

## Cheryl Darrup-Boychuck

*Professional Profile 2012*

### Owner and Chief International Education Officer of USJournal.com, LLC

- Manages all aspects, including oversight of independent subcontractors around the world who handle online and offline promotions, graphic design, database management, and translations in 17 languages. 2000 – present

### Founder and Subject Matter Expert for the FundsV Working Group

- Assembled at the request of SWIFT, the group has developed a sophisticated system to improve the efficiency and integrity of the current process for verifying funding sources of prospective international students. 2009 – present

### 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 – 2012
- Network Leader of the Marketing and Recruiting Section within the Recruitment, Admissions and Preparation Knowledge Community of NAFSA: Association of International Educators, 2007 – 2009

### Recent Contributions to International Education

- Co-presenter of *International Student Recruitment Trends in Transparency*, NAFSA Regional Conference Sessions in Philadelphia, Pennsylvania and Bolton Landing, New York. November 2011
- Author of *Trends in Transparency: Effects on International Student Recruitment*, IIE Networker Magazine, published by the Institute of International Education. Fall 2011
- Co-presenter of *Sufficient Funds: Determining Financial Capacity of Prospective International Students*, NAFSA Annual Conference, Vancouver, British Columbia. June 2011
- Moderator of *Opportunities and Challenges of Using Agents*, NAFSA Annual Conference Sessions in Vancouver, British Columbia, May 2011; Kansas City, Missouri, June 2010; Los Angeles, California. May 2009
- Lead Presenter of *Trends in Transparency* (Vancouver, June 2011) and *Re-Defining the Enrollment Funnel* (Kansas City, June 2010) at the NAFSA Annual Conference Poster Sessions
- Lead Presenter of *Measuring Return on Investment in International Student Recruitment*, NAFSA Annual Conference Session in Kansas City, Missouri. June 2010
- Author of Chapter 3.5, “Measuring Results” in *NAFSA’s Guide to International Recruitment, 2<sup>nd</sup> 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
- Lead Presenter of *Precision Marketing in International Student Recruitment*, NAFSA Conference Sessions in Los Angeles, California, May 2009 and Honolulu, Hawaii. November 2008
- Presenter of *Towards a Country-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, more than a dozen times. 2000 – 2005

### Education

- Bucknell University in Lewisburg, Pennsylvania; Bachelor of Science in Business Administration, 1991
- The University of Melbourne in Australia; Semester Abroad at Ormond College, 1989

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P.O. Box 363 • Corning, New York 14830 • United States of America  
ph: 570-205-4020 • fx: 866-477-9810 • cheryl@USjournal.com