

## Going Global – Rutgers Newark University

Like many of the satisfied clients of the United States Department of Commerce, U.S. Commercial Service, Yaruby Petit-Frere generously offered some key insights and compliments for the organization in a recent conversation about the valuable role they play in assisting U.S. educational institutions with their foreign student recruitment.

Petit-Frere should know!

She is the Director of the Office for International Student and Scholar Services at Rutgers University in Newark. In former positions at smaller universities and colleges such as Felician, Kean and Berkeley, she relied heavily on the resources at NJ District Export Council (NJDEC)/U.S. Commercial Services. Drawing on these previous relevant experiences and her current situation, she offered some significant observations.

Per Yaruby, under the guidance of Susan Widmer, Director at the U.S. Commercial Service Northern NJ office, a knowledgeable team quickly and effectively - and consistently - delivers key information about international contacts to United States exporters seeking to enter worldwide markets.

She first met Susan over a decade ago at a Study New Jersey meeting and their personal friendship, as well as their business relationship, has flourished over the years.

In retrospect Yaruby reflected on the services and support that she has depended on for more than ten years. "Based on information gathered by the staff, we have a better understanding of where we need to establish a presence. We also have access to data that helps us determine affordable ways to gain entry into a country, and we are exposed to critical insights into what specific questions we need to pose. But, most importantly, we are matched up with partners who have been fully vetted as appropriate contacts for our university. By tapping into their perspectives and connections, we are able to comfortably travel the world, meeting the 'right' people who share our goals and vision."

As Yaruby noted, when connecting with people and universities around the world, you cannot afford to make mistakes. But by leveraging the local knowledge and solid relationships that are standard operating procedure at the Commercial Service, all concerns are abated.

The main focuses for any university include the gathering of background details as well as the leg work and vetting process embraced by Widmer's team that makes the difference between successful and disastrous appointments! When they send a letter of introduction on Embassy of the U.S. stationery, complete with the official seal and logo, the local universities take notice. The U.S. academic institutions benefit from the prestigious position and the official stature that working with the U.S. Department of Commerce brings to every engagement.

Working with the professionals in New Jersey and abroad provides Yaruby with a safe space for brainstorming while exchanging ideas, building an image of the industry landscape, meeting new people, and being open to new perspectives. These are invaluable perceptions of other countries that she has come to rely on from the U.S. Commercial staff on a regular basis. In fact, there doesn't seem to be anything they cannot accomplish!

Yaruby's advice for anyone who is entering or expanding their export educational services or corporate business products is to head over to the NJ District Export Council/U.S. Commercial Service and ask for help. She guarantees you will appreciate the results, and you can trust their judgment.

"Basically, no matter what question I ask, or how complicated the scenario, I never run into a dead end! Working with Susan and her team, I always get smart answers, introductions that are a great fit for the school, and I find myself with the best possible solution to address my challenges and opportunities."

In her new role at Rutgers, as always Yaruby looks forward to continuing to rely on the U.S. Commercial Service for guidance and insight as together they explore newly evolving opportunities abroad.