Using U.S. Government Resources for Successful Student Recruitment

December 10, 2018
Jorge Arce, U.S. Commercial Service - Jacksonville, Florida
Using U.S. Government Resources for Successful Student Recruitment
Network:
140 offices in 80 countries
- most in embassies and consulates
- Education Specialists
100 locations across U.S.
- cover each U.S. state

Mission:
• Promote the exports of U.S. goods and services
• Work with federal agencies, associations, consortia, partners

Primary Education Sector Clients:
Intensive English Programs, private high schools and boarding schools, academies, community colleges, 4-year colleges and universities, graduate programs, education service providers, education products and technologies.
CS is a business development operation building a recruitment pipeline and partnership channels for U.S. organizations through the various program offerings, unique to the education sector.

Following are the four verticals where the CS Global Education Team focuses resources:

- Educational Institution Pipeline/Channel Creation
- Educational State Consortia/Tourism Development and Promotion
- Education IT/MOOCs
- Research and Development/Innovation
Market Intelligence:
• Education Industry Information (Country Specific Market Research Reports, Webinars, Customized Market Research!)
  New! Education and Training Services Resource Guide 2018

Making Contacts:
• Virtual Education Fairs
• Customized Contact Lists
• Prescreened Face to Face Meetings w/ Potential Partners
• Single/Multi Organization Promotion
• Education Trade Missions - Outbound and Inbound

Meeting Students:
• Organized Trade Missions
• Fairs (EducationUSA, IIE, ISN, Linden, Consortia, etc.)
Initial Market Check (IMC)
• An Initial assessment of the market potential of a client’s product or service that gathers feedback on that product/service from industry participants

International Partner Search (IPS)
• Personalized, overseas search for interested and qualified partners in specific countries on behalf of a U.S. organization. Commercial Specialists prepare a report of up to five potential prospects that have expressed interest in a client’s product/service.

Gold Key Service (GKS)
• Pre-screened appointments to meet with prospective recruitment partners, government and industry officials, and U.S. Embassy officials.

International Company Profile (ICP)
• Determine whether an overseas company or individual is a suitable partner.
Single School Promotion
The Single School Promotion service offers support and event facilities which will allow you to engage your target audience through:

– Program launches
– Recruitment and partnership development seminars
– Networking receptions

Facilities available include: exhibition halls, auditoriums meeting rooms, hotels and even the residences of some U.S. Ambassadors.

* Cost vary depending on event and market
The International Expansion Blueprint (IEB), is just one of the ways we can provide the information you need to set priorities and plan for international outreach.
# U.S. Commercial Service: Cost Recovery User Fees

<table>
<thead>
<tr>
<th>Service/Event</th>
<th>U.S. Small Company&lt;sup&gt;a&lt;/sup&gt; (Per SBA’s size standards)</th>
<th>U.S. Medium Company&lt;sup&gt;b&lt;/sup&gt; (Less than $1B in revenue)</th>
<th>U.S. Large Company (More than $1B in revenue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Market Check (Market Potential Assessment)</td>
<td>$350</td>
<td>$900</td>
<td>$1,300</td>
</tr>
<tr>
<td>International Partner Search (Partner Identification)</td>
<td>$750</td>
<td>$1,750</td>
<td>$2,250</td>
</tr>
<tr>
<td>International Partner Search + Virtual Introduction (Partner Identification + Virtual Matchmaking)</td>
<td>$900 + $30 per introduction beyond 5</td>
<td>$2,100 + $70 per introduction beyond 5</td>
<td>$2,700 + $90 per introduction beyond 5</td>
</tr>
<tr>
<td>Gold Key Service (In-country Matchmaking Appointments)</td>
<td>Identify, Arrange &amp; Attend Appointments: $950&lt;sup&gt;c&lt;/sup&gt; + any direct costs</td>
<td>Identify, Arrange &amp; Attend Appointments: $2,300&lt;sup&gt;d&lt;/sup&gt; + any direct costs</td>
<td>Identify, Arrange &amp; Attend Appointments: $3,400&lt;sup&gt;e&lt;/sup&gt; + any direct costs</td>
</tr>
<tr>
<td>Business Service Provider (Web Listing of Export Services)</td>
<td>$150 (+$30 for additional category) Annual renewal: $75 + $50 per language for translation if needed</td>
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Education Client Success Video - New York Film Academy

NEW YORK FILM ACADEMY

U.S. Commercial Service helps New York Film Academy, "Make It Anywhere"
Virtual Education Fairs
- 60+ virtual education fairs held
- Offered to individual schools or consortia

Distribute to Partners in Advance
School DVDs/Profiles/Other Materials

U.S. Clients - Community Colleges, English Programs, 4-year Colleges & Universities, Private High Schools, Boarding Schools
NEW! Virtual Education Fairs using Virtual Reality Technology

Schools would create 360 degree videos to create immersive experience
Where CS Makes Sense to Connect

DOC/U.S. Commercial Service

Admissions: Secondary Education Undergraduate Graduate
Pathway/IEP Executive Training Summer Programs
Tech Transfer Office Export Controls
Consortia Development and Support
Research and Development
Education IT MOOCs

Associations: NAFSA EnglishUSA AIRC AIEA
EDA Centers Work Force Development
Partners • HBCU • HACU • Land Grant Colleges
Programming at NAFSA Annual Conference:

- USA: A Study Destination - 12 Study Consortia exhibiting with CS, in coordination w/ EducationUSA in official USA Pavilion (Booth #2321).
  Learn more: [https://2016.export.gov/industry/education/eg_main_109333.asp](https://2016.export.gov/industry/education/eg_main_109333.asp)
- Educator to Educator (E2E) Program and Showtime
- Breakfast, Luncheon, and Reception Networking Opportunities
- Delegation Spin off opportunities to visit campuses before/after NAFSA
- U.S. International Education Stakeholder Roundtable at NAFSA
- Embassy Circle to convene Ministries of Education from emerging markets with U.S. consortia

Best Practices Calls for Study Consortia on varied topics including:

- Best Practices for Establish Study Consortia i.e. events/activities/marketing materials
- Best Practices for Starting a Study Consortia i.e. bylaws, attracting members,
- Alternative Sources of Funding beyond membership dues i.e. State support, grants
New Initiative introduced by U.S. Commercial Service for the purpose of convening key industry stakeholders to:

- Showcase economic impact on local communities thru the “International Student Value Chain”
- Assess Return on Investment (ROI) for International Education
- Create a platform to engage all industry stakeholders on questions/challenges and streamline communication
- Strengthen U.S. global competitiveness in International Education and develop a national strategy to raise the profile of the sector

Roundtable planned to take place twice a year -
- The first meeting - February 13, 2018, in Washington, D.C.
- The second meeting - May 31, 2018, in Philadelphia, PA
Global Education Team Newsletter

International Education Connection

✔ Stay informed of the latest programs, events, webinars, supported by CS globally

✔ Ask to be added to the newsletter distribution list through your local Education Trade Specialist

Education Trade Leads

Brazil – High School with Athletics Program – Brazilian education contact is seeking U.S. high school with strong athletics program and excellent facilities, to include Brazilian soccer offering. If interested, please contact Brazil Education Specialist Laura Raffelli, email: Laura.Raffelli@trade.gov

El Salvador – Short term Cultural Exchanges - Salvadoran higher education institution ITCA-FEPADE is interested in seeking partnership with U.S. Community Colleges to develop short-term (3 weeks) cultural exchange programs for students. ITCA-FEPADE is a technical university in El Salvador that offers careers in civil engineering, architecture, electric engineering, mechatronics, automotive, mechanical engineering, industrial engineer, chemistry, chemical laboratory, computer, logistics and customs, gastronomy, catering business management, hospitality and tourism, among others. Currently, ITCA-FEPADE has MOUs with Northampton Community College in Pennsylvania and the Inter American University of Puerto Rico. For more information about ITCA-FEPADE, please visit: www.itca.edu.gov. Institutions interested in evaluating a partnership with ITCA-FEPADE can email Kattia de Rodezno, International Cooperation Manager at ITCA-FEPADE, email: mmulla@itca.edu.gov; or Lidia Sosa, Commercial Specialist at the U.S. Commercial Service in El Salvador, email: Lidia.Sosa@trade.gov.

Ghana – Tourism and Hospitality - Request to seek out U.S. educational institutions with strong tourism and hospitality programs for a partnership opportunity with Ghana Hospitality and Tourism Institute (GHIAT). If you are interested, please connect with Rita Adubra-Asante, CS Ghana, and Kobby Mensah at kobbymensah@ug.edu.gh.

International Education Market Update Corner

Summer 2018 Newsletter

In This Issue:

- Global Education Market Update Corner
- Education Trade Event
- International Education Fairs
- Upcoming Webinars
- Education Trade Leads
- Promotional Events Supported by the U.S. Commercial Service
- Virtual Outreach Events
- Top Education and Training Market Research

Visit the Global Education and Training Services Team Website: www.export.gov/industry/education for more information.

Global Education Market Update Corner

Featured Markets: Austria

Robee Salighe, Commercial Specialist, U.S. Commercial Service - Austria

Why Austria is a good education market?

It is the best time to recruit prospective students from Austria! Study abroad is considered as an absolute must for many students, and one third of students intend to study overseas. Summer camps, as well as special English language and mentoring programs, all contribute to a large, highly qualified pool of candidates for both undergraduate and graduate studies that will be of great interest to U.S. colleges and universities. Selected students may also be able to obtain scholarships...
Global Education Team Website

export.gov/industry/education

Welcome to the U.S. Department of Commerce’s Education Team page. This website is your resource for market research reports, international student recruitment events, and study counseling information.

Our division of Commerce, the U.S. Commercial Service, has a global network of 100 offices located throughout the U.S. and over 100 offices located in more than 75 countries. Our worldwide team of education specialists is here to assist with your international outreach to students, potential partners, and agents. To find your local education specialist, please click on the link to the left titled "Local Education Specialist".

Our Education Team members can assist you with the following:

- International Market Research - Please refer to the report on the left side of the page entitled "Resource Guide 2019".
- Recruitment Fairs - We can help you identify the right international education fairs for your institution.
- Webinars - Learn about the education sector in a market of interest without leaving your desk.
- Virtual Education Events - Showcase your school to a potential partner institution and/or agents using a PowerPoint presentation live over the Internet.
- Gold Key Service - We will set up in-country meetings for you with possible partner educational institutions, identify qualified recruiting agents, find companies that require specialized training for their employees and/or connect you with the Ministry of Education.
- Single School Promotion - We will organize an event featuring your institution/program and invite the country’s key drivers in the education sector.

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For more about the Education Team and our services, please click here for our team flyer. If you are interested in the Global Education Team programs and services, please fill out the Educational Institution questionnaire and submit to your local Education Trade Specialist.
THANK YOU VERY MUCH!

Jorge Arce
Jorge.Arce@trade.gov