

Press Release

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AIFS Launches International Student Recruitment Program at NAFSA Conference – Cultural Exchange Leader Aims to Simplify Global Recruiting–

Kansas City, MO – May 31, 2010 – The [American Institute For Foreign Study \(AIFS\)](http://www.aifs.com), one of the oldest and largest educational services organizations in the world, announced today the launch of [AIFS International Student Recruitment Services](#) at the NAFSA: Association of International Educators Annual Conference in Kansas City.

With the steady increase in international student enrollment in the U.S., AIFS is expanding its services to include placement in U.S. colleges and universities. Since its' founding in 1964, AIFS has developed a reliable international network of staff and partners who successfully recruit and screen prospective students, as well as expedite visa processing.

"AIFS International Student Recruitment Services will help institutions seeking to diversify their student body with international enrollments," states AIFS President and CEO William L. Gertz. "Whether looking to develop a long-term recruitment strategy or simply seeking to diversify their student population, colleges and universities will reap the benefits of our experienced international network. This network has successfully recruited thousands of participants for AIFS programs for more than four decades."

In recent years, there have been more than 650,000 international students studying at U.S. institutions. Nearly half of these were undergraduate students, with more than 50% originating from Asia. As a result, AIFS will focus its first phase of international recruitment in Asia, beginning with activities in China and Vietnam. AIFS will soon be expanding recruitment efforts to encompass other regions including South Asia, Central America, South America, Africa, Europe and the Middle East.

As a member of the AIFS network, colleges and universities will have access to prospective applicants who have been screened to ensure that their high school curricula and achievement meet the requisite standards, and their English proficiency is sufficient to successfully enroll in a U.S. undergraduate degree program.

AIFS International Student Recruitment Services will perform myriad functions for participating institutions such as promoting their school abroad to prospective students, facilitating the visa application process, providing recruitment visits, appointing in-country recruitment representatives to directly promote their school, and more.

NAFSA's 2010 Annual Conference and Expo, held at the Kansas City Convention Center May 30 through June 4, includes thousands of international educators from

around the world who come together to share their views on the globalization of higher education and to establish good practices for mainstreaming international education on campuses worldwide.

To learn more about AIFS International Student Recruitment Services, contact Stacey Einhorn, Director, at (203) 399-5095 or by e-mail at seinhorn@aifs.com. Visit us on the web at www.aifsrecruitment.com.

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Founded in 1964, the American Institute For Foreign Study, Inc. (AIFS) and its family of companies organize educational and cultural exchange programs throughout the world for more than 30,000 students and young people each year, and arrange insurance coverage for our own participants, as well as for participants of other organizations. AIFS has annual revenues usually in excess of \$200 million and 400 staff worldwide. Since our founding, more than 1.5 million students and teachers have participated on AIFS programs.