

USJournal.com Updates, as of May 2008 NAFSA Annual Conference in Washington, DC

Active Involvement in NAFSA

- Cheryl Darrup-Boychuck (USJournal.com C.I.E.O.) is co-presenting a General Session on 29 May
 - o *Cyber Recruitment: Effective Use of Technology for a Dynamic Demographic*: Thursday, 9:15 a.m.
- Cheryl is Network Leader for the Recruitment, Admissions and Preparation (RAP) Knowledge Community
- Subscribe to the Marketing and Recruiting Network, and contribute to the discussion:
 - o Go to <http://www.nafsa.org/>
 - o Click *Knowledge Community Networks* in the left column
 - o Click *Recruitment, Admissions, Preparation*
 - o Click *Marketing and Recruiting*
 - o Click *Discussion Forums*

Precision Marketing Opportunities: We can help you target specific audiences with relevant messages

- Decide how much you want to spend in a particular geographic region, over a specific period of time
- Define the key words and phrases (in any major language) you would like to target
- You may also specify the location (by points of latitude and longitude) where you'd like your ad to appear
- Every time someone clicks on your link, a certain amount is depleted from your account

Enhanced Translation Services

- Link to your translated profiles within USJournal.com's family of sites from your own .edu domain
- Copy and paste your translated profiles within your own websites or other publications
- We can re-format multi-lingual advertisers' translations in pdf, html or doc format, for free
- Clients without multi-lingual campaigns may request translation-only services for a modest fee
- We offer the option to maintain the students' inquiry form in the target language, or in English

Completion of our re-design of all 16 independent, multi-lingual domains in the USJournal.com family

- Automatically scales to various screen sizes, from extra-wide desktops to small hand-held devices
- Allows us to promote our sites on hand-held devices in targeted, tech-savvy countries

A Sample of our Global Marketing Campaigns: Cross-promotions with fair organizers around the world

- Advertisers may send us their itineraries so we can invite students (in that particular region) from our database to the events, on your behalf; we provide your contact info for students to respond directly to you
- Result of high traffic via <http://www.USJournal.com/en/students/info/fairs.html>
- On-going partnership with NAFSA to publish our schedule in *International Educator* magazine

Progress on Funds Verification of Prospective Students

- Contact cheryl@USJournal.com for a broad overview of the project

Upcoming Presentations

- *Ithaca, New York*: 19-21 July 2008, Community Colleges for International Development
- *Honolulu, Hawaii*: 12-14 November 2008, NAFSA Bi-Regional Conference (Regions I and XII)
- *Eindhoven, The Netherlands*: 26 November 2008, The Dutch Conference on Internationalization

What else can we do for you?

Contact Cheryl at cheryl@USJournal.com or ph 570-205-4020.

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