



EMPOWERING YOUR INTERNATIONAL RECRUITMENT

ELS International Pathways®

AUSTRALIA | CANADA | CHINA | INDIA | MALAYSIA | USA

Worldwide Reach, Local Impact, Qualified University Students

1961

The mission of ELS Educational Services is to offer holistic international student recruitment and academic preparation to facilitate internationalization on university campuses.

ELS: A Rich History of International Student Success

ELS is the industry leader in internationalization. With over 55 years of experience and the expertise of our talented and highly-trained staff, ELS not only provides intensive English language education, but holistically prepares students for success at colleges and universities worldwide. Our presence in 102 countries means that we have access to **qualified candidates** in their own countries, speaking their local languages. The reach and depth of our network is unmatched in the field.

The number of international students at colleges and universities in the United States increased by 10% – a record high – in the 2014-2015 academic year (IIE Open Doors). Last year, **students from 143 countries** attended ELS in the United States. We deliver an integrated approach to academic preparation for thousands of students each year. ELS's global scope allows us to identify and recruit highly talented international students for undergraduate and postgraduate departments including STEM, business, research and more.

For your institution, a partnership with ELS means **superior international visibility**, geographically-specific messaging, and internationalization of your enrollment and campus. ELS has the largest system of on-campus centers of English for Academic Purposes instruction. Our **Certificate of Completion** is accepted as proof of English proficiency at over **650 colleges and universities**.

We deliver a comprehensive range of solutions tailored to suit your **international recruitment needs** and goals.

Multi-Channel Marketing Strategies

Online, in-person, and in print, ELS's marketing efforts reach millions of qualified applicants.

We have an extensive online presence with 3.5 million visitors to our 90+ country- and language-specific websites. We generate up to 9.5 million social media impressions per week and have over 2.7 million likes on our Facebook page. Google Analytics revealed visitors from over 177 countries and territories, speaking 30+ languages and dialects. In addition, sites like MyELS, ELS.com, ELS.edu, and UniversitySearch.com allow potential students to start research and begin a discourse with our ELS Counselors.

We have more than 2,300 in-country counseling offices in 102 countries ready to extend guidance and support to potential students and their families. We offer recruitment tours for partner institutions throughout the year and also participate in 425 educational fairs attended by 280,000 students in 30 countries each year.

ELS distributes 800,000 promotional materials around the globe each year.

To aid in the decision-making process for students and their families, we offer global brochures, directories and guides, including the ELS University Guide, and other promotional materials in up to 20 different languages.

“*Top performing Facebook page in global Educational Category – #13.*”

SocialBakers, October 2015



Global reach, localized impact.



3.5

million visitors to our
90+ country- and language-
specific microsites

9.5

million social media
impressions per week

2,300⁺

in-country counseling offices in
102 countries



Comprehensive Recruitment Approach

Informed Local Counseling – Perfect Matches and Increased Graduation Rates.

ELS's goal is to deliver precise and actionable information in local languages through ELS-trained professional Counselors. We spend thousands of hours each year training our Counselors to fully recognize the objectives of our students and **match these with the programs offered by our partner universities.** Each candidate receives one-on-one attention from an ELS certified Counselor who ensures that each student's qualifications, goals and budget match what is both required by and provided by the university. A good fit is essential.

On average, more than 80% of the university applications submitted by ELS students are accepted. In addition to providing information and training to our Counselors, we bring our Counselors on familiarization tours of partner campuses and ELS Center locations.

This holistic counseling approach to educating candidates before they begin their studies means that they will have greater connections with the universities they attend. When they graduate, their experiences will create a network of advocates and spokespeople for the university. This kind of word-of-mouth promotion is invaluable.

This comprehensive system of distribution of information, Counselor training, online counseling tools and firsthand knowledge of campuses enable ELS Counselors to support decision-making with accurate information and clear differentiation. By achieving perfect matches between students and institutions, ELS Counselors ensure academic success, high graduation rates and positive word-of-mouth, which creates sustainable mindshare for your institution in key markets.

“*ELS teaches 17% of all F-1 admitted IEP students in the United States each year.*”



Local counseling in 102 countries.



1.2

million students from 147 countries have attended ELS

650

universities recognize completion of the ELS English for Academic Purposes program as proof of English proficiency

90⁺

localized websites in 20 languages







ELS Provides a Comprehensive Range of Recruitment Solutions

ELS monitors our students' success at universities through a number of longitudinal studies.

ELS-prepared students consistently achieve positive GPA results:

UNDERGRADUATE AVERAGE:

2.94

out of 4.0

GRADUATE AVERAGE:

3.42

out of 4.0

ELS recognizes the unique needs of each university we serve. We also understand the challenges that come with internationalizing a university campus. Over the past 55 years, we have developed a wide range of distinctive models to assist institutions ranging from those trying to internationalize for the first time to those that already attract significant numbers of international students but are looking to diversify their nationalities or increase competitiveness for specific graduate programs. If you offer programs suitable for and demanded by international candidates, ELS has the infrastructure to target the best qualified students.

Based on your institution's objectives, ELS has several different options to enhance your international recruitment strategy. Regardless of the type of support and collaboration you select, ELS will present you with the most qualified and highly prepared students.

“*We work to understand your recruitment goals and build targeted campaigns that deliver qualified students.*”

Mark W. Harris, President and CEO
ELS Educational Services

SOLUTION: OPTION 1

International Gateway Center as Part of Your University

143 nationalities studied at ELS in 2015

55 years of dedication to academic quality and student success



ELS International Gateway Programs are a collaborative venture between your university and ELS, in which degree-seeking students are recruited, fully supported and prepared for integration and full matriculation into your university.

There are two options for Gateway programs:

- **For undergraduate students – The International First Year Gateway Program**
- **For graduate students – The International Masters Gateway Program**

ELS Gateway Programs ease the transition from a student's home country to his or her new learning environment by combining credit-bearing courses from the first year of the student's degree program together with courses that will continue to develop the student's fluency in English, acculturate the student into his or her new American academic environment, and support learning through an array of ELS-provided support services.





Each program is tailored to the unique needs of our university partners and their internationalization aspirations. ELS's unique position and extensive history in American higher education contexts enables us to support our university partners in targeted recruitment, curricular development, and support for campus faculty and staff who will be impacted by a growing population of multilingual and multicultural students.

These programs give your university confidence in students' abilities to succeed in their degree studies and in your institution's ability to harmonize a changing student population.

“*ELS is a partner... in fulfilling our mission for education for students from all across the world.*”

Dr. Robert A. Scott, Former University President

SOLUTION: OPTION 2

ELS Intensive English Program On Your Campus

12

levels of instruction, each consisting of 120 contact hours and proprietary curriculum with proven track record of success

60+

campus-based English for Academic Purposes instruction Centers worldwide



An ELS Center on your campus offers many advantages – ELS global recruitment efforts result in a constant flow of international student candidates, enriching the educational experience for domestic students.

We currently are affiliated with the campuses of more than 60 institutions, making ELS the largest provider of on-campus Intensive English Programs in the world.

An ELS Center on your campus expands the pool of international candidates to include those needing more English than the typical pathway option provides.





ELS Centers deliver all the components you will need to increase your international student population, as well as to serve the unique needs of these students. As diversity on your campus grows, so will your need for support. Through our far-reaching market initiatives, ELS will recruit students who match your university's specific needs. The students will have received extensive preparation prior to matriculation into your university. Those students who exceed requirements and qualifications will also have the opportunity to receive merit-based scholarships through ELS.

“*We teach language, but I think we teach the vocabulary of respect, consideration, tolerance, peace, justice and understanding.*”

Sharyn Moore, Academic Director and Teacher
ELS Centers

SOLUTION: OPTION 3

ELS Global Recruitment Services Alliance

425

fairs attended by
280,000 students in
30 countries with ELS
experts in attendance

20

languages available on
UniversitySearch.com



While not as comprehensive in nature as the ELS Center option, the ELS Global Recruitment Services Alliance can still provide a wealth of services to increase your university's global visibility and diversity.

Your university profile and programs will appear in our extensive online network. Additionally, you will have access to other ELS marketing materials and in-country resources. Our Counselors will receive specialized training about your university to fully understand your targets by department and nationality, objectives and current needs, as well as your admissions requirements and enrollment goals.

These agreements require either a five- or ten-year commitment, but entail no financial risk.





Candidates with exceptional qualifications will have the opportunity to receive merit scholarships for English students through ELS.

You may also choose to add fee-based services to this option. These services include: country-specific promotion, international recruitment tours, consulting services, ELS on-site promotion, and ELS country-specific tours.

“*ELS is always there when we need them, and often before we ask, asking ‘What can we do? How can we help? Let us know how we can help you prepare this student for success.’*”

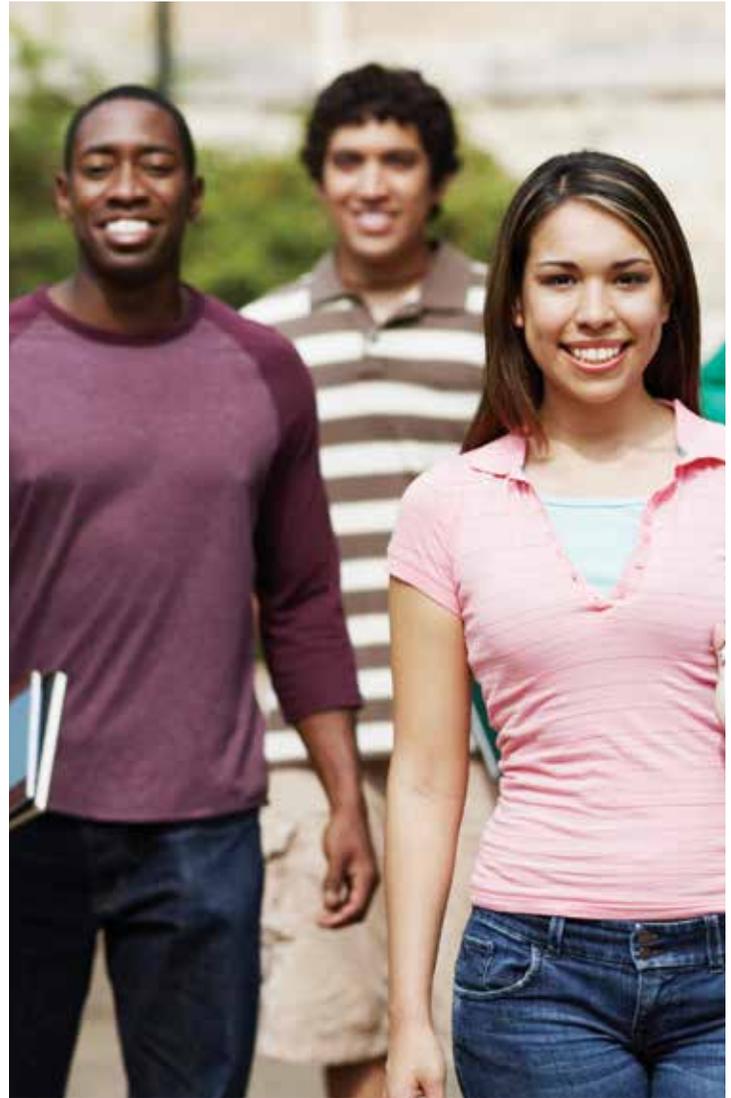
Harry A. Domicone, Ph.D, California Lutheran University

SOLUTION: OPTION 4

ELS University Conditional Admission Network

1 million visitors per year
interested in higher education
search UniversitySearch.com

97k visits to university
websites generated
per year



Currently, more than 650 colleges and universities accept the ELS Certificate of Completion as proof of English language proficiency. The TOEFL® and IELTS™ round out the three most widely accepted forms of proof of English proficiency.

Conditional Admission provides your university with greater visibility to qualified international applicants. Information about your university will appear on UniversitySearch.com, which receives more than one million visitors per per year, including students evaluating their higher education options and Counselors accompanying them in the process.



Comprehensive Menu of Support Services

ELS offers customized recruitment solutions based on your international recruitment objectives.

We consult with your enrollment management teams and department heads to understand recruitment goals for key programs and nationalities, then build targeted campaigns to reach qualified leads in the identified markets. This is accomplished through localized campaigns using social media, web and campaign sites, Search Engine Marketing, email, counselor training, student fairs, an extensive ELS team of in-country recruitment professionals and numerous collateral pieces.

ELS capabilities include a wide range of services for your university's specific internationalization needs.

DIGITAL MARKETING

- Lead generation questionnaire
- Lead follow-up (university's leads; in-country contact)
- Web and social media
- Web promotions
- Microsite hosting
- Localized sites
- Search engine optimization (SEO)
- Pay-per-click (PPC)
- Localized CRM communication

INTERNATIONAL STUDENT INTEGRATION

- ELS Soft Landing® programs and tailored curriculum (for arriving internationals and teaching assistants)
- Student mentors/sponsors
- Student exchange and sister school relationship
- Participation in research on student success and graduation rates

RECRUITMENT MANAGEMENT

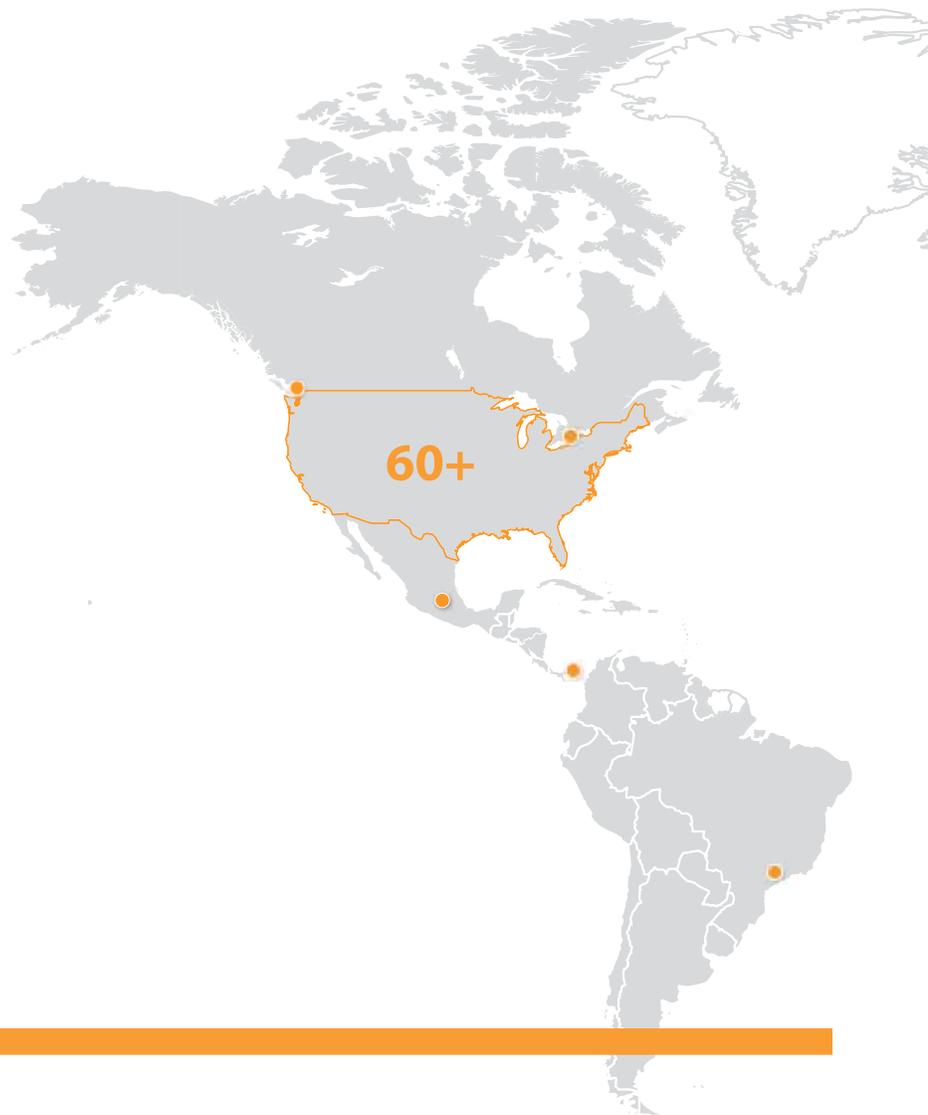
- Strategic consulting
- Audit of program offerings
- Pipeline reporting
- Facilitation of Conditional Admission candidates (meeting university academic requirements but needing additional English)
- Payment of a promotional allowance
- Facilitation of contact with accepted students
- Audit of existing communications plan
- Creation of communications plan with CRM
- Review of print materials for international focus
- Center-based recruitment
- International student orientation component
- Management of applications in progress (CLA and Direct)
- Familiarization Tours
- Campus enrichment – cultural programs

IN-COUNTRY RECRUITMENT

- One-on-one counseling by internationally-educated, ELS certified Counselors
- Application processing and verification of up to 250 applications
- Visa counseling and assistance
- Pre-departure orientation and counseling
- Institutional visits
- Webinars (faculty can connect with prospective students)
- Dedicated student fair representation
- Alumni group management
- Alumni event coordination
- Coordinate of faculty outreach (in-country visits)

ELS: By the Numbers

Recruitment support offices in **18 countries worldwide**



2,300 counselling offices in **102** countries

Recruitment support offices in **18 countries** worldwide: Australia, Brazil, Canada, China, India, Japan, Kuwait, Malaysia, Mexico, Panama, Russia, Saudi Arabia, Taiwan, Thailand, Turkey, USA, United Kingdom and Vietnam



80+ ELS Centers offer English for Academic Purposes preparation

ELS teaches **17%** of all F-1 admitted English Language students who study in the United States each year



650+ universities worldwide accept ELS Certificate of Completion as proof of English proficiency

Since 1961, ELS has helped more than **1.2 million** international students from **147 countries** learn English quickly and effectively.



3.5 million web visitors per year

80+ study locations in countries including Australia, Canada, China, India, Malaysia and the USA

In 2015, students from **143 countries** attended ELS in the United States



Web visitors from **177 countries**, speaking **30+** languages and dialects

425 fairs attended by **280,000 students** in 30 countries with ELS experts in attendance

365-day per year availability of Counselors



Up to **9.5 million** social media impressions per week

90+ country- and language-specific websites

2.7 million likes on ELS Facebook page



For more information about partnering with ELS Educational Services, contact us today.

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InternationalStudentRecruitment.org

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UniversitySearch.com

ELS.edu

ELS Language Centers is accredited by or members of:

