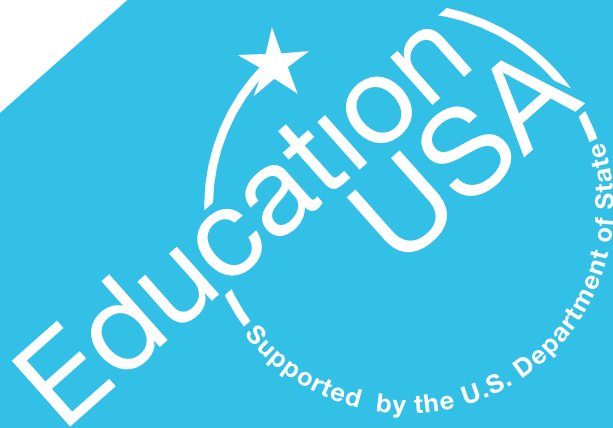
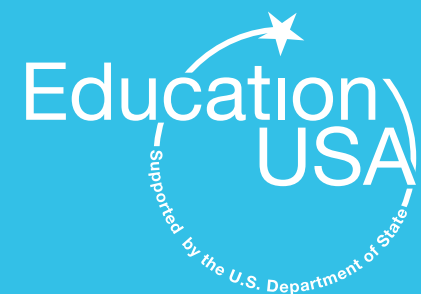


**GLOBAL STUDENT MOBILITY  
TRENDS GO LOCAL**



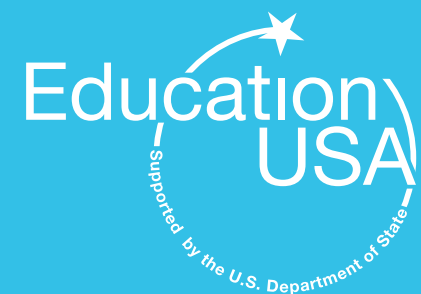
# INTRODUCTIONS

- Andy Masloski, Program Officer, U.S. Department of State
  - Policy guidance
  - Middle East and North Africa, India and Central Asia
- Katryna Swartwout, Senior Assistant Director of Int'l Admissions, University of Vermont
- Katherine Bowen, Ithaca College and University of Vermont, Gilman Scholarship Alumna



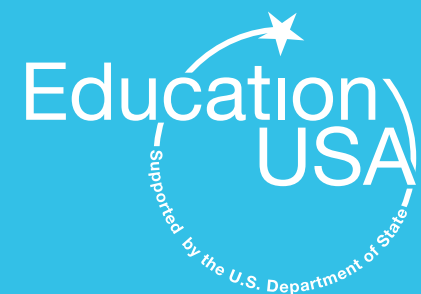
# WHAT IS EDUCATIONUSA?

- A U.S. Department of State supported network of hundreds of advising centers worldwide
- Advisers work in U.S. embassies and consulates, Fulbright commissions, NGO's, universities, etc.

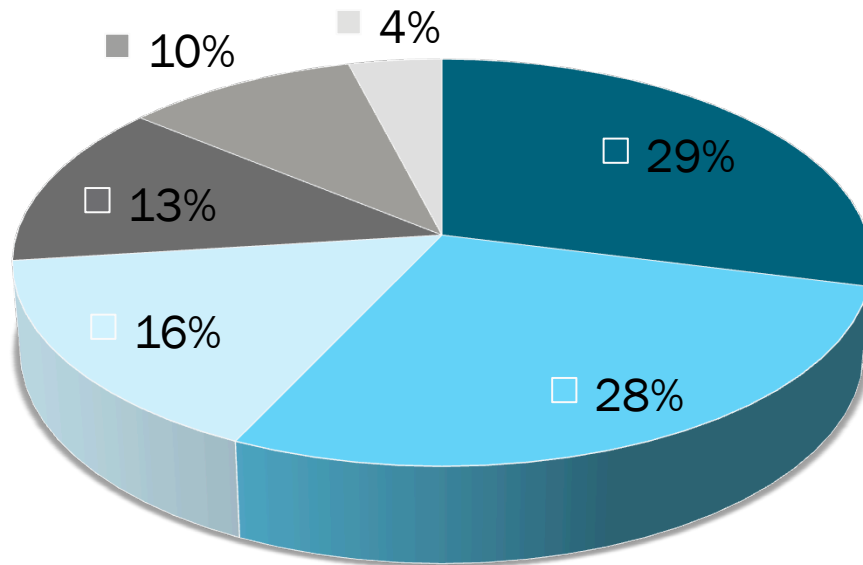


# GOALS OF EDUCATIONUSA

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



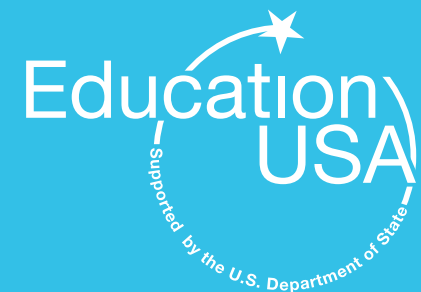
## WHERE DO WE WORK?



- NGOs
- Universities/Libraries
- U.S. Embassies/Consulates
- Binational Centers
- Fulbright Commissions
- Other

# EXPERTISE GLOBALLY TO GET YOU STARTED

- 14 Regional Educational Advising Coordinators (REACs)
- 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



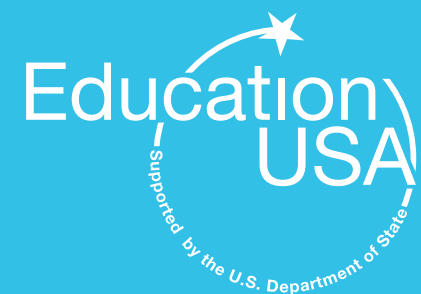
# REGIONAL EDUCATIONAL ADVISING COORDINATORS (REACS)



# EDUCATIONUSA ADVISING CENTERS

Assist students throughout Your 5 Steps to U.S. Study. Undergraduate, Graduate, English Language, and Short-Term categories

- (Step 1) Research Your Options
- (Step 2) Complete Your Application
- (Step 3) Finance Your Studies
- (Step 4) Apply for Your Student Visa
- (Step 5) Prepare for Your Departure





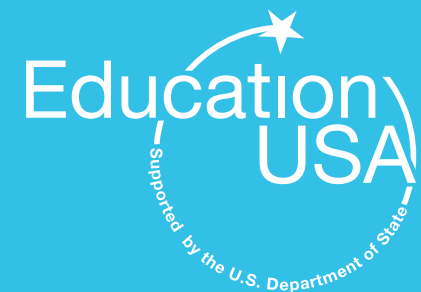
# YOUR 5 STEPS TO U.S. STUDY

## Why?

- Need to simplify how we talk about U.S. higher education.
- Make the process manageable for students.

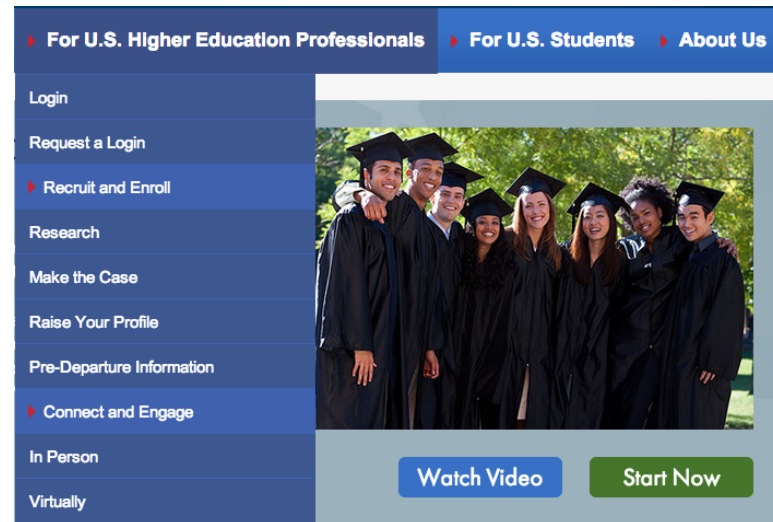
## What?

- Website
- Publication
- Facebook app
- EdUSA Connects webinars



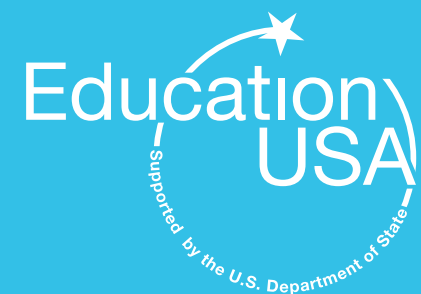
# WHAT EDUCATIONUSA OFFERS U.S. HIGHER ED

- Recruit & Enroll
  - Research
  - Make the Case
  - Raise Your Profile
  - Pre-Departure Information
- Connect and Engage
  - In Person
  - Virtually



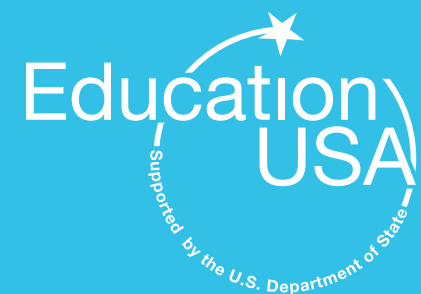
# RESOURCES

- Website
  - Higher ed website: front end (all social media for centers worldwide, adviser contact list, country specific information on educational systems, fair and event information, worldwide social media lists, and ways to recruit and engage.
  - Logged in portion: with free login (presentations on recruiting, center and country fact sheets, EducationUSA Global Guide, over 1,000+ resource files)
- Webinars for Higher Ed
- Newsletters
- Open Doors Annual Report



# EDUCATIONUSA GLOBAL GUIDE

- First EducationUSA publication exclusively for U.S. higher education recruiters
- Global summary of services
- Regional breakdown of center activities and reach
- Tips and trends in recruitment



# EDUSA CONNECTS

## EdUSA Connects Sessions

Research Your Options Complete Your Application Finance Your Studies Apply for Your Student Visa Prepare for Your Departure

**Research Your Options**

What really ensures success in life?

Money?  
Intelligence?  
Talent?  
Education?

00:00 54:01 CC

**Research Your Options**  
Special guest Don Martin, Grad School Roadmap. As you begin Your 5 Steps to U.S. Study, you will focus on the basics – Step 1: Research Your Options. We'll review U.S. higher education characteristics to help define yo...

**Public vs. Private Institutions**  
Special guest Marjorie Smith, University of Denver. The U.S. government does not own or operate academic institutions. Instead, you have the option to choose between state- or privately-operated institutions.

**Summer Programs**  
Special guest speakers from Johns Hopkins University, Syracuse University, George Washington University, Northwestern University, and West Virginia University discuss U.S. summer programs & courses for high sch...

**Graduate legal Education and the LSAT**  
Special guest Wendy Margolis, Law School Admission Council. The study of law is specific to a country's legal system and American law schools primarily train students to practice law in the United States.

**Engineering and Architecture Programs**  
Special guest Michael Vieira, Roger Williams University.

CC  
**Research Your Options**  
Special guest Don Martin, Grad School Roadmap. As you begin Your 5 Steps to U.S. Study, you will focus on the basics – Step 1: Research Your Options. We'll review U.S. higher education characteristics to help define your priorities and search for a

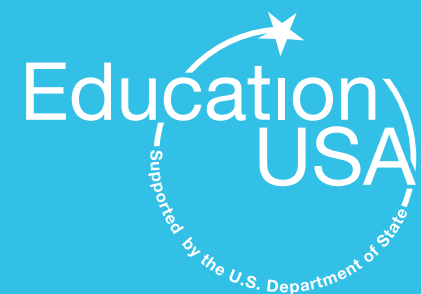
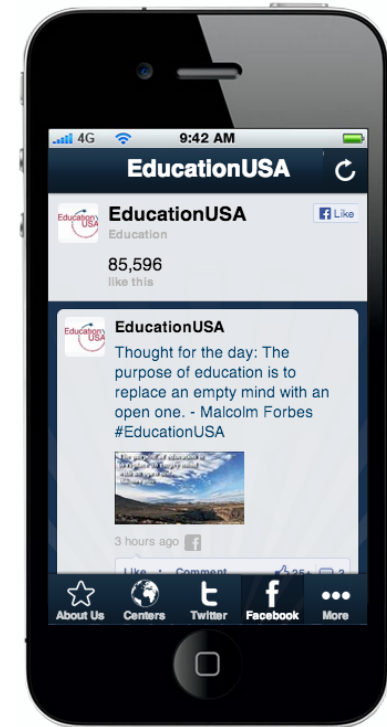
3PlayMedia

## Your 5 Steps to U.S. Study



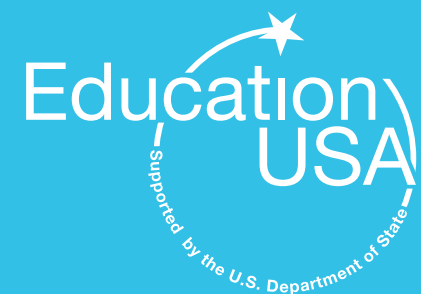
# MOBILE APP

- Launched May 2013
- Platforms: iOS (Apple iTunes) & Android (Google Play) apps plus a web-based version available.
- Content: Student-focused EducationUSA social media, financial aid, FAQs, Ask an Adviser, Center information, and push notifications for fairs and major events
- 4,000+ downloads since October, 2013 – 120 countries



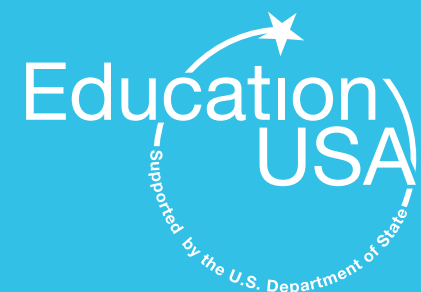
# CONTACT EDUCATIONUSA CENTERS

- 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.



# RAISE YOUR PROFILE

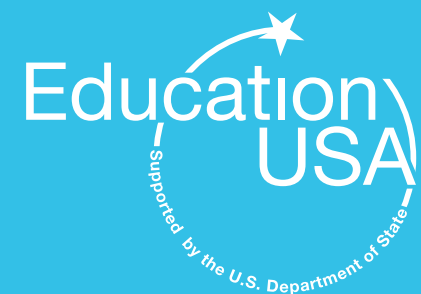
- Request our logo for your international admissions website to direct prospective students to our centers
- Submit to Weekly Update which is sent to hundreds of EducationUSA centers in 170 Countries
  - Newsletters
  - Websites
  - Social Media
  - Email Groups
  - Advising Sessions
  - Radio/TV/Print
  - Financial Aid Search Engine
  - RSS Feeds! (mobile app)





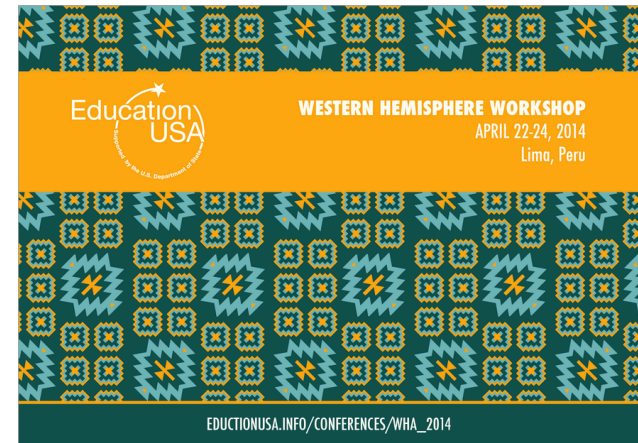
# OPPORTUNITIES FOR HOSTING ADVISERS

- EducationUSA Training Institute
- Design and deliver training sessions on admissions, financial aid, student services
- Manage logistics
- Collaborative process with EducationUSA
- Before and after Conferences, one or two days
- Within two hours by bus or train from conference city, additional locations allowed if travel funds provided by institutions

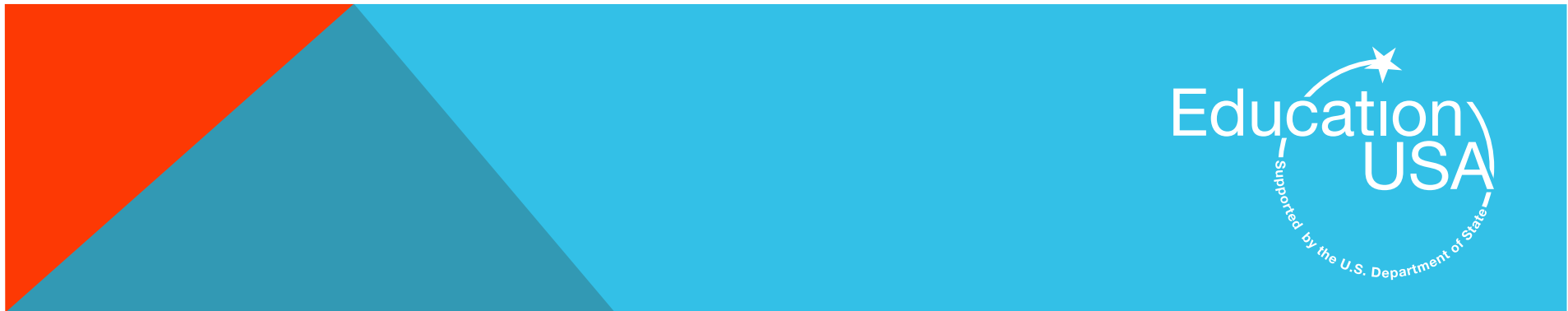


# CONNECT WITH OUR EVENTS

- EducationUSA Forum: June 23-25, 2014
- Regional Workshops
  - Lima, Peru: April 22-24, 2014
  - Georgia: September 2014
- Regional Fairs – found on our website
- Virtual Fairs



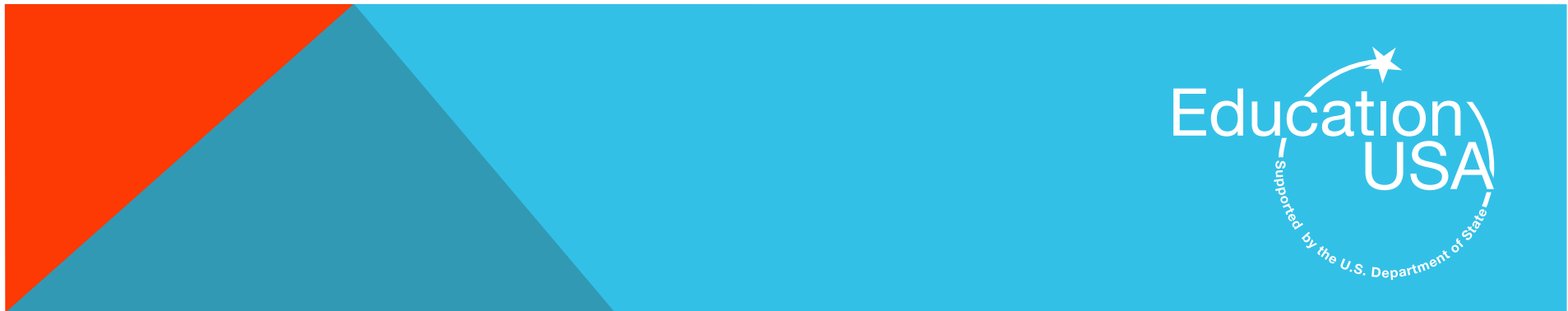
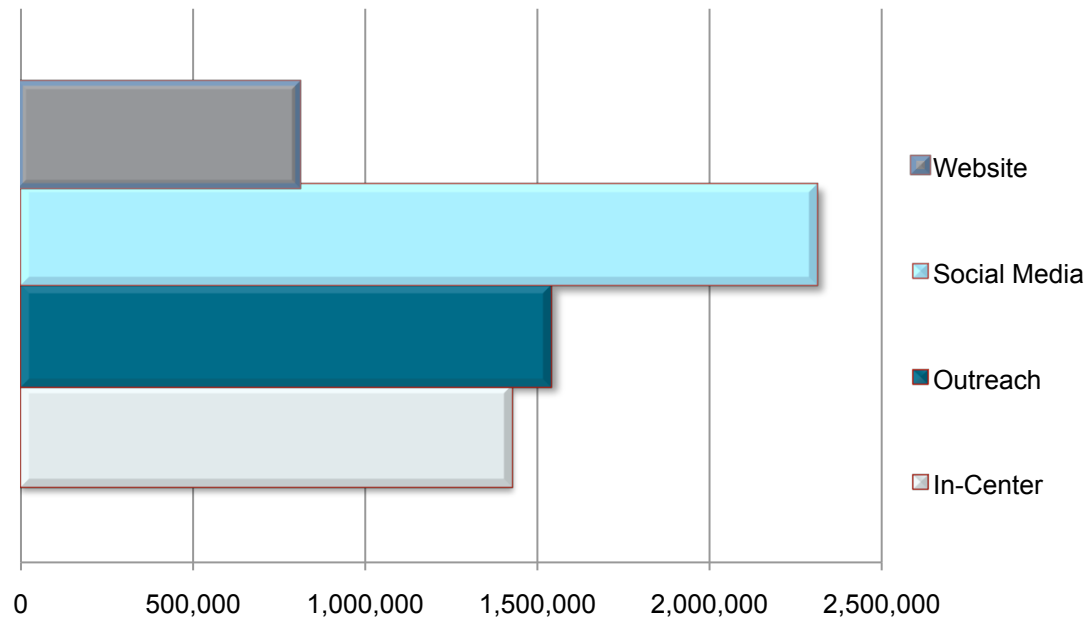
# EDUCATIONUSA PRIMARY SOCIAL MEDIA



# EDUCATIONUSA SOCIAL MEDIA 2012

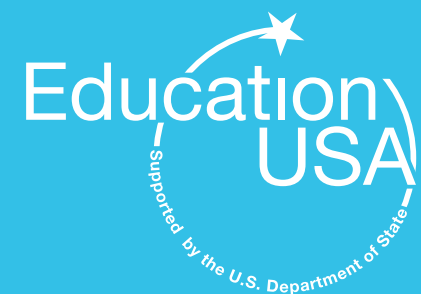


# 6.1 MILLION CONTACTS WITH STUDENTS IN 2012



## NEXT STEPS

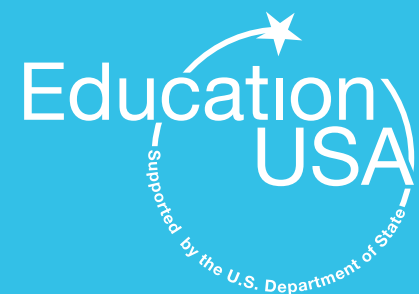
- Log in to [www.EducationUSA.state.gov](http://www.EducationUSA.state.gov)
- Sign-up to request a login, receive HEI News, send information to Weekly Update, sign up to present, and use resources on website.
- Attend EducationUSA events: EducationUSA Fairs, Pavilions at APAIE and EAIE, Regional Workshops, and Webinars.
- EducationUSA Forum, Washington DC, June 23-25, 2014



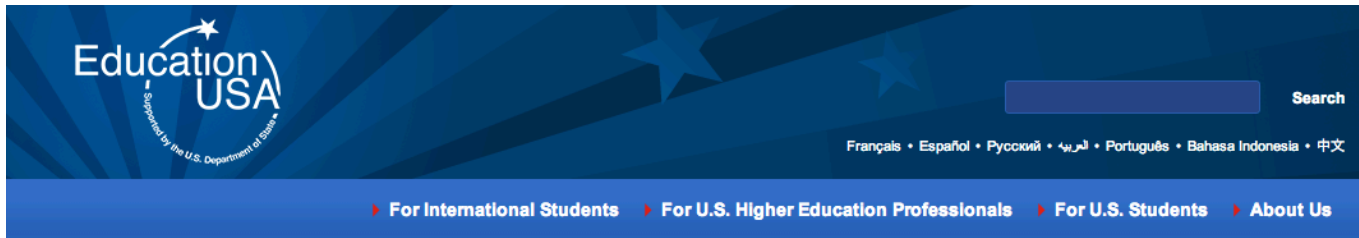
# REQUEST EDUCATIONUSA SITE ACCESS

Free to faculty and staff of accredited U.S. colleges and universities, and to staff of higher education membership associations (e.g. NACAC, AACRAO, NAFSA). With a login you have the ability to:

- Subscribe to Higher Education Institution eNews.
- Access resources such as country education fact sheets, the EducationUSA Global Guide, logos for your site, and more.
- Sign up to be a guest speaker on topics related to the 5 Steps.
- Download spreadsheets that list the types of materials EducationUSA centers can accept, along with addresses to send materials.



# HOW TO REQUEST A LOGIN



**EducationUSA Login**

Please enter your username and password to login to the secure section of the EducationUSA website.

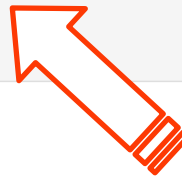
Username:

Password:

If you do not have a login and are employed at an accredited U.S. college or university or are a national association representative (e.g. NACAC, IIE, AACCC, NAFSA etc.), please [click here to request a login](#).

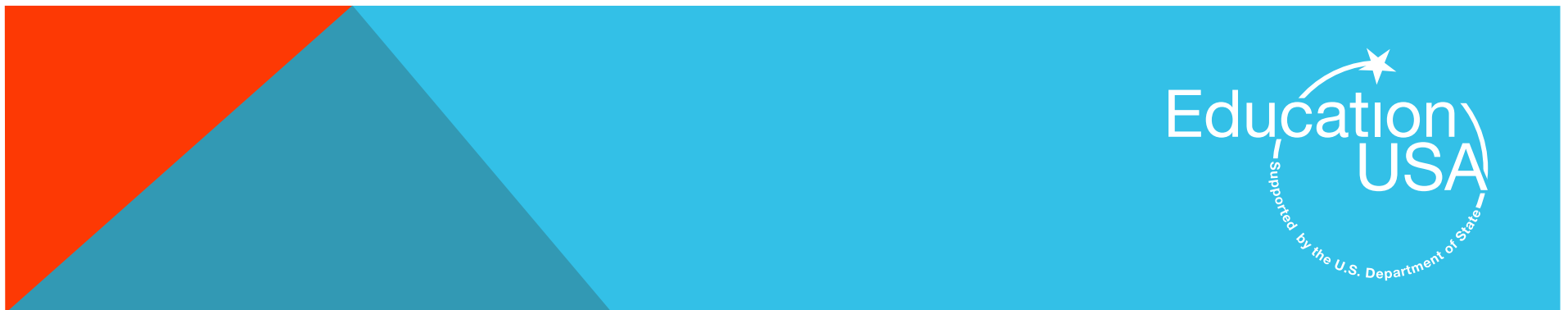
[Forgot your password?](#)

[Return to EducationUSA Homepage](#)



- Recruit and Enroll
- Research
- Make the Case
- Raise Your Profile
- Pre-Departure Information
- Connect and Engage
- In Person
- Virtually

## Stay Connected





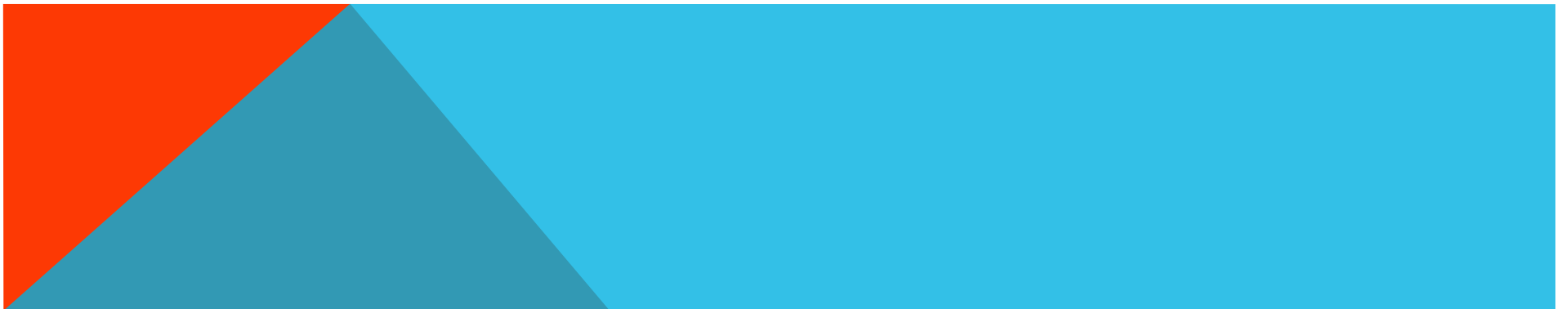
# CASE STUDY: UNIVERSITY OF VERMONT

- 10,000 undergraduate students
- Over 200 international undergraduate students from 27 nationalities (2% of undergraduate student body)
- However, 75% of the students are from one of two nationalities: Canada or China
- Goal: Increase international enrollment to 5-7% in the upcoming years and diversify our student population



## WHY PARTNER WITH EDUCATIONUSA?

- The reach of the advising centers goes far beyond where an international recruiter can travel each year
- EducationUSA works with students from a wide variety of schools, including those students who may not have college counseling support



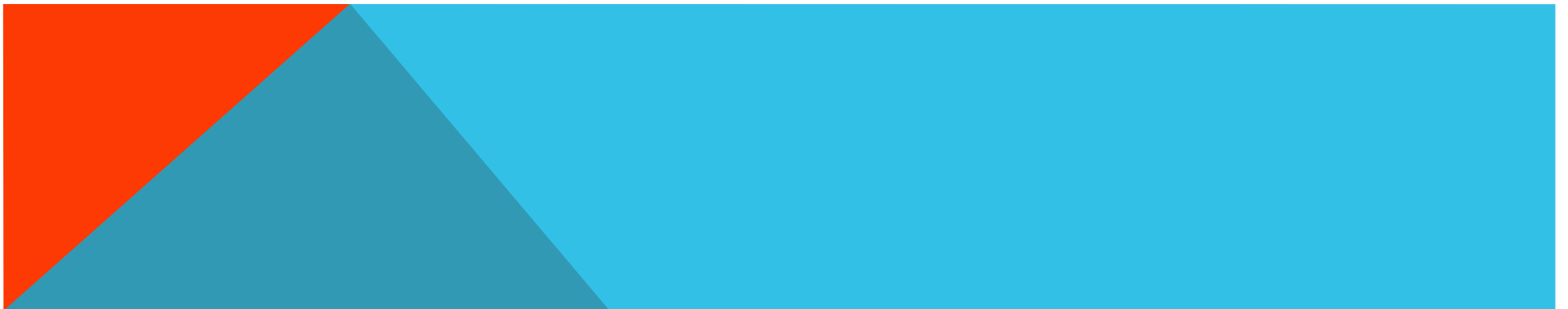
# STEP 1: INTRODUCE UVM TO THE WORLD!

## Print materials

- Download list of EducationUSA advising centers
- We will be sending print materials to all EducationUSA advising centers with the hope that these materials become a reference for local students looking for information

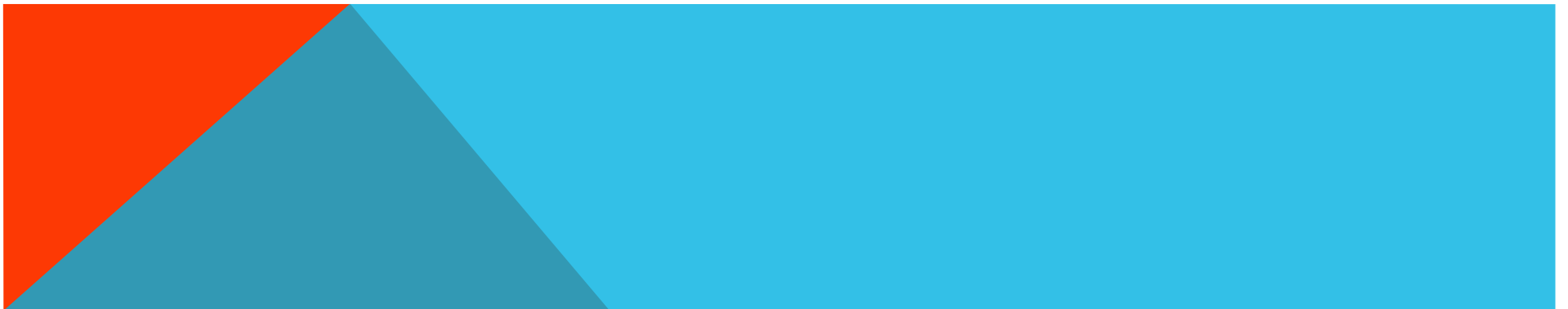
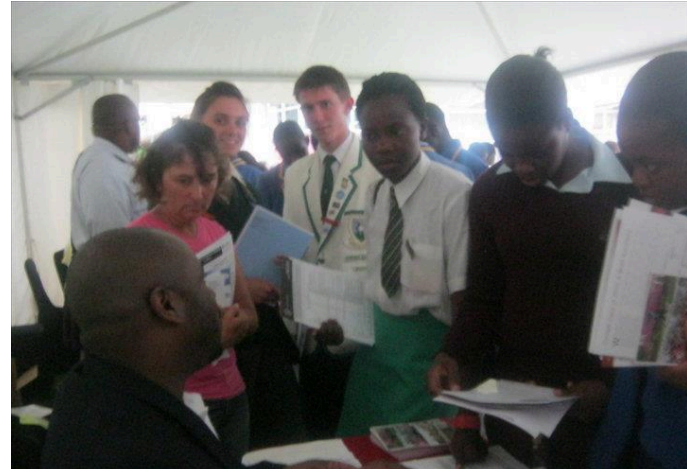
## Electronically

- Create content to be shared in the “Weekly Update” (sent to EdUSA advising centers)
- Share a video for the EducationUSA YouTube Channel
- We are currently creating content for both



## STEP 2: TRAVEL

- UVM will be traveling to Asia, Eurasia, the Middle East, Europe, and Latin America this year.
- EducationUSA can provide helpful information about local education events, educational trends, secondary school contacts, etc.
- Some recruitment tours partner with EducationUSA to publicize events, or even plan events in-country.



# STEP 3: APPLICATION REVIEW

- EducationUSA has log-in only information that can help you research country credentials and educational systems, and also connect with other admission and enrollment professionals

All Discussions

Education System and Credentials

**Verifying Chinese Transcripts** ☆  
1 comment Started by Jennifer Juhasz October 8 Education System and Credentials

**Norwegian High School Transcripts** ☆  
1 comment **1 New** Started by Lauren Johnson October 8 Education System and Credentials

**Verifying Transcripts from India** ☆  
3 comments **3 new** Most recent by Aditi Singh October 4 Education System and Credentials

**American University of Barbados. School of Medicine** ☆  
2 comments **2 new** Most recent by Marty Bennett September 25 Education System and Credentials

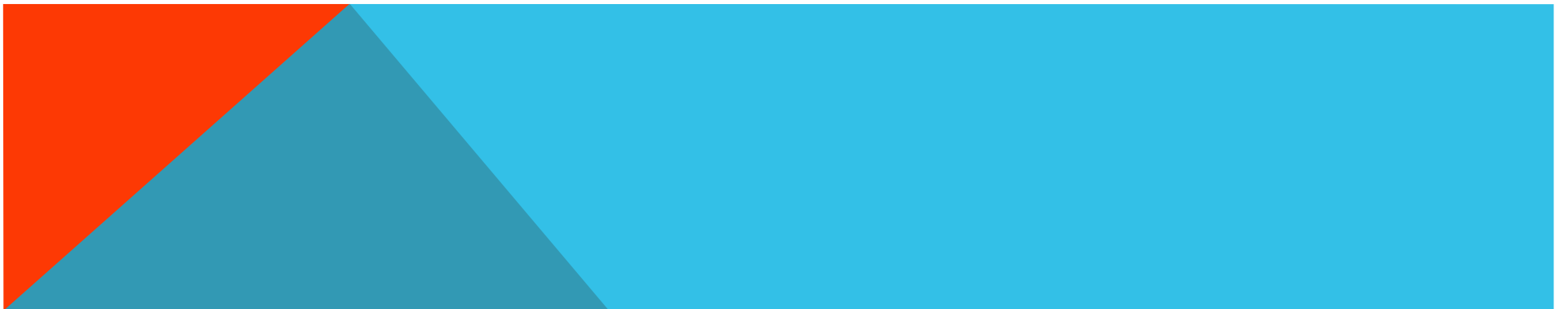
**Transcripts From Egypt** ☆  
5 comments **5 new** Most recent by Ellen Silverman September 9 Education System and Credentials

**Bangladesh HSC Verification Website** ☆  
1 comment **1 New** Started by Tyler Oxley August 28 Education System and Credentials

**Use of mark sheets for Indian student admission** ☆  
4 comments **4 new** Most recent by Kari Gazdich August 22 Education System and Credentials

**Education USA USB flash drive** ☆  
3 comments **3 new** Most recent by Yan Service August 20 Education System and Credentials

**Konkoor National Examination – Iran** ☆  
1 comment **1 New** Started by Lauren Johnson August 12 Education System and Credentials



BENJAMIN A.

**GILMAN**

INTERNATIONAL  
SCHOLARSHIP



# Scholarships to Study & Intern Abroad



SPONSORED BY

**U.S. Department of State**

Bureau of Educational & Cultural Affairs

ADMINISTERED BY

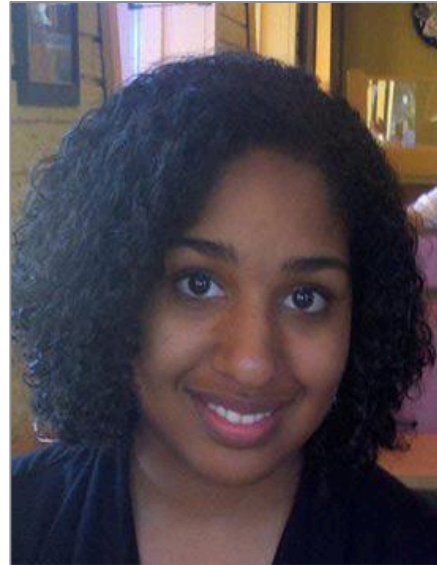
**INSTITUTE OF  
INTERNATIONAL  
EDUCATION**



Vermont Native  
UVM Grad  
Language Start-up



# Presenter



**Katherine Bowen**  
Gilman Alumni Ambassador  
Quito, Ecuador, 2011  
Ithaca College

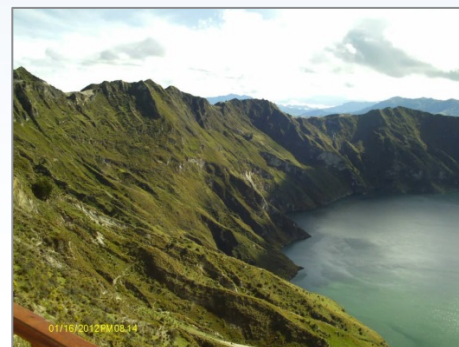
BENJAMIN A.  
**GILMAN**  
INTERNATIONAL  
SCHOLARSHIP





BENJAMIN A.  
**GILMAN**  
INTERNATIONAL  
SCHOLARSHIP

# IES ABROAD.®





# Scholarship Overview

*Study Abroad Awards – Up to \$5,000*

*International Internship Awards – Up to \$5,000*





# Scholarship Overview (Cont.)

## *Critical Need Language Award - \$8,000*

- Studying language in country where predominantly spoken
  - **Arabic** (All dialects)
  - **Chinese** (All dialects)
  - **Bahasa Indonesia**
  - **Japanese**
  - **Korean**
  - **Russian**
  - **Swahili**
  - **Persian** (Farsi, Dari, Kurdish, Pashto, Tajiki)
  - **Turkic** (Azerbaijani, Kazakh, Kyrgyz, Turkish, Turkmen, Uzbek)
  - **Indic** (Hindi, Urdu, Nepali, Sinhala, Bengali, Punjabi, Marathi, Gujarati, Sindhi)

# Statistics: Regions of Destination

Academic Year 2012-2013

---

<i>Region</i>	<i>Applicants</i>	<i>Recipients</i>
Africa	384	219
Asia	1,744	944
Eastern Europe	248	104
Latin America	1,074	467
Middle East/N. Africa	294	179
North America	18	1
Oceania	385	81
Western Europe	4,443	896
<b>Total</b>	<b>8,590</b>	<b>2,891</b>

---



# Cross-Cultural Connections



## *Building Relationships with Local Students*

- *Volunteering*
- *Interning*
- *Teaching*



## *Fulbright / Networking Opportunities (ECA & IIE)*

## *Representing Home University*

## *Sharing Experience Upon Return*



# Moving Forward...

*Shaped My Career*

*Maintained International Relationships*

*Fostered Involvement/Advocacy*

*International Partnership Opportunities*



# It All Started With...

*Inspiration*



*Curiosity*



*Opportunity*



# QUESTIONS?

- Andy Masloski, EducationUSA Advising Network, U.S. Department of State, [MasloskiA@state.gov](mailto:MasloskiA@state.gov)
- Katryna Swartwout, Senior Assistant Director of Int'l Admissions, University of Vermont, [Katryna.Swartwout@uvm.edu](mailto:Katryna.Swartwout@uvm.edu)
- Katherine Bowen, Benjamin A. Gilman Int'l Scholarship Program Alumna, Ithaca College and University of Vermont, [kbowen@uvm.edu](mailto:kbowen@uvm.edu)

## Thank you!

