



YOUR STRATEGIC PARTNER IN  
INTERNATIONAL STUDENT RECRUITMENT  
SINCE 1961



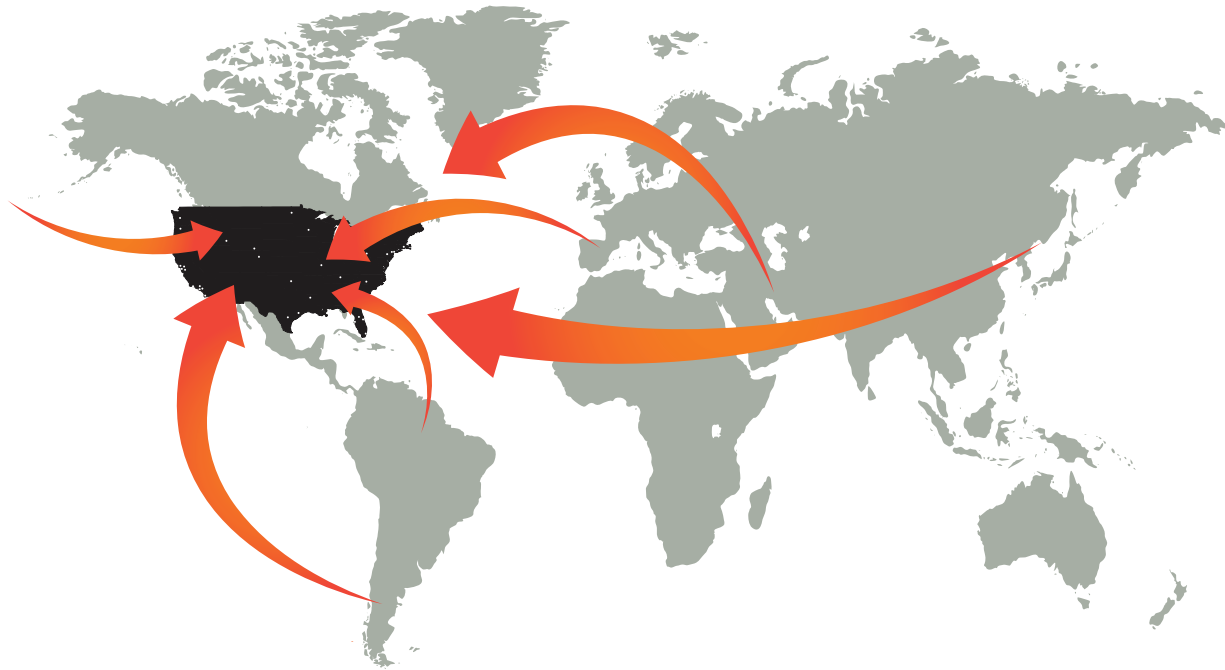
# INTERNATIONAL VISIBILITY QUALITY REPRESENTATION LOCALIZED COMMUNICATION



## **International Student Recruitment Services**

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ELS LANGUAGE CENTERS & ELS AMERICAN EDUCATION CENTERS  
MAKE YOUR INTERNATIONAL RECRUITMENT SIMPLE AND EFFECTIVE.



## ELS: THE LEADER IN INTERNATIONAL STUDENT RECRUITMENT SINCE 1961

Globalization of higher education is an idealistic objective of most public and private institutions in the USA. Unfortunately, fewer than 2% of US students go abroad to study during their undergraduate years and even fewer pursue post graduate studies overseas. With few visiting professors in our universities, “Globalization” usually is a one-way street populated by foreign students coming to the US to study.

**How do international students find their way to our shores, most from more than 5,000 miles away?**

**How does a teen whose mother tongue is not English, with a different culture and tradition, decide which one of more than 3,000 institutions is right for her or him?**

Even with the internet, it isn't easy to understand the differences between institutions' conditions, housing conditions, the visa application and admission process, the degree requirements, the interview procedure and timeline even **IF** he/she speaks English well. Parents, too, are daunted by a decision about where to send their children in a foreign country. Where to invest more than \$100,000? It is a decision that may dictate their children's future career and potential for success.

ELS and the ELS-American Education Centers have been promoting our partner universities overseas for more than forty years. Since 1961 ELS has recruited and placed tens of thousands of international students in undergraduate and graduate degree programs in the USA. ELS has been the leading provider of English as a Second Language training, the leading promoter of U.S higher education, and today is also the largest organizational provider of standardized testing in the USA with more than 50 official test sites for TOEFL® iBT and over 20 for IELTS.

**How can ELS and the ELS American Education Centers help your institution attract and enroll qualified international degree candidates?**

This catalogue explains how ELS can help you raise awareness of your programs around the world. You can choose from a variety of services, many of which are available at little or no cost.

## ONLY ELS OFFERS STUDENTS 3 WAYS TO PROVE ENGLISH COMPETENCY:

- More than 550 members of ELS Cooperative Network accept completion of a designated ELS level as proof of English proficiency.
- Every ELS location is an official TOEFL® iBT test center
- Many centers are IELTS testing centers

## THE ELS UNIVERSITY COOPERATIVE NETWORK

One “no-cost” way to promote your institution around the globe is to join the ELS University Cooperative. The network was first established in 1961 and it consists of colleges and universities which accept completion of ELS Level 109 (community colleges) or ELS Level 112 (4 year and postgraduate programs) in the USA as proof of English competency in lieu of a standardized test score. Our research at partner institutions has proven that students who studied at ELS to qualify for admission performed better in their coursework than those who were granted admission based on a standardized test score.

### How can you become an ELS Cooperative member?

It is easy. Just contact ELS University Placement Service and request a Cooperative Agreement application for the school or departments wishing to join. There is no fee per co-op membership; however, there are application review and processing timelines and standards.



### What are the benefits of ELS Cooperative membership?

- A listing on ELS's website [collegedirectory.els.edu](http://collegedirectory.els.edu) where students, counselors or parents can search schools by region, institution type, or major study.
- Inclusion in ELS partner “application decision sets” at our authorized counseling agencies worldwide. Many agents counsel students and sell them multiple application services. Often these packages consist of 6, 8, 10 or more schools that fit the student's academic objective, their budget and geographic preference
- ELS University Placement Service places hundreds of students annually who have foreign government scholarships to study English with ELS before beginning their degree programs.
- Co-op members are given preference for these placements based on the competitiveness of their offerings.
- Conditional Acceptance – students can be issued letters of acceptance by our ELS co-op members' conditional to their fulfilling the English requirement before matriculation. This allows students to apply for admission at your institution and enter the US immediately to complete their English preparation with ELS. Because they have already been accepted, they have made their choice before arriving in the USA. For graduate degrees, an additional condition can be that of a GMAT or GRE.

FOR MORE INFORMATION ABOUT JOINING THE ELS UNIVERSITY COOPERATIVE NETWORK, CONTACT  
Ms. Susan Kassab, [skassab@els.edu](mailto:skassab@els.edu) (609) 750-3543

ELS Language Centers, with more than 50 locations in the USA, is the largest network of campus-based English language instruction centers in the world, with over 45 years of experience helping hundreds of thousands of students from over 140 countries.

## ELS LANGUAGE CENTER HOST INSTITUTIONS

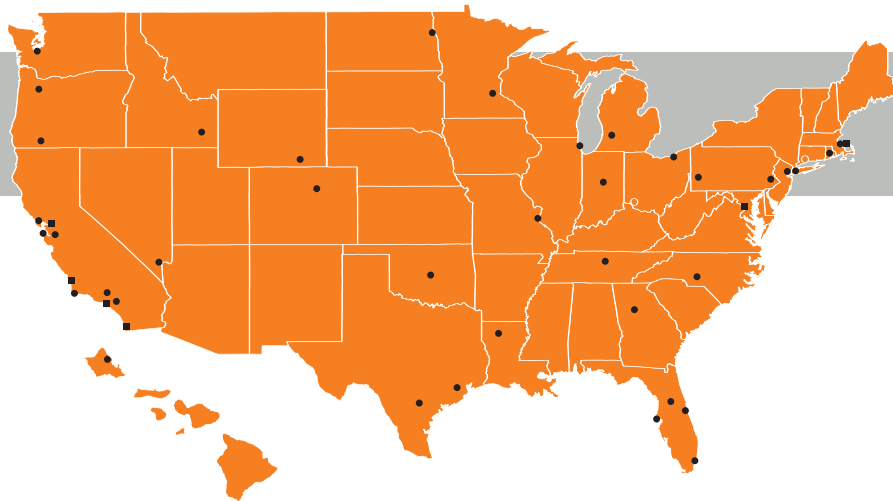
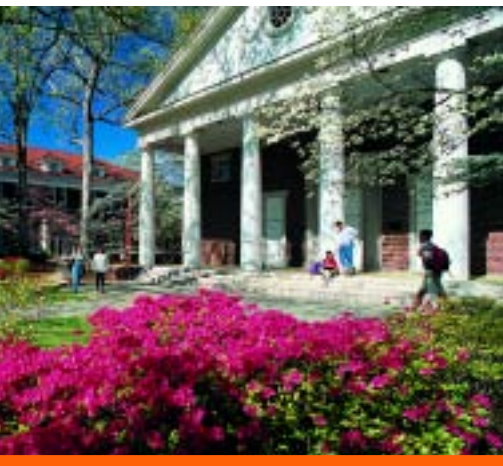
The single best way to globalize your campus is to apply to host an ELS Language Center. This is a turn-key solution to having students from all corners of the globe on your campus with no cost to you. In fact, hosting ELS not only provides free recruitment but our partnership also provides financial benefits:

- Have your institution featured in ELS's annual course catalogue. 350,000+ copies translated into 12 different languages are distributed through more than 1,000 educational counseling agents in 70+ countries each year
- Be featured in the ELS website which has your institution profile and is localized into 8 languages
- Link to your institution website from ELS's so students can click through to your own site
- ELS's site is linked to more than 1,000 counseling agency sites worldwide which have information about ELS and our host university partners in local languages
- A published institutional profile in ELS Counseling Guide distributed to 1,000+ student counseling agencies in 70+ countries. This reference is used to help thousands of students choose schools each year
- ELS maintains a PDF version of our brochure with your institution profile, which can be downloaded in 12 different languages
- The ELS Alumni Association provides networking and word of mouth promotion to our host institutions for years after students have graduated
- Representation through ELS at more than 60 international student fairs in 18 countries each year
- Free training for counseling agents with distribution of your viewbooks and promotional material
- Receive part of ELS's tuition fees as "rent" for classrooms and offices used
- Receive students' activity fees for utilizing campus facilities
- Receive room and board revenues for students who live or eat meals on campus
- As official TOEFL® iBT , IELTS and TOEIC test centers, the ELS Center will bring a constant flow of candidates to your campus to take these tests which provides exposure to qualified candidates who may enroll
- Promotion through 33 ELS Language Centers in 12 countries outside the USA to thousands of ELS students and via ELS websites
- Free international recruitment without need to send university personnel overseas



**IN 2007 ELS PLACED MORE THAN 600 INTERNATIONAL STUDENTS INTO DEGREE PROGRAMS AT OUR HOST INSTITUTIONS.**

**FOR MORE INFORMATION ABOUT HOSTING AN ELS LANGUAGE CENTER ON YOUR CAMPUS, CONTACT**  
Ms. Julie Blevins, [jblevins@els.edu](mailto:jblevins@els.edu) (405) 525-3738



## OUR HOST INSTITUTIONS

<b>Institutions</b>	<b>City &amp; State</b>
Adelphi University .....	Garden City, New York
Adelphi University – Manhattan Center .....	New York (Manhattan), New York
Barry University .....	Miami, Florida
Belmont University .....	Nashville, Tennessee
California Lutheran University.....	Thousand Oaks, California (NEW)
Case Western Reserve University .....	Cleveland, Ohio
Chabot College .....	Hayward, California
College of the Canyons .....	Santa Clarita, California
College of Mount Saint Vincent.....	New York (Riverdale), New York
College of Southern Nevada.....	Las Vegas, Nevada (NEW)
Concordia University .....	Portland, Oregon
Dominican University.....	Chicago, Illinois
Dominican University of California .....	San Rafael, California
Eckerd College.....	St. Petersburg, Florida
Fairleigh Dickinson University .....	Teaneck, New Jersey
Florida Institute of Technology .....	Melbourne, Florida
Front Range Community College.....	Denver, Colorado
Golden Gate University .....	San Francisco, California
Grand Valley State University .....	Grand Rapids, Michigan
Hawai'i Pacific University.....	Honolulu, Hawaii (NEW)
Idaho State University.....	Pocatello, Idaho
Indiana University – Purdue University Indianapolis .....	Indianapolis, Indiana
Louisiana Tech University .....	Ruston, Louisiana
Mount Ida College .....	Boston, Massachusetts
Oklahoma City University.....	Oklahoma City, Oklahoma
Plymouth State University .....	Plymouth, New Hampshire (NEW)
Point Park University.....	Pittsburgh, Pennsylvania
Queens University of Charlotte.....	Charlotte, North Carolina
Roger Williams University .....	Bristol, Rhode Island
Saint Joseph's University.....	Philadelphia, Pennsylvania
Southern Oregon University .....	Ashland, Oregon
Southern Polytechnic State University .....	Atlanta, Georgia
Stetson University .....	DeLand, Florida
University of Cincinnati .....	Cincinnati, Ohio (NEW)
University of the Incarnate Word .....	San Antonio, Texas
University of La Verne .....	La Verne, California
University of Missouri – St. Louis.....	St. Louis, Missouri
University of New Haven.....	New Haven, Connecticut (NEW)
University of North Dakota.....	Grand Forks, North Dakota
University of St. Thomas.....	Houston, Texas
University of St. Thomas.....	St. Paul, Minnesota
University of Wyoming.....	Laramie, Wyoming



## AMERICAN EDUCATION CENTER MEMBERSHIP

The ELS American Education Centers provide support services and a platform for the promotion of higher education in the USA. While the UK government supports the British Council, and the governments of Canada, Australia and New Zealand organize and fund promotion of their colleges and universities, US higher education is losing market share due to a lack of organized support and funding.

## MISSION

To promote US higher education, ELS, 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.

The ELS – American Education Centers are expanding in developing markets for US higher education particularly China, Vietnam, Singapore and Turkey. The ELS-AEC provides a wide range of services and support to give your institution maximum visibility, a continuous presence on the ground, focused recruiting events, and relationships to optimize your recruiting efforts.

### Membership in the American Education Centers is only available to ELS University Cooperative Program members. Here are some of the services and benefits:

- Distribution of information about your programs throughout a selected and highly trained network of ELS authorized local educational counseling agencies
- American and local experts to facilitate and organize your recruitment including: event organization, agent introductions and training events, student fairs, recruitment tours and advertising/PR. These services are on a “cost-plus” basis
- AEC recruitment offices are located in key cities to provide ground support for you and logistical assistance for counseling. They can set up your recruiter itineraries and optimize effectiveness.
- Trained ELS-certified interpreters and guides to facilitate presentations, interviews, agent visits, counselor trainings, student fairs and accompanying your representative to visit ELS authorized agencies, high schools and universities.
- Participation in organized students fairs

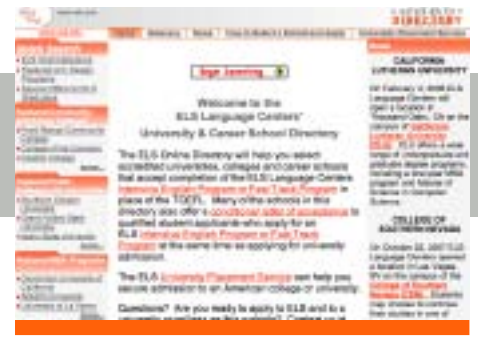
- Participation in agent fairs and training events
- Participation in recruitment tours
- Consultation on country-specific recruitment strategies
- Inclusion in ELS-sponsored “Agent Familiarization Tours” to the USA
- Opportunities to offer for credit or non-credit courses at AEC campus locations in target countries as a means of attracting and enrolling students\*
- Use of fully equipped offices and interpreters
- Preferential hotel rates, airport pickups and transportation to agencies and events

\*Subject to classroom availability and legal regulations country by country  
All services are on a fee basis  
Membership in the ELS- American Education Center is for a minimum period of 3 years.

THE ELS- AMERICAN EDUCATION CENTER PROVIDES TRAVEL GRANTS FOR AEC ORGANIZED STUDENT RECRUITMENT TOURS TO QUALIFIED INSTITUTIONS IN SOME COUNTRIES.



FOR MORE INFORMATION ABOUT THE ELS AMERICAN EDUCATION CENTERS, CONTACT Ms. Lisa Magliozzo, lmagliozzo@els.edu (609)750-3557



## UNIVERSITY PLACEMENT SERVICE

ELS has been providing students, overseas educational counseling agencies, and foreign governments with university placement services for more than forty years. This fee-to-client service provides comprehensive services with highly personalized touches like in-person delivery of application and predefined application decisions for our host institutions and many of our co-op members.

- ELS provides information and advice to candidates and partnership institutions alike in optimizing matches between students and institutions.
- Our University Placement Service is composed of a team of experts with decades of experience recruiting students internationally for universities before joining our team. They are consummate professionals, well-informed and impartial advocates for “full fare” international candidates.

**FOR MORE INFORMATION ON ELS UNIVERSITY PLACEMENT SERVICES, CONTACT**  
Ms. Susan Kassab, [skassab@els.edu](mailto:skassab@els.edu) (609)750-3543

## EDUCATIONAL COUNSELOR TRAINING

ELS and American Education Centers agent training is continuous and comprehensive

- Carefully screened and selected counseling agents are interviewed and references checked
- Key information and the ELS Academic Counseling Guide are provided to appointed agents in English and their own language
- Counselors are encouraged to use the ELS [Collegedirectory.els.edu](http://Collegedirectory.els.edu) guide which helps them select the correct institutions for their clients.
- ELS distributes catalogues, view books and application packages for our partner universities
- ELS – American Education Centers maintain a comprehensive library of university information
- ELS arranges in-country training when ELS specialist and university admissions representatives can provide information and training to agency counselors.
- ELS – American Education Centers organize agent fairs in major cities outside the USA when university representatives can provide information sessions and training to the top local counselors in a single event.
- ELS – American Education Centers provide grants for agents to come to the USA to visit the campuses of our university partner to see with their own eyes the people, facilities and locations.
- ELS – American Education Centers officers and the ELS University Placement Service support the counseling process and screen application packages before delivering them to our partner universities.

## FAMILIARIZATION TOURS

Each year ELS Language Centers and the ELS – American Education Centers bring hundreds of overseas educational counseling agency representatives to the USA to visit our American Education Center member campuses and selected ELS Language Center host institution campuses.

- Show your campus to counselors who can promote and “sell” it every day of the year in key recruitment countries
- Meet agents, eat meals together and create personal contacts and bonds that will pay dividends for years to come

- Help counselors see with their own eyes the best points of your campus and facilities
- Present the programs you have designed and targeted for international students

Familiarization tours visit ELS host institutions and AEC member campuses only. ELS pays for agent travel and meals in the USA and this service is free to AEC members and ELS host institutions. The only cost to you is the time and effort to host and create good relationships with to these future ambassadors and promoters of your institution.

**FOR MORE INFORMATION ABOUT ELS COUNSELOR TRAINING AND FAMILIARIZATION TOURS, CONTACT**  
Ms. Lisa Magliozzo, [lmagliozzo@els.edu](mailto:lmagliozzo@els.edu) (609)750-3557



## INTERNATIONAL RECRUITMENT TOURS

ELS and ELS - American Education Centers organize international recruitment tours to key countries including Korea, China, Taiwan, Japan, Vietnam, Singapore, Turkey and many other countries. These tours provide:

- Meetings with educational counselors – the opportunity to meet ELS-affiliated counseling agencies to train counselors and promote your institution
- Organize briefings by US Consular Services or the US Commercial Service regarding visa documentation, acceptance factors and various important topics
- Visits to schools and universities
- The opportunity to see for yourself the opportunities for recruitment in these growing markets
- Recruitment Tours are on a fee basis and are restricted to AEC and ELS co-op members. For some tours travel grants are offered by the AEC



## INTERNATIONAL STUDENT FAIRS

Each year ELS Employees, with support from our appointed overseas counseling agencies, participate in more than 60 International Student Fairs and events in more than 18 countries. During these events, ELS distributes tens of thousands of brochures in local languages and introduces our centers, host institutions and American Education Center members to thousands of students in various stages of decision making with regard to their applications to study in the USA.



Students can meet our ELS staff and student mentors to ask questions about ELS and our partner universities. They can feel “in touch” with the USA and can “connect” to the institution of their choice via the friendly face of ELS at these events. Your institution can benefit from:

- Advertising for the event which includes ELS web address and ELS University Placement Service contact information
- Advertising in event catalogues
- Hundreds of ELS brochures distributed at each event
- Our staff, ELS students, and ELS-trained counselors advising students about university studies and featuring our host institutions and AEC members.
- Collection of student contact information for e-marketing and local agent follow-up.
- The opportunity to attend international student fairs in partnership with ELS with one or more representatives of your institution at a booth adjacent to or shared with ELS.
- When you participate by attending the fair you can meet ELS agents and conduct trainings with their counselors together with our ELS staff before or after the fair.

**FOR MORE INFORMATION ABOUT REPRESENTATION AT INTERNATIONAL STUDENT FAIRS OR PARTICIPATION IN RECRUITMENT TOURS, CONTACT**

Ms. Lisa Magliozzo, lmagliozzo@els.edu (609)750-3557



## ELS TOOLS TO ASSIST YOU IN RECRUITING INTERNATIONAL STUDENTS

### SERVICES OFFERED

### LEVELS OF PARTICIPATION

	NON-AFFILIATED	CO-OP PARTNERS	HOST INSTITUTIONS	AEC MEMBERS
INTERNATIONAL RECRUITMENT TOURS	not eligible	fee based participation	fee based participation	fee based participation
AEC LIBRARY	not eligible	participate	participate	participate
PROFILE ON ELS.EDU <small>(8 languages &amp; a link to site)</small>	not eligible	not eligible	participate	participate
COLLEGEDIRECTORY.ELS.EDU	not eligible	participate	participate	participate
PROMOTION AT OVERSEAS FAIRS	not eligible	not eligible	participate	fee based participation
PROMOTION AT AEC & PRIORITY USE	not eligible	not eligible	fee based participation	fee based participation
FAMILIARIZATION TOURS IN THE USA	not eligible	not eligible	participate	participate
AEC COUNTRY SPECIFIC TOURS	not eligible	not eligible	fee based participation	fee based participation
ELS BROCHURE <small>(350,000 in 12 languages)</small>	not eligible	not eligible	participate	not eligible
ELS TRAINED COUNSELING AGENTS	not eligible	participate	participate	participate
E-BULLETINS & LISTING ON INTRANET <small>(available to 1,000+ agents worldwide)</small>	not eligible	participate	participate	participate



# EXPAND YOUR GLOBAL VISIBILITY THROUGH ELS' MULTIPLE CHANNELS



## ELS OFFERS YOU THE WORLD FOR FREE!

Over the last two decades the predominance of the US higher education system has been challenged by aggressive government supported promotion by the UK, Canada, Australia and the European Communities. In 2007 more than twice as many Chinese students were attending universities in the European Union than in the US.

We have long depended on bright and talented international students, graduate assistants and researchers to populate our graduate schools and doctoral programs. But today, in a shrinking world where most of our own scholars lack the language skills to study abroad, the education on our campuses is perilously parochial and our graduates naïve and insular.

If the US is to be a leader of ideas, technology, research and global business in the 21st century, we need to count on talent from around the world to bring us diversity and the best of the best to insure the future of higher education, and also the quality of life for America in a global economy and community.



If your institution is serious about international student recruitment but has limited resources and time, ELS and the American Education Centers can save you time and money with support and services to help make your recruitment efforts:

- **MORE EFFICIENT** – WE PRIORITIZE YOUR APPOINTMENTS. MEET THE RIGHT PEOPLE.
- **MORE CONVENIENT** – WE ARRANGE THE DETAILS, TRANSPORTATION, INTERPRETERS, THE AUDIENCE.
- **MORE PROFESSIONAL** – CONCENTRATE ON WHAT YOU DO BEST WITH OUR TEAM TO SUPPORT YOU.
- **MORE COST-EFFECTIVE** – BE CONNECTED AND PROMOTED GLOBALLY 365 DAYS A YEAR!

Optimize your international student recruitment, create a pervasive presence for your institution globally and let ELS arrange the details to help your institution meet its goals.



#### HEADQUARTERS

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[www.els.edu](http://www.els.edu)

#### STUDY ENGLISH | EXPLORE | SUCCEED

Intensive English, Semi-intensive English, Fast Track,  
American Explorer, Preparation for the TOEFL® iBT,  
Business English, Youth Programs, English for  
Executives, Super Intensive English, Internship  
Experience, Standardized Testing



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#### RECRUITMENT SERVICES

Platform for promotion of your university,  
international visibility and quality representation