

STUDY NY
www.studynewyork.us I♥NY STUDYING IN NY



Welcome To New York

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NEWSLETTER

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Study NY Annual Meeting

The Study New York Annual Meeting took place on June 19, 2014, at the The Sage Colleges in Albany. Member institutions and several prospective members met to discuss goals, interests and the organization's achievements. Events such as virtual college fairs were discussed, as well as strategies for diversifying international student enrollment.

During the meeting, a survey was conducted that allowed board members to learn which regions member institutions consider the organization should select to focus attention to conduct research, missions, and virtual fairs. Turkey was a country that sparked most members' interest. Study New York has been conducting market research to look into the potential of this market to conduct a mission or virtual fair.

To conclude the meeting a representative from New York State Department of Economic Development's Tourism Office presented on how to market New York to international students, whether the college or university is in the upstate region or in Manhattan.

We look forward to seeing our members again next year as well as at our upcoming events.

NAFSA Regional Conference

This year the NAFSA Region X Conference will take place in Albany, NY, October 28 through October 30, 2014, at the Desmond Hotel. There will be sessions on visas, advising on intercultural communication, and much more. Study New York will be an exhibitor at the event, allowing the organization to represent all member institutions.

Important Resources

Study New York Website

<http://studynewyork.us>

Includes member colleges' profiles, contact information, and link to I Love New York website.

Consider joining a committee!

Discounts for Study NY Members

Membership

Membership Dues is \$500/year; dues year runs September – August

Membership inquiries:

studynewyork.us@gmail.com

To renew institutional membership, contact:

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Study New York Executive Committee

Chair: Maria Conzatti,
SUNY Nassau
Community College

Chair-Elect: Monica Esser,
Fordham University

Past Chair: Alan Sabal, CUNY
City College

Secretary/
Treasurer: Ryan Buck,
CUNY Brooklyn
College

College Week Live

Global Fair Discount for Study New York Member Colleges

CollegeWeekLive is extending a special “Study NY member discount” to member institutions.

Flagship Global Fair, November 19, 2014

The US Department of State’s Bureau of Educational and Cultural Affairs has partnered with CollegeWeekLive to conduct the flagship Global Fair, November 19, 2014, expected to draw students from more than 200 countries and territories.

Discount for Study New York Member Colleges

The standard rate for a school booth is \$3,000 per institution, but Study New York members pay only \$1,800 (a 40% discount). If a member college would like to add a live 1-hour video webcast to showcase their institution, the total cost is \$2,200. The 1-hour webcast is a great additional marketing opportunity and can draw hundreds of additional inquiries, and is still priced less than the standard booth only option.

More Discounts!

In addition to the special rate, which Study New York negotiated for you to participate in International Day, CollegeWeekLive is now offering a package discount if you participate in multiple virtual fairs.

Study New York members can participate in all remaining EducationUSA recruitment events (International Day on November 19, 2014, International Day on February 11, 2015, Asian Students Day on March 11, 2015, and International Day on May 13, 2015) for only \$6,000 (the standard rate is \$10,000). It also includes 2 live video webcasts that can be used to increase yield of accepted international students, along with 24/7 access to the CollegeWeekLive international chat functionality.

Whether you choose just International Day on November 19, or all four virtual fairs for this year and next, this is a significant discount available to you as a Study New York member.

A New Study: Origins and Destinations of International Students in the US

The Brookings report used data from foreign student visa approvals over the period 2001 to 2012 to analyze not only international students' home countries and cities, but also the metropolitan areas where they chose to study in the US. The report identifies the different kinds of visas students obtained to come to the US, their intended area of study, degrees pursued, and more.

The report's findings show that the number of foreign students on F-1 visas in US colleges and universities is growing at an unprecedented rate. In 2012, 524,000 students received F-1 visas to study in the US, up from 110,000 in 2001. New York was highlighted several times in the report, figuring among the top metropolitan destination choices, and several New York colleges and universities figured among the top 25 institutions attracting foreign students on visas.

The majors that were most attractive to international students tended to be the STEM majors (science, technology, engineering, and mathematics). Also appealing to international students were business management, marketing, and social sciences programs.

For additional report highlights, graphs and data, visit:

The Geography of Foreign Students in U.S. Higher Education: Origins and Destination

– *Brookings Institution,*
2014

<http://www.brookings.edu/research/interactives/2014/geography-of-foreign-students#/M10420>

Brookings Report: Hometowns

A recent Brookings Report identified home cities of international students studying in the US. The top 10 cities are:

10. Jeddah, Saudi Arabia
9. Kathmandu, Nepal
8. Hong Kong, SAR China
7. Taipei, Taiwan
6. Mumbai, India
5. Riyadh, Saudi Arabia
4. Hyderabad, India
3. Shanghai, China
2. Beijing, China
1. Seoul, South Korea

Source: http://www.brookings.edu/blogs/the-avenue/posts/2014/09/18-global-hometowns-americas-foreign-students-ruiz?utm_campaign=Brookings+Brief&utm_source=hs_email&utm_medium=email&utm_content=14194462&_hsenc=p2ANqtz--kY3-dK9qu_kBdxc320fxCZ2UEIac4bOFXEW1hC27Pe7aO1O2yhKQcxkUoLKYICi7JLMJjiRY7T668yv8nFLMErQckEg&_hsmi=14194462

Study New York Represents You

AIRC Conference

What is AIRC?

AIRC, the American International Recruitment Council, “works to safeguard the interests of both international students and enrolling institutions through the promotion of ethical, standards-based international recruitment strategies.”

The 6th Annual AIRC Conference will take place December 3-6, 2014, in Miami, Florida. More than 250 representatives from a range of organizations will meet to discuss strategies for recruiting international students and solutions to common issues. Workshops over the three days will include seminars on international marketing, research and data, and emerging educational markets. Karen Fischer from *The Chronicle of Higher Education*, and Tony Edson, former US Consular Officer, are among the special guests.

<http://www.airc-education.org/conference>

Made in Rural America Trade and Investment Forum

The 2014 **Made in Rural America Regional Export and International Investment Forum** was held in Cortland, New York in September. Study New York had a representative tabling at the event. This event was part of the White House Rural Council’s Made in Rural America Export and Investment Initiative.

The US Department of Agriculture and the US Department of Commerce’s goal for this and similar events is to increase rural business through expanded international market opportunities.

http://www.arc.gov/news/article.asp?ARTICLE_ID=480

ICEF Conference

The ICEF North America Workshop will take place in Miami, Florida from December 8-10, 2014. This conference is exclusively for educators from the United States, Canada, and international recruitment agents. At the conference there are specific sponsorship opportunities that Study New York is currently exploring.

The conference will feature a variety of workshops and seminars, as well as networking opportunities, business meetings, and strategy sessions on how to maximize the ICEF experience. In 2013, the ICEF Conference was very successful and drew more than 1,002 participants from 74 countries. ICEF is expecting an even greater turnout this year.

<https://www.icef.com/workshops/north-america-miami.html>

2014 Member Survey Results

Countries of highest interest:

- Korea and Japan, South America, China, Indonesia, Vietnam, Thailand, Middle East, India

Lower cost activities of highest interest:

- Presentations about USA higher education to EducationUSA centers or for posting to the StudyNY website
- Educational webinars (e.g., training sessions, best practices, demonstrations of promotional products, etc.)
- Virtual college fairs to promote NYS colleges/universities (participants would include prospective students, families, guidance counselors, etc.)