

Graduate Tour Proposal 2007-08

Recruitment Tours, a division of *Student Recruitment, Corp.* offers targeted student recruitment and marketing solutions for the international education community. The following proposal outlines our basic recruitment package at 20 graduate fairs held across the U.S.A. at selected university campuses and venues.

Basic Recruitment Package

- Represent your institution at (20) U.S. colleges/ universities & venues through representation on an information table showcasing International Graduate Schools and Programs. (See school list below.)
- Provide quality student recruitment at a fraction of the cost through the cooperative marketing efforts of Recruitment Tours.
- Representation is primarily at organized graduate school fairs, although some individual campus visits may be scheduled.
- Disseminate your materials directly to thousands of U.S. students interested in attending graduate school abroad.
- Realize significant savings by sharing table space with no more than five other international clients.
- Recruitment Tours will incur all costs of travel to listed schools: Staff salaries; airfare; auto rental; hotel; meals, etc.
- Recruitment Tours will incur all costs for fair registrations.
- Recruitment Tours will provide highly motivated and knowledgeable staff to give your program/ institution the best possible representation.
- Recruitment Tours staff will be trained on the programs offered by each sponsor (telephone or in-person meeting) and will promote program highlights according to student interest and programs offered.
- Recruitment Tours to provide large table banner with signage for the front of the table "International Graduate Schools" to attract potential students.
- Individual signs will also be provided for each client's 'space' to outline what they offer at a glance. (Location, Program types, Fields of study).

- Recruitment Tours will gather contact information on interested students and forward these inquiries to the client. This includes: Name; address; telephone; email; institution; graduate, undergraduate or internship interest; country/ region interest; subject interest; and approximate date of travel/ study abroad.
- Student inquiries will be compiled in spreadsheet format and forwarded electronically to the client throughout the semester at Recruitment Tours expense.
- Recruitment Tours will disseminate catalogues or like information to the Graduate School Director/ Advisor if sufficient materials are left over.
- Recruitment Tours offers (for an additional fee) a service to coordinate follow-up mailings to prospective students.
- Clients will be responsible for shipping materials to fair locations.

Cost: 20 schools = \$10,000

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Addendum A: *Recruitment Tours Graduate School Fair Schedule: Fall 2008*

- 1 California State University, Long Beach
- 2 California State University, Los Angeles
- 3 California State University, Fullerton
- 4 University of Redlands
- 5 California State Polytechnic University, Pomona
- 6 University of San Francisco
- 7 San Francisco State University
- 8 University of California, Berkeley
- 9 University of California, Davis
- 10 California State University, Sacramento
- 11 University of San Diego
- 12 University of California, San Diego
- 13 San Diego State University
- 14 University of California, Irvine
- 15 San Francisco Area Graduate School Fair
- 16 Los Angeles Area Graduate School Fair
- 17 University of California, Los Angeles
- 18 University of California, Riverside
- 19 University of California, Davis
- 20 University of California, Santa Barbara

(Recruitment Tours reserves the right to change or alter the list of institutions to be visited as part of the 20 school tour at any time. A minimum of twenty (20) U.S. institutions are guaranteed to be visited or attended during the fall. Recruitment Tours will notify the client of any changes.)