

ETEC BAY AREA MINUTES

The newly opened Newark Campus of the Ohlone College District hosted ETEC's second Northern California ETEC outreach meeting on January 16th. The meeting drew a strong turnout from participants throughout the Bay Area Region.

Attendees included:

Mr. Eddie West (Host), Ohlone College, Mr. Alexander Chang, SF State University, Mr. Sherar, Sacramento State University, Mr. Robert Koran, UC Berkeley Extension, Mr. Tim Phelps, Ms. Peggy Jennings-Severe, Butte College, Ms. Sarah McGregor, California State University, East Bay, Ms. Gabriela Zeyata, CS San Jose, Mr. Keith Bradshaw, Shasta College, Mr. Paul Kuehn, San Joaquin Delta College, Mr. Keith Browne, UC Merced, Mr. Terry Tomonaga, LACT, Mr. Brooks Olson, Los Rios College, Mr. Mark Matsumoto, Mr. Jeff Williamson, ETEC

Participants were provided a brief history of the ETEC project and explanation of current funding and support from the California Chancellors Office. It was noted that ETEC has grown to become a state-wide initiative and further efforts will be made to include participation throughout the state of California.

A brief summary of recent ETEC activities and promotions were detailed for attending participants. Highlights included ETEC's involvement with the US Department of Commerce/State Department Luixueusa Initiative, ETEC Fall 2007 Outbound promotions in China, Vietnam and Thailand and previous outbound promotions in Asia.

Tim Phelps and Alex Chang suggested ETEC develop a stand-alone California pavilion promotion for state academic providers at events in China and other locations in Asia. Mark acknowledged this was great idea, but with few firm school commitments this might be a tough sale to prospective trade show organizers in Asia. Nonetheless, all agreed ETEC should

(con't) pursue possible opportunities in China, Korea and other high interest markets in Asia or the Middle East.

Kevin Browne raised the issue of recruitment in the Middle East. While ETEC efforts in this region are still in the embryonic stage, many member schools are now actively seeking students in the region. ETEC suggested that schools consider attending the Washington Council Forum held annually in Late January. ETEC is also considering hosting an outreach event for select consulates from the Middle East and Asia in Southern California or possibly during the NAFSA Conference.

Peggy Jennings-Severe requested ETEC's assistance to provide comprehensive information about available higher education study paths in the State of California to external education partners in Asia. Peggy also mentioned the value of having access to a database of international student advisors and recruiters at all California Colleges and Universities. Peggy volunteered to provide a template that was prepared for past conferences and circulated to international student advisors. ETEC plans to integrate commonly asked questions (FAQ's) and study path options on the new website, www.studycalifornia.org. Studycalifornia.org is now active, but will undergo significant updating through Spring 08'. * ETEC has recently uploaded the weblinks of most CA Community College Districts. *

Jeff and Mark reviewed reported outcomes from the recent ETEC Fall Outbound Events in Asia. 16 California schools were matched with nearly 500 student agents and more than 2000 individual student advising sessions were conducted in the 6 cities. ETEC conducted marketing events in China, Thailand and Vietnam. To-date, more than 75 agent agreements have been signed and more than 250 student applications have been received by

(con't) participating schools. ETEC hopes to build on these successes with the upcoming "Destination Korea" promotion events that will be held in conjunction with the upcoming Korea Student Fair in Seoul on April 1st and 2nd. ETEC also plans to host outbound events in October 2008 in Western China, Bangkok, Thailand and Ho Chi Minh, Vietnam. Future events will be uploaded on the www.studycalifornia.org website.

Terry Tomonaga briefly introduced an exciting new promotion platform that will soon be launched to support California schools outreach in Japan. The LACT-ETEC Search engine will allow California schools to promote their programs and offer key information in Japanese. This new search tool will be actively promoted via Japanese search portals and the highly trafficked www.lactusa.com website. A beta of this search engine will be available in Late Spring 08'. California schools can join this search engine, including a 1 page school profile translated into Japanese, at no cost for 1 year.

Upcoming Events:

- ETEC Exhibit at NAFSA DC: 5/26-5/30
- ETEC Summer Meeting: Late June/July
- ETEC Fall Outbound Events: October/November 08