

Cheryl Darrup-Boychuck *Business Profile 2009*

Sole Member / Chief International Education Officer of USJournal.com, LLC

- Manages all aspects of <http://www.USJournal.com/>, including oversight of about a dozen independent subcontractors around the world who handle graphic design, database management, HTML development, and translations in 17 languages: Arabic, Simplified Chinese, Traditional Chinese, English, French, German, Hindi, Indonesian, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Thai, Turkish, Vietnamese.

Recent Contributions to International Education

- Author of Chapter 3.5, "Measuring Results" in *NAFSA's Guide to International Student Recruitment, 2nd Edition*; edited by Linda Heaney. Published by NAFSA: Association of International Educators, 2009. ISBN 978-0-912207-93-3.
- Author of Chapter 4, "Recruitment: A Simple Approach to Measuring Return on Investment in International Student Recruitment" in *International Students: Strengthening a Critical Resource*; edited by Maureen S. Andrade and Norman W. Evans. Published by Rowman and Littlefield Education, 2009. ISBN 978-1-60709-175-2.
- Co-Presenter of *Cyber Recruitment Workshop*, NAFSA Annual Conference in Los Angeles, California. May 2009.
- Lead Presenter of *Precision Marketing in International Student Recruitment*, NAFSA Annual Conference Session in Los Angeles, California. May 2009.
- Moderator of *The Opportunities and Challenges of Using Agents*, NAFSA Annual Conference Session in Los Angeles, California. May 2009.
- Lead Presenter of *Precision Marketing in International Student Recruitment*, NAFSA Bi-Regional Conference Session in Honolulu, Hawaii. November 2008.
- Presenter of *Towards a County-Wide Educational Promotion Campaign*, Internationalising in het HO Conference Session in Eindhoven, The Netherlands. November 2008.
- Special guest on *Voice of America's* global broadcasts, addressing questions from students interested in learning more about the U.S. admissions process, more than a dozen times.

Professional Affiliations

- Member of the Editorial Advisory Board of *International Educator*, a bi-monthly magazine published by NAFSA: Association of International Educators and distributed to its 10,000 members worldwide, 2009 – 2011
<http://www.nafsa.org/ie>
- Network Leader of the Marketing and Recruiting Section within the Recruitment, Admissions and Preparation Knowledge Community of NAFSA: Association of International Educators, 2007 – 2009
<http://www.nafsa.org/MRforums>

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