



STRATEGY PLAN

University of Kansas – Aastha Wadhwa



**Offline Activities
(2019 - 2020)**

School Fairs, School Visits & Presentation,
Counsellor Meetings
Agent Meetings

**Online Activities
(2019 - 2020)**

Emails, Calls & WhatsApp to Prospects & Inquiries

**Offline Activities
(2020 - 2021)**

School Fairs, School Visits & Presentation, Counsellor Meetings
Agent Meetings, Counsellor Fly in Tours
Build Alumni Network
Travel to small town which are untouched and have potential

**Online Activities
(2020 - 2021)**

Webinar for students and Counselors
Department Specific Webinar with Education USA
Email, Call & WhatsApp to Prospects & Inquiries

Past Activities 2019 - 2020

	August	September	October	November
Week 1		Pune School Visit (Presentation)		
Week 2	Vadodra, Rajkot, Ahmedabad School visit (Presentation) Agent visit in Ahmedabad		Nashik & Delhi School Visit (Presentation) School Visits, Counsellor meeting, Education Training Mumbai - Fair	Chandigarh & Amritsar School Visit (Presentation) & Fair
Week 3	Surat School Visit (Presentation)	Mumbai School Fair		
Week 4		Hyderabad School Fair		Guwahati University & School Visit Presentations & Fair
Week 5	Mumbai IC3 Conference, Fairs and Symposiums			Indore School Visit & Counsellor meeting

Future Activities 2019 - 2020

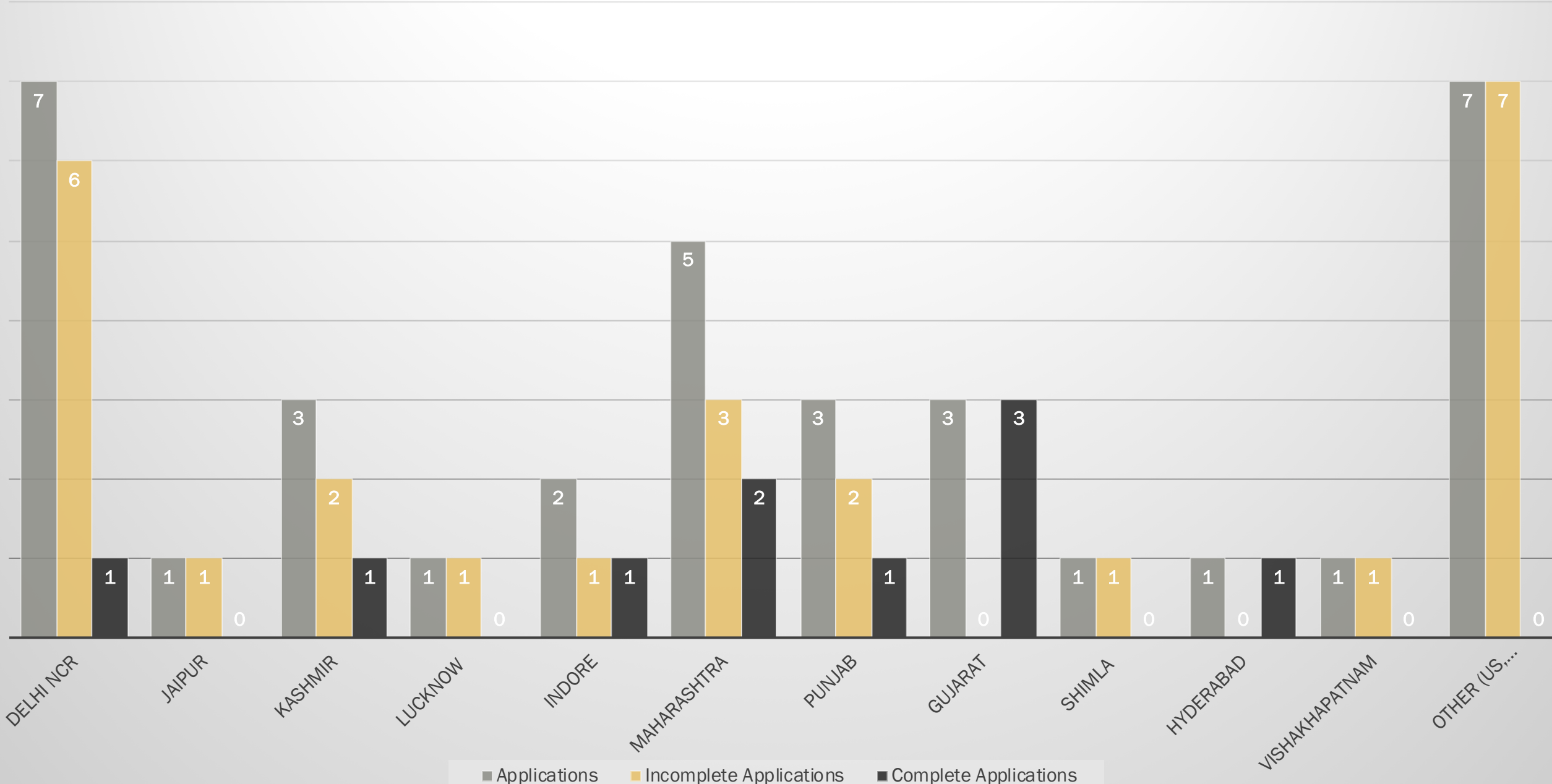
	January	February	April	May
Week 1				
Week 2	Nashik IC3 Regional Forum	Pune Yield / IC3 Regional Forum	Mumbai Yield	
Week 3	Surat School Fair		Delhi Yield & School Visits	
Week 4	Jaipur IC3 Regional Forum	Mumbai Yield	Kolkata Yield & School Visit	
Week 5				

Number of Applications

Applications	2018- 2019	2019 – 2020 Till Date
Applications Fall	104	24
Applications Spring		10
Incomplete Fall Applications		21
Incomplete Spring Applications		2

*I don't have the exact application bifurcation for fall 2019 but the total applications received were 104. Total Number of enrolled students for fall 2019 is 9 – 10.

India (2019 - 2020)



Budgeting 2020 - 2021

	August	September	October	January	February	April	May
Week 1	Gujarat School Visit	Hyderabad School Visits			Indore Yield & School Visit	Delhi Yield & School Visit	
Week 2		Pune School Visits	Kolkata School Visits	Bangalore School Visits		KIC Tours Hop On City TBC	IC3 Regional Forum City TBC
Week 3		Lucknow School Visits		IC3 Regional Forum City TBC		Pune, Nashik Mumbai Yield	
Week 4	Delhi IC3 Conference, Fairs & Symposium	Mumbai Indore School Visits	Chandigarh Amritsar Jalandhar School Visits			Hyderabad School Visit Yield	
Week 5		Jaipur School Visits	Nashik School Visits				

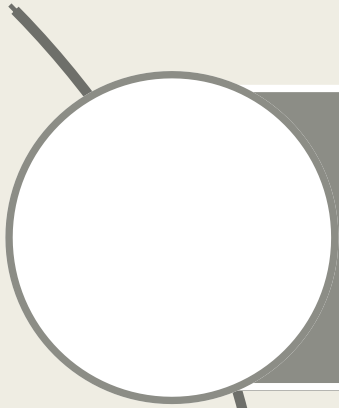
Budgeting 2020 - 2021

August	September	October	January	February	April	May
5 Cities	6 Cities	5 Cities	2 Cities	1 City	5 Cities	1 City
Stay, Ground Transport, Meals, Flights, Hotel	Stay, Ground Transport, Meals, Flights, Hotel	Stay, Ground Transport, Meals, Flights, Hotel	Stay, Ground Transport, Meals, Flights, Hotel	Stay, Ground Transport, Meals, Flights	Stay, Ground Transport, Meals, Flights	Stay, Ground Transport, Meals, Flights, Hotel
2687 USD	1829 USD	1543 USD	979 USD	228 USD	928 USD	750 USD

Travel Budget – 8944 USD

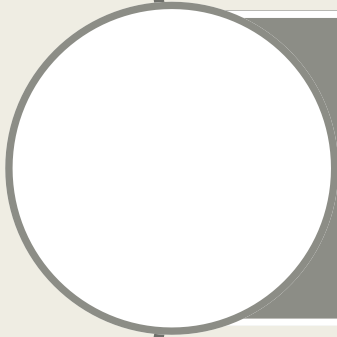
Miscellaneous – 1000 USD (Participation Fee for Fairs & Events)

Total – 9944 USD



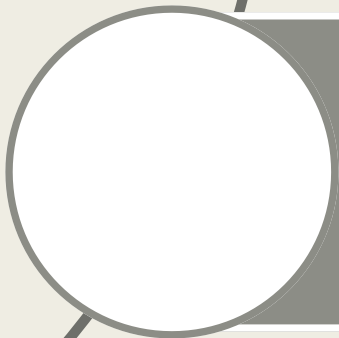
Mock Interview

- *Students should know each and every detail mentioned on I20
- * Students should know details about the program they have applied for
- *Student should know about the University and the city



Financial Documents

- *Have student's financial documents handy so that you can cross quest during mock interview
- * If education loan check the sanctioned amount on the loan letter



Research about changes in Visa Process

- * SEVIS Fees changed from 200 USD to 350 USD
- *Student need to declare last 5 year social medial history in DS 160
- *Students needs to declare if they have used any secondary email address or number in last 5 years

Thank
you

