



Education & Training Export Consortium

Tuesday, August 14, 2007

ETEC Los Angeles Meeting Minutes

A semi-annual outreach meeting was held at West Los Angeles College on August 14, 2007.

The meeting began at 1p.m. with a spirited discussion about the need to “educate” administrators, trustees and other key institutional stakeholders about the value (monetary) and necessity of recruiting international students. Leo Rachman cited a recent article published in *Inside Higher Education* (July 26, 2007) that notes the increasing competitive nature of international student recruitment. Attending members agreed that ETEC could play a role in facilitating a dialog among key stakeholders at the Chancellors Office in Sacramento (Community College), Governor’s staff, and possibly with the California Trustee Association.

Action Items Discussed:

- ◆ Circulate useful collateral materials such as SEVIS Statistics (and Open Doors), supportive articles from the Chronicle of Higher Education, IIE, etc.
- ◆ Arrange a outreach session with the Governor’s Office, Dept. of Education and possible CA Assembly/Senate
- ◆ ETEC commission a survey of the current resources dedicated to international student recruitment at California colleges/universities

Attendees Included:

Mr. Scott Feinerman (Host), West Los Angeles College, Mr. Maurice Kogon, El Camino College, Mr. Leo Rachman, El Camino College, Ms. Sally Gardner, LA Sister Cities/CS East Bay, Mr. Mark Matsumoto, ETEC, Mr. Mayumi Kowta, California State University, Northridge, Mr. Paul Pinckley, Pepperdine Graziadio School of Business, Mr. Eugene Kim, Concordia University, Ms. Letty Rodriguez, Marymount College.

The meeting continued with a description of planned ETEC recruitment events in Asia. Mark informed the group that this year, ETEC will host agent matchmaking receptions in Vietnam, Thailand and China. Attending members were provided detailed event outlines and a summary of success stories that have been reported from past ETEC events in Asia. It was noted that ETEC’s event package in Thailand (Office of Civil Service Student Fair and agent reception) has been particularly effective in generating strong results for all past participants. * Mark also passed out a newly printed article from the *Sacramento Business Journal* (August 10, 2007) that noted ETEC’s statewide expansion and highlighted Pepperdine Graziadio Business School recruitment success in Thailand.*

Continued on next page...

ETEC Los Angeles Meeting Minutes continued...

Maurice Kogan raised the issue of establishing specific objectives for future outbound activities promoted by ETEC. It was noted that ETEC has continuously sought feedback from attending event participants and the greater membership to guide event planning. The China Road Show and agent networking event in Vietnam were developed at the request of several ETEC members seeking cost-effective, time efficient promo-

The meeting concluded with an open forum discussion of ways to promote California schools and attract foreign students without traveling overseas. Mark mentioned several local resources are being developed to support international student recruitment.

A review of marketing support to be offered from ETEC included:

- ◆ Revamp of www.educationsocal.com website –with a intranet section containing study agent lists, market research and best practices.
- ◆ LACT-ETEC Japan Search Engine- a no cost platform that will allow California schools to list their programs in Japanese/English
- ◆ Video Conferences- future market briefings will include: Indonesia, Thailand and Turkey
- ◆ Video Conferences- future market briefings will include: Indonesia, Thailand and Turkey

Scott Feinerman suggested a local networking reception that would match LA basin language schools, community colleges and 4 year institutions. This event hosted by ETEC – preferably at a neutral venue in or near Downtown LA- would provide an opportunity for language schools to more effectively collaborate with local institutions in the recruitment of foreign students and increase transfer opportunities for international students currently studying in Southern California.

Action Items Discussed:

- ◆ Establishing a mixer working group
- ◆ Brainstorm venue
- ◆ Develop a database of target language schools
- ◆ Select event date