



# Minutes, Jan 2009

Meetings were held at the campuses of SFSU, 1/15 and U o f La Verne , 1/22\*

**1/15 Meeting included a welcome and introduction from SFSU Associate Vice President Dr. Yenbo Wu followed by a briefing by the Deputy Consul General of Vietnam (SF), Hon. Pham Giang. Schools attending included: Butte College, Diablo Valley College, Ohlone College, West Valley College, CSU Chico, CSU East Bay ,CSU Monterey, SFSU (host), San Jose State University, ST. Mary's College, UC Merced, ETEC and LACT.**

## **ETEC plans to expand cooperation with the Vietnam Consulate to develop a comprehensive set of marketing and promotion events in Vietnam this Fall.**

Mr. Terry Tomonaga, Founder and CEO of LACT, presented the beta version Californiastudy.net a web based platform exclusively developed to promote California colleges and universities to qualified Japanese students. The beta site <http://beta.californiastudy.net> is now live and ETEC-LACT are providing a free 1 year listing (including translation) for all California schools. We invite schools to contact ETEC or LACT ([tomonaga@lactusa.com](mailto:tomonaga@lactusa.com)) for further details.

ETEC announced additional promotion opportunities for California schools including the upcoming ETEC booth at the CIEET Fair in Beijing, 2/28-3/1. ETEC has provided free booth space for up to 5 California schools and a custom designed follow on event, 3/2, to match study abroad agencies, Chinese middle schools and universities with attending California institutions. ETEC will also announce the launch of a collaborative Foundation Program that will cultivate qualified Chinese students for participating California schools.

**ETEC is driven to develop activities and events at little or no-cost that will generate bona fide outcomes. We encourage participating member schools to openly report their outcomes achieved through ETEC promotions to help sustain our ongoing State of California and/or Federal funding. (con't pg. 2)**



## **Highlights from Deputy Consul Giang's presentation included:**

- ◆ *The government of Vietnam will invest more than 100 million US dollars to fund the next generation of leaders with advanced degrees- MS/PHDs*
- ◆ *Vietnam government actively seeks joint-ventures with CA/US higher education providers*
- ◆ *More than 9000 Vietnamese students were granted visas to study in the US in 2008 and this number will continue to grow rapidly during the next 5 years*

## **More Inside:**

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## ETEC's Value Proposition during these difficult budgetary times:

1. Reduce front end costs for schools in new markets- S.E Asia, Middle East and emerging markets such as China and Vietnam
2. Develop California branded events that are priced at no-cost or very low cost
3. Provide innovative marketing platforms - California Studynet.- Japan search engine; ETEC cooperation with China Foundation Program; Egypt CCI for California community colleges.

### Open Discussion Highlights

Mark opened the floor to input from schools and discussion of current international student recruitment needs and trends.

- ◆ International travel budgets are shrinking - schools seeking local recruitment options - as affirmed by Pepperdine University and CSU Channel Islands.
- ◆ Attractive markets for video conference or virtual matchmaking- Taiwan and Turkey. ETEC is currently working with AIT Taiwan to develop an informational briefing that will be offered to California schools at no-cost.
- ◆ First mover opportunities in new markets such as Kazakhstan, Mongolia, Morocco, etc.
- ◆ Identifying higher quality applicants from Vietnam, particularly students suitable for 4 year schools. This year ETEC will concentrate our Fall promotion efforts in S.E. Asia including Indonesia, Thailand and Vietnam. Please check our "virtual" calendar at [www.studycalifornia.org](http://www.studycalifornia.org) for more updated information and dates.
- ◆ **Tentative Event Dates– 10/26-11/3**



### ETEC Coming Events

**NAFSA Exhibit, May 25-29, Los Angeles**

**Summer ETEC Meetings TBA**

**Taiwan Informational Sessions TBA**

**2nd Annual ETEC-ICKPII Video Conference TBA**

**6<sup>th</sup> Annual Fall ETEC Events - Thailand, Vietnam and Indonesia; 10/26-11/3**

*\*University of La Verne Meeting, 1/22  
Attendees: California International University;  
CSU Channel Islands; CSU Northridge;  
University of La Verne; National University;  
Pepperdine University Graziadio School of  
Business, San Diego State University; UC  
Riverside, UC Riverside Extension, and LACT .*

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