

## The CSO Advantage

### ➤ Marketing Support

Our marketing teams located in North America and Asia give us an edge in better understanding local markets and student culture. With mature online and offline advertising and marketing strategies, we can guarantee fulfillment of your enrollment targets. Working with us will also give more students a chance to learn more about your institution.

**In Action:** We increased student enrollment by 56% each year through our co-host arrangement with Shanghai Jiaotong University's International Summer Program.

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### ➤ Faculty Support

With head offices in both China and Canada, our regional staff are committed to ensuring a positive experience for all faculty members who teach overseas. We provide support throughout the process including travel arrangements, visa and insurance, accommodation, and academic support.

**In Action:** In 2019, we provided 64 instructors with accommodations and other necessary travel arrangements for their summer teaching term in China, with 52 of them travelling to China for the first time. Each of our instructors boast of having had a positive and welcoming experience while working with us.

### ➤ Online Platform

Our online teaching and learning platform gives both professors and students the ability to connect from anywhere in the world. All courses can be taught and made available online as needed.

In Action: Due to COVID-19, Summer 2020 programs will be 100% online! We worked with each of our partners to transition courses from in-class to online, providing all the necessary training and support to ensure a smooth and simple transition.

➤ Global Campus Expansion Support

We have successfully helped many of our partners build their brand in China and other teaching facilities abroad. Given our local resources, networks, and proven success, we can strategically meet the needs of any institution looking to expand and establish an overseas campus. In doing so, universities will benefit from local economies of scale and new sources for student enrollment. Establishing a campus overseas through CSO can be done for Summer Sessions, Language Programs, 2+2 Programs, and/or Bridge Programs.

In Action: We successfully established a campus in China for Hsiuping University of Technology where various programs are now held onsite.

➤ Faculty-Led Programs

Depending on the needs of your institution or department, CSO can organize and facilitate a Faculty-Led Program at any one of our overseas partner destinations. We can also help supplement your program with more students from other universities worldwide. Our vast network of academic and professional resources foster a highly rewarding program.

In Action: For the summer of 2019, Dr. Saleem and Dr. Arif from Aligarh Muslim University spearheaded a Faculty-Led Program on Entrepreneurship in Tianjin, China involving 20 students from India. We provided support by working with our host partner, Hebei University of Technology, in preparing all necessary facilities—including classrooms, dormitories, and a cafeteria—as well as academic support for student learning of Chinese business culture.

➤ Customized Support

CSO specializes in the design, development, and execution of various customized support plans for each of our partners. We are dedicated to building programs that are beneficial and cost effective while ensuring mutually advantageous partnerships.

In Action: We worked with Dr. Jason Dean of Wilfrid Laurier University to organize a CSO Academy Program designed for upper year students pursuing a degree in Economics. The program helped students review core concepts and enhance their statistical software skills.