



Dear CSIET Member,

The past year has been a busy one for CSIET. All of this we are undertaking so we can sustain existing benefits over the long haul, while continuing to develop new benefits that will add value to your membership with CSIET. As we look to 2020 and beyond, we seek to develop CSIET's identity based on a clearly defined set of core values and strategic goals (STEP):

STEWARDSHIP: *Improve Value of International Student Exchange for CSIET Constituent Groups, Including International Students, Natural/Host Families and US Secondary Schools;*

TRANSPARENCY: *Align Expectations across the International Student Recruiting and Placement Continuum;*

ENGAGEMENT: *Improve CSIET Training/Volunteer Opportunities and Increase Member Involvement;*

PARTNERSHIP: *Grow CSIET's Capacity and Expand its Reach, through the Development of Existing and Emerging Partnerships.*

In our effort to fulfill these goals, CSIET Staff, the Board of Directors, the Advisory Board, the Statistics Review Committee and the Accreditation Committee have added significant value during the 2018-2019 recruitment and placement cycle:

- A new, more robust website, CSIET.Org;
- New Model Standards for non-US based international student recruitment agencies;
- Revised standards for outbound programs;
- New, electronic methods for the collection, development and distribution of the CSIET's annual statistics report;
- A dedicated media strategy website;
- Public Relations Toolkits and Webinars;
- *Guidelines for a Successful Publicity Strategy*
- *Writing the News and Working with the Media*
- *Setting Goals and Measuring Success*
- *Material Templates*
- *Creating a Media Strategy to Harness the Power of Publicity*
- A revised State Policy Database (Athletic Eligibility, Immunizations, State Registration);
- Improved Annual Conference Programming.

In fiscal year '20, we will continue our effort to improve the CSIET value proposition. The CSIET Board of Directors has already approved the addition of Web links and Direct Connect for all CSIET certified programs, beginning in May of 2020. More efforts underway include:

- A new Annual Conference application, Cvent, for delivery of content and improved access to vendors and industry colleagues;
- More efficient processes for the gathering of statistics; improved formatting/content for Annual Statistics reporting.
- More opportunities for sharing, partnership and engagement.

Thank you for all you do to make international student exchange a safe and valuable experience. We wish you the best as you close out the 2018-2019 recruiting and placement cycle, and we look forward to our work together in 2019-2020.

Sincerely,

Christopher Page, CSIET Executive Director

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