



## Study California News, Spring/Summer 2015

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### Message from the Chair

Dear Members,

As your chair, I am honored and privileged to lead this prestigious organization. The Board and I, along with your active participation, have worked extremely hard and efficiently on a number of impactful activities to-date. Here are a few highlights in 2015:

- Developed the 2015 Latin America Tour (Oct 2015),
- Conducted and planned direct calls with US Ambassadors,
- Hosted 2015 Annual Study California membership meeting and NAFSA Luncheon,
- Revised web presence and marketing materials,

- Conceptualized our unique brand of webinars and virtual conferences,
- Established our first-ever scholarship,
- Assisted with other study states and national organizations on organization and collaborative matters,
- Represented Study California in key national and international conferences,
- Entered into MOU with Indonesian university consortium,
- Planned MOUs with other foreign entities,
- Profiled in “Estudo no Exterior” and [studyusa.com](http://studyusa.com).

Our web traffic, as an indication of branding success and yield potential, has increased several fold from last year ([click here to see the stats](#)). Our membership and revenue have both increased to levels higher than other educational state consortia to my knowledge. Both EducationUSA and the U.S. Commercial Service remarked that Study California is the most active educational state consortium and we deliver.

None of the above would have been possible without the most outstanding collective leadership of the Board and your unwavering support. This leads to my announcement of current and future leadership.

*Jing Luan, Study California Chair*

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## **Board Leadership**

During the March 2015 Study California Board meeting at University of California, Santa Cruz, the Board recognized how quickly this organization has matured and how much we want to accomplish. To lead this organization into the future, the Board has reviewed its bylaws and established the following officers and their terms:

Chair: Jing Luan, San Mateo Colleges (2013-2017)

Chair-Elect: Bryce Benton, UCSC (2016 Q2-2017)

Communications Manager: Emily Kirsch, Humboldt State (2013-2017)

Treasurer: Vacant (2016)

Interim treasurer: Bryce Benton, UCSC (2014- 2016 Q1)

Secretary: Rebecca Smith, National University (2015-2017)

Ex-officio and US Commercial Services Liaison: Gabriela Zelaya

UC Liaison: Allisa Miller, UC Riverside (2015-2017)

CSU Liaison: Alex Chang, San Jose State (2015-2017)

Community Colleges Liaison: Marilyn Cheung (2015-2017)

Private College Liaison: Carol Johnson, MIIS (2015-2017)  
Activity Coordinator, Danielle Vlahos, San Mateo Colleges

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### **2015 Latin America Tour (Mexico, Costa Rica, Colombia and Cuba)**

[View details and the itinerary here.](#)

Dates: October 13 - 19, 2015

Location: Mexico (optional), Cuba (optional), Costa Rica, Colombia

Cost: \$3,450.00

Registration and payment deadline: August 15, 2015.

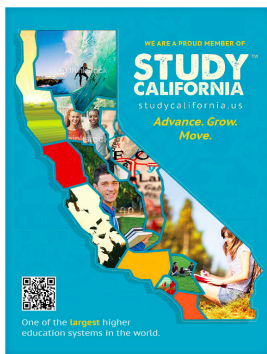
Registration: [Click here to register.](#)

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## **APTSI MOU**

In February, the Association of Indonesia Private Tertiary Institutions (APTISI) visited Humboldt State University and signed an MOU with Study California. APTISI has 3,400 member institutions, from large comprehensive research universities with PhD programs to small specialist two year diploma institutions. Their membership comprise 70% of all Indonesian higher education enrollments in the nation. 42 Indonesian leaders were in attendance from 21 different institutions. Study California hopes to lead a delegation to South East Asia in 2016.

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## **Marketing Study California**

As a reminder, don't forget to bring your Study California member sign when you recruit overseas. Don't have one? Get in touch with Rebecca Smith, Study California Secretary ([rsmith@nu.edu](mailto:rsmith@nu.edu)).

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## **Membership Fees**

Study California renewal notices have gone out, now with the option to pay for two years and save \$100! Contact Bryce Benton, Study California Treasurer, for ([mbbenton@ucsc.edu](mailto:mbbenton@ucsc.edu)).

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## Webinars

In order to provide maximum exposure for Study California members, we would like to request interested campuses to send narrated recruitment PowerPoint presentations to build a repository for a variety of online presentation purposes, such as webinars and virtual fairs. We are hoping to use these presentations in a variety of ways:

1. Hosted on the Study California website (we can link to them on your individual profiles as well)
2. Informational webinars. We will have a host (or multiple hosts), and can run the presentations with Q&As after. US Commercial Service will assist with the promotion and technology.
3. Virtual Education Fairs, with Study California members on-hand to answer questions.

If you are interested in participating, please send a pre-recorded PowerPoint (or other format) presentation to [emily@humboldt.edu](mailto:emily@humboldt.edu). Please limit your presentations to 10 minutes.

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## Optional Recruitment Activities

### UStudy High School Fair

UStudy's next recruitment tour will be held in Cancun and Mexico City, and is scheduled for October 5th - 9th. The tour is designed for higher education institutions ( Language Schools, Colleges & Universities) who are looking to recruit students age 17-19.

### AIRC Western USA Roadshow

AIRC is pleased to announce the first-ever USA roadshow of AIRC Certified Agencies. This event is organized in partnership with the Chinese Overseas Studies Association (COSA) and Global Student Mobility (GSM). AIRC members agencies and institutions are encouraged to

Dates: October 5 - 9, 2015

Location: Mexico

More information: [Click here.](#)

participate.

Study California members who register before July 31 will be given a 10% discount.

Dates: September 21, 2015

Location: CSU Monterey Bay

More information: [Click here.](#)

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