

Recruitment-Tours.Com

USA Study Abroad Tour Proposal 2008-09

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 recruitment package to 50 U.S. university campuses/ study abroad fairs.

- Represent your institution at (50) U.S. colleges & universities through representation on an information table showcasing educational opportunities abroad. (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 study abroad fairs although some individual campus visits may be scheduled.
- Disseminate your materials directly to thousands of U.S. students interested in studying abroad.
- Realize significant savings by sharing table space with no more than five other 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 (Ave.\$100-\$150 per campus)
- 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 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 Study Abroad Director/ Advisor if sufficient materials are left over.
- Clients will be responsible for shipping materials to fair locations.

Cost: 50 schools = \$10,000 (Approx. \$200 per school)

Contact Details:

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Recruitment Tours Fair Schedule: Academic Year 08-09

Fall 08

- 1 Eastern Connecticut State University
- 2 Western New England College
- 3 Framingham State College
- 4 Elms College
- 5 Worcester State College
- 6 Salem State College
- 7 Lasell College
- 8 University of Massachusetts Boston
- 9 Saint Mary's College of California
- 10 UC Berkeley
- 11 UC Davis
- 12 Sonoma State University
- 13 San Francisco State University
- 14 San Jose State University
- 15 Cal Poly State University, San Luis Obispo
- 16 UC Santa Barbara
- 17 UCLA
- 18 Cal State Univ., Northridge
- 19 Cal State Univ., Los Angeles
- 20 Cal State Univ., San Bernardino
- 21 UC Riverside
- 22 Cal State Univ., Fullerton
- 23 Cal State Univ., Long Beach
- 24 UC Irvine
- 25 Orange Coast College
- 26 Cal State Univ., San Marcos
- 27 San Diego State University
- 28 UC San Diego
- 29 MiraCosta College

Spring 09

- 30 Florida Atlantic University
- 31 University of North Florida
- 32 Florida State University
- 33 University of Texas San Antonio
- 34 Texas A&M University
- 35 Texas State University, San Marcos
- 36 Loyola University, LA
- 37 Xavier University, LA
- 38 Florida Gulf Coast University
- 39 University of Pittsburgh
- 40 Duke University
- 41 North Carolina State University
- 42 University of North Carolina, Wilmington
- 43 Drexel University
- 44 Salem State College
- 46 Western New England College
- 47 Framingham State College
- 48 Lasell College
- 49 Central Connecticut State University
- 50 Worcester State College
- 51 Carnegie Mellon University

(Recruitment Tours reserves the right to change or alter the list of institutions to be visited as part of the 50 school tour at any time. A minimum of fifty (50) U.S. institutions are guaranteed to be visited or attended during the academic year. Recruitment Tours will notify the client of any changes. Duplicates appear on this list because the institution hosts a fair twice each year.)