

Journal of **International Student Recruitment**

Trends Update from ELS International Pathways

ELS in INDIA



Volume 8
Fall 2011



Exploring
MINNEAPOLIS/
ST. PAUL

Study and More in
SILICON VALLEY

Malaysia Trip
NOTEBOOK

WELCOME

Dear International Educator,

It is with great pleasure that we offer the eighth issue of ELS International Pathways' *Journal of International Student Recruitment*, presenting pertinent and useful news, information and statistics relating to trends in international student recruitment.

Our current issue offers updates from the newest ELS office in Chennai, India, and showcases two of our partners: University of St. Thomas (UST) and Foothill–De Anza. UST shares its plan for successful integration of international students and offers a glimpse into Minnesota's rich cultural offerings. The ELS International Pathways Center in Silicon Valley, serving the campuses of Foothill–De Anza, shares its news, including an exciting visit by Michael Jones of Google, a participant in our Contact America program.

We also take a trip through Malaysia with Judith Dillon, a veteran ELS instructor and TESOL Award winner for Excellence in Teaching, as she shares her extensive teaching skills with ELS Malaysia staff and at English language instructor conferences and workshops throughout the country.

ELS International Pathways helps your institution to increase international student enrollment in a variety of ways. Visit www.InternationalStudentRecruitment.org to see the many ways we can assist you in recruiting qualified international students.

Our *Journal of International Student Recruitment* shares the results of our collaborations and offers relevant information on how you too can become more efficient and successful in your international recruitment.



Sincerely,

MARK W. HARRIS
President & CEO
ELS Educational Services, Inc.

Front Cover:
India Gate in New Delhi, India

Published by:
ELS Educational Services, Inc.

This magazine was designed and produced by MAYA press:
www.mayapress.net
T: 212.260.5869

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Photography:
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ELS HISTORY *and* MISSION



ELS NOW OFFERS FOUR OPTIONS FOR OUR PARTNERS

- Join the ELS University Conditional Admission Network
- Membership in the ELS Recruitment Partnership Plan
- Host an ELS Language Center
- Become a Performance-Based Partner

INTERNATIONALIZATION OF EDUCATION has the power to multiply knowledge and creative energy that will better the quality of life for all mankind. ELS's mission is to enable international student mobility by creating international educational pathways to help talented students study in the best schools and universities throughout our world.

These students are vital to a greater understanding of a complex world, to diplomacy, world peace, and to both the domestic and the global economy. As an integral part of that mission, ELS partners with American higher education institutions to provide unparalleled access. Its comprehensive services raise

awareness about the wealth of US colleges and universities, while providing a variety of options to partner institutions, some of which are available at little or no cost.

Students are able to pursue a wide range of English and test preparation programs, as well

as conditional acceptance to US universities and colleges via ELS University Admission Services, and they can depend upon programs that blend academic, practical, and cultural language skills.

ELS offers a superior learning environment and tools that include an all-inclusive instruction system with a unique curriculum, customized, up-to-date texts and branded language-learning software. The detailed course of study is based upon accomplishment within established core competencies that are integral at all levels. Students may also pursue skills-enhancement courses once they have completed core study within a given level. At every study level, critical thinking skills, i.e., the ability to analyze, evaluate, infer, and synthesize information are maximized, and student skills sets are regularly evaluated by instructors.

Our strategic partners enjoy multiple benefits:

- Counseling Agent screening/training as well as ongoing access to ELS' worldwide network of 1,500+ ELS-authorized Counseling offices and representation at 400+ student recruitment fairs
- Member institutions featured in ELS's UniversityGuideOnline.org website and annual university guide
- Assistance in meeting and evaluating prospective sister schools
- Participation in annual recruitment tours, including:
 - Workshops with qualified ELS Counseling Agents
 - Student recruitment fairs
 - Pertinent market briefings from US Commercial Service/Consulate officials

Members of the American Education Centers enjoy:

1. Permanent recruitment bases in China, Turkey, and Vietnam, providing centers for presentations to prospective students, alumni gatherings, and visiting faculty. Additionally universities can partner with ELS to access an extensive network of counselor support offices and work with ELS to design specific recruitment campaigns targeting their specific goals
2. Display of your materials in AEC libraries and distribution among the ELS Counseling Agent network, and production assistance with localized promotional materials in-country, offering great savings to your institution
3. For recruiting and/or short-term study-abroad groups, full-service assistance with in-country travel, hotel reservations, meeting arrangements, schedule planning, classroom space and communications

ELS demystifies the process of coming to the US to study for international students and assists in all its aspects, including securing suitable housing and bridging cultural differences.

ELS India International Pathways



ELS OPENS A GATEWAY TO INDIA

ELS IS PLEASED TO ANNOUNCE its expansion into India. Mallik Sundharam, based in Chennai, spearheads the ELS vision. This includes building a network of strategically located offices throughout the country. US-educated and ELS Certified Counselors will serve the best interests of students as they research a program of study that is consistent with their personal academic qualifications, career aspirations and financial capabilities. ELS India provides students with unbiased one-on-one higher education counseling free of cost. ELS counselors work closely with prospective students and their parents by educating them about every aspect of this important process.

From a central headquarters in Chennai, the ELS team of certified Counseling Associates will regularly tour major cities throughout the country, meet with students and their parents, make presentations at targeted high schools and universities, participate in student fairs and education events, plan, organize, and accompany Member Institution representatives on their visits to India. ELS will provide a wide range of services and support to Member Institutions to maximize their visibility, providing information about their institution and events, and offering professional counseling via telephone and e-mail. ELS will also develop relationships with selected high schools, colleges, and universities to customize and optimize recruiting efforts for each unique member institution. An ELS in-country presence ensures continuous



MALLIK R. SUNDHARAM

Director of Recruitment & Partner Support for ELS International Pathways

market representation and professional, ethical counseling to assist students enrolling at institutions in their best interest.

Chennai itself offers a wealth of opportunities to recruit students, as it is a home to many education and research institutions. This historic city, which was formerly known as Madras, has a metropolitan area of more than eight million people. It has a broad industrial and manufacturing base, and is also a cultural hub for film and performing arts.

Mallik serves as the Managing Director for ELS operations in India. He has had educational success abroad, earning an MBA with a major in finance from The Haub School of Business and an MS with a major in organizational dynamics and leadership at Saint Joseph's University in Philadelphia, Pennsylvania. He studied and worked at Saint Joseph's University for more than a decade. He has created a foundation of experience that allows him to offer extensive assistance to students.



Mallik's experience, as well as that of his team of certified Counseling Associates, all of whom have studied abroad, ensures that students benefit from reliable counseling. In addition, ELS assists students through the application process and procedures, handles applications, verifies documents, initiates follow-up and correspondence, and notifies students regarding application status and decisions.

EDUCATION IN INDIA TODAY

HOME TO NEARLY 1.21 billion people, India is the world's second most populous nation and the second-largest English-speaking country after the United States. While Hindi is the primary tongue of more than 40% of the people and the most widely spoken language among the country's 16 official languages, English is the most important language for administrative and business communication.

Traditionally, Indian culture places great emphasis on the value of education, with an evident literacy growth rate from 12% pre-independence in 1947 to 74% in 2011. The country's educational system stresses an early start to formal academic work, beginning at age four or five. Students continue with greater subject specialization throughout their higher secondary school years. Prior to completing higher secondary school, students are required to pass national and state public exams and earn the School Certificate, a qualification that is recognized by educational institutions around the world.

For higher education, students are studying at colleges and universities in India as well as abroad. The United States is one of the top destinations. During the 2009–2010 academic year, more than 100,000 students from India studied at American universities.

“There is going to be a steep growth of Indian students looking for international education opportunities abroad in the years to come,” says Mallik. With 32.3% of total population under the age of 14 and approximately 250 million people in the age range of 15–30 (approximately 25% of the total population), India will be an ideal market to build or establish your international recruitment structure. A noteworthy disparity exists between India's public and private schools.



Brihadeeswarar Hindu Temple in Thanjavur.
Tamil Nadu, India

Public education remains severely underfunded, often resulting in poorer quality. As such, a substantial portion (27%) of Indian students, primarily those of middle- and upper-economic-class families are educated privately.

India has one of the fastest growing economies in the world with \$1.38 trillion GDP and a double-digit real GDP growth rate exceeding 10% in 2011. Education, particularly in English, will continue to be a significant asset for this booming global market.

Sources: School Choice International, CIA World Fact Book and Indian Census Data (2001 and 2011)

INDIA'S HIGHER EDUCATION SYSTEM IN THE NEWS



Intense competition for admission into India's top institutions of higher education is leading to increased interest in applying to US universities.

The New York Times reports that many American universities and colleges are actively recruiting students from across India: “Some have set up offices in India, partly aimed at attracting a wider base of students. The State Department held a United States–India higher education summit meeting . . . to promote the partnership between the countries.”

Read the full article: <http://nyti.ms/oaw2vR>

UNIVERSITY *of* ST. THOMAS

St. Paul, Minnesota



UNIVERSITY OF ST. THOMAS is the largest private educational institution in Minnesota. Founded in 1885, it educates nearly 11,000 students in an approximate 60%/40% ratio of undergraduate to graduate students. Approximately 2% of undergraduate enrollments are international students; this number swells to 4.3% among graduate enrollments.

Christina Hilpipre-Frischman, Director, International Recruiting and Admissions, is in charge of the university's expanding recruiting effort, primarily in Norway, Central, and South America. She has taken part in ELS tours in China and Vietnam. UST currently enrolls an equal number of Indian and Saudi students, with family recommendations often bringing new students

to campus to attend ELS. China, Uganda, and Nepal are also enrollment leaders.

Katie Carroll, Admissions Counselor in International Recruiting and Admissions, says that word of mouth and alumni volunteers make up part of the effort, as does outreach among local high school exchange students and community colleges. Says

Katie, "We have a great population of international students but we are actively attempting to expand it in order to diversify our campus."

GETTING SETTLED

According to Lori Friedman, Director, International Student Services, top undergraduate majors include business, electrical and mechanical engineering, computer science, communications and journalism, and biology. For graduate students, software systems, engineering, and education lead the way. All programs accept ELS Level 112 proficiency. Intermediate to advanced ELS students may audit classes taught by university professors.

UST is a member of the Associated Colleges of the Twin Cities, so students may take classes and attend lectures and cultural events at other institutions. Free shuttle service between UST's main campuses (in St. Paul and downtown Minneapolis, which houses the business school among other programs) extends to these universities as well.

For students who are just starting out, a friendship family program helps them to adjust to Twin Cities' life. "Global Tommies" matches an international student to a US student in a buddy program, and Cultural Link Teas offer monthly opportunities to get together. The most popular event is International Education Week, held each autumn. There are 150+ clubs and numerous leadership positions for international students on campus. Many students stay in the area after graduation, and, whether for

optional practical training programs, internships, or employment, they are still eligible to obtain assistance from International Student Services for their first year away from UST.

FOUR SEASONS OF FUN

UST students flock to cultural attractions: four major league sports teams; a rich theater scene, including the world-famous Guthrie Theater; a vibrant arts community; museums; music; and nightlife. Shuttle buses operate at night and on Saturdays, making it easy to get around. There are trips to the famous Mall of America, where some students shop for a first winter coat or pair of boots; after all, there are Minnesota winters to undergo. Students visit apple orchards in the fall and enjoy winter ski trips (giving a new meaning to the word “down” when applied to down jackets!).



UNIVERSITY of ST. THOMAS

Bonnie Olson, ELS Center Director, says students love UST’s Gothic-style campus, located in a beautiful residential area near the Mississippi River and “The Gorge” area of Mississippi National Park. “It’s simply gorgeous here!” The area is safe and quiet, and students appreciate the courtesy known as “Minnesota nice.” ELS offers an impressive longevity record among its instructors, many of whom have more than five years of teaching experience; four have 20+ years and one has 30 years. ELS receives consistently high marks from students for both academics and student service.



Father Dennis Dease, President of UST, is pictured with new international students this fall at a reception he holds at his house annually.



LEARNING *the* HARD WAY

From NAFSA comes ACIREMA: A Cross-Cultural Simulation, an interactive experience that educates participants about the international student experience.

At UST, ISS Program Manager Cassie Bean is in charge of staging the event, which takes place in a large room. Staff, professors, and resident advisors take on the sometimes staggering tasks of arranging airline and ground transportation, and visiting customs, passport offices, and banks, as well as navigating the TOEFL® exam. As they enter,

they are given “money” and set loose among the helpful and not-so-helpful: At some junctures, scammers try to talk the unwitting into an “easier” way, leaving them confused and possibly broke.

The program is gaining traction. Participants come away with increased respect for the tribulations that incoming international students sometimes experience.

ACIREMA is America spelled backwards, by the way.

ELS Silicon Valley Serves Foothill- De Anza Community Colleges

Cupertino, California



ELS SILICON VALLEY opened its doors in August 2011, welcoming students from across the globe to the dynamic San Francisco Bay area and a major hub of technological innovation. The center is located steps from ELS partner institutions Foothill-De Anza Colleges in Cupertino, California.

This new program attracts numerous students, both new as well as transfers from other ELS locations. While students hail from an array of countries, “a substantial number of our students come from China and Taiwan, which reflects what’s currently going on,” said Center Director, Varsha Graves. After completing their language

programs, nearly 90% of students go on to study at Foothill-De Anza Colleges, which is one of the largest community college districts in the US, with whom ELS offers conditional admission. Many students go on to attend four-year institutions, such as UC Berkeley, UCLA, and Stanford University.

AN EXPERIENCED TEAM LEADS

The center’s management team offers robust backgrounds in international education. Varsha Graves joined ELS as an instructor in 2004, and has also been involved in opening three other ELS centers, including Honolulu and Santa Cruz. Both Graves and Academic Director, Emily Brown have lived in Europe



Michael Jones, Google's Chief Technology Advocate, spoke with students about how information affects society.

and Asia and have extensive experience teaching English as a foreign language. Along with the center's Activities Coordinator, Raymond Carpio, the team is genuinely devoted to help-

Whenever possible, the center complements classroom lessons with activities that allow students to apply their language skills. While preparing to see the film *Winnie the Pooh*,

Partners program with De Anza College, ELS students are paired with De Anza's in a language exchange program, providing mutual benefits.

The ELS Silicon Valley team is genuinely devoted to helping students achieve their goals.

ing students achieve their goals. They enjoy chatting with students about their interests, learning words in other languages, and sampling and cooking dishes from new cuisines.

students learned about wordplay and puns. "The students really enjoyed the movie, and were still talking about puns afterwards," said Carpio. Through the Student Conversation

The culturally diverse city of Cupertino offers students an enriching experience beyond the classroom. Throughout the year, students participate in a variety of celebrations, including the Cherry Blossom Festival and Diwali Festival, and savor authentic cuisines in the city's ethnic neighborhoods, such as Japantown and Little Vietnam. ELS Silicon Valley is an ideal destination for students seeking to master the English language and experience the richness of American culture.

CONTACT AMERICA *in* ACTION

Recently, Google's Chief Technology Advocate, Michael Jones, addressed the Silicon Valley classes about the importance of information and how the best data comes from local sources—the vision behind Google Maps.

The Contact America program connects American speakers with ELS students, enabling them to practice English skills while learning about their region and beyond.

Students may visit a university class and meet American students and professors, or attend a lecture or an "English-Only Lunch" with a guest native English speaker. They tour museums, art

galleries, historical sites, schools, courthouses, television studios, and radio stations.

They participate in ELS-organized campus events, such as library tours, films, concerts, sports, game nights, and international fairs and festivals. They may interview American students and university staff on a variety of issues, including current events and educational and political topics. Some students visit local businesses to learn about their products and services and meet with managers and employees, while others may volunteer for diverse causes such as environmental cleanup projects or community events.



ELS Certifies Its Counselors

ELS announces the Counselor Certification program, a comprehensive approach to ensuring that students in their home country find the best possible program and institution to match their needs, desires, preferences, and qualifications. This approach emphasizes counselors' thorough ability to use the available ELS reference tools—about specific higher education institutions and programs—first in a training mode and then in a final Assessment that can confer the “certified” status.



YBM Overseas Education Services counselors at the first pilot assessment on August 23, 2011, with ELS colleagues

Leading up to the ultimate goal of appropriate program and institution match for the student are a number of objectives, all of which are addressed via the ELS Counselor Certification program. First, ELS emphasizes the individual counselor's ability, a personal level of competence that is not seen in the generic “education in the USA” type of trainings. Counselors must be employed by an approved ELS agency, and automatically lose their certification if they leave their job. Second, counselors are trained specifically in both the university degree tracks of our featured partner institutions and ELS programs—allowing counselors to exercise their expertise with the offerings. The ability to research and focus counseling according to students' needs provides a dependable outcome for placement. Third, true international pathways are created for the students and the academic institutions by way of these certified knowledgeable and reputable counselors.

The training and certification plan calls for three levels of competence—Level 1: enrollment at the appropriate ELS Language Center, if necessary; Level 2: the undergraduate program selection and admissions process; Level 3: the graduate program selection and admissions process. Thanks to the decades of training already provided by ELS, our Counselor Certification program has begun with the Level 1 Assessment, aiming to certify trained and experienced counselors worldwide. Training modules for Level 1 are now in development, while the trainings and subsequent Assessments for Levels 2 and 3 will follow during 2012.

“Our mission is to find the right institution and program of study for each individual student. Informed, qualified counselors are an important part of the process, guiding students and their families in making appropriate choices, accompanying them through the process, and ultimately helping them achieve their goals.”

— Mark W. Harris



ELS 50th Anniversary University Partner Testimonials

ROBERT A. SCOTT, PRESIDENT

Adelphi University, Garden City, New York

My relationship with ELS goes back over the ten years I have been President of Adelphi University. The relationship is a critical element of our strategies for adding a greater global dimension to our campus activities and mission, and the integration of ELS students into the larger student body has been an important priority. I delight when I hear domestic students talk about the friendships they have made with students from other countries who are with us through ELS. The staff of ELS are important contributors to our international initiatives programming, the recruitment of students, and participation in cultural programs to broaden the sophistication of the entire campus.

The partnership with ELS has been an important part of our enrollment management program, and adds not only numbers but a true qualitative dimension to the student body. We quickly became a model partnership with important strategic dimensions. We are grateful for the relationship, and wish ELS many more celebrations. Thank you.

JAMES DEEGAN, VICE PRESIDENT AND DEAN, SPECIAL PROGRAMS

Eckerd College, St. Petersburg, Florida

Eckerd College is proud to be celebrating 35 years of partnership with ELS. Since 1976, the ELS program has greatly enriched the diversity and cultural life of Eckerd College and the St. Petersburg community. ELS students are active participants in our community and interact with Eckerd students, faculty, and the community.

Educating students in a global context is a core value of Eckerd College, and ELS has helped us internationalize our campus in meaningful ways.

We are proud that many students who successfully completed the ELS program have matriculated and earned their baccalaureate degrees through Eckerd College. ELS students have touched the lives of numerous families throughout the college and greater St. Petersburg communities. We are especially pleased to have so many ELS and ELS/Eckerd graduates from our campus and city spread the word about Eckerd College and St. Petersburg throughout the world.

We thank you for the students, directors, and staff members who have contributed to making Eckerd College—with its emphasis on international education and service—a global college because of our partnership. We look forward to many more years working together in support of international education.

*ELS is proud to
celebrate 50 years
of service with
our partners!*

STUDENT DECISION PROCESS



The student decision process can be daunting; ELS clarifies it here.

STUDENT'S DECISION PROCESS	HOW DO I MAKE THIS DECISION?	WHICH ELS RESOURCES ARE HELPFUL?
AWARENESS		
How do I find out my study-abroad options from my country?	<i>Investigate options online, ask for recommendations from friends and family and/or alumni</i>	<ul style="list-style-type: none"> » Websites in my language (ELS' 20+ localized in-country websites) » Web searches (ELS effective in-country search optimization) » Recommendations of friends and family (1,000,000+ ELS alumni) » Social media (dynamic social media presence)
EVALUATION		
How do I choose the best university for me?	<i>Career goals, word of mouth, friends and family, professional study abroad counselors, financial resources</i>	<ul style="list-style-type: none"> » More detailed information in my language (localized web and brochures) to share and discuss with family members: ELS 750,000+ brochures in 17 languages, ELS.edu and UniversityGuideOnline.org in 15+ languages, extensive advertising in International Study Guides and on websites » Student fairs (ELS participates in 400+/year) » Seek informed advice (ELS network of 1,500+ authorized counseling agent offices in 85 countries) » View video profiles of study locations and student testimonials (ELS StudenTube and YouTube channel)
APPLICATION		
Once identified, how do I successfully apply?	<i>Informed recommendations</i>	<ul style="list-style-type: none"> » Assistance in understanding the requirements (ELS network of 1,500+ authorized counseling agent offices, offering informed advice and experience) » Visa application assistance (experienced counselors and Conditional Letters of Admission via ELS University Admission Services improve visa approval rates significantly)
PREPARATION		
How can I acquire the English and academic skills necessary to be successful in a university abroad?	<i>Program reputation, friends and family, flexible start dates, success skills</i>	<ul style="list-style-type: none"> » English skills (90 ELS centers worldwide—55+ in the US and Canada, of which 50 are in university settings) » English requirement for the university (completion of ELS program accepted as proof of English competency at more than 600 universities; plus TOEFL® iBT and IELTS™ preparation and testing available at many ELS centers) » Writing and study skills (ELS curriculum stresses study skills needed for university success) » Acculturation, friendship, and support at ELS Language Centers on your campus

MALAYSIA TRIP NOTEBOOK

by ELS Instructor Judith Dillon

In 2011, Judith Dillon, a long time instructor at ELS, received the Teacher of the Year award from the International TESOL organization. This honor created a unique opportunity for Judith to share her expertise during ELS Malaysia's 20th anniversary.

I'm in Kuala Lumpur after a long flight. The ELS Malaysia Centers are treating me like royalty; my studio even overlooks the King's Palace! (No one is home at present as the palace is being renovated.) We conducted an all-day event on Saturday; I took part in a plenary and conducted a workshop.

Next, we visited the center downtown. It's located near the Petronas Towers and is the largest in the ELS family, with 450 students. I observed classes and offered a few pointers. Most of the teachers are Malay, Indian, British, South African, Botswanan or American; I say a few pointers because the staff is quite proficient.

I'll be attending conferences and workshops all week except for Friday, September 16th, which is Malaysia Day, a national holiday that celebrates independence. The ELS franchise owners will host a celebration; they live next door to each other and are close friends as well as business partners.



Everything in Kuala Lumpur is impressive; the area I'm staying in has many international residents. There is plenty of shopping and a world of food. After returning home via my driver, I went to the grocery store (mercado) and scouted for a simple dinner—shrimp dumplings in soup. I am enjoying the fruit, including "dragon fruit" and sweet finger bananas.

In Lumut, I took part in a plenary and gave a workshop at the ICELT conference, which was attended by more than 800 Malaysian teachers. After leaving, we traveled to Penang, which is small, about 40 students. The director, staff, and teachers are very enthusiastic. We held a full-day teacher workshop. ELS invited public and private school teachers from the Chinese school across from the center; the Academic Directors and I made presentations. It was a very productive day.

In Georgetown, Penang, many buildings are being restored. It is a lovely island city that's noted for its cuisine. We had dinner at a wonderful restaurant, QE2, that was right on the water and had gorgeous views.

On Sunday we returned to Kuala Lumpur, as I appeared on national television the next day! Vanessa (a former Miss Malaysia) interviewed me. We spoke about teaching English and what I do to help students learn. English has had ups and downs here. Under British rule, English was widely spoken, but after independence in the 1950s, only Malay was taught. These days, English is again an official language and there is a gap between bilingual young people and older people, especially in rural areas.

Tomorrow we are going to the Old Central Market that once sold fresh fruits and vegetables, but is now a cultural shopping center. Then it's off to Johor Bahru, a city near Singapore, and Melaka, an important spice trade city, dating to the 1400s, once inhabited by European merchants.

I'm enjoying the sights, people, and teachers I've encountered very much!



UNIVERSITY of MARY WASHINGTON

A NEW ELS CENTER opened on November 7, 2011, in Fredericksburg, Virginia. UMW is a co-educational public institution with approximately 5,000 students. A traditional park-like campus, UMW is highly ranked in many publications, including *Forbes* and *US News & World Report*.



Historic Fredericksburg is located about one hour each way between Washington, DC and the state's capital, Richmond. Scenic Fredericksburg is noted for its four-season outdoor activities, as well as its museums and historic attractions.

The university accepts ELS Intensive Level 112 as completion of the English proficiency requirement for both undergraduate and graduate programs. Conditional Letters of Admission (CLAs) based upon Level 112 are issued for all undergraduate programs, which range from fine arts to computer science, education, political science, and business administration. CLAs are also available for the graduate business administration and information systems programs.

On-campus housing is available for ELS students, who have full access to UMW facilities, such as the library and recreation and student centers.

EAST TENNESSEE STATE UNIVERSITY (ETSU)



ELS PLANS TO OPEN a Center in Johnson City, Tennessee, with classes to begin in March, 2012. East Tennessee State University (ETSU) is a public institution of 15,000 students, and classified as a doctoral/research university.

Initially, the Center will offer English for academic purposes, general English, semi-intensive, and American explorer. ELS/Johnson City will offer students an additional study option at this well-respected institution in a charming college-town setting.

The fourth-largest university in Tennessee, ETSU offers 112 undergraduate programs, 7 graduate certificates, 75 master's programs and 12 doctoral programs. Listed by *The Princeton Review* as one of America's Best Value Colleges, ETSU offers many noteworthy programs, which include the Quillen College of Medicine, the Bill Gatton College of Pharmacy, the College of Nursing, and the College of Clinical and Rehabilitative Health Sciences.

ETSU will issue Conditional Letters of Admission (CLAs) for completion of Level 112 for undergraduate and graduate students, and concurrent enrollment for students in ELS Levels 110–112 will be permitted.

Johnson City offers splendid public parks and recreation. ELS students will enjoy access to all facilities, including the gymnasium and library. On-campus housing and a homestay program will be offered.



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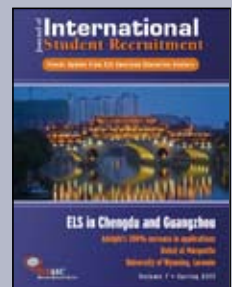
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For further information on how ELS can help with
your international student recruitment, visit:

www.InternationalStudentRecruitment.org

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