

A world map with a grey background and white outlines of continents. Overlaid on the map is the 'Education USA' logo. The word 'Education' is in red, and 'USA' is in a larger, bold red font. A blue curved arrow starts from the USA and points to a blue star over Europe. A red curved arrow starts from the USA and points to the bottom right. Below the map, the text 'Supported by the U.S. Department of State' is written in red, following the curve of the red arrow.

Education  
USA

Supported by the U.S. Department of State

# Partnering with EducationUSA to Reach International Students



[www.EducationUSA.state.gov](http://www.EducationUSA.state.gov)



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University of Kansas  
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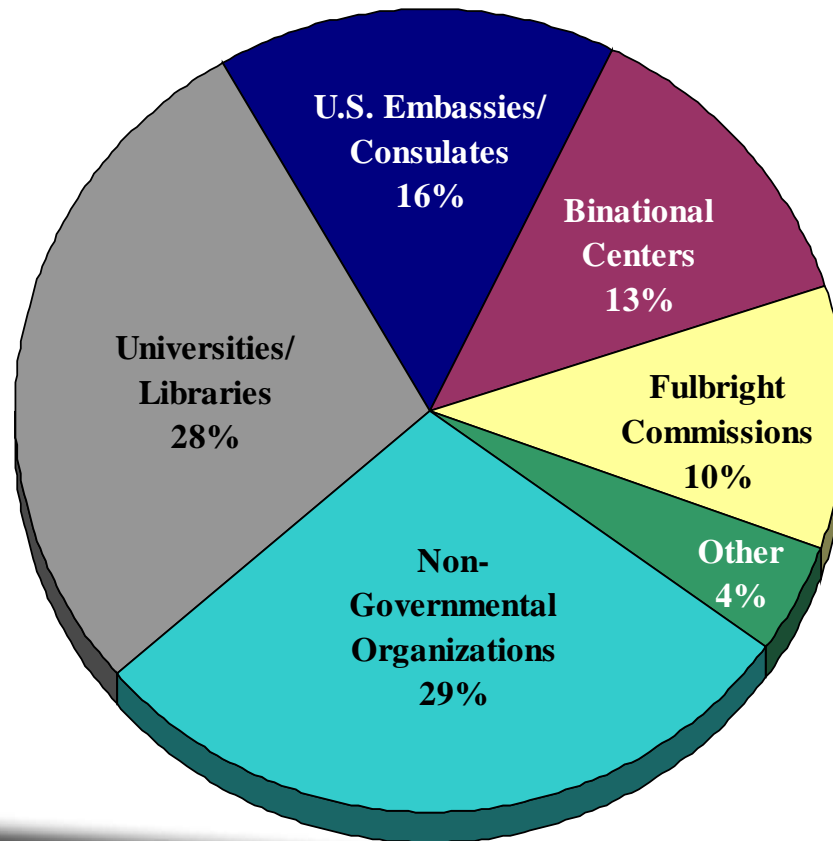
# Goals of EducationUSA

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**

# 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

# 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**

★ What Do You Want to Study?

Undergraduate	Graduate	English Language	Short-Term Programs
<p><b>Do you want to:</b></p> <ul style="list-style-type: none"><li>• Study for an associate degree?</li><li>• Study for a bachelor's degree?</li></ul>	<p><b>Do you want to:</b></p> <ul style="list-style-type: none"><li>• Study for a master's or doctoral degree?</li><li>• Study for a degree in a professional field such as law or medicine?</li></ul>	<p><b>Do you want to:</b></p> <ul style="list-style-type: none"><li>• Study in an English language program?</li></ul>	<p><b>Do you want to:</b></p> <ul style="list-style-type: none"><li>• Participate in an exchange program or internship?</li><li>• Earn a professional certificate?</li></ul>
<a href="#">Learn more &gt;&gt;</a>	<a href="#">Learn more &gt;&gt;</a>	<a href="#">Learn more &gt;&gt;</a>	<a href="#">Learn more &gt;&gt;</a>

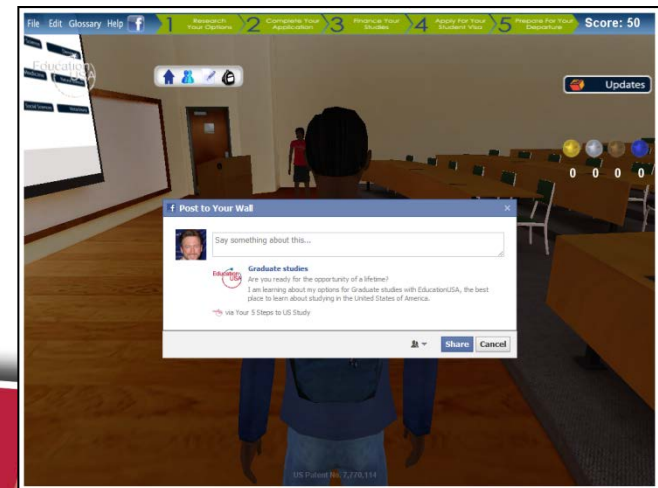
# Your 5 Steps to U.S. Study

## 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



# Our Priorities for U.S. Higher Ed

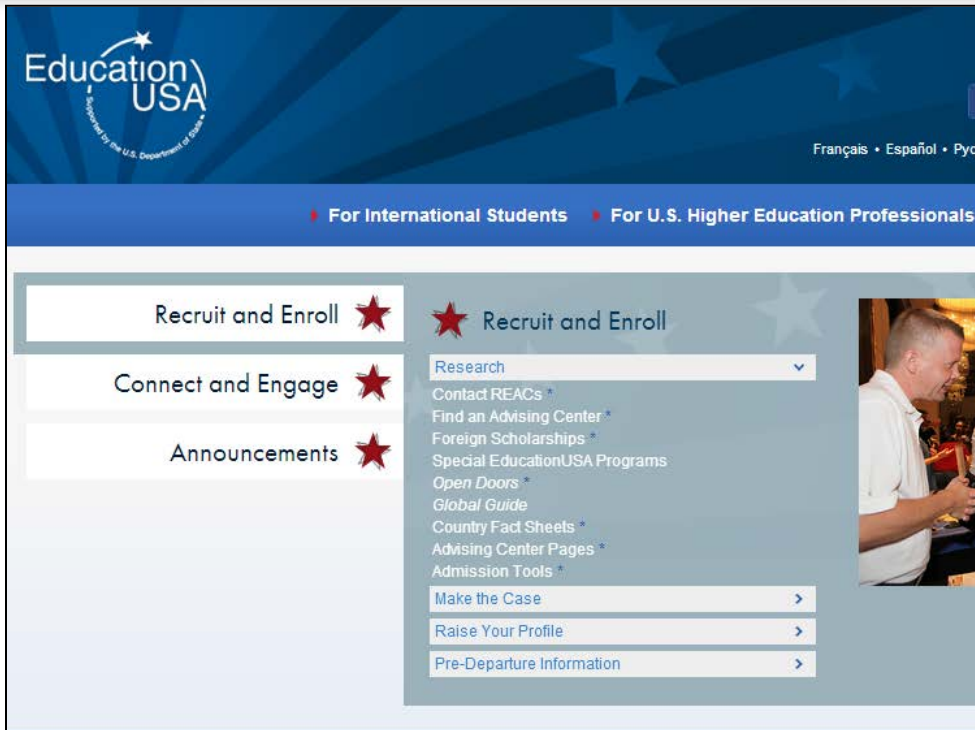


Recruit and Enroll



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



**Meeting admitted students in China**



**Alumni Fair in Cyprus**



**Alumni representation in Indonesia**



**Reconnecting with alumni in Nigeria**



**School visits in India**

# KU travels on 2012 South American EducationUSA Fair Tour

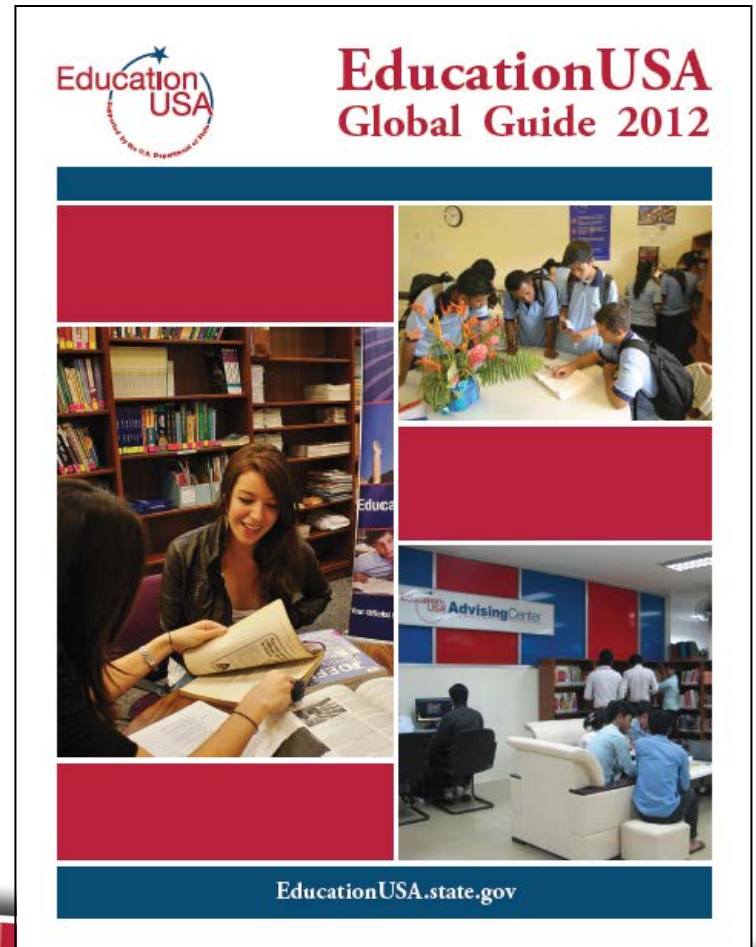


# Research to Help You

- 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

# EducationUSA Global Guide

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



# 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:



› **IMMIGRATION TRANSFER-IN FORM**

Immigration Transfer-In Form: To be completed by admitted students 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 ISSS](#)

› **EDUCATIONUSA**

**Education USA**

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

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!

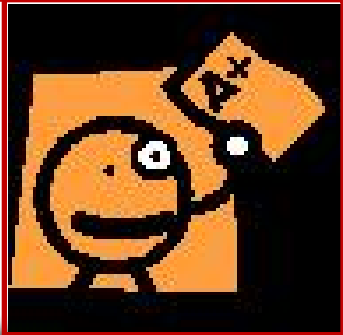
Evelyn Levinson  
Director, International Admissions

Fanta Aw  
Assistant Vice President, Campus Life

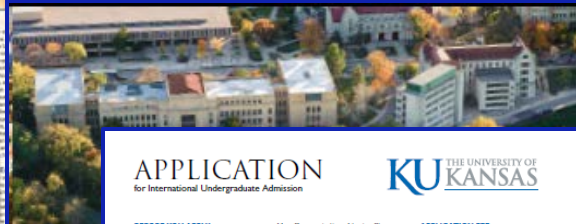


EducationUSA.state.gov

Seek information & advice from EducationUSA advisers



Send materials to Advising Centers



**BEFORE YOU APPLY**

- **Select an academic field** - If you cannot decide which program to apply to, you can choose a field of study change to another KU academic professional school if you are...
- **Review admission requirements** - The requirements for admission to the KU school and major or whether you are a first-year student...
- **Review the costs** for tuition and living expenses on the KU website or online at [www.ku.edu/prospectus/international](http://www.ku.edu/prospectus/international).

**First-year applicants** (who may enter programs in those fields) to the College of Liberal Arts and Sciences, the School of Architecture, Design, and Planning, Engineering...

**IF YOU HAVE QUESTIONS**  
 Telephone: 1-785-864-3434  
 Fax: 1-785-864-3404  
 E-mail: [kuinfo@ku.edu](mailto:kuinfo@ku.edu)  
 Web site: [www1.ku.edu](http://www1.ku.edu)





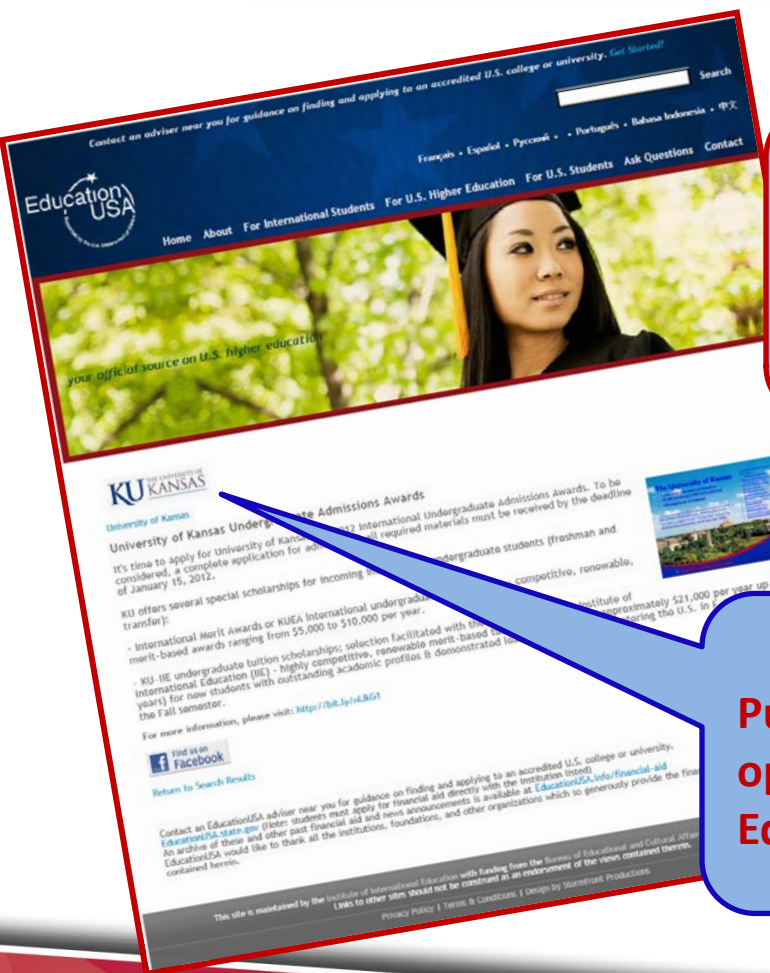
➤ **Hundreds of centers in 170 Countries**

- ✓ **Newsletters**
- ✓ **Websites**
- ✓ **Social Media**
- ✓ **Email Groups**
- ✓ **Advising Sessions**
- ✓ **Radio/TV/Print**
- ✓ **New:**
  - **Financial Aid Search Engine**
  - **RSS Feeds!**

## Submit to Weekly Update

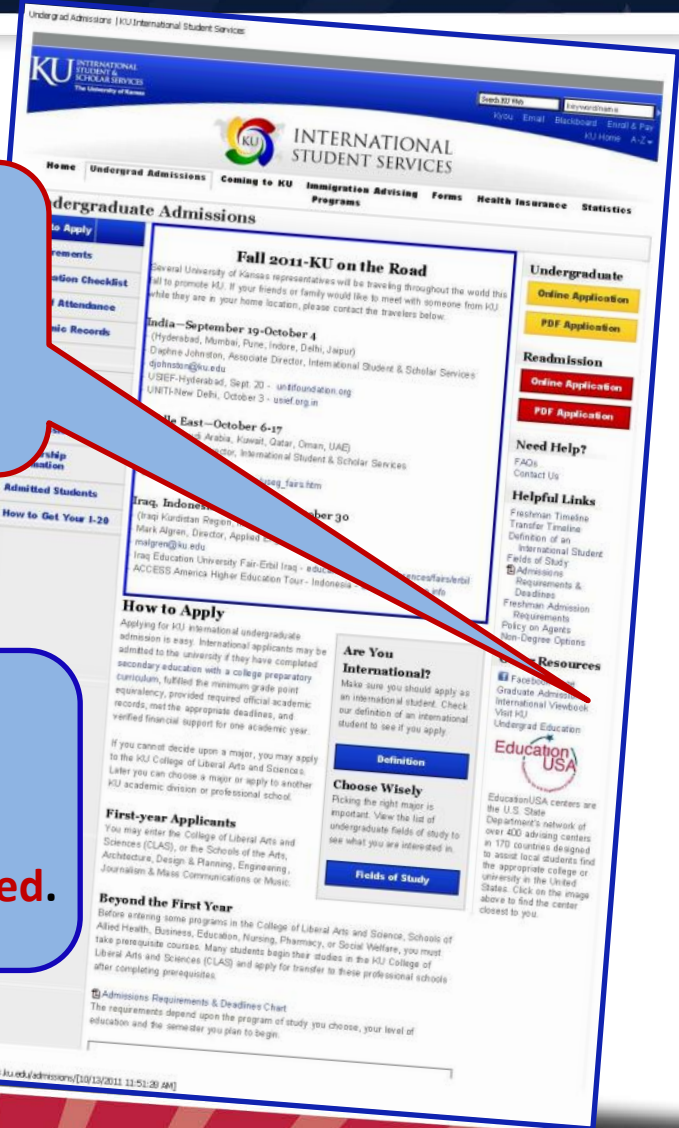


<http://educationusa.info/highered.php>



Put the EducationUSA Logo on your webpage.

Publicize scholarship opportunities on the EducationUSA Newsfeed.



# 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**

8 - 12 months prior to U.S. study

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



00:00 / 03:50

**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

# KU SKYPES PERU



**INTERNATIONAL EDUCATION WEEK 2011**

**ICPNA**  
INSTITUTO CULTURAL PERUANO NORTEAMERICANO

ASOCIACIÓN CULTURAL PERUANO NORTEAMERICANO - REGIÓN CENTRO

**FULBRIGHT** Education USA  
COMISIÓN PARA INTERCAMBIO EDUCATIVO ENTRE EL PERÚ Y LOS ESTADOS UNIDOS

*"Challenging learning, easier with tolerance"*

**Feria de Orientación Vocacional "Open Doors"**  
Participan: La Asociación Americana de Colegios Concomitantes, La Universidad de Kansas, La Universidad Colgate, La Universidad Estatal de Ferris, La Universidad Tulane, La Universidad de Iowa, La Universidad Estatal Wichita, La Universidad DePaul

**14-18 de noviembre**

**Premiación Concurso Internacional de Fotografía**  
Participan: Colegios de Perú, República Checa y Tailandia.

**19 de noviembre**

**Ceremonia de Clausura**  
Todos los eventos en el Auditorio del ICPNA Región Centro Jr. Ayacucho 169 - Huancayo

**19 de noviembre**

Logos: AAC, KU THE UNIVERSITY OF KANSAS, Colgate UNIVERSITY, FERRIS STATE UNIVERSITY, Tulane University, DePAUL UNIVERSITY, THE UNIVERSITY OF IOWA, ICPNA, KUSA, KU, TULANE.

# KU materials on display in China



Lagos EducationUSA Advising Center



USIEF membership in New Delhi



Library in Bangalore

# 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



# USBT KU Campus Visit

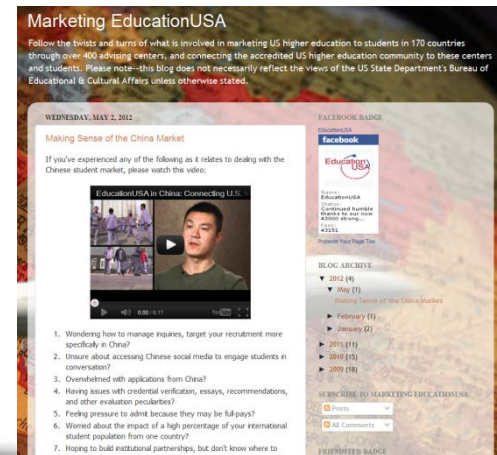
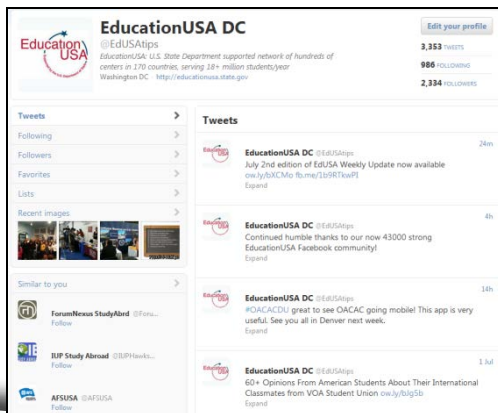
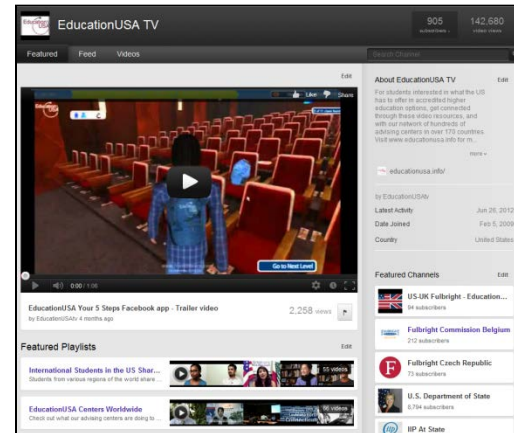
## Kansas Group: April 2010

Advisers from Turkey, India, Thailand, Ecuador & Iran...



...made visits to JCCC, K State, KU, & Benedictine College

# EducationUSA Social Media



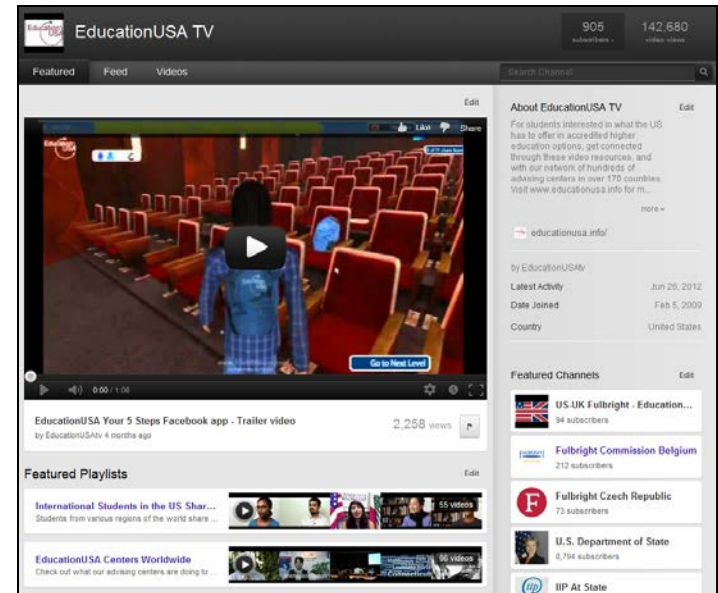
# Facebook Page

- Over 50,000 fans/likes
- Events
- Weekly Update posts
- Photos/Videos
- [www.Facebook.com/EducationUSA](http://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...

**EducationUSA DC** @EdUSAtips  
EducationUSA: U.S. State Department supported network of hundreds of centers in 170 countries, serving 18+ million students/year Washington DC - <http://educationusa.state.gov>

3,353 TWEETS  
986 FOLLOWING  
2,334 FOLLOWERS

**Tweets**

**EducationUSA DC** @EdUSAtips 24m  
July 2nd edition of EdUSA Weekly Update now available [ow.ly/bXCMo](http://ow.ly/bXCMo) [fb.me/1b9RTkwPI](https://t.me/1b9RTkwPI)  
Expand

**EducationUSA DC** @EdUSAtips 4h  
Continued humble thanks to our now 43000 strong EducationUSA Facebook community!  
Expand

**EducationUSA DC** @EdUSAtips 14h  
#OACACDU great to see OACAC going mobile! This app is very useful. See you all in Denver next week.  
Expand

**EducationUSA DC** @EdUSAtips 1 Jul  
60+ Opinions From American Students About Their International Classmates from VOA Student Union [ow.ly/bJg5b](http://ow.ly/bJg5b)  
Expand

- For students...

**EducationUSA** @EdUSAupdates  
Follow the EducationUSA Weekly Update Washington, D.C. - <http://www.educationusa.state.gov>

1,718 TWEETS  
446 FOLLOWING  
4,649 FOLLOWERS

**Tweet to EducationUSA**

@EdUSAupdates

**Tweets**

**EducationUSA** @EdUSAupdates 1 Jul  
Texas A & M University-Corpus Christi Offers Combined Geomatics and GIS Bachelor of Science Degree: [bit.ly/KWhTHh](http://bit.ly/KWhTHh)  
Expand

**EducationUSA** @EdUSAupdates 1 Jul  
60+ Opinions From American Students About Their International Classmates from VOA Student Union [ow.ly/bJg5b](http://ow.ly/bJg5b)  
Expand

**EducationUSA** @EdUSAupdates 30 Jun  
The University of Mississippi Merit-Based Scholarships: [bit.ly/K26BmI](http://bit.ly/K26BmI)  
Expand

**EducationUSA** @EdUSAupdates 30 Jun  
Finding Inspiration in Unexpected Places, and People from VOA Student Union [ow.ly/bOnyh](http://ow.ly/bOnyh)  
Expand

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



EducationUSA.state.gov  
www.EducationUSA.info

# 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.

# Next Steps

- Log in to [www.EducationUSA.state.gov](http://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