

# Study California Delegation to China

## October 19 - 24, 2014

### Program Highlights

Organized in collaboration with U.S. Commercial Service and EducationUSA, Study California provides an opportunity to break into untapped markets in China, the number one sender of international students to California (Open Doors). The delegation will visit Guangzhou, Changsha, Wuhan, Shenyang, and end in Beijing.

Study California has heard from you and has revamped traditional recruitment models. We will rely less on short conversations with students. Instead, we are bringing the “influencers” who are high school counselors to have day-long peer-to-peer meetings with the Study CA members. When the delegation does meet with students, they will be vetted to be those who are study-abroad directed. To the extent possible, the delegation will be greeted by the local education authorities and/or officials from the central ministries of China.

### Cost-Effective Yield

The participation fee is \$5,500 for one principal representative. The fee for each additional representative is \$1,000. Expenses for lodging, some meals, incidentals, and all travel (except for transportation to and from airports in-country, previously noted) will be the responsibility of each delegation participant. The cost is only half of the traditional recruitment trips provided by private companies. To the extent possible, the delegation will conduct networking lunch with counselors and education authorities as part of the local culture. Delegation members will visit high schools that have been vetted to have qualified students (not those doing a “class project”, but students with expressed interest in attending the American universities).

Detailed cost information is available in email invitations to member institutions.

### Program Outcome

By participating in the program in its entirety, the university will have met with officials/counselors from 45 vetted high schools, visited 5 high schools, and conducted 4 education fairs with parents, students, and recruitment agencies (optional).

### Itinerary Overview

**Friday, Oct. 17**

Depart

**Saturday, Oct. 18**

Arrive to Guangzhou/Fair (optional)

**Sunday, Oct. 19**

Programs in Guangzhou

**Monday, Oct. 20**

Programs in Changsha

**Tuesday, Oct. 21**

Programs in Wuhan

**Wednesday, Oct. 22**

Programs in Wuhan

**Thursday, Oct. 23**

Programs in Shenyang

**Friday, Oct. 24**

Programs in Beijing

**Saturday, Oct. 25**

Depart or continue on CEE Circuit

**Deadline to register:  
August 15, 2014**

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