
Cheryl DarrupBoychuck, *Professional Profile 2013*

Owner and Chief International Education Officer of USJournal.com, LLC

- Manages all aspects, including oversight of independent subcontractors around the world who handle online and offline promotions, graphic design, database management, and translations in 17 languages. 2000 – present

Founder and Chief Architect of FundsV.com, LLC

- Devises enhancements to a robust online system that improves the efficiency and integrity of the current funds verification process for prospective international students and host authorities around the world. 2009 – present

Professional Affiliations

- Member of the Editorial Advisory Board of *International Educator*, a bi-monthly magazine published by NAFSA: Association of International Educators and distributed to its 10,000 members worldwide, 2009 – present
- Network Leader of the Marketing and Recruiting Section within the Recruitment, Admissions and Preparation Knowledge Community of NAFSA: Association of International Educators, 2007 – 2009

Recent Recognitions and Contributions to International Education

- Finalist in the *Technology* category for GoAbroad's 2012 Innovation Awards (FundsV Working Group)
- Chair of *Re-Defining the Enrollment Funnel*, NAFSA Conference in San Juan, Puerto Rico. October 2012
- Chair of *Price vs Value in International Recruitment*, NAFSA Annual Conference in Houston, Texas. May 2012
- Chair of *International Student Recruitment Trends in Transparency*, NAFSA Regional Conference Sessions in Philadelphia, Pennsylvania and Bolton Landing, New York. November 2011
- Author of *Trends in Transparency: Effects on International Student Recruitment*, IIE Networker Magazine, published by the Institute of International Education. Fall 2011
- Chair of *Sufficient Funds: Determining Financial Capacity of Prospective International Students*, NAFSA Annual Conference in Vancouver, British Columbia. June 2011
- Moderator of *Opportunities and Challenges of Using Commission-Based Agents*, NAFSA Annual Conference Sessions in Houston, June 2012; Vancouver, May 2011; Kansas City, June 2010; Los Angeles, May 2009
- Chair of *Trends in Transparency* (Vancouver, June 2011) and *Re-Defining the Enrollment Funnel* (Kansas City, June 2010) at the NAFSA Annual Conference Poster Sessions
- Chair of *Measuring Return on Investment in International Student Recruitment*, NAFSA Annual Conference Session in Kansas City, Missouri. June 2010
- Author of Chapter 3.5, "Results" in *NAFSA's Guide to International Recruitment*, 2009. ISBN 978-0-912207-93-3
- Author of Chapter 4, "Recruitment: A Simple Approach to Measuring Return on Investment" in *International Students: Strengthening a Critical Resource*, 2009. ISBN 978-1-60709-175-2
- Chair of *Precision Marketing in International Student Recruitment*, NAFSA Conference Sessions in Los Angeles, California, May 2009 and Honolulu, Hawaii. November 2008
- Chair of *Towards a Country-Wide Promotion*, HO Conference in Eindhoven, The Netherlands. November 2008
- Special guest on *Voice of America's* global broadcasts, more than a dozen times. 2000 – 2005

Education

- Bucknell University in Lewisburg, Pennsylvania; Bachelor of Science in Business Administration, 1991
- The University of Melbourne in Australia; Semester Abroad at Ormond College, 1989

USJournal.com, LLC and FundsV.com, LLC

P.O. Box 363 • Corning, New York 14830 • ph: 570-205-4020
cheryl@USJournal.com • cheryl@FundsV.com
