

Custom Programs

2008 HANDBOOK



Global Education Solutions™

3 An Introduction to CEA Custom Programs

7 Custom Program Examples

11 CEA Custom Program Tool Kit

15 Student, Faculty, & Advisor Testimonials

21 CEA Academics

27 Organization Overview

An Introduction to CEA Custom Programs

CEA Custom Programs

We at CEA understand the tremendous work involved in setting up and operating a successful academic program in an international setting; from designing a program and making local connections to ensuring students' safety and providing a strong academic focus – the labor involved can be overwhelming. We also recognize that the responsibility for creating and facilitating quality study abroad programs often lies primarily with study abroad administrators and faculty. **CEA can help.**

With a focus on providing Global Education Solutions, CEA offers customized programming in addition to a robust portfolio of standard partner programs and an emerging portfolio of CEA GlobalCampus Network offerings. We stand ready to assist you in designing a Custom Program to help advance your campus' international agenda.

From our dedicated staff and global network of academic contacts to our extensive experience in creating quality study abroad programs, you are in good hands. CEA provides you with the certainty that all aspects of a successful study abroad program have been considered and carefully planned, including academics, marketing, health and safety, and international operations.

Below are some highlights of CEA's custom services:

Complete Program Planning

- **Risk Management:** CEA provides risk management for all programs. Your risk is mitigated from exchange rate fluctuation and difficult hiring and employment policies in foreign countries to health and safety liability. We have personnel in each location and emergency plans in place to handle these eventualities. All students are provided an extensive HTH study abroad insurance plan.
- **Professional Support:** CEA's knowledgeable University Relations and Development teams will work closely with you and your faculty and staff to understand your needs and develop a Custom Program to fit your specifications. We will provide customized academic and extra-

curricular programming and will also assist with marketing materials and recruiting events to ensure your program's success.

- ***Comprehensive Service:*** CEA handles all of the logistics associated with the development of a Custom Program to simplify the process for you. Among our list of services are access to highly qualified faculty to teach your courses, flexible application and payment terms, and a variety of housing options, to name just a few.

Academic Support

- ***Faculty:*** CEA is able to provide support to your faculty in a number of ways. For faculty-taught programs, housing arrangements and onsite support are provided, including arranging guest speakers that complement the program syllabus and recommending local resources. For programs or courses developed and provided by the CEA GlobalCampus Network, we hire faculty of the highest caliber, with extensive teaching experience in their respective fields as well as the ability to cater to the unique learning style of the contemporary student. Programming at one of CEA's many international partner institutions can be arranged as well.
- ***Courses / Curriculum:*** All courses taught through the CEA GlobalCampus Network undergo a rigorous review by the faculty committee of the network's University of Record, the University of New Haven. Emphasis is placed on active learning which leverages local resources and fosters the development of intercultural competence. In addition to offering regularly taught programs, we are able to develop custom coursework to fit your university's study abroad objectives for a particular group or destination.
- ***Transcript:*** Faculty-taught programs are generally transcribed by the home institution whereas partner-taught programs are transcribed by CEA's University of Record, the University of New Haven, or the international partner institution respectively. We provide additional support by ensuring that transcripts are sent to the appropriate office at the home institution.

Personal and Caring Advising

- **Pre-departure:** CEA provides dedicated advising to every student. Our experienced advisors are assigned based on their destination specialty. They will assist you and your students every step of the way, from pre-departure planning to re-entry.
- **Financial Aid:** CEA has a dedicated Student Finance Coordinator on staff to assist with questions regarding financing including federal and state financial aid and alternative sources of funding.
- **Re-entry:** Upon your students' return, CEA's advisors provide re-entry services such as transfer credit and transcript processing, providing resources aimed at coping with reverse culture shock and career planning.

Professional Overseas Infrastructure and Support

- **Resident Staff in Every Location:** CEA's experienced, dedicated, and caring overseas staff works diligently to ensure your group has a successful study abroad experience and is available to counsel students, coordinate activities and serve as expert local resources for faculty and students.
- **International Emergency Protocol:** In order to be accessible and responsive in the event of an emergency, CEA has a 24-hour emergency response call service, published emergency response plan and regular training programs for Resident and Global Headquarters staff.

Custom Program Examples

Flexible and Customizable

CEA has designed a number of program options that can be easily customized to meet diverse program needs. Custom programs can either be built on existing CEA programs, thus allowing use of CEA infrastructure, or can be built from scratch allowing ultimate flexibility within CEA's destinations. Below are a few program examples which we have designed with partner universities in the past:

DePaul University

DePaul students studying on a custom program in Madrid take Spanish language coursework at one of CEA's partner institutions in addition to coursework taught by an accompanying DePaul faculty member. CEA secures facilities for courses taught by the DePaul faculty and also provides office space. Students participate in standard CEA excursions and immersion activities offered in Madrid, stay in shared homestays with a maximum of two students per family and receive all of CEA's onsite support and services. Students receive credit from both CEA's partner institution and DePaul University.

Students on a DePaul program in London choose all of their coursework from existing courses at one of two CEA partner institutions. They are part of regular CEA excursions and immersion activities, stay in CEA housing and receive all of CEA's onsite services. Students receive a transcript from the hosting partner institution.

University of Arizona

Based on a custom program request for a leadership development program run at the University of Arizona, CEA has created a specialized course titled "Politics & Leadership in the Classical World" to be taught by CEA faculty at the CEA GlobalCampus in Rome, Italy. Students on the program are accommodated in CEA housing and participate in a number of excursions integrated with the coursework. The transcript for this course is issued by the University of New Haven.

University of Tennessee - Knoxville

For the past three years, students from the University of Tennessee - Knoxville (UTK) have participated in a CEA custom program in Alicante, Spain, designed in conjunction with a faculty member from the UTK Spanish Language Department. CEA has been assisting the faculty by securing facilities for teaching courses and by providing all logistical support services onsite. Students are accommodated in homestays while a furnished apartment is made available for the faculty. Students receive a customized orientation and participate in regularly scheduled excursions and social immersion activities with other CEA students. Credit for participation in the program is issued by UTK.

University of South Carolina

On a program run in Liberia, Costa Rica, University of South Carolina (USC) students take coursework in Spanish Language and Latin American Studies designed and taught by CEA. In addition to academic support, CEA provides all logistics for the program; from securing student and faculty housing to designing excursion and social programming that extends the program's academic objectives outside of the classroom to providing a resident staff onsite in Liberia. Students receive both USC and University of New Haven credit.

**Through the CEA GlobalCampus Network, it is now also possible to open US faculty led and taught coursework to all CEA students. Inquire with your Regional Consultant for further details.*

CEA currently partners with the following universities on design and delivery of custom programs:

- DePaul University
- Kapi'olani Community College
- Ohio Dominican University
- Tulane University
- University of Arizona
- University of South Carolina
- University of Tennessee - Knoxville

CEA Custom Program Tool Kit

Planning Worksheet

CEA has created the following questionnaire, checklist, and planning timeline to help guide you in identifying your program objectives and discussing your plans with your CEA Regional Consultant.

Questionnaire:

The following questions are integral in defining the scope and expected outcomes of your program and will be instrumental in the recruitment strategy associated with your program:

1. What are the primary academic objectives for this program?
2. What are your goals for the student experience?
3. Why did you choose this destination?
4. How do you plan to recruit students in order to meet enrollment goals?
5. Are you open to having your students integrated with students on other CEA programs? Please indicate in which areas you would be open to integration and in which areas you would like your group to be independent.
 - Integrated Academic Coursework Yes No
 - Integrated Orientation Yes No
 - Integrated Housing Yes No
 - Integrated Excursions Yes No
 - Integrated Immersion Activities Yes No
6. What, if any, restrictions does your school have on study abroad programming/faculty-led programs?
7. What is your school's internal application deadlines and procedures?

Checklist:

In planning for your initial conversation with your CEA Regional Consultant, we've developed the following checklist to assist you in articulating the program framework you desire. This information will be key in identifying the program set-up and planning elements required to make your program a success:

- Destination
- Term and year the program will operate
- Estimated program dates and length of program
- Expected enrollment
- Academic content
- Academic support – guest speakers or site visits related to coursework
- Excursions
- Immersion activities
- Housing type for students
- Housing type for faculty
- Other inclusions/services
- Target price of the program

Planning Timeline:

The following guideline is CEA's general recommendation for program planning. CEA's recommends that planning begins 1 year in advance.

- Step 1 (Ideally 1 year prior to proposed program start date): CEA's Regional Consultant and faculty member/study abroad office should begin with initial conversations to define program objectives and program design.
- Step 2 (4-8 weeks after completion of Step 1): CEA will create a program budget and will compile a proposal, outlining all program inclusions, processes and pricing on a per student basis. Your Regional Consultant will review the proposal with you to get your feedback and determine if any changes are necessary. If appropriate, the proposal will be adjusted.
- Step 3 (2-4 weeks after completion of Step 2): Once you and your

school agree to the proposal, CEA will create a Term Sheet. This document outlines all services provided, application and billing processes, minimum enrollment numbers and per student program pricing. You should carefully review this document and return a signed copy to the CEA Global Headquarters as your acceptance of the outlined terms.

- Step 4 (At least 8 months prior to program start date): Active marketing of your program should begin as early as possible after confirmation of the program details. While CEA anticipates that you will take an active role in marketing the program by sharing information with your students and other faculty members, we can and would like to assist you in the recruiting process. We have extensive experience recruiting students for study abroad programs and would be able to assist you through any of the following means:
 - flyers
 - posters
 - email campaigns
 - information tables
 - classroom presentations
 - customized websites
- Step 5 (4-6 months prior to program start): Based on the agreed upon application process, student applications are received, approved and processed. With a first-class industry leading online application process, CEA has the ability to actively assist you by contacting students, collecting application documents, approving students and collecting payment.
- Step 6 (1-2 months after program completion date): Once the program is completed CEA would like to get your feedback on your students' experience as well as your personal experience in collaborating with us. Your feedback is crucial in the program improvement process and will be shared with all constituents involved in the program design and delivery.

Student, Faculty, & Advisor Testimonials

What Students are Saying

University of Tennessee - Knoxville; Granada Spring 07

- “CEA did everything I hoped for and more. They were very easy to work with in the US, and in Granada their employees are some of the most awesome people. I fell in love with them (Begonia, Fatima, and Noelia). Everything in my experience was positive with CEA. I would study with them again.”
- “Studying abroad was the best decision of my college career and I had the best semester of my life. I learned so much about myself and I fell in love with Spain. CEA is a good program to use because they walk you through the semester, but they leave you room for independence as well.”

University of Arizona; Business Ethics in Costa Rica; Maymester 07

- “CEA is an excellent, well-organized program that provides a great cultural experience to students.”
- “I loved this program and had a great time. I got a chance to learn about the country of Costa Rica while also enjoying myself by making friends and connections that will stay with me for a lifetime! I would absolutely recommend it further and already have to several people!”

Colorado State University; Berlin Summer Program; Summer 07

- “If you want to better your German language skills, definitely take the opportunity and study abroad with CEA in Berlin. CEA did an amazing job for us and if I study abroad again I will try to use CEA again.”

University of Tennessee - Knoxville; Alicante Program; Summer 07

- “The program delivers the opportunity to truly learn the language and experience life and perspective outside of the U.S. This is something that I think all should do to understand how different (and similar) people are throughout the world.”
- “It was an amazing experience, CEA did a great job-- Lidianna and

Alvaro are amazing representatives and I was so impressed! It was an unforgettable trip!"

Tulane University; Granada Fall 07

- "My semester in Granada has been a life changing experience. I learned much about myself, Spain, and the USA by immersing myself in the Spanish Culture. ... In regards to CEA, they have moved beyond what I expected from a study abroad program. CEA's charismatic staff truly enjoys their country, their work, and the opportunity to spread their enthusiasm about Spain. These are the ideal people for this kind of work."

DePaul University; Madrid Fall 07

- "The CEA staff were extremely helpful in any type of question I had. My stay in Madrid could not have been better. From the moment I arrived until the very end, the communication between students and CEA never faded."
- "My Madrid experience was one of the best and rewarding 3 months in my life. The city is one of the friendliest and open places I have travelled to. The CEA staff are really interested in integrating students with the culture and people in such a short amount of time."

What Advisors and Faculty are Saying

Paul Melendez, University of Arizona

"I needed a company that would provide a solid business backbone to my program and follow through on prospective students. As the faculty lead on these programs, I'm best suited to focus on the conceptual development of the program and marketing the program directly to [students]. CEA had the expertise needed to handle travel, lodging, tours, logistics, marketing, applications, and deposits etc. Equally important was CEA's interest and willingness to follow up [with] prospective students by sending e-mail and making calls answering questions and encouraging participation. CEA has the whole package: responsiveness, innovation, technology, and professionalism. This is the case not only in the US, but with their staff abroad.

The care and attention to detail came through and is the reason for my program's success. Students were overwhelmed with the quality of services and caring professionalism demonstrated by staff. Parents often commented on how the "trust" that CEA invoked finalized their decision to allow their son/daughter to travel abroad."

Bryant Creel, University of Tennessee - Knoxville

"I carefully researched all of the many considerations involved and found CEA to be the most amenable and adaptable. The staff were wonderful - academic, kind, sensitive, "real" - and made me feel able to trust in their good faith and ultimate good judgment. My experience has born out the accuracy of my expectations. In every way CEA has been completely helpful in providing flyers and coming to Programs Abroad Fairs, and I have always had the fullest cooperation from the CEA staff on particulars relating to my program organization. I could cite many examples of how grateful I am to the kind, immediate consideration of the CEA on-site staff when I have needed them for any small thing. I would be delighted to represent CEA on any occasion. I believe that hard work and intelligent management should be recognized for what it is, since it doesn't come easy and is rare. CEA definitely earns, in my opinion, recognition in these regards."

Renee Arnold, Kapi'olani Community College

"I contacted CEA and began working with a University Relations team member who was very personable and easy to work with. I passed on the criteria required by KCC in order to have a study abroad program: adjust the hours of contact time, design a culinary activity in order to interest our culinary program administrators and students, and be able to go along with the students. CEA was very accommodating regarding all of these concerns. After the set-up, I had continued professional and thorough follow-up help from the Development Team at CEA. CEA also provided a great deal of help with the recruiting of students for 2007. The Regional Consultant's positive and enthusiastic attitude helped me tremendously when I felt overwhelmed. Her presence at our campus international festival was an important part of our recruitment of students and her onsite visit in Aix was

a welcome event from the students' perspective. The CEA staff eased my worries by being there to solve any problems that popped up. Our program encountered no major problems due to the very thorough planning by all CEA staff from beginning to end! If this sounds like a rave review, it truly is that!"

Sharon Nagy, DePaul University

"It has been great to work with CEA on our long-standing customized Madrid program. Their Regional Consultants proactively assist with marketing, recruiting, and spreading enthusiasm for this program, as well as others, during their campus visits. CEA's administrative staff members have worked collaborately with us to develop application and billing deadlines that are excellent fits for both of our institutional needs. Not only do CEA staff, both in the U.S. and abroad, quickly respond to questions and requests for information, they often suggest creative new directions for our programming."

Academic Integrity

CEA has built an international academic infrastructure aimed at accelerating the quality, accessibility, and learning outcomes of CEA students' educational experiences the world over. This team of academics is comprised of experts in their fields, who are highly trained in engineering academic programs that cater to the specific learning styles of contemporary students within a global context. We have also invested in premium academic development and quality assurance by undergoing a rigorous University of Record partnership proposal, review, and implementation. The result is a successful and constructive collaboration with the University of New Haven in West Haven, Connecticut. While the academic content, structure, and delivery of a CEA Custom Program varies based on need and interest, CEA's Academic Network stands ready to assist, collaborate, and monitor your custom program to ensure the best possible learning outcome.

CEA Academic Leadership

President & Chief Academic Officer - Dr. Geoffrey Bannister

Dr. Geoffrey Bannister serves as CEA's President and Chief Academic Officer and is responsible for all academic matters, including faculty hiring and assessment, academic program assessment, academic administration and academic planning.

Most recently Dr. Bannister was the President of The Forum on Education Abroad, the only national membership organization in the United States devoted solely to the needs of study abroad. From 1989 to 2000 he served as the 17th President of Butler University in Indianapolis (IN). Before that, he was, for a decade, the Dean of Arts and Sciences at Boston University (MA).

Dr. Bannister was the principal architect of Boston University's study abroad programs, and the catalyst to the development of Butler University's Institute for Study Abroad. He was the first Chairman of the Board of Directors for the International Student Exchange Program (ISEP) in Washington, D.C., and has served on leadership committees for the American Council on Education, the College Board, Indiana Campus Compact, the NCAA,

USARowing, on the boards of various corporations and business organizations, and as a Legal Advisor for the U.S. Department of State. Dr. Bannister is a geographer by profession and is published in the areas of regional development, forecasting, international boundary disputes and higher education.

Dr. Bannister earned his Ph.D. from the University of Toronto (Canada). His bachelor's and master's degrees were earned at the University of Otago (New Zealand) in Geography. He has been recipient of the King, Walker, Wilkins, Young award for service to the minority community in Indiana; Indiana International Citizen of the Year, 1992-93; and he is a Sagamore of the Wabash (Governor Evan Bayh). Dr. Bannister was born in the United Kingdom, raised in New Zealand, studied in Canada and became a United States citizen on July 4th 1989.

Vice President, Academic Affairs - Dr. William Davey

As Vice President, Academic Affairs, Dr. William Davey oversees all academic matters associated with the organization, from monitoring the performance of CEA's international study abroad programs, to ensuring that CEA's academic policies meet student learning objectives. Additionally, he is responsible for leading the development of academic design and curriculum modeling, appointing faculty experienced in Millennial student learning, and maintaining the relationship between the CEA GlobalCampus Network and its University of Record, the University of New Haven.

Prior to joining CEA, Dr. Davey served as Director of the International Programs Office at Arizona State University, where he developed and implemented a wide variety of international policies and programs. As a business consultant, Dr. Davey's international communications expertise has benefitted several Fortune 500 companies, including Intel and Honeywell. He holds board positions with the World Affairs Council of Arizona and the Phoenix Sister Cities Commission. In addition, Dr. Davey has served on the Governing Council of the Society for Intercultural Education, Training and Research, and is actively involved with NASFA: Association of International Educators, AIEA, Association of International Education Administrators, EAIE European Association for International Education, and the Forum on

Education Abroad.

CEA's University of Record

CEA and the University of New Haven (UNH) have partnered to promote a comprehensive academic agreement through which UNH will act as the University of Record for all CEA programs.

The University of New Haven, founded in 1920, is a private, comprehensive university located in West Haven, Connecticut. UNH's mission is to prepare career-ready graduates for meaningful roles in today's global economy and to nurture the pursuit of lifelong learning. The university offers more than 80 undergraduate degree programs and more than 25 graduate degree programs, in innovative fields such as sports management, nutrition and dietetics, forensic science, music and sound recording, engineering, computer science, fire science, and criminal justice. UNH has a full-time undergraduate enrollment of more than 2,000 students and a Graduate School enrollment exceeding 1,700 day and evening graduate students.

Under the agreement, UNH assumes responsibility to set and monitor all academic standards from the approval of courses to the appointment of faculty. UNH will also involve its faculty according to its own internal processes in all academic aspects, including regular site reviews by faculty.

The agreement follows the highest standards of good practice in education abroad, and satisfies the rigorous requirements of the University's institutional accreditor, The Commission on Higher Education of the New England Association for Schools and Colleges (CIHE/NEASC). The agreement follows the widely accepted statement by institutional accreditors, "Policy on Contractual Arrangements Involving Courses and Programs." The CIHE/NEASC assured itself that the agreement met or exceeded all of its requirements by submitting the University to a full review by the CIHE/NEASC Board at its November, 2006 meeting.

Academic decisions made in the field are in accordance with pre-established criteria for minimal standards set by UNH. The decisions made

according to these standards are subject to timely assessment by the University of New Haven, based upon accepted reporting criteria between UNH and CEA.

As the CEA School of Record, UNH requires that internal academic controls within CEA be administered by academics whose qualifications approximate those of comparable academic administrators on the home campus and are consistent with requirements of any overseas partner universities.

Further information about CEA and the University of New Haven may be found at the respective web-sites.

www.GoWithCEA.com | www.newhaven.edu

Organization Overview

CEA Profile

CEA was founded in 1996 with one simple philosophy: to provide quality study abroad education for college students with service at the core of the business. Since then, our vision of innovation and creative global education solutions has led to unprecedented growth.

Mission Statement

Create and facilitate opportunities for personal growth and global understanding through quality international education and cultural experiences.

A Model of Growth and Innovation

Since its inception in 1996, CEA has steadily built a foundation for excellence and growth. Through commitment to the development of quality programs, individualized service and use of innovative technology, our enrollment has increased 3500% between 1996 and 2007.

Academic Diversity

Taking the best of many educational models, we have created the CEA GlobalCampus Network, combining academic excellence, inter-cultural competence, immersion and international connection. In addition, we are constantly expanding our network of International Partner Institutions to provide students with a local educational experience. Within the CEA GlobalCampus Network, Academic Deans and dedicated faculty members are selected based on their like-minded philosophy of international education, shared strategic vision, and solid foundation of academic quality and experience. CEA is committed to creating intellectually stimulating programs and active learning environments through all of our programming initiatives. CEA promotes experiential learning, global citizenship and the pursuit of life-long learning to help students achieve their academic, personal and professional goals.

A History of Innovation

CEA was the first in the field to adopt a comprehensive internet strategy

utilizing web-based student information, an online application, a live chat feature, podcasts, access to dynamic online pre-departure literature, and direct 800 number access to global headquarters staff. In addition, each CEA GlobalCampus facility features modern, fully equipped classrooms, computer labs, study rooms and library services, complete with technology designed to complement the students' learning experiences. Our state-of-the-art, web-based enrollment process gives students access to their program information 24 hours a day, allowing them to update their personal information, access data about their program and submit academic choices and housing preferences online. We have built a secure digital infrastructure that allows our staff around the world to access student information electronically, while maintaining the highest level of privacy. This helps to facilitate faster and more efficient communication not only between the global headquarters office and international staff, but also between the international staff and partner institutions, thereby increasing CEA's ability to provide unparalleled customer service.

Proven Outcomes

The positive experiences and learning outcomes of students are of paramount importance to CEA. Tracking and measuring student evaluation results enables us to provide superior quality assurance. CEA students complete a program evaluation upon re-entry. This data is analyzed and used to improve the quality of future service and study abroad programs. CEA receives overwhelmingly positive evaluations every year.

- More than 3,000 annual student enrollments
- 91% student referral rating
- 95% Pre-departure advising satisfaction rating
- 90% Onsite service satisfaction rating
- 95% alumni say they will promote international education
- 85% alumni say their CEA experience helped them secure their job or impacted their career path



Global Education Solutions™

2005 W. 14th Street
Suite 113
Tempe, AZ 85281-6977

Tel: 480-557-7900
Toll Free: 800-266-4441
Fax: 480-557-7926

UniversityRelations@GoWithCEA.com
www.GoWithCEA.com/Custom

Notes: _____

CEA can tailor a program to your school's specific requirements, giving you more flexibility and versatility to provide your students with a truly rewarding international education experience.

We have provided a Custom Programs Tool Kit, with a questionnaire, checklist, and suggested timelines to assist you in identifying your objectives. Your Regional Consultant is also available to discuss your plans and answer any questions.

Brought to you by:



www.GoWithCEA.com/Custom

UniversityRelations@GoWithCEA.com

1-800-266-4441

