

Compete Globally; Collaborate Locally

NAFSA Region XI Conference
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Todd Hoffman, Collegia





Promoting U.S. Higher Education

Make the most of U.S. government resources

- U.S. Commercial Service
 - U.S. Department of Commerce
 - Export Assistance Centers
- U.S. Department of State
 - Bureau of Educational & Cultural Affairs

Identify overseas partners

- U.S. Commercial Service - International Offices
- EducationUSA Advising Centers





U.S. Commercial Service



Network:

150 offices in 85 countries

~1,200 trade professionals

100 offices in 49 States with

~300 trade professionals

Policy Analysts in DC HQ



Mission:

Promote the exports of U.S. goods and services.

Primary Clients:

U.S. educational institutions and Intensive English Programs

➤ Assist with international student recruitment activities



U.S. Commercial Service



Offices in New England:

Boston, MA:	Jim Paul	617-424-5990
Middletown, CT:	Carl Jacobsen	860-638-6950
Montpelier, VT:	Susan Murray	802-828-4508
Portland, ME:	Jeff Porter	207-541-7430
Portsmouth, NH:	Susan Berry	603-334-6074
Providence, RI:	Keith Yatsuhashi	401-528-5104



U.S. Commercial Service



International Education Consortia

- Pooling resources for international marketing
- Raising the profile of the state as a study destination and provider of quality education and training

Examples:

Study Illinois

www.studyillinois.org

Study Iowa

www.studyiowa.org

Study Oregon

www.studyoregon.org

Study Washington

www.studywashington.org

Study Wisconsin

www.studywisconsin.org

Study Philadelphia

www.onebigcampus.com

*Others: ETEC/Destination Southern California,
Lone Star Education Coalition



Study Illinois



- July 2003: Board members elected, by-laws adopted
- Sept. 2003: **Incorporated as non-profit in IL**
- Nov. 2003: Joint presentation w/DOC at NAFSA V
- May 2004: 4 State education advisors on 8 campuses
- May 2004: **Website (studyillinois.org) launched**
- June 2004: Brochures printed by IL Trade Office
- Nov. 2004: 1st general meeting, election new officers
- May 2005: **Printing of Int'l Student Brochure**
- May 2005: 8 State education advisors on campuses
- June 2005: **NAFSA Luncheon State education advisors**
- Sept. 2005: Membership reaches 44 institutions
- Oct. 2005: **Mail brochures to 500 int'l advising offices**
- Nov. 2005: Meeting, elections & booth at NAFSA in IL
- (in 2005): **Members promote Study IL in 9 markets**



Partners of Study Illinois



State Department Bureau of Educational
& Cultural Affairs (ECA)

Illinois Trade Office

International Trade Association of
Greater Chicago (ITACG)

U.S. Commercial Service

2005 STUDY PHILADELPHIA ASIA TOUR

PHILADELPHIA IS
onebigcampus

PREPARED BY: collegia



Study Philadelphia Itinerary



Location	Activity
Tokyo Japan Oct. 31 - Nov. 1	Visits to two high schools Location: Sakae Institute
	Seminar for local educators 40 attended @ Tokyo American Club
	Networking :: Alumni reception 75 attended @ Tokyo American Club
	Press Interviews
Seoul S. Korea Nov. 2 - 4	Korea education briefing Location: U.S. Embassy
	University VIP dinner
	KOSA event 30 consultants @ Lotte Hotel
	Networking :: Alumni reception 90 people @ Lotte Hotel





Study Philadelphia Itinerary



Led by Drexel President Constantine Papadakis





Making it all happen

PENNSYLVANIA SUPPORT



- **Governor Rendell** **Letter to Ambassadors**
- **PA International Business Development** **Funding + + +**
- **PA Trade Office – Tokyo, Japan** **Local logistics + PR**
- **PA Trade Office – Seoul, Korea** **Local logistics + PR**
- **International House – Philadelphia** **Guest lists**

FEDERAL ASSISTANCE

UNITED STATES EMBASSY
SEOUL, KOREA



UNITED STATES EMBASSY
TOKYO, JAPAN

- **U.S. Commercial Service - Philadelphia** **Korea Briefing**
- **U.S. Commercial Service - Boston** **Logistics, oversight**
- **U.S. Embassy - Korea** **Faculty Dinner, PR**
- **U.S. Embassy - Japan** **Alumni reception**
- **Fulbright Office – Korea** **Marketing support**



Making the pitch

	Region	Enrollment	Net Contribution
	United States	586,323	\$12,851,000,000
7th	Pennsylvania	24,470	\$626,000,000
8th	Philadelphia, PA/NJ	12,593	\$322,000,000

Source: IIE Network

3% annual growth would yield an additional \$224,000,000 by 2009!

America can no longer be assured that the best and brightest will invariably choose the United States.

-- NACAC Bulletin



Making the pitch

Most Popular Metros

	MSA	2003-04
1	New York, NY	52,424
2	Los Angeles	35,062
3	Boston, MA-NH	24,266
4	Washington, DC	19,552
5	Chicago, IL	16,061
6	San Francisco	13,460
7	Dallas, TX	13,448
8	Philadelphia, PA-NJ	12,593
9	Miami, FL	11,900
10	Houston, TX	9,778
Total of Top 10		208,544 [36%]

Source: IIE Network

Most Popular States

	State	2003-04	% Change
1	California	77,186	-4.1%
2	New York	63,313	-0.7%
3	Texas	45,150	-1.1%
4	Massachusetts	28,634	-4.7%
5	Florida	25,861	-5.2%
6	Illinois	25,609	-5.6%
7	Pennsylvania	23,428	-4.3%
8	Michigan	22,277	-2.6%
9	Ohio	18,770	0.5%
10	Indiana	13,586	0.4%
Top 10:		343,814	

Source: IIE Network (60% of total)



Making the pitch

Top 5 Feeder Countries to U.S.

	Country	2003-04	Share
1	India	79,736	13.6%
2	China	61,765	10.5%
3	S. Korea	52,484	9.0%
4	Japan	40,835	7.8%
5	Canada	27,017	4.8%
6	Taiwan	26,178	4.5%
7	Mexico	13,329	2.2%
8	Turkey	11,398	2.0%
9	Thailand	8,937	1.8%
10	Indonesia	8,880	1.7%

WORLD TOTAL: 586,323

Top 5 for Pennsylvania

	Feeders to PA	2002-03	% of Total
1	India	3,719	15.9%
2	China	3,116	13.3%
3	S. Korea	2,343	10.0%
4	Taiwan	1,163	5.0%
5	Japan	1,129	4.8%

11,470



Attracting Japanese Undergrads

Most popular U.S. schools for undergrads:

	School	UNDERGRAD	Graduate	Other	Total
1	Orange Coast College (CA)	517	0	0	517
2	California State, Long Beach	386	38	237	661
3	City College of San Francisco	337	0	0	337
4	Diablo Valley College (CA)	332	0	0	332
5	Berklee College of Music (MA)	316	0	0	316
6	El Camino College (CA)	297	0	0	297
7	University of Nevada, Reno	295	19	42	356
8	San Francisco State U.	291	140	0	431
9	University of Central Oklahoma	285	9	0	294
10	Grossmont College (CA)	276	0	0	276

Key Influencers

- “U.S. Degree”
- Recommendations
- Location
- Safety
- Reputation
- Cost
- Parents
- Guidebooks

“It’s the degree that matters.”



Achieving Consensus

1. Define strategic parameters

- Select the target countries Japan, Korea
- Determine academic focus Undergraduates
- Agree to primary audiences Influencers, alumni

2. Develop unique messaging platform

- We led with destination, followed with schools
- Philadelphia is “one big campus”
- 80 colleges within 20 square kilometers
- Educate audience about the impact of location
- Allow time for individual college presentations

3. Assume market leader position

- Customize approach to the country
- Have strong set of support materials (both languages)



Putting the destination first



5 Key Message Points that built into all of our marketing materials:

1. Accessible
2. American
3. Authentic
4. Proximity
5. Affordable

I.

Promote the Philadelphia Region as a top U.S. education destination

II.

Promote range of programs (80 schools in 20 sq. kms)



Study Philadelphia Components

With a quarter of a million college students in the region, it's difficult to see where each campus ends and the city begins.

Business and Technology Discover a campus measured in miles not acres.

Discover an education where learning extends far beyond the classroom, into downtown board rooms, thriving technology firms, and state-of-the-art research laboratories. A region where universities, technology firms and open leaders are joining forces to turn the region into "NextCity". Make where else gets you this connected.

Undergraduate
Graduate
Degrees Offered
Business Majors
Programs of Study
Area Colleges and Universities
Life Sciences

Philadelphia Programs of Study

Campus Visit/ Philadelphia ... International Students' College Information - Mozilla

File Edit View Go Bookmarks Tools Window Help

http://www.onebigcampus.com/html/int_get_guides.html

Find the right college

- On-line Advisor
- College Information
- Viewbook Request
- Graduate Students
- International Students
- Financial Aid
- Miles & Minutes Chart
- My Visit Journal
- Downloadable Brochures
- Related Articles

Get the Guides ... a city built for students.

Philadelphia USA

Address http://www.philadelphiausa.co.kr/college_international.htm

PHILADELPHIA

홈 | 인쇄물 | 개인정보정책 | One Big Campus 소개 | 연락처 | 광고사이트 | 사이트맵

onebigcampus

학교선택

학교 선택

- 온라인 상담
- 대학 정보
- 자료 신청
- 대학원 학생
- 외국인 학생
- 재정 지원
- 학교 위치
- 나의 방문 일정
- 안내서 다운로드
- 참고 기사

Study Philadelphia, USA

The best of the USA, all in one place.

미국에서 공부하고 싶은 학생에게 필라델피아를 권하고 싶다. 필라델피아는 도시 자체가 커다란 교실로 배움의 장소가 될 수 있다. 필라델피아처럼 25만 명의 대학생들이 도시의 성격, 지리, 문화 면에서 큰 역할을 하고 있는 곳은 없다. 왜 미국의 필라델피아를 One Big Campus 라고 하는지 알아본다.

- HOME
- 학생을 위한 도시
- 필라델피아에서의 생활
- 학문과 경험이 공존하는 필라델피아

S.Y. Hiroshima, Japan

필라델피아에 살면서 통부 해안 생활을 경험하였습니다. 뉴욕시, 워싱턴DC, 저지 해변의 한 가운데 있고 보스턴은 그리 멀지 않습니다.

필라델피아의 푸른 숲과 주변 장관을 보면 필라델피아는 세계에서 가장 신나고 활기가 넘치는 도시인 것 같아요

"I Chose Philadelphia"

An introduction to Philadelphia, PA for international college students

DVD-Format Produced 8/05

For additional copies, email skiponline.org

International STUDENT INTERNSHIP FAIR

Study USA

- City Built for Students
- Living in Philadelphia
- Real World Philadelphia
- Beyond Campus
- Resources on the Web

the Guides

Download your own Study Philadelphia guide to learn attending college in Philadelphia. Available on English, Korean, Japanese and Spanish.

On-line Advisor

your academic needs with the right school



Economic Impact for NE States

STATE	Foreign Students	Total Contribution
Connecticut	7,138	\$ 237.1 million
Maine	1,530	34.7 million
Massachusetts	27,985	868.4 million
New Hampshire	2,061	70.2 million
Rhode Island	3,043	92.9 million
Vermont	864	28.2 million

42,621

\$1,331,500,000



U.S. Commercial Service



Services for Educational Institutions:

Market Research

Overseas Contacts

Trade Promotion Events

International Education Consortia



U.S. Commercial Service



Overseas Contacts

- **Trade Leads**
requests for U.S. partners/education providers
- **International Partner Search**
customized list of potential partners, such as schools and agents
- **Gold Key Matching Service**
prescreened appointments in-country with counselors, high schools, agents, other partners
- **Single School Promotion**
organized seminar and/or reception
*promote your school to key players overseas



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Group Exercise

Testing the waters at NAFSA 2007 Newport Conference



1. Mining the common ground

Action Steps

- **Discuss target countries**

(Share your top targets, identify overlap, narrow to 1-2 that all can benefit from)

- **Determine product focus**

(e.g. graduate programs, undergrad, ESL, summer programs, major, dual degrees)

- **Identify existing leverage points**

(e.g. famous alumni, business contacts, local communities, special interests)

Make list

2. Developing unique set of messages

- **4-5 true strengths of the region or state**
- **Collective strengths of participating institutions**
- **Is there one special hook to build on?**

Make list

Make list

3. Potential partners & projects

- **Who else would benefit?**
- **Identify sources of non-academic assistance**
- **Brainstorm itinerary and other shared actions**

Make list

Make list

Make list