



2015 Consumer Report on Study Abroad Services

Beijing Overseas Study Service Association &
China Consumers' Association

Shuai Yang, Senior Director & Jon Santangelo, Communications Director
BOSSA & COSSA

Profiling the modern consumer *with interest in studying overseas**

- ▶ Age ranges
- ▶ Living locations
- ▶ Education backgrounds
- ▶ Annual household incomes
- ▶ Why researching studying abroad?
- ▶ How do they apply?
- ▶ Where do they find information?





北京留学服务行业协会

Beijing Overseas-Study Service Association

- BOSSA; founded in 2004; the first and the largest national association in the industry.
- Guided by the Ministry of Education and Beijing Municipal Education Commission.
- BOSSA operates a fulltime staff of 15, works with local experts, consultants and international partners
- 71 members are government licensed
- All large recruitment agencies headquartered in Beijing with branches throughout China.
- Members also are small and midsized agencies.



全国留学服务机构联盟

China Overseas Study Service Alliance

- COSSA; founded by BOSSA in 2012; first national association to represent provinces outside Beijing.
- 40 Members located in majority of provinces
- Operates under same principals as BOSSA
- ***Mission Statement:*** To ensure transparency and quality standards, and protect interests of both BOSSA member agencies and customers.
- Official website:
www.bossa-cossa.org

The China Consumers' Association (CCA)

- ▶ CCA is a national organization founded in 1984 under State Council
- ▶ supervise commodities and services;
- ▶ protect consumers' rights and interests;
- ▶ provide reasonable and scientific guidance on consumers' activities;
- ▶ promote a healthy development of the socialist market economy.

Category: NGO (Non-government Organization)

Fields : Social Standards & Labor Protection

Established: 1984

Official Website:
www.cca.org.cn

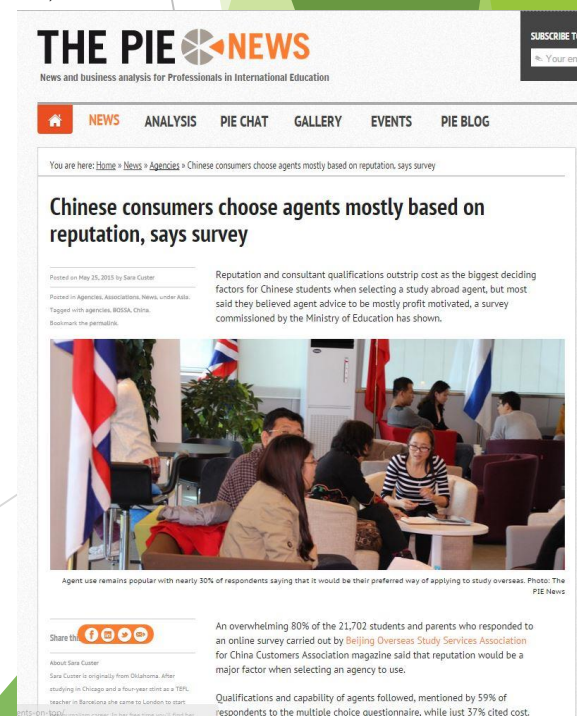


About the Survey

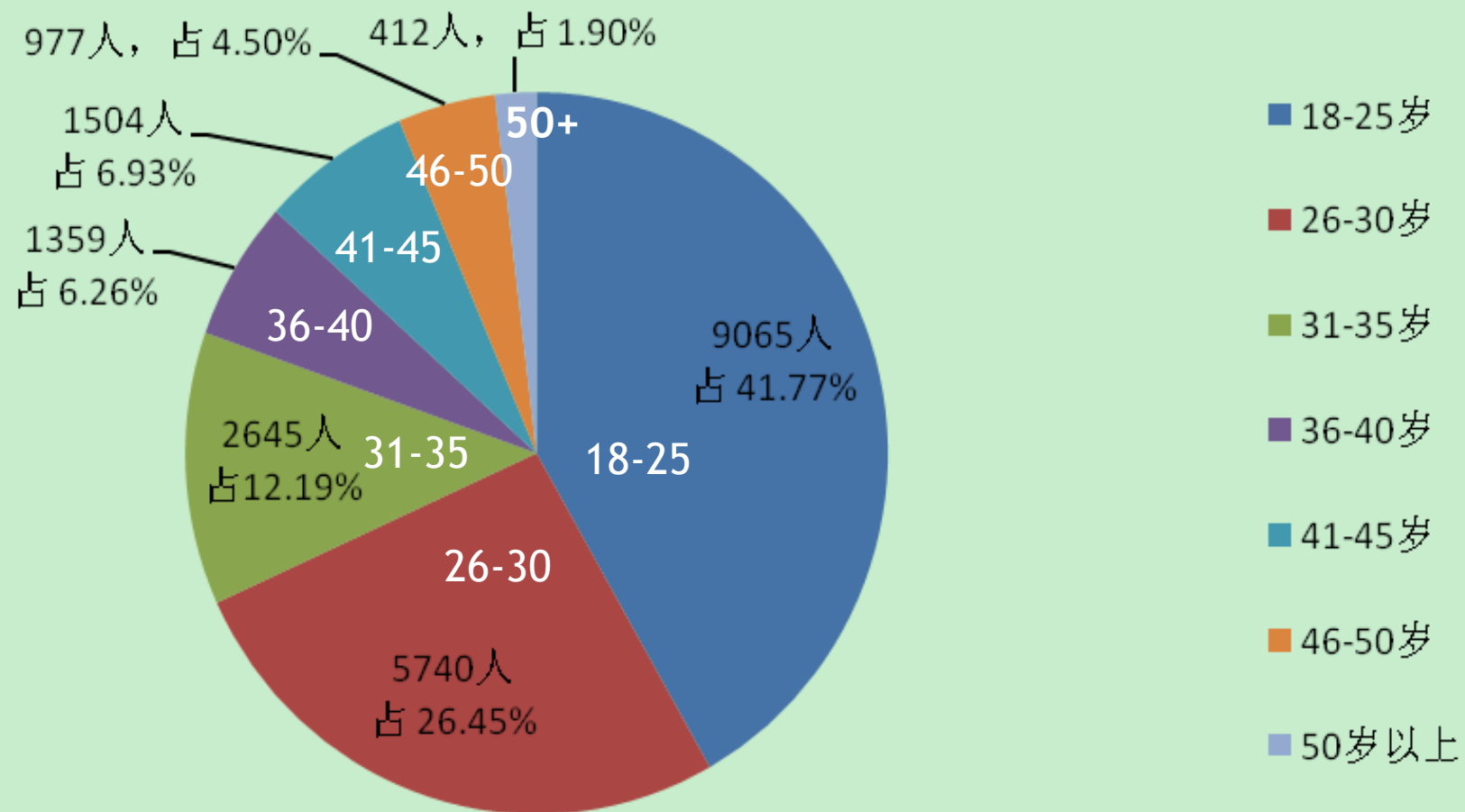
- ▶ Retrieved 21,702 valid questionnaires
- ▶ 30 Questionnaires total
- ▶ Jointly organized by BOSSA & CCA
- ▶ Results reported to government
- ▶ Published in BOSSA Newsletter & China Customers Magazine (Consumer Report)
- ▶ Agency survey sections released to THE PIE News

Purpose:

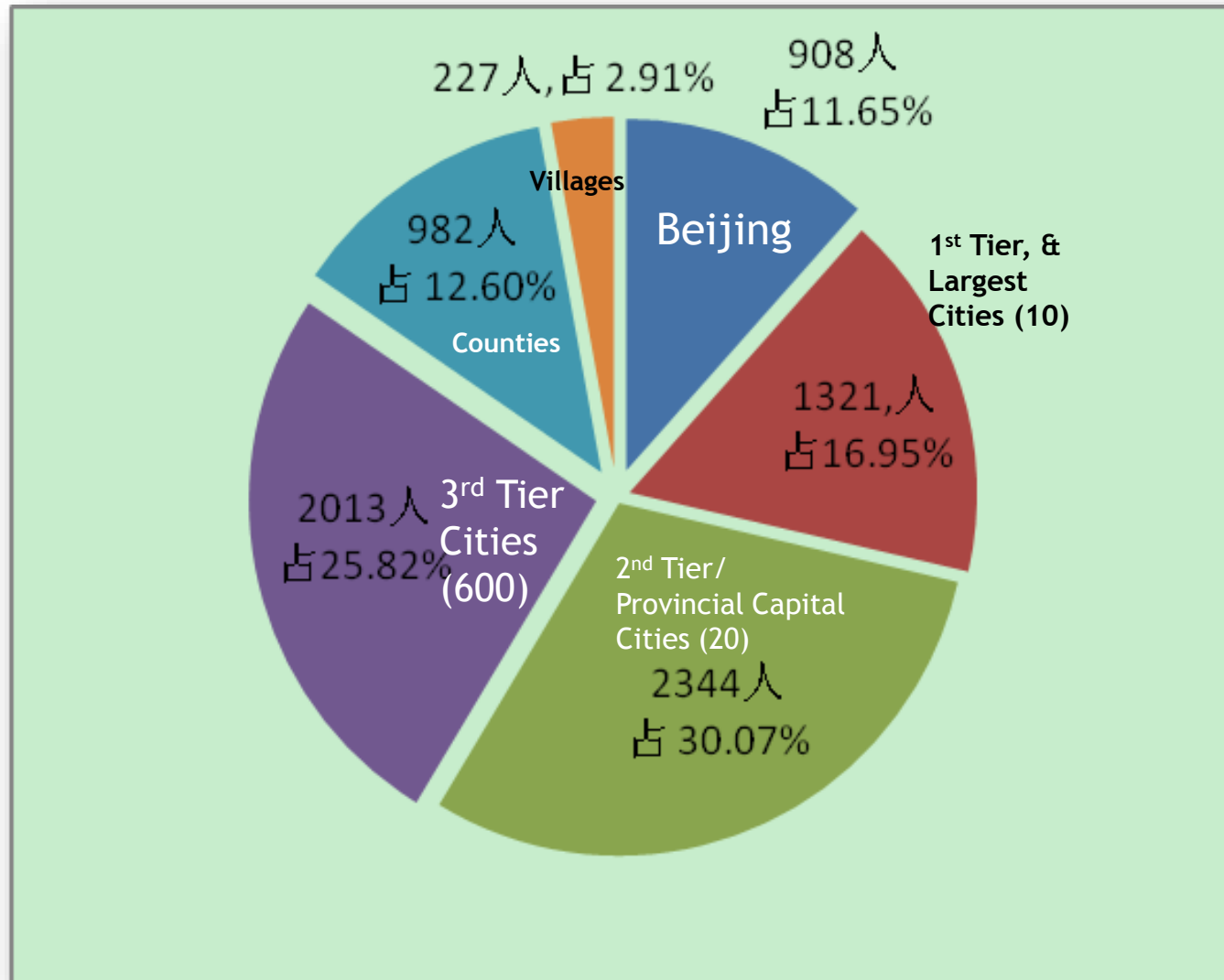
- ▶ To further standardize the overseas study services market
- ▶ Improve study abroad advising system (practices)
- ▶ Better satisfy consumer demand for study abroad services
- ▶ Authorized and funded by Beijing Municipal Education Commission with the Beijing Overseas Study Service Association



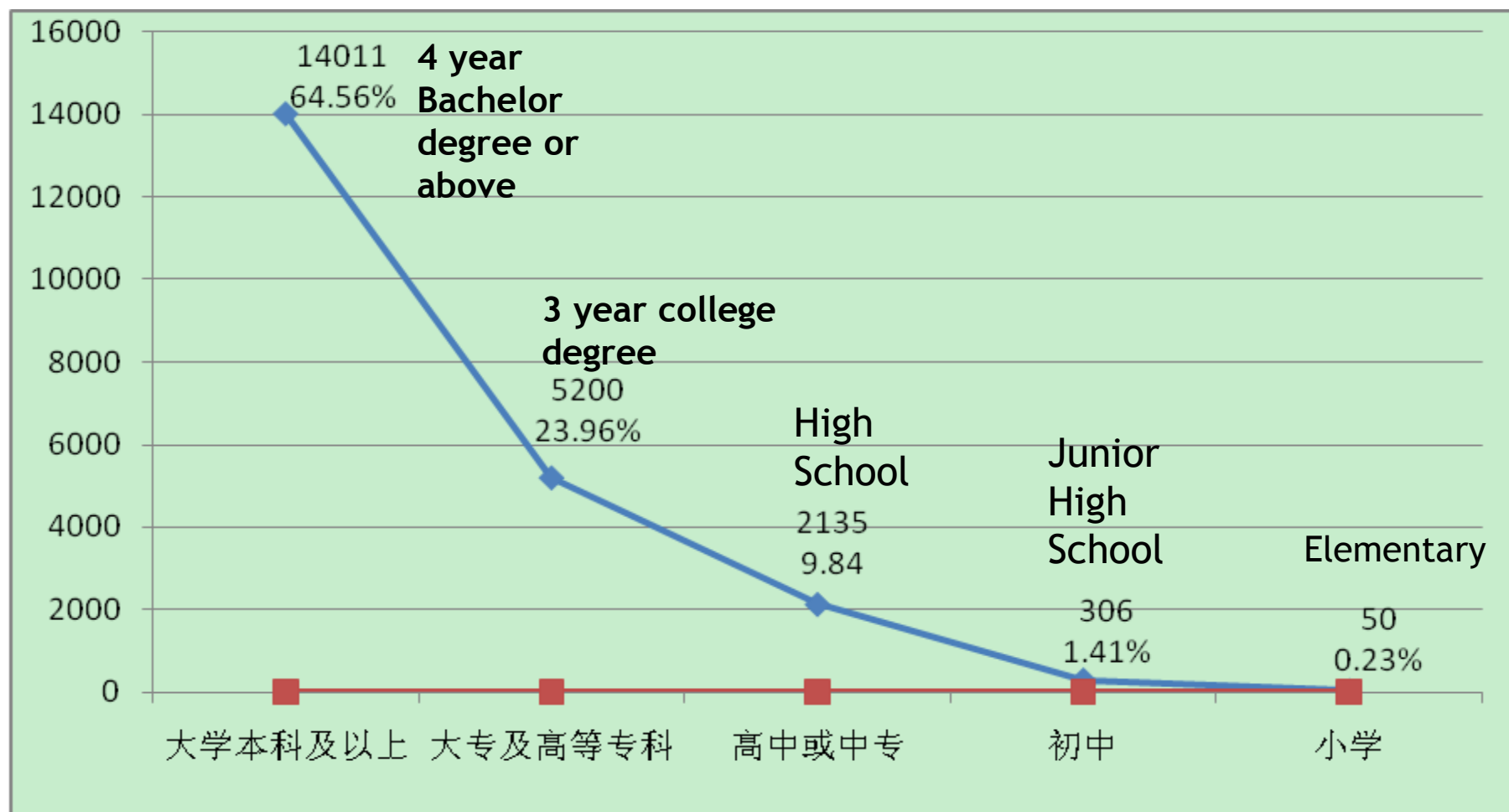
Age Ranges



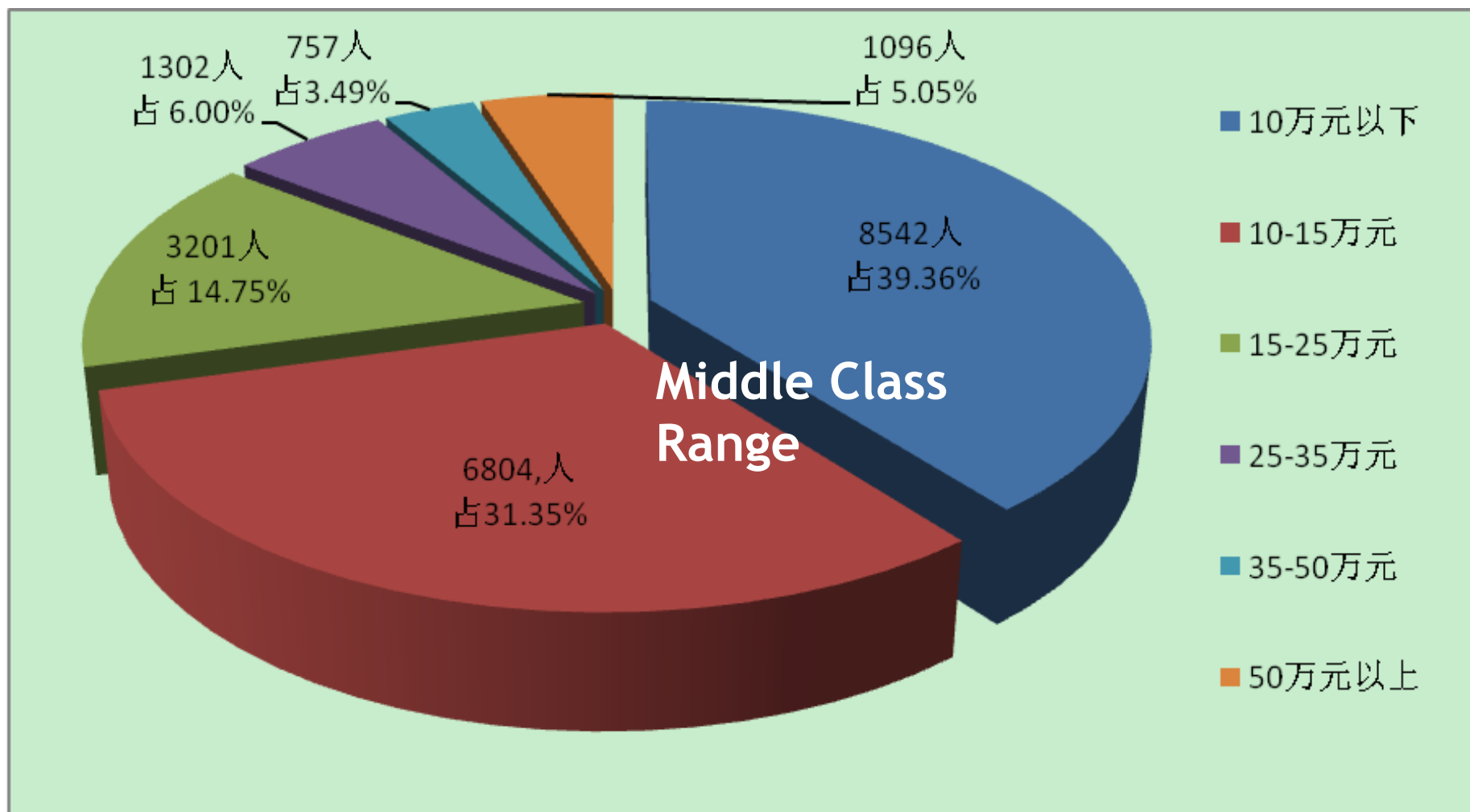
Living Locations



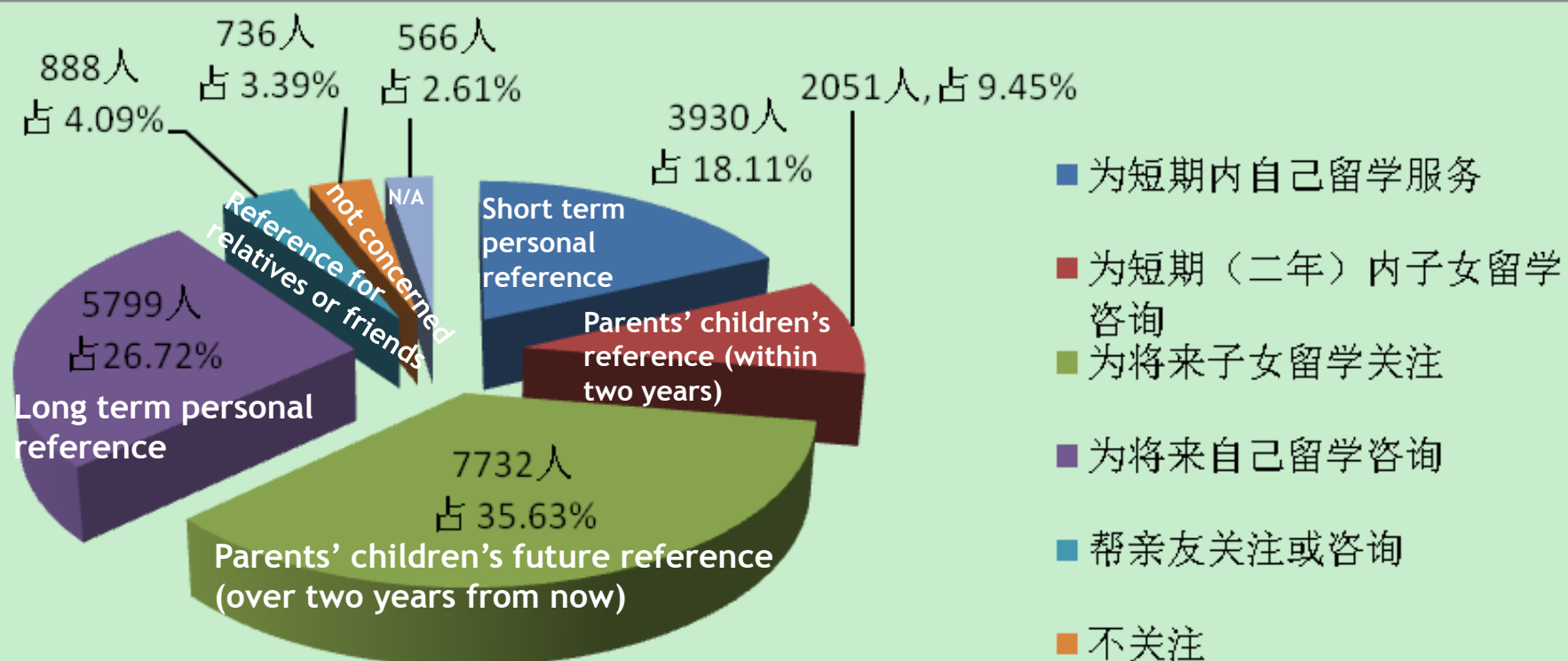
Education background of participants



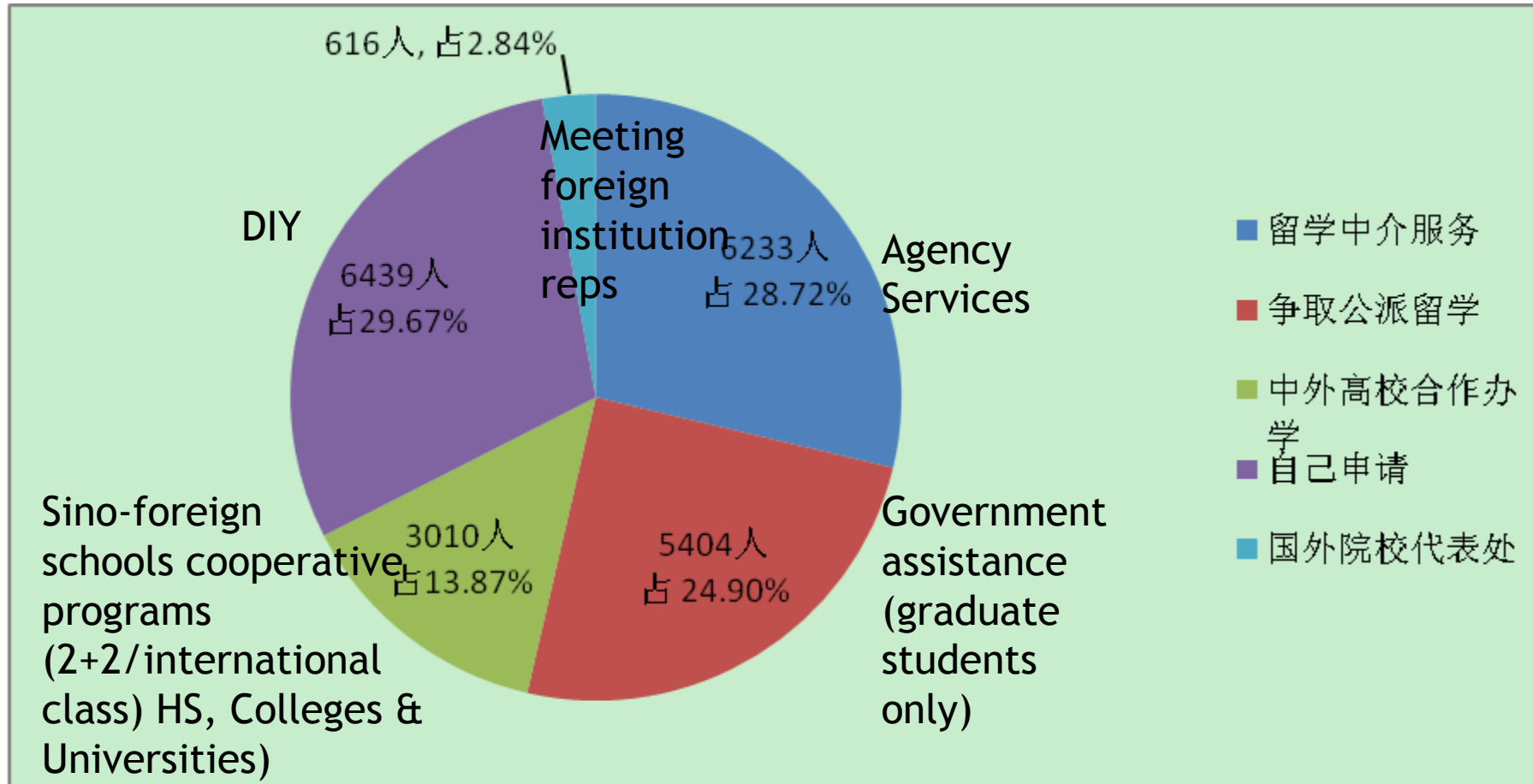
Salary (excluding side incomes)



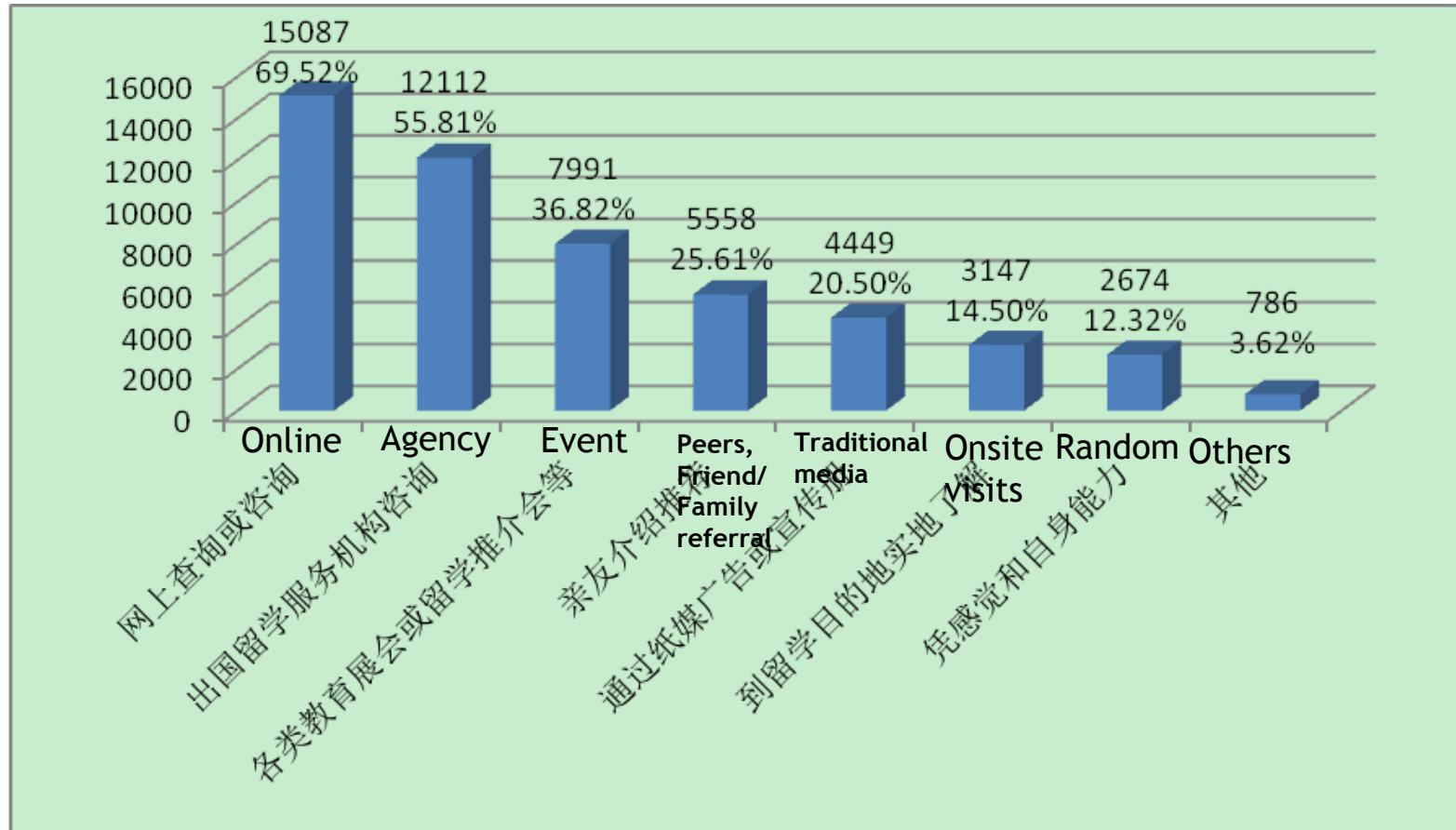
When do you start seeking information on studying abroad ?



What method do you prefer to use for studying abroad?



Where do you obtain information about overseas study? (multiple choice, maximum of three options)



75% of Chinese students return after overseas study

CCTV.com

03-23-2015

► <http://english.cntv.cn/2015/03/23/VIDE1427056921461185.shtml>

What does BOSSA do?

- Assist international education providers in working with BOSSA member agents.
- Assist the government with approval procedure licensing of agencies, since 2004
 - Originally, MOE was only body to grant license
 - Licensing was decentralized from MOE to provincial governments: didn't work
 - Now, Beijing Municipal Education Commission tasked BOSSA to examine all 100+ applicants
- Government funded research: agency evaluations, consumer surveys, etc.

Ministry of
Education

Beijing
Municipal
Education
Commission

BOSSA
Beijing Association of Agencies

COSSA
National Association
of Agencies

International
Department

Authentication
Centre

Overseas Study
Service Senior
Consultant
Committee

CEAC
Agent Training/
Skill Development

Why a license?

Issued by the Ministry of Education & the Beijing Education Commission

- ▶ Purpose is to be recognized by the government as a legally operating and credible agency to consumers
- ▶ Proof of license to the public
- ▶ Consumer Protection: Gives customers the right to pursue legal action against a registered agency.
- ▶ Consumers employing services from unregistered agents are ineligible for legal action



BOSSA & COSSA agency members
showcase plaques in main offices

Member Agency Relations

BOSSA 北京留学服务行业协会
Beijing Overseas-Study Service Association

NEWSLETTER 快报

第 1 卷, 第 1 期

2014年3月24日 星期一

Quick Read

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*Foreword

*2013 Events of BOSSA

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*BOSSA & ZINCH Webinar

Page4:

*China Education Agent Course Jointly Developed by BOSSA & ICEF

*Pre-screening Academic Credential for Verification Center

通知

如需增加订阅本快报
请将公司名称、接收
快报的邮箱地址发送
至:

lilin@cncbossa.org

发刊词

值此《快报》创刊之际,我谨代表北京留学服务行业协会、全国留学服务机构联盟,向多年从事出国留学服务、关心出国留学事业的同事们、朋友们致以崇高的敬意,感谢大家长期以来对我们的支持、帮助、理解和关注。

《快报》是北京留学服务行业协会和全国留学服务机构联盟的会(盟)刊,是北京乃至全国各个从事留学服务的机构、相关企业以及关心出国留学事业人士共同的家。我们希望通过《快报》的形式将大家迅速联系起来,共同构筑一个信息交流的平台,一个利益共享的平台,一个对外合作的平台。借助这个平台,使各个服务机构能够及时便捷地获得各类相关信息资源、发展机遇;使更多的留学服务机构能够及时享受到行业发展带来的实惠,在更广泛的领域里实现利益共享、合作共赢。

最后,我诚挚邀请各位同仁、朋友加入到我们共同合作的大家庭中来,共同关心《快报》,为我们共同的事业和理想而努力。



北京留学服务行业协会会长 陈澎

2013年协会大事记

- 1.继续组织会员单位参加本年度“春季国际教育展”,此次教育展有300多家国外院校和其他教育机构参加。
- 2.完成全国留学服务机构联盟的后续工作,建立了全国留学服务机构联盟的日常联络机制,向100多家盟员单位颁发了《全国留学服务机构联盟盟员》牌匾和《全国留学服务机构诚信服务签约单位》牌匾。至此,全国留学服务机构联盟正式启动。



全国自费出国留学服务机构诚信公约签字

- 3.协会与人力资源和社会保障部培训中心合作,完成了首批留学服务咨询师的培训,

算



留学美国考试作弊 相当于学术自杀



10月21日



2014/2015 BOSSA爱尔兰、英国年度峰会邀请函

爱尔兰教育部长与留学服务机构见面会 10月27日 北京



10月09日



美国400所大学院校取消SAT或ACT入学标准测验

留学咨询师在线职业培训及考试项目
发布会在京正式启动
10月16日



ICEF与北京留学服务行业协会(BOSSA)合作的留学咨询师专业能力在线职业培训课程及考试项目于2014年1

留学咨询师在线职业培训及考试项目



10月11日



未开始就刷题 面试六点需注意



2014年北京留学行业协会会员大会

Agency Evaluations

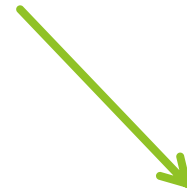
| 2013 BOSSA Evaluations (sample) | Enterprise Scale: approximate amount of students sent abroad (69) | Approximate number of employees (64) | Service Content of Enterprise: Traditional overseas study consulting service: including overseas study consulting, schools application, document writing guidance, visa training, (64) | Service Content of Enterprise: Departure service: including airport pickup, accommodations, study guidance, life guidance, legal support (62) | Service Content of Enterprise: Returnee employment services (36) | Service Targeted Countries: Number of cooperative countries | Incorporates a CRM and other modern management system (34) |
|--|--|--------------------------------------|---|--|---|--|--|
| Agencies namelist | | | | | | | |
| <i>Flagship status (3 flagship enterprises who send more than 10,000 students abroad every year)</i> | | | | | | | |
| JJL Overseas Education Consulting & Service | >10,000 | >1000 | yes | yes | yes | >20 | yes |
| AOJI Enrolment Centre of International | >10,000 | >1000 | yes | yes | yes | >20 | yes |
| New Oriental Vision Overseas Consulting | >10,000 | >1000 | yes | yes | yes | 10 to 19 | yes |
| <i>Super-large status (3 super large enterprises who send 3000 to 9999 students every year)</i> | | | | | | | |
| Chivast Education International | 3,000 to 9,999 | 100 to 999 | yes | yes | yes | 10 to 19 | yes |
| Century Bole Overseas Study Consulting Service | 3,000 to 9,999 | | yes | yes | yes | 10 to 19 | yes |
| Sailing Abroad Education Consulting | 3,000 to 9,999 | N/A | yes | yes | | <9 | |
| <i>Large enterprise status (6 large enterprises who send 1000 to 2999 students every year)</i> | | | | | | | |
| Dongfang Int'l Center for Educational Exchange | 1000 to 2999 | 100 to 999 | yes | yes | yes | 10 to 19 | yes |
| Wiseway Consulting | 1000 to 2999 | 100 to 999 | yes | yes | yes | 10 to 19 | yes |
| EduGlobal Development | 1000 to 2999 | 50 to 99 | yes | yes | yes | <9 | yes |
| United Kingdom Education Advisory Service | 1000 to 2999 | <49 | yes | yes | | <9 | |
| IAE China | 1000 to 2999 | 100 to 999 | yes | | yes | 10 to 19 | yes |
| Limai Cultural Exchange | 1000 to 2999 | <49 | yes | yes | | 10 to 19 | yes |
| <i>Medium-sized status (10 medium-sized enterprises who send 500 to 999 students every year)</i> | | | | | | | |
| China Center for International Educational Exchange | 500 to 999 | 100 to 999 | yes | | | | |
| China Education Service Center | 500 to 999 | 50 to 99 | yes | yes | yes | 10 to 19 | yes |
| ZM Culture & Communication | 500 to 999 | <49 | yes | yes | yes | 10 to 19 | yes |
| China Service Centre for Friendship and Cooperation with Foreign | 500 to 999 | <49 | yes | yes | | >20 | |
| WZT Overseas Education & Consulting Service Center | 500 to 999 | <49 | yes | | | <9 | yes |
| Wuhu Zhongshi Consulting | 500 to 999 | 100 to 999 | yes | yes | yes | 10 to 19 | yes |
| Well Trend United Inc. | 500 to 999 | 50 to 99 | yes | yes | yes | <9 | yes |
| Kerun Education & Culture Development | 500 to 999 | <49 | yes | yes | yes | <9 | yes |
| Baili Top Education Consulting | 500 to 999 | 50 to 99 | yes | yes | yes | <9 | yes |
| Youth Concern International Education Consulting Center | 500 to 999 | <49 | yes | yes | | >20 | yes |
| <i>Small enterprises (43 small enterprises who less than 499 students every year)</i> | | | | | | | |
| Jingcheng Overseas Study Counseling | <499 | <49 | yes | yes | yes | <9 | |
| Beijing Technology and Business University - Overseas Study Servi | <499 | <49 | yes | yes | | <9 | |



CEAC

China Education Agent Certificate

launched one year ago



Overseas Study Service Senior Consultant Committee

40 certified individuals



International Membership Services

Launched October 2014

1. Agency matchmaking
2. Agency relations support
3. Co-working space
4. General support



**15万圆梦留学名校** 翡翠之国——爱尔兰
工薪家庭的好选择！

您的位置：首页 > 爱尔兰留学 > 面试讲座 >

爱尔兰国王中学北京留学服务协会，中国留学服务联盟面试招生

摘要：国王中学建立于1669年，是爱尔兰历史最悠久的学校之一。学校设备完善，吸引了爱尔兰及全世界各地的学生，创造了一个国际化的气氛。详情咨询：☎ 010-67080808。

面试学校：爱尔兰国王中学爱尔兰国王中学北京留学服务协会，中国留学服务联盟(The King's Hospital Beijing Overseas Study Service Association (BOSSA) China Overseas Study Service Alliance (COSSA))

面试时间：2015年8月4日（星期二）下午15:30

面试官员：Jon Santangelo

面试地点：北京崇文门外大街3号B北京新世界中心写字楼B座7层

乘车路线：地铁2号线崇文门站出C口;地铁5号线崇文门站出D口

预约热线：☎ 010-67080808

爱尔兰国王中学

学校介绍：

国王中学建立于1669年，是爱尔兰历史最悠久的学校之一，起初建造是为了作为查尔斯国王二世专属的医院及免费学校。随着1970年代学生人数增加，开始需要其他空间及设备，因此该校从城市中心搬迁至一个专为现代学校建设的新校舍，坐落于利菲河畔，有了自己的校地和风景如画的校园。作为一间男女合校的学校，校舍可容纳600位学生，半数寄宿学生。

国王中学吸引了爱尔兰及全世界各地的学生，创造了一个国际化的气氛。爱尔兰学生和国际学生受益于此全面性及渐进式的课程规划，教师献身于学生的福祉，动力、快乐。由于该校全面性的教育理念，提供学生各式各样的休闲娱乐、文化活动和运动。鼓励学生参与不同的休闲活动，藉由选择不同等级的活动，学生体现了学校的理念。

学校课程的一项特色是推广文化活动，包括合唱团、辩论、戏剧制作、音乐制作、演讲、戏剧、交响乐团、艺术和工艺、造访音乐会或剧院。许多学校员工住在学校，因此他们将课堂上和课堂之外的时间给予学生，组织、参与了许多运动、文化、娱乐活动。


英国/


近期活

[9.21]

[9.21]

[9.21]

[9.23]

[9.28]

[10.9]

[10.1]

BOSSA Agency Roadshows & Events

Malaysia, UK, United States, Ireland, China



Q & A

Frequently asked questions:

- ▶ How can BOSSA as industry association help international education providers work with Chinese agents?
- ▶ Could you give us examples of how BOSSA helped international universities and agents work effectively?
- ▶ Which courses are the most popular among Chinese students and their parents these days -- Undergrad? Post grad ELT? Summer courses?
- ▶ How will BOSSA help international universities market its products to all agents in China?
- ▶ What top three tips would you give a school if they want to start working with Chinese agents?

Get Online!

Top Websites

- ▶ www.chasedream.com
- ▶ www.533.com
- ▶ www.taisha.org
- ▶ www.keywin.org
- ▶ www.eduwo.com
- ▶ www.zinch.cn
- ▶ www.xiaoma.com
- ▶ www.sharewithu.com
- ▶ www.gter.net



- ◆ Test preparation for TOEFL, GRE, and GMAT
- ◆ Content on studying abroad, test preparation, visa applications, and foreign culture.
- ◆ "Ten-Day Conversation" by Taisha: a very popular e-book about studying abroad, taking tests, career development, which has received more than two million recommendations
- ◆ Forum in which users provide experience in testing, studying abroad, and anything a student should know before they go to a foreign country



- ◆ Focused on advice for applying to graduate school (MBA, Masters, and PhD)
- ◆ Professional resources for test preparation and information on graduate school
- ◆ Lots of business schools advertise on Chasedream.com



- ◆ Advocates a "DIY" (do it yourself) style
- ◆ Resources and information to help students apply to university by themselves without signing a contract with an agency



- ◆ "Online evaluation system": helps student select potential universities
- ◆ Similar to the "View My Chance" function of Zinch.com

www.bossa-cossa.org

(English)

www.bossacn.org

(Chinese)

► Contact: info@bossacn.org

Thank You for Attending!