

Journal of **International**  
**Student Recruitment**

Trends Update from ELS American Education Centers



## ELS in Chengdu and Guangzhou

**Adelphi's 200% increase in applications**

**Debut at Marquette**

**University of Wyoming, Laramie**



Volume 7 • Spring 2011



WELCOME

Dear International Educator,

We are pleased to offer the seventh issue of ELS American Education Centers' Journal of International Student Recruitment, presenting useful news, information and statistics relating to trends in international student recruitment. The current issue offers updates from ELS American Education Centers and showcases our partners Adelphi, Marquette and University of Wyoming, among other interesting topics.

As we celebrate our 50th year as a leader in international education, we are pleased to offer exciting choices to assist your institution in attracting and retaining top students from across the globe.

In 2007, ELS founded the first American Education Center in Shanghai to provide a platform for US universities to promote themselves throughout China. Our centers assist partner institutions in establishing relationships with educational counseling agencies, study abroad agencies, high schools, universities and foreign government-sponsored scholarship programs. ELS currently has American Education Centers in China, Vietnam and Turkey. The ELS American Education Centers continue the dissemination of information 365 days a year using our international recruitment network of 1,500+ ELS-authorized counseling offices 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, in print, on the Web, and in person. The result of these efforts is demonstrable: since our first tour in 2008, our participants have increased their enrollments of qualified Chinese undergraduates and post graduates by an average 160%.

There are a variety of ways that ELS can help your institution to increase international student enrollment: you can choose to host an ELS center on your campus, participate in the ELS UCAN (University Conditional Admission Network), or join the ELS American Education Centers. You can benefit from worldwide promotion through localized promotional materials in-country, qualified counseling agents, and via heavily trafficked websites that qualify and inform potential students, worldwide. We invite you to visit [www.InternationalStudentRecruitment.org](http://www.InternationalStudentRecruitment.org) to see the many ways we can help you recruit international students.

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 throughout the United States, preparing them for university study, and offering guidance to students and families as they search for the institution that best meets their 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.

Students are able to pursue a wide range of English and test preparation programs, as well as conditional acceptance to US

universities and colleges via ELS University Admission Services.

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 securing suitable housing and bridging cultural differences.



## Our strategic partners enjoy multiple member benefits:

- Permanent recruitment bases in China, Turkey and Vietnam, which also provide centers for alumni gatherings and visiting faculty
- Presentations to prospective students
- Counseling Agent training
- Dedicated representation at student recruitment fairs by AEC employees
- Ongoing access and communication to ELS' worldwide network of 1,500+ ELS-authorized counseling offices
- Assistance in meeting and evaluating prospective partner schools
- Member institution featured on ELS' UniversityGuideOnline.org website and annual university guide
- Participation in annual recruitment tours, including:
  - Workshops with qualified ELS Counseling Agents (screened, trained and qualified by ELS)
  - Up-to-the-minute market briefings from US Commercial Service and Consulate officials
  - Student recruitment fairs
- Display of your materials in AEC libraries and distribution among ELS Counseling Agent network
- Assistance with in-country travel, hotel reservations, meeting arrangements, schedule planning and communications
- One-stop solution for your short-term study-abroad groups, including classroom space, scheduling, meeting space, travel and hotel arrangements
- Assistance with producing localized promotional materials, in-country, at great savings to your institution

## ELS STUDENT TESTIMONIAL



**Yun Ying Chen, China**

ELS English courses are very beneficial to me. I can practice both everyday and academic conversations, learn vocabulary and how to interact with English speakers, and this prepares me for more advanced work. I can explore US culture and customs by visiting museums and cultural attractions. I have the opportunity to practice English not only in the classroom, but also through social activities. I feel that ELS will make me better prepared to succeed in the undergraduate courses. Come to learn English at the ELS. It is your best choice!



# Adelphi University's Success



## AN INTERVIEW WITH SHANNON PAUL, ASSOCIATE DIRECTOR OF INTERNATIONAL ADMISSIONS

“Adelphi faculty and staff are supremely enthusiastic about welcoming international students to our campuses. Even though many students are first generation Americans, it is a different experience to have students coming from other countries,” says Shannon Paul. “Many of our American students come from suburban Long Island, so they learn a great deal about world culture through our international exchange.”

This year, 2.5% of the undergraduate student body comes from overseas; for graduate study, the numbers double to 5%. By far, China is sending the most students, followed by Taiwan, India, Canada and South Korea. The university has also enrolled an undergraduate student from Zimbabwe, a business major whose mother attended the university. International students primarily come to Adelphi to study business, but TESOL graduate study and biology are also popular majors.

As part of its mission, “Adelphi 2015 seeks to expand global learning across the curriculum and outside the classroom,” says Shannon. Adelphi’s

recruiting primarily takes place during overseas tours; however, an international community of alumni, including alums now living in India and El Salvador, also assist in the admissions process.

## ADELPHI'S BUCOLIC GARDEN CITY, NY CAMPUS HOSTS ELS

“Adelphi is a beautiful, safe, suburban campus,” says Shannon. “We recently opened our seventh residence hall on campus. There are 36 beds available to ELS students in state-of-the-art dormitories.” ELS also offers a homestay program. “The university also boasts a new gymnasium with a pool, sports and recreation facilities and a new performing arts center. The campus is just a 20-minute drive to beautiful Jones Beach and a 45-minute Long Island Railroad ride to New York City. A shuttle bus is available to go to the bus and train stations, as well as to Roosevelt Field mall and other local shopping areas.”

A volunteer “conversation buddy” program helps students acclimate to campus life while practicing English. During November’s International Education Week, a popular event is the “Tea Party,” during which tea services from around the world are performed for students, teachers and staff members. Spring brings an International Student Night that showcases talented students in dance, song and skits.



“Adelphi has had a great partnership with ELS for many years, and in the past two years, we have seen a 200% increase in applications from highly qualified students.” Shannon participated in the ELS tours in 2009 and 2010, visiting Turkey, China, South Korea, Taiwan and Vietnam. “We only work with counselors on tours, so preparing at the ELS AECs was very helpful to me. I was ready with answers,” says Shannon.

“Our greatest success is having 100% conditional admittance in the past two years. It’s changing the way we do everything.”

## A GOVERNMENT RECRUITING RESOURCE

The US Commercial Services office, a Federal government agency that serves as the “trade promotion arm of the US Department of Commerce’s International Trade Administration,” can be a valuable resource for university administrators.

It offers virtual tours and trend information in order to help universities recruit students from around the globe.

For more information, visit:  
<http://trade.gov/cs/>



# Marquette University

The latest addition to the  
ELS global community





**ELLEN BLAUW, the Associate Director of the Office of International Education for Marquette, has been working with ELS admission services for many years and is very enthusiastic about the newest ELS location. “It’s a win-win for both organizations,” says Ellen. “ELS has been gracious and persevering” during the four-year process of finding the best university structure and physical location for the school. ELS debuts at the famed institution in May, 2011.**



Marquette offers an attractive, 80-acre, urban campus with a residential feel, located adjacent to downtown Milwaukee, Wisconsin. The new ELS center, located on Wisconsin Avenue in the midst of this setting, is convenient to the university’s library. This city of 600,000 is beautiful, located on Lake Michigan, just 90 minutes from Chicago. “And in 30 minutes, driving north, you reach beautiful farmland, so it appeals to all,” adds Ellen. It is also ethnically diverse, evolving from its original German, Polish, Irish and Italian immigrant heritage to include Laotian, Hmong and Middle Eastern communities, among others.

Of Marquette’s 11,300 students (8,000 undergraduate), there are approximately 500 international students, the majority of whom are pursuing graduate studies. International students have traditionally found Marquette through word of mouth, through its top rankings, academic excellence and Jesuit foundation. Ellen believes that the enhanced partnership with ELS will attract even more students who may not have otherwise found the institution. “We are eager to have these students, with their views, values and perspectives in our classrooms and as part of our community,” says Ellen. “It is definitely a part of our strategic plan to broaden our offerings.”

Marquette’s international students come from 65 countries to study at Marquette; India, China and Saudi Arabia lead the way, followed by Malaysia, Korea and Kuwait. Some students come from such diverse nations as Myanmar and Mongolia. Most come to study business and engineering, such as biomedical engineering. Marquette’s famed journalism programs, also attract top students. There has also been growth in their pre-medical and pre-dental programs as well as a few students who are interested in such dental specialties as orthodontics or their one-year program in advanced dentistry.

Marquette’s philosophy is *cura personalis*, Latin for “care for the whole person,” at which its helpful staff excels. It includes a special pre-orientation for incoming international students, resources such as a “Friendship Family” program, peer mentoring and an international program center that’s staffed by students. Newcomers are counseled about everything from preparing for chilly Milwaukee winters to health services. Student advisors aid with logistics and visa issues. Activities include visits to area farms and sporting events. Attending both collegiate and professional basketball games is particularly popular.

Housing is plentiful: 90% of Marquette’s first-year students live on campus in nine residence halls, and there are established homestay programs and plenty of off-campus housing in the vicinity.

**Marquette’s philosophy is *cura personalis*: Latin for “care for the whole person”**

Marquette has a distinguished history of community outreach, and international students participate. Recently, international students visited a local middle school and made presentations to seventh- and eighth-grade students. And each spring, some 2,000 students gather for an April day of community service, including environmental cleanup and work with children.

There is also a strong connection between the university and city for internship and job opportunities. The solid relationship between students and alumni offers speaking engagements, real-life projects, internships and post-graduation jobs for Marquette students in Milwaukee and the Chicago area.

**MARQUETTE UNIVERSITY: BE THE DIFFERENCE**

A photograph of the Cheney International Center building at the University of Wyoming. The building is constructed from light-colored, textured stone blocks. A prominent archway is visible in the center, with the words "CHENEY INTERNATIONAL CENTER" carved into the stone above it. In the foreground, there are large, smooth, light-colored boulders. The sky is clear and blue.

**ELS - The  
University of  
Wyoming, Laramie**



**LOCATED IN THE CHARMING TOWN OF LARAMIE, the University of Wyoming (UW) offers a unique blend of sophistication and Western hospitality to more than 13,000 students. UW's diverse student body hails from all 50 states and more than 75 countries. With a campus nestled between two mountain ranges, UW students have ample opportunity to enjoy a vast array of outdoor recreational activities, including hiking, camping, biking and skiing.**

UW has had a long history of welcoming students from all around the world. Some 700 international students, originating from over 75 countries, attend the university. The most prevalent countries of origin include China, India, Nepal and Saudi Arabia. While students have the option to choose from nearly 190 areas of study, the most popular majors include engineering (chemical, petroleum, mechanical and electrical) and business.

After completing their language training, more than 90% of ELS students enroll as UW students. Most of these students continue their studies at the undergraduate level, but an increasing number of students are also pursuing graduate degrees at UW.

Each year UW and ELS/Laramie host a variety of cultural events that allow international students to share the traditions, customs and comfort foods of

**“The local community benefits from our global perspective.”**

Many international students begin their studies at UW in the English language program. The ELS Center/Laramie was established in 2004, and is a valuable resource to help students improve their language skills and ensure a smooth transition to campus life. Tamarra Jeu, District Director of ELS/Laramie says, “many students go through culture shock, but we offer coping mechanisms that assist students to adjust and succeed.”

their native lands with their American classmates and the Laramie community. For example, during the annual International Talent Contest and Fashion Show, students perform classical dances, play musical instruments and walk the runway in traditional attire. UW's international student association also hosts an International Etiquette Dinner, which is held annually with varying themes. The theme for the Fall 2010 dinner was



East Asia, and included speakers from across the region who spoke about their cultures and etiquette. Attendees enjoyed a delectable menu of Asian specialties and danced the evening away to top hits from around the world.

With numerous international student associations, such as the Chinese Students and Scholars Association and the Muslim Student Association, ELS students at UW have the opportunity to bond with other students who share common experiences and cultural backgrounds. Many ELS students “enjoy the connectedness of participating in multicultural activities, and sharing their heritage with others,” says Tamarra.

Having international students at UW has been beneficial. “They enjoy the connectedness of participating in multicultural activities, and sharing their heritage with others” says Tamarra. “All benefit from the interaction. American students learn and appreciate foreign cultures, while international students learn more about the US, and the local community benefits from our global perspective.”

# India's New Recruitment Center

ELS International University Counseling & Admission Services now open in India



**MALLIK R. SUNDHARAM**  
 Director of Recruitment and Partner Support  
 ELS – India

**“Our experienced in-country staff offers a deep understanding of the Indian students’ needs.”**

ELS partner universities can increase their program awareness and recruit successfully in India with the support of the new ELS recruitment office. Our experienced in-country staff offers a deep understanding of the Indian students’ needs, and skillfully assists students in enrolling in institutions that best suit their personal academic qualifications, career aspirations and financial capabilities. Imagine receiving screened qualified enrollments with required documents authenticated by an organization that has earned your trust, ELS. Our ELS India head office in Chennai will be recruiting candidates throughout India. For more information, please contact Mr. Mallik Sundharam at msundharam@els.edu.



### OUR VISION

To be the leader in providing international higher education pathways to students, through insightful counseling and admission services, by means of information systems and a wide network of strategically located ELS offices throughout India, where ELS Certified Counselors will serve the best interests of students seeking guidance and assistance in selecting an appropriate program of study consistent with their ambitions, budgets and capabilities.

### OUR MISSION

To provide outstanding international education counseling and admission services to qualified students who seek educational opportunities in the United States, Australia or Canada, while offering a transparent platform for international institutions to promote higher education and recruit students from India.

## InternationalStudentRecruitment.Org

An ELS portal, [www.InternationalStudentRecruitment.org](http://www.InternationalStudentRecruitment.org) offers pertinent information about the multiple pathways to increased international recruitment, offering institutions methods that they may benefit from worldwide promotion through localized promotional materials in-country, qualified counseling agents and heavily trafficked websites that qualify and inform potential students.

The site includes links to relevant information about the University Conditional Admission Network (UCAN), becoming a Host Institution (HI) and links to in-country American Education Centers (AEC). The site offers video links and a detailed list of partner resources, making it a valuable gateway for potential partners.



# Membership in UCAN Has Its Benefits

**THE ELS UNIVERSITY CONDITIONAL ADMISSION NETWORK (UCAN) is a win-win for universities and colleges seeking to expand their international student enrollment.**

A conditional acceptance agreement with ELS provides prospective students with an additional means of satisfying the English proficiency at member institutions. This allows institutions to grow their applicant pool, while ultimately becoming more selective.

UCAN members receive a no-cost online profile on [UniversityGuideOnline.org](http://UniversityGuideOnline.org). With more than 40,000 visitors per month, this searchable database is used by ELS students and counselors at more than 55 ELS locations, as well as by counseling agents all over the world.

Partners benefit from direct recruiting opportunities at all US-based ELS Language Centers, the world's largest campus-based intensive English program for international students, and the leader in the

field of academic English preparation for college-bound students.

Partners receive recruitment strategy advice upon request from the leader in the field of international student recruiting.

Participants are included in promotional newsletters and correspondence with our extensive overseas counseling agent network.

Best of all: There's no cost for membership!

Students who earn Certificates of Completion for ELS' English for Academic Purposes program are recognized by more than 600 accredited higher education institutions throughout the United States as having English proficiency skills that meet or exceed their TOEFL® and IELTS™ exam requirements. This recognition, combined with the high volume of successful student placements each year, has made ELS one of the three most widely accepted English-proficiency

standards in the United States.

## **GROWTH OF HIGHLY RANKED SCHOOLS IN THE UCAN NETWORK**

More and more admissions officers recognize the quality of ELS' academic programs and the English proficiency of its graduates, which has led to an increasing number of nationally ranked universities joining the UCAN. A sampling of university partners include:

- Marquette University
- Clemson University
- Indiana University – Purdue University Indianapolis
- University of Houston – Clear Lake
- The University of Tampa
- James Madison University
- University of Cincinnati
- University of North Dakota
- Truman State University
- University of Wyoming





# Annual AIEA Conference, February 2011

## Competition and Collaboration in the Global Transformation of Higher Education

**Nearly 700 leaders and educators discussed the changes occurring on international campuses.**

The nearly 700 participants from more than 35 nations included colleagues from the Department of State, overseas education organizations, US colleges and universities, research organizations, embassy representatives and higher education professionals who influence international education.

Higher education is experiencing a restructuring worldwide. Campus boundaries are yielding to global systems, whether in response to the competition for market share, by collaborative efforts to develop new programs, or due to the influence of wikis, tweets and distance learning. The 2011 AIEA Annual Conference in San Francisco provided a forum to reflect on the relationship between internationalization and these broader changes. The conference considered the global

impact of our shared work and examined the power of partnerships and the promise of information technology.

Panelists discussed the reorganization of higher education, global citizenship on an institutional level, strategies of international partnership and exchange, information technology and international collaboration, rankings and joint degrees and off-shore operations.

Keynote speakers included Eva Egron-Polak, Secretary-General, International Association of Universities; Linda Katehi, Chancellor, University of California – Davis; Keisha Senter, Director, Clinton Global Initiative University; and Vivek Wadhwa, Senior Research Associate, Labor and Worklife Program, Harvard Law School and Executive-in-Residence and Adjunct Professor, Pratt School of Engineering, Duke University. Presenters were quoted in *The Chronicle of Higher Education* following the conference.

For a complete conference wrap-up, visit: <http://www.aieaworld.org>.

## University Guide Online

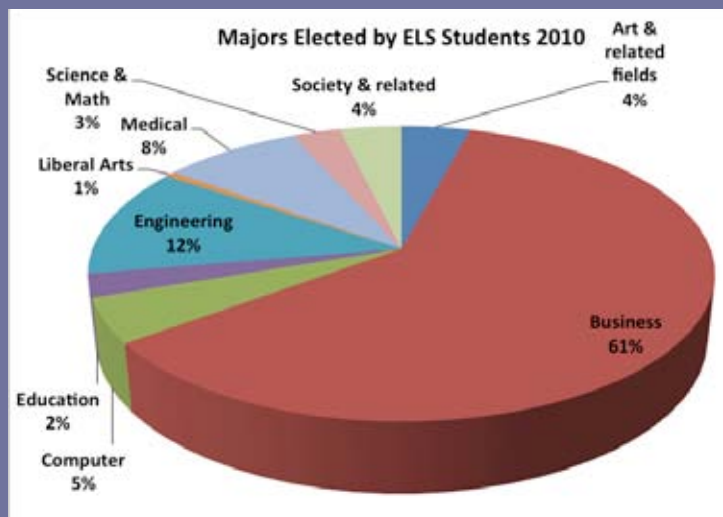


ELS is pleased to support the growth of [www.UniversityGuideOnline.org](http://www.UniversityGuideOnline.org), the leading source of information for international students on "Conditional Admission" to US universities. A simple and effective means to university admission, it is designed for prospective students and counselors worldwide, and counts on over 40,000 visitors per month, from around the world.

Counselors may log in to experience the features that students use. They will appreciate the University Guide's unique design, which is especially practical for tracking and managing information. In this way, counselors may better assist students in their search for relevant programs and services. The site features an in-depth sorting function (by school location, type of degree, area of study and major) and a side-by-side comparison of universities. A foreign grade converter and counselor FAQ section are available, and counselors have the ability to track students remotely, which is among the site's many versatile resources.

## Fast Facts and Trends

### POPULAR MAJORS



### 2010 APPLICATION TRENDS SUMMARY

Business and related fields continue to lead the way, followed by engineering, the medical professions and computer studies. Art and society are movers, followed by science and math. Education and liberal arts make up the remainder of applicants.

China continues to set the pace for international student applications, followed by Saudi Arabia, Taiwan and Korea. Students from Vietnam, Japan and Turkey make up the remainder of applicants.

**STUDY-ABROAD NUMBERS** are increasing exponentially. As the world becomes more and more globalized, so does its student population. Here are some facts about foreign exchange:

1. Three million students worldwide now study abroad; that's a 57% increase in the last decade alone.
2. The number of "globally mobile" students will more than double (2.67) to eight million by 2025.
3. The number of non-US temporary visa doctorate students is now nearly 32%.
4. International students studying in the US increased 8% last year, an all-time high.
5. Most US students studied abroad in the UK last year, followed by Italy and Spain.
6. India provides the most exchange students to the United States, with nearly 15% of the total, followed by China and South Korea.



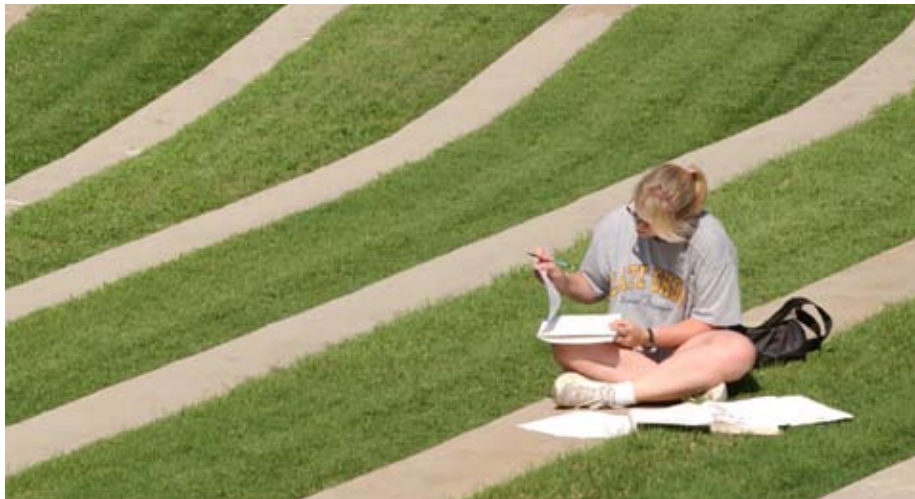
## Tour Calendar

**THE ELS AEC WILL LAUNCH its annual Fall University Recruitment Tour in October 2011. This fall's tour includes ELS Counseling Agent Workshops, one-on-one sessions with ELS-approved agents in South Korea, multiple cities in China and Taiwan. The AEC will also host the US Pavilion at the Beijing venue of the heavily attended China Education Expo (CEE).**

The ELS American Education Centers also provides our worldwide Counseling Agent partners with the latest information on US Higher Education through annual familiarization tours of the United States. Courtesy of ELS, this spring, twenty highly selected education counselors, representing fifteen Chinese agencies, will tour eight US colleges and universities from Seattle to Chicago – furthering their knowledge of partner universities, resulting in more complete and informed counseling to prospective students.

## ELS Celebrates Its 50th Anniversary

**ON JUNE 1, 2011, ELS will celebrate its 50th Anniversary at the NAFSA Convention in Vancouver, Canada with former employees, important counseling agency representatives and representatives from nearly forty current university partners.**





For information on upcoming ELS AEC  
Recruitment Tour Grants, please contact:

InternationalRecruit@els.edu

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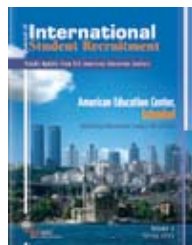
**For further information on how ELS can  
help with your international student  
recruitment, visit:**

[www.InternationalStudentRecruitment.org](http://www.InternationalStudentRecruitment.org)

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## ELS University Guide

The University Guide (printed and online versions) helps students navigate the complexities of applying to an educational institution in the USA or Canada, allowing students to search over 600 universities and colleges that accept completion of the ELS Intensive English Program as proof of English proficiency, by examining these key factors:

- Major
- Institution Type
  - Private
  - Public
- Test Requirements
  - ELS Certification
- Degree Type
  - Associates
  - Bachelors
  - Masters
  - Doctorate
- Location
  - State or Region
- Tuition



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