





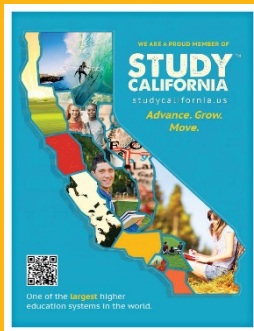
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Study California News - Spring 2014

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Message from the Study California Chair:

Since April, I have taken over from Russel Statham, who left the field to become CFO for CSU Dominguez Hills Foundation. The Board of Directors met recently at College of San Mateo to develop a list of important strategies for the coming year(s). Among them:

1. **Organize** additional missions/recruitment tours to target countries and continents. Before the end of 2015, we will have 3 tours: a China Tour, a Latin America Tour, and an Asian Tour.
2. **Revamp** the traditional recruitment tour model to become peer-to-peer relationship building events. As many of you know, a few minutes of conversation with a student is not as effective as meeting with the influencers: high school counselor, parents, and education officials.
3. **Broaden** our partnerships with Commercial Services and EducationUSA. To this end, we are increasing the visits of EducationUSA Advisors to campuses in the coming year(s).
4. **Reach out** to the CEOs and SIOs of all institutions of higher learning in California to introduce them to the benefits of Study California.
5. **Leverage** the authenticity of our organization to develop more opportunities unavailable to individual member institutions. The reason: the general trend in many countries is the preference for regional groups of academic institutions.
6. **Conduct** worldwide webinars to broadcast the advantages of studying in California.
7. **Secure** more advertising, conference booth, and other tantalizing group marketing venues.

As we have mentioned to the CEOs, Study California compliments your institution's international strategy. Together as a united front, we advance the interest of all members.

See you at NAFSA. Please come by the Study California booth (#429) to say hi to your colleagues and Board of Directors.

Jing Luan, Ph.D. Chair
Vice Chancellor, Educational Services & Planning

NAFSA 2014

Study CA is at NAFSA 2014 in San Diego! Please come by the Study CA booth #429 at NAFSA. Member institutions can leave flyers for their institutions to display. There are still time slots available at \$150.00 to represent your school.

EducationUSA Advisor Visits

EducationUSA Advisors are visiting members schools before and after NAFSA, and Study CA is hosting a luncheon for networking for advisors and members on Wednesday the 28th.

ICEF

Study California Communication Director, Emily Kirsch, traveled to the ICEF Workshop in Vancouver representing Study CA. There was a huge amount of interest in Study CA! Please see an email sent earlier this week for meeting recaps.

China Delegation

Organized in collaboration with U.S. Commercial Service and EducationUSA, the Study California Delegation to China will run October 19 - 24, 2014. There's still time to sign up! The registration deadline is August 15, 2014. For more information and to register, please contact Danielle Vlahos, phone 650-358-6824, email vlahosd@smccd.edu.

Board Retreat

The Study California Board of Directors had their first successful board retreat in April, where they discussed Study California's mission and how to continue to serve our members.

BELTA Ad

Study California member institutions were featured in BELTA Magazine! [Check out pages 59-60](#), and stay tuned for the next group advertisement opportunity.

Study CA Video

U.S. Commercial Service is helping Study CA create a video advertising our beautiful state as a study destination. The video is a work in progress and will be shared with members when it's available.

Thank you for your continued support to our mission. I look forward to seeing you at these upcoming events!

Emily Kirsch
Study California Communications Director



