

**California ETEC Announces No-Risk China Student Recruitment Program-Direct Application Service™**

California ETEC has long provided services to U.S. colleges and universities seeking to expand their recruitment efforts in China. Beginning in 2011, we are now offering a *no-risk program* that will allow your school to receive applications directly from qualified students in China. This new service- ETEC Direct Application Service- will be facilitated by our ETEC China operation that includes stand-alone offices in several major cities in China.

**What is required of your school?**

- 1) Provide a link to your online application for international admission and/or electronic application form
- 2) Provide a contact point and mailing address for submission of transcripts and other required admission materials
- 3) Provide a list of services that your school provides international students- ie. Airport pick-up, Housing Placement, Orientation, ESL/IEP programs, etc.
- 4) Authorize California ETEC Direct Application Service to promote and recruit students for your school via appointment letter( see template)
- 5) Allow ETEC to list your school logo on our in-country website- [www.usedu.net](http://www.usedu.net)

**Introducing *PREMIUM PROMOTION SERVICES*- Effective September 1<sup>st</sup>, 2011**

ETEC China will offer a new service to jump-start or expand student recruitment efforts in China. This service will include a dedicated banner advertisement and electronic promotion in Chinese on our web properties and major Chinese search engines ( including Baidu and Sohu). The fees for a 6 month campaign are \$2500.00 dollars and include a 50% rebate back if your school does not receive at least 5 bone fide student applications during this campaign. Participating schools are also eligible to join a custom designed roadshow in China to meet one-to-one with qualified students. (schools are responsible only for associated travel costs)