



Leaders in International Higher Education

2023 Annual Conference

Local and Global Collaboration with U.S. Government Agencies to Recruit English Language Students

- Engin Ayvaz, Tennessee State University
- Marcel Bolintiam, Georgetown University
- Cheryl Delk-Le Good, EnglishUSA
- Rehab Ghazal, Middle Tennessee State University
- Thomas Tyner, California State University, East Bay



Global Academy



CAL STATE
EAST BAY
INTERNATIONAL PROGRAMS

US Commercial Service

- Local opportunities through trade office
- Visits to international offices
- Gold Key Service - Vietnam
- Single school promotion
- Connections with Consular Offices

Education USA

- Binational Centers
- Database access
- Promotional Activities with other US schools - China

Thomas Tyner, Senior International Officer
California State University, East Bay
thomas.tyner@csueastbay.edu, +1-510-885-7510





- Department of State (Uzbekistan-Turkey)
- American Councils (UniVIP)
- Fulbright Scholar-in-Residence Program
- Hubert H. Humphrey Fellowship Program



- Generates revenue for the university/program
- Helps initiate partnerships in a mutually beneficial model
- Increases international footprint and visibility
- Provides flexibility with programming and budgeting

- Find your niche
- Identify and engage internal and external partners
- Communicate with the sponsored programs unit within the university
- Recycle grants



- Is time-consuming and labor-intensive
- Requires collaboration of several stakeholders on- and off-campus
- NICRA



Engin Ayvaz, Director of Intensive English Center
Tennessee State University
615.963.6750 | eyavaz@tnstate.edu





GEORGETOWN
UNIVERSITY



- US Department of Commerce – ties to local trade rep; assistance in connecting with local partners abroad; constant feedback loop to keep local partners accountable
 - Angolan Ministry of Economy and Planning
 - Gold Key Service – Hyderabad
- US Department of State –
 - OELP / FHI360 Virtual Teacher Exchange Grant
 - EducationUSA – REAC Outreach, recruitment and new opportunities

Marcel J Bolintiam, Associate Dean of Executive and Language Education
Georgetown University School of Continuing Studies
202.687.5701 | marcel.bolintiam@georgetown.edu



Fulbright English for Graduate Studies Program

Grant opportunity through email invitation

Funding Source: US Department of State - Institute of International Education (IIE)

Challenge: switch from an in person to hybrid and submit a new proposal within 10 days

Point of Pride: amazing collaborative teamwork

Fulbright English Teaching Assistant Program

Grant Opportunity through IIE newsletter

Funding Source: US Department of State - Institute of International Education (IIE)

Challenge: proposal rejected 3 years earlier

Point of Pride: Resubmission. Revised the proposal, included more details, integrated lessons learned from FEGS

Dominican Republic Teacher Training Program

Grant Opportunity through NAFSA Networking event

Funding Source: Ministry of Education in the Dominican Republic

Challenge: program design and curriculum development

Point of Pride: hybrid curriculum design offered professional development opportunity for faculty

Global Collaboration

Market Development Cooperator Program (MDCP)



MDCP establishes partnership between ITA and EnglishUSA with initiatives to:

- increase the visibility of U.S.-based English language programs in targeted markets
- highlight importance of the industry within the larger field of international education
- cooperate and invest in promoting U.S. IEPs
- reduce trade barriers to student mobility
- rebuild U.S. capacity to host language students and therefore increase exports
- increase U.S. competitiveness in global IEP industry (e.g., U.K., Canada, Australia)
- restore and create new job opportunities for English language program professionals

**Markets Targeted: Brazil,
Colombia, Mexico, Chile**
MDCP Award / EnglishUSA
Match= \$211,561 / \$424,654

Cheryl Delk-Le Good, Executive Director
EnglishUSA
404.567.6875 | execdirector@englishusa.org



Questions?



**Local and
Global**

**Collaboration
with U.S.**

**Government
Agencies to**

Recruit

English

Language

Students

- Engin Ayvaz, Tennessee State University, eyyvaz@tnstate.edu
- Marcel Bolintiam, Georgetown University, marcel.bolintiam@Georgetown.edu
- Cheryl Delk-Le Good, EnglishUSA , execdirector@englishusa.org
- Rehab Ghazal, Middle Tennessee State University , rghazal@mtsu.edu
- Thomas Tyner, California State University, East Bay, Thomas.tyner@csueastbay.edu