

JOURNAL OF  
**INTERNATIONAL  
STUDENT RECRUITMENT**

Trends Update from ELS Educational Services



**ELS**® Educational  
Services  
INTERNATIONAL PATHWAYS

**Coastal Carolina  
University**

An Experiential  
Approach to Learning

**Bowling Green  
State University**

Academic Commitment,  
Community Presence

**ELS Shanghai  
Hosts Inaugural  
TEFL Professional  
Development  
Conference**

# WELCOME

Dear International Educator,

It is with great pleasure that we offer the latest issue of ELS International Pathways' *Journal of International Student Recruitment*, presenting pertinent and useful news, information and statistics relating to trends in international student recruitment.

In this issue, we spotlight new partnerships with Coastal Carolina University in Conway, South Carolina, and with Bowling Green State University in Bowling Green, Ohio. Our international team reports from China, India and Malaysia with exciting developments and plans for the coming year. We highlight our growing network and the many ways that ELS connects with prospective students, including the Community College Pathway. There are many conduits to success provided by ELS throughout the students' English-language learning process.

As in every issue, we strive to offer relevant information that keeps readers informed about news and trends in international student recruitment. Please take a moment to subscribe, if you haven't done so already, at [InternationalStudentRecruitment.org/SubscribeJournal](http://InternationalStudentRecruitment.org/SubscribeJournal).

ELS International Pathways helps your institution to increase international student enrollment in a variety of ways. Visit [InternationalStudentRecruitment.org](http://InternationalStudentRecruitment.org) to see the many ways we can assist you in recruiting qualified international students.

Our *Journal of International Student Recruitment* shares the results of our collaborations and offers relevant information on how you too can become more efficient and successful in your international recruitment.

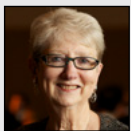


Yours sincerely,

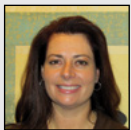
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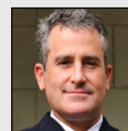
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# COASTAL CAROLINA UNIVERSITY

## *Conway, South Carolina*

Coastal Carolina University (CCU) is a comprehensive liberal arts university. Founded in 1954 as a junior college, it became fully accredited in 1993 as a comprehensive university.

CCU is currently undergoing an \$80 million expansion that includes the Information Commons, providing 24/7 access to meeting rooms, as well as a Starbucks, a science center, and a student center with a movie theater and dining and recreation facilities. The expansion is planned for the benefit of 10,000 current undergraduate and graduate students—including international students from China, Germany, France, Iceland and 33 other countries—as well as for a strategic target enrollment of 12,500.

### **AN EXPERIENTIAL APPROACH TO LEARNING— IDENTIFYING HOLISTIC SOLUTIONS**

CCU's programs are expanding to meet this enrollment target. In September 2014, a PhD program in marine science at the School of Coastal and Marine Systems Science was launched as part of the Burroughs & Chapin Center for Marine and Wetland Studies. "It is an exceptional program, and quite competitive," says Darla Domke-Damonte, PhD, Associate Provost for Global Initiatives and Professor of Management. "All facets of marine science study, including coral reef ecology, shark study, water quality issues and water system development are available at all levels." The Council of Undergraduate Research allows students access to work with CCU's well-respected faculty and offers opportunities to publish research. The highly competitive master's program features one-to-one mentoring.

CCU draws students from near and far. Its location, near the prime resort area of Myrtle Beach, makes it perfect for study in the innovative Resort Tourism program. Students benefit from compulsory internships at the Chamber of Commerce, the more than 100 golf courses, hundreds of restaurants and hotels and numerous attractions. The area's permanent population of 300,000 swells to 13 million with the annual influx of tourists, so opportunities abound. The program also includes a mock resort-design contest. Student teams are assigned a piece of real property in the area; they assess, plan and design a project that is judged for business and economic viability by outside investors and management professionals.

CCU's Sports Exercise and Science program offers a state-of-the-art diagnostic lab and internships. Students from this program often volunteer to help with the area's annual 10K marathon—a qualifier for NYC and Boston—and many more run the race.

CCU's Graphic Design department offers a pre-professional program where students produce graphics projects for internal and external customers, including university departments, small businesses and nonprofit organizations. Students obtain valuable experience through all facets of the assigned projects. CCU's 3-D modeling program is one of the most comprehensive in the nation.



## TOP VALUE, HIGH STANDARDS AND A FOCUS ON RETENTION

The CCU business school, with six majors at the undergraduate level and MBA and master of accountancy at the masters level, is accredited by the AACSB; *U.S. News and World Report* ranks CCU as a “Best Value” among public institutions in the USA.

Below, Dr. Domke-Damonte discusses the university’s strategic plan and mission.

“CCU has a strong tradition of caring for students. Our exit surveys reflect a 100 percent satisfaction rate in this regard. We support, value and care for our students to exceed their expectations.” As a part of the CCU community since 1998, Dr. Domke-Damonte has been a part of this transition. “CCU has really grown as a university. We are exceptionally entrepreneurial, with high accountability standards and the ability to ask the tough questions.”

Local government has been integral to the university’s expansion. Dr. Domke-Damonte explains: “In order to fund our growth, the county instituted a one-cent sales tax, of which 80 percent has been appropriated to public schools, 3.3 percent to CCU and 6.7 percent to the area’s technical college. Bonding and funding has allowed us to make our strategic planned growth a reality.

“Our goal in developing a comprehensive strategy for international education is to bring the world to our region and meet our students’ expectations for delivering high-value education,” she says. “Part of this mission involves bringing ELS to campus. With our attention to best practices, ELS demonstrates this ability to meet our needs. We are looking forward to our partnership. We are all committed to supporting our students’ personal and professional objectives. We have the highest appreciation of the benefits of a diverse campus, and are committed to crafting global citizens.”

To further its commitment to student success, CCU has implemented an institution-wide plan for student retention. Among many

initiatives, the plan includes study groups in dormitories and comprehensive follow-up to track down students who miss classes, with a goal of supporting students who may be ill or in crisis.



A demonstrated commitment to serving students earned CCU’s international student service coordinator Melissa Paschuck the New Professional Award for NAFSA Region VII in 2014.

CCU’s innovation has generated valuable dividends for its students. Between the years 2010 and 2013, 91.2% of its graduates in business, for example, went on to jobs or to graduate school placement.

## CCU GIVES BACK TO THE COMMUNITY

Most international students participate in community service activities. More than 3,500 CCU students have logged more than 100,000 community service hours. “In order to facilitate this,” Dr. Domke-Damonte says, “we offer transportation to and from many community service activities. It’s an important program that offers international students an opportunity to be introduced to the community. Some also serve as informal global ambassadors. They speak in classes, at community-wide activities and at lifelong learning events, while sharing cross-cultural experiences. I tell our international students that they’re ambassadors from their country while they are here, and once they return home, they share their experiences of the United States, so they are ambassadors there as well.”

[Els.edu/MyrtleBeach](http://Els.edu/MyrtleBeach)  
[UniversityGuideOnline.org/CoastalCarolina](http://UniversityGuideOnline.org/CoastalCarolina)

## ELS Launches Its Partnership with Coastal Carolina University in April 2015

The ELS Center will be centrally located on the bucolic CCU campus near the Information Commons. Students will be fully integrated into campus life; they may live in homestays or in CCU dormitories at University Place, a half-mile from campus with shuttle bus service available, and will have access to all CCU facilities and amenities, including the university’s own 18-hole golf course.

Outdoor activities are a part of daily life at CCU, including kayaking, canoeing, scuba, sailing and more. Students may study where they like, including the beach.

CCU offers conditional admission for its undergraduate and master’s programs.





## *Teacher Training Contributes to Academic Success:* **ELS Shanghai Hosts TEFL Professional Development Conference**

With more than 23 million residents and 1.8 million students<sup>1</sup>, Shanghai is one of the world's largest hubs for Teaching English as a Foreign Language (TEFL). However, there were not many professional development opportunities for English-language professionals: no Teaching English to Speakers of Other Languages (TESOL) International chapter or similar professional development organization, and no conferences or seminars for English-language professionals.

ELS set out to rectify this situation. On October 25, 2014, ELS Shanghai hosted the first professional development conference for English-language professionals. TEFL Shanghai 2014 was a full-day event held at ELS's historic campus in the former French Concession.

The conference's primary purpose was to identify dedicated English-language professionals who are interested in establishing collaborative and information-sharing bonds, with ELS Shanghai acting as the fledgling network's central node.

Dozens of teachers and English-language professionals from Shanghai and across China attended the event, which featured native Chinese and international presenters. The conference began with a keynote address by Ward Morrow, Vice President of Academic Affairs at ELS, who spoke about the need for professional development and the obstacles that educators encounter. A dozen paper presentations, workshops and poster presentations were offered. Topics included Task-Based Language Teaching and Communicative-Language Teaching in China, Learner-Centered Phonics Activities,

<sup>1</sup> Shanghai Municipal Education Commission, *Annual Report on Education in Shanghai in 2012*, [goo.gl/24gK1r](http://goo.gl/24gK1r)



Intercultural Competence, Selecting Appropriate Vocabulary for Subject-Specific Studies in English, Blogging in the Classroom and Making Objective Teacher Observations. The event concluded with a panel discussion.

Presenters included faculty from Chinese universities, as well as teacher trainers and managers from Shanghai branches of international corporate training centers. Selected organizations represented included Tongji University, Xi'an Jiaotong-Liverpool University, Shantou University, National University (California), Education First and ELS.

“The conference was only the beginning of a conversation among the city’s English-language professionals.”

A diverse group of presenters offered decades of experience. During breakout sessions, attendees participated in interactive workshops, learned about Chinese university research projects and met others dedicated to their profession. As part of the conference’s social aspect, breaks were scheduled, which permitted attendees to share their thoughts in a comfortable atmosphere. The conference’s reception was positive, and ELS received excellent feedback from attendees and presenters who enjoyed the conference’s educational and social aspects as well as its beautiful setting.

The TEFL Shanghai 2014 conference was only the beginning of a conversation among the city’s English-language professionals. ELS is developing small-scale seminars and workshops, and is planning to host a second TEFL conference in October 2015.







# BOWLING GREEN STATE UNIVERSITY

## *Bowling Green, Ohio*

Bowling Green State University (BGSU) is a fully accredited public university located 20 minutes from Toledo, Ohio. Home to 19,000 students, BGSU offers 200 undergraduate and 86 graduate programs; its diverse programs and majors and its focus on internships and co-op programs make it a top choice for Ohioans as well as for international students.

### THE BGSU CONNECTION

Dr. Marcia Salazar-Valentine, Executive Director, International Programs and Partnerships, has been a part of the BGSU community for 20 years, first as a doctoral candidate and currently as an administrator. A native of Rio de Janeiro, Brazil, she was a high school English teacher at the prestigious English-language Our Lady of Mercy School, where her superintendent was a BGSU alumnus. She joined a professional development student-teacher program at the university and, from there,

**BGSU**<sup>®</sup>

**Bowling Green State University**

went on to pursue her PhD at BGSU. Her assistantship included a role as a liaison for teachers in the public schools who were pursuing master's degrees in an off-campus program—one made popular by snowy Midwestern winters. Dr. Salazar-Valentine helped to recruit qualified applicants, took on administrative duties and now heads the university's

International Programs and Partnerships efforts, recruiting international students via BGSU's alumni network and travel abroad.

### COMPETITIVE PROGRAMS AND STUDENT RETENTION

BGSU currently has just over 700 international students, a mix of undergraduate, graduate and PhD candidates. Many international graduate students study in BGSU's business school, including the MBA, accounting, analytics and marketing programs. Other popular graduate fields include applied statistics and operations research, computer science, construction management, biology, chemistry and a master's of education. Undergraduates pursue business, mathematics and sciences in fields such as pre-engineering technology, economics, finance and sports management. Its acclaimed music department draws both undergraduate and graduate students to the performance program.

BGSU is a Tier One research institution and a national Top 100 Public University as named by *U.S. News and World Report*.





BGSU is launching a forensics program, a demanding hybrid that includes criminology, biology and chemistry. The program prepares students for careers in criminal justice and forensic sciences. For more information, visit [bgsu.edu/news/2013/03/csi-bg.html](http://bgsu.edu/news/2013/03/csi-bg.html).

BGSU is one of the few universities in the USA (including Purdue, Ohio University and UC Davis) that has its own airport, home to the competitive aviation studies program that trains pilots from around the globe. A very high level of English language skill is required for this program.

Most BGSU international students come from China, India, the Middle East and Africa. The Brazilian government offers a one-year, fully funded sponsorship for students in BGSU's scientific mobility program. A significant number of students hail from Canada owing to its proximity, and in some cases, they are recruited to play for BGSU's renowned hockey team.

Internships and co-ops are central to student retention. The "Falcon Internship Guarantee" guides those BGSU students who declare a major by sophomore year and follow a prearranged schedule of steps to secure a spot in these sought-after programs. Led by the BGSU Career Center staff, students learn valuable skills, including how to write an effective résumé, interview and followup. More on this program at [bgsu.edu/career-center/falcon-internship-guarantee-no-form.html](http://bgsu.edu/career-center/falcon-internship-guarantee-no-form.html).

### COMMITTED UNIVERSITY AND COMMUNITY OUTREACH

"We take our responsibilities seriously and having international students is a tremendous asset for us," says Dr. Salazar-Valentine.

The BGSU orientation is two weeks long for international graduate students; the first week is for international students only, and the second integrates them with incoming domestic students. Students learn about legal issues and academic honesty policies, and attend

peer-run Q&A panels, while establishing a relationship with Dr. Salazar-Valentine and her staff. International student associations also play a role in integrating students to campus and promote diversity. For example, the Indian Student Association hosted a Diwali festival that was attended by more than 300 students, faculty and staff, including the university's president and provost, in November 2014.

The affordable town of Bowling Green (population 29,000) is central to the BGSU experience. Two local groups, International Friendship and Global Connections, host events, and volunteers invite "adopted" students for holiday meals, tailgate parties, sightseeing and more. Campus is an easy walk or bike ride to town and shuttle bus service is available year-round. There are many activities and clubs, and athletic events are a significant part of campus life.

## ELS Launches Its Partnership with BGSU in March 2015

The ELS Center will be centrally located on the BGSU campus. Students will be housed in either homestays or in BGSU dormitories (integrated with the 6,000 BGSU students housed in 14 dormitories). They will have access to university libraries, facilities and amenities. Bowling Green is noted for its classic college town friendliness and safe atmosphere. BGSU offers conditional admission for all undergraduate and selected master's programs. See the ELS-BGSU website for details.

[ELS.edu/BowlingGreen](http://ELS.edu/BowlingGreen)  
[UniversityGuideOnline.org/BGSU](http://UniversityGuideOnline.org/BGSU)





## ELS Malaysia: Counseling Students about Study Abroad Options

MALAYSIA HAS TRADITIONALLY been a recruitment haven for Australian and UK institutions, thanks in part to its British-based education system. According to British Council statistics, there are 14,250 Malaysian students studying in the UK this year, making it the fifth largest population of non-European Union international students in the nation.<sup>2</sup>

### Malaysia Student Demographics at a Glance

- **Malaysia student population in the USA: 6,822 (2012/13), per the IIE's *Open Doors* 2014 report**
- **69.9% undergraduate / 17% graduate**
- **Majors: business, engineering, computer science**

In Australia (according to its Department of Immigration and Border Protection), there were approximately 14,000 Malaysian students as of June 2013, ranking it as the fifth country of origin for international students. Strong demand has prompted three Australian institutions (Curtin, Swinburne and Monash Universities) to establish satellite campuses in-country. These institutions have a combined enrollment of 22,000 students at Malaysia-based campuses.<sup>3</sup>

ELS offers its longest-running franchise in Malaysia, providing language instruction for local and international students. It offers a

quarter century of success in providing language instruction at five locations, and provides student placement into numerous Malaysian institutions, including its host, Universiti Putra Malaysia. Counseling services at each ELS Center are provided by the University Express Placement (UXP) office, staffed by capable counselors who coordinate student applications and transfers to Malaysian partner institutions. In 2013, ELS began counseling students who are interested in studying in the USA.

On July 19–20, 2013, Sureworks hosted the Higher Education Fair at Mid Valley, Kuala Lumpur. Such fairs are hosted by different organizers; Sureworks typically offers four fairs per year. During their July fair, institutions from the UK, Australia, Malaysia and Singapore were represented, and ELS Malaysia was the sole US representative.

There were many students seeking opportunities both in and outside of Malaysia. Students were particularly interested in US study options, although several stated that they perceived obstacles to study in the USA. ELS Malaysia was uniquely positioned to meet the needs of the US-focused students. More than 39,439 visitors attended this expo alone; during the peak season (December and March) attendance was reported to exceed these numbers considerably.

Since the July 2014 fair, ELS Malaysia reports that the number of students seeking US study-abroad information has increased at a constant rate. ELS is planning ahead for 2015 and expanding its participation in Malaysian education expos. The ELS/UPX teams invite its partners to visit and are ready to provide support.

*If you would like to learn more about ELS Malaysia UPX counseling services as well as in-country opportunities for student recruitment, please contact Lisa Magliozzo.*

<sup>2</sup> The British Council's website, "UK Alumni in Asia," [goo.gl/S8saR7](http://goo.gl/S8saR7)

<sup>3</sup> Australia High Commission: Malaysia's website, "Education ties with Malaysia strengthened," [goo.gl/9ye14q](http://goo.gl/9ye14q); Australian Government, Department of Immigration and Border Protection's website, "Country Profile: Malaysia," [goo.gl/ZWNgUf](http://goo.gl/ZWNgUf)





# 2014: A Year of Progressive Growth

INDIA HAS ALWAYS been a leading source of international students aspiring to study abroad, and this year was a strong one for Indian student mobility. A report from the Council of Graduate Schools (CGS) showed continued growth—more than 25% for the second consecutive year—for Indian students matriculating to US graduate schools. There were 102,673 Indian students on US campuses in 2013/14, for a total growth of 6% compared to 2012/13, as per the Institute of International Education (IIE)'s *Open Doors* 2014 report.

India has long been a graduate-bound study-abroad market with more than 60% of students pursuing graduate studies and many students exploring STEM programs. There are more than 5,672 engineering institutions throughout India, so it comes as no surprise that 80% of the students that ELS counsels are seeking information on STEM graduate programs.

Trends in Indian students' outbound mobility correlate to the economy, postgraduate job opportunities and changes in the

destination country's immigration policies. With a growing number of such graduates, the number of students aspiring to study abroad is projected to increase.

In light of positive market growth, the demand for unbiased advising and quality information is paramount. ELS India provides top-quality information and services regarding study-abroad destinations, which are delivered by internationally educated counselors through counseling centers located in Chennai, Coimbatore, Bangalore and Hyderabad.

In 2014, ELS India expanded its footprint in India's most important education hub, Hyderabad. This is particularly significant as Hyderabad sends the largest number of Indian students to the USA. ELS India is also planning to expand its services by opening centers in Delhi and Mumbai in 2015, and has concrete plans to establish a footprint in all major Indian markets by 2018.



## Riding the Horse to Meet the Goat

THE TWILIGHT OF the Year of the Horse is near. The fast-approaching Year of the Goat (2015) may be true to its temperament as one of harmony and calmness—or it could continue to further the fast-paced, ever-changing landscape that is China today.

Based upon the latest statistics published in the Institute of International Education (IIE)'s *Open Doors* 2014 report, nearly 275,000 Chinese students flocked to the USA for post-secondary education. That represents a 16.5% increase in total enrollment, an estimated increase of 7.7% to make up 31% of all international students studying in the USA. Students are spread across a growing number of schools; a total of 231 US universities now host 1,000 or more international students, compared to 135 in 2000.<sup>4</sup>

ELS continues to experience an increase in students wishing to study via the University Pathway, Conditional Admission and English for Academic Purposes programs. In addition to the shift toward more

four-year undergraduate programs versus graduate programs, ELS is part of a growing trend of assisting those interested in community college as a pathway to an undergraduate degree.

A professor at a major private university—with experience teaching American and Chinese students—commented that in one of his seminars, "...there have always been a couple of Chinese students, maybe two or three out of eight who are reasonably comfortable working in English." This semester, he said, "I had the distinct feeling that very often all of them were lost."<sup>4</sup> As more students arrive with insufficient language capabilities, more are withdrawing or are being asked to leave, primarily owing to poor academic performance, plagiarism and absenteeism.<sup>5</sup>

ELS programs create the conditions necessary for these students to achieve academic success and reach their goal of graduation from a US institution.

<sup>4</sup> *Inside Higher Ed*, "Teaching International Students," [goo.gl/uFk4By](http://goo.gl/uFk4By)

<sup>5</sup> WholeRen Education, [wholeren.com](http://wholeren.com)





## ELS, UN Essay Contest Open for Entries

### Many Languages, One World Contest Open for Entries

ELS and the United Nations Academic Impact have partnered for a second year to sponsor the Many Languages, One World Essay Contest and Global Youth Forum in New York City.

Full-time university students from across the globe are invited to write an essay (2,000 words or less) discussing the post-2015 global development agenda, in the context of the 70th anniversary of the United Nations, and the definition of new goals reflecting the imperative of global sustainable development that recognizes and is enriched by cultural and linguistic diversity. Entrants are encouraged to visit the website [sustainabledevelopment.un.org](http://sustainabledevelopment.un.org) for background material in this regard. Entries must be in an official language of the United Nations—Arabic, Chinese, English, French, Russian or Spanish—that is neither the students' first language nor the principal language of instruction during primary or secondary education.

Give your students the opportunity to speak at the United Nations! The deadline is March 25, 2015. For complete contest rules, eligibility and details, visit [ManyLanguagesOneWorld.ELS.edu](http://ManyLanguagesOneWorld.ELS.edu).

### Benefits of Joining the University Conditional Admission Network (UCAN)

[UniversityGuideOnline.org](http://UniversityGuideOnline.org), localized in 20 languages, is referenced by over 100,000 students monthly from around the globe evaluating their international study options. Expanding the impact further, the site is the primary counseling reference for professional educational counselors, located in more than 100 countries, in 1,900 locations, who place more than 30,000 qualified candidates into certificate and degree programs each year.

Through the University Conditional Admission Network, your institution attracts more global exposure and identifies top potential students without the expense of international travel. UCAN's face-to-face recruiting methods identify and screen qualified candidates—who must then complete an agreed-upon course of study with ELS in



order to be admitted to your institution. Students can hone their English-language skills at your institution and potentially audit or take beginning classes after the agreed-upon level completion, while becoming acclimated to new surroundings, people and culture.

For details, visit [goo.gl/eGZBCt](http://goo.gl/eGZBCt).



### LIKE ELS ON FACEBOOK!

ELS is #18 on the list of top performing Facebook pages for educational institutions (Socialbakers), and has reached 2,000,000 likes on Facebook! The top ten countries for Facebook likes include Indonesia, Algeria, Nepal, Iraq, Vietnam, Morocco, Pakistan, Cambodia, Bangladesh and Libya.

[Facebook.com/ELS](http://Facebook.com/ELS)



# IIE Open Doors 2014 Highlights Enrollment Trends

The Institute of International Education (IIE)'s *Open Doors* 2014 report, which offers statistics on the USA as a destination for international students, was released in November, 2014. Its Fast Facts highlights include:

- 2013/2014 saw 886,052 (+8.1%) international students choose the USA as their destination for education, which is a record high.
- The number of new international students coming to the USA grew 7.5% this year.
- The largest year-over-year increases per country were from Saudi Arabia (+21%), China (+16.5%), Brazil (+22.2%) and Kuwait (+42.5%).
- The number of Indian students increased by 6% to 102,673, reversing a three-year trend.
- Undergraduate degrees continue to attract the highest number

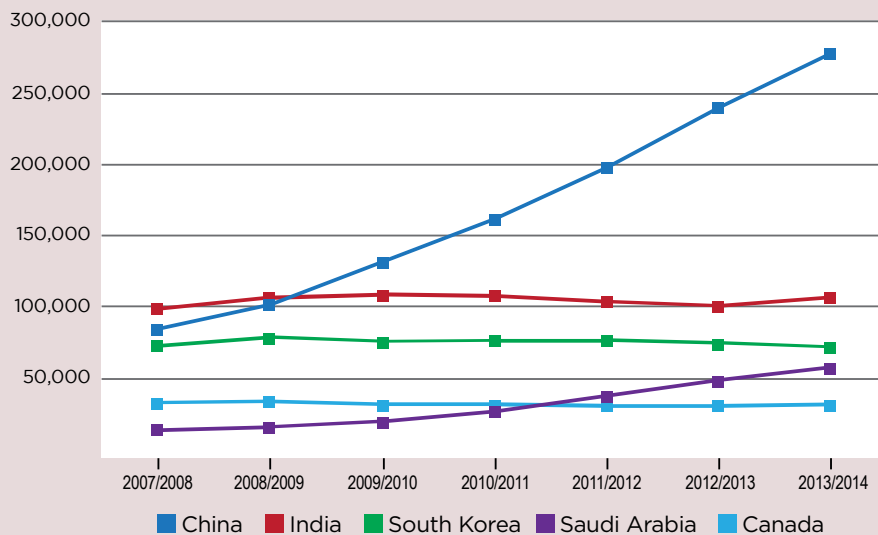
of international students to the USA (370,724), up 9% from last year, compared to graduate up 6% and non-degree up 8.1%.

- Personal/family continues to be the primary source of funds (574,129), with 64.7% of the total, followed by US college or university with 19.3% and foreign government or university with 7.5%.
- Business and management continue to lead fields of study (188,180), with engineering a rapidly growing second (170,197).

ELS has tracked previous editions of the IIE's *Open Doors* report and created a graph to show the growth rate for key countries.

An analysis of enrollment trends appeared in the *New York Times*: [goo.gl/lv6MGV](http://goo.gl/lv6MGV).

## TOP COUNTRIES OF ORIGIN FOR INTERNATIONAL STUDENTS



Source: IIE Open Doors



# STUDENTS' PERSPECTIVES

## *on International Pathways*



“After I graduated with my bachelor’s degree in engineering, one of the biggest companies in Saudi Arabia called me to have an interview. I was happy and excited to get a job! While we were having the interview, I answered all of the questions perfectly in Arabic. Then he said, ‘Now speak English.’ I knew I was in trouble. I said, ‘No English,’ and he said, ‘Sorry, you are an engineer, you must speak English.’ So I came to the United States, to ELS Oklahoma City. Now I am an engineer who speaks English very well!”

—JAMIL ENANI, SAUDI ARABIA



“Studying at ELS can help students prepare earlier for their future study or work. At ELS, you must use English every day, which is beneficial to your English skills. I practiced my speaking a lot during class and exchanged ideas with people from different countries. Now I can handle daily communication, and I can understand native English speakers who speak fast! I can also express everything that I want to say. Studying at ELS gives foreign students the chance to adapt to the culture in fun ways. Sometimes when students enter college directly, they might not sense the culture deeply in that first, busy year.”

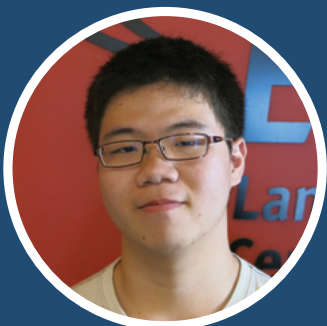
—QICHENG, CHINA



“The [ELS/Ruston and Louisiana Tech International Pathways] Certificate program was really good. It prepared me for university. I have less fear because I know that I can understand everything. That has been helpful.”

—ERNESTO, BOLIVIA

*To learn more about the ELS/Ruston and Louisiana Tech International Pathways Certificate program, visit [ELS.edu/Ruston](https://ELS.edu/Ruston).*



“ELS is a great place to study and improve your English-language skills required in universities, colleges and everyday life. I am grateful that I got the chance to study in ELS, for it improved my language skills, especially spoken English. [ELS is] a great place to start your study if you are going to a college or university.

The teachers there are super friendly. They are very helpful in class, always giving answers to your questions. They all know you one by one and can give feedback depending on what you are lacking.”

—NATHANIEL, INDONESIA



# ELS HISTORY *and* MISSION

The mission of ELS is to enable international student mobility by creating pathways universities to help talented international students study in the best schools and universities throughout the world, thereby multiplying the knowledge and creativity that will improve the quality of life for all humankind.

As an integral part of this mission, ELS partners with American higher education institutions to provide unparalleled access. Its comprehensive services raise awareness about the wealth of US colleges and universities, while providing a variety of options to partner institutions, some of which are available at little or no cost.

Students pursue a wide range of English and test-preparation programs, as well as conditional acceptance to US universities and colleges via ELS University Admission Services. Programs blend academic, practical and cultural language skills.

## THREE WAYS ELS CAN HELP YOU:

- Establish an ELS Direct Entry Pathway Center on your campus
- Become a member of an ELS Recruitment Partnership Plan, with solutions customized to your needs
- Join the ELS University Conditional Admission Network—650 institutions on four continents that recognize the completion of ELS as proof of English proficiency

ELS offers a superior learning environment and tools that include an all-inclusive instruction system, which features a unique curriculum and customized, up-to-date texts and branded language-learning software. The detailed course of study is based upon accomplishment within established core competencies that are integral to all levels. Students may also pursue skills-enhancement courses once they have completed core study within a given level.

Promoting university partners, ELS reaches students through a multitude of platforms, including:

- ELS's extensive Web ecosystem, comprising 91 country- and language-specific micro-sites, which strengthens in-country awareness and allows country-specific messaging in 20 languages, including Chinese Traditional, Chinese Simplified, Korean, Japanese, Arabic, Portuguese and Spanish;
- Advertising and social media;

- Worldwide network of language Centers, including 65 ELS Language Centers in Australia, Canada, China, Europe, India, Malaysia and the USA, plus 15 additional locations worldwide;
- Qualified study-abroad student counselors in 102 countries;
- Offices located in Australia, Brazil, Canada, China, France, India, Japan, Kuwait, Malaysia, Mexico, Panama, Russia, Saudi Arabia, Taiwan, Thailand, Turkey, the USA and Vietnam;
- Student fairs reaching more than 280,000 students in 30 countries;
- Recommendations of family and friends.

In an effort to create international visibility, ELS offers the highest-quality arrangements with its university partners. Working in conjunction with the university on the creation and approval of all promotional materials, ELS distributes more than 800,000 promotional catalogues each year in 20 languages, highlighting partner universities.

Each year, ELS also publishes a print *University Guide* (for the USA and Canada), with detailed information on more than 650 partner universities. Distributed in 20 languages, the *University Guide* is represented at more than 425 student recruitment fairs annually in 30 countries.

ELS's University Partner Services provide a range of assistance, including recruitment of international students for university acceptance; promotion via ELS's 1,900 international recruitment offices, with more than 1,000 ELS-authorized Counseling Agents in 102 countries; promotion via ELS's core marketing avenues, including websites, brochures and bulletins; organized recruitment tours and agent meetings for partner universities and distribution of university partner catalogs throughout agent offices, ELS Centers worldwide and student fairs.

Being an ELS University Partner will open up the pool of qualified students; since they will receive ELS training on-campus, students can be accepted into degree programs without sufficient English language skills. ELS University Partners also receive invitations to participate in ELS-organized student fairs and agent meetings. There are ELS Sales and Counseling support offices in China, Taiwan, Russia, Turkey and Vietnam. Organized recruitment tours and agent meetings are also available for partner universities.



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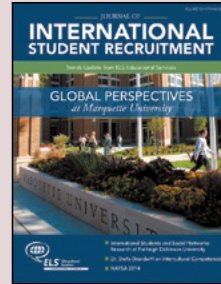
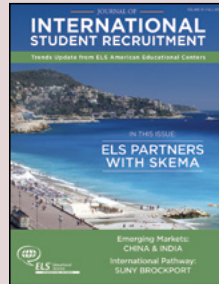
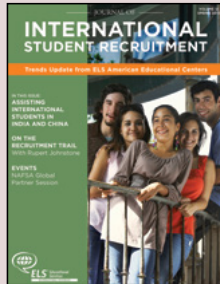
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