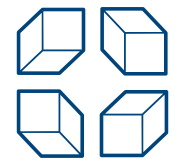


The ICEF Americas Workshop

The leading event for international student recruitment in the Americas and the rest of the world



The Ritz-Carlton Key Biscayne, Miami • December 07 – 09, 2008



ICEF
Workshops

Market Intelligence Seminars • December 07, 2008

<p>14:15 – 15:00</p>	<p>How to Maximise your ICEF Workshop Experience Seminar Room: Plaza Ballroom I Harald Kreiner, Director, Business Development, ICEF, Germany <i>Audience: Educators</i></p>	<p>How to Maximise your ICEF Workshop Experience Seminar Room: Plaza Ballroom II Stephanie Jensen, Project Manager, ICEF, Germany <i>Audience: Agents</i></p>
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Seminar Room	Plaza Ballroom I
<p>15:00 – 16:00</p>	<p>Student Mobility Trends in Latin America Isabel Cristina Jaramillo, Owner, Coaching and Consulting Mexico <i>Audience: All</i></p>
<p>16:00 – 17:00</p>	<p>Securing the UK's Position as a Leader in International Education Martin Southey, Entry Clearance Manager, United Kingdom Border Agency USA <i>Audience: Agents</i></p>
<p>17:00 – 18:00</p>	<p>Legitimising Agency Recruitment in the USA: The Formation of American International Recruitment Council (AIRC) Mitch Leventhal, Vice Provost for International Affairs, University of Cincinnati David Arredondo, Director of International Student Services, Lorain County Community College USA <i>Audience: All</i></p>
<p>18:00 – 19:00</p>	<p>Branding and Recruiting for a Web 2.0 Generation Luis F. Casas, Director of Marketing & Recruiting, Florida International University USA <i>Audience: All</i></p>

15:00 - 16:00

Student Mobility Trends in Latin America

Isabel Cristina Jaramillo

Seminar Room: Plaza Ballroom I

Audience: All

► Session description

Latin America has an important inbound and outbound flow of students studying at the undergraduate and graduate levels in universities all over the world, but mostly in Europe, North America and other Latin American countries.

The most sought-after universities for Latin American students are in the United States, Spain and the United Kingdom.

This session will examine the impact of financial aid through government and foundation scholarship funds, funding that requires reimbursement upon graduation and self funding. For example many students in Mexico fund their own undergraduate studies in the US while Columbia and Chile have outstanding scholarship programmes to train their youth in order to respond to future economic needs.

► Speaker



Isabel Cristina Jaramillo,
Owner,
Coaching and Consulting,
Mexico

Isabel Cristina Jaramillo, Master of Business Administration, specialises in international relations in Higher Education. Through observation, analysis and international comparisons of institutional development she focuses on objectives, strategies, policies and the management of universities in Latin America and other regions of the world.

She has participated in and coordinated several studies related to the international dimension of Higher Education for several multilateral organisations. Among them, the Secretaría General Iberoamericana, SEGIB, with a study that surveyed the flows of academic mobility (students and professors) in Iberoamerica in 2007. Simultaneously, she coordinated a comparative analysis, financed by the European Commission, Alfa Program named: "Practices and Tendencies of the Internationalization and the Cooperation among Universities in Latin America and the European Union", published in 2007. With the support of the World Bank and the Institutional Management of Higher Education, IMHE of the OECD, co-edited a comparative study which examined the challenges Latin American universities face in the international market, called "Higher Education in Latin America: The International Dimension", published in 2005. In 2003, she published the first survey that analysed the development of the international dimension of Higher Education in Colombia.

She worked as Director of International Relations at the Colombian Association of Universities, ASCUN where she coordinated the international development of the universities in the country and was in charge of several programmes of academic cooperation between Colombia and other regions like ALFA and ALBAN with the European Union, Canada, Cuba, Mexico, among others.

She has also participated as a lecturer in national and international seminars and conferences, and at the moment she works as a professor, an assessor and as a consultant for different universities in Colombia and international organisations.

16:00 - 17:00

Securing the UK's Position as a Leader in International Education

United Kingdom Border Agency

Seminar Room: Plaza Ballroom I

Audience: Agents

► Session description

The British Government is committed to encouraging people from overseas to study and train in Britain at a formative stage of their careers. International students bring cultural benefits and enrich the institutions they attend by contributing new ideas, attitudes and experiences. They return home with an enhanced appreciation of British life, ideas and values, culture and institutions, and a good command of the English language. As they rise to positions of influence in their professions, their experience is likely to predispose them to look to Britain for ideas, technology, trade and investment.

This presentation will demonstrate the steps that UKBA is taking to make the United Kingdom a more attractive destination for high quality students and how the entry clearance process has been simplified and streamlined to accommodate their needs. The presentation will also cover important changes to be introduced in 2009 and will explain how these changes will further enhance the student experience.

► Speaker



Martin Southey,
Entry Clearance Manager,
United Kingdom Border Agency,
USA

Martin is part of the management team for the Americas with specific responsibility for overseeing entry clearance work throughout the region. He is based at the British Consulate-General, New York but a large part of his role involves visiting key South American posts such as Rio de Janeiro, Havana and Buenos Aires to ensure consistency of approach and operational integrity.

After graduating from the University of Swansea, South Wales, Martin worked initially in education, teaching English to both high school students and adults in Barcelona, Spain. He then entered the travel and tourism arena and worked for two years as a resort supervisor for Thomson Tour Operations in the Canary Islands. In 1998 he joined the Foreign and Commonwealth Office and since then he has gained extensive immigration experience and has been involved in shaping various reforms to United Kingdom immigration policy.

17:00 - 18:00

**Legitimising Agency Recruitment in the USA:
The Formation of American International Recruitment Council (AIRC)**

Mitch Leventhal and David Arredondo

Seminar Room: Plaza Ballroom I

Audience: All

► **Session description**

The use of agents for international student recruitment by American institutions has, for many years, been everyone's dirty little secret. Misperceptions regarding the legality of commission-based recruitment, the ethics pertaining to it, and what constitutes acceptable practice have hampered the professionalisation of international recruiting practice. In the meantime, competitors such as Australia, the United Kingdom, New Zealand, Canada and Ireland, have forged ahead and adopted practices which have enabled them to build robust recruitment mechanisms.

Because no US organisation was actively addressing these issues, a group of US institutions have formed the American International Recruitment Council (AIRC). The AIRC intends to become a standards body, which will develop ethical and best practices for both US institutions and its member agents. In addition, the AIRC will develop a Certification process by which member agents who can demonstrate a level of competence, transparency, and adherence to best practices can obtain recognition and the confidence of both institutional and governmental players.

This session will be informational. It will focus on the genesis of AIRC, the careful formulation of its Bylaws which involve shared governance between institutions and agents, its advisory board, its present membership, the Standards and Certification development process, and the timeline for certifying a pilot group of agents. The session will also focus on outreach to other key players, including NACAC, AACRAO, IIE, the presidential associations, and others.

► **Speaker**



Mitch Leventhal,
Vice Provost for International Affairs,
University of Cincinnati,
USA

Mitch Leventhal serves as Vice Provost for International Affairs at the University of Cincinnati. Under his stewardship, UC became the first major research university to openly embrace commission-based recruiting. Prior to UC, Leventhal served as the president of the US / Canada subsidiary of IDP Education Australia, a non-profit organisation owned by the Australian universities. IDP is the world's largest commission-based recruitment agent. Mitch received his doctorate from the University of Chicago, where he focused on international trade in educational services.

► **Speaker**



David Arredondo,
Director of International Student Services,
Lorain County Community College,
USA

David G. Arredondo is the Director of International Student Services at Lorain County Community College in Ohio. He is a graduate of Miami University in Oxford, Ohio, and was a Mexican Government Scholar at la Universidad Nacional Autónoma de México in Mexico City, where he did postgraduate studies at the School of Political and Social Sciences.

Mr. Arredondo has more than thirty years of experience in education and government as an administrator, adjunct professor, admissions advisor and writer. As Director of International Student Services he is trained in US immigration regulations and is authorised to provide immigration certification for international applicants who must apply for, and receive student visas prior to entering the country and enrolling at LCCC. Prior to his current tenure at LCCC, Mr. Arredondo was Associate Director of Admissions for Oberlin College.

18:00 - 19:00

Branding and Recruiting for a Web 2.0 Generation

Luis F. Casas

Seminar Room: Plaza Ballroom I

Audience: All

► Session description

Students belonging to the web 2.0 or digital generation now constitute the majority of not only undergraduate but also graduate enrolment.

What is Web 2.0? What are the characteristics of these students? How can you break through the clutter of communication to effectively brand your institution and to recruit more students to your programmes?

Join us as we guide you through some innovative examples of what Florida International University's College of Business has done in the last couple of years to address these issues. We will share the thinking behind our initiatives, as well as results and lessons learned.

► Speaker



Luis F. Casas,
Director of Marketing & Recruiting,
Florida International University,
USA

Luis F. Casas is the Director of Marketing & Recruiting of the College of Business Administration at Florida International University in Miami, Florida. He is responsible for developing and implementing marketing and recruiting strategies and plans that promote FIU's business school programmes. Luis is also an adjunct professor of Marketing Strategy in the MBA programme.

Prior to joining FIU, he was Vice President of Marketing for The History Channel and A&E Latin America, where he provided consumer, advertising sales and affiliate marketing strategies and plans for both channels including advertising, public relations, market research, websites and creative services.

Before that, Luis worked for The Walt Disney Company, where he was Managing Director for Venezuela, Colombia and Ecuador, responsible for all of the company's lines of business for those territories: film distribution, home entertainment, consumer products, television and parks & resorts. He began his career at Disney as General Manager of the consumer products business for Northern Latin America.

Earlier, Luis spent 11 years in the pulp & paper industry: with Mead School & Office Products as Vice President & General Manager - International, and with Venepal (Venezuela's industry leader) in various administrative, finance and marketing positions before heading their School & Office Products business.

He started his professional career as a Management Consultant with Arthur D. Little in Cambridge, Massachusetts.

Luis holds a Master of Science in Management from M.I.T.'s Sloan School of Management, and is a Systems Engineer, cum laude, from the Universidad Metropolitana in Caracas, Venezuela.