

ASIA NOW EDUCATION TEAM CONFERENCE CALL

Date: May 9, 2006; Time: 10AM (China/Malaysia/Singapore time)

Duration: 90 minutes

CONFERENCE CALL NOTES

Team Leader:	LayHwa Teh (Malaysia)
Deputy Team Leader:	Eileen Bai (China- Guangzhou)
Note Taker:	Yiu-Kei Chan (Singapore)

1. ROLL CALL AND CALL TO ORDER

LayHwa Teh (KL) made the roll call and called the meeting to order at 10AM

Participants of the conference call were:

1. LayHwa Teh (Malaysia)
2. Eileen Bai (China – Guangzhou)
3. Yu-Chien Chen (China - Shanghai)
4. Rose Mak (Hong Kong)
5. Edu Niala (Philippines)
6. Yiu-Kei Chan (Singapore)
7. Nalin Phupoksakul (Thailand)
8. Jim Paul (ODO, Boston)
9. Amy Ryan (ODO, Philadelphia)
10. Jennifer Woods (ODO, Portland)

2. NAFSA CONFERENCE

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

- Six people from ODO and five from OIO will be attending NAFSA Conference to be held in Montreal on May 22-26, 2006. From the Asia Now countries, Mieko Muto of Japan and Jing Qiu of Beijing, China will be attending. Jing Qiu will be attending a book fair at Washington DC just before the event and therefore, ODO education team is able to fund her trip to NAFSA from Washington DC. NAFSA will be held in Minneapolis in 2007 and the ODO team hopes to be able to fund an education specialist from Asia Now to attend the event from the specialist's home country then.
- NAFSA is providing CS a booth and 2 speaking roles and therefore ODO team can do outreach. Any flyers or promotional materials of events in Asia Now countries must be sent to Jim Paul by May 17 (Wed), latest.

(ii) COLLABORATION WITH STATE DEPARTMENT, EDUCATION USA ADVISING CENTERS (Jim Paul)

- ODO team will have its 5th annual meeting at NAFSA with 10 representatives from the U.S. State Department's Education & Cultural Affairs Bureau in DC as well as Education USA coordinators based overseas. They will strategize on cooperation including a possible education trade mission of university presidents to the region.

- Jim Paul wanted to find out how DOC, State and Education USA advising centers can work together to project a more friendly face to the US so as to help recruit more students. This is important as it comes direct from DC. Below are the participants' feedback.

Malaysia - good working relationship with Education USA advising center, MACEE for trade events (study fairs), PKS, etc. Also works with Consular and Public Affairs section of the embassy to promote US education.

Guangzhou - FCS not involve with Education USA advising center there.

Shanghai - works closely with Public Affairs for education trade missions.

Hong Kong - no Education USA advising center but works with IIE office there from time to time. Commented that it is difficult to get US institutions to exhibit at HK Career Fair and thinking of doing on a state basis such as Study Oregon for next year. Jennifer Woods like the idea and will talk further with Rose Mak on the event.

Philippines - good cooperation with Education USA advising center, Philippine American Educational Foundation (PAEF).

Singapore - do not work with the Education USA office there, USEAIC as they are perceived by many (locals as well as Americans) to have some conflict of interest but work more closely with Consular, Economics, Political and Public Affairs section of the embassy.

Thailand - The Education USA office there is IIE and its Director is the regional education coordinator (REAC). Its more academic oriented than counselling. Work together with them from time to time.

(iii) ASEAN WEBSITE (LayHwa Teh)

CS-Kuala Lumpur is working on an Asean website (part of the Asia Now website) which also provides analysis of best prospect sectors in Asean. CSKL plans to include education in the website as it is a best prospect sector. LayHwa has sent the format to education specialists in the six Asean countries and requires their input by May 16, latest so that the information can be finalized and sent to Jim Paul to be distributed at NAFSA.

3. EDUCATION WEBSITE INTIATIVE IN SINGAPORE (Yiu-Kei Chan)

CS-Singapore recently launched an education website which will help to promote U.S. colleges and universities that subscribes to the service for an annual fee. The fee can be shared with USEACs that assist in the recruitment of U.S. schools. The team thought it's a good idea, which can possibly be adopted by other posts or it can be expanded into a regional service offered to U.S. schools.

4. ASIA NOW EDUCATION TEAM WEBSITE (Nalin Phupoksakul/ LayHwa Teh)

- Our webmasters, Nalin and Kritsananan updated the team website recently to include an updated list of regional trade events, a highlight on a regional PKS, Saint

Joseph University. In addition, our previous concall notes is posted in the website. We have been encouraged to post all concall notes to our website so that they can be a source of reference for both the ODO and Asia Now members.

- Asia Now team members are encouraged to submit highlights or testimonies of education activities to be posted in the website to Nalin so as to make our website more interesting.

5. REGIONAL U.S. UNDERGRADUATE STUDY FAIR 2007 (Nalin Phupoksakul)

- Nalin proposed reviving our Study USA fair but using a different brand name for a fresh and new image. He suggested an Undergraduate Fair in September 2007 to avoid conflict with Linden and AEO fairs. Jennifer Woods commented that it's a good idea for CS to organize a regional education fair again for she has received feedback from U.S. schools that there is a need. Participation in Linden fair is expensive and participation in AEO fair is limited for they take in only two schools from each state. Amy Ryan commented that Study USA name can be confused with the Study in the USA magazine. The team agreed that the name should be changed.
- Thailand, Malaysia, Singapore, Philippines and China (Shanghai) expressed interest in a regional Undergraduate Fair in 2007.
- ODO team will discussed this at their meeting in NAFSA and will get suggestions on an appropriate brand name.

6. REGIONAL EDUCATION ACTIVITIES

For the purpose of information sharing, all Asia Now participants gave a short brief on their education activities in 2006 as follows:

Malaysia - Joint PKS (Saint Joseph University), Linden Fair, Experiences (July)

Shanghai - Many visiting U.S. schools and study fairs.

Philippines - PKS (University of San Francisco), BFS (Kendall College, Chicago), on-going outreach via local agents representing U.S. schools.

Singapore - Joint PKS (Saint Joseph University), Certified Linden Fair, Experiences (July), many visiting U.S. schools.

Thailand - A few GKS normally used by U.S. schools that are participating in a Study Fair in Bangkok.

There appears to be a lack of GKS used by education clients. One suggestion is for posts to market the GKS to U.S. exhibitors of study fairs that are coming up. Jennifer Woods proposed marketing GKS as part of university's sabbatical.

- The conference call ended at 11:30AM as there were no more issues to discuss.