

# COMMITMENT LETTER FOR PLANNED ACTIONS

GENERATION STUDY ABROAD

27-APR-15



ASIA  
EXCHANGE

STUDY ABROAD IN ASIA

Dear Generation Study Abroad Partner Selection Committee,

Asia's importance has skyrocketed over the past decade. In-depth knowledge of Asia, Asian languages, culture and business conduct is increasingly coveted in today's competitive job markets. We want to do our part to encourage more U.S. students to study abroad in Asia and benefit from a truly unique semester abroad.

We at Asia Exchange (AE) are committed to the following efforts and actions:

We aim at sending 100 U.S. students to our Asian partner universities by 2016. We will continue our efforts every year and wish to have more than 20% of our student from the U.S. by the end of the decade. Most of our students come from European countries at the moment but we are actively searching for more U.S. partners, both universities and other study abroad providers.

Our programs suit U.S. students very well and are true to the mission and values of the Generation Study Abroad initiative. First of all, our programs are very international and award our students with much more than just transfer credits. Secondly, our program fees have been trimmed to the minimum, without compromising the quality of the semester, to enable more students from different socio-economic backgrounds to benefit from a study abroad semester in Asia.

Students from about a dozen different nationalities participate in AE programs every year. Not only will U.S. students live and study in a foreign country but they will also benefit from meeting and befriending the other students in the program and build an international network of future colleagues.

An international student body in our programs is very important to us and even though we are a small organization with limited resources, we have actively worked at penetrating new markets and kept the program fees as low as possible. We have negotiated the amount of the tuition fees, the most significant part of the program fee, with each partner university and there are group discounts for AE students.

AE has selected each one of its partners with care and attention to detail. In addition to wanting to provide an outstanding study abroad experience, AE prioritizes the quality of the curriculum and the courses the exchange students are enrolled in. Study credits are easy to transfer and students can gain up to 20 U.S. credits a semester.

The application and acceptance procedure is standardized and simple. This process has been developed together with our host universities and has proved to be the most effective method for all parties involved. We help our students with all the practical matters from visas to booking dorm rooms and accommodation and provide an orientation at the destination. Our students will gain in independence and new skills, both academic and practical, but will be thoroughly supported by our staff throughout the experience.

Please find our planned actions in more detail on the pages 2 and 3.

### **Launch a new study abroad initiative or scholarship to attract U.S. students**

The Asia Exchange concept, that provides very affordable study abroad semesters, is an initiative in itself. The program fee of 3,500 USD is significantly lower than almost all other programs currently on offer for U.S. students. We constantly and conscientiously work on keeping our program fees as low as possible – without compromising on the quality of the study abroad semester.

The program fee of 3,500 USD covers the following:

- The entire admissions and application process
- The tuition fee and course fees for the entire semester
- An orientation at the destination
- A local contact person at the destination
- Asia Exchange's customer service throughout the semester: help with all practical matters from booking an accommodation to applying for a visa
- And official transcript from the Asian host university
- Social events, excursions, extracurricular activities

Asia Exchange wants to encourage independent travelling and more personal experiences. We trust our students to be able to decide when and how to travel to Asia, how much to spend on the accommodation and how to sort out the practical arrangement – and we help them with every step!

More and more students go study abroad but Asia Exchange semesters are a way to truly differentiate yourself – exotic locations, international networks and a completely new skill set that will be appreciated by future employers.

### **Provide an innovative new support service for students from the United States**

We recognize that leaving for a study abroad semester to the other side of the world is a big undertaking for our students, especially if they haven't got much previous travel experience.

We have excellent, fast and personal customer service. All emails are replied to within 24 hours, often sooner, and we are happy to call our students and arrange Skype meetings for more detailed discussions.

Our U.S. representative is based in Seattle and has years of experience in both studying abroad and living and working in foreign countries. In addition, we are partnering with a well-known U.S. based study abroad provider, who will act as a representative for Asia Exchange programs providing localized service for our U.S. students.

Every U.S. student is guaranteed the best possible service. We are also flexible with some deadlines due to U.S. students' different schedules. Bringing more U.S. students to our programs is very important to us. It's a new market and thus, every new interested student and applicant receives our undivided attention.

### **Expand existing exchange programs/Collaborate with U.S. partner institutions to improve credit transfer**

We add more courses to almost all of our programs every year. Our programs have courses from freshman to senior levels, as well as some graduate level courses. We provide as detailed course information and descriptions as possible to ensure our students find courses that, first of all, match their educational background and academic ambitions, and secondly, materialize into students' degrees at home in transfer credits.

We always encourage our students to get a preapproved learning agreement from their home institution and to bring home all course materials and work in order to be able to demonstrate what the studies have consisted of.

We are also actively looking for new potential partner universities in Asia. At the moment, we are looking into affordable programs in Japan, and we've recently started working with two top tier South Korean universities.

**Engage your institution's U.S. study abroad alumni to promote study abroad at your institution**

We have an Ambassador program, with cash rewards, that is available for our entire alumni.

Our ambassadors can promote our programs by, for example, holding presentations or information stands, writing articles about studying in Asia, promoting Asia Exchange programs in social media, blogging about the benefits of studying in Asia, and participating at their universities' international week.

*Sincerely,*



Harri Suominen  
Managing Director of Asia Exchange

*Asia Exchange enables students to take part in study abroad semesters and internships in Asia. Together with our partner universities we increase internationalization and streamline student mobility in a convenient and affordable way.*

Experience your chances  
ASIA EXCHANGE