

Welcome

Dear Colleagues:

On behalf of the Board of Directors of AIRC, I am very pleased to welcome you to our second annual conference.

In the year that has passed since we first gathered in Miami, AIRC has grown rapidly and evolved into a strong and highly recognized force for change in U.S. higher education. The commitment of you, our members, to quality and professionalism in the use of agency based recruitment has impressed government agencies and association executives as well as a broad range of leaders in higher education institutions and partner agencies.

AIRC is also a community of individuals who care about students and student mobility. The second annual conference is an opportunity for members of the community to get to know each other, our concerns, and our solutions.

Thank you for your interest and your participation.

John Deupree
Executive Director

Pre-Conference Activities

Thursday, December 2

TIME	SESSION	PRESENTERS
12:00-6:00 p.m.	Registration (Mayfair Hotel Lobby)	
1:00-4:00 p.m.	Pre-Conference Workshops (Pre-registration required) Best Practices for Agencies: Working with U.S. Institutions (Alexander 1) Best Practices for Institutions: Working with Agencies (Alexander 2)	Hilka Leicht, IEC; Mark Lucas, IAE Global; Jon Weller, University of Cincinnati Mitch Leventhal, AIRC Chair & President; Cyndy Marchese, Berkeley College; Sanjeev Verma, Intelligent Partners
4:30-5:30 p.m.	Orientation for new members (Alexander 1) This session will provide an introduction and orientation to AIRC for attendees from institutions and agencies that are new AIRC members. The session will provide a brief history of the mission and structure of AIRC, a review of the five standards for agency certification, professional development opportunities for AIRC members, and a discussion on future directions.	Stephen Foster, AIRC Vice President and Treasurer Barry Bannister, AIRC Certification Board
6:00-7:30 p.m.	Opening Reception (Rooftop Pool) (Registration open outside reception until 7:00p.m.)	

Conference Schedule

Friday, December 3

All Sessions in the Crystal Ballroom

TIME	SESSION	PRESENTERS
7:30-8:30 a.m.	Continental Breakfast (Palm Terrace)	
8:30-8:50 a.m.	Welcome	John Deupree, AIRC Executive Director Mitch Leventhal, AIRC Chair and President
8:50-9:45 a.m.	Annual Meeting President's Report Introduction of New Board Members Executive Director Report Certification Report Member Questions	Mitch Leventhal, AIRC Chair and President John Deupree, AIRC Executive Director Elaine Jarchow, AIRC Certification Board Chair
9:45-10:15 a.m.	Break (Palm Terrace)	
10:15-11:00 a.m.	AIRC Advocacy Efforts in US and Globally	Norm Peterson, Montana State University Stephen Foster, AIRC Vice President & Treasurer John Deupree, AIRC Executive Director
11:00 a.m.-12:15 p.m.	Open Conversation Regarding AIRC Policies and Strategies AIRC Stance On Agency Fees Sub Agency Relationships Globalization of AIRC process	Mitch Leventhal, AIRC Chair and President Members of the AIRC Board
12:15-1:45 p.m.	Luncheon Recognizing Certified Agencies (Palm Terrace)	
1:45-2:45 p.m.	Improving Institutional Partner Relationships With Agencies Agency Representatives share their recommendations on what American universities should consider when partnering with agencies	Mark Lucas, IAE Global Mark Shay, IDP Respondent: Elizabeth Blanchford, Montana State University
2:45-3:30 p.m.	Lessons from the Certification Process: What can Agencies Do Better? Members of the Certification Board and an agency representative share their perspectives on improving agency quality assurance mechanisms.	Elaine Jarchow, Chair, AIRC Certification Board Respondent: Sonya Singh, SIEC Global
3:30-4:00 p.m.	Break (Palm Terrace)	
4:00-4:50 p.m.	AIRC Professional Development and Technical Tools-Demonstration and Discussion Using Agency Finder, Directory, and Member Forums Demo of AIRC Training Video on U.S. Higher Education Curriculum Manual for Institutional Training	John Deupree, AIRC Chris Evason, PIER Chris Telling, AIRC Elaine Jarchow, Chair, AIRC Certification Board Pia Wood, University of Tennessee
4:50-5:45 p.m.	Open Session to be Determined by Membership	
8:00 p.m.	ICEF Sponsored Dinner at Calamari Restaurant, Coconut Grove (No charge, but ticket is required)	

Conference Schedule

Saturday, December 4

TIME	SESSION	PRESENTERS
7:30-8:30 a.m.	Continental Breakfast (Palm Terrace)	
8:30-9:00 a.m.	Views and Perceptions of Education Agents This session will discuss the findings of the 2010 ICEF Agent Barometer and will examine the views from an agents' perspective on how placement patterns are changing over time, including projected student mobility patterns and how external factors such as visa regulations, competition over market share and financial fluctuations are impacting upon agent opinions of student recruitment and enrollment internationally.	Markus Badde, ICEF
9:00-9:30 a.m.	Manage Your Agent Network Before It Manages You! This session unveils how your agent network can be your greatest asset providing you and your students with first class service, or your greatest liability consuming your time and resources – all depending on how it's managed	Mark Pettit, Object Next Software
9:30-10:00 a.m.	Handle With Care: The Role of Rankings in Advising International Students An open discussion on the pros and cons of institutional rankings	John Molony, QS Quacquarelli Symonds Ltd
10:00-10:30 a.m.	Break (Palm Terrace)	
10:30-11:20 a.m.	Market Intelligence Sessions Overview of student market issues in selected countries and regions	David Anderson, ELS Language Centers Europe: Hilka Leicht, IEC Palle Steen Jensen, EduDanmark India: Vishal Pathania, Kangaroo Studies Victor Rao, Global Reach
11:20 a.m.-12:10 p.m.	Strong Foundations: Drexel University's Lessons Learned in Designing and Implementing an International Representative Program This session will look towards sharing best practices by introducing how Drexel's International Representative Program was devised and designed, how companies were searched, selected, and trained, how the program has been integrated into the University, and the lessons learned along the way. The session will encourage full participation from institutions and agencies regarding their own experiences and opinions.	Matthew Scranton, Drexel University
12:10-1:30 p.m.	Lunch and Memorial Tribute for Dr. Marjorie Peace Lenn (Palm Terrace)	
1:30-3:30 p.m.	Wrap Up-Open Mike	Mitch Leventhal, AIRC Chair and President John Deupree, AIRC Executive Director
3:30 p.m.	Conference Concludes	

Sunday, December 5

9:00 a.m.-3:00 p.m.	External Reviewer Training (Institutional Members Only) (Kentia Room)	Members of the AIRC Certification Board
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