

**Asia Now Education Team Conference Call
29 December 2006**

CONCALL NOTES

Participants:

1. LayHwa Teh (Team Leader, Malaysia)
2. Nalin Phupoksakul (Bangkok)
3. Edu Niala (Manila)
4. Eileen Bai (Guangzhou)
5. Grace Tao (Taipei)
6. Young Oh (Tacoma)
7. Jim Paul (EDU Global Team Leader, Boston)

1) Call to Order

LayHwa Teh made the roll call and convened the conference call at about 10:15 a.m.

2) Presentation by Jim Paul on Global Education Team Programs and Strategies

Jim Paul shared highlights of his presentation in Washington DC (refer to Powerpoint Presentation – November 2006):

- a. ODO Education Team and TPCC (Trade Promotion Coordinating Committee) partners (e.g., Public Affairs Section of the State Department, Education USA Advising Centers. Together, have worked with the Education Team on several activities including joint presentations at regional conferences in the U.S. and the 2006 NAFSA in Montreal.
- b. Team's Main Sub Sectors: (1) International Student Recruitment; (2) Distance Learning; and (3) Corporate Training
 - Note: Publishing / Educational Materials is now covered by the newly formed Publishing Team
- c. NAFSA 2006 (Montreal) Client Outreach and collaboration with Partners
- d. Team Accomplishments in 2006, including outreach in the U.S. and abroad (Tokyo), OIO events notably the Experiences event successfully led by LayHwa (CS Kuala Lumpur) and Yiu Kei (CS Singapore) and the Webex / Webinar with Alex Choi and Eric Olson (CS Korea)
- e. This year also saw the enhanced partnerships with different consortia within the ODO field (e.g., ETEC/Southern CA, WI, IL, OR, WA, TX, PA) who have worked together to create websites, publish handouts, conduct joint missions, etc.
- f. Revenue Generating Activities (e.g., teleconferences, videoconfernces, webinars)

- Note: Webinar with CS Korea can be replicated by other posts. In fact, Jennifer Woods is working with Malaysia and Singapore for a similar set up in March. Colombia and Venezuela are also planning a webinars in Jan. 2007.
 - Jim remarked that Webinars are a great revenue generating activity and all revenues generated by the activity can be shared among those who implemented it.
- g. Virtual South Korea Fair set up with agents, U.S. embassy visa rep, schools (community colleges and ESL programs) proved to be very popular (all 9 slots of USD 250 each sold within 48 hours that it was offered).
 - Note: Catalog Show was also included; joint program with the AP Team
- h. EDU Team's feature on DOC Insider received "Best Team Community Page" commendation
- i. In line with the National Export Strategy, Team is working to bring over to the U.S. specialists from China and India, the two priority export markets, to attend the NAFSA Conference in Minneapolis. Budget was approved for this, as well as for other team members to participate.
- j. Coming Up: NAFSA 2007 Conference in Minneapolis. Jim and the Team are working closely to send as many team members as possible to do 1-to-1 client outreach, have internal training and partner meetings, attend sessions and conduct presentations at the conference.
- k. Team Budget as presented in Washington was approved, but current status is that the entire budget is on continuing resolution.

3) Question and Answer

a. Certificates to Agents and Counselors

Grace Tao (CS Taipei) wanted to know more about issuing certificates to agents and counselors as a possible event. Jim Paul said that this was a very successful initiative, given the positive feedback that they received at the ISN Expo in Dubai, where agents and high school counselors attended a half day training/orientation on the U.S. educational system and afterwards were issued certificates for participating. Key success elements are to work together with the State Department / Education USA partners and to find good speakers.

- Note: Certificates issued is not meant to endorse/accredit the agents and counselors but mainly to indicate that they participated / completed the training/orientation on the U.S. Educational System.
- "Blending" webex / webinars with the issuance of certificates may be explored further, both as a revenue generating activity and outreach to external partners (e.g., agents)

- Timing: Jim recommends at least two (2) months planning period to successfully implement a program, but timeframes may vary among different team members and the nature of the activity.
- As for establishing contact with partners, the approach may be different for different posts, depending on the nature of their relationship with say the Education USA Advising Centers or the State Departments and how involved the parties are in promoting studying in the U.S.

b. Template for EDU Team Activities

Edu Niala (CS Manila) asked if there are templates available for the successful activities conducted in both Dubai and Korea. Jim Paul responded that he will share with the team the templates and checklists that they used for both. For instance, Jim mentioned a checklist for clients indicating what they need to do at what time (e.g., powerpoint presentation, mailing of brochures/materials, one-on-one briefing on Webex, etc.).

4) Introducing the new Asia Now Education Team Leaders

LayHwa thanked everyone in the team for working with her the past two years and encouraged the incoming team leaders to carry on for the exposure and the lessons to be learned.

LayHwa introduced Nalin Phupoksakul (CS Bangkok) as Team Leader and Edu Niala (CS Manila) as Deputy Team Leader. Their two-year term starts January 2007. Both Nalin and Edu look forward to working with the rest of the team, producing more export success stories and highlights and meeting the other team members' expectations.

5) Next Steps and Adjournment

Nalin will arrange for the next Conference Call. LayHwa adjourned the meeting at around 11:07 a.m.