



**New York State  
Department of Economic Development**

October 9, 2008

**Subject: Founding “Study New York”**

Dear Campus Chief Executives:

Thanks to the enthusiastic support of many public and private colleges and universities throughout our State, the “Study New York” planning team has been expanding and progressing. This letter provides a brief update of our recent activities and evolving plans, to encourage your shared commitment to the Study New York mission:

*“to position New York State as the destination of choice for students from around the world, thereby improving the visibility and global competitiveness of the State’s institutions of higher learning, and expanding the State’s services exports. Specific goals include collective work to develop, promote, and distribute marketing materials that serve the common needs of all members, to collaborate on international student recruitment events and to deploy web-based tools to support and advance such activities.”*

**We write to invite your institution to participate in Study New York as a founding member - an institution that will participate in the creation and expansion of this initiative.** To become a founding member, we would appreciate your designation by October 22, 2008, of a representative to join the upcoming Study New York meeting, scheduled during the NAFSA Region 10 Meeting in Brooklyn on November 11, 3:00 – 4:00 at the New York Marriot at the Brooklyn Bridge.

As you may recall, an informal team of colleagues from government and academia has been brainstorming strategies to create a “Study New York” marketing initiative in order to attract more international students to our State. Such marketing outreach is becoming ever more critical, as competition from other states and nations intensifies. Study New York could ultimately also serve to link NYS university and college alumni and graduate students into efforts that foster the expansion of NYS exports and attract international investment. Plans for “Study New York” were inspired by the impressive “Study Westchester” initiative launched by colleges and universities in Westchester County with the active support of the U.S. Department of Commerce’s Export Assistance Center (<http://studywestchesterny.org/Site/Welcome.html>), and by best practices in the U.S. and around the world.

Following an initial meeting of nearly 100 interested professionals at the NAFSA (Association of International Educators) conference in Washington D.C. on May 29, a group of 50 public and independent college and university professionals met in Albany on September 12 to develop an action plan in preparation for the next NAFSA Region 10 meeting in Brooklyn in November. Outcomes of these preliminary Study New York meetings include:

- Review of national best practices for international student recruitment;
- Formulation of an initial mission statement and objectives;
- Exploration of advancing an International Education Resolution (see attached background);
- Development of a growing list of interested professionals from a wide range of NYS colleges and universities;
- Discussion of draft bylaws, dues and membership structures;

- Agreement that Study New York founding members would explore more concrete next steps to formalize the initiative at a meeting in conjunction with the November regional NAFSA meeting; and,
- Expansion of the Study New York planning team to now include:

**NYS Executive Chamber:** Daniel Doktori, Director of Higher Education

**NYS Department of Economic Development:** Peter Cunningham, Director of International Trade; and Kay Wilkie, Director for International Policy

**U.S. Department of Commerce:** Joan Kanlian, Director of USDOC Westchester Export Assistance Center

**Commission on Independent Colleges and Universities (CICU):** Susan Nesbitt Perez, Vice President, Outreach and Financial Aid

**State University of New York (SUNY):** Ambassador Robert Gosende, Associate Vice Chancellor, Office of International Programs; John Ryder, Director, Office of International Programs; Sally Crimmins Villela, Senior Associate Director, Office of International Programs; Andrea Leifer, Community Outreach and Global Health Education, SUNY Upstate Medical University; Jay Dietchman, Coordinator for International Student Services, Hudson Valley Community College

**City University of New York (CUNY):** Richard P. Alvarez, University Director of Admission; Ruth Kamona, University Director, International Students & Scholars Services, CUNY Office of Student Affairs; Julie Augustin, Office of Admissions, Medgar Evers College; Ryan Buck, Administrator/Director, Brooklyn College Student Center

We hope you will engage your institution in this important initiative. If you wish your institution to become a founding member of Study New York and help shape and focus the next steps, we again ask that you designate a representative to participate and to attend the next Study New York meeting on November 11 to be held in conjunction with the NAFSA meeting at the New York Marriott at the Brooklyn Bridge. Please advise our planning team contact, Joan Kanlian ([Joan.Kanlian@mail.doc.gov](mailto:Joan.Kanlian@mail.doc.gov)) who from your campus will be involved in helping to shape the future of Study New York!

Thank you for taking the time to consider this request. We hope to work with you and your colleagues as Study New York takes further shape and is launched in the months ahead.

Sincerely,

*The Study New York Planning Team*



Kay Wilkie  
NYS Department of Economic  
Development



Joan Kanlian  
U.S. Department of Commerce



Daniel Doktori  
NYS Executive Chamber  
Director of Higher Education

**With:**

Robert R. Gosende, State University of New York System Administration  
Susan Nesbitt Perez, Commission on Independent Colleges and Universities  
Richard P. Alvarez, City University of New York

cc: Study New York September 12, 2008, meeting participants

## STUDY NEW YORK Background

### Why Create a “Study New York” Consortium:

- **Academic Value** – International students bring an indispensable dimension to our campus communities. They contribute their distinctive experiences and perspectives to the classroom and to the campus environment. Both our domestic and our international students benefit from the enriched campus environment.
- **Positive Economic Impact**- During the 2006/07 school year, 65,884 international students contributed a total of \$1.86 billion to New York’s economy. That’s just tuition and living expenses, and doesn’t include the “multiplier” effect of family members’ visits, travel/tourism, or students staying on to work or start businesses in New York State.
- **State Wide Impact** - Colleges and universities are a key driver of economic growth and opportunity in many communities across New York State. More than 160 institutions, public and private, from every region of New York benefited from international student enrollment. By uniting in a consortium, all New York institutions could experience greater economic benefit.
- **Pool Resources for Joint International Marketing**- Currently, colleges and universities independently promote their schools. Pooling some of these assets and rallying other areas of the state provides greater impact, leveraging of strength in numbers, and more promotional power resulting in a coordinated and cost effective consortium. By working together, the consortium reaches many more markets, education events and students than each member institution could individually.
- **Enhance Perception that International Students Are Welcome in U.S.** – Many international students have chosen to study elsewhere since 9/11 due to more stringent visa procedures and wait times, increased scrutiny at U.S. ports of entry, and a general perception that they’re not as welcome in U.S. as they once were. A state consortium would be well positioned to spearhead improvements in this area, eliminate misconceptions, and directly assist international students to overcome these challenges.
- **Compete in the global marketplace** – Particularly since 2001, the academic sector in the U.S. has had to learn to contend with greater competition from other study destinations, especially the United Kingdom, Australia, Canada, as well as other coordinated government efforts overseas. It is more critical than ever for federal and state government agencies and key strategic partners to work together to support and promote U.S. education opportunities overseas.

### Other State Consortia:

- Alabama, California, Hawaii, Illinois, Indiana, Iowa, Oregon, Philadelphia, Texas, Washington, and Wisconsin have all found working together greatly enhances the global reach of their member schools and brings more international students to their states. Links to each consortium can be found at: [www.buyusa.gov/studyusa](http://www.buyusa.gov/studyusa).

## **International Education Resolutions, Proclamations and Legislation**

### **States with an International Education Resolution**

The following 22 states have passed resolutions in at least one Chamber.

- [Arkansas](#) (Mar. 2007)
- [California](#) (Sep. 2002)
- [Florida](#)\* (Apr. 2008)
- [Georgia](#)\* (March 2008)
- [Hawaii](#) (Apr. 2007)
- [Illinois](#) (March 2008)
- [Indiana](#) (Apr. 2007)
- [Kentucky](#) (Apr. 2002)
- [Louisiana](#) (Apr. 2003)
- [Massachusetts](#) (February 2008)
- [Minnesota](#) (May 2007)
- [Mississippi](#) (Feb. 2005)
- [Missouri](#)\* (Apr. 2008)
- [Montana](#) (Apr. 2007)
- [Nevada](#) (May 2005)
- [New Mexico](#)\* (February 2008)
- [Oklahoma](#) (May 2007)
- [Pennsylvania](#) (Apr. 2008)
- [Texas](#) (May 2004, Apr. 2005)
- [Vermont](#) (May 2007)
- [West Virginia](#) (March 2008)
- [Wisconsin](#) (March 2008)

\* State has resolution passed in one chamber of the state legislature

## Legislation/Proclamations

### Arkansas

#### ★ **International Education Policy Resolution**

[Joint resolution HCR 1004](#) was passed by the Arkansas Senate and sent to Governor Mike Beebe for signing on March 7, 2007. The resolution aims "to ensure that students and future leaders are prepared to meet the challenges of a global society".

### California

★ [International Education Policy Resolution](#) signed into law on September 11, 2002 by Governor Gray Davis, the policy resolution seeks to maintain and bolster the quality of international education in California by encouraging institutions of higher education to support programs relating to learning about different cultures, global issues, and promoting the exchange of Californians and international students. Added to California's Education Code: Section 66015.7.

### Florida

★ International Education Policy Resolution [HR 9033](#) passed on April 28, 2008

### Georgia

★ International Education Policy Resolution [SR 1141](#) was passed on March 14, 2008.

### Indiana

#### ★ **International Education Policy Resolution**

Concurrent resolution, [HCR0085](#), was adopted by the State House on April 26, 2007 and by the State Senate on April 28, 2007. [Read More](#)

### Massachusetts

★ [A International Education Policy Resolution](#) was passed on February 14, 2008.

### Minnesota

★ International Education Policy Resolution: On May 18, 2007, the Minnesota legislature became the 13th in the nation to recognize the importance of international education when the Speaker of the House and the Secretary of the Senate signed a resolution supporting international education on behalf of the respective bodies. View the [resolution as introduced](#).

### Mississippi

★ International Education Policy Resolution [Resolution No. 9](#), approved by the Mississippi House of Representatives on February 15, 2005, encourages international education in the advancement of a global society. International education is critical for promoting a broadened worldview and thereby preparing Mississippians for life and work and the global economy; creating a more diverse academic environment; and whereas the United States national security and economic competitiveness depend significantly on the country's ability to provide future leaders with the best education possible.

### Nevada

★ [International Education Policy Resolution, SCR38](#) enacted on May 16, 2005, encourages Nevada's institutions of higher education to develop more area and country studies courses, enrich foreign language courses in order to better prepare students, and provide opportunities for postsecondary students of every field of study to have a study abroad experience, encourages domestic/international students exchanges for global and cultural understanding.

### Pennsylvania

★ International Education Resolution passed [SR311](#) and [H30](#) on April 30, 2008

### Texas

★ International Education Policy Resolution [House Resolution on International Education](#) enacted by the Texas House of Representatives on May 17, 2004 [Senate Resolution on International Education](#) enacted April 4, 2005, recognizes the importance of international education, encourages higher education to meet the challenges of a global society.

### Wisconsin

★ International Education Policy Resolution [SJR-72](#) was passed on March 5, 2008.