

Journal of

# International Student Recruitment

Trends Update from ELS American Education Centers

## American Education Center, Shanghai

Optimizing International Student Recruitment



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Premiere Issue  
Fall 2008



WELCOME

Dear International Educator,

We are pleased to present you with the first issue of the *Journal of International Student Recruitment*. This new quarterly has been created to bring you useful news, information and statistics relating to trends in international student recruitment brought to you by the ELS American Education Centers.

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. As time has progressed, ELS has worked more closely with international admissions officers, international student advisors, and deans and provosts keen to develop programs of study to accommodate the needs and interests of international students. We have strategized with those 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 continuously throughout the year. Our centers assist partner institutions in establishing contacts in international education including educational counseling agencies, study abroad agencies, high schools and universities and foreign government sponsored scholarship programs. We currently have AEC offices in China, Vietnam and Turkey.

In 2008, we brought several hundred foreign counselors to the USA to tour university campuses and meet key members of the faculty and administration to learn more about each school's programs. The American Education Centers have provided recruitment travel grants to both public and private universities. The 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 to allow universities eager to globalize their enrollment to promote their institutions even when their institution has no funds to dedicate to such activities.

The ELS 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, 24/7.

By sharing the results of our collaborations, we wish to keep you abreast of the developments and trends in international education and recruitment. Many of our partner universities are amongst the leaders in international enrollment in the USA and they have decades of experience to share.

The journal will bring you 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.

# 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 range and diversity 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. The American educational system is vastly different than in other countries. Understanding private or public systems, wide-ranging admissions standards, admission and testing criteria, is a difficult

task. ELS assists in all these aspects, including navigating cultural differences as subtle as the need to speak out in class versus dutifully taking notes from the professor. The ELS University Placement Service provides a complete range of advisory services and application assistance. Among them, it assists students in securing conditional admission before obtaining proof of English proficiency.

## Helping students to better acclimate...

**R**egina Brown has worked for ELS for twenty-six years; she began as an instructor in Saint Paul, Minnesota, moved to Philadelphia, where she taught, became a student advisor and is currently the center's Director. The ELS center, housed in a beautiful custom-designed building since 1995, recently celebrated its twenty-seventh anniversary as part of campus life. Regina and her staff welcome students from around the globe, including visiting scholars from the governments of Turkey, Libya, the UAE and Saudi Arabia.

For those students whose goal is to attend an American university program, ELS sets clear goals: to create a stimulating atmosphere that meets students' needs and to facilitate their choice of Saint Joseph's. Integrating international students into campus life takes several tasks.

### MONTHLY INTERNATIONAL STUDENT MEETINGS

All campus stakeholders attend, including representatives from undergraduate and graduate admissions, the MBA program, the Center for International Programs and even IT. A full range of issues are discussed. University offerings are presented on a regular basis as many ELS students go on to study at Saint Joseph's. An ELS student advisor works closely to assist students with the application process.

### EPIS: ENGLISH PROGRAM FOR INTERNATIONAL STUDENTS

Students receive conditional admission and an I-20 form through the university. This simplifies the visa process for students and families. Once they have completed ELS Level 112 (the highest level) and receive a letter of recommendation, students begin university coursework. In some cases, a student begins college work concurrent with ELS study (typically for one semester).

### STUDENT ACTIVITIES

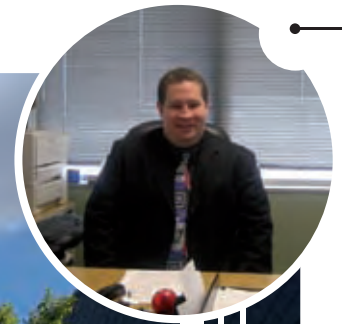
A language exchange program offers a no-cost partnership between ELS students and those who are studying modern languages at the university.



**Regina Brown,**  
Director, ELS  
Saint Joseph's  
University,  
Philadelphia, PA

Other students participate in off-campus activities including volunteering in hospitals or speaking at local schools.

During the fall 2008 term, twenty-five students from eight countries are participating in a program that pairs them with students in Saint Joseph's International Management program. Small groups design a week-long trip to the students' home countries, journeys that include business opportunities, tourism, shopping, transit, etc. The students work in English as the IM students are not fluent in other languages. The students have just a few weeks to plan; all participate in the final presentations.



# ELSHost University

University of Cincinnati

**T**he University of Cincinnati welcomes 2000 international students from 100 countries: 1800 graduate students at the research institution and 200 undergrads. India, China and South Korea top the list; the university proudly welcomed its first students from Afghanistan and Nepal this year.

The University of Cincinnati adopted its international recruiting strategy three years ago, developed by Dr. Mitch Leventhal, founder of the American International Recruitment Council. The model rarely employs traditional methods, relying instead on a network of trusted commission-based agents as the backbone of its efforts. These agents, locals who work in the same time zone and language, have experience working for Australian (ESOS regulated) and UK schools. Through focused training at home and at UC, the agents become effective recruiters who conduct pre-screening interviews, thus making UC staff roles more specific.

## BUY IN AT HOME, 'CO-OPATITION' AMONG SCHOOLS

The effort has sparked controversy. "It is a long-term process that required buy-in from faculty and administration," said Ronald Cushing, Director of International Services. Among the issues were questions concerning Title Four. "It is not illegal to employ agents for international student recruiting, but some thought it unethical. We have based our effort on the Australian and UK policy. The US market is growing and we are working toward a national policy for recruitment."

UC offers advice to schools that want to attract more foreign students. "We suggest working with well-established commission based agents." The AIRC has more than twenty member schools thus far. This year's outreach has led to an increased collaborative effort among Ohio schools. Cushing has coined a word for it: "co-opatition" (cooperation while competing for students).

Developing standards and a certification system are at the top of AIRC's to-do list. They encourage other schools and organizations to join.

## BENEFITS & COSTS TO UC

There are many benefits to hosting international students. For a research institute like UC, graduate students must be the finest. All students bring experience and a diverse world view. Cushing says, "It is impossible to assign a value to training the next generation of world leaders." There is also a financial benefit since students pay out-of-state tuition, pay rent and participate in the local economy.

"We must attract top students. Without them, the research dollars won't be there. As for risk, it's a no-brainer. We want to share the American experience with students, just as we want to experience their cross-cultural perspective." As for getting the students into the US, numerous modifications to the SEVIS system are working and the visa process has improved. There are fewer denials, though Cushing notes that security clearance for those in the science and technology fields can still take up to eight months.

Cushing would like to see increased efforts by government. In addition to keeping some embassies in the loop as to their marketing and outreach efforts, the Ohio USA initiative is being followed

on a state-wide level by the International Grad Insight Group, a UK-based company that tracks student experience.

There are start-up costs, including initial investment for infrastructure and a dedicated international admissions staff, agent costs, meetings and travel. If planned well, these expenses are made up over time.

Students also need effective support. Cushing praises his support team's ability to assist students with multifaceted social and cultural needs. The population has a wide range of requirements, given its demographics (ages 18-30, marital status, etc.) The dedicated group assists students with the bureaucracy of driver's licenses, leases, and myriad issues including assisting with spouses and children, medical issues, airport pickup and guests.

Support systems help students become accustomed to American customs; friendship programs pair students with faculty, staff or community members to provide social opportunities. Students are paired with organizations to speak at schools, restore housing and teach children about culture, games and language.

### ENGLISH PROFICIENCY and A NEW PARTNERSHIP WITH ELS

“We must attract  
top students.”

For undergraduate admission, UC accepts the SAT as the usual prerequisite; for graduate study, the school employs multiple standards. The goal is to define and measure English proficiency. There is a TOEFL requirement, IELTS is considered and the ELS 112 (highest level) is accepted. Degrees from a US university

or at least one year of high school or college in the US are also considered.

The ELS center opened in September, 2008, the culmination of a complex journey. UC needed intensive English programs, but without a budget for internal programs, a search was launched. ELS was vetted via due diligence, campus visits and speaking with administrators and instructors. The company's history, worldwide network and programs offer substantial advantages. Cushing is also impressed with its University Placement Service, testing services and network of dedicated agents and looks forward to visiting the AEC in Shanghai. UC international student administrators are delighted with the synergy between the organizations and are determined to keep top satisfaction ratings. Says Cushing: “We have a good product here and we listen to our students. ELS and its worldwide team are an integral part of our successful effort.”

## University of Dayton Updates its Marketing Efforts

### New times call for new methods

Faced with shifting demographics and the reality of a changing regional economy, this traditional Roman Catholic college has launched an innovative marketing plan.

The team behind the determined effort includes the university's president, Daniel J. Curran, who felt that the issue wasn't changing Dayton, but changing perceptions; and Sundar Kumarasamy, vice president for enrollment management. Mr. Kumarasamy, who joined the staff in early 2007, faced the challenge of highlighting the university's successes without appearing immodest.

The endeavor began by increasing the number of potential students by nearly 37 percent and modernizing the admissions process, including a Common Application and a redesigned website to better connect with a youthful audience. One year later, applications for freshman slots rose by one-third, offering the university a broader selection of students from which to choose. Dayton raised its enrollment of minority and international students as well. The effort to internationalize the campus became a front burner issue.

Part of the process involves shining a light on Dayton's research efforts: it boasts \$75-million in sponsored research annually, positioning it third among Catholic universities (the University of Notre Dame and Georgetown are in #1 and #2 posts). Offbeat examples add boulevard authority. An account of the thermal pizza bag, invented at Dayton as a medical device to protect vaccines, was leveraged under the catchy header “Last Night a Pizza Man Saved My Life.”

Dayton has committed to extending its brand for the long haul. It's still a bastion of ‘quiet competence’ whose core values remain strong: a commitment to research, service and leadership. It has begun speaking up about just that.

University of Dayton





# ELS American Education Center, Shanghai

## Optimizing International Student Recruitment

**E**nglish language training is the market of the future in the People's Republic of China. ELS strategic partnership, offered through the ELS American Educational Center in Shanghai, provides a wealth of resources, expertise and well-designed facilities that make effective recruiting efforts – and cost-effective results – possible.

In 2008, there are over 60,000 Chinese students studying in US institutions. China is surpassed only by India as the top resource for international students wishing to study in the US. Changing 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 learning experience.

Membership in the ELS American Educational Center provides myriad benefits and inside information about changing market conditions and government regulation (as an example, conditional admission often simplifies visa processing for the intensive English study that precedes college coursework.)

The ELS 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 services 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.





## US Higher Education “Tour de force” in China, other Asian Countries

Twenty-eight prestigious American universities, both public and private, participate in the tour of four major cities in China, as well as other Asian capitals, to promote higher education in the US.



### AEC Member Institutions

- Adelphi University*
- California Lutheran University*
- Eckerd University*
- Fairleigh Dickinson University*
- Johnson & Wales*
- Philadelphia University*
- Saint Joseph's University*
- Southern Oregon University*

# Letters from AEC students



Student Name: Zhang Feng  
 Nationality: Chinese  
 Education Level: High School  
 Matriculated School: Saint Louis University  
 Enrolled Semester: Fall 2008

In English, there is a saying that “the world belongs to the energetic.” Every student at the ELS AEC is full of energy. I think ELS is also helping everyone be vibrant young people.

I have studied here for thirty days. I am just a rookie compared to others. So I am very happy to know many new friends. I am very happy to be an ELS student. During last month, ELS improved my interest in studying English very much, especially speaking and listening. The teachers taught us American culture, customs, idioms and ways of life. It is very important and useful for us because they are the tools to help us adapt to American society, and to communicate with Americans.

In this month, I really know the meaning of an English idiom: “Life makes a man as well as tries him.” This is the first time to live and study by myself. I experienced many difficulties which I never met before because I am living alone, away from my hometown. These challenges will help me to grow up and throw away childishness. The ELS staff has been very helpful to tell me about Shanghai. When I have a problem, they help me. I have had a nice, wonderful, challenging, exciting and surprising experience this last month. I think I will be better and better in the next month. Thanks to everyone who is caring for me.

Finally, I want to say: In life’s earnest battle they only prevail, who daily march onward and never say fail.



Student Name: Qin Kai Te, Kate  
 Nationality: Chinese  
 Education Level: High School, Grade 1

### A testimonial from Qin Kai Te’s Mother, Feng Tao

My daughter, Qin Kai Te, was a grade 1 student in one of the top high schools in Shanghai. We planned to get her into a top high school in Boston in the USA last year but during that time, my daughter was selected as the school student community coordinator and she was very fond of being involved in the student community works. After we discussed with my daughter carefully, we decided to postpone her US study plan for applying for US universities. As the parents, what we are worried about is that if we can’t have our child to go to the US as early as possible to adapt to the environment, she may suffer from heavy English reading and writing.

Once in a while, one of my friends from US Consulate recommended me to go to ELS American Education Center in Shanghai. What attracted us is their English teaching environment, and we can experience the real American culture and higher education in China so that we decided to have our daughter register for three sessions at ELS AEC. The result made us feel very satisfied. All of the courses were taught by American instructors, and the way of teaching and learning is quite different from other local training institutions. My daughter’s oral spoken English and listening skills have been improved dramatically, which we thought will be very useful for her to applying for US universities in the future.

We really appreciate the ELS AEC and their American instructors who educated my daughter with knowledge and skills that can be very useful for her future. Although it was only a three-month study at ELS AEC, it really gave her a smooth pathway for pursuit of US higher education.



# Measuring English Proficiency

More than 550 members of the ELS Cooperative Network accept completion of a designated ELS level as proof of English proficiency. For students, this opens the door to degree programs at American universities. Each ELS location serves as an official TOEFL®iBT test center and many offer IELTS (International English Language Testing System). An increasingly accepted standard across the country, this English language proficiency exam, established in 1989, is jointly managed by University of Cambridge ESOL Examinations, the British Council and IDP Education Australia.

The ELS Intensive English Program prepares students for university life through twelve levels of instruction. The Fast Track Program helps students prepare to qualify in record time. A variety of test preparation programs, including TOEFL®iBT, GRE® and GMAT® are prudent choices for students whose goal is to maximize acceptance potential.



Saint Joseph's University



**AEC** screens, trains, and qualifies all authorized ELS Educational Counseling Agents worldwide.



Southern Oregon University

## ■ | Huán Jié: Making Good Connections

### *Southern Oregon University, Ashland, Oregon*

Dr. Steven Thorpe is a professor in SOU's School of Education. A fluent Mandarin speaker who has lived and worked in China, his specialty is East Asian history. He is deeply involved in building this regional public service university's profile in China. Dr. Thorpe participated in the ELS Familiarization Tour ("FAM tour") in San Francisco and also traveled to the AEC in Shanghai, where he presented the facts and benefits of studying at SOU's small campus and emphasized the unique qualities of small town life in the Pacific Northwest. Students receive excellent support and make smooth transitions in the community. All aspects of student life are considered, including language, cultural differences and all facets of service. "We work hard to build good connections in China and we take good care of our students while they are here," says Dr. Thorpe.

ELS students participate in campus activities and have good relationships with the university community. The SOU/ELS partnership has unique facets. After completing ELS level 109, students enter a bridge program within the university while completing ELS levels 110 through 112. After completing ELS 112, students gain full admission.



Though many faculty members and staff are on board, resistance comes in the form of the question "at what cost?" In a budget challenged environment, every option is weighed. SOU is prepared to welcome up to fifty international students; more than that and a small institution can be overwhelmed, at which point a dedicated office, additional staff and faculty must be added. SOU is currently in the development stage for its next steps, which include development of a 2+2 program. They are exploring agreements with several Chinese universities, a process that is expected to take approximately two years.

## ELS River Forest Luxury Apartments, Chicago, IL

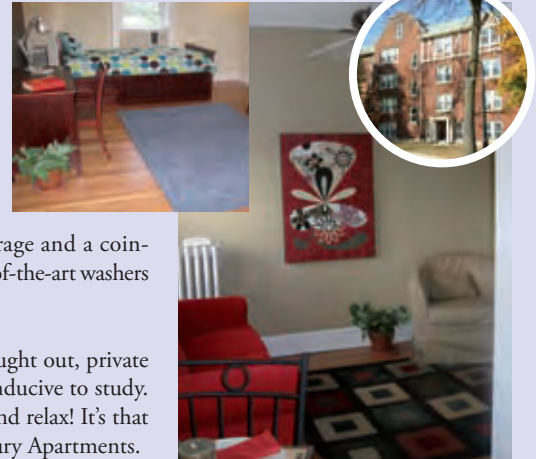
Situated in a quiet, safe, upscale neighborhood, the ELS River Forest Luxury Apartments provide full-service solutions to student housing needs. These units are located within a fifteen to twenty minute walk from the Dominican University campus and ELS Chicago facilities (5 minutes by bicycle, or a short bus ride). They are located next to a beautiful public park that includes a soccer field, tennis courts and more. Downtown Chicago is less than fifteen minutes away via a nearby train. Restaurants, service businesses and shopping are all conveniently located.

The spacious, modern, furnished one bedroom apartments include brand new kitchens, including a dishwasher and all dishware, cookware and utensils; a wall-mounted flat panel television, basic

telephone and wireless Internet service and air-conditioning. All utilities are included.

Everything students need is provided: full linens; a recreation lounge, a patio/courtyard with BBQ grill and tables; monitored fire and safety alarms; bicycle storage and a coin-operated laundry facility with state-of-the-art washers and dryers on premises.

The apartments provide a well-thought out, private and secure environment that is conducive to study. Students simply walk in, unpack and relax! It's that easy... at the ELS River Forest Luxury Apartments.

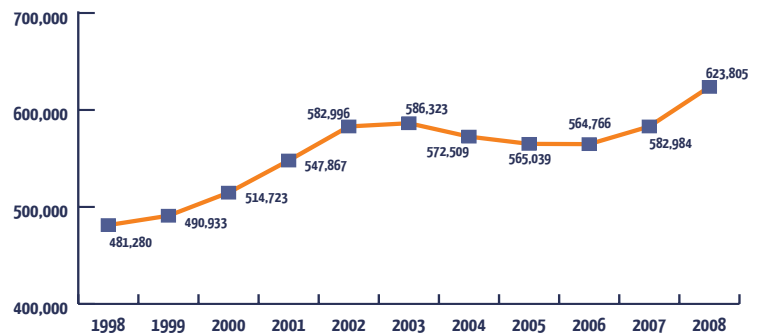


### Students in USA by Country of Origin Top 10 in Percent Change from Prior Year

Country of origin	2007-8	1-Year change
Saudi Arabia	9,873	25.2
China	81,127	19.8
India	94,563	12.8
South Korea	69,124	10.8
Mexico	14,837	7.3
Turkey	12,030	4.6
Canada	29,051	2.7
Thailand	9,004	1.3
Taiwan	29,001	-0.3
Japan	33,974	-3.7
All Other	241,221	
Total	623,805	7.0

Source: Institute of International Education

### Foreign Students in USA by Academic Year



Recent trends point to a higher percentage of students from China, South Korea, Taiwan and Turkey. Increased economic possibilities in these nations, an increase in the number of government-funded scholarships and diverse sources of private funding are among the 'door openers' that have made it possible for greater numbers of students to participate in study abroad programs. Competition among

talented students who are prepared for international study and additional English language training is heightened in countries where economic growth and international trade are front-burner issues.

Students from these countries currently make up nearly three-quarters of the US international student population.

## Facts & Figures

The Institute of International Education reported that the percentage of international students in the US rose by 3% in 2007. For the academic year 2006-2007, India provided the most students in the United States (14%), followed by China

(12%), South Korea (11%), Japan (6%), Taiwan and Canada (5% each).

Vistawide.com reports that:

- English is the most studied language for non-native speakers. An estimated 250-300 million people worldwide study English.

- English is the fourth most spoken language in the world after Mandarin, Hindi and Spanish. Arabic took fifth place.

The Council of Graduate Schools reports an increasing number of international students receiving offers to study in graduate programs in the US.



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

## ELS Contact Information

### **Hosting an ELS Language Center on your campus**

Ms. Julie Blevins  
jblevins@els.edu  
T: 405-525-3738

### **ELS American Education Centers – Membership Information**

#### **ELS Counselor Training and Familiarization Tours: Representation at International Student Fairs or Participation in Recruitment Tours**

Ms. Lisa Magliozzo  
lmagliozzo@els.edu  
T: 609-750-3557

### **Joining the ELS Cooperative Network/University Placement Service/ University Recruitment Services**

Ms. Susan P. Kassab  
skassab@els.edu  
T: 609-750-3543

### **ELS American Education Center**

Mr. Dan Plaut, Managing Director  
201 Anfu Road, Xuhui District  
Shanghai 200031 CHINA  
dplaut@els.edu  
T: 011-86-21-5404-5800  
F: 011-86-21-5404-8900

### **ELS American Education Center**

Mr. Drew Taylor, Director  
#25 - 16th Floor Sai Gon Tower  
29 Le Duan Street  
District 1, Ho Chi Minh City VIETNAM  
Dtaylor.els.edu  
T: (84-8) 8223761 Ext. 2036  
F: (84-8) 8236288

### **ELS American Education Center**

Mr. Carl Holtman, Director  
Miralay Sok No 17-19 Kat 6  
Gumussuyu Istanbul TURKEY  
choltman@els.edu  
T: +90-212-244-6941  
F: +90-212-244-6992

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

**WORLD HEADQUARTERS  
ELS**

400 Alexander Park  
Princeton, NJ 08540 USA  
**Tel: +1 (609) 750-3500**  
Fax: +1 (609) 750-3590