

June 2023



## Study New York 2023 Newsletter And Membership Renewal

### [SNY Membership Renewal](#)

**Dear Study New York Members,**

We hope this letter finds you well and happily anticipating the onset of another New York summer season. Study New York has been busy this past year. From the annual NAFSA Conference to our Worldwide Matchmaking events, we have been branching out all over the world to promote New York as the premier study destination for international students.

Below, you will find highlights from Study New York's activities during the past year. The work we do on behalf of the SNY membership depends on your continued support and engagement and we look forward to hearing from you, working with you, and advocating for you in the 2023 - 2024 school year.

On behalf of the board of Study New York, I would also like to announce the election of Jennifer Kenyon as the new Board Chair. Jennifer is the director of the International Student and Scholar Services department at SUNY Geneseo and has served the last two years as a Board Member at Large, providing much appreciated support to our efforts on social media and working with the programming committee to deliver the events you will see below. Jennifer will assume her role as chair when I end my term this summer. Congratulations, Jennifer! We look forward to the positive influence of your experience and leadership.

If you have not done so already, please contact us to renew your membership for the 2023 - 2024 academic

year. We appreciate your ongoing support and look forward to another year of promoting New York schools to students all over the world.

Warm Regards,

Stephen Sobierajski

(Past) Chair

**SNY Membership Renewal**

## NAFSA 2023



Study New York participated in the U.S. Commercial Service Global Education Team's "USA: A Study Destination," the official U.S. pavilion at NAFSA 2023. The NAFSA 2023 Annual Conference and Expo was held in Washington, D.C. May 29-June 2, 2022, and was attended by over 10,000 educators from the United States and overseas engaged in international education services. Study New York exhibited at the USA: A Study Destination Pavilion during the NAFSA 2023 Annual Conference, alongside 15 other Study State Consortia, including California, Colorado, Connecticut, Florida, Hawaii, Illinois, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, Oregon, Pennsylvania, Tennessee, and Wisconsin. Study New York met with over 100 international agents and partners. As part of the USA Pavilion, Study New York participated in the Embassy Circle program on May 30, 2023 and met with representatives from 10 consulates and embassies. A reception was held on June 1 to celebrate all study state consortia and many Study New York members attended. Study New York participated in the Best Practices for Study State Consortia Meeting on June 2, 2023, sharing our experience and learning from other consortia. All contacts collected will be shared with Study New York members.



St. Francis College, a Study New York member, was recognized by the U.S. Department of Commerce, International Trade Administration for its commitment to international education and dedicated expansion of its international student population.

## ICEF 2022



Doug Langhans, Past-Chair, traveled to San Diego to represent Study New York at ICEF San Diego, December 15-17, 2022. During the three-day event, Doug met with numerous agents, educators, and service providers. Those meetings allowed him to highlight the benefits of New York and why students should consider

attending one of our member campuses. Study New York was one of 10 study state consortia that participated at ICEF. Over 700 industry professionals from 550 organizations and 75 countries attended. Study New York had packed days of meetings with agents from various countries and all contacts were shared with member institutions.

Study New York members get a 10% discount at ICEF – more than the cost of SNY membership!

## Photo Contest



On May 3, 2023, Study New York members and Consulate Representatives from 10 different countries gathered to celebrate the winners of the Annual International Student Photography Contest at Touro University, Times Square, New York City. The stunning venue looking directly over Times Square was a dramatic backdrop for networking and showcasing the many reasons students love studying in New York. Member schools can use the photos submitted by their students in their own marketing campaign. Your current students are your best brand ambassadors! You'll find all the student submissions on the Study New York Facebook page: <https://www.facebook.com/studyny>



## Worldwide Matchmaking

Utilizing the global contacts collected at EuroAsia Workshop, ICEF and NAFSA, Study New York organized virtual one-on-one meetings for eight New York schools with



seventeen agents from around the world on June 21 and June 23, 2022. Meetings were scheduled at different times each day to accommodate agents from different time zones. The event showcased the range of educational opportunities in New York, upstate, downstate, urban, and rural campuses including SUNY Buffalo State, Touro University, Clarkson University, Rochester Institute of Technology, Genesee Community College, Farmingdale State College, State University of New York at Oswego, and St. Francis College. New partnership agreements were signed!

## Colombia



May 16, 2023, Study New York partnered with Study Connecticut to host a virtual education webinar for New York and Connecticut colleges to present to agents from Colombia. Working with the U.S. Commercial

Service in New York, Connecticut and Colombia, 6 New York schools and 6 Connecticut schools each presented their school followed by Q&A. Thirty-seven agents pre-registered and all contacts were shared with the participating schools. A digital brochure with materials and full contact details from all 12 schools was created and shared with the agents along with the schools contact information. This event was designed to gauge interest in a possible delegation from Colombia to Connecticut and New York, similar to the visits from Mexico and Thailand that Study New York has sponsored.

## Meeting With Thai Agents

Study New York and the U.S. Commercial Service organized virtual meetings with five New York colleges and ten educational agents in Thailand, May 23 and 24, 2022. Meetings were held over two evenings to allow one-on-one meetings between all the schools and all the agencies. A representative from Study New York provided an overview of studying in the U.S. and the diversity of educational experiences in New York, and invited the agents to engage with all members via the Study New York website and social media. New York is a top market for students from Thailand and Thailand is a market of interest to New York schools seeking to diversify their recruitment.



## Professional Development



Study New York is offering sponsored professional development workshop throughout the year. On April 19, 2023, Buffalo State's Tricia Herritt and Touro University's James Shafer participated in professional development webinar for members with Cialfo to take a deep dive into the world of international high school counselors and the paid and free options you have to tap into this network. More professional development opportunities coming!

## Boost Your Campus

Each week Study New York features a different member campus on



Facebook. Members can target the audience by age and location, and promote particular majors and programs. We will send you the analytics from the post at the end of the week along with any leads generated. Simply reply to the email when we contact you to feature your campus. No additional cost to you - it's a benefit of membership!

[Study New York Facebook Page](#)

## 2023-24 Membership Renewal

**To be a member in good standing for the 2023-24 academic year, please complete your payment by September 1, 2023.**

[Renew Here](#)

STAY CONNECTED



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