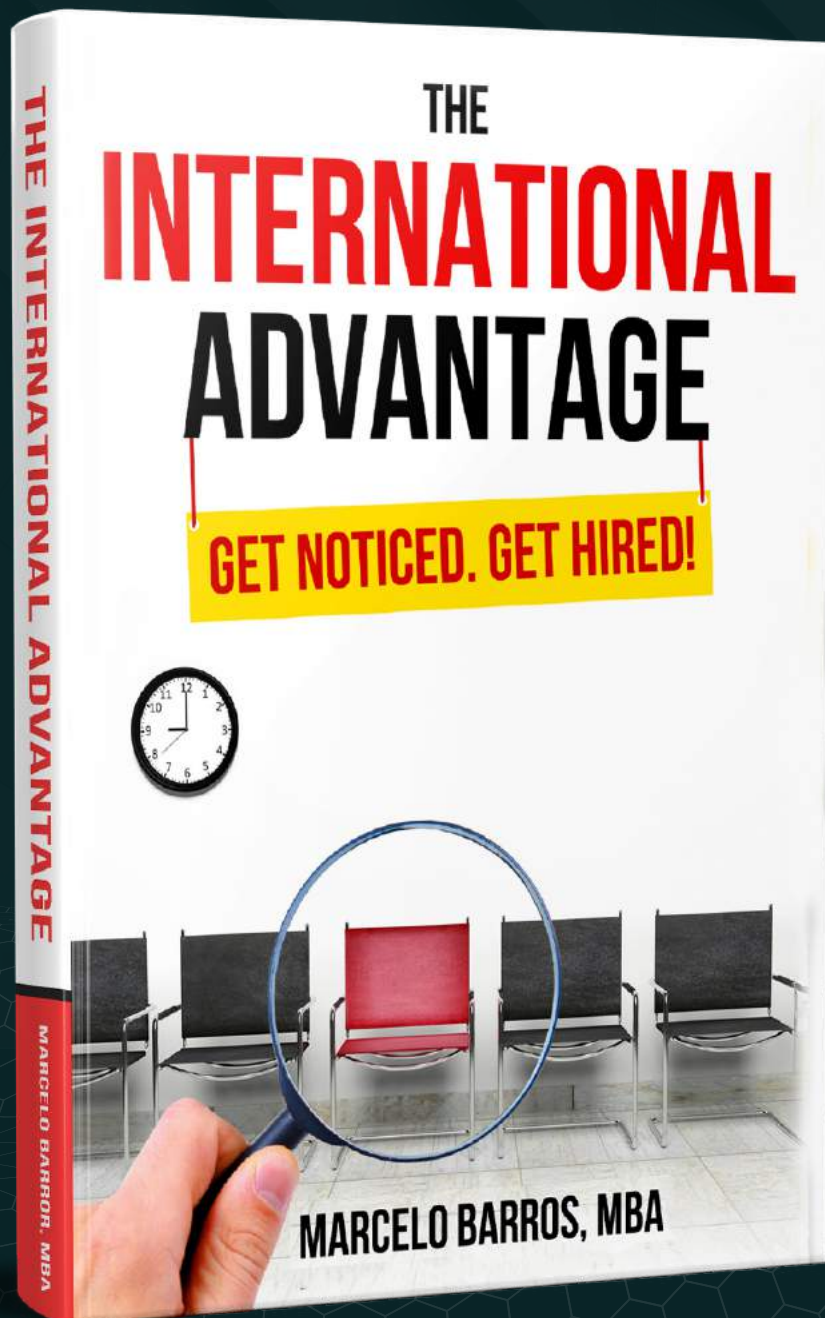


CASE STUDIES

Four Universities Describe How They Partner
With The International Advantage To Help Their
International Students Get Hired



ABOUT THE INTERNATIONAL ADVANTAGE

One of the main desires from international students attending U.S universities is for more access to job opportunities. Essentially, our international students want internships, job offers, and many want to have a shot at staying and working in the U.S. after graduation.



I am inspired by both the challenges and wonderful opportunities that await our career driven international students who seek U.S jobs. The mission of The International Advantage is to help our ambitious international students stand out, showcase their strengths, live in their authenticity, and secure jobs in the United States. One way I accomplish this is by partnering with universities to help foreign students capitalize on the unique value they bring to American employers.

MARCELO BARROS, MBA

Founder, The International Advantage

WHAT ARE OUR SECRETS?

For one, I avoid broad generalizations about what international students need to do to secure jobs in the U.S. With that said, our methodologies are primarily grounded on 4 elements:

Experience

Creative Analytics

Empathy

Courage

Since the program launch in 2015 The International Advantage has been featured by Forbes, Bloomberg, American Marketing Association, University World News, Poets and Quants, QSTopMBA, GMAC, The Muse, Vault, The National Law Review, and several other publications. But what we are most proud of is for the chance to partner with over 50 universities (big and small) that share our values related to international student career development.

I hope you get inspired by the 4 case studies highlighted in this brochure. If you do, please discuss with your team how a partnership with The International Advantage may also help your international students get noticed and hired.

THE INTERNATIONAL ADVANTAGE AT YOUR SCHOOL



If you're interested in learning more about The International Advantage, please reach out at any time, or perhaps contact one of the schools listed here. The International Advantage welcomes the opportunity to put together a customized job search program for your international students.

Sincerely,

Marcelo Barros

Founder, The International Advantage

✉ marcelobarrosmba@gmail.com

☎ 443.610.5558

🌐 marcelobarrosinternational

www.theinternationaladvantage.com

CONCORDIA COLLEGE

Bronxville, NY

Concordia College New York is a Christian higher education community of learning located just 20 miles north of New York City, making it an ideal setting for international students who wish to explore career opportunities with U.S global employers that value diversity, cultural differences, language skills, and are international student friendly.



JOHN MCLOUGHLIN, MPA
Senior Director of Enrollment

“

Marcelo's experience, knowledge and passion is a game changer for any international student seeking career advice”

■ **Why did you decide to partner with The International Advantage program?**

We are committed to our students' professional success and to providing quality services to bridge the gap between their education and their career. We partnered with The International Advantage because of their expert knowledge guiding international students in their job search.

■ **What objectives does The International Advantage program help you achieve?**

Our international students are better positioned to market themselves. They have also become more aware of government regulations impacting employment. More importantly, we know that our students are receiving accurate information to inform their future decisions.

■ **Have you seen unexpected benefits?**

Yes! International student career development is now fully immersed in the culture of Concordia College. As a result, we have increased enrollment of new international students while retaining current international student enrollment.

■ **What is your advice to other schools for getting the most out of The International Advantage program?**

The International Advantage is not a one-size fits all program. In some ways it is extremely practical, and in other ways it is very conceptual. You'll most likely need to have several engagements under your belt before you begin to appreciate the transformational power of the program.

SANTA CLARA UNIVERSITY

Santa Clara, CA

Santa Clara University School of Engineering educates engineers empowered with the ability and drive to address the greatest challenges of the 21st century. Located in Silicon Valley in California, international students attending Santa Clara University have easy access to a multitude of firms that seek STEM talent to fuel their growth.



AMY PETERSON
Assistant Director
Career Development Specialist

“

Having Marcelo speak to our International Engineering Masters students and alumni via a webinar was the perfect opportunity for our campus”

■ Why did you decide to partner with The International Advantage program?

Even though our international students have access to all of the career resources that our American students have available to them, we found that they needed more support in certain areas.

■ What objectives does The International Advantage program help you achieve?

The International Advantage helped us focus how the US job market works and the importance of not only building a network but how to do it appropriately and effectively. In this time of immigration uncertainty, Marcelo was able to address many of our students' concerns.

■ Have you seen unexpected benefits?

For sure. After the International Advantage webinar, our students raved about the program through LinkedIn. It was clear from their remarks that Marcelo was able to convey the need to shift the mindset from being focused on what jobs employers have, to the value international students bring to U.S. employers.

■ What is your advice to other schools to get the most out of The International Advantage program?

Have Marcelo talk to your students. I have been using Marcelo's book to guide me in helping my international STEM students on how to approach the US job market, but having Marcelo talk to them directly provided them with not only a plan, but confidence in carrying out a job search strategy.

TEXAS A & M UNIVERSITY

College Station, TX

The Texas A&M University School of Public Health is committed to transforming health through interdisciplinary inquiry, innovative solutions and development of leaders through the Aggie tradition of service to engage diverse communities worldwide. Students use faculty as advisers, and international students receive ongoing support from experienced and dedicated career services staff who are skilled in helping them achieve their career goals.



JESSICA NEWCOMB
Assistant Director of Career Services

“

I recommend all colleges incorporate The International Advantage into their career services programming”

■ **Why did you decide to partner with The International Advantage program?**

With so many negative stories about sponsorship in the US, we partner with Marcelo because his approach is different in tone and substance. He doesn't shy away from student stories that have disappointing outcomes yet he stays focused on all the options to move forward.

■ **What objectives does The International Advantage program help you achieve?**

Marcelo proposes an effective strategy for international job seekers. For example, he promotes identifying a list of target organizations and details steps for how to create this list, going beyond big name employers. His advice is actionable and easy to follow.

■ **Have you seen unexpected benefits?**

Marcelo's credibility grabs our students' attention and he is great about promoting the value of career services to international students. Marcelo likes to include examples our own alumni's success as part of his programs. That alumni interaction is a key component of career services success.

■ **What is your advice to other schools to get the most out of The International Advantage program?**

International students do need more than just advice from an immigration attorney. We pair Marcelo's presentation in a series and only later bring in an immigration attorney to speak with our students. We have found this to be an effective format.

SACRED HEART UNIVERSITY

Fairfield, CT

As the second-largest Catholic university in New England, Sacred Heart University provides men and women with a comprehensive, hands-on education rooted in the liberal arts and Catholic intellectual tradition—with a passion for helping students meet exhilarating challenges. Sacred Heart University offers many exciting programs and opportunities for international students.



PATTI MORAN

Director, Career and Professional Development

“

Power. Credibility. Impact. The International Advantage moves International Students into action”

■ Why did you decide to partner with The International Advantage program?

We saw an immediate need to better serve our growing international student population. We were impressed by the mission of The International Advantage, and their list of institutional partners. After our first experience hosting The International Advantage and witnessing its interactive, hands-on approach, we knew we wanted to continue the partnership.

■ What objectives does The International Advantage program help you achieve?

The International Advantage is able to teach our students how to identify their unique talents and strengths; helping them achieve a new level of confidence as they prepare to enter the workforce.

■ Have you seen unexpected benefits?

What we did not expect was the knowledge gained by our faculty and staff about how they can best support our international student population. The International Advantage equipped us with the essential tools to navigate a successful path for our current students and future alumni.

■ What is your advice to other schools to get the most out of The International Advantage program?

Consider both targeted and inclusive group workshops; we have seen tremendous value in taking advantage of both approaches. Treat The International Advantage as an ongoing resource.



MAURICIO LOPEZ
Senior Human Resources
Manager, Johnson and Johnson

“

When it comes to helping international students achieve their job search goals or inspiring individuals to pursue global careers, Marcelo brings passion and deep know-how into these discussions”

ARE YOU COMMITTED

To Leveraging Your International Advantages?

READY TO OVERCOME

Visa Challenges?

ARE YOU ORGANIZED

To Get Things Done?

MARCELO BARROS

Founder, The International Advantage

