

U.S. Electronic Education Fairs

Overview: China and India Campaigns

Washington International Education Conference
January 28, 2008

Background

- The U.S. Electronic Education Fair is an innovative multimedia campaign showcasing the breadth and depth of U.S. higher education opportunities to prospective foreign students.
- Building on a successful project pilot in China in Fall/Winter 2006/2007, the initiative continued in China in Fall 2007, and expanded to India.
- The initiative utilizes television, the Internet, and on-ground activities to reach prospective student applicants, parents and advisors.
- The initiative is a public-private partnership between the U.S. Departments of Commerce and State, in association with the Department of Education, and a host of private-sector partners, including universities, education associations, and media providers.

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Television Campaigns

- China Broadcasts**
 - Broadcast on local television in Beijing and Guangzhou and nationally on Phoenix Satellite Television. Estimated reach: 180 million.
 - 18,000 DVDs featuring both the full-length and 2-minute "short" Mandarin-language programs, with English subtitles, were delivered to 47 China Education Centers in China.
- India Broadcasts**
 - Broadcast on CNBC India – TV18. Estimated reach: 147 million.
 - New programming element features alumni interviews
 - Planned DVD production and distribution, mirroring China pilot


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Internet Campaigns

- Dedicated Internet landing pages for China and India include:
 - All video content available on demand
 - Links to various resources for international students (information on financial aid, visa policy/procedures, etc.)
 - Substantial Internet presence for sponsors and partners
- China Internet Campaign** – www.LiuXueUSA.cn
 - a Mandarin/English Internet landing page.
 - Over 540,000 Internet visitors from China originated from a range of locations, including Central and Western China.
- India Internet Campaign** – www.NamasteStudyUSA.com
 - In just over a month, over 20,000 Internet visitors from India originated from a range of locations.

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Internet Campaign (cont.)




Internet Visitors in China by Selected Region	
City	Number of Visitors
Guangzhou	40,000
Beijing	36,000
Wuhan	20,000
Shenyang	18,000
Chengdu	17,000
Xian	17,000
Shanghai	15,000
Harbin	12,000
Chongqing	9,000
Kunming	7,000
Urumqi	6,000

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Internet Campaign (cont.)

- India Internet Campaign**
 - As the campaign ramps up, the India landing page has recorded over 12,000 visitors, with 10,400 originating from within India.
 - Similar to the campaign in China, visitors are originating from across the country (see table below).

Internet Visitors in India by Selected Region	
City	Number of Visitors
New Delhi	1,000
Mumbai	1,000
Bangalore	900
Hyderabad	800
Chennai	700
Pune	500
Calcutta	300



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University and College Partners (China)

- Filming Locations**
- California Institute of Technology
 - Pepperdine University
 - Riverside Community College
 - University of Southern California
 - George Washington University
 - Georgetown University
 - University of Illinois at Urbana-Champaign
 - Ball State University
 - Indiana University
 - Johns Hopkins University
 - Bryn Mawr College
 - University of Pennsylvania
 - George Mason University
 - Tufts University
 - University of Mississippi
 - Rice University
 - University of Alaska Anchorage
 - Auburn University
 - Monterey Institute of International Studies
 - Riverside Community College
 - California State University, Fresno
 - East Los Angeles College
 - University of San Francisco
 - George Washington University
 - Georgetown University
 - Hawaii Pacific University
 - Eastern Iowa Community College
 - Palmer College of Chiropractic
 - University of Idaho
 - University of Illinois at Urbana-Champaign
 - Illinois Institute of Technology
 - Indiana University
 - Fort Hays State University
 - University of Kentucky
 - Northwestern State University of Louisiana
 - Bentley College
 - University of Massachusetts- Boston
 - Johns Hopkins University
 - Northern Michigan University
 - University of Michigan - Flint
 - University of Minnesota, Twin Cities
 - University of North Carolina at Greensboro
 - Fordham University
 - Stony Brook University
 - Ohio State University
 - University of Toledo
 - Oregon State University
 - University of Oregon
 - Pennsylvania State University
 - Drexel University
 - Temple University
 - University of Pennsylvania
 - Johnson & Wales University
 - University of the Incarnate Word
 - Utah Valley State College
 - Whitworth University
 - Bellevue Community College
 - University of Wisconsin - Madison
 - Marshall University
 - College of St. Catherine
- Video Contest Submissions**
- University of Kentucky
- Supported Website**
- University of Alaska Anchorage
 - Auburn University
 - Monterey Institute of International Studies
- Supplied Film Footage**
- Tufts University
 - University of Mississippi
 - Rice University

University and College Partners (India)

- Filming Locations**
- Stanford University
 - UC Davis
 - California State University Sacramento
 - ISU/University of New Orleans
 - Loyola University
 - Tulane University
 - Wellesley College
 - Babson College
 - Massachusetts Institute of Technology
 - University of New Hampshire
 - Lewis and Clark University
 - Rhode Island School of Design
 - Brown University
 - Rice University
 - Texas A&M
 - Bellevue Community College
 - University of Washington
 - Monterey Institute of International Studies
 - University of San Francisco
 - California State University Sacramento
 - East Los Angeles College
 - UC Davis
 - George Washington University
 - Eastern Iowa Community College
 - University of Illinois at Urbana-Champaign
 - Illinois Institute of Technology
 - Indiana University
 - University of Kentucky
 - University of New Orleans
 - Bentley College
 - Johns Hopkins University
 - University of North Carolina at Greensboro
 - Fordham University
 - University of Toledo
 - Oregon State University
 - Drexel University
 - Pennsylvania State University
 - Temple University
 - Johnson & Wales University
 - University of the Incarnate Word
 - Whitworth University
 - Bellevue Community College
- Video Contest Submissions**
- University of Kentucky
- Supported Website**
- Monterey Institute of International Studies
 - University of San Francisco

Tracking Success

- According to Small Data Sample from our University Partners:
 - Inquiries from prospective Chinese students increased 38 percent from 2006 to 2007
 - Applications from prospective Chinese students increased 26 percent from 2006 to 2007
 - Enrollments of Chinese students increased 22 percent from 2006 to 2007
- Higher Education Sector provided more than 50 percent of the budget, including a major gift from Educational Testing Service (ETS/TOEFL).
- A total of 68 higher education institutions from 29 states and the District of Columbia participated in the initiative.