

ASIA NOW EDUCATION TEAM CONFERENCE CALL

Date: March 13, 2006; Time: 9AM (China/Malaysia/Singapore time)

CONFERENCE CALL NOTES

Team Leader: LayHwa Teh
Note Taker: Yu-Chien Chen

1. ROLL CALL AND CALL TO ORDER

LayHwa Teh (KL) made the roll call and called the meeting to order at 9AM

Participants to the conference call were:

1. LayHwa Teh (Malaysia)
2. Yu-Chien Chen (China - Shanghai)
3. Edu Niala (Philippines)
4. Yiu-Kei Chan (Singapore)
5. Nalin Phupoksakul (Thailand)
6. Jim Paul (ODO, Boston)
7. Richard Corson (ODO, Michigan)

2. ODO EDUCATION TEAM UPDATES (Jim Paul, Education Team Leader)

- ODO team is presently trying to partner with different regional teams to promote U.S. education, especially, with cooperation on webinars. ODO team hopes to help regional teams recruit for post-initiated events or study fairs such as Linden and ISN events. Jim emphasized that Asia Now is the most critical of all regional teams since Asia sends the most numbers of students to U.S. (around 57%).
- ODO team will push the Asia Now education website, ODO education website and e-market express to their clients. If anyone has pictures of FCS involved events, please send them to Jim Paul and he can put them on the ODO education website. The ODO education website now has a link to the Asia Now Education website. A link to the ODO education website from the Asia Now website will also be done by Nalin Phupoksakul.
- ODO team is very keen to initiate webinars with any of the Asia Now posts as it's the best way to generate revenue for the team (to be shared by both ODO and Asia Now). Jim recommended a 1 ½ hour webinar with ideally 2 posts which will provide briefings to U.S. schools by the SCO, Commercial Specialist, Visa officer, Education USA or Fulbright representative, agents, local institutions, etc. The topic will be on recruiting students to U.S. The webinar will be broken up into two 45 minute sessions for each of the two countries. Since it's a webinar, the U.S. schools can still participate from their homes in the evening so time difference will not be a constraint. In the past, the ODO team has had between 15 and 80 education clients on teleconferences. ODO team will look for sponsors for the webinars as it can be an administrative burden to do a PA for each education client. Potential sponsors, such as educational tour firms or regional study consortia (such as, for Study Philadelphia), maybe willing to pay a flat fee of \$500 or \$1000 to get naming rights in the webinar.

- ODO team plans to do at least one webinar with the Asia Now team by the end of this fiscal year. If you are interested to do a webinar at your post, please let LayHwa or Jim Paul know.
- The U.S. event that the ODO team will be working actively on will be the NAFSA (National Association for Student Advisors) Conference to be held on May 22-26, 2006 in Montreal, Canada. Several ODO team members will try to attend with the budget constraints. If any Asia Now Team members are interested to promote any educational events in their countries, they can pass the brochures/flyers to Jim Paul who will then display them at the Commercial Service booth at NAFSA.

3. EXPERIENCES EVENT (Yiu-Kei Chan)

- Experiences event which is a non-profit student run annual U.S. study fair happening in July was launched in Singapore 7 years ago. The one day event is organized by students who are studying in the U.S. and returning home for the summer holidays. The university booths are manned by students and alumni and some have university representatives. Their objective is to promote U.S. education by sharing their experiences of studying in U.S. to potential students and their parents. A seminar which runs concurrently with the fair are also organized to educate the public on U.S. education.
- CS Singapore started getting involved in the event in 2005 and supported it. The 2005 event which was held at a convention center had around 50 booths and attracted 2,500 people which is rather successful compared to Linden fair which usually attracts around 500 people. The booths are free and the students raise sponsorship from the corporates and institutions to fund the event. This is one of the few U.S. study event in the region that has ivy league schools participating which helps to draw crowds.
- Experiences will be expanded to Malaysia this year. CS Kuala Lumpur is supporting the event by offering assistance to the students in organizing, recruiting schools and raising sponsorship since this is their first event in Malaysia. Experiences 2006 will be held on July 16 (Sunday) in Kuala Lumpur and July 23 (Sunday) in Singapore. Both posts are interested to also get some university recruiters to participate in this regional event to recruit students. Having recruiters, students and alumni work together will be rather effective in recruiting students. Although the booths are free, the students would appreciate a small sponsorship amount to help out with costs.
- Yiu Kei will create a joint flyer with LayHwa to promote the regional event to U.S. schools and the flyer will be forwarded to the ODO team for their distribution to their clients.

4. ASIA NOW EDUCATION TEAM WEBSITE (Nalin Phupoksakul)

- Nalin has updated the website recently. Jim and LayHwa agreed to update the list of upcoming education events in Asia only on the Asia Now Education website. The ODO Education website will then just put a link to the Asia Now website for the list of upcoming events in Asia. Asia Now team members are

therefore encouraged to inform Nalin and copy Jim Paul on upcoming educational event in their countries so they can be included in the website.

- Asia Now team members are also encourage to provide Nalin with highlights of educational events to be posted in the website. LayHwa will send Nalin a highlight on a regional PKS with Saint Joseph University recently completed in Singapore and Malaysia.
- Jim Paul will provide Nalin with a link to the Education USA offices worldwide for the Asia Now website.

5. E-MARKET EXPRESS (Jim Paul)

- E-market Express will soon be sent to U.S. education clients every two Months. It is an e-newsletter with checkboxes that give clients the opportunity to select market research, trade events, trade leads or other types of information that they would like. Richard Swanson of Newport Beach will be the main contact for this e-market express.
- ODO team can obtain information of upcoming education trade events in Asia from the Asia Now website. As for market research and trade leads, Jim will check with Richard if they are automatically updated upon electronic entry.
- Jim suggested that Asia Now education specialists send information on the market research and trade leads to him upon e-entry to ensure the information gets to the e-market express.

6. OTHER MATTERS

- Question from Richard Corson: What should a school without a big brand name do to enter the market?

Malaysia:

- Visit local high schools
- Participate in study fairs.

Singapore:

- Creative ways like an essay competition that was held by Saint Joseph University to attract students.

Philippines:

- Leverage on alumni to promote the University

China:

- Attend study fairs as fastest way to obtain exposure.

- The conference call ended at around 10AM as there were no more issues to discuss.