. Our goal is to promote Westchester County as the most desirable destination for U.S. bound international students. Our participating members include Berkeley College, The College of New Rochelle, The College of Westchester, Iona College, Manhattanville College, Mercy College, New York Medical College, Pace University, Polytechnic University, Purchase College, and Westchester Community College; all prestigious universities or colleges in Westchester that provide diverse academic offerings.

Why Study in Westchester?



Would you like to study in the U.S.A? Are you seeking an excellent education at a prestigious quality school? Do you crave endless arrays of fun and exciting activities, or a beautiful campus for you to relax and enjoy? If so, then Westchester County is the place for you!

Westchester County

Location & History

<http://www.westchestergov.com/history/>





Welcome Why Westchester What to do Links FAQ's

What to do in Westchester?



Events

Entertaining events take place year round throughout Westchester County, such as fairs, festivals, musical and theatrical programs, ethnic celebrations, museum exhibitions, holiday activities, craft, antique and auto shows, major sporting events, road races and marathons, parades, even fireworks displays. An up-to-the-minute Calendar of Events is available at: <http://www.co.westchester.ny.us/calendar/calsearch.asp>

Or visit www.westchestertourism.com and click on Calendar of Events.





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Structure

- Study Westchester developed out of the Higher Education Committee of Westchester
- Committee of College Presidents in the County that meet regularly to discuss common issues
- Committee house in the Westchester County Association, largest business membership organization in Westchester.



Westchester
County Association





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Goals

- Increase international student enrollment.
- Enhance the image and identity of Westchester County and its educational institutions.
- Promote Westchester County as a study destination.
- Increase communication between institutions.
- Capitalize upon the services and support of federal agencies.



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Consortium Activities

- Design webpage and brochure to build awareness
- Represent the consortium at international education exhibits and fairs
- Joint advertisement in international education publication.
- Participate in conference and seminars on international education topics.



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Why do we need a consortium?

- Support NY's economic vitality by increasing the number of students who study in the state
- Enhance perception that international students are welcome in U.S.
- Compete with Foreign Governments
 - Promote U.S. education opportunities due to fierce competition from abroad government efforts
 - Pool Resources for Joint International Marketing
 - Strength in numbers



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Benefits to State of New York

Positive Economic Impact

- In 2006/07 school year, New York was home to 65,884 international students enrolled in Colleges and Universities in the state.
- These students contributed a total of \$1,865,844,000 to NY's economy



Contact Information



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Websites

www.buyusa.gov/studyusa

www.export.gov