
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GOVERNOR
FROM: RILEY
SUBJECT: MARKETING INITIATIVE FOR INTERNATIONAL COLLEGE STUDENTS
DATE 5/14/02
CC: HALE
MAYO
KINNEY

Sebastian Courage of Empire Publishing Company in London, England, has contacted me with a marketing mechanism to attract international college students to Mississippi.

The bottom line is that for \$52,000 over 3 years, Empire would market Mississippi's higher education system to international students via 90 education fairs, its web site and a 16-page brochure that would be distributed to students in 122 countries. Mississippi would also be highlighted in Empire's two publications: 1) *Studying in America*, which is provided to the countries that provide the most students traveling to America (i.e., students have already decided to study in America); and 2) *Transworld Education*, which is distributed to 122 countries.

Courage has also provided information to Pam Smith at IHL. Smith surveyed the institutions and they are not interested in this initiative at this time due to limited budgets. If you are interested in pursuing this, we could present the information to MDA to determine if they had any funding available. Otherwise, I will simply let Courage know that we are not interested.

Do you want to pursue this possibility with MDA or simply drop it?

Pursue with MDA _____ Drop it _____