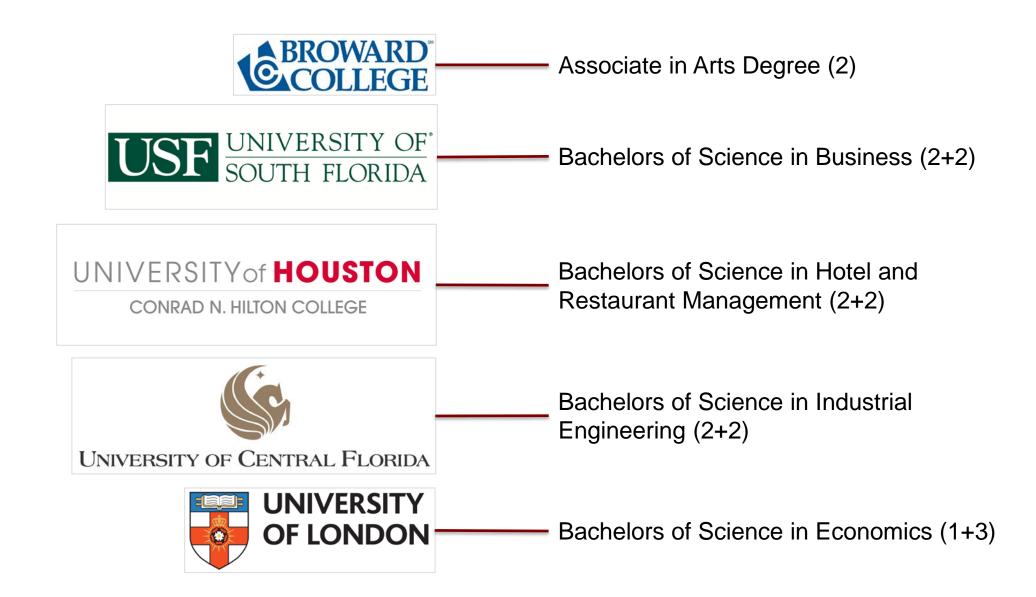


#### Your Smart Path to an International Degree

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#### **CGE Current Academic Articulations**





#### New Alliance: KAPLAN

- Test preparation provider
- Centers in more than 100 countries worldwide
- CGE: TOEFL and SAT test prep. Soon: GMAT, GRE





#### Full time admin staff

#### CGE Team:

- √ Assistant Elga Jimenez
- √ Admin coordinator Angi Figueroa
- √ Broward and Kaplan coordinator Erika Valdivia
- √ Bachelor-level academic coordinator Rocio Baldarrago
- √ Director Yours truly

#### Challenges:

- Internal academic articulation with Peruvian side of USIL
- √ Keeping two mirror academic platforms synchronized in real time
- √ Excellent customer service (CGE = USIL's premium program)



# Full time Faculty

PROFESSOR	COURSE
CANODE, JILLIAN LESLIE	AFRICAN AMERICAN LITERATURE
	ENGLISH COMPOSITION II
	INTRODUCTION TO ETHICS
GADSBY, JARED MICHAEL	BRITISH LITERATURE SINCE 1789
	COLLEGE SUCCESS SKILLS
	CREATIVE WRITING
	ENGLISH COMPOSITION I
HORTON, JUSTIN HANS	MANAGERIAL ACCOUNTING
	PRINCIPLES OF ACCOUNTING I
	PRINCIPLES OF ACCOUNTING II
NIKOLAYCHUK, ALEXANDER	CALCULUS FOR BUSINESS, SOCIAL AND LIFE SCIENCES
	COLLEGE ALGEBRA
	INTERMEDIATE ALGEBRA
	STATISTICS
OSSIO SAL Y ROSAS, CARLOS EDUARDO	INTRODUCTION TO BUSINESS
	PRINCIPLES OF MARKETING
	INTERNATIONAL MANAGEMENT
STUART, PAUL BYRON	PRINCIPLES OF MACROECONOMICS
	PRINCIPLES OF MICROECONOMICS
	ECONOMICS OF DEVELOPMENT
VAN OORDT LA HOZ, FRANCIS	ENVIRONMENTAL SCIENCE
	GENERAL BIOLOGY
	GENERAL BIOLOGY LAB



# Student Services from Full Time Faculty

- PTK
- Honor Society
- Writing Center
- Math Center
- Science Center
- Tutoring
- SLS Course
- Miscellaneous student life activities



# Recruiting: Student Profile

Today: 194 students in total

Two broad categories:

- 1. Students who would otherwise leave abroad
- 2. Students who would otherwise attend a local university



### Recruiting: Student Profile

- Students who would otherwise leave to the U.S.
  - ∀ Held back by parents after being informed of CGE
  - √ Main reason: cultural, leaving at 18 or 19 better than at 16
  - √ Not very price sensitive
  - √ Would benefit a lot from explicit 2+2 off-site articulation agreements
  - ↑ Proper advising crucial



# Recruiting: Student Profile

- Students who would otherwise attend a local university
  - √ Main goal: obtaining a complete Bachelors degree on site.
  - ↑ Price and /or culturally sensitive
  - Advising still required, even when course structures pretty much fixed for all 4 years



## Recruiting: PERT

- PERT: placement, not admissions test
- Might not be ideal to measure basic English and Maths proficiency
- Mitigation:
  - Include writing sample along with the PERT
  - Admission interviews in English with an English Professor present
  - Writing Center and/or Maths center available
  - Additional tutoring hours available on demand
  - √ Offering of more subsidiary level courses in Maths and English for student below the PET threshold



### CGE: Marketing

- 12 proper target top schools in Lima
- 5 in the rest of the country
- Schools extremely protective of student data
- Students are the best of the country: heavy competition with other universities
- Products can be counter intuitive and difficult to explain (sell closure takes place in face to face meting with parents)



# **CGE:** Current Marketing Strategies

- A Day at USIL
- Lectures and Workshops in schools
- Public events with visiting partners
- Graduations
- Internal recruitment at USIL
- Social Media
- Consulting Committee?



# CGE: Main Challenges

- Perpetual strengthening of CGE alliances
- Emulating partner's student life and other out of classroom variables
- Buffering cultural differences between CGE's personnel and Peruvian platform
- Recruitment and financial health: sweet spot
  - Narrow door = less revenue, better reputation in target schools
  - ▼ Broad door = less retention, high maintenance cost (student help), reputation cost



#### THANK YOU

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