

“U.S. Department of Commerce Services to Promote International Education Overseas”

**Washington International Education Conference
January 28, 2008**

**Jim Paul, Education Team Leader
U.S. Commercial Service
U.S. Department of Commerce**



Promoting U.S. Higher Education

Make the most of government resources

- U.S. Commercial Service
 U.S. Department of Commerce
 Export Assistance Centers
- U.S. Department of State
 Bureau of Educational & Cultural Affairs
- State Departments of Economic Development / Tourism

Identify overseas partners

- U.S. Commercial Service - International Offices
- EducationUSA Advising Centers
- State Trade/Tourism Offices Overseas

U.S. Commercial Service

Network:
150 offices in 80 countries
 ~1,200 trade professionals
100 offices in 49 States with
 ~300 trade professionals
Policy Analysts in DC HQ



Mission:

- Promote the exports of U.S. goods and services
- Protect United States business interests abroad

Primary Education Industry Clients:

- U.S. community colleges, 4-year colleges and universities, graduate schools, Intensive English Programs & high schools

U.S. Commercial Service

Services for Educational Institutions:

Market Research
Webinars and Virtual Fairs
Overseas Contacts
Trade Promotion Events
International Education Consortia

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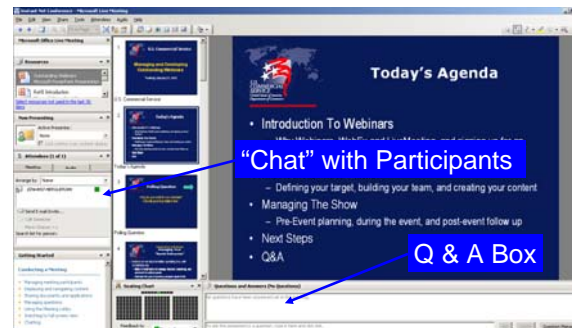
International Market Research Reports

Highlights from Aug. 2007 - Jan. 2008 Reports

- Argentina: International Student Recruitment Opportunities
- Canada: Students Seek E-Learning Opportunities
- Colombia: U.S. Leads in Attracting ESL and MBA Students
- Sweden: International Student Recruitment Opportunities
- Taiwan: Growth in E-Learning Market
- Ukraine: Demand of U.S. Higher Education in Business
- United Arab Emirates: Overview of Education Market
- Vietnam: Students Seek English Training Courses

<http://www.export.gov/mrktresearch>
 (“Market Research Library”)
 (Search “Education” under “Services Industry” Reports)

Webinars - Format



“Chat” with Participants

Q & A Box

Sample Webinar Agenda: Brazil

- Welcome by Jim Paul, Education Team Leader - USCS
- Opening Remarks by Danny Devito, Minister Counselor for Commercial Affairs - USFCS
- The Brazilian Education Market by Thais Burmeister Pires, Education Advisor – Education USA
- Who are the Brazilian International and How to Recruit by Tatiana Visnevski Mendes, President of BELTA – Brazilian Education & Language Travel Association
- The Student Visa Issue, Myth and True by Amy Moser, Visa Officer – State Department
- Wrap up and Q&As by Paulo Rodrigues, Education Specialist - USFCS

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- **Webinars - Examples from 2007 and Plans so far in 2008**
 Colombia and Venezuela - January 2007
 Malaysia and Singapore - March 2007
 India - July 2007 (focus on "Graduate" Market)
 Turkey - September 2007
 Brazil - January 17, 2008
 Vietnam - February 21, 2008
 Philippines and Thailand - March 6, 2008
 Taiwan - week of April 21, 2008
 *recordings with PowerPoints available
- **Trade Missions**
 Assist cities, states and regions with individual education missions
- **Fairs Organized and Supported by CS**
 Ex.: Study USA Mission to Mexico & U.S. Embassy Fair in Ottawa
 Support Education USA, IIE, ISN, Linden and other fairs worldwide

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Virtual Partner Fairs

USCS Seoul: 9 School Profiles/
Materials - Community Colleges
& Intensive English Programs

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Virtual Partner Fair Testimonial:

"The Commercial Service's innovative use of technology and very supportive staff both in the US and in South Korea very much helped us to be successful in this low-cost recruitment activity as we expand our efforts to reach new student populations."

George Beers
Dean of International Programs
Foothill and De Anza Colleges
Los Altos Hills, CA

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Overseas Contacts

- **Trade Leads**
 requests for U.S. partners/education providers
- **International Partner Search**
 customized list of potential partners, such as in-country schools and counselors
- **Gold Key Matching Service**
 prescreened appointments in-country with counselors, high schools, and other partners
- **Single or Multi-School Promotion**
 organized seminar and/or reception
 *promote your school(s) to key players overseas

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Client Testimonial:

"We have worked very closely with U.S. Commercial Service offices in Argentina, China, Colombia, India, Japan, South Korea, Vietnam as well as our local office in Boston during the past few years. The Commercial Service helped to increase the international student enrollment as a result of this agency's Gold Key Service, Platinum Key Service, Single School Promotion and tremendous ability to assist with customized services."

Marguerite Dennis
Vice President of Enrollment and International Programs
Suffolk University, Boston, MA



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International Education Consortia

- Pooling resources for international marketing
- Raising the profile of the city, state and region as a study destination and provider of quality education

Examples:

Study Illinois	www.studyillinois.org
Study Iowa	www.studyiowa.org
Study Oregon	www.studyoregon.org
Study Philadelphia	www.onebigcampus.com/college_international.htm
Study Washington	www.studywashington.org
Study Wisconsin	www.studywisconsin.org
ETEC	www.educationsocal.com
Lone Star Coalition	www.buyusa.gov/northtexas/education.html

*Study USA Consortium: to leverage resources of U.S. government & partners, involve clients/associations in sub-sectors




Working Together - Education USA and Department of Commerce

- Annual Meeting at NAFSA (2007 was 6th year)**
Share "Best Practices" and Joint NAFSA Sessions
- Adviser Professional Development**
International Education Consortia Hosting Advisers
- College Fairs and Missions**
Mexico: Study USA Mission • IIE/Linden Fairs
United Arab Emirates: ISN American Education Expo
Asia, Latin America & Middle East: Additional Fairs
- Information Sharing**
Mexico Education & Training Reports
Gold Key Matching Service Briefings
Single School Promotions and Missions




State Government Assistance

- **State International Trade Offices**
– Most states have an office that promotes exports from that state and many have trade offices in selected countries overseas.
- **State Tourism Offices**
– If you are involved in a consortium that is promoting the state as a study destination, state tourism offices can make great partners.
- **State Education Agencies**
– Some state education agencies, such as the Illinois Community College Board, are also involved with international promotions.



Contact Information

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