

Journal of

# International Student Recruitment

Trends Update from ELS American Education Centers

## American Education Center, Istanbul

Optimizing International Student Recruitment



**ELS AEC**  
American Education Center

Volume 2  
Spring 2009



# WELCOME

Dear International Educator,

We are pleased to offer the second issue of ELS – American Education Centers' *Journal of International Student Recruitment*, presenting useful news, information and statistics relating to trends in international student recruitment.

For nearly half a century, ELS Language Centers have worked in cooperation with colleges and universities to recruit students from around the globe to study English on campuses throughout the USA. ELS works closely with international admissions officers, student advisors, deans and provosts keen to develop programs of study to accommodate the needs and interests of international students. We strategize with our partners to make these opportunities known to prospective students in key markets from Asia to Europe, Latin America and the Middle East.


In 2007, ELS founded the first American Education Center in Shanghai to provide a platform for US universities to promote themselves throughout China throughout the year. Our centers assist partner institutions in establishing contacts to educational counseling agencies, study abroad agencies, high schools, universities and foreign government sponsored scholarship programs. We currently have AEC facilities in China, Vietnam and Turkey.

In 2008, we brought several hundred foreign counselors to the USA to tour university campuses, meet key faculty and administrators and learn about each school's programs. The American Education Centers have provided recruitment travel grants to both public and private universities. These grants have made it possible for representatives of 28 universities to recruit in four cities of China as well as in Korea, Taiwan, Japan, Thailand and Vietnam. The AEC will continue these grants in 2009, allowing universities eager to globalize their enrollment to promote their institutions -- even when funds haven't been dedicated to such activities.

The American Education Centers continue the dissemination of information 365 days a year using our international recruitment network of nearly 500 ELS certified counseling agencies and a virtual network of interconnected websites in foreign countries and local languages to make key information available to international students, in their own language, 7X24.

The *Journal of International Student Recruitment* shares the results of our collaborations and offers relevant information on how you too can become more efficient and successful in your international recruitment.

Yours sincerely,



**Mark W. Harris**  
President & C.E.O.  
ELS Educational Services, Inc.

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# ELS history & mission

ELS has carried out its multifaceted mission for nearly fifty years: attracting talented international students to study English across the United States, preparing them for university study and offering guidance to students and their families as they search for the institution that best meets their academic needs.

These students are vital to a greater understanding of a complex world, to diplomacy, world peace and to both the domestic and the global economy. As an integral part of that mission, ELS partners with American higher education institutions to provide unparalleled access. Its comprehensive services raise awareness about the wealth of US colleges and universities, whether large or small, public or private, in rural or urban settings. ELS provides a variety of options to partner institutions, some of which are available at little or no cost.

For students, the undertaking is two-fold. ELS offers a superior learning environment and tools that include an all-inclusive instruction system with a unique curriculum, texts and branded language-learning software. The detailed course of study is based upon accomplishment within established core competencies that are integral at all levels. Students may also pursue skills enhancement courses once they have completed core study within a given level. ELS demystifies the process of coming to the US to study and assists in all its aspects, including navigating cultural differences.

## ELS AMERICAN EDUCATION CENTERS

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

## Integrating International Students

### AN INTERNATIONAL PROGRAM THAT REALLY COOKS!

Daniel Erickson is one busy man. He just spent three consecutive weekends helping LA Tech's international students to prepare for the year's biggest event, the International Student Scholarship Dinner. The January 31<sup>st</sup> soiree was a sellout, offering a trio of delicious buffets, music, song and traditional dance. Preparations included cooking 400 pounds of chicken for an Indian tandoori and 100 pounds of beef for a Chinese stir fry, making dumplings and noodles, tabouleh and Nepali potato salad. Tickets are in such high demand that one might expect to see a few scalpers at the door. Instead, hungry revelers are met by hostesses who chat with them while buffet lines snake through the room. It's a great way to introduce students, customs and countries (France, Honduras, Mexico, Nepal, Nigeria, India and China, among others) to the Ruston community. Their effort funds thirteen scholarships for international students.

Erickson, who hails from Minnesota, once worked as an ELS teacher and lived in China. He's currently in his eighteenth year at LA Tech. He participated in The Year of the Rat Tour, sponsored by ELS in October, 2008. The tour marked his first trip back to China in twenty years, and his first visit to Shanghai. Of the American Education Center, Erickson says simply, "It's incredible." The tour also encompassed Shenyang, the gateway to northeast China, that Erickson described as "a small town of six million," Beijing and Seoul, Korea, where forests offered brilliant fall colors.

"Everywhere, the vast potential of students was apparent. The professionalism of the ELS staff made the trip a joy. And the accommodations were beautiful." The mix of US schools on the tour offered attendees the opportunity to share best practices and enjoy their time abroad. Erickson also

noted the collaborative atmosphere among tour participants and enjoyed meeting people from schools such as Johnson and Wales. "We weren't all looking for the same students." (Perhaps not, though J&W is world-famous for its cooking and food service management programs.)

LA Tech currently has 5% overall international student enrollment, including its satellite campus in Shreveport. It was the first university in the US to offer an undergraduate degree in nanotechnology (currently ranked #3 by *w* magazine) which attracts talented students. Doctoral programs provide researchers and engineers that are integral to the university. LA Tech offers conditional admission for both undergraduate and graduate students via ELS, and in state tuition after two quarters. Located just seventy minutes from Shreveport and three and a half hours from Dallas, Reston offers a caring, small town environment with easy access to urban centers. International students are matched with mentor families. And of course, Erickson welcomes their passion for cooking.

**Daniel Erickson**, Director,  
International Student Office  
Louisiana Tech, Ruston, LA





# IUPUI: ELS Host University

**IUPUI is the only university in the nation to offer a degree program in motorsports engineering.**

IUPUI was established in 1969 as a comprehensive urban university and research institution. Melding Indiana and Purdue Universities to serve central Indiana, it is well known for its biomedical and life sciences, its medical school, for cross-collaboration and abundant opportunities.

## HOOSIER HOSPITALITY IN AN INTERNATIONAL ENVIRONMENT

**A modern mix at a progressive research institution**

Sara Allaei points to IUPUI's international students proudly. Currently making up 4.5% of the total population of 30,000, most students hail from China, India, Saudi Arabia and South Korea. Among the 135 countries represented on campus, there are several from Libya's government-sponsored scholarship program and thirty-five engineering students participating in a rare 2+2 joint degree program with the University of Tehran, approved by the U.S. Treasury Department. Although IUPUI does not have an official policy for recruiting students from around the world, it has an Enrollment Shaping Initiative whose target is to grow the international student population to 10% by 2010.

International students help Indiana's resident students gain a global perspective while enjoying some of Indiana's legendary Hoosier hospitality. The friendly atmosphere was so apparent to one Saudi family that after touring numerous schools, they decided on IUPUI for their son based on the "good vibes" that everyone felt during a campus visit. Extensive pre-school preparation and a full menu of programs are also part of the plan: a Facebook group, a full week of orientation, peer mentoring and weekly culture hours that include sharing favorite foods are success makers. These programs also help students to acclimate and adjust to new situations. Indianapolis ranks in the nation's Top 15 metro areas and its strong Indian, African, Chinese and Hispanic communities also play a role in making international students feel comfortable.



Sara Allaei, IUPUI, Indianapolis, Indiana  
Assistant Dean and Director of International Services,  
Office of International Affairs



As for attracting international students, IUPUI is part of a state level consortium, Destination Indiana, which promotes the state's many universities. Sara feels that the messages across fifty states tend to become diluted, and would like to see more support on the federal level. She is excited about the State Department's newest initiative, the Institute for International Education. Sara points to the well-organized recruiting efforts of Australia and the United Kingdom and looks forward to the day when the United States has the same scope of programs. Meantime, IUPUI has done some preliminary networking through embassies around the world.

**“Opportunities  
abound at IUPUI.”**

Sara has also recruited students at the ELS American Education Center in Shanghai. The ELS language school is beginning its eleventh year on campus; not only outsourcing the intensive English instruction, but also student success has been a win-win for the university.

Sara speaks highly of the strategic affiliation forged between ELS and IUPUI. “Our institution is highly collaborative. It’s all about building partnerships and enduring relationships.

Because of our partnership with ELS, we can also look to maximize our travel dollars. We look forward to traveling to Turkey and working at the AEC in 2009 and beyond.”



## Kim Bassler, Center Director ELS – IUPUI

### Blending Study, Culture and Fun in Indianapolis

ELS is in its eleventh year on IUPUI's scenic downtown campus, where 160 students thrive in an exciting environment. Kim Bassler is an Indianapolis native who started as an instructor, became academic director and has worn 'all hats.' She has been with ELS for eighteen years, and is in her third year as center director. She has led numerous familiarization (FAM) tours to showcase the area. Kim speaks with enthusiasm about her commitment to students' success in and out of the classroom.

In addition to intensive English language study, ELS students visit university classes, provide cultural information for projects and make presentations, often with the goal of achieving university student status.

When it's time to explore, ELS instructors and staff read IUPUI's electronic newsletter to learn about upcoming activities. Students enjoy free admission to several museums within walking distance of campus; Eiteljorg, the museum of Native American culture, is popular. World-class shopping and dining are appreciated.

College sports, including IUPUI's fine soccer team, are exciting choices, as are pro sports events. Unique to Indianapolis is its world-famous speedway, where students take tours, watch qualification races, or attend the Indy 500.

IUPUI's multi-cultural focus provides further opportunities. Each February, the university's international festival offers food, dance and traditional clothing from around the globe. Indianapolis is famous for its summer festivals in nearby Military Park, where foods, music and crafts may be found.

The welcoming, safe atmosphere and reasonable cost of living are additional perks. A strong partnership between ELS and IUPUI allows students with special needs to be paired with a mentor who is able to offer specialized advice: whatever the issue, Kim Bassler and the dedicated ELS team are there to help.

Kim Bassler, at ELS Indy





The AEC in Istanbul, Turkey is scheduled to open on March 25, 2009.

In 2008, there were over 12,000 Turkish students studying in US Institutions (+4.6% over prior year).

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 make Turkey an attractive prospect

for American higher education institutions. Each year, top high school and 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).

Turkey's youthful population (nearly 93% of its 71.5 million residents are under age 65), dedication to international business and rich

cultural heritage are all factors in increased numbers of students who seek to study in the US.



## LETTERS FROM STUDENTS AT AEC, SHANGHAI



English language training is the market of the future. ELS strategic partnership, offered through the American Education Center, provides a wealth of resources, expertise and well-designed facilities that make effective recruiting efforts – and cost-effective results – possible.

The American Education Center creates an influential home base for its partner institutions. ELS partners hold workshops and presentations that give students and their families the opportunity to learn about your institution and make informed decisions. The Center offers valuable tools, communication resources including translation and a knowledgeable staff that anticipates and supports your representatives every need. Your staff is better equipped to deliver, saving them time and potentially tricky situations.

Efficient and convenient, ELS American Education Centers offer expert solutions to your institution's recruiting efforts.



From left: Ye Yang's mother, ELS AEC Managing Director Dan Plaut and Ye Yang

**Student Name:** Ye Yang  
**Nationality:** Chinese  
**Province/City:** Shanghai  
**Education Level:** High School  
**Matriculated School:** Case Western Reserve University  
**Enrolled Semester:** Fall 2008

I am a 19-year-old student from Shanghai, and I have just finished Level 109 at ELS American Education Center. Before I came here I was too shy to speak English, but after four months of hard training, my English skills, especially speaking, have improved a lot.

Every instructor works very hard and responsibly. They are not only our teachers, but also our friends. When you get in trouble, they will help you without hesitation and with patience. They do have their own characteristics when teaching. Some of the classes are practical, and not too far away from work and life. Some of them are dramatic and sophisticated. Whatever class we had, we gained very much.

Frankly speaking, it was really a fantastic choice for me to study here before going to the States. ELS is just like an American campus, and it gave me the opportunity to adapt to an American style of life. People here are friendly. I enjoyed it so much. Now, I am going to go to Cleveland to continue my study; I believe that the ELS center there will help me enter Case Western Reserve University successfully. That will not only be my success, but also my instructors' success.



**Student Name:** Wang Sheng  
**Nationality:** Chinese  
**Education Level:** High School  
**Matriculated School:** Case Western Reserve University  
**Enrolled Semester:** Spring 2009

Hi! My name is Wang Sheng. I was very glad to join ELS AEC. In ELS, I learned a lot, not only the language skill, but also how to communicate with foreigners, which easily lets me adapt to the future study in an American university. There is much knowledge which cannot be learned from a normal language school, such as the western culture, speaking skill, communication manner, and American government.

I used to be nervous to chat with foreigners, but now it will not be a barrier. Although it is the basic to study in America, speaking is still the most important part in my American life. What's more, I have really improved in writing. Thanks to the academic writing classes, I am able to write a 600-word essay about some deep or hot topics. At the beginning, another problem of my English was listening because I missed a lot of important words in tapes or talks; however I am improving since I came to ELS.

I have become confident in my second language, which will be helpful in my future. I appreciate all of the ELS AEC teachers and staff who helped me both in English and university application. Now I am going to continue my study at ELS Cleveland in the U.S. and prepare for getting into Case Western University next spring semester through ELS.



University of Cincinnati

## ■ | A SEA CHANGE UNDERWAY IN U.S. UNIVERSITY RECRUITMENT

It is well known that most US colleges and universities have historically been resistant to working with agents. The reasons for this are rooted in misperceptions and inexperience. Many institutions are under the impression that commission-based recruiting is illegal; but they are wrong. Title IV of the US Higher Education Act explicitly states that it is permissible to compensate recruiters of non-US students. Other institutions claim that agents are “unethical,” basing this on a few publicized cases of unscrupulous operators charging students exorbitant fees for questionable service. Few US institutions are aware of the professional standards and best practices that have emerged among educational recruiters in recent years. Nor are they aware of systems that have been developed in recent decades by the Australians, and refinements developed by the British and others.

## ■ | THINGS ARE ABOUT TO CHANGE

In July 2008, the American International Recruitment Council (AIRC) was formed. The AIRC is a non-profit organization dedicated to developing standards of best practice for agents recruiting into US institutions, coupled with a voluntary certification system which will provide a degree of assurance which is presently lacking

worldwide. The AIRC approach has been modeled on global best practice in the area of Standards development, higher education quality assurance, and accreditation. *The system under development is designed to address all of the concerns which presently impede the natural development of agency-based recruiting in the United States.*

The AIRC Standards and Certification development process is now well underway. Approximately 50 American institutions – ranging from community colleges to research extensive universities – have joined the organization. These institutions represent a cross section of the market – they are small and large; public and private; non-profit and proprietary; urban, rural and suburban; Coastal, Midwestern and Southern; 2-year, 4-year, and graduate; secular and religious; selective and flexible. Institutional members of AIRC are highly motivated to work with agents once the framework is in place and agency certification is a reality.

## ■ | WHAT WILL BE REQUIRED TO ACHIEVE AIRC CERTIFICATION?

The first prerequisite is that agencies have been in the business for at least two years. Agents intending to go through the process must submit an application to the AIRC, providing significant background detail about their operation and ownership. The AIRC will then order an IntegraScreen™ Due Diligence

Report on the company and its owners. This report is designed to uncover any prior history of criminal malfeasance, patterns of bad practice, and a variety of other “red flags” which might disqualify a company at the outset.

Assuming that the AIRC Certification Board finds the IntegraScreen™ report acceptable, a certain number of key agency managers will undertake an AIRC self-paced, independent study professional development program, and commit to disseminating their knowledge throughout the organization. The agency will also undertake a self-study of its own operations, describing key operational practices in some detail.



**Dr. Mitch Leventhal,**  
Chair & President  
American International Recruitment Council

Once the self-study is complete, an external reviewer from one of the AIRC's member institutions will visit the agency for a day to discuss the study, meet personnel, and generally assess the strength of the organization. This meeting is intended to be collegial, not adversarial, and will focus on helping agencies develop continuous improvement processes which will enhance performance overall.

The resulting review will then go to the AIRC Certification Board, which will grant approval or disapproval. Successful agencies would then become AIRC Agency Members, have full voting and participatory rights, will be listed on the AIRC website and be allowed to display the AIRC Certified logo on their website and related marketing materials. The AIRC Certification Board will hear complaints brought against members – either agents or institutions – and in egregious cases will be able to decertify an offending agent.

### ■ | COST AND TIMELINE

The entire Certification process will likely take from three to twelve months, determined by the speed with which the agency undertakes its own self-study and the availability of external reviewers.

Certifications will be valid for three years. The cost of this process has not yet been determined; however, it is expected to run between US \$5,000 and \$10,000. Costs will be structured such that boutique operations will pay less than large, multi-branch operations.

AIRC's timeline is aggressive. The AIRC membership is now circulating drafts of the Standards and Certification protocols. By summer 2009, a small number of agents will participate in a pilot of the process. Assuming no significant modifications are required, AIRC anticipates commencing normal certification operations starting in early 2010.

### ■ | WHY GO TO ALL THE TROUBLE?

AIRC Certification is not a “pay-to-play” membership. Agencies which have obtained Certification will be known to have stood up to significant external scrutiny, accepted industry-based standards of practice, and understood that a single case of egregious malfeasance or repeated and documented evidence of malpractice can result in decertification, which would become part of the public record.

Institutions will not need to undertake their own vetting process to determine whether a given agent is acceptable, and will have the peace of mind knowing that recourse exists for both students and institutions should something go wrong. In time it is hoped that US consular officers will learn to differentiate AIRC Certified agents from the rest, and with this knowledge have better assurance that students coming through these channels meet the standards set out for student mobility by the US Department of State. As the AIRC Certified brand grows, students will look for these agents, knowing that their interests are taken seriously and that they will not only receive the best possible service, but also have access to the most comprehensive selection of American educational institutions possible.

Additional information about the AIRC  
and its activities can be found at

[www.airc-education.org](http://www.airc-education.org)

### AIRC Members include:

*Arkansas State University - Jonesboro*  
*Ashland University*  
*Bellarmine University*  
*Boise State University*  
*Cleveland State*  
*Daemen College*  
*Drexel University*  
*Duquesne University*  
*EduGlobal*  
*ELS Educational Services, Inc.*  
*Franklin University*  
*Global Reach*  
*Golden Gate University*  
*Green River Community College*  
*Hobsons*  
*ICEF*  
*i-Graduate*  
*Keck Graduate Institute of Applied Life Sciences*  
*(Claremont Colleges)*  
*Lorain County Community College*  
*Mentor International*  
*Middle Tennessee State University*  
*Montana State University*  
*Monterey Institute of International Studies*  
*Murray State University*  
*North Dakota State University*  
*Northern Kentucky University*  
*Northern Michigan University*  
*Ohio Dominican University*

*Ohio International Consortium*  
*Ohio University*  
*Ohio Wesleyan University*  
*Ohlone College*  
*Otterbein College*  
*Schiller University*  
*Shawnee State University*  
*St. Louis University*  
*St. Norbert College*  
*StudyLink*  
*Study Overseas UK*  
*Suffolk University*  
*Syracuse University*  
*Tiffin University*  
*University of Akron*  
*University of Cincinnati*  
*University of Colorado - Denver*  
*University of Hartford*  
*University of North Dakota*  
*University of Tennessee - Knoxville*  
*University of Texas at San Antonio, Office of ESL Services*  
*University of Toledo*  
*Upper Iowa University*  
*Urbana University*  
*West Virginia University*  
*Western International University*  
*World Education Group*  
*Wright State University*



“ We must use what has been called " smart power," the full range of tools at our disposal - diplomatic, economic, military, political, legal and cultural - picking the right tool or combination of tools for each situation. With smart power, diplomacy will be the vanguard of our foreign policy.”

Secretary of State Hilary Clinton during her confirmation testimony, January, 2009

## INTERNATIONAL STUDENTS IN THE U.S.

Fields of Study	2007	2006	Variance	% Var	% '07 Total
Business & Management	110,906	103,641	7,265	7.0	17.8
Engineering	96,133	89,137	6,996	7.8	15.4
Physical & Life Sciences	52,867	51,863	1,004	1.9	8.5
Social Sciences	49,375	48,978	397	0.8	7.9
Math & Computer Science	46,314	46,019	295	0.6	7.4
Fine & Applied Arts	31,727	29,588	2,139	7.2	5.1
Health Professions	29,163	28,294	869	3.1	4.7
Intensive English Language	25,856	22,417	3,439	15.3	4.1
Education	17,775	16,825	950	5.6	2.8
Humanities	17,460	16,189	1,271	7.9	2.8
Agriculture	8,945	7,461	1,484	19.9	1.4
All Other	137,284	122,572	14,712	12.0	22.0
<b>Total</b>	<b>623,805</b>	<b>582,984</b>	<b>40,821</b>	<b>7.0</b>	<b>100.0</b>

Source: Institute of International Education

Primary Source of Funds 2007	Students	%
Personal/Family Funds	388,821	62.3
U.S. College/University Funds	161,633	25.9
Current Employment	29,399	4.7
Home Gov't/University Funds	21,085	3.4
Foreign Private Sponsor	6,522	1.0
U.S. Private Sponsor	6,013	1.0
U.S. Government Funds	3,282	0.5
International Organization	1,390	0.2
Other Sources	5,660	0.9
<b>Total</b>	<b>623,805</b>	<b>100.0</b>

Record numbers of international students are studying in the United States. The numbers tell the story.

**Grants are available for the Fall 2009 "Silk Road" tour, scheduled for October 6-26, 2009.**

Offering international visibility, quality representation, and localized communication, ELS American Education Centers are your strategic partner in international student recruitment.

For detailed information on the tour as well as how to optimize your international student recruitment, email Lisa Magliozzo at

**[lmagliozzo@els.edu](mailto:lmagliozzo@els.edu)**



**For information on upcoming  
AEC Recruitment Tour Grants, please contact:**  
InternationalRecruit@els.edu

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