



**A smarter way to recruit
international students**



Our services range from overall comprehensive management of your recruitment process to the development and execution of supportive recruitment strategies.

PlanetGPA serves as an extension of your recruitment office.

We specialize in the recruitment of international students and domestic STEM students and work closely with your team to develop and deliver a full range of recruitment services by infusing best practices into your institution.



Our services range from overall comprehensive management of your recruitment process to the development and execution of supportive recruitment strategies which include:

- Development of strategic enrollment plans with country-specific focus;
- Representation of your institution at foreign education fairs;
- Presentations at domestic and international high schools and colleges we visit;
- Marketing collaterals tailored to specific countries;
- Application assistance to potential students interested in your institution;
- Coordination and expansion of a rich network of recruitment partners; and
- Implementation of a comprehensive, customized, and cutting-edge recruitment tool kit, including web portals, to achieve enrollment success.

Your Vision, Our Expertise

Our recruitment experts work closely with your staff. We employ proven methodologies that deliver success through a clear roadmap and recruitment strategy based on our knowledge and expertise and your vision and experience. Tactics derived from these strategies are effectively executed and monitored depending on your requirements.

Our approach to student recruitment is simple:

- Execution of proven best practices;
- Creation of comprehensive recruitment tool-kits;
- Assistance in the development and achievement of your international student recruitment goals in the short-term; and
- When necessary, we make tactical changes to your strategic plan to ensure that your goals are sustained over the long-term.

ABOUT US

PlanetGPA is an international student recruitment company based in Rochester, New York. Our team consists of renowned recruitment experts who understand how to leverage your institution and its programs in the global marketplace and achieve measurable and sustainable recruitment successes. The company was founded in 2007 by Dr. Uma G. Gupta, whose career in U.S. higher education spans more than 25 years.

FREE APPLICATION TO STUDENTS

Promoting your brand in the eyes of an international student and his or her family is at the heart of your institution's recruitment success. We work closely with potential students to your institution by answering their questions and guiding them through the application process. Your institution is promoted to potential students through our website, forum participation, webinars, and other innovative ways.

What motivates us

"I remain ever grateful to my alma mater and to the generous country that embraced me, and which I've embraced in turn. I know from personal experience what a profound difference an American education can make—and what it can mean for more international students to come here to the United States. It is why all of us at PlanetGPA are so committed to this cause."

- DR. UMA GUPTA, FOUNDER AND CEO



Recruiting domestic students for STEM programs

Recruiting domestic students, particularly women and minorities, to **Science, Technology, Engineering, and Mathematics (STEM)** programs is a goal of many institutions. In order to remain a global economic leader, it is critically important that the U.S. workforce leverage both established and emerging STEM disciplines.

STEM.SMART assists U.S. students from all demographic and academic backgrounds to apply and gain admission to exciting STEM degree programs at U.S. institutions like yours. STEM.SMART encourages students from all demographic and academic backgrounds to pursue STEM degrees and internships. We hope that our experience and guidance can help them launch successful STEM careers.

STEM.SMART

Science
Technology
Engineering
Mathematics

Connecting Students,
Universities, and Industry
for a Brighter STEM Future

STEM.SMART is a web portal that connects U.S. high school and college students with universities and businesses

It encourages students from all backgrounds to pursue STEM degrees and internships and launch successful STEM careers. U.S. colleges and universities can directly engage, guide, and mentor students to enroll in their STEM programs and initiatives.

Students complete a free and detailed profile which is then accessible to STEM.SMART universities and corporate partners. STEM.SMART partners can also reach out to students through an engaging micro-site on the portal and interact directly with students through an online forum.

MORE ABOUT STEM

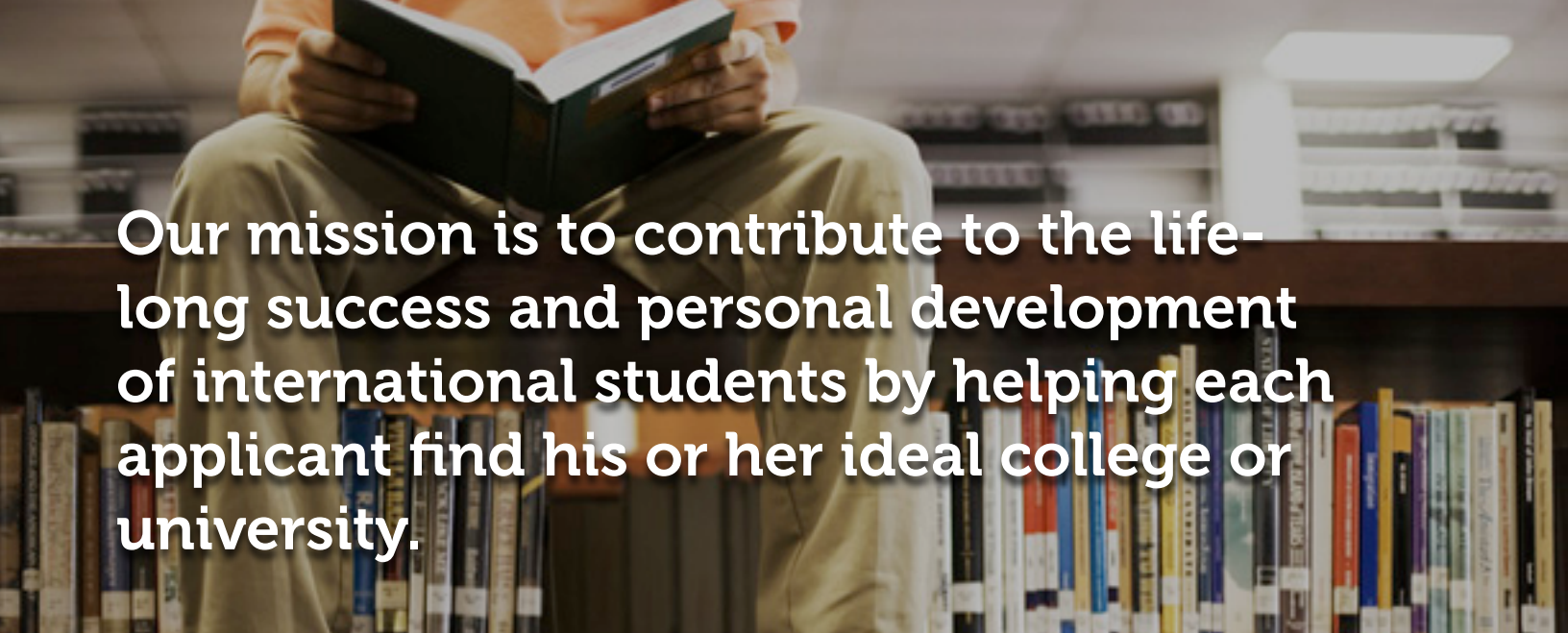
We deliver best practices in STEM recruitment to help you grow your pipeline of STEM students. Recruiting domestic students, particularly women and minorities, to STEM programs remains a challenge for many US institutions. STEM.SMART consists of institutions and businesses who are committed to increasing the pipeline of STEM students and serve as Advisors and Mentors to students interested in STEM.

CORE PURPOSE

Develop and deliver a full range of recruitment services by infusing best recruitment practices into your institution.

ADDITIONAL SERVICES

Contact us to become part of STEM.SMART today.



Our mission is to contribute to the life-long success and personal development of international students by helping each applicant find his or her ideal college or university.



International students visit the U.S. for a few years. Their impact lasts far longer.

Every year, America's educational communities reap enormous benefits from the presence of international students. They add diversity, promote cultural understanding, enhance classroom learning, and contribute to local economies. Then, fortified with an excellent education, students return to their homeland, forever transformed by their rich intellectual, cultural and social experiences, to become strong ambassadors for their alma mater and the United States. In other words, when you recruit international students, you don't just improve your enrollment numbers...

On behalf of Rochester Institute of Technology (RIT), thank you to Planet GPA and Java TV (a major Indian TV station) for the opportunity to expand the university's outreach and recruiting efforts throughout the greater Chennai region via the station's interview and call-in show. I was impressed with the caliber of the interviewer and, of course, with the enthusiasm of the many students who called the station with questions and later met with me for follow up interviews.

When considering the many ways to expand RIT's outreach and recruiting efforts in India, I have many options from which to choose. Without a doubt, the efforts of Planet GPA helped considerably and with measureable outcomes. I certainly look forward to connecting with the organizations again!

You improve the world.

*Sincerely,
Jody Lehr, Assistant Director, Enrollment Management
Rochester Institute of Technology*

Getting started is easy!

To see how PlanetGPA can help your institution, register now by contacting us at:

WEB | www.planetgpa.com
EMAIL | info@planetgpa.com
TEL | 585.489.4606

ADDRESS | 150 Lucius Gordon Drive
Suite #100
W. Henrietta, New York 14586