

ELS AMERICAN EDUCATION CENTER: YOUR STRATEGIC PARTNER IN INTERNATIONAL STUDENT RECRUITMENT



INTERNATIONAL VISIBILITY ■ QUALITY REPRESENTATION ■ LOCALIZED COMMUNICATION

Imagine having your own international recruitment office in Shanghai... Beijing... Guangzhou... Ho Chi Minh City... Hanoi... Istanbul...

And a team of AEC professionals providing you with year-round recruitment support!



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ELS AMERICAN EDUCATION CENTERS

ELS Educational Services Inc., a private organization and parent of ELS Language Centers and the ELS American Education Centers, has been a promoter of US higher education for nearly half a century. Faced with the reality of the US loss of market share to the European Union and Commonwealth countries, ELS has established ELS American Education Centers (now located in Shanghai, Beijing, Ho Chi Minh City, Hanoi, and Istanbul) for the purpose of promoting US Higher Education in a more active and effective fashion.

Join the AEC today and Increase your Enrollment of Qualified International Students.

KEY ADVANTAGES FOR AEC MEMBER INSTITUTIONS:

- Have a permanent recruitment base in China, Turkey, and Vietnam.
 - Presentations to prospective students
 - Counseling Agent training
 - A base for alumni gatherings and also a base for visiting faculty
- Dedicated representation at student recruitment fairs by AEC employees.
- Ongoing access and communication to ELS' worldwide network of 1000+ authorized ELS Counseling Agents.
- Assistance in meeting and evaluating prospective sister schools.
- Have your institution featured in the ELSUniversityDirectory.org website and annual university guide.
- Participate in annual recruitment tours that include:
 - Workshops with authorized ELS Counseling Agents (screened, trained and qualified by ELS)
 - Up-to-the-minute market briefings from US Commercial Service and Consulate officials
 - Student recruitment fairs
- Display of your materials in AEC libraries and distribution among ELS Counseling Agent network.
- Assistance with in-country travel, hotel reservations, meeting arrangement, schedule planning, and communications.
- One-stop solution for your short-term study-abroad groups including classroom space, scheduling, meeting space, travel and hotel arrangements.
- Assistance with producing localized promotional materials in-country, at great savings to your institution.



MEMBER OF:
NAFSA
TESOL
AIEA
AIRC
AAIEP
FIYTO/ALTO

ACCREDITED:
ACCET

AMERICAN EDUCATION CENTER'S MISSION

To promote US Higher education, ELS Language Centers, and university success skills, while offering a platform for American institutions of higher learning to meet face-to-face with students aspiring to attend universities in the USA.



"From the perspective of the MBA program at California Lutheran University, we found the agent workshops conducted by ELS to be one of the most effective and efficient recruitment mechanisms we have ever experienced."

HARRY A. DOMICONE, PH.D.
Director, One Year MBA Program
California Lutheran University
Thousand Oaks, CA
AN ELS AEC MEMBER



"Through the Year of the Rat Tour, I was able to confirm my beliefs in ELS. Namely, that they are a highly professional organization with an eye to detail and excellent connections around Asia. I am certain that they are and for the foreseeable future will be one of the major players in language instruction around the globe. I found their connections with educational agents to be second to none and their personalized service and dedication to their partners' success without equal. Over the years, they have assembled an all-star staff of whose abilities I have full confidence. My satisfaction with the HPU-ELS partnership continues to grow with each month that we work together and I ardently believe that they will be a large part of our success in the Asian market for years to come."

GEOFF MOODY.
Director, International Center
Hawai'i Pacific University
Honolulu, HI
AN ELS AEC MEMBER



"The fact that the agents had been vetted by ELS made a big difference in that we didn't have to worry about wasting time on agents who were not qualified or who may be unethical... we were able to spread our message to a large number of agents in a very short time. It was a very effective use of time and I am sure we will see the results soon."

DR. J. COLLEEN BERRY
Assistant Professor of Chinese Studies
University of North Dakota
Grand Forks, ND



OPTIMIZE STUDENT RECRUITMENT

Travel grants for AEC organized student recruitment tours.

In 2008, twenty-eight US institutions took advantage of the ELS-AEC grant proposal and participated in one of two four-city tours of China (Shenyang, Beijing, Shanghai, and Guangzhou), as well as other Asian capitals. In each tour city, participating institutions attended market briefings presented by the U.S. Commercial Service. Counseling Agents from 80+ agencies within the ELS Language Centers Counseling Agent Network met with our U.S. strategic partners at agent workshops held daily during the ten-day tour. Tour participants also met with parents and students at recruitment fairs held on the AEC campus in Shanghai.

ELS-AEC recruitment tours maximize the return of your international recruitment dollar by freeing you to travel more efficiently and productively, meeting authorized agents representing qualified, pre-screened prospective students. On days when agent meetings are scheduled, you'll meet with 10-15 counseling agents who have been vetted by the AEC so you are assured of their credentials and ethical business practices. Because the AEC coordinates accommodations, ground transportation and translation services, there's no down time lost to logistics.

PROMOTE YOUR INSTITUTION IN KEY DEVELOPING MARKETS.

- Workshops with authorized ELS Counseling Agents (screened, trained and qualified by ELS)
- Student recruitment fairs
- Up-to-the minute market briefings from in-country US Commercial Service representatives



"I am extremely grateful that Golden Gate University had a chance to participate in their ELS-sponsored tour of China. The opportunity to meet with reputable and reliable agencies was extremely valuable. We have already (less than a week after the tour) moved ahead on establishing official representational agreements with several of them and we have already started receiving applications from interested students. The ELS-arranged briefings by US Commercial Service and Consular representatives were absolutely first rate, far more informative and encouraging than many such presentations I've seen in the past. The agents that ELS introduced us to were informed, enthusiastic and anxious to know more about our institutions. The hard work, dedication and expertise of the ELS staff who organized and accompanied the group were truly 'above and beyond' my wildest expectations. THANK YOU, ELS! for this superb opportunity to break into the China market and hit the ground running!"

STEPHEN THEWLIS
Associate Director, International Recruitment
Golden Gate University



"A tremendous opportunity... I can't imagine a more effective way for us to do so much in such a short time. The work that I was able to do in the four days of agent visits would usually take 16 tiresome days to complete. My only regret is that it will be difficult to capitalize on the experience because the quality of agents was so high and there so many great leads at each location."

SCOTT NAUS
Outreach Manager, International Center
College of Southern Nevada



OPTIMIZE STUDENT RECRUITMENT

ELS-AEC sponsors agent tours of your campus

Last year, ELS-AEC brought several hundred foreign agent counselors from around the world to tour the campuses of ELS partner universities, meet with key administrators, and take photographs and memories back to their home offices. This knowledge and these relationships build the basis of understanding upon which recommendations and applications are based.

Meet the right people. Build relationships and share information.



“The Famtour, organized by ELS, allowed me to understand the strength of ELS, its programs, and ELS partner universities. When I returned to China, I immediately trained my colleagues with what I had learned and asked them to fully support ELS and its partner universities in the United States. The results in 2008 have been very good. In 2009, I will continue to recommend ELS and their partner universities, and build a closer relationship with ELS.”

JANE, ZHENG JIE
Project Manager of U.S. & Canada Dept.
Shanghai Shenyuan International
Education Service Co., Ltd.



AGENT TRAINING, COUNSELING TOOLS, LOCALIZED WEBSITES

ELS has long-term partnerships with the most active and professional counseling agencies around the world. Each year, we invest thousands of dollars and hours training agency counselors about US higher education and our AEC member institutions. We also produce numerous counseling tools, including www.elsuniversitydirectory.org and the ELS Counseling Guide, to help place vital information at counselors' fingertips. ELS-AEC websites, in the local language, attract web searches for US study options, and link directly back to your university's homepage – bringing the world to you virtually.



"The ELS U.S. Famtour provided me with brand new knowledge and information about US Higher Education and Universities, which I have been using in my daily consultation with students. The Famtour gave Chinese counseling agents the opportunity to experience the universities, which allows us to pass valuable information to Chinese students, to let them understand US education better."

GASSI, HU JIA XI
Manager of America & Canada Region
Shinyway International



"The April 2008 ELS Famtour really gave me a very good opportunity to experience the university campuses, and meet and talk with university faculty members. This allowed me to understand the opportunities for Chinese students to receive higher education in the U.S. During the tour, I visited many universities which may not be on the rankings but they are actually very strong on academics and provide students with extra values."

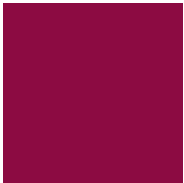
SUNNY, ZENG XIAO MIN
Education Counselor
EIC Group Guangzhou Headquarters

PEOPLES REPUBLIC OF CHINA

Current ELS-AEC locations include:

SHANGHAI AND BEIJING

▼ ELS AEC Shanghai Location



In 2008, there were over 80,000 Chinese students studying in US Institutions (+19.8% over prior year). Students are highly motivated to learn English, as highly-competitive domestic admissions drive Chinese students to the USA for their higher education.

Fast-improving market conditions make China an attractive prospect for American higher education institutions. Per capita income is on the rise. Affluent families wish to provide their only child with a superior overseas learning experience.

Primary areas of interest for Chinese students are: Business and Engineering (65% Graduate, 20% Undergraduate, and 15% other).



OPENING IN 2009 - GUANGZHOU AND SHENYANG

TURKEY

Current ELS-AEC locations include:

ISTANBUL

In 2008, there were over 12,000 Turkish students studying in US Institutions (+4.6% over prior year). Turkey is ranked the eighth largest country, in terms of International student enrollment in universities in the United States. A burgeoning college-aged population coupled with the shortage of university and post-graduate institutions is driving Turkish enrollment in US universities.

Changing market conditions and the increase in per capita income also make Turkey an attractive prospect for American higher education institutions.

Each year top university graduates are selected for government scholarships to the United States. ELS teaches them English, then assists in placing them in universities.

Primary areas of interest for Turkish students are: Business and Engineering (55% Graduate, 31% Undergraduate, and 14% other).



VIETNAM

Current ELS-AEC locations include:
HO CHI MINH CITY AND HANOI

In 2008, there were over 8,750 Vietnamese students studying in US Institutions (+45.3% over prior year).

With this increase, Vietnam jumps on the list of student source countries to #13, (from #20). This is a very positive trend.

Primary areas of interest for Vietnamese students are: Business and Engineering (19% Graduate, 68% Undergraduate, and 13% other).



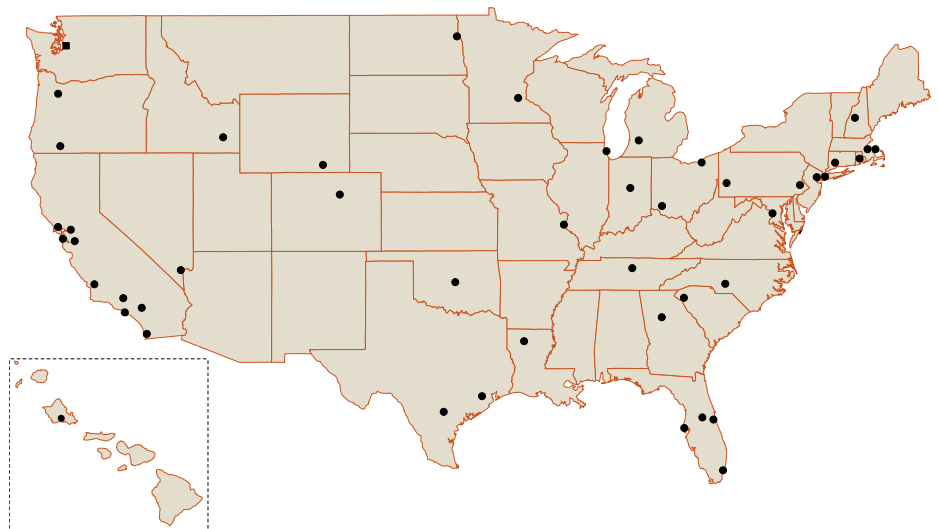
ELS LANGUAGE CENTERS

EXTENSIVE NETWORK:

- With over 50 US locations, ELS offers the largest US network of campus-based English language training centers, plus center locations in key cities.
- ELS has a solid network of over 1,000 student Counseling Agent partners throughout the world.
- Extensive promotion of ELS Host Universities via our website, agency intranet, and e-bulletins.
- Full range of services for our students:
 - Students can attend a wide range of Academic English and Test Preparation programs, as well as conditional acceptance to US universities and colleges via our ELS International Recruitment and Placement Services department.
 - ELS Language Centers offers its student customers a convenient and effective one-stop university preparation and application solution.
 - ELS has a network of over 550 universities that accept the completion of ELS program as fulfilling the English language requirement for admission.
 - All ELS centers are official TOEFL®iBT sites and many also offer the IELTS®, as well as state-of-the-art Language Technology Centers, and professionalism from over 45 years of helping students from over 140 countries

GLOBAL REACH:

- ELS distributes over 375,000 brochures, in 13 languages annually, ELS.edu is available in 8 languages.
- ELS Alumni, more than 500,000 students from over 140 countries.
- ELS participates in over 60 student fairs across the world each year.
- Global advertising in student guides and websites, reaching students throughout the world in their native language.





ELS AMERICAN EDUCATION CENTERS



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