

Poster Sessions

Wednesday, June 1st 2016

- 11:15 AM - 12:45 PM **Effective Online International Student Recruitment Chair**
By Peter Lynch
- 11:15 AM - 12:45 PM **The Rise of English-Taught Programs in Asia**
By Julian Longbottom
- 11:15 AM - 12:45 PM **A University's Recruitment Process Through Students' Eyes**
By Bertrand Laborde
- 11:15 AM - 12:45 PM **Determining Return on Investment (ROI) of Online Marketing Activities**
By Vincent Verspaandonk
- 11:15 AM - 12:45 PM **How the Study West Virginia State Consortium Improved International Recruitment Online**
By Ekaterina Kim
- 2:00 PM - 3:30 PM **The Global Rise of Pathways Programs for International Students**
By Ekaterina Kim

StudyPortals Team



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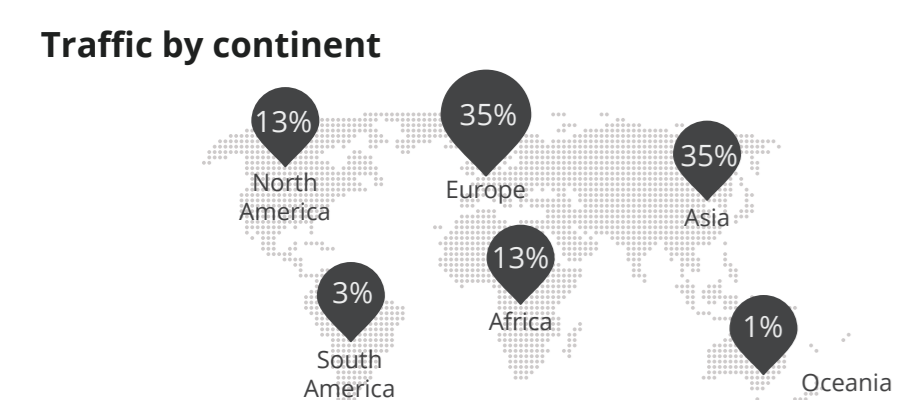
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booth 1428

Meet us
We are the most comprehensive study comparison platform globally, with over 2,100 institutions already participating.

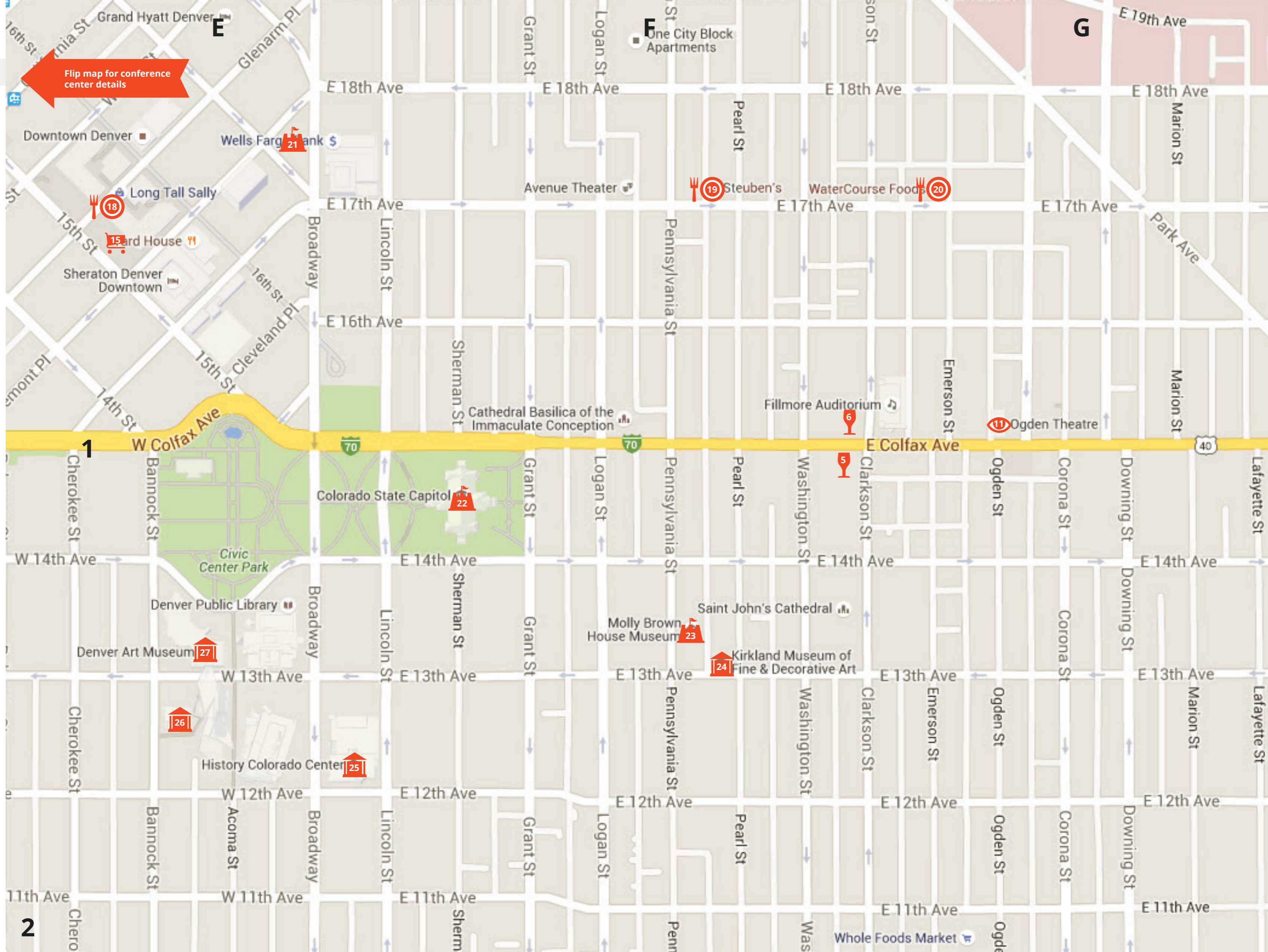
Are you looking for result-based, measurable solutions to promote your institute & programs to millions of students across the world?

Key facts

- 235 Country Traffic Received
- 117,000+ Courses Listed
- 2,100+ Participating Institutions
- 67 Countries Represented



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Local Expert



"Push your water intake. Since you will be a mile above sea level, you will need to drink plenty of water. Lack of water intake can give you altitude sickness."

Katie Oliver
Senior consultant
Colorado Department of Education (CDE)

Katie Oliver is a Colorado native. As a senior consultant for the Colorado Department of Education (CDE), Katie's responsibilities include overseeing the School to Work Alliance Program (SWAP) in partnership with the Division of Vocational Rehabilitation (DVR) & the Department of Labor & Employment.

Since 2008, Katie has provided technical assistance & training to 178 school districts around transition services for young adults with disabilities in school & coordinating with other adult service agencies. Katie has worked for several adult agencies serving individuals with disabilities. Katie has a Master's Degree in Organizational Leadership & Business Management.

Getting Around

Denver offers a variety of transportation options like any other city. Getting around without a car is relatively easy within the downtown area.

Denver International Airport

The Colorado Convention center is approximately 35 minutes by car, cab or a shuttle ride. As of April 2016 a one way cab fare is a fixed rate of \$55.57. Keep in mind that some area hotels offer free shuttle service to & from the airport.

Public transportation

Regional Transportation District (RTD) offers light rail & bus access all around Denver. RTD's skyline is a convenient & affordable way to & from Denver International Airport. One-way airport fair is \$9.

Rent a car

Interested in renting a car during your stay? Check out Enterprise Rent-A-Car for free-pickups & delivery service.

Green transportation

Feeling green? For short, one way trips that are less than 30 minutes check out B-cycle which is Denver's bike sharing system. A 24-hour bicycle pass costs around \$9.00. Denver B-Cycle has over 500 bikes & 82 stations & you can easily explore Denver's attractions.

CITY MAP OF DENVER
LOCAL TIPS FOR NAFAA PARTICIPANTS

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Our Offices



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Historical Buildings

The Brown Palace Hotel
High tea at the Brown is a Denver tradition. This beautiful hotel, built in 1892 of Colorado red sandstone & granite, has housed noted figures including Sun Yat Sen, Queen Marie of Romania, The Beatles & many American presidents.

Colorado State Capitol
A recently regilded Corinthian dome tops the building that also includes examples of Beaux-arts, Renaissance Revival & Neo-Classical architecture. The Capitol houses the offices of the Governor & Lieutenant Governor.

The Molly Brown House
A beautiful Queen Anne style house that was the former home of philanthropist, Margaret Brown, aka the "Unsinkable Molly Brown" of Titanic fame. (This house is also included on many of the Denver Ghost Tours!)

Museums

Kirkland Museum of Fine & Decorative Art
The museum houses three principal collections & includes the original school & studio of artist Vance Kirkland.

History Colorado Center
Interactive museum showcasing Colorado state history exhibits. The \$111 million building was recently restored & features beautiful spaces.

Clyfford Still Museum
The Museum houses 95% of the artist's total output, making its collection the most intact body of work of any major artist. Still was one of the first generation of abstract expressionists.

The Denver Art Museum
One of the largest art museums in the West, the DAM presents a variety of international art throughout the year including traveling exhibits & displays from the museum's permanent collection.

Museum of Contemporary Art
First dedicated home for contemporary art in Denver. Changing exhibits of modern painting, sculpture & more in an eco-friendly space with a rooftop café.

New Routes to Higher Education:

the global rise of pathway programs



Pathways programs are worth over \$825 million according to the latest research by Cambridge English & StudyPortals. The report explores this growing trend in international education focusing on the key provider countries, tuition fee differences, admission criteria and future predictions.

- Some key findings:
- Worldwide there are more than 1,000 English-medium foundation programs.
 - The US is the 3rd most popular provider, while also the most expensive (\$22,000)

Download the full report by following this link:
www.studyportals.com/institutions/events/nafsa/



World's Top Universities Through Student Eyes

The report mystery-shopped the top 500 universities in the US & Canada & investigated how they compare to the world's best universities in serving international students.

- Some key findings:
- Almost half of the top 500 US and Canadian institutions responded to student inquiries in less than a day.
 - 67% of university profiles pass the Google Mobile friendliness test.

Download this full report by following this link:
www.studyportals.com/institutions/events/nafsa/

Can we help you
for your **international student
recruitment strategy?**

Visit us at
Booth 1428
& discover how to
recruit students online

Drinks

- 1 Wynkoop**
C1 It's the first and largest brewpub in Denver. Lots of fun activities to enjoy, from billiards to darts. They craft more than 40 different styles of beer.
- 2 The Cruise Room Bar**
C2 The Cruise Room carries Art Deco style and is known for its martinis and unique décor.
- 3 Panzano**
D2 Award-winning wines from Italy and beyond plus a gluten-free menu.
- 4 Wild Women Wine**
D2 Highest quality crushed juice from vineyards in the Central Valley plus unique wine accessories.
- 5 Argonaut Wine & Liquor**
G1 The family owned liquor store is well-known for its large variety of alcoholic drinks combined with affordable prices. So why not support a local?
- 6 Sancho's Broken Arrow**
G1 Enjoy your drink while listening to live jam bands. Definitely a must visit hangout place to go in Denver's downtown.

Entertainment

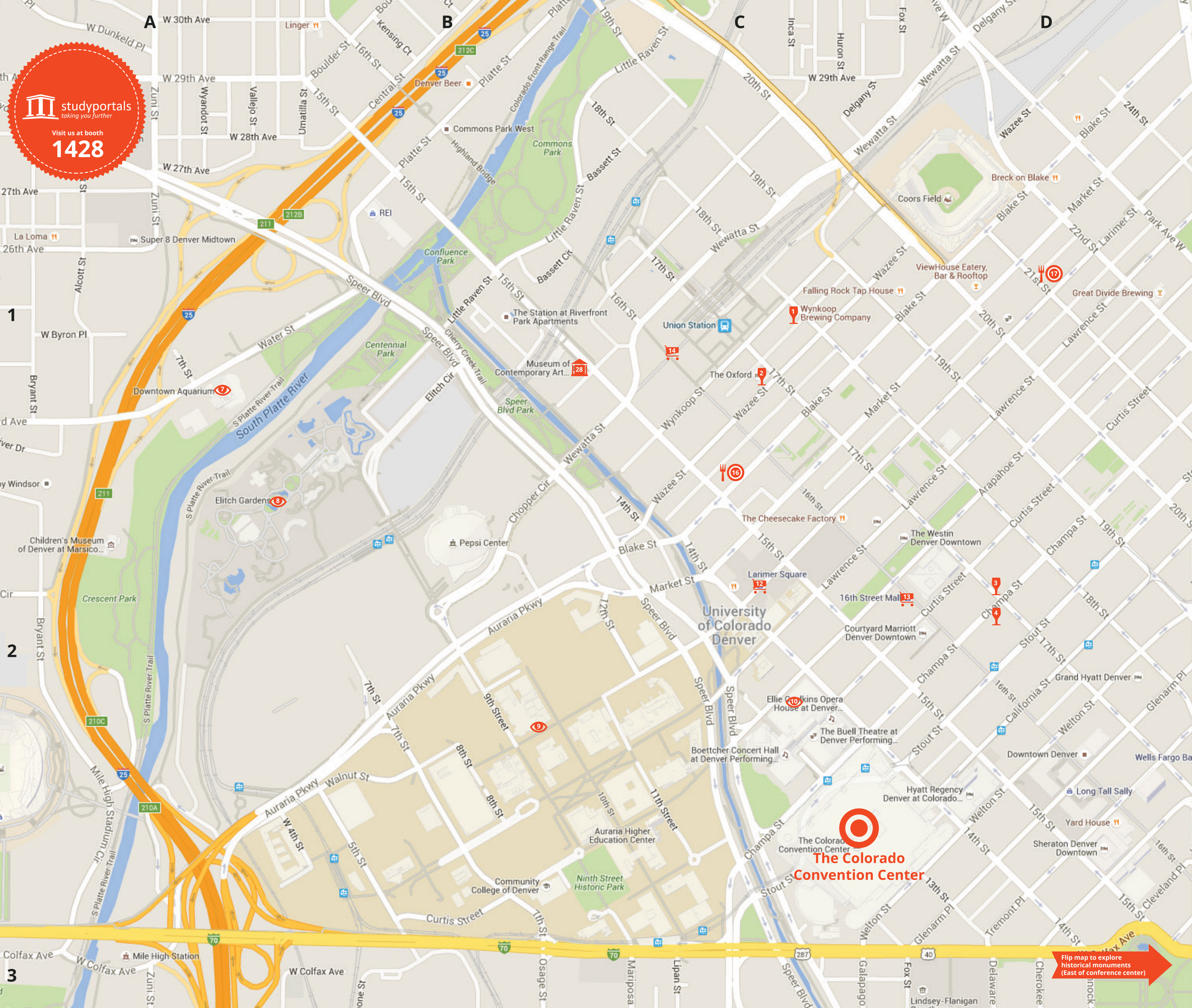
- 7 Downtown Aquarium**
A2 Sprawling complex featuring over 600 species. Tuesdays feature Sumatran Tigers!
- 8 Elitch Gardens Theme Park**
A2 Once a beautiful Victorian park enjoyed by the wealthy in Denver, Elitch's opened in 1890 as a zoological garden (first zoo West of Chicago) with a theatre that became the oldest operating summer stock theatre in the country.
- 9 College of Arts & Media Community Theater in the Tivoli**
B3 Are Interested in International filmmaking? Participate in the NAFSA film festival and enjoy films created by award-winning filmmakers from around the world.
- 10 The Denver Center for the Performing Arts**
C3 Performing arts for all kinds of tastes, Broadway shows and cabaret shows & musicals. NAFSA's opening celebration will be held here as well so don't miss out the special concert with international music superstar Aloe Blacc.
- 11 Ogden Theater**
G1 Located near Capitol Hill, the Ogden Theater features a wide variety of live performances.

Shopping

- 12 Larimer Square**
C2 It includes shops and boutiques with the latest fashion from around the world. Although not a pedestrian mall, the street is often closed for festivals & other events.
- 13 16th Street Mall**
D2 The mile-long pedestrian mall along which one will find dozens of restaurants, shopping opportunities & the Denver Pavilions. The mall was designed by I.M. Pei with red, grey, and white granite in a repeating pattern that – from above – looks like a Diamondback rattlesnake.
- 14 Union Station**
C2 Beautifully renovated over the past two years, Union Station, a transportation hub, now contains trendy restaurants, a hotel, shops & easy access to all lower downtown attractions.
- 15 Denver Pavilions**
E1 If you haven't found what you were looking for in the rest of the recommendations then Denver Pavilion is most-likely the place you are were searching. Explore more than 35+ stores in the heart of the downtown Denver.

Breakfast & Dinner

- 16 Rio Grande Mexican Restaurant**
C2 Award-winning margaritas and delicious Mexican food all combined with a great atmosphere.
- 17 Mexico City Lounge**
D1 Best known for its deep fried tacos. It has served downtown Denver since 1967.
- 18 5280 Burger Bar - Hamburger Restaurant**
E1 Best place to enjoy organic burgers & homemade, delicious ice cream.
- 19 Steubens Denver**
F1 Retro-style diner serving American classic food such as macaroni and cheese and green chili cheeseburger. Brunch also available from 10 am to 3 pm on weekends.
- 20 Watercourse Foods**
G1 Vegan restaurant with a variety of choices and delicious savory biscuits smothered with breakfast gravy.



Flip map to explore
historical monuments
(East of conference center)