



Enrollment Department
Questionnaire for Prospective WIU International Recruiting Representatives

Please complete all sections of this questionnaire and attach two company references (from an institution and former client). Send the completed questionnaire, references, and any available company information to Ken Costello, Western International University, 9215 N. Black Canyon Highway, Phoenix, AZ 85021, USA or fax it to 602.383.0154.

Full Name: _____ Title: _____

Company Name: _____

Postal Address: _____

Phone: _____ Fax: _____ Email: _____

Section 1: Your professional background

1. What type of US institutions of higher education do you currently represent? *Check all that apply*

Graduate-level programs

2-year colleges

4-year universities

English language schools

2. In which US states do you currently represent institutions and what are the names of these institutions?

3. Do you represent institutions in regions other than the US? If so, please list all other countries.

4. Please provide the total number of universities/colleges represented by your company. _____

5. How many students did you send overseas during the previous calendar year? _____

6. How many staff members do you have? _____

7. Please list location(s) of all company office(s). _____

8. What is the primary focus of your company? _____

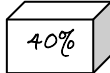



9. Do you belong to an education consultant group/association? If so, please provide the name of the association(s): _____

10. What is your standard rate of commission? _____

Section 2: About your students

11. Please provide the following demographic information based on your average client. Based on a total of 100%, please indicate the typical percentages of your clients within each category.

Example:

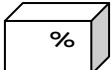
Age:  18-22  22-26  26-30  over 30

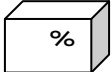
Students' Age:

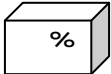
 18-22  22-26  26-30  over 30

Students' Education Level:

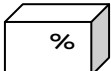
 Completed secondary/high-school education

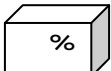
 Completed some university-level coursework

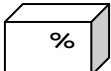
 Completed a 4-year university degree program


 Completed some graduate-level coursework

Students' Interest:

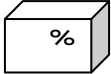
 Undergraduate programs

 Graduate programs

 English language programs (ESL)

 Short-term certificate programs

 Combination of ESL and academic programs

 Executive programs

Section 3: Marketing Strategy

12. What methods do you use to attract students? *Check all that apply*

Local Advertisements

Where do you advertise? _____

Education Fairs

In which fairs do you participate? _____

School visits

What type of school(s) do you visit? _____

School representative

Which institution(s) do you represent? _____

Other (Please explain) _____
