STATES GOING GLOBAL FOR HIGHER EDUCATION

Tuesday, Jan. 27 | 2–3 p.m. EST
CSG eCademy
States Go Global:
Links Between Higher Education & State International Efforts

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State University of New York
Rockefeller Institute of Government

CSG eCademy
A Council of State Governments Webinar
January 27, 2015
A Four-Pillar Strategy

A C A D E M Y

E C O N O M Y
WHAT’S THE POINT?

• There are important synergies between state’s global economic strategies and the international engagements of their public colleges and universities.

• Increasing state government involvement in the international programming of colleges and universities is tied to the state's commitment to stimulating economic development.
Higher Education Internationalization—Economic Driver

886,052 international students supported 340,000 jobs and contributed $26.8 billion to the U.S. economy during the 2013-2014 academic year.

This is a 8.5% increase in job support and creation, and a nearly 12% increase in dollars contributed to the economy from the previous academic year.

Source: NAFSA Economic Impact Statements
Higher Education Internationalization—Economic Driver

US Private Education Services, by category in millions of dollars

Source: USDOC, International Transactions Accounts; Figures adjusted dollars for inflation to 2013 dollars using CPI.
Increasing State-Level Interest

Recognizing the importance of a highly educated workforce in a knowledge-based and increasingly global economy, U.S. states and public higher education systems have begun to formalize internationalization efforts.
Connecting Economic Development & International Higher Education

Greater collaboration between higher education and economic development agencies is being explored and formalized.
Linking Initiatives to Impact

States that report a larger number of internationalization efforts also tend to have larger number of foreign student enrollments, U.S. students abroad, or positive growth in numbers of year-to-year enrollments.
Initiatives & Programs

• Study State initiatives
• International exchanges and study abroad
• Global Alliances bridging academia & industry
  – Global Michigan Initiative
  – Global Washington
  – California Education & Training Export Consortium
• Co-locating offices overseas
• Using academic expertise and reputation to develop overseas industry and trade partners
• Leveraging international student and alumni connections
How to Connect

- Identify your local counterpart
  - Senior International Officer or State Economic Development Executive

- Map your initiatives or plans to those of your counterpart
  - Identify regions of interest and individual expertise

- Learn about the other’s role
  - Publications
  - Organizations
  - Conferences

- Reach out in person
# Resources

## Professional Groups & Think Tanks

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<thead>
<tr>
<th>Professional Group/Think Tank</th>
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<tbody>
<tr>
<td><strong>AIEA</strong> Association of International Education Administrators</td>
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<td><strong>NAFSA</strong> Association of International Educators</td>
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<td><strong>IEDC</strong> International Economic Development Council</td>
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<td><strong>SIDO</strong> State International Development Organizations</td>
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<td><strong>RIG</strong> Rockefeller Institute of Government</td>
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<td><strong>C-BERT</strong> Cross-Border Education Research Team</td>
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<td><strong>EducationUSA</strong> Institute of International Education &amp; US State Department</td>
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## Research & Data

<table>
<thead>
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<th>Research Topic</th>
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<tr>
<td><strong>States Go Global</strong> State government engagement in higher education internationalization</td>
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<td><strong>Foreign Student Impact on the Knowledge Economy</strong> International enrollment in STEM Fields</td>
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<td><strong>Cross-Border Higher Education</strong> Global and local tensions within competition and economic development</td>
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<td><strong>International Dimensions</strong> of higher education’s contributions to economic development</td>
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## Contact

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<tr>
<td><a href="mailto:jason.lane@suny.edu">jason.lane@suny.edu</a></td>
</tr>
<tr>
<td><a href="mailto:taya.owens@suny.edu">taya.owens@suny.edu</a></td>
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“Promoting U.S. Education Overseas: Government Resources for U.S. Schools”

Joan Kanlian, Director, Westchester U.S. Export Assistance Center
US Commercial Service, US Department of Commerce

January 2015
Network:
140 offices in 70 countries
~ most in embassies and consulates
~ Education Specialists
100 locations across U.S.
~ cover each U.S. state

Mission:
• Promote the exports of U.S. goods and services
• Work with federal agencies, associations, consortia, partners

Primary Education Sector Clients:
Intensive English Programs, private high schools and boarding schools, academies, community colleges, 4-year colleges and universities, graduate programs
Trends in the International Education Sector:

• Study consortia collaboration

• Virtual recruitment

• Using agents/independent education consultants/alumni to help support marketing activities
**U.S. Commercial Service Client Needs**

• **Market Intelligence:**
  - Education Industry Information ([www.export.gov/industry/education/index.asp](http://www.export.gov/industry/education/index.asp))
  - Newsletter, Best Export Markets Report, Country Specific Market Research Reports, Webinars, Virtual Education and Recruitment Events, Trade Leads - sign up for email updates!

• **Making Contacts:**
  - Virtual Education Fairs
  - Customized Contact Lists
  - Prescreened Face to Face Meetings w/ Potential Partners
  - Single/Multi Organization Promotion
  - Industry Trade Missions - Outbound and Inbound

• **Meeting Students:**
  - Organized Trade Missions
  - Fairs (EducationUSA, IIE, ISN, Linden, Consortia, etc.)
Welcome to the U.S. Department of Commerce’s homepage for U.S. Educational Institutions and English Programs. This page is your resource for market research reports, international sales events, and study consortia information.

Our division of Commerce, the U.S. Commercial Service, has a global network of 100 offices located in U.S. and over 100 offices located in about 80 countries. Our worldwide team of education specialists work with your international outreach to students, potential partners, and agents. To find your local specialist, please click on the link to the left titled "Local USDOC Support".

Our Education Team members can assist you with the following:

- **International Market Research** – our overseas education specialists generate reports on the education sectors of target markets around the world. You can see three reports highlighted but you can access more of them at [www.export.gov/mrktresearch](http://www.export.gov/mrktresearch) in our Market Research Library.
Client Needs

Making Contacts:

• Customized Contact List per specific criteria
• International Partner Search - vetted list of candidates
• Gold Key Matchmaking Appointment Service in country
• Single School or Multi-Organization (Consortia) Promotion in country
• Outbound (Inbound) Education Mission
Making Contacts:

Outbound and Inbound Education Missions

• Mega mission to Malaysia and Philippines
• Mega mission to Indonesia and Vietnam
• Mega mission to Brazil
• Education mission to Poland and the Czech Republic

Cooperation/Coordination with Education Fair Organizers i.e. EducationUSA, IIE, Linden, EAIE, etc.
Virtual Education Fairs

- 35+ virtual education fairs held to date
- Offered to individual schools or consortia

Distributed to Partners in Advance:
School DVDs/Profiles/Other Materials
U.S. Clients - Community Colleges, Intensive English Programs, 4-year Colleges and Universities, Private High Schools

Client Needs: Making Contacts
Virtual Education Fair at the U.S. Embassy in Chile
In just this past year, several schools have showcased their English Language programs through virtual fairs in the following countries:

<table>
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<th>Previous VEFs this year:</th>
<th>Who Participated?</th>
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<tr>
<td>EU (France, Germany, Spain, Portugal, Italy, the Netherlands, Belgium, Denmark)</td>
<td>ESL Programs, Short Term Programs</td>
</tr>
<tr>
<td>Indonesia</td>
<td>ESL Programs, Community Colleges, Undergrad, Graduate schools</td>
</tr>
<tr>
<td>Brazil</td>
<td>ESL Programs, Undergrad, Short Term Programs w/ Certificate</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>ESL Programs, Undergrad, Short Term Programs w/ Certificate</td>
</tr>
<tr>
<td>India</td>
<td>Design (Art, Fashion, etc.) Schools</td>
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Upcoming Events

Contact: Samuel Bateman, U.S. Commercial Service - Moscow Samuel.Bateman@trade.gov

Contact: Grace Tao, Commercial Service - Taiwan Grace.Tao@trade.gov

U.S. Consulate Education Fair in Kazakhstan - April 4-5, 2015: U.S. colleges and universities will have the opportunity to recruit Kazakh students.
Contact: Debra Rogers, U.S. Commercial Service - Chicago Debra.Rogers@trade.gov

U.S. Educational Travel Seminar in Sapporo - July 7, 2015: To educate school teachers and officials about the excellence of educational travel to the United States.
Contact: Hirono Taki, U.S. Commercial Service - Osaka-Kobe Hirono.Taki@trade.gov
Education Mission to Central America - March 15-21, 2015
El Salvador, Honduras, and Nicaragua (Optional stop)
Cities: San Salvador, Santa Ana, Tegucigalpa and Managua (optional)
* Since 2006, the number of students attending higher-education institutions in the United States from these 3 countries has increased 21.5%. *

Who should join this mission?
• Intensive English Language Programs
• Community Colleges
• Summer Programs
• Undergraduate and Graduate Degree Programs

Registration Deadline: January 15, 2015
For more information, please contact:
Gabriela Zelaya, Silicon Valley USEAC, (408) 535-2757, ext. 107, gabriela.zelaya@trade.gov
Sara Moreno, Lexington USEAC, (859) 225-7001, sara.moreno@trade.gov
Collaboration with Consortia

• Purpose: Bringing educational institutions together to increase the number of international students studying in the state

• About 30 consortia throughout the US
  • State-wide; regional within a state; city

• Varied membership models
  • Public & private colleges/universities / community colleges and Intensive English Programs
  • Colleges/universities only
  • Colleges/universities/community colleges, secondary schools (mostly private but not always)
Study NY Website studynewyork.us

• Provide a welcoming and informative overview of the site’s features and information available to students interested in studying in NY

• New Features:
  • More informative menus and freshened up look

• Home page top level links:
  • Studying in NY
  • Coming to NY
  • About Study NY
  • Contact Us
2014 Activities

• ICEF, December 2014 (Miami)
• AIRC, December 2014 (Miami)
• Webinars with India, Columbia, Thailand
• NAFSA, May 2014 (San Diego, CA)
• Membership Meeting, June 2014, Albany
• EducationUSA Forum, June 2014, Washington DC
International student impact in Maine

- 1,000 foreign students at Maine high schools
- 1,200 foreign students at Maine colleges/universities
- Economic impact of higher education students is over $45 million/year to Maine economy
- International students critical to diversifying Maine schools, introducing Maine students to the world
Study Maine

• Consortium of high schools, colleges and universities that promotes the academic programs and extracurricular opportunities available in Maine

• 20 member schools, including public and private boarding schools, day schools, universities and colleges

• Provide schools with research, contacts, monthly newsletter, missions abroad

• Web portals are www.studymaine.net and www.facebook.com/studymaine
Maine schools, ranked among the top in the U.S., prepare you to succeed.

HIGH SCHOOLS
Maine high schools will prepare you to succeed in the top American universities.

SPECIALIZED OR SUMMER PROGRAMS
Explore a different path or enjoy a glorious Maine summer where learning is year round.

COLLEGES
Maine colleges and universities offer the most popular - as well as highly specialized - majors and degrees.

StudyMaine is supported and funded in part by: Maine VisitMaine.com
Maine Education Mission to Kazakhstan
September 5-12, 2014 | Almaty & Astana

With an ever expanding middle class, Kazakhstan is poised to become a major player in the international student demographic in the US. 37,000 self-funded Kazakhstani students study abroad at higher-education institutions, including nearly 2,000 in the US. Growing numbers attend US secondary schools. In August 2013, the U.S. began issuing five-year visas to citizens of Kazakhstan.

*Take the lead in diversifying your campus with students from Central Asia.*

Join StudyMaine/Maine International Trade Center for an education mission to Kazakhstan to reach this growing market. Meet with education agents, communicate directly with interested students, and tour local education institutions. An option to add on a trip extension to Russia is also available.

Kazakhstan Student Demographics:
37,000 self-funded students abroad
143,000 graduated from high schools in 2013
571,691 students in higher education in Kazakhstan

**MISSION BENEFITS**

**Customized One-on-One Appointments:** Individual appointments in Astana and Almaty based on your school's goals.

**In-Country Research:** Research will be conducted by industry specialists, and you'll have the opportunity to meet via videoconference to discuss your school's objectives before leaving Maine.

**Market Briefings:** Learn more about current economic and political conditions in Kazakhstan and neighboring countries.

**Group Tours and Events:** Visit high schools and higher-education institutions and meet with Kazakhstani leaders to gain first-hand knowledge of the education environment.
StudyMaine Initiative Update

Wade Merritt, Vice President, MITC – merritt@mitc.com
Lucy Sommo, International Trade Specialist, SM Coordinator – sommo@mitc.com

www.studymaine.net  -  www.mitc.com
Questions?

Please submit them in the question box of the GoToWebinar taskbar.