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CSU and INTO University Partnerships Launch Long-term Initiative to Increase International Enrollment

FORT COLLINS, Colo. – February 10, 2012 – Colorado State University and INTO University Partnerships announced today a joint program to increase international student enrollment at the university.

INTO is a private company that partners with universities to attract and recruit international undergraduate and graduate students. Since 2006, the company has successfully launched partnerships with 14 universities in the United Kingdom, United States and Asia. Colorado State enters the endeavor with INTO as part of a strategic initiative to boost international enrollment and create a culturally rich student experience that is reflective of today's global marketplace.

"CSU has a long-standing tradition of attracting international students to its world-class academic and research programs, and I'm very excited about the opportunity to expand that through our new relationship with INTO," Colorado State President Tony Frank said. "This initiative will enable us to grow CSU's footprint in parts of the planet that were previously beyond our reach, to create unprecedented opportunities for globally competitive programs and initiatives, and to increase international literacy among CSU students, faculty and staff."

CSU's history of international engagement goes back decades. In the early 1960s, a team of Colorado State researchers conducted a feasibility study that helped lead to the creation of the Peace Corps. In recent years, CSU has seen several programs garner international acclaim, including a partnership between CSU, Coca-Cola and four Chinese universities to send promising college students from China to study and conduct research on sustainable water usage at Colorado State.

In the 2010-11 academic year, international students made up 3 percent of CSU's student body, or 1,133 students. Beginning in August 2012, INTO will use its extensive network to help enroll about 350 additional students in the INTO-Colorado State program from key international markets. Enrollment is forecasted to reach approximately 1,000 additional students within five years. INTO has 23 offices worldwide and works with more than 600 education counselors in 75 countries.



“We are delighted to welcome CSU to our growing network of leading universities. Building on the strengths of Colorado State’s existing programs, this joint project will increase access for international students who want to pursue their higher education goals at CSU,” said Andrew Colin, chairman of INTO University Partnerships. “We have experienced exceptional student performance at our two current U.S. partner universities, and we look forward to INTO CSU enjoying similar successes in the coming years.”

INTO and CSU will ensure the success of international students at Colorado State with a new, on-campus international study center and the utilization of innovative study programs – called “Pathway” programs – that help foreign students adapt to an American university environment. Undergraduate and graduate Pathway programs will be taught by university instructors and provide international students with a combination of academic coursework and English language training. The goal is to prepare them to transition to standard undergraduate and graduate degree programs at CSU.

“We’ve worked closely with INTO in recent months to create an innovative curriculum that will help assimilate international students into the fabric of Colorado State,” said Jim Cooney, the university’s vice provost for International Affairs. “The partnership with INTO will augment and work in concert with the university’s other established international initiatives and truly enhance the international experience for all CSU students, faculty and staff.”

Students attracted through the joint program with INTO will boost international enrollment, but CSU plans to maintain current levels of Colorado residents within the student body so as not to reduce or restrict access for Colorado students. CSU is the “university of choice” for Colorado residents – 30 percent of all of Colorado’s science, math, engineering and technology majors pursue degrees at CSU.

“With the INTO initiative, we have an outstanding opportunity to make significant progress on the internationalization of our campus, which will provide additional access to our world-class academic programs to students from around the world,” said Provost Rick Miranda. “This is completely in line with our overall mission and our desire to offer a broad globally oriented curriculum to all of our students, especially including our own Colorado residents. The INTO initiative will broaden and diversify the university’s revenue streams and will position CSU financially to continue to fulfill our land-grant mission, provide access to great numbers of capable students, and to meet the academic needs of students throughout Colorado and the world.”

Colorado State joins 13 other universities that have partnered with INTO, including eight in the UK, two in the U.S. and three in Asia. INTO’s first two U.S. partnerships, with Oregon State University and University of South Florida, were established in 2009 and 2010 respectively. As part of the due diligence process, CSU sent several delegations to visit INTO operations in the UK, Oregon and Florida. The visits included representation by CSU faculty and staff and focused on a thorough examination of how the partnership would impact CSU’s academic programs, student life, support services and more.

“As faculty, we deliver the educational experience to CSU students, and we look forward to the opportunity for broadening students’ horizons and enriching the campus environment for learning and research,” said Dr. Tim Gallagher, chair of the CSU Faculty Council. “We believe we have a great deal to offer academically to motivated students from other countries with an interest in our programs, and we look forward to welcoming them to CSU.”

About INTO University Partnerships

INTO University Partnerships works together with leading universities to develop specialized pathway programs and enhanced support services that specifically address international students' educational, social and cultural needs, carefully preparing them to progress with confidence as degree-seeking students. Students benefit from university-designed programs, university-led teaching, and supportive learning environments while enjoying full access to their host university's campus facilities, resources and services. Integration with the university is the INTO difference. Since 2006, INTO has launched joint venture partnerships to internationalize 14 campuses in the UK, the U.S., and Asia. More information can be found at www.into-corporate.com.

About Colorado State University

Colorado State University, a land-grant institution and a Carnegie Doctoral/Research University-Extensive, is one of the nation's leading research universities, with world-class research in infectious disease, atmospheric science, clean energy technologies and environmental science. Founded in 1870, CSU last year awarded degrees to 5,800 graduates, and this year, it attracted more than \$330 million in research funding. Colorado State University is the "university of choice" for Colorado residents – 30 percent of all of Colorado's science, math, engineering and technology majors pursue degrees at CSU. In addition to excellent programs in those areas, CSU offers among the very best professional programs in the United States in veterinary medicine, engineering, alternative energy, occupational therapy, journalism, agriculture and construction management. Find more information at www.colostate.edu.

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