



Leaders in International Higher Education

2023 Annual Conference

HBCU International Recruitment Strategies: Leveraging Study State Consortia

- Jennifer Woods, U.S. Commercial Service – Knoxville, TN
- Rachel Alarid, International Trade Administration
- Engin Ayyvaz, Tennessee State University
- Stephanie Sieggreen, University of Tennessee Knoxville

Rachel Alarid **Department of** **Commerce,** **International Trade** **Administration**

- International Trade Specialist with the Office of Supply Chain, Professional & Business Services
- Native of New Mexico
- University of New Mexico, BA in Political Science and Spanish
- UNM Conexiones Program: Trujillo, Spain
- Virginia Tech, MPIA



Engin Ayvaz

Tennessee State University

- Director, Intensive English Center
- Responsible for International Student Recruitment
- Association of Specialized and Professional Accreditors (ASPA)
 - Academic Member, Board of Directors (2022-25)
 - The American Association of Intensive English Programs (EnglishUSA)
- Director-at-large, Executive Board (2019-22)
 - Commission on English Language Program Accreditation (CEA)
- Commissioner/Commission Chair (2014-17)



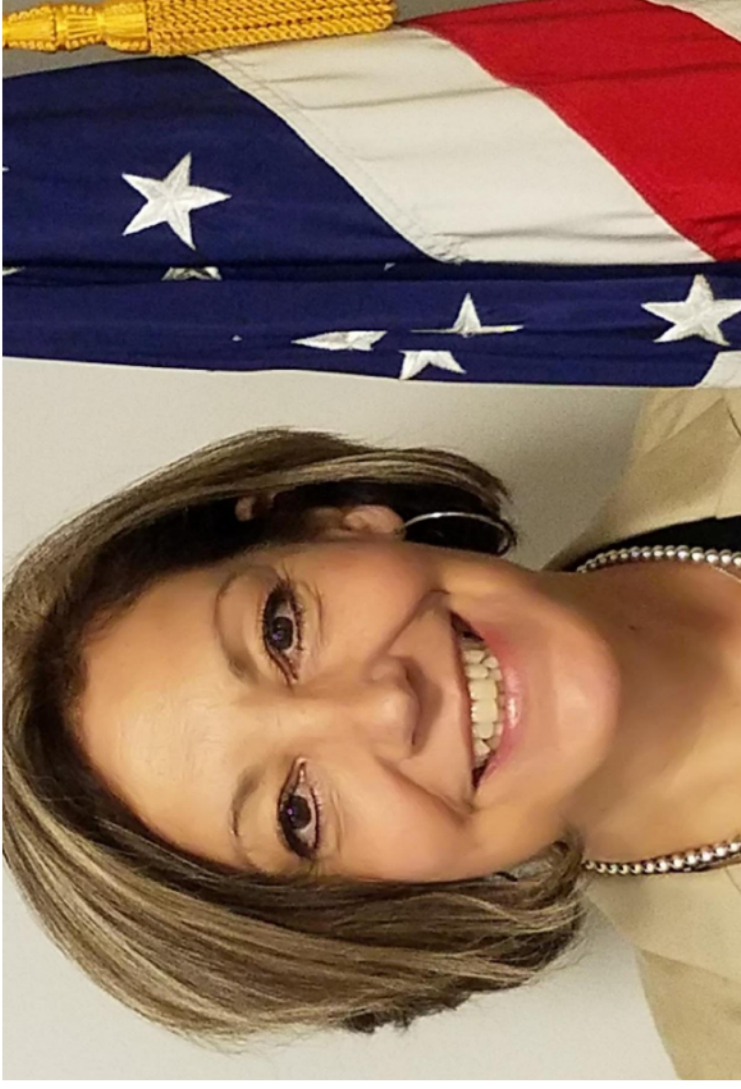
Stephanie Sieggreen University of Tennessee, Knoxville Study Tennessee

- Director, International Recruitment
- Co-Chair, Study Tennessee, study state consortium
- Liaison, NAFSA Region VII International Enrollment Management Knowledge Community
- Appointed Member, Tennessee District Export Council
- Board Member, Bridge Refugee Services
- Appointed Member American International) Certification



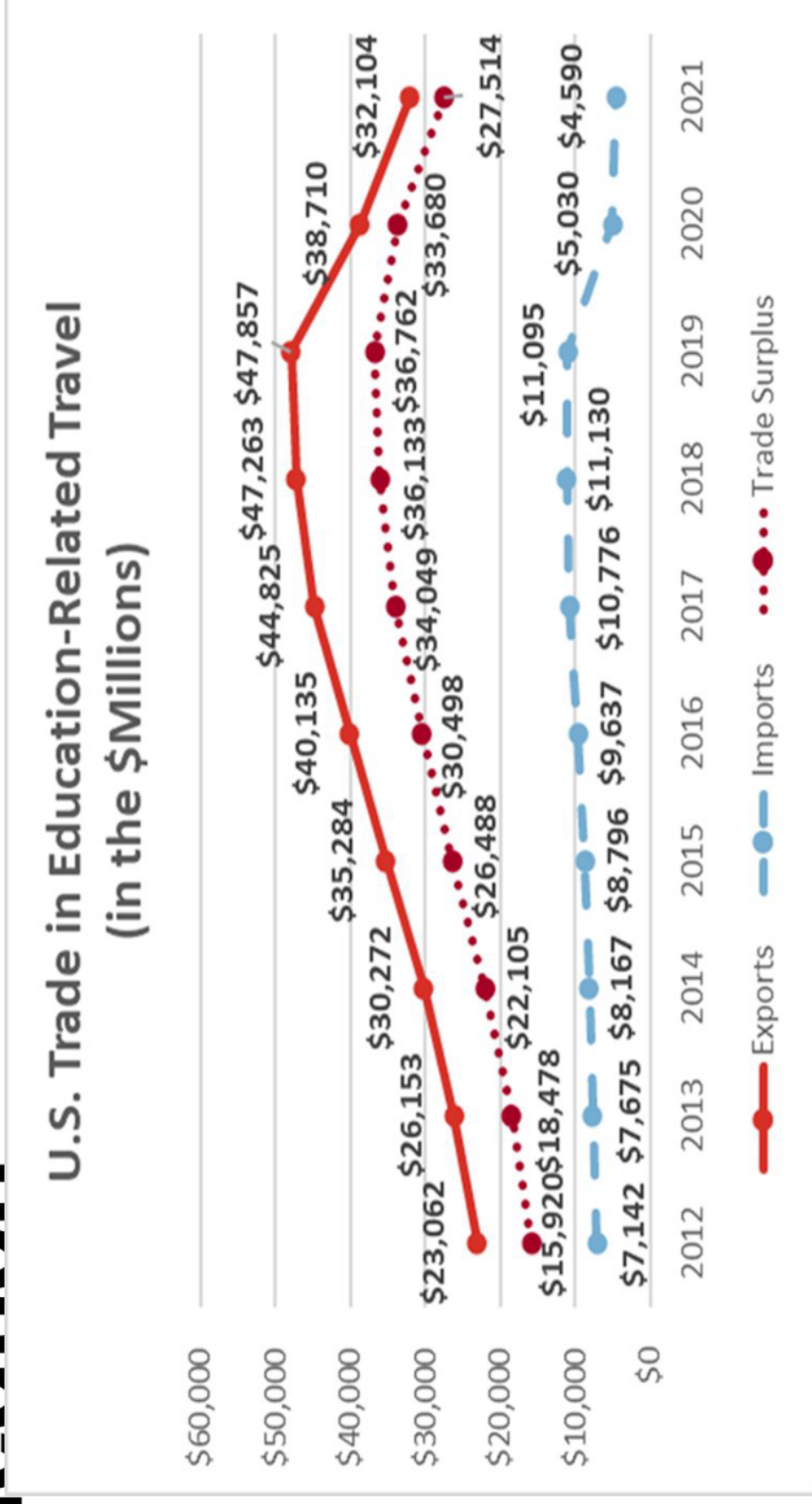
Jennifer Woods, Director, Commercial Service Knoxville

- Global Education Team Lead for GDEI programming
- Retired Foreign Commercial Officer
- 25+ years with U.S. Commercial Service



Economic Impact of International Students

Economic Impact of International Education



Bureau of Economic Analysis: Table 2.1 U.S. International Trade in Services – Release Date: July 7, 2022

Economic Impact of International Education, Continued

2021 U.S. Exports of Services

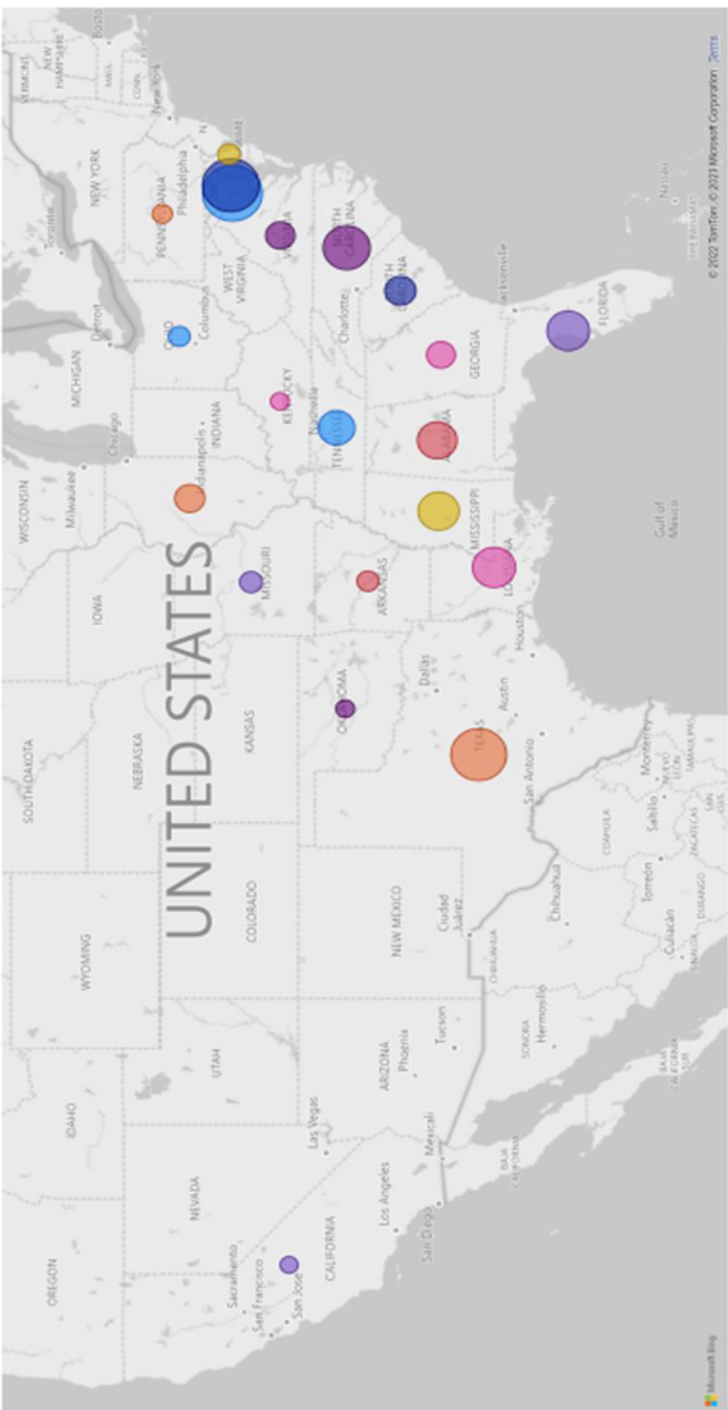
Ranking	Services	2021
1	Professional and Management Consulting Services (Other Business Services)	\$132.5 Billion
2	Financial Management Services (Financial Services)	\$68.7 Billion
3	Licenses for the Use of Outcomes of Research and Development (Charges for the use of Intellectual Property)	\$56.4 Billion
4	Research and Development Services (Other Business Services)	\$47.2 Billion
5	Computer Services (Telecommunication, Computer, and Information Services)	\$45.3 Billion
6	Technical, trade-related, and Other Business Services (Other Business Services)	
7	Licenses to Reproduce and/or Distribute Audio Visual Products (Charges for the use of Intellectual Property)	\$36.6 Billion
8	Education-Related Travel (Personal Travel)	\$32.1 Billion
9	Credit Card and other Credit-Related Services (Financial Services)	\$29 Billion
10	Securities Lending, Electronic Funds Transfer, and Other Services (Financial Services)	\$27.8 Billion

Bureau of Economic Analysis: Table 3.1 U.S. International Trade in Services – Release Date: December 21, 2022
(Next Release Date: March 23, 2023)

Overview of International Student Data at HBCUs

International Students Enrolled at HBCUs in 2021

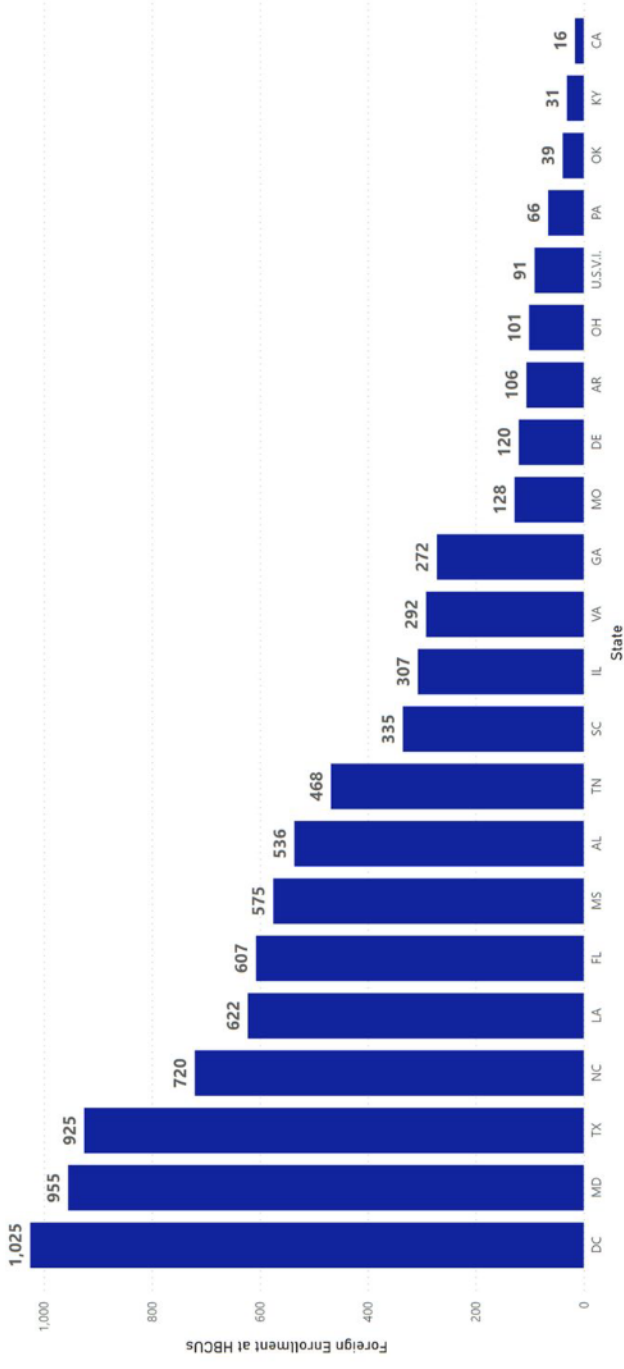
Foreign Student Enrollment at HBCUs in 2021



Data Provided by the U.S. Immigration and Customs Enforcement, Student and Visitor Exchange Program

International Students Enrolled at HBCUs by State, 2021

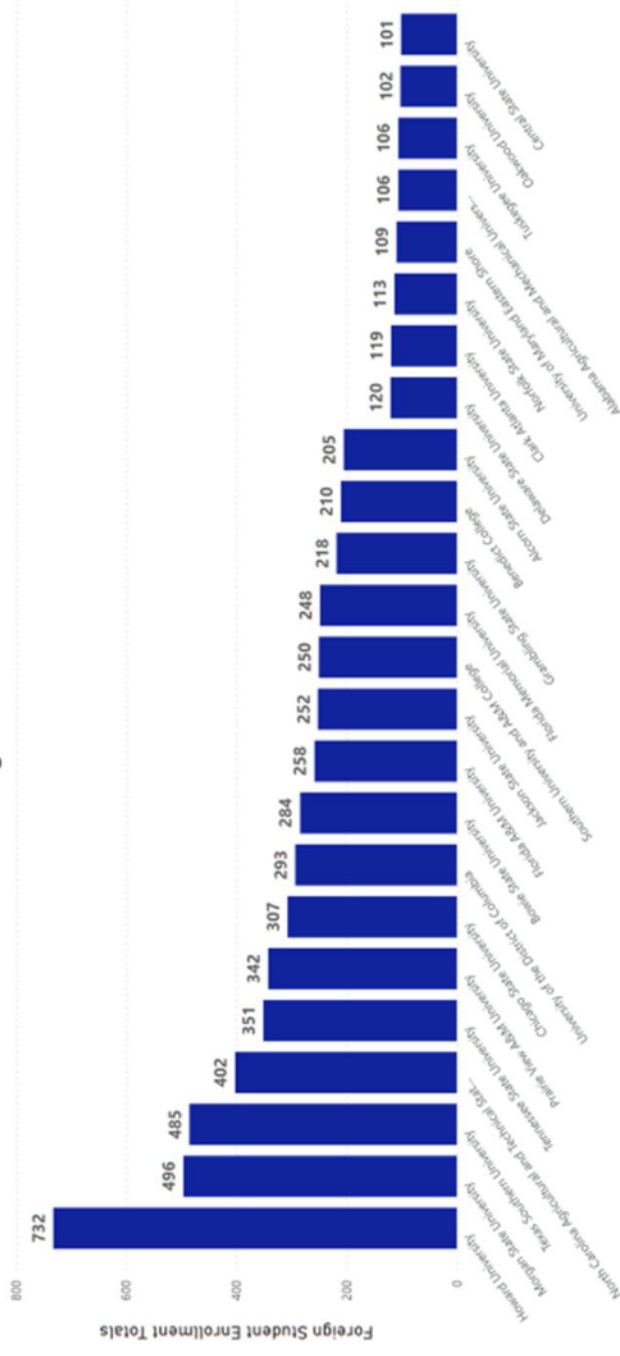
2021 Foreign Enrollment at HBCUs by State



Data provided by the U.S. Immigration and Customs Enforcement, Student and Visitor Exchange Program

Top HBCU Serving Institutions for International Students, 2021

Leading Host HBCUs in 2021



HBCUs

Data Provided by the U.S. Immigration and Customs Enforcement, Student and Exchange Visitor Program



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HBCU International Student Recruiting: Tips and Tricks – A Case Study from TSU’s IELC

Engin Ayvaz
Tennessee State University,
Director, Intensive English
Language Center



University

- **Founded in 1912 as an HBCU (Historically Black Colleges and Universities)**
- **8 colleges: 38 bachelors, 24 masters, and 7 doctoral degree programs**
- **App. 8,000 undergraduate / graduate students (217 International)**
- **The only public university in Nashville, TN**

International Education Numbers

- International students made up **5%** of all students in U.S. higher education. (Open Doors Report, 2022)
- International students form **2.5%** of the total student population at HBCUs (ACE Race and Ethnicity in Higher Education: A Status Report, 2016)

Race/Ethnicity	U.S. Postsecondary Enrollment 2019-2020	U.S. Students Abroad 2019-2020
African American or Black	13.3%	5.5%
Asian/Pacific Islander	7.4%	8.6%
Caucasian	54.3%	70.0%
Hispanic/Latino American	20.3%	10.6%
Multiracial	4.1%	4.8%
American Indian/Alaska Native	0.7%	0.5%

Source: NAFSA Trends in Study Abroad 2019-2020

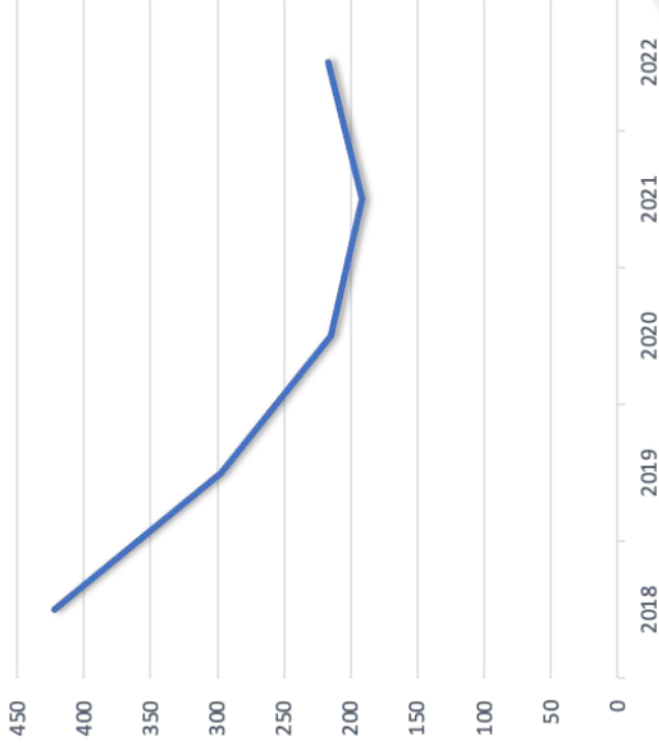
<https://www.nafsa.org/policy-and-advocacy/policy-resources/trends-us-study-abroad>



University

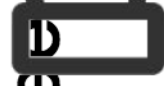
- **Brief Background:**
START: Fall 2012 – 122 Intl Students
PEAK: Fall 2015 – 871 Intl Students
- The jump in enrollment from 2012 to 2015 and subsequent drop off attributed to two issues primarily:
 - SACM saturated majority of majors then closed TSU for new students.
 - High graduation rate

TSU UG/G INTL ENROLLMENT BY FALL



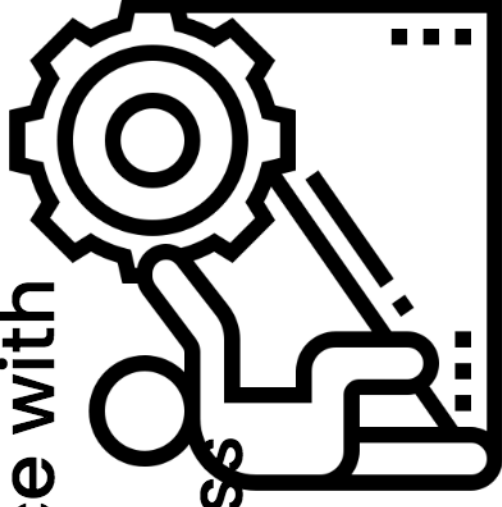
STRENGTHS

- Unique HBCU culture
- Diverse faculty body
- Welcoming campus atmosphere
- Nashville
- Study Tennessee



CHALLENGES

- Human and capital resources
- Lack of experience with recruitment
- Campus readiness
- Pandemic
- Nashville

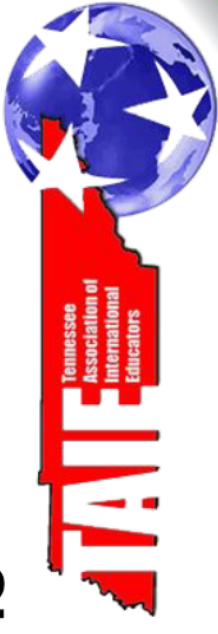


RECRUITMENT STRATEGIES AND PRACTICES WITH STUDY STATE CONSORTIA



English as a Second Language Program

- Federal/State/Local grants
- Faculty/study abroad
- Lead generation platforms
- In-country recruitment





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HBCU International Student Recruiting: Tips and Tricks – Study State Consortia, Study Tennessee

**Stephanie Sieggreen
University of Tennessee, Knoxville
Study Tennessee**

University of Tennessee, Knoxville

- 229 years of academic excellence (Est. 1794)
- Public, land-grant research university
- Southeastern Conference (SEC) University
- 30,000 plus enrollments (approx. 3% international enrollments)
- International Enrollment Active Memberships: IACAC, CIS, NAFSA (IEM), IC3 Consortium, AIRC, Study Tennessee



Study Tennessee: Overview

- Collaborative and diversified network of educational institutions with a mission to collectively and actively elevate the global visibility of the state as an education destination
- Primary Members: K-12, community college (CC), 4-year higher education institutions (public & private), HBCUs, English Language Institutes (ELI)



Study State Consortia:

Benefits:

- Strength in numbers when competing within the world market
- Direct pathway pipelines (ELI, CC, K-12)
- Leverage of strengths and expansion of recruitment network (Schools with International Programs of Excellence: SWIPE)
- Depth of educational options (HBCU) for int. students
- Increased SEO
- Leads
- Fair/tour discounts (free ICEF)
- Federal support: Department of State (EdUSA) & United States Commercial Service (USCS)

Outcomes:

- EducationUSA: webinar series, advisor training and hosting
- USCS: gold key services, consultations, E2E
- Alumni events
- Embassy and education organization visits
- Agent and high school counselor in-state hosting
- NASFA study state pavilion representation
- Embassy Circle





U.S. Commercial Service Support for U.S. International Education and Study State Consortia

**Jennifer Woods, Director
U.S. Commercial Service,
Knoxville
International Trade
Administration
U.S. Department of
Commerce**



ATTA

International Trade Administration, U.S. Commercial Service

Founded 1980 – The International Trade Administration (ITA) works to improve the global business environment and helps U.S. organizations compete at home and abroad.

ITA is organized into three distinct but complementary units: Global Markets, Industry and Analysis, and Enforcement and Compliance.

U.S. Commercial Service (CS) is the trade and investment promotion arm of USDOC ITA.



**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

ATA

U.S. Commercial Service



Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with educational trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



Our Services



Educational Service Export Counseling

- Counseling to inform the development of effective market entry and recruitment strategies.
- Information about regulations in foreign markets.
- Information regarding U.S. government export controls, compliance, and financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential partners.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your programs or service to prospective partners at education trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Help in addressing trade barriers to successfully enter international markets.



U.S. Commercial Service Global Education Team



U.S. Commercial Service—Promoting U.S. Education Internationally



Our Worldwide Network of Education Experts Will Help You:

- Adopt new digital strategies
- Meet with companies that require specialized training
- Connect to high school counselors, potential recruitment partners, and universities
- Recruit international students

How the U.S. Commercial Service Makes a Difference

Commercial Service (CS) is a business development operation, building a recruitment pipeline and partnership channels for U.S. organizations through the various program offerings unique to the education sector.



The following are four verticals in which the CS Global Education Team focuses resources:

- Educational institution pipeline and channel creation
- Educational state consortia; tourism development and promotion
- Education information technology (IT) and massive open online courses (MOOCs)
- Research and development; innovation

U.S. Commercial Service: Addressing Client Needs

The Basics:

- A U.S. educational institutions can call their local Education Trade Specialist to simply talk about their institution's strategic recruitment plan and discuss how CS can help.
- CS can match institutions with qualified education agents or international partners.
- CS can provide counseling on the latest education market information and programming to fit the school's recruitment strategy.
- CS can connect with Economic Development Offices and other local partners to leverage resources.

U.S. Commercial Service Programs



Optimize Your International Marketing & Recruiting Efforts!

- ***Gold Key Matchmaking Service.*** Meet pre-screened high schools, universities, agents, and other partners.
- ***International Partner Search.*** Find schools and educational organizations that match your criteria.
- ***Trade Fairs and Catalog Shows.*** Identify international education fairs for your school that match your criteria.
- ***Virtual Education Fairs.*** Connect with agents via webinar tools without leaving your office.
- ***International Market Research.*** Receive market research reports on education sector target markets around the world.
- ***Single School Promotion.*** Attend an event featuring your educational institution and meet players in the international education field.
- ***Trade Missions.*** Attend a trade mission led by U.S. Department of Commerce.
- ***Virtual Connection Programs.*** Schedule one-on-one virtual meetings with agents, counselors, university partners, and foreign government officials.



Connect to a World of Opportunity.
Visit trade.gov/education-industry to learn more.



For questions regarding the above programs, please contact:

Gabriela Zelaya
Global Education Team Leader
gabriela.zelaya@trade.gov

Collaboration with U.S. Study State Consortia

trade.gov/usa-study



USA
A Study Destination



ATTA



New! USA: A Study Destination Engagement

- ✓ U.S. International Education Stakeholder Roundtables in states

U.S. International Education Stakeholder Roundtables in states: CS Education point of contact (POC) in states to convene roundtables with:

- Study State Consortium leadership
- Visit (state) Travel and Tourism leadership
- State Trade Center
- Governor's office business representative
- State Legislature representative, if applicable
- State-wide economic development office representative
- Department of Higher Education within the state

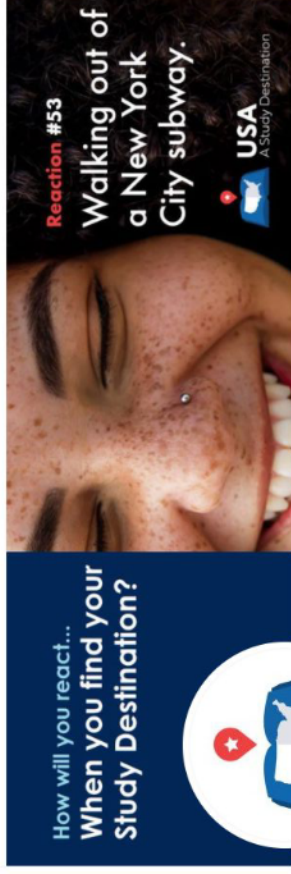
For the purpose of stakeholders to discuss their plans to market each state as a study destination as part of the USA: A Study Destination engagement.

Global Marketing Campaign - Join Us! #USAStudyDestination



Follow us on Twitter
 @USAStudyHere
 and @ExportGov

USA: A Study Destination
 270 Tweets



Following

USA: A Study Destination
 @USAStudyHere

Promoting the U.S. as the #1 study destination for international students | USA: A Study Destination brand & program managed by the U.S. Commercial Service



The U.S. Commercial Service and our global #education team is committed to supporting the U.S. international education sector and boosting U.S. education exports.

International students can view our list of study states, and thousands of participating U.S. educational institutions at trade.gov/usa-study.

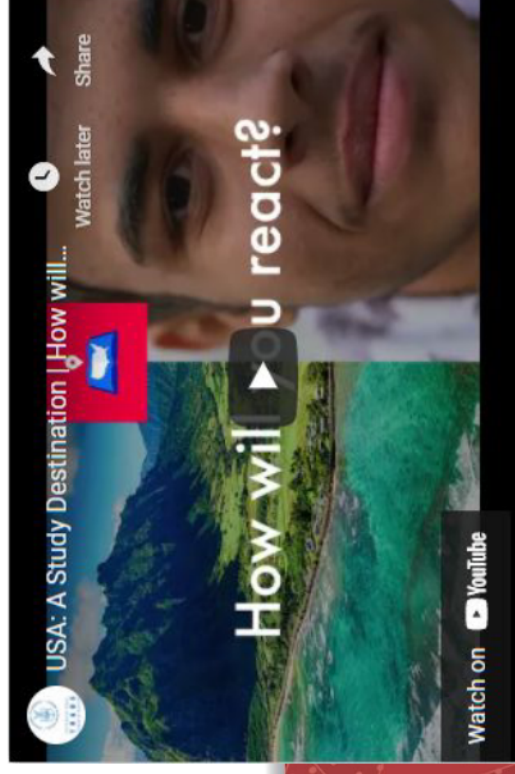
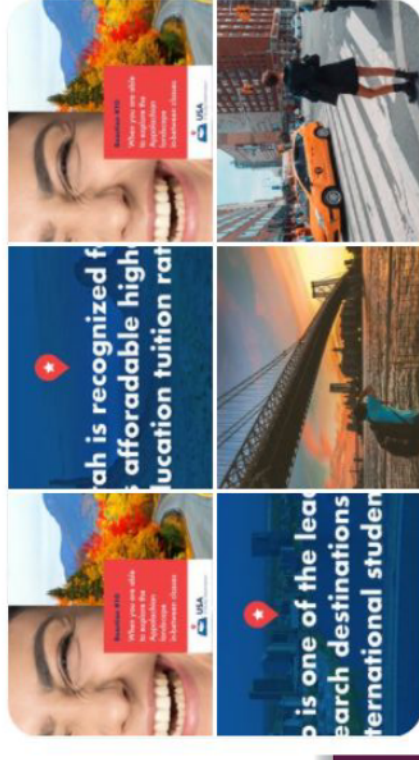
Make the U.S.A your study destination! Discover the amazing academic and social opportunities each school has to offer, from special study programs, unique clubs and sports, internships, job opportunities, and much more.

Learn more about this new, global campaign at: <https://go.usa.gov/xeRu>

USA: A Study Destination
 Open up your world by studying in the United States.

Discover thousands of study destinations across America.
 Find participating educational institutions:
trade.gov/usa-study

USA A Study Destination
 U.S. Commercial Service
 Study in the U.S.
 Study in America



ATTA

2022 Education and Training Service Resource Guide



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Education & Training Services

Our team of U.S. and international education and training services industry specialists across 200 locations are dedicated to enhancing the global competitiveness of the U.S. education and training services industry through market intelligence, matchmaking opportunities, and export counseling.



Education & Training Services

Education

Professional Training Services

Education State Consortia

Education Technology

Research and Development Services

Contact Us

Get Industry Updates

Upcoming Education Events

Learn more about our upcoming events for educational institutions



Education & Training Services Guide

This 2022 U.S. Commercial Service Guide provides detailed analysis of the education sector in over 62 countries, covering trends, demand and more.

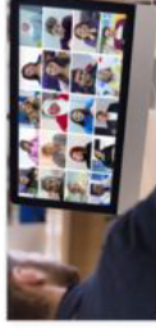
[GET THE GUIDE](#)



Digital Strategies for U.S. Education

Maximize your digital outreach strategy by learning about preferred platforms used by students and parents by country.

[EXPLORE DIGITAL STRATEGIES](#)



Distance Learning & EdTech Opportunities

Learn about Distance Learning and EdTech opportunities by market as you plan your organization's digital strategy.

[VIEW OPPORTUNITIES](#)

HBCU International Recruitment Strategies: Leveraging Study State Consortia

Thank You! Questions?

- **Jennifer Woods,
Jennifer.Woods@trade.gov**
- **Rachel Alarid, Rachel.Alarid@trade.gov**
- **Engin Ayvaz, eayvaz@tnstate.edu**
- **Stephanie Sieggreen, ssieggreen@utk.edu**