



World of EducationUSA: Meet Your Advising Partners

Janine Farhat, College Board
Tim Wright, REAC
Claudia Sánchez, Venezuela
Doreen John, Malaysia

Seemi Khosa, Pakistan
Martin Kanjadza, Malawi
Liisi Lembinen, Estonia



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U.S. Department of State, Bureau of Educational & Cultural Affairs



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Secretary of State Hillary Rodham Clinton

Remarks at the New York
University Commencement
Ceremony
May 13, 2009



“we should bring more
qualified students from other
countries to study here. ”



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ECA Branch Mission

(Educational Information & Resources)

- Promote U.S. higher education through EducationUSA Advising Centers
- Strengthen international educational exchange
- Support research on educational exchange (Open Doors, etc.)



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What is EducationUSA?

- is a network of educational advising centers around the world
- provides accurate, objective information about U.S. higher education opportunities



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Educational Advising Centers

- **400+** EducationUSA advising centers provide information to almost **40 million** prospective students annually.
- Of the **623,805** international students who study in the U.S. each year, over **50%** contact a Department of State-affiliated advising center



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Educational Advising Centers Operating Standards

- Objective information on full range of accredited U.S. higher education institutions
- Free access to introductory information on U.S. study
- Reasonable fees for specialized services
- Ethical standards



EducationUSA Partners



*Non-Governmental
Organizations*

*U.S. Colleges/
Universities*

*Overseas
Regional Educational
Advising Coordinators*

*Overseas
EducationUSA
Centers*



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Regional Educational Advising Coordinators



Africa

Nancy Keteku, Ghana

Clara Priester, South Africa

East Asia/Pacific

Richard O'Rourke, Japan

Lauryne Massinga, China

One open position

Europe/Eurasia

Wesley Teter, Hungary

Ann Merrill, Ukraine

Amy McGoldrick, Turkey

Middle East/North Africa

Kristen Cammarata, Morocco

South/Central Asia

Kathleen Alam, Pakistan

Rekha Kalle, India

Western Hemisphere

Tim Wright, Mexico

Rosemarie Arens, Peru

Rita Moriconi, Brazil

Global Marketing/Technology Coordinator:
Martin Bennett

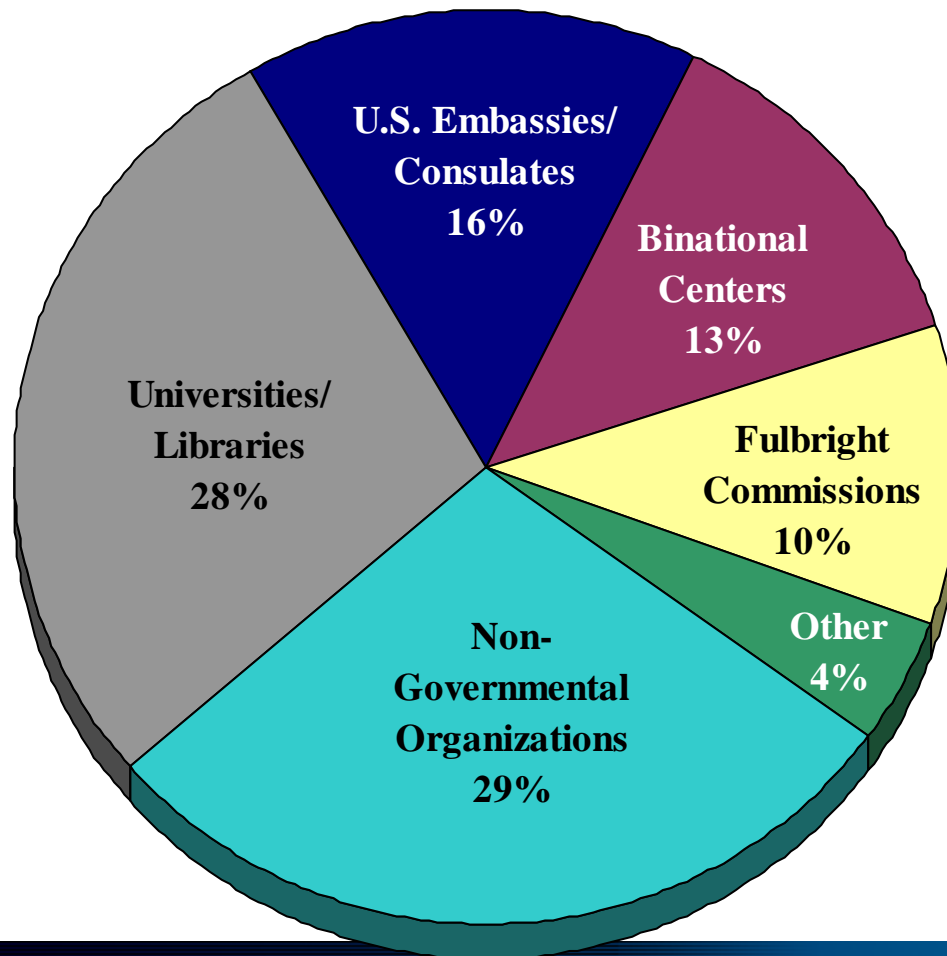


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Where are EducationUSA centers located?

<http://www.educationusa.state.gov/centers.htm>



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Training/Professional Development

- REAC Site Visits/Internship Training
- On-line Training Course
- EducationUSA Explore Program
- In-country Workshops
- Regional Conferences
- U.S. Based Training Program (USBT)
- EducationUSA Reconnect Program
- Campus Visit Programs
- International Conferences
- Professional Advising Leadership (PAL) Program
- USBT/PAL Alumni Special Project Funding



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USBT History

- **1983** - program created, in conjunction with the National Liaison Committee for Foreign Student Admissions (NLC)
- Allowed advisers to experience the diversity of U.S. higher education system firsthand.
- **1984** - First group of 50 overseas advisers came to U.S.
- **600 advisers** from 128 countries have received training
- Hundreds of campus hosts



EducationUSA Reconnect



- Provides funds for USBT Campus Host Coordinators to visit USBT advisers



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Professional Advising Leadership Fellows Program

- 1st PAL program in 2003
- 59 advisers have participated (including 2008 group)
- Emphasis on Leadership and Mentoring
- Cross regional topic development
- Resources for Adviser Manual updates






Campus Host Options - 2010


- Spring USBT (April 15-21, 2010)
- Fall USBT (November 1-6, 2010)
- Post-NAFSA conference campus tours (June 5-11, 2010)
- Explore program (August/September)









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Search

**Find your advising center!**

Contact an adviser near you for guidance on finding and applying to an accredited U.S. college or university!

- ★ Why Study in the U.S.?
- ★ Education USA Advising Centers
- ★ Undergraduate Study
- ★ Graduate Study
- ★ Specialized Professional Study
- ★ Opportunities for Scholars
- ★ Short-Term Study
- ★ English Language Programs
- ★ Predeparture Information
- ★ Living in the U.S.
- ★ Information for U.S. Institutions
- ★ Information for U.S. Students

Getting a U.S. Visa	 <small>UNDERGRADUATE PROFILES</small>	Attend an Educational Fair In Your Country
 <small>GRADUATE PROFILES</small>	"If you Want to Study in the United States" Publications in Arabic, Chinese, English, French, Russian, and Spanish.	 <small>PROFESSIONAL PROFILES</small>
Frequently Asked Questions	 <small>UNDERGRADUATE PROFILES</small>	Financial Assistance

This site is managed by the Bureau of Educational and Cultural Affairs, U.S. Department of State.

EducationUSA - For Higher ...

http://www.educationusa.tv/dev/highered.php

Galería de Web SliceHotmail gratuitoSitios sugeridosGmail: Email from GoogleIIE WebmailOther bookmarks



U.S. DEPARTMENT OF STATE
BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

Contact an adviser near you for guidance on finding and applying to an accredited U.S. college or university. [Get Started!](#)

education
USA

[Home](#) [About](#) [For Students](#) [Find an Advising Center](#) [For Higher Education](#) [FAQ](#) [Contact](#)



your official source on U.S. higher education

[Click Here to Request a Login](#)



US Higher Education Community
With EducationUSA's help ...
Recruit international students through over 400 official advising centers in 170 countries
Reach over 14 million students each year who want to study in the US
Qualify your prospective students with referrals to on-the-ground support in advising centers

Inicio

Búsqueda en el escritorio

2 Explorador ...

6 Microsoft O...

EducationUSA - ...

Open Doors 20...

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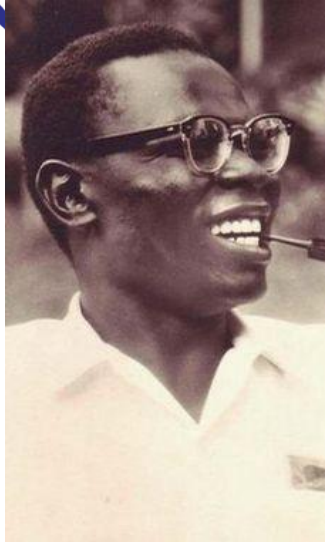
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Barack Hussein Obama

44th President of the United States



Barack Hussein Obama, Sr.
International student from Kenya
University of Hawaii
Harvard University



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Mexico, Central America & the Caribbean (MCAC)

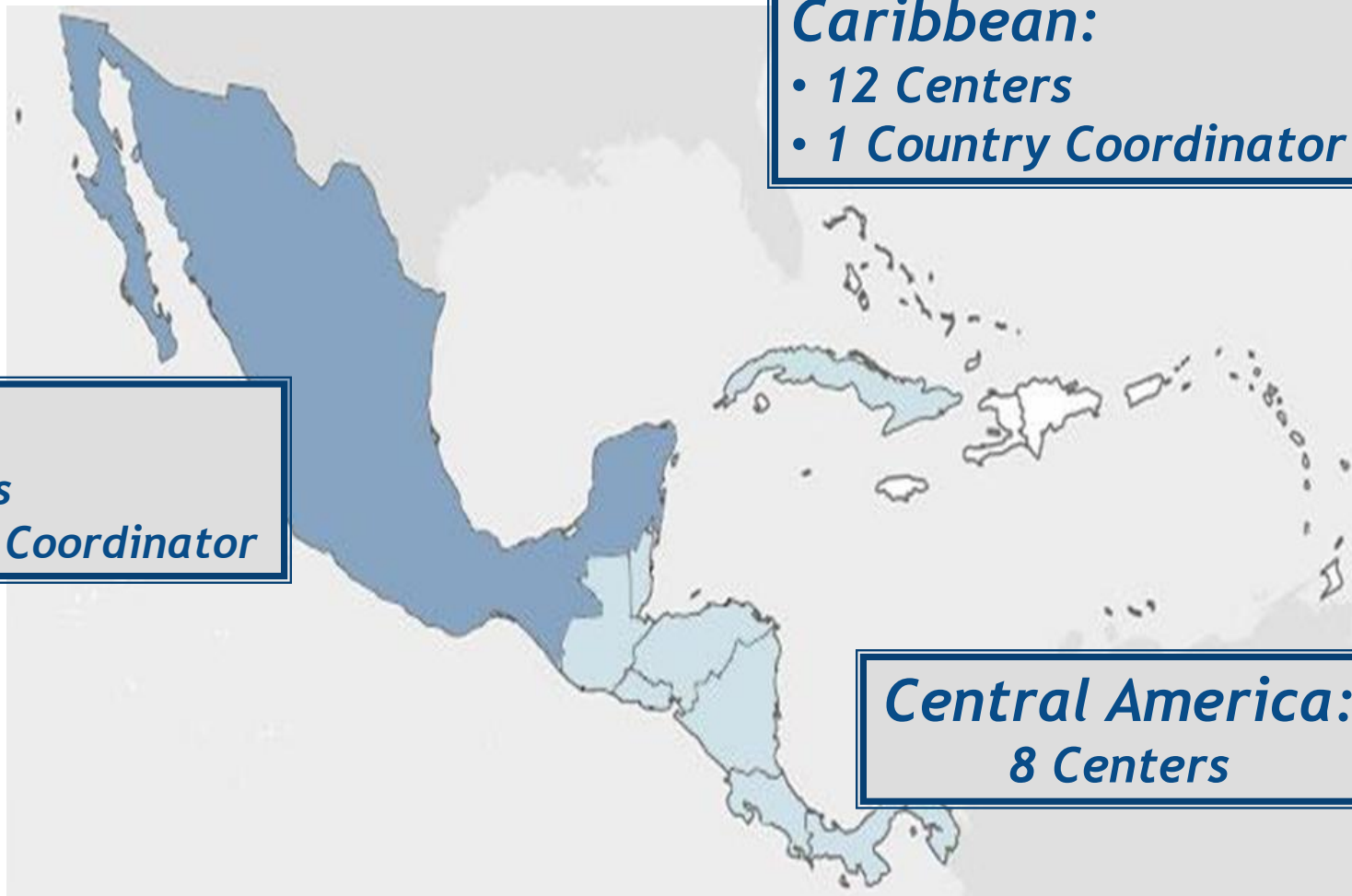
Tim Wright
Regional Educational Advising Coordinator
(REAC)



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MCAC: An Overview



Caribbean:

- *12 Centers*
- *1 Country Coordinator*

Mexico:

- *15 Centers*
- *1 Country Coordinator*

Central America: *8 Centers*



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MCAC: What's New?

- Continued support for Outreach to underserved populations
- Spanish Language Marketing Videos
- *Opportunity* in Central America
- Access micro-scholarships in Central America



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International Student Mobility

Place of Origin	2006/07	2007/08	% Change
Mexico (#7)	13,826	14,837	7.3
Central America	19,743	20,800	5.4
Caribbean	13,854	12,739	-8.0

Source: Open Doors 2008



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Destination for US Study Abroad

Country/Region	2005/06	2006/07	% Change
LATIN AMERICA	33,902	36,339	7.2
Caribbean	3,164	3,713	17.4
South America	11,652	13,597	16.7
Central America	9,989	10,555	5.7
Mexico	10,022	9,461	-5.6



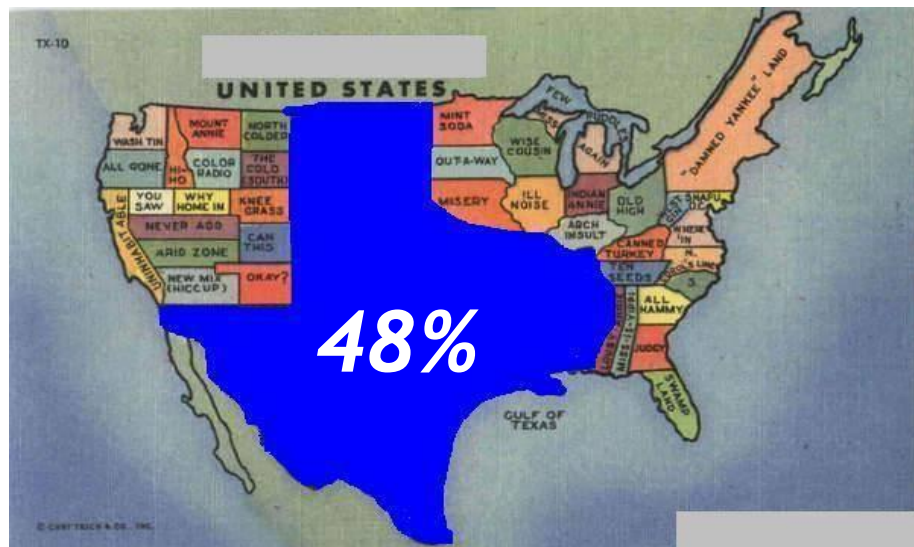
Host Region	2005/06	2006/07	% Change
Europe	130,274	138,871	6.6%
Latin America	33,902	36,339	7.2%
Asia	20,811	24,969	20.0%
Oceania	14,033	13,820	-1.5%
Multiple Regions	12,319	13,573	10.2%
Africa	8,459	10,066	19.0%
Middle East	2,585	2,764	6.9%
North America	1,151	1,389	20.7%



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Mexico: International Student Mobility



Top 10 Receiving States

		Undergraduate		
		Total	% total	% total
State	Total	% total	% total	
1 Texas	48%	60%	25%	
2 California	9%	6%	11%	
3 Arizona	5%	5%	6%	
4 New York	4%	2%	9%	
5 Massachusetts	4%	2%	7%	
6 Utah	3%	4%	1%	
7 Illinois	2%	1%	4%	
8 New Mexico	2%	2%	3%	
9 Florida	2%	2%	2%	
10 Michigan	2%	1%	3%	

IIE Open Doors Reports



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Central America: International Student Mobility

Rank	Place of Origin	% Ugrad	% Grad	2006/07	2007/08	% Change
66	Panama	66.5	24.3	973	1,130	16%
67	Honduras	70.5	20.7	1,097	1,068	-3%
69	Guatemala	69.2	22.1	1,014	1,019	0%
73	El Salvador	74.1	16.1	1,031	940	-9%
74	Costa Rica	47.5	42.5	939	927	-1%
110	Nicaragua	60.7	27.8	409	389	-5%



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Caribbean: International Student Mobility

- o 8% decrease overall leads us to a 9-year low
- o Pull Factor: \approx 40% go to FL & NY



State	% of TOTAL
Florida	23%
New York	15%
Texas	5%
Massachusetts	4%
DC	4%



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Caribbean: International Student Mobility

Caribbean	39
South & Central Asia	24
Oceania	20
East Asia	18
Central America & Mexico	15
Europe	14
Middle East	11
Southeast Asia	9
South America	9
Central Africa	6
West Africa	5
East Africa	4
Southern Africa	4
North Africa	2

*Continues to
be the largest
sending region*

*Ratio of students in the
US per 10,000 of
tertiary aged
population*

Sources:

- UNESCO Institute for Statistics, 2008
- Open Doors Report, 2008



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MCAC: Looking Ahead

- College Fairs in Mexico & Caribbean
- Possible Community College Fair in Central America
- Internship opportunities for US Students - Mexico, Central America



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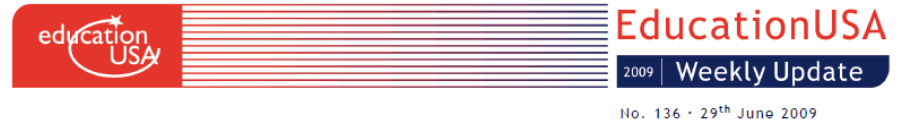
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Services to US Colleges and Universities

○ Weekly Update

○ HE-I News

○ Sign up by emailing
educationusa@state.gov



I. Scholarships and Fellowships

- Post-Doctoral Fellow Department of Radiation Oncology
- Clackamas Community College in Oregon City, Oregon

II. News you can use

- Starting and Maintaining and Academic Year Undergraduate Research Program
- Basic Business Statistics

I. Scholarships and Fellowships

POST-DOCTORAL FELLOW DEPARTMENT OF RADIATION ONCOLOGY

Posting Description: (Post-Doctoral Fellow) Department of Radiation Oncology, School of Medicine Position Number: 689048
Nature of Work -Clinical research and development in the areas of biological modeling, image-guided radiotherapy, and adaptive radiotherapy
Professional Field - Radiation Oncology Physics Supervision Received - The successful candidate will be supervised by the Chief Physicist. Supervision Exercised - None
Examples of Work Performed - Development of software tools to allow for individualized adaptive treatment planning; conducting studies to correlate treatment outcomes with dose-volume and technical data; conducting studies in the area of tumor motion management utilizing 4DCT and CBCT. Salary commensurate with skills and experience. The University of Colorado offers a full benefits package. Information on University benefits programs, including eligibility, is located at www.cu.edu/pbs/. Review of applications will continue until position is filled. The University of Colorado Denver (UCD) is dedicated to ensuring a safe and secure environment for our faculty, staff, students and visitors. To achieve this goal, we conduct background investigations for all prospective employees. The University of Colorado is committed to diversity and equality in education and employment.
Required Education/Experience/Skills (Minimum Qualifications): Minimum Requirements - Ph.D. in medical physics, physics, engineering, or related fields. Knowledge, Skills, and Abilities - Background in medical physics, physics, biomedical engineering, or nuclear engineering. Good mathematical and



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Claudia Sánchez
Centro Venezolano Americano del Zulia
Department of Studies in the United States



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Venezuela

- Language: Spanish
- Population: 26,127,351
- Most important cities: Caracas, Maracaibo, Valencia, Barquisimeto and Ciudad Bolívar.
- School year: September - July

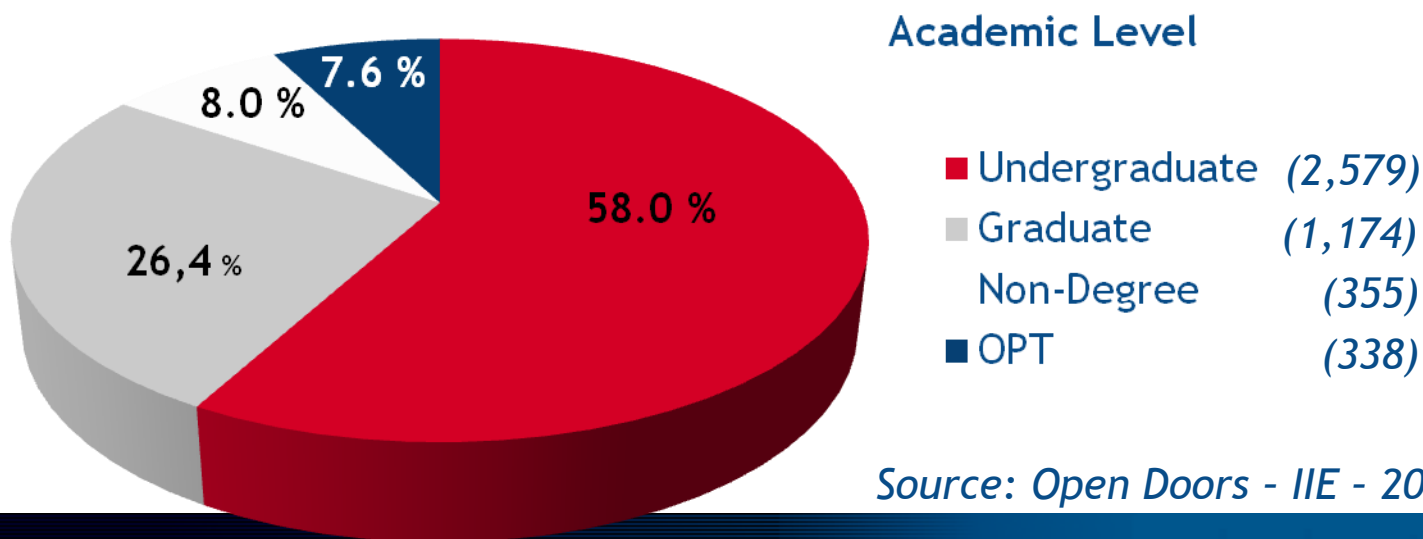


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Key Facts

- Three EducationUSA advising centers in the country
- In the top 20 places of origin of IEP students (2006-2007)
- # of Venezuelan students in the U.S: 4,446
- # of U.S students in Venezuela: 165 (2006 - 2007 / +13.8 %)



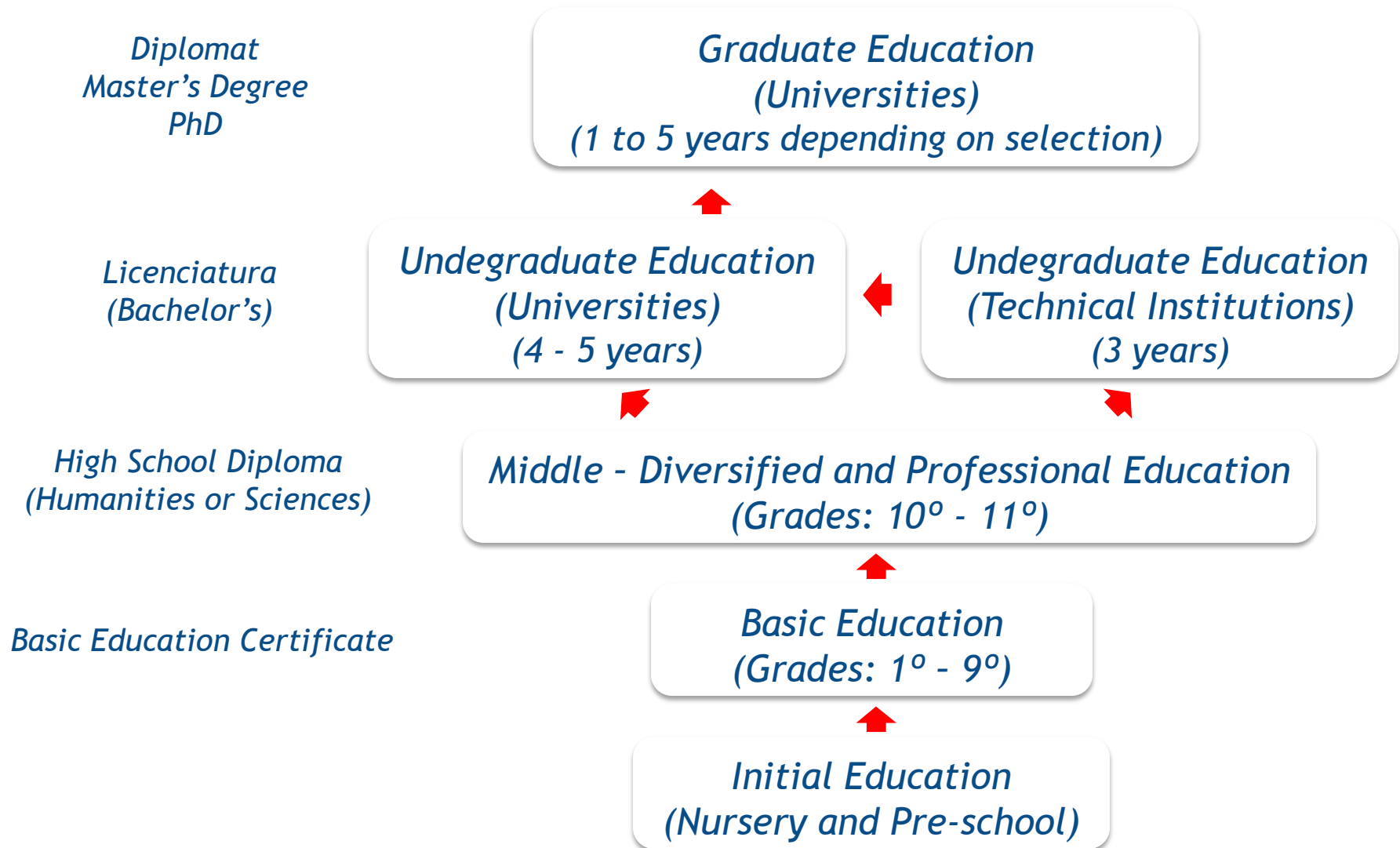
Source: Open Doors - IIE - 2008 Edition



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The educational system...



Popular fields of study:

- Business Administration
- Engineering and Computer Sciences
- Medicine
- Law
- Mass Media & Communications
- Psychology



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Our Binational Center...

- Non-profit organization
- Founded on October 24, 1973
- Currently serving 3 cities in Zulia State
- Average student body of over 9,000 /month
- More than just an English-teaching institution



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36 years and growing...



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EducationUSA Advising Center

o Distributes information on...

- US higher education and accredited institutions
- International student life in the USA
- Financial aid options
- Internship opportunities
- Standardized tests
- Document legalization and translation



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EducationUSA Advising Center

o Provides...

- Individual and group advising sessions
- Reference collection
- Book sales and translation services
- Conversion tables on local grading system
- Internet access for students
- Advising on student visas



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EducationUSA Advising Center

- Administers standardized tests:

- TOEFL, GRE Subject, ECCE/ECPE

- Plans and organizes:

- Educational fairs
- Outreach activities
- Gold key services
- And more...



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Maracaibo, Venezuela
Come visit us!

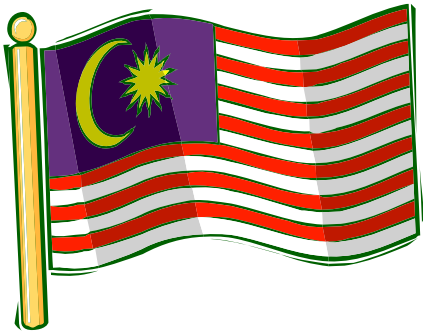


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Malaysian Trends 2009



Doreen John

Country Coordinator, MACEE Educational Advising Center



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Malaysia: Southeast Asia



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The Malaysian-American Commission on Educational Exchange (MACEE)

- Fulbright Commission - 1963
- Education Advising Center - 1970
- One Advising Center in capitol city - Kuala Lumpur

Advising Center Statistics -2008

Advising Appointments	1,604
Telephone and Email Inquiries	17,155
Website Hits	121,615
Education Fair Contacts	3,831
American University Visitors	28



New Outreach Initiatives

*Coming
Soon!*



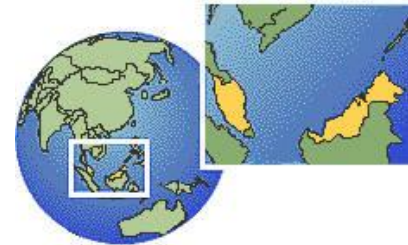
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Services to US Colleges & Universities

- Recruitment opportunities - Education Fairs
- Study Abroad (beginning stage)
- Affiliate Membership Program
- Assistance in Malaysia - clarification of transcripts and local college accreditation, assistance making contacts, accommodations, etc.



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Student Profile

- **How do Malaysians choose a school?**

Reputation - want top universities

Recognition in Malaysia by Malaysian government

Credit Transfer from private college ADTP

- **Paths frequently taken:**

A-levels/Form 6 (Pre-University)

American Degree Transfer program (ADP or ADTP)

More Malaysians taking IB courses

- **Distance Learning**

More students want online degrees

Many diploma mills in Malaysia

MACEE assists in identifying accredited programs



Ethnic Composition

Malay & Indigenous	65%
Chinese	25%
Indian	8%
Other	2%



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Malaysian Students Studying in Foreign Countries

Top countries where Malaysian students study

1. Australia

2. UK

3. USA

Most Popular Majors

Undergraduate

- Business
- Engineering
- Computer Science
- Actuarial Science
- Biotechnology

Graduate

- MBA
- Engineering
- Psychology
- Education



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Local Scholarship Opportunities

- American Chamber of Commerce - Malaysia
 - AMCHAM-MACEE: \$20,000 Scholarship
 - One undergraduate student for 4 years of study in USA = \$5,000/year
- Opportunity
 - Primarily Chinese Applicants
 - Majority Undergraduate Applicants
 - 1 Male, 6 Females in USA now
- Malaysian Government Scholarships



Higher Education in Malaysia

- According to the Ministry of Higher Education, there are over 523 private colleges/institutes with non-university status
 - 20 public universities
 - 16 private college universities
 - 17 private universities
 - 20 polytechnics
 - 35 community colleges
- 4 foreign university branch campuses from Australia and the UK.
- 7 private colleges have American Degree Program for transfer to U.S. universities and colleges.



*International
Islamic
University*

(Source: Education Guide Malaysia, 11th Edition)



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Tertiary Education

Approximately 30,000 foreign students from 116 countries study in Malaysia at local colleges and universities.



Universiti Malaya

Malaysian Government goal is 100,000 foreign students by 2010. Aggressive recruitment by Malaysia in other countries.



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Pakistan



Seemi Khosa, EducationUSA Adviser
United States Educational Foundation in Pakistan



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Overview of USEFP

- A bi-national commission, established 1951
- Oversees Fulbright and EducationUSA Advising
- Administers standardized testing (TOEFL, SAT, GRE, etc.)
- Funded by both the U.S. and Government of Pakistan



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Overview of Educational Advising

- Advising
- Outreach
- Promotion
- Conferences
- Other Services
- Professional Development Opportunities





Objectives of 2009:

- Extend outreach
- Increase student access to advising services
- Produce a video on U.S. higher education targeted at Pakistani students
- Expand presence at the educational fairs and improve follow-up
- EducationUSA Alumni Fair



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EducationUSA Advising

- Services are free for students
- One-to-one and group sessions
- Email, Telephone, Skype
- Facebook, Twitter
- Workshops, Pre-departure orientations
- Visa seminars
- Newsletter



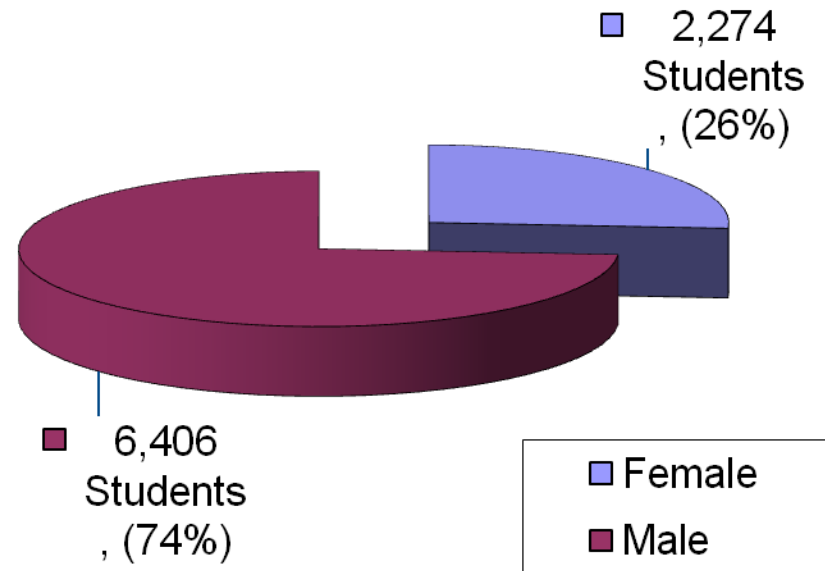
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Advising Database

- Launched in April 2006
- 8,680 students registered as of May 08th 2009!
- Database advisees receive:
 - One-to-one advising
 - Email advising
 - Telephone advising
 - Scholarships alerts
 - Program announcements
 - USEFP newsletters

USEFP Advisee Gender Breakdown
(Registered Students as of May 7th 2009)



Educational Fairs

- College Fair at Islamabad USEFP Office, March 2008
- DAWN Education Fairs, Feb 2009
- PIEE Fair, March 2009
- College Fair at Islamabad USEFP Office, September 2009



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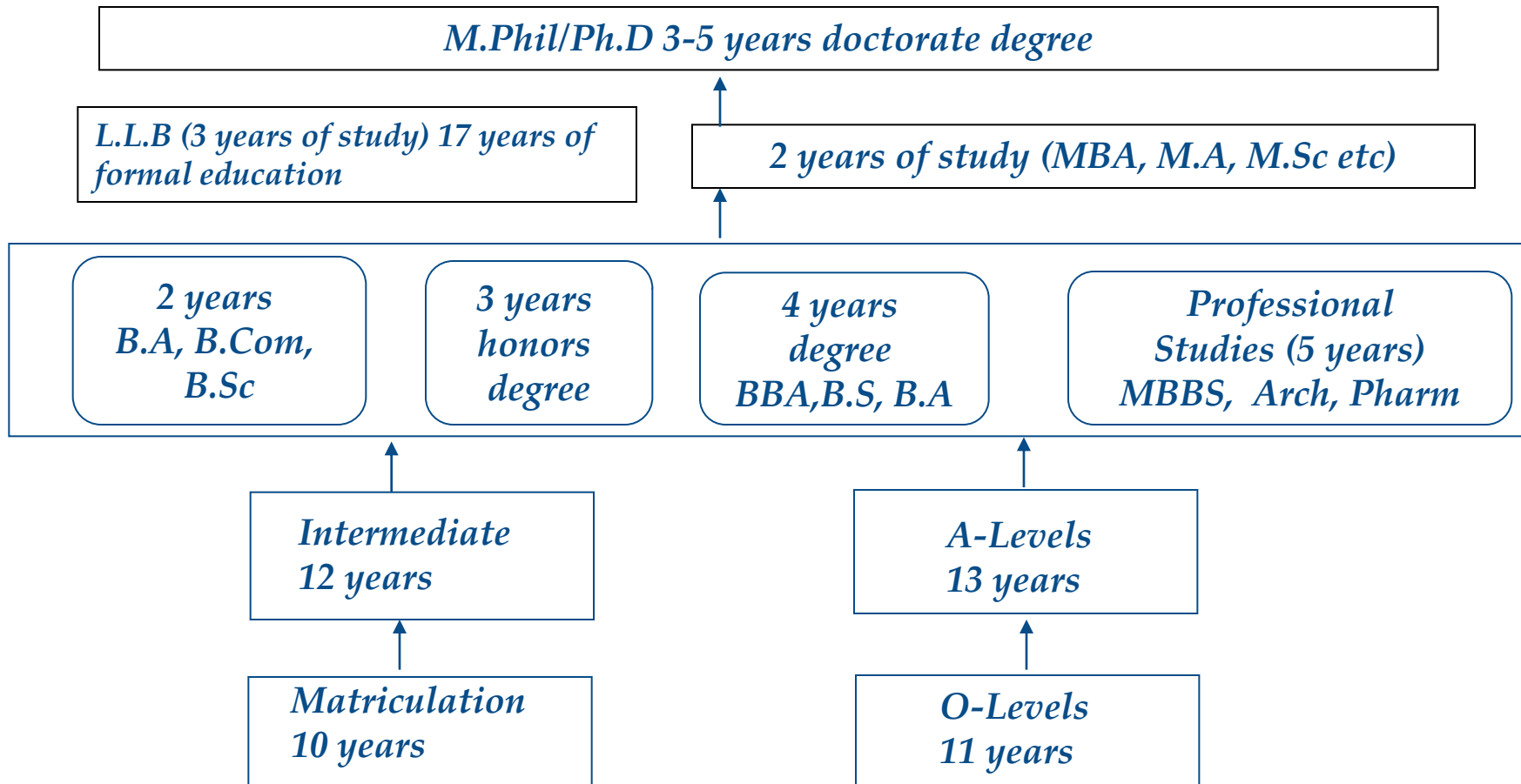


Other Services

- Mass Mailing
- Validation of educational documents
- Test Preparation Classes
- American Alumni Association in Pakistan
(launched in summer 2009)



Education Structure in Pakistan





Martin Kanjadza, EducationUSA Adviser
US Embassy Lilongwe



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Location of MALAWI in world map





Country Profile

- Center located in PAS, US Embassy
- Respond to over 6,000 inquiries per month
- Receives and responds via telephone, walk-ins, email and outreach schools
- Two universities able to enroll 1500 first year students
- Areas of interest include:
 - Engineering ● Computer Sciences ● Nursing
 - Ag Econ ● MBA ● Development studies





Education System

- Operates on 8-4-4 system
- Primary education - 8 years
- Secondary education - 4 years
- Tertiary education- 4 years
- English is the official language of instruction
- All text books are in English
- French and other languages taught as classroom subjects





Secondary School

- Three types of institutions offer secondary school
- Public schools (government aided)
- Mission schools
- Private schools
- The MSCE is written at the end of secondary school





Tertiary Education

- Selection is very competitive due to limited space.
- Only 1500 candidates admitted into UNIMA.
- Others end at teacher training colleges and technical institutions.





Our Center: Services

- We offer TOEFL 6 times a year
- We offer GRE general 2 times
- GRE subjects 3 times
- ACT, LSAT, MCAT through special arrangement



What We Can Do for You

- Organize Audience
- Study Abroad links
- Distribute material at center and CF
- Logistics in Malawi
- We welcome visits, recruitment, DVC etc.



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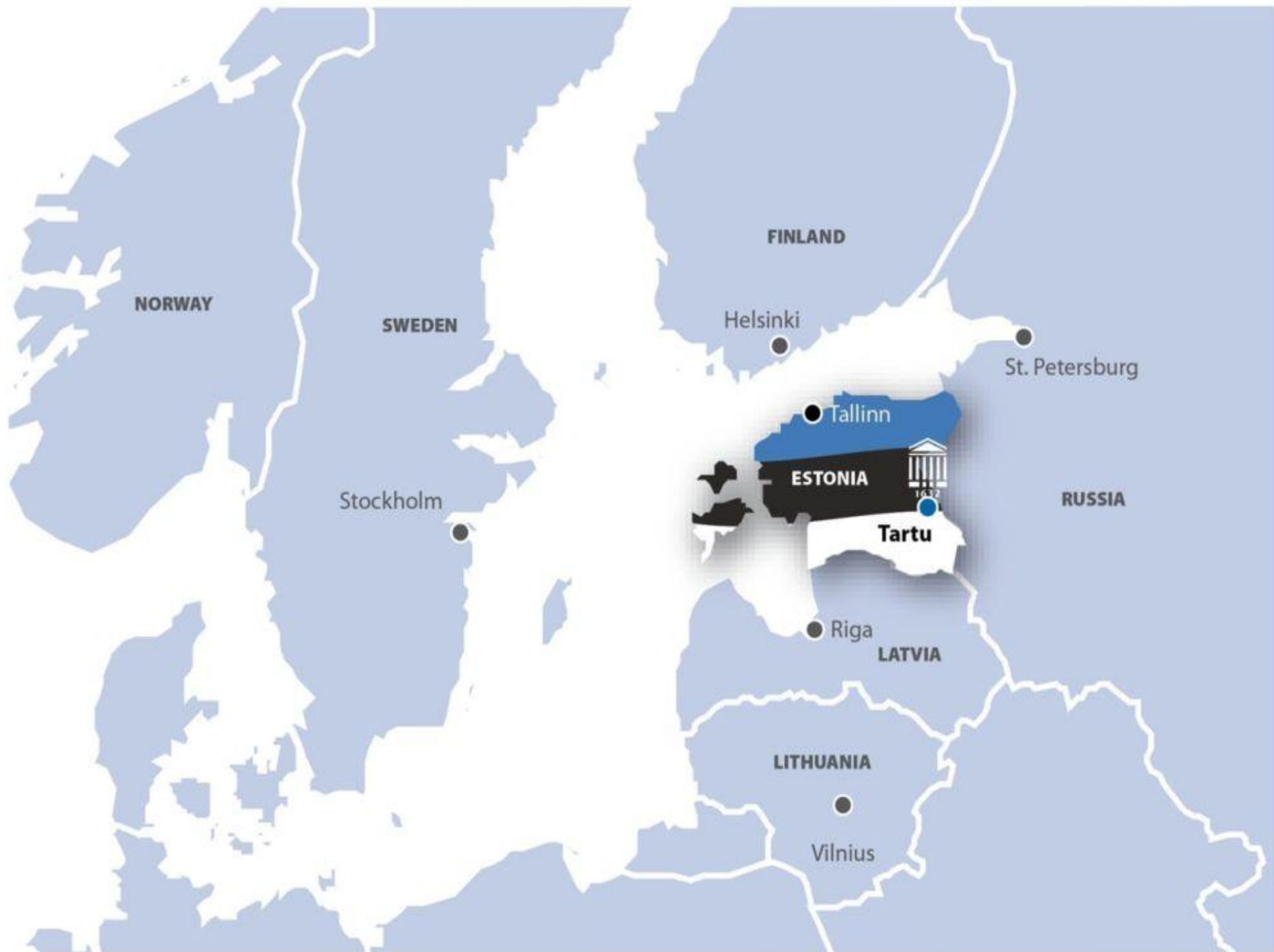
**Thank You!**



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Liisi Lembinen
EducationUSA Advising Center,
Tartu, Estonia



Why Estonia?

Estonia
Positively surprising.



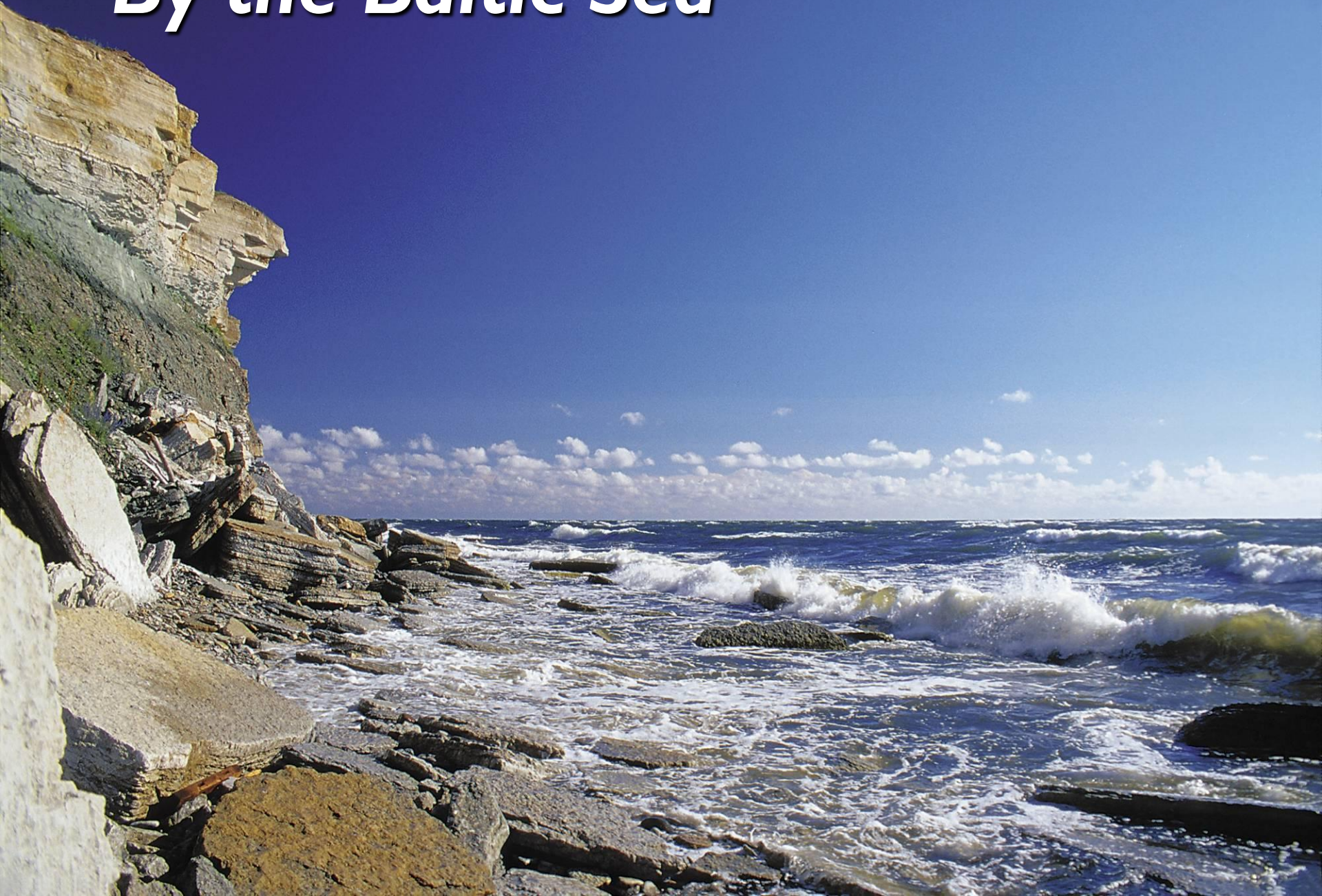
- Tradition for quality education
- Small, dynamic and flexible educational system
- One of the fastest growing economies in the world
- English and other languages spoken everywhere
- Safe
- Skype-land, E-stonia



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By the Baltic Sea





Higher education in Estonia

- Education is a religion
- Almost 70,000 students
- 11 universities and 25 professional higher education institutions
- Academic year from end of August to mid-June
- All institutions have introduced two-tier (bachelor-master) structure for most study programs
- Growing number of programs in English



Medieval capital





Levels of study

Estonia
Positively surprising.



- **Bachelor studies** - 3 years of study
 - to increase students' level of general education
- **Master studies** - 1-2 years of study
 - knowledge and skills in a field are acquired
- **Doctoral studies** - 3-4 years of study
 - fully research degree



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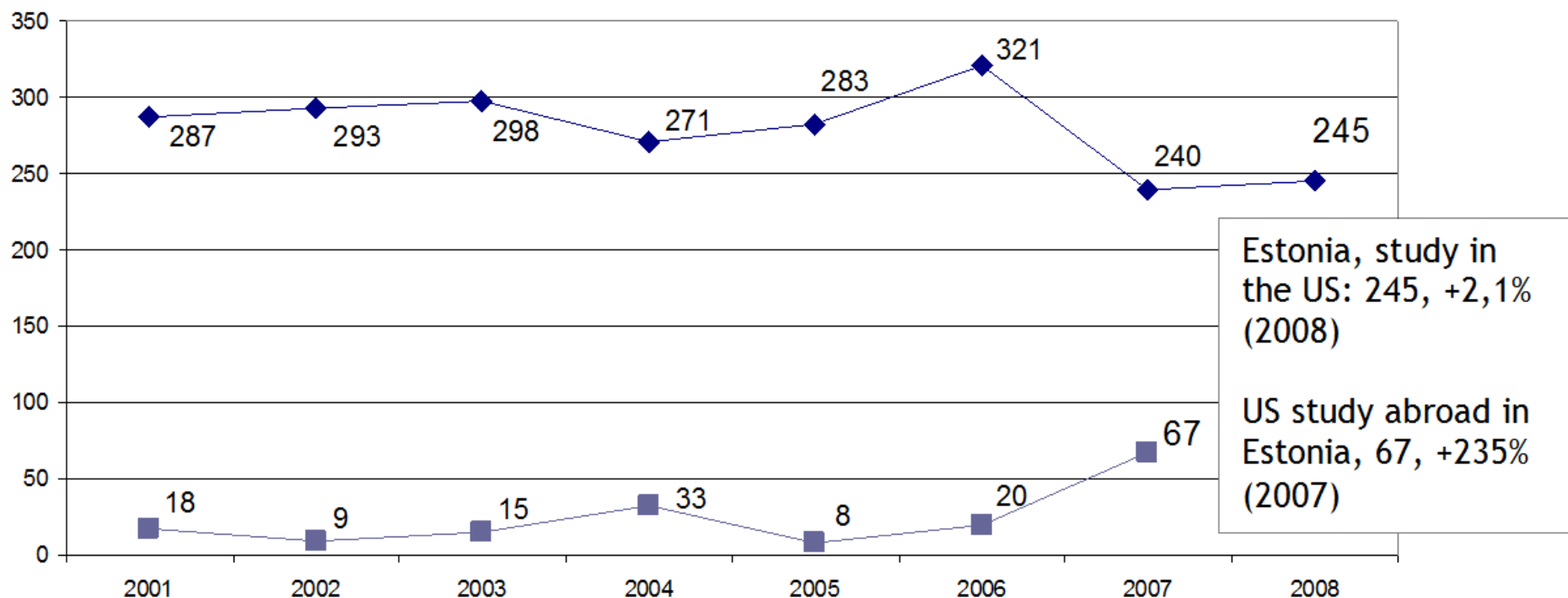
Peaceful and picturesque

Fast facts

Estonia
Positively surprising.



Estonia-U.S. Higher Education Student Mobility 2001-2008



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Source: Open Doors 2008



Pristine nature



Advising center services ...

Advising centers in Estonia - Tallinn and Tartu

For Estonian students

- Advising
- Testing
- Library
- Outreach (fairs, sessions)
- Book sales/lending

For U.S universities

- Link to Estonian universities
- Estonian higher education system
- Study in Estonia
- Outreach (fairs, Skype)
- Library



A person is riding a bicycle away from the camera down a paved path. The path is lined with trees that have vibrant autumn foliage in shades of yellow, orange, and red. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The person is wearing a light-colored jacket and a helmet.

See you in Estonia

Liisi Lembinen

EducationUSA Advising Center

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www.studyinestonia.ee

Thank you! Questions?

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Janine Farhat	The College Board	usbt@collegeboard.org

www.educationusa.state.gov



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