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FOR INSTITUTIONS:

recruitinvietnam.com
facebook.com/recruitinvietnam
twitter.com/capstonevietnam
linkedin.com/company/capstonevietnam/



FOR STUDENTS/PARENTS:

capstone.edu.vn
facebook.com/CapstoneVN
zalo.me/1294386725803514402



CAPSTONE EDUCATION AND IMMIGRATION SERVICES

Mark A. Ashwill, Ph.D. | Managing Director

ABOUT CAPSTONE AND ITS CO-FOUNDER

Capstone Education is a full-service educational consulting and immigration services company co-founded in 2009 by Mark A. Ashwill with the slogan *Reach New Heights*. Dr. Ashwill previously served as country director of the Institute of International Education (IIE) in Vietnam from 2005-2009. He is considered a thought leader in the field of international education whose career has spanned more than three decades on three continents. He can be reached at markashwill@capstonevietnam.com

Capstone has a reputation for quality work and ethical business practices. Our original vision was to become one of the leading full-service educational consulting companies in Vietnam known for its innovative and ethical approach to education services.

Capstone's approach is simple: commitment to excellence and superior service in all aspects of our work to help our clients Reach New Heights personally, academically, and professionally.

OUR CORE VALUES



Capstone's values define our priorities and are a source of inspiration and guidance.



Founded

2009



Total Full-time Staff

15



Headquarters

Hanoi



Branch Office

Ho Chi Minh City (HCMC)



Institutional Clients

Foreign secondary and postsecondary educational institutions, nonprofits, and companies



Individual Clients

Vietnamese and other students and parents



ABOUT OUR WORK

Capstone works with both institutional and individual clients, including helping secondary and postsecondary institutions and advising students and their parents who have an interest in overseas study.

Institutions that recruit Vietnamese students have to do much more than sign agent agreements if they expect to be successful in what is now a hypercompetitive market. They must develop a comprehensive, long-term strategy that is diversified, capitalizes on their strengths, and is appealing to Vietnamese students and parents. Capstone can help guide them through this challenging process.

INSTITUTIONAL SERVICES

Student Recruitment

- Fairs & workshops
- Coffee talks
- Information sessions (in our offices)
- Digital events
- High school outreach

Marketing

- Digital marketing campaigns
- Banner advertising on Capstone Education's website and at its offices
- Traditional (offline) marketing
- Translation of promotional materials
- Printing and distribution of promotional materials

Other Services

- Study tours
- Study abroad programs
- Academic matchmaking
- App development
- Landing page creation
- General consultation

For more information about our many institutional services, including our popular StudyGlobal Education Fairs, visit our Marketing and Outreach Opportunities landing page:

<https://landingpage.capstone.edu.vn/cs23>

PARTNERSHIPS



Capstone partners are institutions with which we have an agent agreement. Please contact us for a list of partner benefits. These are things we do for free to promote our partner schools on- and offline.

EDUCATIONAL COUNSELING SERVICES

Educational advising for students and parents interested in overseas secondary and postsecondary institutions is one of Capstone's core services. In every case, our highest priority is to identify the best possible match between a student's qualifications, interests, ability to pay, goals and preferences and a short list of suitable schools. Because students and their parents are our primary clients, it's all about identifying best fit schools.

INTERNATIONAL RECRUITMENT HUB (IRH)

Capstone's most ambitious institutional services are our International Recruitment Hubs in both offices, formerly known as International Academic Centers. An IRH is a shared facility that serves as a home base from which an institution can promote its programs and services in Vietnam, and even regionally. Budget permitting, we recommend an initial three-year commitment. Contact us for more information, including an overview of this in-country recruitment service and a draft budget.

NEW FRONTIER

In early 2024, Capstone Education entered into a partnership with Extreme Learning Centers (ELC) in Arequipa, Peru to provide educational counseling and institutional services in that country and elsewhere in Latin America.

Capstone works exclusively with regionally accredited colleges and universities in the US, the gold standard of institutional accreditation, officially approved boarding and day schools in the US, and officially accredited institutions in other countries.

IMMIGRATION SERVICES

We began offering this service at the request of parents with children studying in the US. The EB-5 Immigrant Investor Program, which was created by the US Congress in 1990, helps investors obtain permanent resident status (a green card) for themselves and their families, including their spouses and unmarried children under 21 by making a capital investment in a new commercial enterprise in the US. Capstone helps clients identify quality and safe projects in which to invest and guides clients through the process. We also offer opportunities to relocate to Canada through that country's Start-up Visa Program. Investors are encouraged either to have an innovative idea to start a business or simply choose an existing one to invest in Canada.

