

Globalization Success from Effective Promotions?

- the Answer ELI 360



BOUNDLESS. PASSIONATE. ACCURATE.

Every university Enrollment Office Requires a Diverse Marketing Mix but what about the RESULTS? - **Global Advance Goes Beyond a Promotion's Return-on-Investment**

As an enrollment office reviews the yield of each part of the marketing mix there is an important question that ought to be answered. What is the quality of the yield? In other words, the students that enroll due to the performance of the promotion instrument are they quality or free from issue?

Here is what the VP of Enrollment at Hardin-Simmons University has to say about the students who have come through ELI 360.



"We have worked with ELI 360 for the past three years and during this time, we have an exceptional applicant pool. We have experienced no problems with the students during the visa process or even

after they have arrived on campus. Because the ELI 360 application process is so easy, we require no additional staff to process the paperwork." Furthermore, Dr. Davidson explains that currently the average SAT score for the entering international students is higher than the average domestic score.

According to Dr. Davidson these quality students do well in class and in the environment of the university. Many have gotten involved in school functions like the student paper and student organizations. "It is salting our campus with a global worldview," said Davidson.

As universities continue to endeavor to be the best education provider for the 21st century globalization has become an essential requirement.

The Global Advance service is designed to provide students and institutions with a win-win situation. It is our business philosophy that your globalization efforts will have greater success with quality students. For this reason, we stand out above the rest. We work for you as a direct extension of your recruiting office. We hold the same values and work ethic you would expect from your internal office. When you put the ELI 360 Global Advance program to work you ignite a global sales channel that works for you.

Not only that, but students that ELI 360 present to its partner universities are not only qualified candidates they are leadership material. For Dr. Davidson the return-on-investment "is more than just monetary there is a lot of value add."

Global Advance 

Experience Life International

is committed to the worldwide development of people and ideas for the increased wellbeing of all nations.

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