



Study New York 2020 Newsletter And Membership Renewal

Dear Study New York Members,

These are unusual times, but even though there is a pandemic, Study New York has continued to promote our member campuses as prime destinations for international students and scholars. We've developed a variety of creative events and have highlighted them in this newsletter. As always, these events are made possible through your membership in Study New York.

Due to the pandemic, we realize that some campuses may be under budget constraints. Because of this, the Board of Directors recently voted to extend the 2020-2021 Membership Dues payment deadline to December 31, 2020. All current members will remain in good standing until that day.

When you can, please [Renew Your Study New York Membership](#) for the 2020-2021 academic year so that we can continue to support your international recruitment efforts.

Thank you,

Doug Langhans
Chair
Study New York

Study New York 2020 Highlights



Study New York Hosts Agents from Mexico, October 2019

Mexico Delegation, October 22 - 23, 2020

Study New York welcomed 10 education representatives from Mexico. The group was organized by the US Commercial Service staff in Mexico City, New York and Connecticut, and visited institutions in Connecticut and New York. While in New York, the delegation visited the Culinary Institute of America, Concordia College, St. Francis College and Pace University and held 160 one-on-one matchmaking meetings with 20 additional institutions.

5th Annual International Student Photo Contest



Study New York held its 5th Annual "Why I Love Studying in New York" student photo competition August to October 2019. The winners were announced at a reception on December 4, 2019 at St. Francis College in Brooklyn. Fifty Study New York member schools and consular representatives from several countries attended. The student photos can be used by the schools in their international social media campaigns. It was an opportunity for member schools to network with New York's consular community and each other.

For more photos, please visit us on [facebook](#).

International Consultants for Education and Fairs (ICEF)



Robert Summers and Tricia Herritt of SUNY Buffalo State represented Study New York at the annual International Consultants for Education and Fairs (ICEF) 2019 North American Workshop in Miami, Florida, December 9-11, 2019. ICEF provided a free booth to Study New York and offered a \$700 discount to Study New York members. Over 1,000 participants attend the workshop. 38 one-on-one meetings were held with international agents and those contacts were shared with the Study New York membership to expand their network of agents.

Educator-to-Educator Matchmaking Meetings

Doug Langhans, chair, represented Study New York during the E2E virtual matchmaking event. He conducted 36 virtual meetings with various agents, professional organizations, high schools, and other international colleagues, June 8-12, 2020.

Each meeting took place through the Study New York Google Meet account, and this allowed Doug to see the participants, provide a brief PowerPoint presentation, and have productive one-on-one conversations. Most of the meetings lasted between 30-45 minutes. Information gathered during the meetings will soon be available to all member campuses.

We will consider doing similar events in the future and may utilize our Google Meet platform to conduct meetings with others who contact us requesting more information about Study New York.

Spring 2020 Webinar Series

Each week, from June 23 to May 26, 2020, Study New York members presented on different topics for one hour followed by Q&A. Topics included: Study New York: Benefits & Regions; Scholarships for International students; Undergraduate Programs in New York; Featured STEM Programs; Community Colleges: Graduate Programs in New York; CPT and OPT Opportunities; and English Language Programs.

The series was promoted via SNY's social media, member schools, EducationUSA and USCS offices overseas. Over 900 International agents and families participated and the social media campaign helped drive traffic to the SNY site, with a total reach of 500,000 people engaged with the boosts and over 4,000 individual link clicks. This was a major new initiative for Study New York developed in response to the cancellation of all in person events due to COVID and the dramatic decrease in international student enrollment. Based on the success of the Spring Series, a Fall 2020 Series is underway:

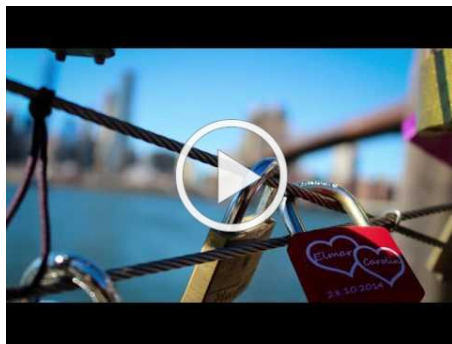
[Webinar Series Link](#)

Coffee Talk Series



From July - September 2020, Study New York gathered to discuss different topics and share best practices. These informal conversations drew 20 to 30 members per session and covered a debrief of the Spring 2020 Webinar Series and discussion of Future Series Topics; Virtual fairs and Online Recruitment; Social Media Tips & Tricks; and How Study New York Helps to Market your Institution. This was a new initiative for Study New York born out of the travel restrictions everyone is under and the need to enhance professional development and opportunities for educational clients during this crisis period. The series was very well received and will continue next year

New Study New York Videos



Check out these short videos and use in your social media campaigns. The first features photographs from the International Student Photo Contest – studying in New York through the eyes of international students; and the second “YOU ARE WELCOME HERE” message from Study NY member campuses. Please share these on your social media.

STAY CONNECTED

