



“U.S. Department of Commerce Services for International Student Recruitment”

**Anthony Sargis
U.S. Department of Commerce
Connecticut**





U.S. Commercial Service



Network:

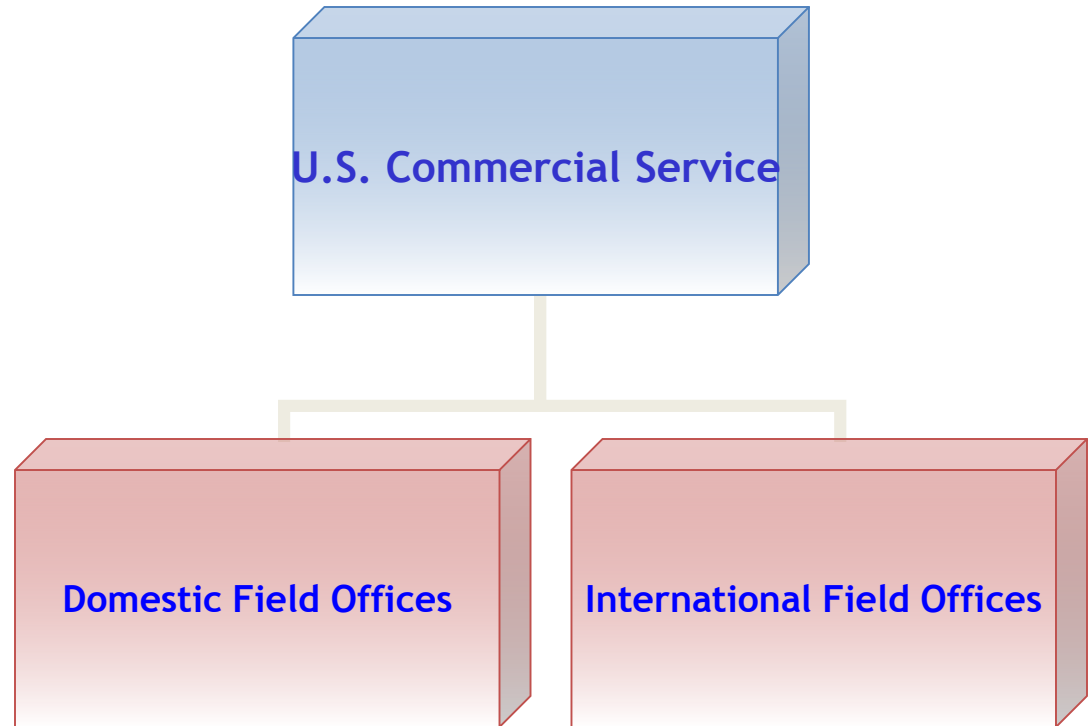
150 offices in 70 countries

~ 1,200 trade professionals

100 locations across U.S.

~ Contacts for all 50 states

Team Collaboration



<http://export.gov/industry/education>



U.S. Commercial Service



Mission:

- Promote the export of U.S. goods and services

Primary Education Industry Clients:

- Graduate Schools
- Undergraduate Schools
- Community Colleges
- Intensive English Programs
- Private High Schools
- Boarding Schools
- Education Sector service providers
- Education Sector products

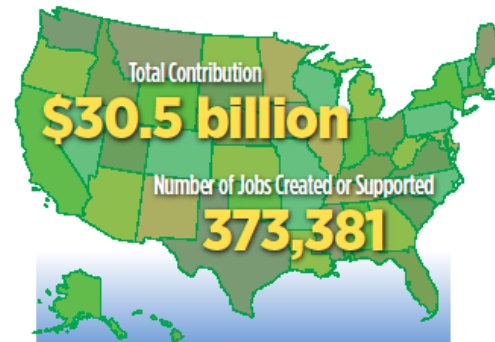


Sector Overview



- Connecticut Enrollment 11,897 (academic year 2014-15)
- Total Contribution to CT \$461 million
- Number of jobs Created/Supported (4,791)
- *Sources used in NAFSA's economic analysis for 2014-2015 Academic Year: U.S. Department of Education, U.S. Department of Commerce, and the *Open Doors* Report.

NAFSA THE UNITED STATES OF AMERICA Benefits from International Students



International students studying at U.S. colleges and universities contribute **\$30.5 billion** to the U.S. economy and support **373,381 jobs***. For every seven international students enrolled, three U.S. jobs are created and supported by spending occurring in the higher education, accommodation, dining, retail, transportation, telecommunications and health insurance sectors.

The economic contributions of international students are in addition to the immeasurable academic and cultural value these students bring to our campuses and local communities. For a more detailed analysis, access NAFSA's *International Student Economic Value Tool* at nafsa.org/economicvalue.

CONTACT

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State	Enrollment 2014-15	Total Contribution	# of Jobs Created/Supported
Alabama	7,901	\$204.8 million	2,297
Alaska	533	\$15.7 million	145
Arizona	20,437	\$618.2 million	8,681
Arkansas	5,918	\$164.1 million	1,411
California	135,130	\$4.6 billion	52,624
Colorado	10,800	\$352 million	5,043
Connecticut	11,897	\$461 million	4,791
Delaware	4,051	\$123.4 million	1,613
District of Columbia	10,566	\$407.5 million	4,691
Florida	39,377	\$1.2 billion	15,086
Georgia	19,758	\$642.9 million	8,405
Hawaii	4,035	\$104.5 million	966
Idaho	4,582	\$116.0 million	1,156
Illinois	46,574	\$1.4 billion	20,881
Indiana	28,104	\$919.2 million	11,990
Iowa	12,220	\$350.9 million	3,630
Kansas	12,020	\$277.6 million	2,755
Kentucky	8,104	\$212.8 million	1,876
Louisiana	6,872	\$182.2 million	2,349
Maine	1,354	\$50.0 million	488
Maryland	16,862	\$523.8 million	6,686
Massachusetts	55,447	\$2.2 billion	29,009
Michigan	32,015	\$1.0 billion	13,533
Minnesota	14,438	\$391.0 million	4,045
Mississippi	3,101	\$65.4 million	708
Missouri	21,703	\$615.1 million	7,200
Montana	2,146	\$59.0 million	643
Nebraska	5,774	\$143.0 million	1,488
Nevada	2,556	\$69.0 million	809
New Hampshire	3,784	\$136.9 million	1,710
New Jersey	19,196	\$599.2 million	7,578
New Mexico	3,374	\$80.7 million	899
New York	106,758	\$3.7 billion	43,865
North Carolina	17,319	\$458.8 million	6,273
North Dakota	2,677	\$56.8 million	579
Ohio	35,761	\$1.0 billion	13,518
Oklahoma	9,928	\$260.2 million	2,836
Oregon	14,422	\$479.3 million	5,515
Pennsylvania	45,704	\$1.6 billion	22,565
Rhode Island	5,872	\$228.3 million	2,474
South Carolina	5,895	\$156.7 million	1,686
South Dakota	1,782	\$32.2 million	255
Tennessee	9,507	\$288.5 million	3,535
Texas	75,588	\$1.7 billion	21,524
Utah	8,622	\$202.6 million	2,517
Vermont	1,502	\$61.0 million	602
Virginia	18,220	\$543.7 million	7,170
Washington	27,051	\$789.1 million	7,904
West Virginia	3,215	\$85.0 million	886
Wisconsin	12,751	\$340.7 million	4,277
Wyoming	1,174	\$22.1 million	211

*Sources used in NAFSA's economic analysis for 2014-2015 Academic Year: U.S. Department of Education, U.S. Department of Commerce, and the *Open Doors* Report.



Client Needs



- Knowledge of various markets
 - Market Research Reports
 - Webinars

- Making Contacts
 - Gold Keys
 - International Partner Search
 - Virtual Education Fairs
 - Single/Multi school promotions
 - Missions
 - Consortia activity

- Meeting Students
 - Fairs (EducationUSA, IIE, ISN, Linden, Consortia, etc.)
 - Missions



Market Research Reports



- Argentina: International Student Recruitment Opportunities
- Canada: Students Seek E-Learning Opportunities
- Colombia: U.S. Leads in Attracting ESL and MBA Students
- Indonesia: Increasing Interest in U.S. Education
- Sweden: International Student Recruitment Opportunities
- Taiwan: Growth in E-Learning Market
- Ukraine: Demand of U.S. Higher Education in Business
- United Arab Emirates: Overview of Education Market
- Vietnam: Students Seek English Training Courses

<http://www.export.gov/mrktresearch>

(Search “Education” under “Services Industry” Reports)



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Making Contacts (one to one):

- Gold Key Matching Service
Prescreened appointments with overseas partners

- International Partner Search
Customized list of in-country partners



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Making Contacts (group activities):

- Single or Multi-School (Consortia) Promotion
Organized seminar and reception (with alumni)
- Education Missions
- Virtual Agent/Partner Fairs
- Consortia

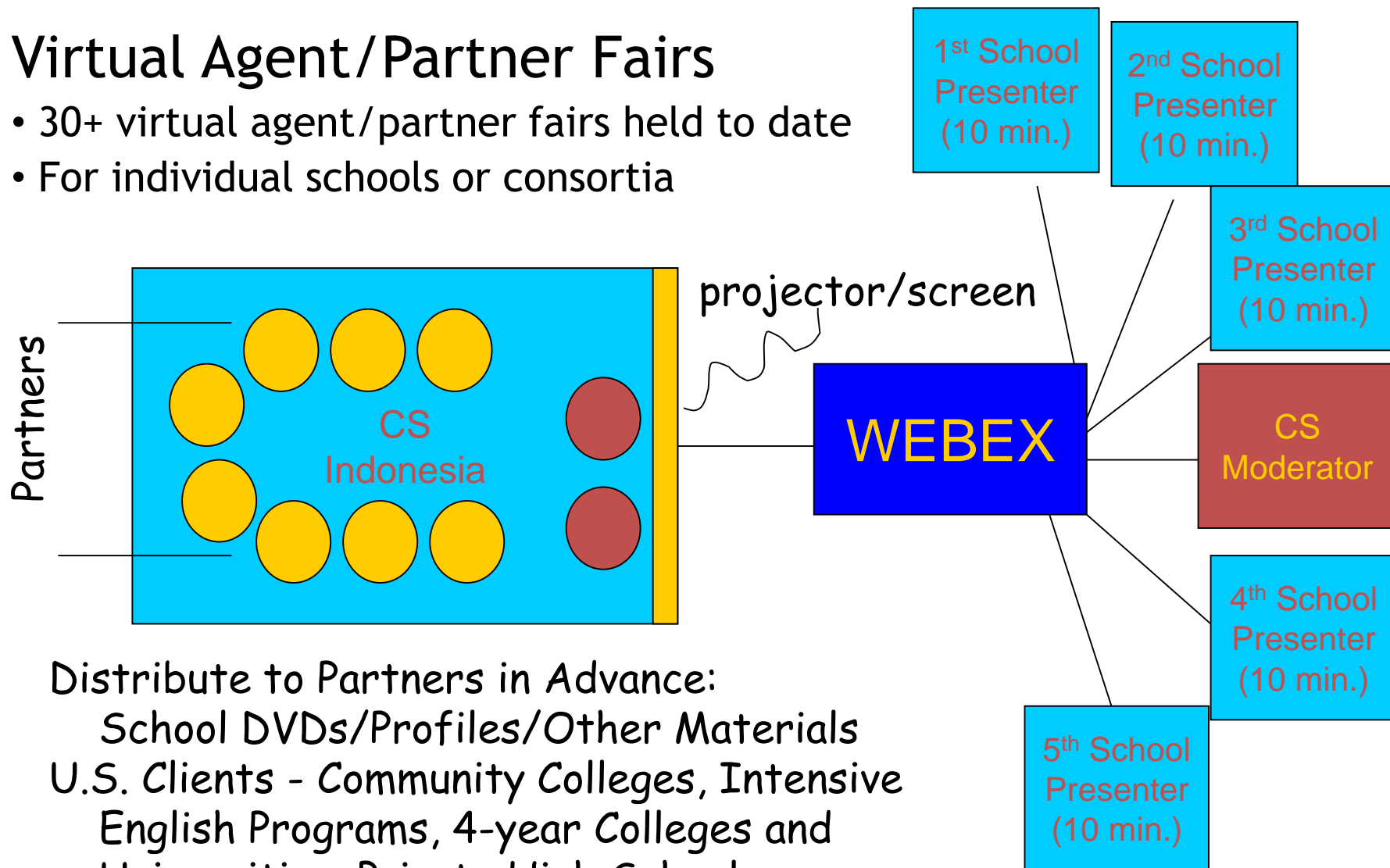


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Virtual Agent/Partner Fairs

- 30+ virtual agent/partner fairs held to date
- For individual schools or consortia



Distribute to Partners in Advance:
School DVDs/Profiles/Other Materials
U.S. Clients - Community Colleges, Intensive English Programs, 4-year Colleges and Universities, Private High Schools



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International Education Consortia

- Pool resources with partners for promoting area overseas
- Raising the profile of the city, state and region as a study destination and provider of quality education

A Few Examples:

Study Connecticut	www.studyconnecticut.us
Study Illinois	www.studyillinois.org
Study Oregon	www.studyoregon.org
Study New Jersey	www.studynewjersey.us
Study Texas	www.studytexas.us
Study Washington	www.studywashington.org
Study California	www.studycalifornia.us

*additional consortia continue to be organized across U.S.



Featured School: Choate Rosemary Hall



CHOATE
ROSEMARY HALL

Located in Wallingford, Connecticut, Choate Rosemary Hall is co-educational independent secondary school (grades 9 through postgraduate) integrating 21st century innovation with traditional strengths. For over 125 years, Choate has been a forward-thinking, innovative boarding and day community that boasts deep traditional roots with an emphasis on character development and a love of both teaching and [...]

[Read more](#)

Welcome to Connecticut

Within its compact borders, Connecticut has forested hills, new urban skylines, shoreline beaches, white-steeple colonial churches, and historic village greens. There are classic Ivy League schools, modern expressways, great corporate offices, and small farms. Connecticut is a thriving center of business, as well as a vacation land. It is both a New England state, and neighbor to New York City and Boston.

"Connecticut is not blessed with natural resources like oil or coal, it will succeed or fail because of its human capital nurtured by an extraordinary pre-K to post-graduate educational system that attracts students from around the country and across the globe. StudyConnecticut provides invaluable service to our state's institutions by connecting them with a growing global pool of applicants."

- Congressman Joe Courtney -



Home Fairfield University

Fairfield University



The moment you arrive at Fairfield University everything feels different. Our 200-acre idyllic campus is situated on Connecticut's coastline, providing for beautiful, unforgettable surroundings. But it's more than that – it's our dedication to each and every student's personal growth that makes our environment so unique.

We've been graduating adept, accomplished students since being founded by the Society of Jesus (the Jesuits) over 70 years ago. We're committed to fostering a strong sense of community, where the learning goes deeper, the friendships are more intense, and the experiences stay with you long after graduation.

Our 5,000 undergraduate and graduate students pursue 41 majors, 16 interdisciplinary minors and 40 graduate programs – in five different schools – the College of Arts and Sciences, the Dolan School of Business, the School of Engineering, the School of Nursing, and the Graduate School of Education and Allied Professions.



Shoreline and Train line

Our location offers students the best of all possible worlds – a beautiful, vibrant 200-acre campus located within one-mile of the Connecticut shoreline. Our campus is beautiful, and provides students with a peaceful, safe community. The town of Fairfield is a vibrant location for students to enjoy when they want to get off campus. Yet, a short one-hour train ride from Fairfield allows you to be a part of the energy and excitement – not to mention the internship and career possibilities – that New York City offers.

Students can enjoy world class art, theater and shopping, while also receiving exceptional training for their professional lives. 44% of our graduates found their jobs through internships they had at Fairfield.

Connecticut's Only Jesuit University

Fairfield University has a mission shaped by one of the world's oldest and greatest intellectual, spiritual, and activist traditions. We are one of 28 Jesuit institutions that share the commitment to educate the whole person – in body, mind, and spirit. Our Jesuit mission permeates all of our academic programs, but a student's classroom experience is a totally 21st century experience.

Outstanding Profile

The numbers speak for themselves. The Class of 2014 reported a 98% placement rate six months after graduation. Fairfield consistently enjoys a top ranking in US News and World Report, currently #3 among our peers in the Northeast. Our student to faculty ratio is 11:1, assuring that students will know their professors, and will have the opportunity to pursue research projects with them.



Holistic Review Process

In keeping with our Jesuit mission and heritage, the admission process at Fairfield is holistic. We are interested in who you are as well as what you have done. And because we value the diversity of viewpoints and ideas that international students bring, we offer merit scholarships to international students.

For more information on the admission process, please visit:

Home Page: www.fairfield.edu

Undergraduate Admission: www.fairfield.edu/admission/undergraduateadmission

Graduate Admission: www.fairfield.edu/admission/graduateadmission



Study Consortia Activities



U.S. Commercial Service Assistance to Consortia:

- ❖ Initial setup, Conference Calls, Meetings
- ❖ Bylaws
- ❖ Websites
- ❖ Incoming Delegations
- ❖ Local Events
- ❖ Missions
- ❖ Booths at Fairs
- ❖ Catalog events
- ❖ Booths at NAFSA
- ❖ Virtual Fairs
- ❖ Advertising
- ❖ Articles for publication



Agents Looking to Connect with U.S. Education Institutions

- Contact the local U.S. Commercial Service Education Specialist in the nearest U.S. Embassy or U.S. Consulate in country of business.
- Contact information can be found on [export.gov](https://www.export.gov) by country.



Contact Information



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