



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

STUDENT RECRUITMENT

Challenges and Strategies





CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

Who are we?

- We are the Center for Global Education (CGE) at Universidad San Ignacio de Loyola (USIL).
- USIL is a well-known private University, that is part of an educational corporation that includes nursery schools, high schools, universities, graduate schools, and technical institutes in three countries.
- We have been a BC partner since 2009.
- We are located in Lima, Peru.





CENTER FOR
GLOBAL
EDUCATION



STRATEGIES





REFERRALS

Word of mouth

- Reach new students through current students' experience.

Referral Campaign

- Offer a special incentive, such as a discount, a present, or a bonus, for referring a new student.

Student testimonials

- In our events, social media, press notes, presentations, and others

Student Life

- Indirectly promote the program through internal events including +1 events.

NETWORKING



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

CGE Graduates

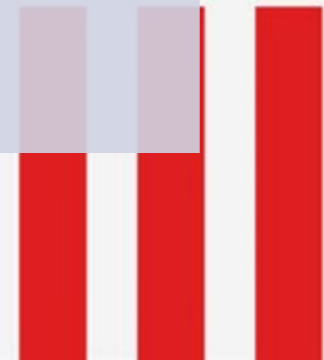
- Keep in touch, follow their career progression, ask for testimonies.
- CGE experts.
- CGE Talks

Friends and Family (corporation)

- Promote CGE within USIL, a large corporation, to explain the BC concept.

Third parties

- Collaborate with other advising centers (LAE, Score, Educa)



EVENTS



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

Formal events

- Open invitation - large and central venue - high impact.

Personalized events

- Groups of parents, target schools (breakfast), informal gatherings on campus to interact with staff, faculty, and current students (Pizza Night, Int'l Coffee break).

School Talks

- Present to students and parents at their school

Transfer Fair

EVENTS



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

Campus tour +
Shadowing class

- Show them our classrooms, labs, and facilities and invite students to sit in on one of our classes.

Target B-sector
schools

- Promote international Education based on transfer options that are more accessible to them. (Conditional acceptance letter with approx. costs for years 3 & 4).



CENTER FOR
GLOBAL
EDUCATION



CHALLENGES





Challenges

Social Media internal limitations at the host institution.

- *Build of a student account – each new cohort is involved.*

Perception of referral discounts.

- *Understanding student background before 1st meeting.*

Host institution not being a target for our most common schools.

- *Depending on the school, when necessary, avoid the USIL brand.*

Challenges



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

Contingencies with
Institution that
regulates higher
Education in Peru.

Get legal approval in
our external
communication.

Friends and Family

Finding a to fully
learn about CGE.

Graduates

After their bachelor's
degree, students
identify more with
their graduating
institution.

B-sector school

Nervous about year 3
and 4 costs.





CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE

Questions?



Follow us



CENTER FOR
GLOBAL
EDUCATION

International Center of
BROWARD
COLLEGE



Browardperu



Browardcollegeperu

