

A world map with a grey outline of continents. Overlaid on the map is the 'EducationUSA' logo in red. The word 'Education' is in a sans-serif font, and 'USA' is in a larger, bolder sans-serif font. A blue curved arrow starts from the 'USA' part and points to a blue star located over Europe. Below the 'USA' text, a red curved line follows the bottom of the map, with the text 'Supported by the U.S. Department of State' written in red along it.

Education USA

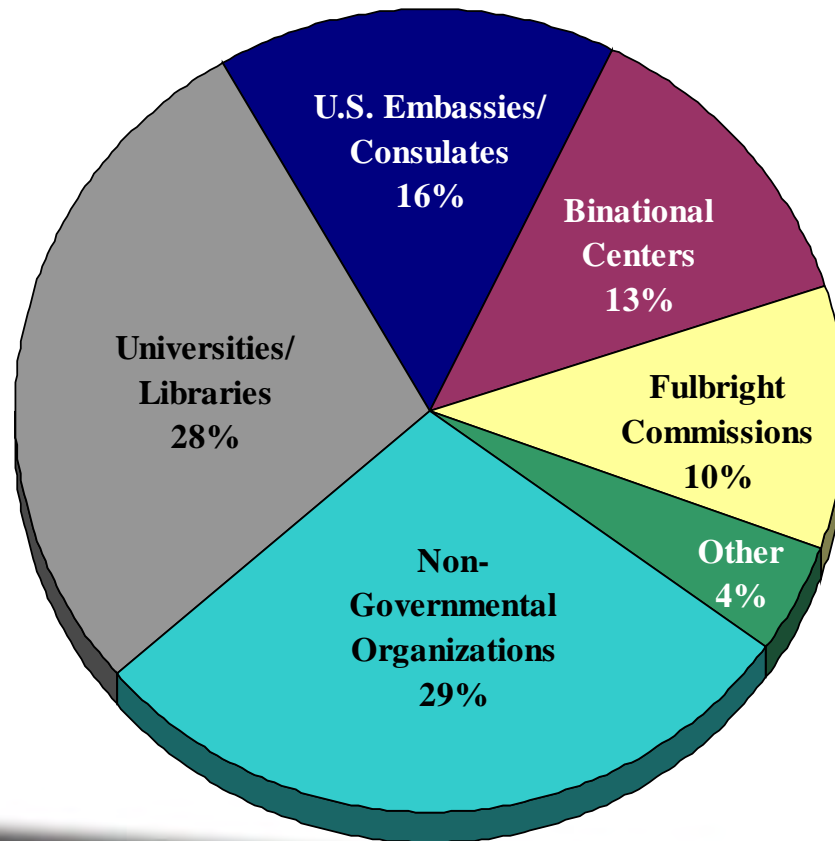
Partnering with EducationUSA to Reach International Students



www.EducationUSA.state.gov



Where do we work?



EducationUSA Advising Centers

- Assist students throughout “Your 5 Steps to U.S. Study”
 - Research Your Options
 - Complete Your Application
 - Finance Your Studies
 - Apply for Your Student Visa
 - Prepare for Your Departure



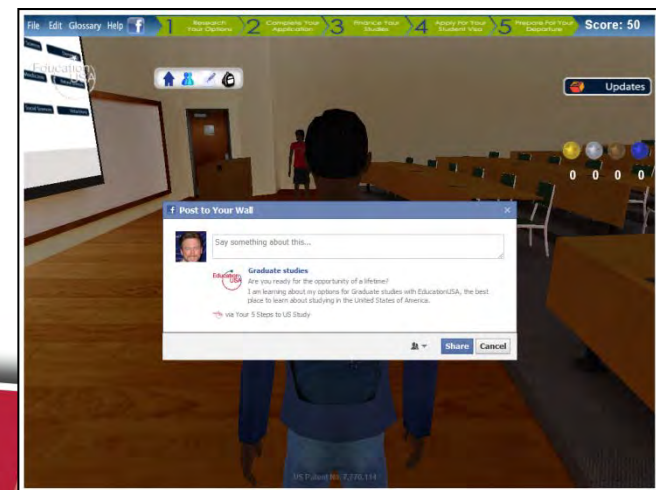
Your 5 Steps to U.S. Study

Why?

- Need to simplify how we talk about U.S. higher ed
- Make the process manageable – 5 steps

What?

- Website
- Standalone product
- Facebook app
- EdUSA Connects webinars



Goals of EducationUSA

1. Promote U.S. higher education to international students
2. Provide comprehensive, impartial information to help students find a school that is a good fit
3. **Assist U.S. higher education community with recruitment and retention plans**

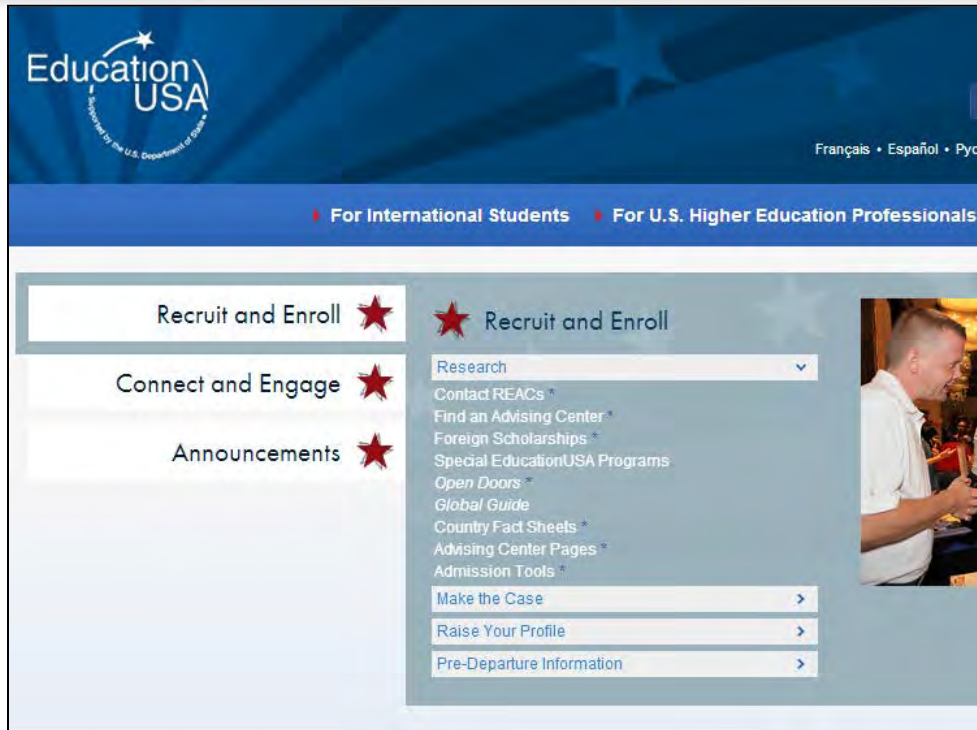
Our Priorities for U.S. Higher Ed



Recruit and Enroll



Connect and Engage



Benefits of a Login

Logins are available free to faculty and staff of accredited U.S. colleges and universities, and to staff of higher education membership associations (such as NACAC, AACRAO, NAFSA). With a login, you are automatically subscribed to EducationUSA's monthly *Higher Education Institution eNews* unless you opt out. A login also allows you to:

- ◊ Request the EducationUSA logo for use on your website.
- ◊ Submit announcements to the EducationUSA *Weekly Update* for advisers and students.
- ◊ Download, print, and save Center and Country Fact Sheets, the *EducationUSA Global Guide*, and more.
- ◊ Download spreadsheets that lists types of materials each advising center can receive with mailing addresses, and adviser email addresses.
- ◊ Sign up to serve as a guest webinar speaker on topics related to "Your 5 Steps to U.S. Study."
- ◊ More!

<http://www.educationusa.info/highered.php>

Request a Login





Recruit and Enroll

Research



Contact REACs *

Find an Advising Center *

Foreign Scholarships *

Special EducationUSA Programs

Open Doors *

Global Guide

Country Fact Sheets *

Advising Center Pages *

Admission Tools *

Make the Case



International Recruitment

International Student Services

Website Internationalization



Recruit and Enroll

Raise Your Profile



Post our Logo *

Link to "5 Steps"

Fairs and Events

Webinars for Students *

Send Recruitment Materials *

Use Weekly Update *

Submit a Video

Leverage Consortia

Pre-Departure Information



Visas/SEVIS

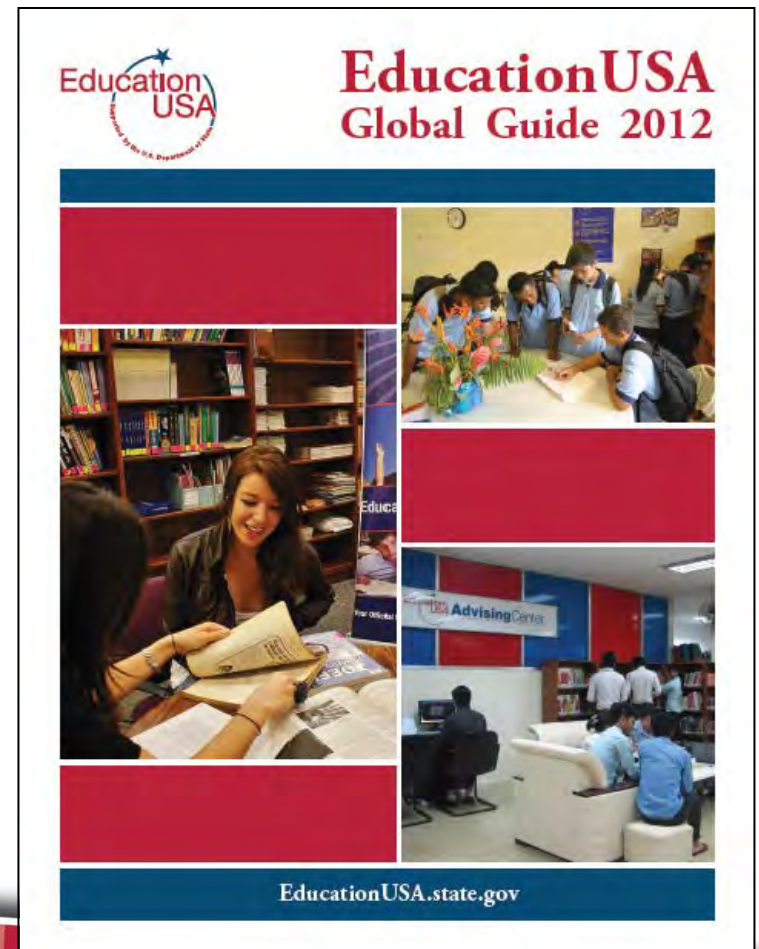
Pre-Departure Orientations

Expertise Globally to Get You Started

- 13 Regional Directors
- International education professionals who want to connect with you
- Best place to start work in a new region
- Advice on successful recruitment strategies
- Help you connect with individual centers

EducationUSA Global Guide

- First publication for US higher education
- Global summary of services
- Regional breakdown of center activities & reach
- Tips & trends in recruitment



Research to Help You

- U.S. Higher Education Resources
 - Retrieve presentations, conference registration materials, and other resources.
- Center and Country Fact Sheets
 - Center web pages offer information about the center services and detailed information about educational systems for that country

Raise Your Profile

- Request our logo
 - Get a hyperlinked version of our logo for your international admissions website to direct prospective students to our centers

› APPLICATION CHECKLISTS

› VISITS & EVENTS

› FINANCING YOUR EDUCATION

INFORMATION SPECIFICALLY FOR:

› FRESHMAN APPLICANTS

› TRANSFER APPLICANTS

› INTERNATIONAL APPLICANTS

[Getting Started](#)

[First-Year Applicants](#)

[First-Year Merit Awards](#)

[Transfer Applicants](#)

[Transfer Merit Awards](#)

[Emerging Global Leader Scholarship for International Students](#)

› GRADUATE APPLICANTS

› FOLLOW US ON:

As a global university, American University (AU) has a long tradition of welcoming students from across the United States and the world to our campus. AU is home to more than 1,300 international students representing diverse cultures and viewpoints from more than 140 countries. This diversity is also reflected in our faculty, [academic programs and exchanges](#). AU is also home to a growing number of U.S. citizen "Global Nomads" who have grown up outside the United States.

AU offers a broad choice of [majors](#) and [minors](#) and preprofessional advising programs in law and medicine. You may also double major. You have the option to construct your own interdisciplinary major. You can have your major in one AU school and a minor in another AU school or college. We understand that tomorrow's careers require an understanding of a wide variety of fields and we encourage students to transcend the traditional boundaries of academic disciplines.

At AU, "access" and "engagement" are not merely catchphrases; the spirit of these words permeates the [campus environment](#). Students who share a desire to understand and shape tomorrow's world are attracted to AU because of its culture of engagement and service.

We appreciate your interest and hope to welcome you to the AU community soon!

Evelyn Levinson
Director, International Admissions

Fanta Aw
Assistant Vice President, Campus Life

› IMMIGRATION TRANSFER-IN FORM

Immigration Transfer-In Form: To be completed by admitted student who are currently studying in the U.S. on an F or J visa and who decide to attend AU.

[DOWNLOAD THE FORM](#)

› INTERNATIONAL STUDENT AND SCHOLAR SERVICES

AU continues to value international exchange and welcomes students from all over the world.

[MORE ON ISS](#)

› EDUCATIONUSA

EducationUSA

The Department of State provides support to a network of Education Advising/Information Centers around the world.

➤ **Hundreds of centers in 170 Countries**

- ✓ **Newsletters**
- ✓ **Websites**
- ✓ **Social Media**
- ✓ **Email Groups**
- ✓ **Advising Sessions**
- ✓ **Radio/TV/Print**

✓ **New:**

- **Financial Aid Search Engine**
- **RSS Feeds!**

Submit to Weekly Update



<http://educationusa.info/highered.php>

Contact EducationUSA Centers

- Plan your international travel in cooperation with EducationUSA advisers.
- Contact the EducationUSA center in advance to arrange meetings, participate in a group advising session, or attend a college fair.
- Send information to local alumni who can represent your college or university at special events.

EdUSA Connects

EdUSA Connects Sessions

[Research Your Options](#) | [Complete Your Application](#) | [Finance Your Studies](#) | [Apply for Your Student Visa](#) | [Prepare for Your Departure](#)

Introduction to EdUSA Connects

4 - 12 months prior to U.S. study

- Understand Your Admission Requirements
- Receive Your Test Scores
- Write Your Essay
- Send Your Recommendation Letters



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Introduction to EdUSA Connects

Introduction to EdUSA Connects webinar sessions featuring an overview of EducationUSA's "Your 5 Steps to U.S. Study" and global network of advising centers.

Researching Undergraduate Choices

Did you know that there are more than 4,900 accredited U.S. colleges, institutes, and universities to choose from in your search for the right school? EducationUSA Sh...

Researching Graduate Choices

In the U.S. over 1700 colleges and universities offer graduate programs. The process of researching the various opportunities available based on criteria that ...

Education and Teacher Preparation Programs

Discussion on education and teacher preparation programs at U.S. colleges & universities with special guest Robin Helms, Institute of International Education.

Sports and Exercise Science

Overview of sports and exercise science academic fields

[View Interactive Transcript](#)

Your 5 Steps to U.S. Study

Step 1: Research Your Options

September & October 2012

When planning to study in the United States, you'll find a great diversity of majors, campus environments, entry requirements, tuition fees and living costs. To find the right fit, your first step is to research your options and decide what's most important to you.

Join us live this September and October to receive invaluable advice on finding the right U.S. college, university, or program and preparing for standardized tests.

Participation is free - don't miss this unique opportunity!

[Register Now](#)



Connect and Engage

In Person



Host our Advisers

EducationUSA Forum

U.S. Conferences

International Conferences

EducationUSA Workshops Abroad

Virtually



Adviser Email List *

Webinars for Higher Ed

HEI eNews

Discussion Forum *

Social Media

Opportunities for Hosting EducationUSA Advisers

- EducationUSA Training Institute
 - Design and deliver training sessions – topics include admissions, financial aid, student services
 - Manage all logistics
 - Collaborative process with EducationUSA
- Before and After Conferences
 - 1 or 2 days
 - within 2 hours by bus or train from conference city
 - Additional locations allowed if travel funds provided by institutions

Upcoming Events

Conferences

South and Central Asia Workshop 2013 January 28-31, 2013

EducationUSA Forum 2013 June 26-28, 2013

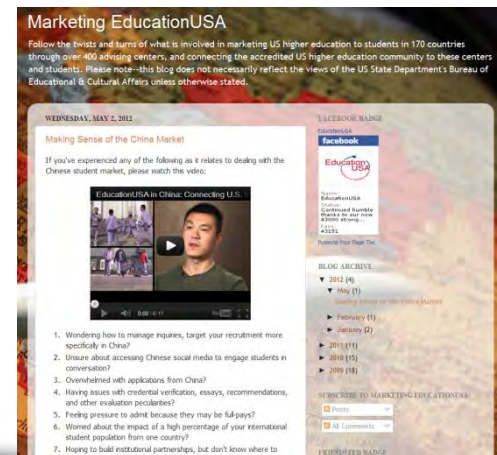
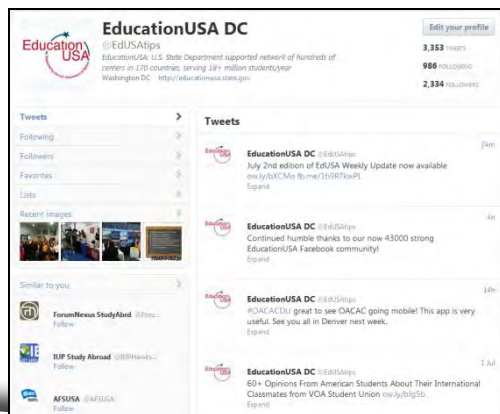
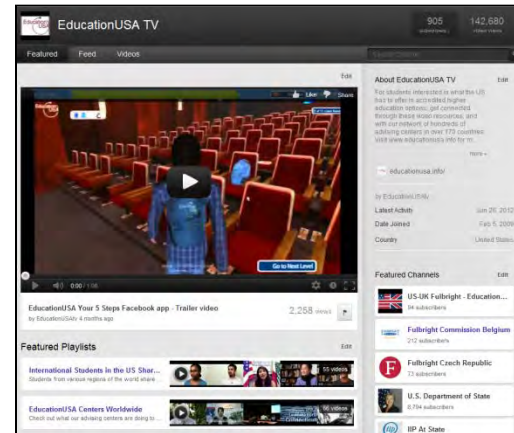
Past Conferences

College Fairs

Past College Fairs

For a complete list of all fairs that EducationUSA centers are involved in worldwide, please visit our [Attend A Higher Education Fair](#) searchable listings.

EducationUSA Social Media



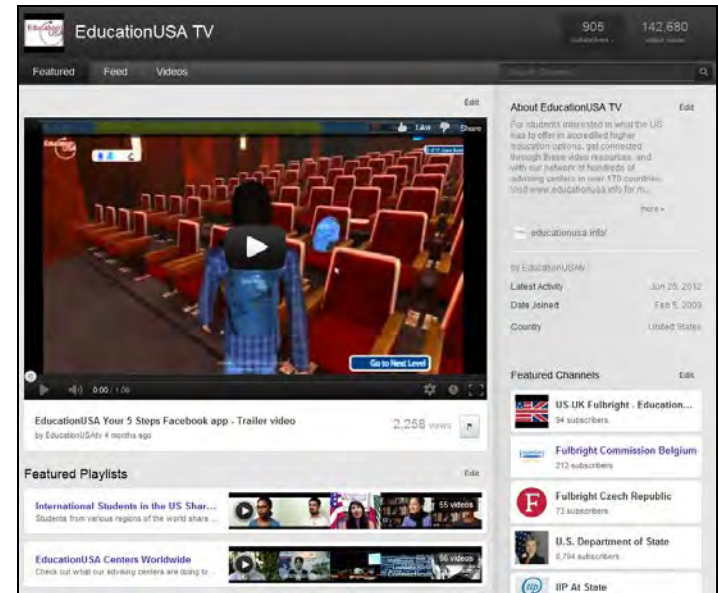
Facebook Page

- Over 50,000 fans/likes
- Events
- Weekly Update posts
- Photos/Videos
- www.Facebook.com/EducationUSA
- Links to 150+ center Facebook profiles, groups, & pages



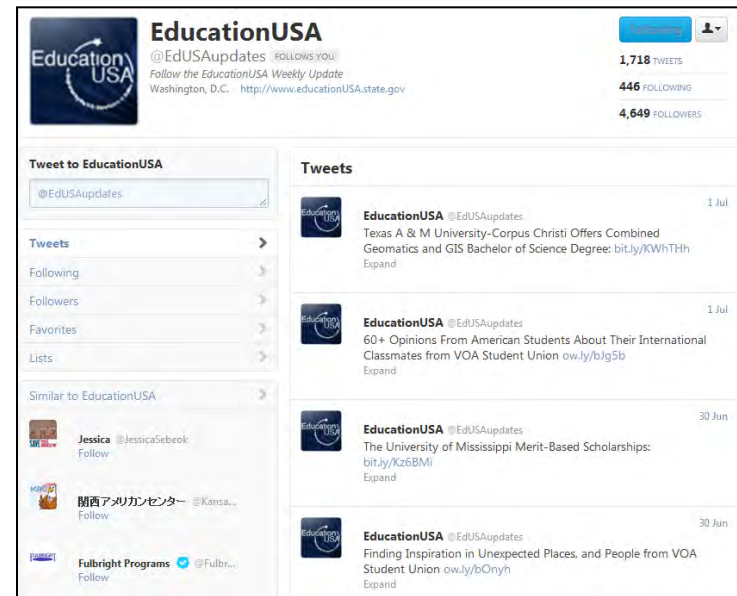
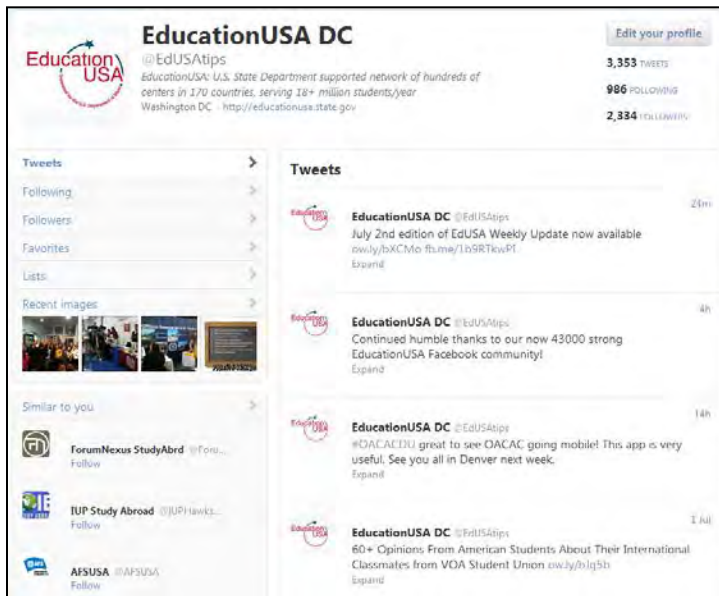
YouTube Channel

- 140+ college & university videos profiled
- 13 playlists of our network's content
- 160,000+ uploaded views (as of Oct 2012)
- 100+ uploaded videos



Twitter feeds

- For US institutions...
- For students...



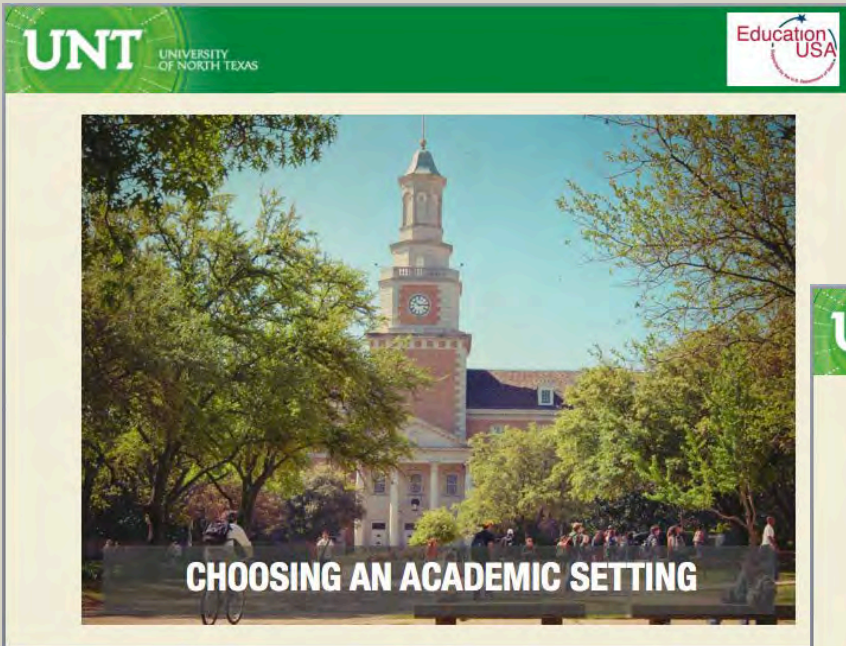
<http://twitter.com/#!/EdUSAtips/educationusa/members>

UNT Partners With EducationUSA to Reach International Students

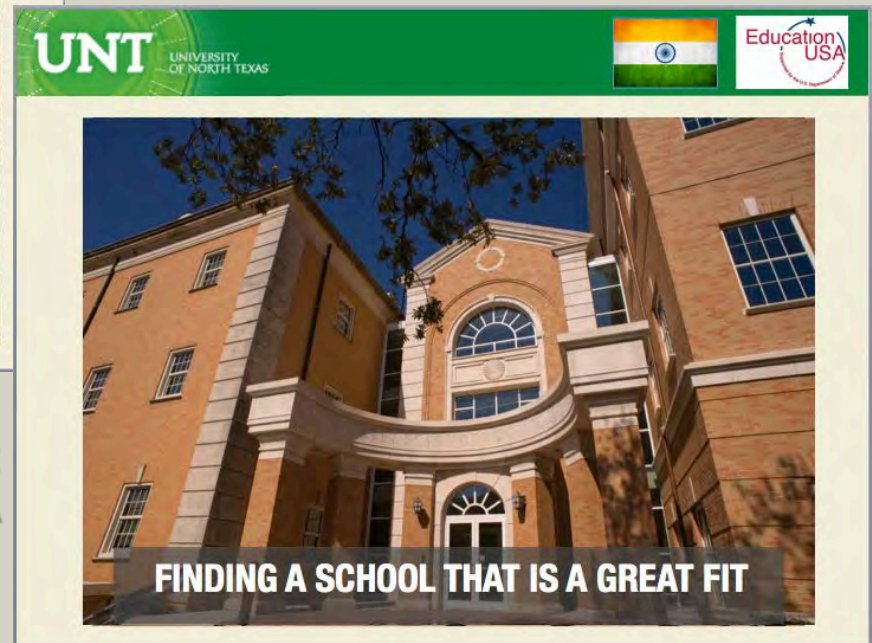
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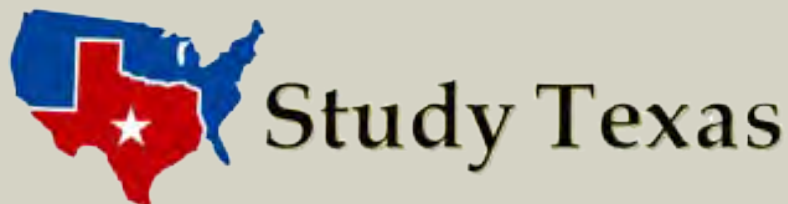
EdUSA Connects.....



UNT International Recruitment
presentations at EdUSA
Connects



Pre NAFSA Study Texas EducationUSA Advisor North Texas Tour



Schools:

- Tarleton State University
- Texas Wesleyan University
- Texas Christian University
- University of North Texas



Advisors from:

- China
- Ecuador
- Lesotho
- Mexico

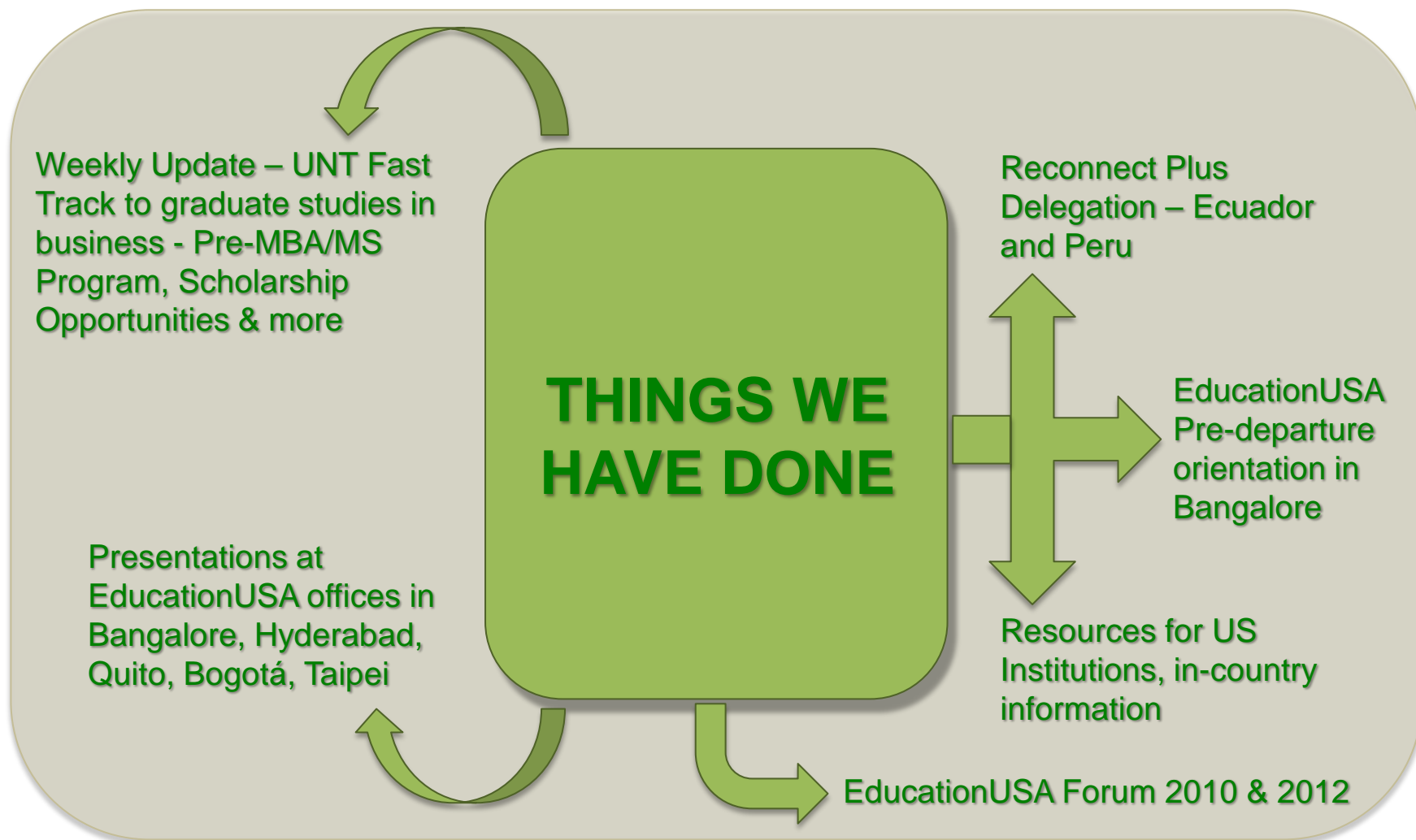
Education USA Fairs

South America EducationUSA
Fair 2011 & 2012

USIEF-IIE US
University India Fair
Fall 2011

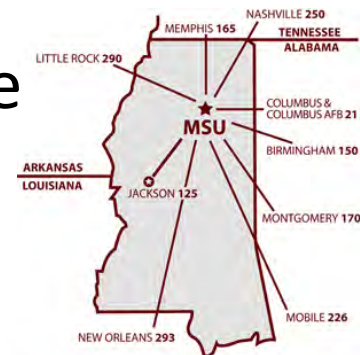
IIE Southeast Asia
Fair Fall 2012





Mississippi State University

- Land Grant Institution: Est. 1878
- Location: Starkville, MS
- Enrollment: 20,400
- 800 international students from 75 countries
- Carnegie Ranking - Very High Research Institute
- 2012 BCS standings: #12



StudyMississippi

- 17 institutions, Est. 2011
- Goals:
 - Recruit Int'l Students
 - Promote Study Abroad
 - Pool resources to market MS Higher Ed
- Branding & Extensive Web-presence
- Build & Promote Strategic Partnerships



EducationUSA - a key strategic partner

- Recruiting
- Identifying Partners
- Marketing & Outreach
- Services



Recruiting & Program Development

- Recruiting
 - Undergraduate and Graduate Programs
 - ESL Students
- Identifying Partners
 - Strategic University Partners
 - Study Abroad Programs
 - Overseas Internships
 - TESOL Programs, Int Business, Foreign Language



Marketing & Outreach

- Marketing & Outreach
 - Periodically replenish promotional materials
 - Translation Services & Overseas Printing
 - EducationUSA Fairs
 - Visit to EducationUSA centers during overseas travel
 - Overseas In-home Reception promotion:
 - Engage MSU Students & Alumni
 - Pre-departure orientations

Engage EducationUSA Advisors

- Host EducationUSA Advisors
 - On-campus visits first hand experience of student life
 - Learn about institutional personnel & resources
 - Maximize reach during their visit - StudyMississippi Institutions
 - Pre-NAFSA Conferences
 - EducationUSA Training Institutes
 - StudyMississippi turned in 6 proposals - Never Give-up Attitude
 - Top 3 in three occasions

EducationUSA Peru Visit to MSU



Next Steps

- Log in to www.EducationUSA.state.gov
 - Sign-up to request a login; receive HEI News; send information to Weekly Update; & use resources on website
- Attend EducationUSA events: EducationUSA Fairs, Regional Conferences and Webinars
- Next regional workshop – South & Central Asia, Colombo, Sri Lanka, January 28-31, 2013
- EducationUSA Forum, Washington DC, June 26-28, 2013

Questions – Discussions – Thanks!

Jarred A. Butto
Program Officer, EducationUSA
U.S. Department of State
buttoj@state.gov

Dr. Lokesh Shivakumaraiah
Manager of International Programs
Mississippi State University
lokesh@international.msstate.edu

Marty Bennett
EducationUSA Outreach Coordinator
Institute of International Education
mbennett@educationusa.info

Dickie Hargrave
Assistant Director of International Recruitment
University of North Texas
Dickie.hargrave@unt.edu