

JOURNAL OF

INTERNATIONAL STUDENT RECRUITMENT

Trends Update from ELS Educational Services

ELS VISITS BOSTON FOR NAFSA 2015



ELS® Educational
Services
INTERNATIONAL PATHWAYS

Northern Illinois University

Celebrating Five Years
with ELS

Indiana University- Purdue University Fort Wayne

Helping Students Succeed

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 visit with Host Institution Northern Illinois University, which is about to celebrate its fifth year of partnership with ELS. We speak with representatives at Indiana University–Purdue University Fort Wayne about the innovative and economic advantages of their programs. There is an update about this year's NAFSA program and more.

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.

ELS International Pathways helps your institution to increase international student enrollment in a variety of ways. Visit 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,

Mark W. Harris
President & CEO
ELS Educational Services, Inc.



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ELS History and Mission

Published by ELS Educational Services, Inc.
Designed and produced by Alouette Communications
Online alouettecommunications.com
Email contact@alouettecommunications.com
Phone 917.376.5398
Writers Dena Santoro, Arthur Coleman
Photography All Rights Reserved
Layout Dan Redding



NORTHERN ILLINOIS UNIVERSITY

Celebrating five years with ELS

Dr. Deborah Pierce, who is retiring as Associate Vice President of Northern Illinois University (NIU) this May, was a prime mover in bringing ELS to the NIU campus. The Center is celebrating its fifth anniversary in September 2015.

Dr. Pierce praised the partnership, saying, “Working with ELS has made a huge difference in our application pool and in the number of enrollments. We have a far more diverse student population and are hosting many students from the Saudi government’s scholarship program.”

“Before we became a host institution, our students came from other ELS host institutions, and their transition was not as

smooth. Now ELS students have a chance to become a part of the fabric of student life at NIU while they are studying at ELS—as busy as they are!”

“Mark Harris [president of ELS] visited on March 31st and met with our incoming president, Douglas D. Baker [previously Provost of University of Idaho] and our next Provost, Lisa C. Freeman,” said Dr. Pierce. “Mark will be joining my panel at NAFSA, where we’ll be discussing balancing corporate social responsibility and international admissions.”

President Baker appreciated the opportunity to share perspectives with the ELS CEO during their meeting together in March. “The collaboration with ELS Educational Services is a key element of our international enrollment strategy, so it was most helpful to discuss new opportunities with Mark Harris,” said Dr. Baker.

INTERNATIONAL STUDENT SERVICES

In 2013–2014, a total of 32 students completed ELS Level 112 and matriculated to NIU programs; the number of international students in bachelors, and masters, programs is nearly equal (102/107).

Ms. Sim Chin Tissa, EdD, Acting Director of the International Student and Faculty Office, assumed her role at the same time the

ELS Center opened. “Our incoming students are better prepared for study when they arrive at NIU/ELS than they were at the beginning, and we are better prepared to assist them,” Ms. Chin said.

“Our ELS students help each other to acclimate to the university setting,” Ms. Chin added, “and as they enter the NIU community, they continue to reach out to help new students with a variety of issues, including planning their four-year program. Our Saudi student association is very active on campus.”

“There have been many success stories at ELS, and we have a Saudi family—two brothers and their sister—who all completed Level 112 and are currently studying in the undergraduate programs. Their mother was inspired to come to ELS/DeKalb to study English, and she’s working her way through the program now!”

The ISF office recently received a certificate of appreciation from the Saudi Arabian Cultural Mission in recognition of outstanding contribution and support to the Saudi Student Association at NIU.



ABOUT ELS/DEKALB

ELS/DeKalb is located on the main campus of NIU. An affordable cost of living and many outdoor activities make this the perfect location for students with families. NIU is just 60 miles west of Chicago’s Loop district. Students appreciate the peace and quiet of DeKalb for study.

NIU undergraduate majors include accounting, biology, chemistry, economics, and environmental sciences, as well as pre-law and pre-nursing programs. Graduate programs include business administration, education and TESOL.

ELS offers three options for housing: on-campus residence dormitories, student residences off campus and homestay. Students have access to facilities including baseball and soccer fields, basketball and tennis courts, a gymnasium, a fitness center, an indoor pool and more. International students participate in activities including the annual parade of flags and potluck dinner and dance.

THE EXPERIENTIAL LEARNING CENTER AT NIU

NIU’s College of Business offers a unique hands-on mentoring program for its students. Through the Experiential Learning Center (ELC) students participate in a 16-week program during which they work to solve cross-functional business issues.

Students are coached by a team of executives, professors and instructors in order to develop and improve the project-management, team-building, leadership, critical-thinking, technical and creative-solutions skill sets that will provide them with a wealth of confidence and knowledge to share with the world.

For complete details: www.cob.niu.edu/elc





INDIANA UNIVERSITY-PURDUE UNIVERSITY FORT WAYNE

Helping students succeed

Indiana University–Purdue University Fort Wayne (IPFW) is a joint regional campus of the Indiana state university system and Purdue University. IPFW offers a fifty-fifty mix of degree programs; that is, programs that grant degrees either from Indiana University or Purdue University.

The IPFW mission is to provide equal access to educational opportunities at a much lower cost to students. IPFW is half the cost of Purdue because it's a regional campus, providing a real advantage to degree seekers. IPFW's mission is to be a teaching campus; in addition, IPFW is a research institution, offering opportunities at all educational levels.

ELS AT IPFW

Two years in the planning stages, ELS opened on the IPFW campus in spring 2013, and continues to grow, currently hosting 120 students. "They actually moved several buildings in order to

open an ELS Center on campus," said Brian R. Mylrea, Director of International Education for IPFW.

The IPFW international program hosts students from Brazil, China, Japan, Korea, Morocco, Saudi Arabia, Sudan, Venezuela and Vietnam. Students may choose from among 200 academic programs. Most of its international students pursue bachelor's programs in business administration and the STEM fields, primarily mechanical, electrical and civil engineering, computer science and the emerging field of engineering technology. There are a total of 250 international students at IPFW, primarily enrolled in bachelor's programs.

The student/teacher ratio is 17/1 and classes are taught by professors with PhDs or the highest degree in their field. “IPFW is not a teaching assistant school,” said Mr. Mylrea. “Smaller class sizes means more support for the students, including tutoring, writing center support and more.”

STUDENTS GAIN VALUABLE WORK EXPERIENCE

IPFW’s international students take advantage of a strategic selection of internships and co-op programs. The internships are part time during the school year, while co-ops are summer programs in New York, Chicago and California. Co-op jobs can also be semester-long alternatives whereby a student works full-time for a semester, returns to campus, then completes the year-long program in a second working semester.

“I’ve been very happy to partner with ELS in our marketing efforts,” Mr. Mylrea said. “We are a small office and the support that ELS provides has been very valuable. Our effort takes several forms, the first being armchair recruiting that we conduct with EducationUSA and partner universities.”

In addition, Mr. Mylrea travels several times per year, primarily to Southeast Asia, and recently returned from a two-week trip during which he worked closely with ELS partners in Malaysia, Thailand and Vietnam. The ELS staffers helped him to plan, execute and succeed in reaching an audience receptive to the IPFW message. His office has planned further marketing efforts, including recruiting increases in India and Nepal, more Mideast beyond current efforts, and further inroads in Central and South America.

ABOUT FORT WAYNE

Fort Wayne is a beautiful and safe community, located at the confluence of three rivers, with plenty of parks, walking and bike trails, a world-class symphony and zoo, and a wealth of cultural events. IPFW students choose among one-to-four bedroom apartments that include all amenities. The apartment buildings have resident assistants on each floor and resident directors for each building, providing the amenities of apartment life with the community support of dormitory living. ELS students are housed together in such apartments or live with host families.





ELS VISITS BOSTON FOR NAFSA 2015

NEW HORIZONS IN INTERNATIONAL EDUCATION—NAFSA ANNUAL CONFERENCE & EXPO 2015

This year's conference will address the issues that confront today's international educators: the velocity of change in learning environments, financial realities, student and scholar mobility trends, and national interests. The conference will address the impact of international education on students' lives, employability, intellectual rigor, and ability to face 21st-century challenges, as well as address institutions' roles as they assist students in their journeys toward becoming capable world citizens.

NAFSA advances policies that connect students, scholars and citizens across borders. We believe international education leads to a more peaceful world. Visit NAFSA.org.

JOIN US AT OUR GLOBAL PARTNER SESSION

Integrating International Student Perspectives into the Intercultural Classroom

TUESDAY, MAY 26, 2015, 1:00–2:00PM, ROOM 253B

The intercultural classroom—and finding ways to incorporate international student perspectives—is an ongoing issue for higher education institutions. This interactive session will explore research on international student perceptions of classroom experiences and the value of an on-campus Intensive English Program.

EVENT AT NAFSA—ELS PARTICIPATION

Development of Global Competency of Students, Scholars and Educators Track

Preconference Workshops

WS31—Models of Cultural Analysis: Theory and Practice for International Educators

MONDAY, MAY 25, 2015, 9:00 AM–5:00 PM

Combining anthropological concepts and experienced-based pedagogy, this intermediate-level workshop provides participants an in-depth understanding of cultural phenomena, as well as tools for successful intercultural communication with international students, scholars and coworkers.

Learning Objectives:

- Gain insight into diverse cultures and build intercultural communication skills
- Apply anthropological models to perform cross-cultural analyses of foreign cultures
- Explain and handle cultural misunderstandings and conflicts in a way relevant to each specific culture
- Strengthen analytic skills and increase capacity to decipher, understand, and adapt to other cultures

Lead Trainer:

Joelle E. Nisolle, PhD

International Development Director, La Rochelle Business School,
Albuquerque, New Mexico

Trainers:

Sarah-Katalina Gonzales

Assistant Director, Pepperdine University School of Law, Malibu,
California

Chanda Linn Chen (Kroll)

Director of International Specialized Programs, ELS Language
Centers/Portland Concordia University, Seattle, Washington

www.eventscribe.com/2015/nafsa/QRcode.asp?presentation=158601



BOSTON

Boston is one of the largest metropolitan cities in the USA and, founded in 1630, is also one of the country's oldest cities. Yet Boston remains on the cutting edge of technology and innovation. With more than 50 higher education institutions in the area, Boston is known as a hub of international education, making it an ideal site for this year's NAFSA Annual Conference & Expo.

Whether you know it as "Beantown," "the Cradle of Liberty" or "the City on a Hill," Boston offers something for everyone. First-time visitors will want to sample the history, culture and cuisine. For those returning, there's likely a favorite stop and an undiscovered gem waiting for you.

The city of Boston offers a wide variety of activities and sightseeing—great restaurants, cultural attractions and shopping are all just a short stroll away.



MANY LANGUAGES, ONE WORLD AT NAFSA SOUNDSTAGE 2015

THURSDAY, MAY 28, 2015, 3:15–3:45 PM

Please join us for highlights of our successful student essay contest, Many Languages, One World that launched in 2014. Mr. Mark Harris will speak, followed by a video presentation about the program.

2015 marks the second year of the Many Languages, One World Student Essay Contest and Global Youth Forum, sponsored by ELS Educational Services, Inc. in conjunction with the United Nations and partnered with Adelphi University. This year 1283 essays were submitted from students competing to win an opportunity to speak at the General Assembly of the United Nations.

Essay submissions in one of the six official languages of the United Nations represented 130 countries and 1099 universities from around the world. There were a total of 3621 students and university sponsors who participated in this year's contest.

Ten winners will be selected from each language group, with an additional ten chosen on merit from the remaining entries in all languages for a total of 70 winners in honor of the 70th year of the United Nations. ELS Educational Services, Inc. will award each winner with an all-expense paid trip to New York during the week of July 20-26, 2015. Students will attend a Global Youth Forum at Adelphi University to prepare to present their views in the General Assembly of the United Nations Headquarters.



The View from China

IN CHINA, SPRING MARKS THE START OF THE 2015 application process, a concentrated effort to create a more diverse student population. In the past, most students came from Beijing, Shanghai and Guangzhou; this year, there are more students from second- and third-tier cities including Wuhan, Chengdu and Shenyang. Students are choosing more diverse subjects and locations where they would like to study, but their academic backgrounds and English levels are uneven.

A disadvantage to increased student diversity is the variable level of students' English-language skills. According to sources at multiple Chinese universities, there is a growing concern regarding students' capabilities. Many are unprepared to fully participate in an overseas university environment. While they achieve high test scores, they do not have practical language skills.

In the plus column, increased student diversity brings an increased interest in community colleges. In China,

community colleges were usually equated with a diploma program in the Chinese education system, one not linked to a four-year degree and thus viewed as an inferior credential. The understanding that a community college degree is part of the US higher education degree pathway was not well-known; only in the past few years has this become clear. Southern China was the first to embrace this economical pathway, and there is increased interest from other regions this year.

At ELS, we are excited to participate in effectively preparing students with cross-functional English language skills, thereby providing our university partners with a means to ensure that international students are prepared to enter, thrive and graduate from our partner universities. ELS, with its 60+ Centers and 650+ university partners, is ideally suited to provide the range of options to maximize student success.



The Evolving Indian Education Landscape

THE INDIAN EDUCATION LANDSCAPE IS EVOLVING rapidly; at the beginning of 2015, the Indian government made the Choice-Based Credit System (CBCS) mandatory for all public universities at the undergraduate and graduate level, beginning with the academic year 2015–2016. CBCS is welcome by educational professionals and students as it reforms the higher educational system and allows students to pursue foundation, fundamental (core) and elective courses, thus expanding the feasibility of pursuing varied courses based on individual interests and career goals. The CBCS has also helped transform the exam-based assessment system to a broader, course-long learning evaluation and application of knowledge. The University Grants Commission (UGC) that oversees the higher education system has designed standardized course formats and credit systems as part of its efforts to implement the CBCS across universities, simplifying student mobility among the nation's higher education institutions as well as to other international study destinations.

This paradigm shift will create an upsurge of student mobility, not only through development of academic exchange programs, but also by establishing credit transfer standards between foreign education systems and programs. The program is an emergent standard of international student recruitment for India.

ELS India is planning its fourth strategic recruitment tour—along with the US Commercial Service—September 10th–22nd, 2015, with visits to cities including Chennai, Coimbatore, Ooty, Mysore, Bangalore, Visakhapatnam (Vizag) and Hyderabad. The tour will focus on both undergraduate and graduate student recruitment through student fairs and institutional visits, while exploring additional opportunities such as exchange programs, twinning programs and collaborative research with Indian higher educational institutions. For complete details, contact india@ELS.edu.



Integrating International Student Perspectives into the Intercultural Classroom

The intercultural classroom—and finding ways to incorporate international student perspectives—is an ongoing issue for higher education institutions. This interactive session will explore research on international student perceptions of classroom experiences and the value of an on-campus Intensive English Program.

EXPLORATION OF THE KEY INTEGRATION CONCEPTS:

- Main classroom challenges identified by international students
- Key international student obstacles when integrating into university life
- The value international students place on on-campus Intensive English Programs, and in particular why they perceive that attendance in Intensive English Programs can improve both integration into campus life and academic performance



ELS® Educational Services
INTERNATIONAL PATHWAYS

InternationalStudentRecruitment.org

JOIN US:

NAFSA 2015

TUESDAY, MAY 26, 2015

1:00—2:00, Room 253B

SPEAKERS INCLUDE:

Mark W. Harris

President & CEO

ELS Educational Services, Inc.

Dr. Darla K. Deardorff

Executive Director

Association of International Education Administrators (AIEA)

Ms. Kati Bell

Director of Global Education

Dominican University of California

News Briefs

The preponderance of internship programs offering college students the opportunity to live and work abroad reflects the value of international experience in the job market. However, it may not be worthwhile for those who pay out of pocket for such services only to wind up working at undemanding jobs for no remuneration. Read more: nyti.ms/1Kle11z.

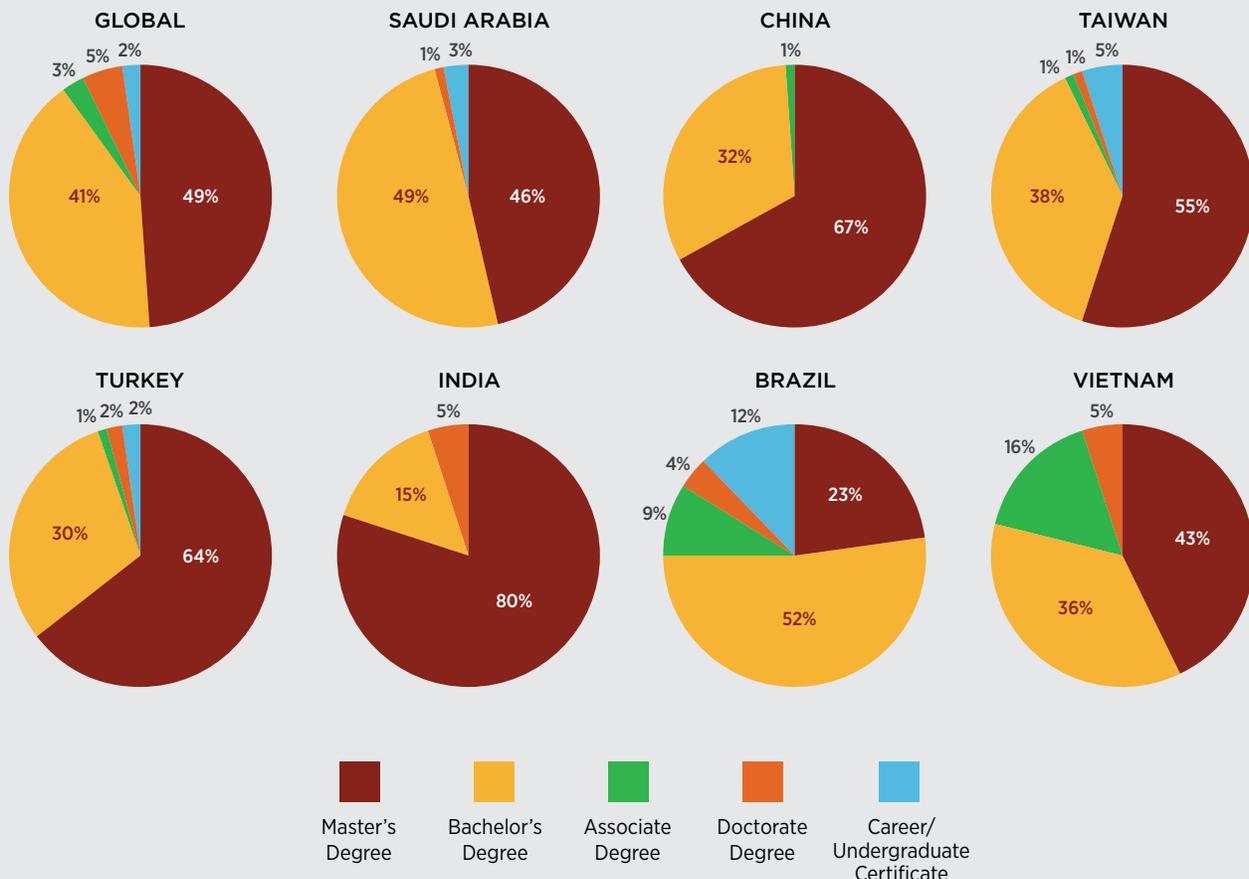
The US has become an increasingly attractive study destination for Chinese students seeking more than just the prestige of an Ivy League school. Many US state-sponsored schools, such as Georgia Tech,

have seen a boom in enrollment from China, as middle-class families are finding ways to foot the costs to give their children a broader educational experience. Read more: econ.st/1CP17oV.

A report from the Modern Language Association (MLA) found that enrollment in foreign language courses at US colleges and universities dropped by about 6.7% for the four-year period from 2009 to 2013. The MLA proposed that the unprecedented decline may have been due to more students focusing on business-related courses in the wake of the recession. Read more: adobe.ly/1O8cXmT.

MOST POPULAR DEGREE TYPES WORLDWIDE

The UniversityGuideOnline.org website is the primary counseling reference for professional educational counselors located in more than 102 countries in 1,900 locations.



Source: UniversityGuideOnline.org



STUDENTS' PERSPECTIVES *on International Pathways*

“ ELS at Johnson City is a wonderful place to improve your English skills. It's where you can feel at home, where you can make friends from all over the world, where you can meet great teachers!



TING
China

That has been, no doubt, my best experience since I came to America. I had thought that I would have a long and hard study time before I met those nice and kind teachers in ELS. When I came to ELS for the first time, I saw a smiling face from the teachers, which made me feel relaxed and all my nerves and worries gone. What's more, my other teachers are so kind and friendly that they are more like friends for me, and we can communicate without any obstruction. In addition, I meet so many student friends here from Saudi Arabia, Ukraine, South Korea and Brazil. They told me about their lives in their homelands. I felt the diversity, but more similarity of our worlds.

It helps me to fit in American college smoothly, and makes me more confident about my English. Thanks ELS! ”

“ ELS has provided me with one of the most fulfilling experiences in my life. The program has given me the opportunity to learn English as a second language and be able to meet people from different cultures.



JOANNA
Venezuela

ELS program offers a very organized course that takes you step-by-step into the process of learning a second language. Our teachers are very supportive and dedicated, and help us to establish valuable relationships between students and teachers. I always feel encouraged to improve my skills. In addition, ELS Grand Rapids has the advantage of being located in the GVSU main campus in Allendale, Michigan. It offers us the possibility of enjoying the wonderful facilities of this university.

Finally, the staff, professors and advisors of ELS promote extracurricular activities, including games, excursions, parties and other cultural activities where we can share with American students of GVSU, and carry on a conversation with native English speakers.

I'm thankful for being in this supporting environment that is helping me to achieve my goal. ”

ELS HISTORY *and* MISSION

The mission of ELS is to enable international student mobility by creating pathways to 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;

- A 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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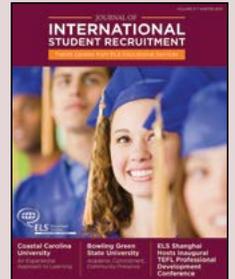
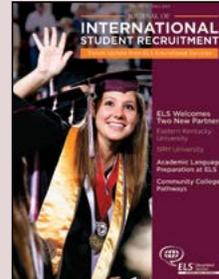
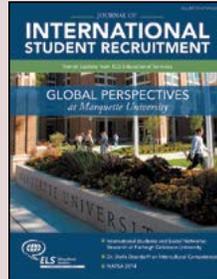
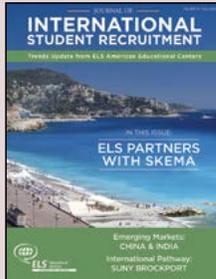
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