



Education
USA

Supported by the U.S. Department of State

Working with U.S. Higher Education



www.EducationUSA.info

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**



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How do we assist the U.S. Higher Education Community?

- EducationUSA Website
- Virtual presentations through EdUSA Connects
- Regional, national & international conferences
- EducationUSA Forum
- Local educational system and other on-the-ground information from EducationUSA Advisers



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Connect with EducationUSA Centers

- Plan your international travel in cooperation with Regional Directors and 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.



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Getting Started: Regional Expertise

- 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



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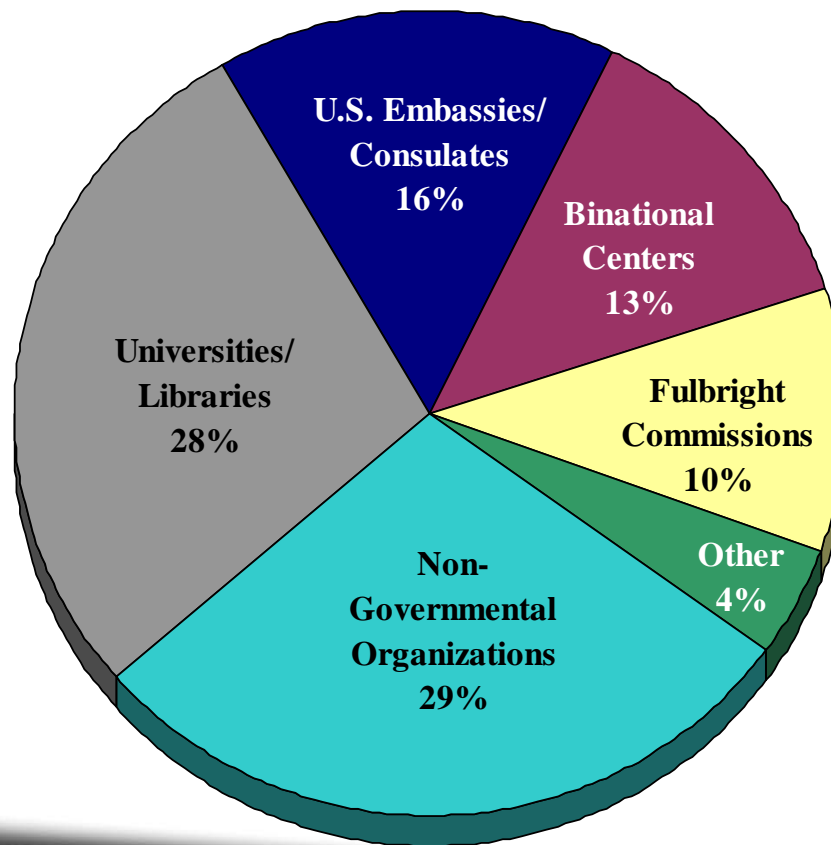
EducationUSA Centers

- More than 400 in 170 countries
- Assist students in person and virtually
- Provide regular introductory group sessions
- Offer details on financial aid and visa processes
- Present Pre-Departure Orientation programs



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Where do we work?



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

File Edit View Favorites Tools Help

EducationUSA - U.S. Higher Education Community

Home

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

Education USA
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Search

Home About Students Find an Advising Center Higher Education FAQ Contact

your source on U.S. higher education

[Click Here to Request a Login](#)
[Click Here to Login](#)

U.S. Higher Education Community

Welcome to EducationUSA!

For those new to EducationUSA who are looking to expand international recruitment efforts, please begin your search with our team of 14 REACs ([Regional Educational Advising Coordinators](#)) who oversee different countries and provide logistical support and training for the advisers in their regions. These key individuals

Internet 100%

Facebook Page

- Over 25,000 fans or 'Likes' as of mid October 2011
- Events and Links posted
- Photos/Videos
- www.Facebook.com/EducationUSA
- Links to 150+ individual EducationUSA center Facebook profiles, groups, & pages

The screenshot shows the Facebook interface for the EducationUSA page. The top navigation bar includes the Facebook logo, a search bar, and icons for notifications, messages, and a globe. The page header for EducationUSA is visible, with a link to 'Edit Info'. Below the header is a row of five small images. The main content area is titled 'Wall' and shows a post from EducationUSA about the University of Louisiana Monroe's Honors Program for International Students, with a link to a bit.ly URL. Below this is a post about a financial aid update, also with a bit.ly link. The left sidebar contains a menu with options like 'Hidden Posts', 'Info', 'Friend Activity (1+)', 'Insights', 'PDF', 'Events', 'SurveyMonkey', 'YouTube', 'Questions', and a 'MORE' link. At the bottom of the sidebar, it shows 'About' information: '400+ advising centers in 170 countries; EducationUSA represents the largest...' and a 'More' link. The bottom of the page shows the page's fan count: '25,046 like this'.



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YouTube Channel

- 120 college & university videos profiled
- Ten playlists of our network's content
- 93,000+ uploaded views (as of mid-October 2011)
- 100+ uploaded videos



Twitter feeds

- For U.S. institutions...



- For students...



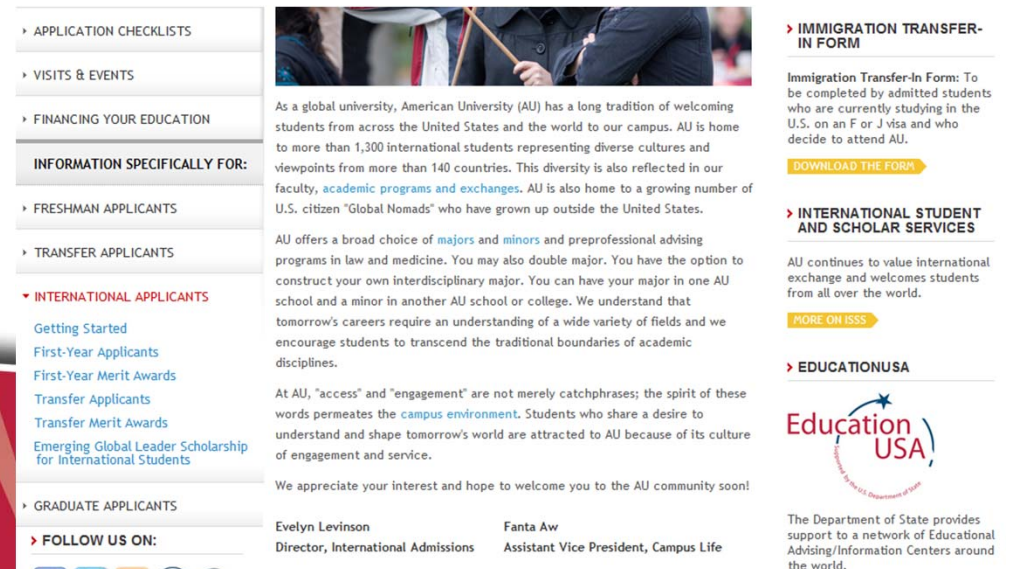
<http://twitter.com/#!/EdUSAtips/educationusa/members>



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EducationUSA Promotes U.S. Higher Education Abroad

- 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 Educational Advising/Information Centers around the world.

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





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EdUSA Connects



[About EducationUSA](#) [Find a Center](#) [FAQ](#)


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EdUSA Connects Sessions

Testing

Research Choices

Get a Visa

Finance Your Studies

AP Credit By Examination

[www.collegeboard.org/chooseap](#)

AP International Diploma (APID)

- Promotes global competencies and perspectives, and high academic standards
- Demonstrates to universities a student's academic achievement in multiple subjects and interdisciplinary areas
- There is no additional fee for schools or students
- Students obtain the APID by achieving the required AP Exam scores

00:00

18:33

Researching Undergraduate Ch...

Did you know that there are more than 4,900 accredited U.S. colleges, institutes, and universities to choos...

EducationUSA Discusses Resea...

In the U.S. over 1700 colleges and universities offer graduate programs. The process of researching the vari...

Community College Options

Community College Options with guest speaker Scott Johnson, International Student Adviser, Nort...

Graduate Engineering Programs

Examples of Graduate Engineering Programs with Guest Speaker Mario Vidalon, University of Colorado at ...

Graduate IR Programs


Graduate International Relations Programs with Guest Speaker Sonja Stalbach, Director of Enrollment

AP Credit By Examination

Are you ready for a unique learning experience that will help you succeed in college? Through AP's college-level courses and exams, you can earn college credit and advanced placement. For more information, visit www.collegeboard.org/chooseap

[Click this link for access to transcripts of the Question & Answer Chat sessions for past events.](#)
[Check above for the video presentations from past session.](#)

Upcoming Live Sessions


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Submit Information to Weekly Update

➤ 400 + Centers in 170 Countries

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



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



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Information 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



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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



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Success with Weekly Updates

- Easy place to start
- Increased inquiries
- Broader marketing opportunities
- Getting “on the radar”



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Connecting with Advisers

- Easy to find email address
- Refer students
- Send catalog and brochures
- Resource on their country's education system



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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 Conference – East Asia and Pacific Triennial Conference, March 31 – April 2, 2012
- EducationUSA Forum, Washington DC, June 27-29, 2012



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