

Study Illinois
c/o U.S. Department of Commerce
200 W. Adams, Suite 2450
Chicago, IL 60606



Annual Report – 2008

Board of Directors:

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Government Liaison: Debra Rogers, U.S. Department of Commerce

Background

Study Illinois is a consortium of educational institutions in the state of Illinois whose purpose is to connect international students and professionals with quality Illinois education and training through joint international marketing activities. Study Illinois was founded in 2003 and is managed by an elected board of directors and supported by member dues.

The goals of the consortium are as follows:

- To increase the name recognition of Illinois and its educational institutions
- To promote the state of Illinois as a study destination
- To increase the number of international students accessing Illinois educational programs – in person, online and otherwise
- To facilitate partnerships between Illinois and foreign schools
- To foster communication between institutions
- To capitalize upon the services and support of city, state and federal agencies

Membership is open to educational institutions located in the state of Illinois and holding accreditation from the North Central Association of Colleges and Schools. Organizations that support the mission and goals of Study Illinois, but do not meet these criteria, are welcome to become associate members. Benefits to members include:

- Increased international visibility
- Increased income from international sources
- Opportunities for special projects
- Cost-sharing in marketing activities
- Strengthened relationships with government agencies

For additional information, visit www.studyillinois.org.

Accomplishments for 2008

January 2008:

- *Diorama at Minneapolis/St. Paul Airport:* Clear Channel Airports provided Study Illinois with space to display a diorama in the International Terminal of the airport for two months.
- *Website Intern:* A graduate intern was hired through Southern Illinois University in Carbondale. This intern was responsible for keeping the website current with updated information and for reorganizing the site.

February 2008:

- *ISN Gulf Expo 2008:* Study Illinois hosted a booth at fairs in Dubai, Abu Dhabi and Kuwait City. Participation was supported by the Illinois Office of Trade and Investment and the U.S. Commercial Services offices in Chicago, Kuwait and the UAE, as well as by individual member institutions who paid a small fee to display their literature.
- *Hong Kong Education and Careers Expo 2008:* Iwona Bochenska from the Illinois Office of Trade and Investment represented Study Illinois for the four days of the expo and met with over 400 prospective students from China, 12 educational counselors, and several Chinese universities interested in educational exchanges. Fourteen member institutions sent literature to be distributed at the Expo.

March 2008:

- *Updated publications:* The Study Illinois brochure was redesigned to create a cohesive look with the newly-designed Study Illinois poster and the airport diorama.

April 2008:

- *Senate Joint Resolution 0075:* Study Illinois co-sponsored a cocktail reception at IIT's downtown campus to celebrate the passage of SRJ0075 in support of international education by the 95th Illinois General Assembly.

May 2008:

- *Pre-NAFSA EducationUSA Advisor Visit:* Study Illinois hosted a group of six EducationUSA advisers from Pakistan, Jamaica, Brazil, Thailand, India, and Egypt. These advisers toured campuses of Study Illinois member institutions to learn more about what Illinois and our educational institutions have to offer.

- *Seminar on Attracting International Students to Illinois:* EducationUSA advisers representing 5 countries participated in this seminar. They presented information on the educational market in their home countries and the trends of students interested in studying in the United States. In addition to the presentations, the seminar was a great opportunity for Study Illinois member institutions and members of other institutions in Illinois to network with the advisers and each other. The seminar was held at Loyola University.
- *Networking luncheon at the NAFSA Annual Conference:* For the fourth consecutive year, Study Illinois hosted a networking luncheon at NAFSA Annual Conference in Washington, D.C. The luncheon attracted advisers from 70 countries, with a total attendance of 90.
- *Updated materials:* DVDs containing updated information for member institutions were produced to be distributed at the NAFSA networking luncheon. Promotional flash drives with the Study Illinois logo were also produced for distribution to all attendees at the luncheon.

June 2008:

- *Presentation to high school college counselors from Cyprus:* In conjunction with a visit to Chicago hosted by the International Visitors Center of Chicago, Study Illinois presented an overview of educational opportunities in the state of Illinois to approximately 30 high school college counselors from Greek and Turkish Cyprus. The presentation was followed by a networking reception with Study Illinois representatives and the counselors. Study Illinois information was sent as follow-up to several of these counselors for use in their resource areas.

September 2008:

- The Overseas Initiatives Committee completed a mailing that filled orders received for Study Illinois materials from 32 EducationUSA advising centers.

October 2008:

- *Participation in Study USA Trade Mission to Mexico:* In October 2008, Naseem Ahmed from Southern Illinois University in Carbondale represented Study Illinois in a Study USA Trade Mission in Mexico. As part of the mission, she traveled to Mexico City and Queretaro to participate in four high school college fairs held in the two cities. Approximately 100 leads were obtained through participation in these fairs.
- *Advertising with Student Recruitment (SR) Media:* Study Illinois has worked with SR Media, which provided free advertisements in the "Studying in America" magazine. These magazines were distributed to

students in approximately 50 overseas recruitment fairs and mailed to over 40,000 high school counselors and advisers. The most recent publication included a “Studying in Illinois” insert as well as a stand-alone “Studying in Illinois” publication, produced in collaboration with Study Illinois, the U.S. Commercial Services and various institutions in the state of Illinois. Several students from Study Illinois member institutions were profiled in the publication.

Ongoing Initiatives:

- *Advertising with Hobsons:* Hobsons provided free advertisements for Study Illinois in each of their four editions of the US Education Guides.
- *Meeting with U.S. Commercial Specialists:*
- *Publications:* Brochures, posters and CD-ROMs were redesigned to reflect continuity throughout our publications. Zip drives with the Study Illinois logo were given as gifts to all attendees at the NAFSA Annual Conference luncheon, as were updated CD-ROMs containing current information for all members of Study Illinois.
- *Committees:* Committees have seen increased participation by members and new initiatives have been undertaken, including sending Study Illinois materials to 32 EducationUSA Advising Centers, updating the Study Illinois web site, searching for alternative sources of funding and in-kind support.
- *Funding:*
 - State of Illinois Office of Trade and Investment – NAFSA luncheon, fair participation
 - International Trade Association of Greater Chicago – Recruiting seminar at Loyola
 - SR Media – in kind contributions
 - Hobson’s Guide – in kind contributions
 - In-kind funding from consortium member institutions
- *China:* Study Illinois began discussions with John Thomson, who heads the City of Chicago’s Shanghai office, regarding the feasibility of participating in trade fairs in China. Several questions still need to be addressed in this regard and the Board continues to explore the feasibility for future partnering. As an outgrowth of these discussions, Mr. Thomson’s office is in the final process of developing a Chinese translation of the Study Illinois brochure, which will be distributed in China.