

Wednesday, June 22

Agenda

7:30am	Check-in Begins	Amphitheater Foyer
9:00am–10:00am	<p>Opening Plenary: “Why Student Mobility Matters”</p> <p>Judith A. McHale, <i>Under Secretary for Public Diplomacy and Public Affairs, U.S. Department of State</i></p> <p>Alina L. Romanowski, <i>Deputy Assistant Secretary for Academic Programs, Bureau of Educational and Cultural Affairs, U.S. Department of State</i></p> <p>Rita Moriconi, <i>Regional Coordinator for South America, Southern Cone, EducationUSA</i></p> <p>Simon Nascimento, <i>Admissions Counselor, The University of Chicago</i></p>	Amphitheater
10:00am–10:30am	Networking Break/Country Café	Amphitheater Foyer
10:30am–12:00pm	<p>Concurrent Sessions (Please see list of concurrent session descriptions following this agenda.)</p> <p>Regional Sessions:</p> <ul style="list-style-type: none"> • Europe and Eurasia • South and Central Asia • Sub-Saharan Africa <p>Thematic Sessions:</p> <ul style="list-style-type: none"> • Introduction to EducationUSA • International Travel Strategies • Internationalizing Your Campus to Attract and Retain International Students 	<p>Continental C</p> <p>Hemisphere B</p> <p>Meridian C</p> <p>Hemisphere A</p> <p>Meridian D/E</p> <p>Continental B</p>
12:00pm–1:30pm	<p>Lunch</p> <p>Guest Speaker: Denise de Menezes Neddermeyer, <i>Director of International Affairs, Brazilian Federal Agency for Support and Evaluation of Graduate Education (CAPES), Ministry of Education, Government of Brazil</i></p>	Atrium Hall
1:30pm–3:00pm	<p>Concurrent Sessions</p> <ul style="list-style-type: none"> • Credential Verification with EducationUSA • Foreign Government Scholarships • Recruiting for Community Colleges • Recruiting in Challenging Environments • Using Fulbright Programs to Diversify Your Campus • Virtual and Social Media in International Recruitment 101 	<p>Meridian C</p> <p>Hemisphere B</p> <p>Continental C</p> <p>Hemisphere A</p> <p>Continental B</p> <p>Meridian D/E</p>
3:00pm–3:30pm	Networking Break/Country Café	Amphitheater Foyer
3:30pm–5:00pm	<p>Concurrent Sessions</p> <p>Regional Sessions:</p> <ul style="list-style-type: none"> • East Asia and the Pacific • Latin America and the Caribbean • Middle East and North Africa <p>Thematic Sessions:</p> <ul style="list-style-type: none"> • A STEM Primer for International Recruiting • EducationUSA’s Policy on Incentive-Based Recruitment • Social Media and International Education for Advanced Users 	<p>Hemisphere A</p> <p>Continental C</p> <p>Meridian C</p> <p>Continental B</p> <p>Hemisphere B</p> <p>Meridian D/E</p>
5:30pm–7:30pm	<p>Opening Reception</p> <p><i>J.W. Marriott Hotel, 1331 Pennsylvania Avenue, NW, Washington, DC</i></p>	Grand Ballroom

EducationUSA Forum: Connecting You to the World

Thursday, June 23

9:00am–10:00am

Plenary Session: “Working Together to Promote U.S. Higher Education Abroad” Amphitheater
Moderated by Alina Romanowski, Deputy Assistant Secretary for Academic Programs, Bureau of Educational and Cultural Affairs, U.S. Department of State
Bonnie Bissonette, Secretary of the Board of NAFSA: Association of International Educators, and Board Member and International Education Director for Community Colleges for International Development (CCID)
Jeffrey T. Johnson, Ph.D., Past President/International Relations Chair of the National Association of Graduate Admissions Professionals (NAGAP)
Joyce E. Smith, Chief Executive Officer, National Association for College Admission Counseling (NACAC)
Jerome H. Sullivan, Executive Director, American Association of Collegiate Registrars and Admissions Officers (AACRAO)

10:00am–10:30am

Networking Break/Country Café

Amphitheater Foyer

10:30am–12:00pm

Concurrent Sessions

Regional Sessions:

- Latin America and the Caribbean
- Middle East and North Africa
- Sub-Saharan Africa

Meridian D/E
Continental B
Meridian C

Thematic Sessions:

- Opening the Door: Working with High Need Students and EducationUSA Opportunity Funding
- Using Study Abroad to Promote Your Institution
- Web Recruiting: Reaching Students in the Digital Information Age

Hemisphere B
Continental C
Hemisphere A

12:00pm–1:30pm

Lunch

Atrium Hall

1:30pm–2:15pm

Plenary Session: “Student Visa Issues”

Amphitheater

Ambassador Michael D. Kirby, Principal Deputy Assistant Secretary for Consular Affairs, U.S. Department of State

2:30pm–4:00pm

Concurrent Sessions

Regional Sessions:

- East Asia and the Pacific
- Europe and Eurasia
- South and Central Asia

Meridian D/E
Continental C
Hemisphere B

Thematic Sessions:

- International Student Perspectives
- Insider Tips on SEVIS and Student Visas
- Marketing Internationally: Insights into Who Goes Where and Why

Meridian C
Hemisphere A
Continental B

4:00pm–6:00pm

Global Showcase

Polaris

Co-sponsored by the Embassy Dialogue Committee, a NAFSA Member Interest Group.

An expo-style fair with more than 55 countries represented by EducationUSA Advisers and Washington-based foreign embassy officials.

Friday, June 24

9:00am–10:00am

Plenary Session: “The Value of International Students to U.S. Campuses”

Amphitheater

Meredith M. McQuaid, *President and Chair, NAFSA: Association of International Educators*

10:00am–10:30am

Networking Break/Country Café

Amphitheater Foyer

10:30am–12:00pm

Concurrent Sessions

Regional Sessions:

- East Asia and the Pacific
- Middle East and North Africa
- South and Central Asia

Hemisphere A

Continental B

Hemisphere B

Thematic Sessions:

- Best Practices and Challenges in *Graduate* Student Recruitment and Admission
- Best Practices and Challenges in *Undergraduate* Student Recruitment and Admission
- Politics and Policy: How Will the Budget Crisis Affect Exchanges?

Meridian C

Continental C

Meridian D/E

12:00pm–1:30pm

Lunch Plenary: “Looking Ahead to Increase Student Mobility”

Atrium Hall

Ambassador J. Adam Ereli, *Principal Deputy Assistant Secretary for Educational and Cultural Affairs, U.S. Department of State*

1:45pm– 3:15pm

Concurrent Sessions

Regional Sessions:

- Europe and Eurasia
- Latin America and the Caribbean
- Sub-Saharan Africa

Meridian D/E

Hemisphere B

Continental B

Thematic Sessions:

- Hosting EducationUSA Advisers on Your Campus
- Marketing the U.S. as a Study Destination
- Spotlight: China from Both Sides of the Table

Continental C

Meridian C

Hemisphere A

Forum ends at 3:15pm



U.S. Department of State and EducationUSA Plenary Speakers

Judith A. McHale

Under Secretary for Public Diplomacy and Public Affairs

U.S. Department of State

As Under Secretary of State for Public Diplomacy and Public Affairs, Judith A. McHale helps lead America's engagement with the people of the world. Ms. McHale is the former President and CEO of Discovery Communications. For two decades, she was a leader in building Discovery Communications, the parent company of the Discovery Channel, into a far-reaching and renowned global media enterprise with 1.4 billion subscribers in 170 countries. She forged partnerships around the world and created innovative strategies that focused on understanding and respecting different cultural contexts and tapping local voices to succeed in diverse markets. At Discovery, Ms. McHale launched innovative education and development initiatives in the United States and around the world, including the Discovery Channel Global Education Partnership, which provides free educational programming and technological support to more than a half million students at 200 schools and community centers throughout rural Africa, Latin America and Eastern Europe. The daughter of a U.S. Foreign Service Officer, Ms. McHale was born in New York City and grew up in Britain and in apartheid-era South Africa. She graduated from the University of Nottingham in the United Kingdom and from the Fordham University School of Law in New York.

Ann Stock

Assistant Secretary for Educational and Cultural Affairs

U.S. Department of State

Assistant Secretary Ann Stock leads the Department of State's Bureau of Educational and Cultural Affairs (ECA), which promotes international mutual understanding through a wide range of academic, cultural, private sector, professional, youth and sports exchange programs. The Bureau's exchange programs engage youth, students, educators, artists, athletes, and emerging leaders in many fields in the United States and in more than 160 countries. Alumni of ECA exchange programs comprise over one million people around the world, including more than 50 Nobel Laureates and more than 340 current or former heads of state and government. Before coming to the State Department, Ms. Stock was Vice President of Institutional Affairs at the John F. Kennedy Center for the Performing Arts, where she oversaw the Center's expanded efforts to increase its national and international profile. She also managed the Center's International Arts Management Programs and oversaw its Government Relations Office, Press Office and Office of Institutional Affairs. From 1993-1997, Ms. Stock served as Deputy Assistant to President William J. Clinton and as Social Secretary at The White House. Assistant Secretary Stock, a native of Indiana, holds a bachelor's degree from Purdue University.

Ambassador J. Adam Ereli

Principal Deputy Assistant Secretary for Educational and Cultural Affairs

U.S. Department of State

Ambassador Adam Ereli serves as Principal Deputy Assistant Secretary for the Department of State's Bureau of Educational and Cultural Affairs (ECA). As Principal Deputy Assistant Secretary, Ambassador Ereli manages the Bureau's educational and cultural programs. He has worked extensively as a diplomat abroad and at senior levels in the Department of State in Washington, including as: Ambassador to the Kingdom of Bahrain from 2007-2011; Senior Advisor to the Under Secretary for Public Diplomacy from 2006-2007; the Department's Deputy Spokesman from 2003-2006; and Deputy Chief of Mission at the U.S. Embassy in Qatar from 2000-2003. His other overseas assignments have included Yemen, Ethiopia, Syria and Egypt. Ambassador Ereli earned a bachelor's degree from Yale University and a master's degree from the Fletcher School of Law and Diplomacy at Tufts University. Before joining the diplomatic service, he lived in Paris, France, where he worked as a journalist and as director of a human rights NGO.

Ambassador Michael D. Kirby

*Principal Deputy Assistant Secretary for Consular Affairs
U.S. Department of State*

Prior to becoming the Principal Deputy Assistant Secretary for Consular Affairs, Michael D. Kirby served as the U.S. Ambassador to the Republic of Moldova. He is a career Foreign Service Consular Officer and has served in the State Department for nearly 30 years. Prior to being named Ambassador, he was the Consul General in the U.S. Embassy in Seoul, Korea, which was then the Department's largest nonimmigrant visa post. From 2001-2004, Ambassador Kirby served as Consul General in the U.S. Embassy in Warsaw, Poland. He served earlier in Poland as Chief of the Consular Section in Consulate General Krakow from 1988-1991. In addition to serving in Poland and Korea, he served as Regional Consular Officer in Consulate General Frankfurt, Germany, from 1996-1998, assisting consular operations in countries throughout the former Soviet Union. He also ran the consular sections in Denmark and Tanzania. Ambassador Kirby earned a bachelor's degree with honors from the University of Pennsylvania and studied at the University of North Carolina, Chapel Hill.

Alina L. Romanowski

*Deputy Assistant Secretary for Academic Programs
U.S. Department of State*

As Deputy Assistant Secretary for Academic Programs in the Department of State's Bureau of Educational and Cultural Affairs (ECA), Alina L. Romanowski oversees all academic programs, including EducationUSA, the Fulbright Program, the Humphrey Program, Gilman Scholarships and English Language Programs. Prior to her appointment, Ms. Romanowski served for almost four years as ECA's Deputy Assistant Secretary for Professional and Cultural Exchanges. In that role, she oversaw professional, cultural, sports and high school international exchanges. She came to the Department of State in 2003 to establish a new office to oversee the President's Middle East Partnership Initiative and served as its first Director. She also served as Acting Deputy Assistant Secretary in the Bureau of Near Eastern Affairs. Previously, Ms. Romanowski served at the U.S. Department of Defense for almost 14 years in various senior positions involving the Near East and South Asia. She moved to the Defense Department from the Central Intelligence Agency in 1990 after serving 10 years as an analyst on the Near East and South Asia regions. Ms. Romanowski received a bachelor's degree in History and a master's degree in International Relations with a Middle East concentration from the University of Chicago. From 1985-1986, Ms. Romanowski attended Tel Aviv University in Israel to pursue postgraduate work in Middle East studies and learn Hebrew.

Rita Moriconi

*Regional Educational Advising Coordinator for South America, Southern Cone
EducationUSA*

Rita Moriconi is the Regional Educational Advising Coordinator (REAC) for South America, Southern Cone Countries (Argentina, Brazil, Chile, Paraguay, and Uruguay) and is based in Rio de Janeiro, Brazil. Ms. Moriconi oversees 48 EducationUSA Advisers in 43 EducationUSA Centers located in bi-national centers, universities, and Fulbright Commissions throughout the region. As an EducationUSA Regional Coordinator, she is responsible for providing training and professional development opportunities for EducationUSA Advisers; assessing capacity of advising centers; and liaising with U.S. embassies and consulates, advisers, and the academic community to help advisers increase student mobility to and from the United States. In her previous role as Brazil Country Coordinator, Ms. Moriconi actively supported U.S. Embassy programs such as Youth Ambassadors and Student Leaders, delivered training to new advisers, and educated Brazilian university international office staff about study in the United States. She has been working with EducationUSA for the past 18 years. Ms. Moriconi completed her bachelor's degree in the English Department at the State University of Rio de Janeiro, and she received her master's degree in American Literature from the University of Mississippi.

Guest Plenary Speakers

Bonnie Bissonette

*Secretary of the Board of Directors of NAFSA: Association of International Educators, and Board Member and International Education Director of Community Colleges for International Development (CCID)
Associate Dean of Business and International Education, Northcentral Technical College*

Bonnie Bissonette, Associate Dean of Business and International Education at Northcentral Technical College in Wausau, Wisconsin, is engaged in the full range of international education activities including international student admissions, exchange programs, study abroad, and business and industry training. Ms. Bissonette served as a U.S. Foreign Service Officer in England, Madagascar, Mauritius, Eritrea and Qatar between 1989 and 2002, gaining valuable and extensive international experience that she applies in her education work. She currently serves on the Board of Directors of NAFSA: Association of International Educators, and she is also a Board Member and International Education Director for Community Colleges for International Development (CCID), the preeminent association of 170 community colleges worldwide involved in international education. Ms. Bissonette is a frequent presenter on a wide range of topics related to international education at community colleges. She earned her bachelor's degree in International Studies at the University of St. Thomas in St. Paul, Minnesota and her master's degree in International Affairs at George Washington University, Washington, DC.

Jeffrey T. Johnson, Ph.D.

*Immediate Past President and Chair of International Relations, National Association of Graduate Admissions Professionals (NAGAP)
Associate Dean for Graduate Admissions and Student Affairs and Director of Undergraduate Public Health Studies, School of Public Health and Tropical Medicine, Tulane University*

Dr. Jeffery T. Johnson is the Associate Dean for Admissions and Student Affairs and founding Director of Undergraduate Public Health Studies at the Tulane University School of Public Health and Tropical Medicine. Dr. Johnson has worked in higher education for more than 18 years. He has research interests in educational administration and enrollment management; international student education and exchange; curriculum design; marketing; and qualitative research. He currently serves as Immediate Past President and Chair of International Relations for the National Association of Graduate Admissions Professionals (NAGAP) — an 1,800 member association dedicated to the professional development needs of men and women working in the graduate enrollment management arena. Dr. Johnson has presented throughout the United States and internationally, and he has served as a frequent author, contributing author and presenter on issues related to higher education, graduate admissions, marketing, recruitment and student services.

Meredith M. McQuaid

*President and Chair of NAFSA: Association of International Educators
Associate Vice President and Dean for International Programs, University of Minnesota*

Meredith M. McQuaid is President and Chair of NAFSA: Association of International Educators, and she is the Associate Vice President and Dean for International Programs for the University of Minnesota system. In the latter role, she promotes the global dimensions of teaching, research, and engagement across all colleges and campuses of the University. She also has administrative oversight for the Global Programs and Strategy Alliance, which includes International Student and Scholar Services, the Learning Abroad Center, the Center for Advanced Research on Language Acquisition, and the China Center. Previously, Ms. McQuaid served as Associate Dean of Administration and International Programs (1995-2005) and Director of International and Graduate Programs (1994-2006) at the University of Minnesota Law School. At the Law School, Dean McQuaid led a number of domestic and international initiatives, including management and oversight of the Law School's programs in China. She greatly expanded the Law School's international exchange programs and increased the number of international students. Her experience with international education began early on. As an undergraduate, Ms. McQuaid was one of the first U.S. students to study Mandarin in China after the country opened to the West. After graduation, she spent two years teaching English in Japan and then took a trip around the world by motorcycle before returning to school to earn her law degree. She earned her bachelor's degree in Linguistics from the University of Minnesota and her J.D. degree, *cum laude*, from the University of Minnesota Law School.

Simon Nascimento

Admissions Counselor

The University of Chicago

Born in Catalao, a small town a few hours south of Brazil's capital city, Brasilia, Simon Nascimento visited the United States for the first time in 2005 after being selected by the U.S. Embassy in Brazil for the Youth Ambassadors exchange program. He was later invited to present on the significance and importance of youth-exchange programs at U.S. State Department trainings in Ft. Lauderdale, Florida and in Frankfurt, Germany. As a United States Achievers Program (USAP) participant and Opportunity funds recipient (both EducationUSA initiatives), Mr. Nascimento worked with the EducationUSA Advising Center in Rio de Janeiro during his college application process. He was awarded a full scholarship at the University of Chicago and received a bachelor's degree with honors in International Studies. He is thankful for his EducationUSA Advisers' invaluable support, and he credits them with his personal and professional development and his academic success. At the University of Chicago, Mr. Nascimento worked closely with international students and coordinated the College's International Orientation program. He now works for the Office of College Admissions as an admissions counselor reading applications and recruiting students from Africa, Latin America, the Middle East and South Asia.

Joyce E. Smith

Chief Executive Officer

National Association for College Admission Counseling (NACAC)

Joyce E. Smith is CEO of the National Association for College Admission Counseling (NACAC), an organization of more than 11,500 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education. An admissions expert with more than 32 years of experience, Ms. Smith has served in college admission counseling as a practitioner and manager through her work with professional associations and organizations, including the Association of Independent School Admission Professionals (AISAP), the College Board, ACT, and the Institute for Higher Education Policy. She worked in both public and private admissions at Kansas State University, Amherst College (MA) and Queens College of the City University of New York, where she served as executive director of admissions, marketing and scholarship services. She also worked as a program service officer of the Student Search Service and as associate director of the Admission Testing Program with the College Board. At NACAC, Ms. Smith served as associate executive director and acting executive director before being named executive director (now CEO). She has served as a member of the Advisory Board for Scholarship America, the Board of Directors of AISAP, and on numerous other boards. She is a member and the association representative to the Washington Higher Education Secretariat, a voluntary forum for CEOs of national higher education associations coordinated by the American Council on Education. Ms. Smith holds a bachelor's of science degree in speech pathology and a master's of science degree in counseling from Kansas State University, and she completed additional study in education policy, planning and administration at the University of Maryland-College Park.

Jerome H. Sullivan

Executive Director

American Association of Collegiate Registrars and Admissions Officers (AACRAO)

Jerome H. Sullivan has served as Executive Director of the American Association of Collegiate Registrars and Admissions Officers (AACRAO) since 1998. AACRAO is a nonprofit association of more than 2,600 institutions of higher education and more than 10,000 campus enrollment services officials. The association's policy concerns include enrollment management and admissions, academic records and registration, administrative computing and other operational and planning activities that are central to smooth and efficient administration of colleges and universities. Mr. Sullivan has been active in higher education policy for nearly 40 years. His extensive campus experience includes senior administrative positions at the University of Colorado at Boulder, Iowa State University, Kent State University and University of Maine. He has served on numerous national higher education boards and initiatives focusing on improving access to higher education. Mr. Sullivan is a past National Chair of the U.S. Department of Education's Project EASI and has been an advocate for nontraditional students and veterans' education.

Concurrent Session Descriptions

Wednesday, June 22

10:30am–12:00pm

Regional Sessions:

EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

Europe and Eurasia

South and Central Asia

Sub-Saharan Africa

**Continental C
Hemisphere B
Meridian C**

Introduction to EducationUSA

Learn the basics of EducationUSA and hear what we are doing to support your institution and to promote U.S. higher education internationally. You will hear an EducationUSA Regional Coordinator, an EducationUSA Adviser, a State Department Program Officer and an experienced admissions officer discuss our higher education outreach; services we provide to international students; services we provide to U.S. institutions; ways we can collaborate; and best practices from the field.

Hemisphere A

Tim Wright, *Regional Coordinator for Mexico, Central America & the Caribbean, EducationUSA (Chair)*

Bernie Burrola, *Program Officer, EducationUSA, U.S. Department of State*

Brandy Fransen, *Senior Admission Representative, Savannah College of Art and Design*

Karen Bauer, *EducationUSA Adviser, Riyadh, Saudi Arabia*

Meridian D/E

International Travel Strategies

Join us to develop your 2012 travel and recruitment strategy! Explore global best practices including highlights from EducationUSA; tips on how to connect with the students you most want to meet; and how to develop and maintain support for an international travel budget.

Rita Moriconi, *Regional Coordinator for the Southern Cone, South America, EducationUSA (Chair)*

David Margolis, *EducationUSA Adviser, Santiago, Chile*

Simon Nascimento, *Admissions Counselor, The University of Chicago*

Ifeanyi Olagbaju, *EducationUSA Adviser, Lagos, Nigeria*

Juan Camilo Tamayo, *Director of Undergraduate Admissions, Lynn University*

Continental B

Internationalizing Your Campus to Attract and Retain International Students

Definitions of internationalization vary by institution and among campus offices — from diversifying international student enrollment and study abroad to expanding student learning outcomes and institutional partnerships. Integral to a comprehensive internationalization strategy, institutions should consider strong international student services and programming that supports retention efforts and can lead to attracting talent. Experts from U.S. colleges and universities will highlight international programming and services on their campuses that propel attracting and retaining international students.

Nichole Johnson, *Director, EducationUSA Global Services (Chair)*

Christopher Johnson, *Director, International Programs, Fairfield University*

Wilma Tafawa, *Executive Director, International Center, Bunker Hill Community College*

Wednesday, June 22

1:30–3:00pm

Credential Verification with EducationUSA

Meridian C

EducationUSA Advisers are uniquely positioned to provide the most current, accurate and detailed first-hand information on educational credentials for their countries. Learn how to work with EducationUSA to ensure that admission and transfer credit decisions benefit all concerned — saving time, money and peace of mind.

Nancy Keteku, *Regional Coordinator for West and Central Africa, EducationUSA (Chair)*

John Eriksen, *Associate Director for International Admissions, Bryant University*

Fatimah Mateen, *EducationUSA Adviser, Yaoundé, Cameroon*

Foreign Government Scholarships

Hemisphere B

The session will present an overview of countries that provide scholarships for study in the United States. While it is not impossible to get onto a foreign government's list of approved schools, it can be difficult. This session will highlight the importance of working together through EducationUSA to educate foreign governments on the U.S. higher education system as well as on the variety and diversity of U.S. colleges and universities. Presenters will facilitate discussion about country-approved lists of schools, rankings, managing scholarship students and reaching out to foreign governments that offer scholarships.

Kristen Cammarata, *Regional Coordinator for Middle East and North Africa, EducationUSA (Chair)*

Anne Schneller, *Coordinator of Sponsored Student Recruitment, Michigan State University*

Lorna Middlebrough, *EducationUSA Adviser, Baghdad, Iraq*

Recruiting for Community Colleges

Continental C

Explore recruitment opportunities in world regions where student enrollment in community colleges has increased over the years. With increasing competition to expand and diversify international student enrollments amidst decreasing budgets, community colleges are in a unique position to reach out to demographics that are ready and eager for an affordable U.S. education. Presenters will discuss successful strategies to tap into under-recruited countries, how to market to students' (and parents') unique interests and needs, and how EducationUSA Advising Centers can help community colleges navigate some of the more challenging aspects of diverse regions.

Ann Merrill, *Regional Coordinator for Europe and Eurasia, EducationUSA (Chair)*

Ann Preeyawan, *EducationUSA Adviser, Thailand*

Paul McVeigh, *Associate Vice President, Global Studies and Programs, Northern Virginia Community College*

Marta Carranza, *EducationUSA Adviser, San Salvador, El Salvador*

Recruiting in Challenging Environments

Hemisphere A

Explore the diverse challenges facing student recruitment in various contexts. Panelists with expertise in addressing these challenges will share their insights for developing a more strategic process for student engagement. Participants will collaboratively discuss the topic with EducationUSA Advisers to develop practical methods for successful recruitment amid systemic or geopolitical challenges as well as challenges of perception.

Jonathan Lembright, *Regional Coordinator for Southeast Asia, EducationUSA (Co-Chair)*

Wes Teter, *Regional Coordinator for Europe, EducationUSA (Co-Chair)*

Anne Schneller, *Coordinator of International Sponsored Student Recruitment, Michigan State University*

Erica Sjarif, *EducationUSA Adviser, Jakarta, Indonesia*

Maria Mercedes Salmon, *EducationUSA Adviser, Quito, Ecuador*

Magdalena Biela, *EducationUSA Adviser, Warsaw, Poland*

Using Fulbright to Diversify Your Campus

Continental B

Are you interested in internationalizing your student body, sending more students to study abroad, or hosting international scholars on your campus? Have you ever wondered what types of international exchange programs the Department of State sponsors, how your institution can benefit from them, and how to get involved? Join us to learn more about a wide variety of Department of State exchange programs including Fulbright, the Community College Initiative and many others. This session will provide you with an overview of the major programs; how your institution, students and faculty can benefit from them; and how to get involved.

Matthew Washburn, *Program Officer, EducationUSA, U.S. Department of State (Chair)*

David N. Levin, *Senior Program Manager and Diversity Coordinator, Bureau of Educational and Cultural Affairs, U.S. Department of State*

Virtual and Social Media in International Recruitment 101

Meridian D/E

Social media has fundamentally changed the way we communicate. In international education, the various tools available from Facebook, YouTube and Twitter to blogs, web meetings, Skype and interactive websites all provide incredible outlets. If you need to understand how these different media fit together, this session is for you.

Martin Bennett, *EducationUSA Marketing Coordinator, Institute of International Education (Chair)*

Penny Schouten, *Chair of the NAFSA Technology Special Interest Group*

Wesley Roy, *Associate Director of Admissions, Roger Williams University*

Wednesday, June 22

3:30–5:00pm

Regional Sessions

EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

East Asia and the Pacific

Hemisphere A

Latin America and the Caribbean

Continental C

Middle East and North Africa

Meridian C

A STEM Primer for International Recruiting

Continental B

This seminar will explore best practices in international recruiting tied to students seeking degrees in the fields of science, technology, engineering and mathematics (STEM). International students seeking STEM degrees are diverse not only in the cultures from which they come but also in the ways they learn. Completing majors in STEM disciplines can be enhanced by matching the learning needs and experiences of international students with appropriate STEM programs on campus. We will also explore how enhanced learning is at the root of success in STEM subjects and how matching students with institutions is especially crucial for the success of women in STEM disciplines.

Kathleen Kisting Alam, *Regional Coordinator for South Asia, EducationUSA (Chair)*

Sandra Lanney, *AAAS Science Diplomacy Fellow, Office of the Science and Technology Adviser to the Secretary, U.S. Department of State*

Dennis Taylor, *Co-Director of the “Igniting Streams of Learning in Science” STEM Academy Program, Hiram College, Hiram, Ohio*

EducationUSA's Policy on Incentive-Based Recruitment

Hemisphere B

The Bureau of Educational and Cultural Affairs (ECA) at the U.S. Department of State maintains a clear policy that prohibits EducationUSA from working with incentive-based recruiters, usually known as agents. Learn why ECA has this policy and hear from leading higher education professional associations about the risks inherent in commission-based recruitment.

Diane Weisz Young, *Program Officer, EducationUSA, U.S. Department of State (Chair)*

Fanta Aw, Ph.D., *Assistant Vice President of Campus Life and Director of International Student and Scholar Services, American University*

David Hawkins, *Director of Public Policy and Research, National Association for College Admission Counseling (NACAC)*

Barmak Nassirian, *Associate Executive Director, External Relations, American Association of Collegiate Registrars and Admissions Officers (AACRAO)*

Social Media and International Education for Advanced Users

Meridian D/E

If you feel comfortable using various social media but need to better apply these tools to your work and broaden the impact of your recruitment efforts overseas, this session is for you. Social media management tools, important trends to follow, and specific examples of ways you can become better engaged with the conversations happening online will be discussed.

Martin Bennett, *EducationUSA Marketing Coordinator, Institute of International Education (Chair)*

Penny Schouten, *Chair, NAFSA Technology Special Interest Group*

Wesley Roy, *Associate Director of Admissions, Roger Williams University*

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10:30am–12:00pm

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EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

Latin America and the Caribbean

Meridian D/E

Middle East and North Africa

Continental B

Sub-Saharan Africa

Meridian C

Opening the Door: Working with High-Need Students and EducationUSA Opportunity Funding

Hemisphere B

U.S. universities recognize the value of a diverse student body, but financially needy students who might qualify for full scholarships often lack the basic funds to apply to U.S. universities. The panelists will facilitate a discussion about recruitment and retention of outstanding international students with high financial need. They will also provide examples of students who have overcome this and other challenges and will speak about the benefits of EducationUSA Opportunity funding, an ECA-funded small grants program designed to increase access to U.S. higher education institutions for highly qualified international students of limited means.

Amy McGoldrick, *Regional Coordinator for Europe and Central Asia, EducationUSA (Chair)*

Richard R. Eber, *Vice President of Enrollment Management, Cottey College*

Kenneth M. Holland, *Dean, Rinker Center for International Programs Student Center, Ball State University*

Vladimir Inozemsev, *MBA student, University of Maryland*

Using Study Abroad to Promote Your Institution

Continental C

Explore ways to involve study-abroad students in promoting U.S. higher education overseas through EducationUSA Centers — including internships, speaking to prospective students, developing materials and more. Presenters will offer tips on how U.S. schools can connect their U.S. students studying abroad (including Gilman Scholars) to EducationUSA Centers; doing so promotes your institution and adds to the student's international experience. Some countries have greater capacity to host U.S. students, and U.S. schools can strengthen their overseas partnerships with international institutions through student links.

Dorothy Mora, *Program Officer, EducationUSA, U.S. Department of State (Chair)*

Mark Overmann, *Assistant Director and Senior Policy Specialist, Alliance for International Educational and Cultural Exchange*

Evelyn Levinson, *Director of International Admissions, Office of Admissions, American University*

Rita Moriconi, *Regional Coordinator for the Southern Cone, South America, EducationUSA*

Bridget Roddy, *Manager of the Virtual Student Foreign Service Program, Office of eDiplomacy, U.S. Department of State*

Patricia Chow, *Editor, Open Doors Report, Institute of International Education*

Bahareh Moradi, *Special Assistant, Office of Global Educational Programs, Bureau of Educational and Cultural Affairs, U. S. Department of State*

Web Recruiting: Reaching Students in the Digital Information Age

Hemisphere A

In an age where email communication is deemed too slow and roughly 94% of all information on the planet is in digital form, U.S. colleges and universities face new challenges in staying relevant and ahead of the curve. This session will discuss international student communication in the digital information age and offer best practices in reaching students through online search engines, websites and webinars.

Richard O'Rourke, *EducationUSA Communications Coordinator, Institute of International Education (Chair)*

Catrillia Young, *Assistant Director, International Student Services, State University of New York-Plattsburgh*

Elaine Light, *Program/Project Support Specialist, Office of Graduate Studies, Missouri University of Science and Technology*

Thursday, June 23

2:30–4:00pm

Regional Sessions

EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

East Asia and the Pacific

Meridian D/E

Europe and Eurasia

Continental C

South and Central Asia

Hemisphere B

Insider Tips on SEVIS and Student Visas

Hemisphere A

YOU be the official: participate in mock interviews to determine if you would issue the visa or let a student enter the U.S.! This session will provide accurate, insider information to help you lead international students through the SEVIS and visa process — from school certification, the I-20 and paying the SEVIS fee, to the student's "elevator speech," getting the visa, arriving in the U.S., and staying legal.

Cheryl Neely, *Program Officer, EducationUSA, U.S. Department of State (Chair)*

Nancy McCarthy, *Consular Officer, Visa Services Office, Field Liaison, Bureau of Consular Affairs, U.S. Department of State*

Sharon K. Snyder, *Chief of Policy, Immigration and Customs Enforcement, U.S. Department of Homeland Security, Student and Exchange Visitor Program*

International Student Perspectives

Meridian C

For those looking to better understand how to attract and retain international students, this interactive session will offer the direct perspective of international students. Hear from international student panelists about what motivated them to study in the United States and about their experiences — from selecting and applying to living and studying in the United States.

Stephanie Niederhausen, *Program Officer, EducationUSA, U.S. Department of State (Chair)*

Marketing Internationally: Insights into Who Goes Where and Why

Continental B

The global market for international students has become highly competitive not only among U.S. higher education institutions but also with other countries. As higher education institutions look for ways to attract students and scholars, three important aspects must be considered. Learn what these three aspects are and why “one shoe does not fit all,” as well as the importance of delivering on what is promised through marketing.

Clara Priester, *Regional Coordinator for East and Southern Africa (Chair)*

Patricia Chow, *Editor, Open Doors Report, Institute of International Education*

Friday, June 24

10:30am–12:00pm

Regional Sessions

EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

East Asia and the Pacific

Hemisphere A

Middle East and North Africa

Continental B

South and Central Asia

Hemisphere B

Best Practices and Challenges in Graduate Student Recruitment and Admission

Meridian C

What is your biggest challenge in recruiting and admitting international graduate students? This panel discussion will address three top challenging areas identified in a National Association of Graduate Admissions Professionals (NAGAP) survey. The recent survey (May 2011) focused specifically on recruiting and admitting exceptional international students for graduate study in the U.S. in today’s global market. Panelists will address each of the three challenge areas revealed in the survey and encourage an interactive and collegial discussion that will result in identifying potential opportunities for collaboration with the global network of EducationUSA professionals.

Rosemarie C. Arens, *Regional Coordinator for the Andean Region, South America, EducationUSA (Chair)*

Jeffrey Johnson, Ph.D., *Associate Dean for Graduate Admissions and Student Affairs and Director of Undergraduate Public Health Studies, School of Public Health and Tropical Medicine, Tulane University*

Kristin S. Williams, Ph.D., *Assistant Vice President for Graduate and Special Enrollment Management, The George Washington University*

Melinda van Hemert, *Assistant Dean for Admission and Student Services, School of Public Policy, Pepperdine University*

Best Practices and Challenges in Undergraduate Student Recruitment and Admission

Continental C

Join in a lively discussion with colleagues from Brown University, Claremont McKenna College, Colorado State University Fort Collins and the National Association for College Admission Counseling (NACAC) as they discuss the current state of international undergraduate admission. Your questions, comments and insights are greatly encouraged!

Bernard Burrola, *Program Officer, EducationUSA, U.S. Department of State*

Panetha Ott, *Director of International Admission, Brown University*

Jim Rawlins, *Executive Director of Admission, Colorado State University–Fort Collins*

Joyce Smith, *CEO, National Association of College Admission Counseling (NACAC)*

Richard Vos, *Vice President of Admission and Financial Aid, Claremont McKenna College*

Politics and Policy: How Will the Budget Crisis Affect Exchanges?

Meridian D/E

How will the federal budget crisis affect educational exchanges? Are severe funding cuts likely? How might this affect the work of EducationUSA Advisers? Participants will receive an analysis from the Alliance for International Educational and Cultural Exchange about the key international exchange issues being debated in Washington.

Nichole Johnson, *Director, Global EducationUSA Services, Institute of International Education (Chair)*

Michael McCarry, *Executive Director, Alliance for International Educational and Cultural Exchange*

Friday, June 24

1:45–3:15pm

Regional Sessions

EducationUSA staff will discuss current educational, cultural, socio-economic and political factors which impact international student mobility in the countries they represent and will highlight opportunities for U.S. colleges and universities to engage in the region.

Europe and Eurasia

Meridian D/E

Latin America and the Caribbean

Hemisphere B

Sub-Saharan Africa

Continental B

Hosting EducationUSA Advisers on Your Campus

Continental C

You've gotten to know EducationUSA at the Forum — what's next? A panel of college and university representatives and EducationUSA staff will discuss opportunities for U.S. institutions to host advisers on your campuses, whether for EducationUSA Training Institutes or in conjunction with annual higher education conferences. Representatives from the institutions that hosted the inaugural Training Institute program this spring will discuss best practices and lessons learned so your institution can take advantage of unique hosting opportunities with EducationUSA.

Robin Helms, *Manager for Adviser Professional Development, EducationUSA, Institute of International Education (Chair)*

Matt Washburn, *Program Officer, EducationUSA, U.S. Department of State*

Martin Bennett, *EducationUSA Marketing Coordinator, Institute of International Education*

Michael Brennan, *Director of International Education, Hillsborough Community College*

George DaPonte, *Director of International Admissions, University of Tampa*

J. Robert Spatig, *Director of Admissions, University of Southern Florida*

Marketing the U.S. as a Study Destination

Meridian C

Join a roundtable discussion on collaboration between EducationUSA and the higher education community to market U.S. higher education internationally as a united effort. Representatives of higher education associations are particularly welcome to join this discussion to follow up on initiatives launched during the February Roundtable meeting at the State Department. We will address the following questions: Are we more effective marketing our institutions collectively than competing individually in the international marketplace? What kind of collective efforts would be most effective in reaching international students and helping them understand opportunities for a higher education in the U.S.? How can our collective efforts promote U.S. foreign policy objectives?

Caryn Danz, *Branch Chief, EducationUSA, U.S. Department of State (Chair)*

Spotlight China: China from Both Sides of the Table

Hemisphere A

Join representatives from EducationUSA China and distinguished guests — Ms. Zhang Xiuying, Deputy Headmaster of Shijiazhuang No.42 Middle School in Hebei Province, and Ms. Song Yuxia, Executive Vice Dean from the School of International Education at Xi'an Jiaotong University, Shaanxi Province — for a focused discussion on understanding how to connect with students and universities in China.

Lauryne Massinga, *Regional Coordinator for China and East Asia, EducationUSA (Chair)*

Liang Xueming (Vanessa), *Program Manager, EducationUSA, Beijing, China*

Yin Jia (Steven), *Program Manager, EducationUSA, Beijing, China*

Ms. Zhang Xiuying, *Deputy Headmaster, Shijiazhuang No.42 Middle School, Shijiazhuang, Hebei, China*

Ms. Song Yuxia, *Executive Vice Dean, School of International Education, Xi'an Jiaotong University, Xi'an, Shaanxi, China*



The image features a banner for the "2011 Nigeria College & Career Fair" with the EducationUSA logo, which includes the text "Education USA" and "Supported by the U.S. Department of State". Below the banner is a photograph of a busy fair with many people, including students in school uniforms, looking at informational materials on tables.

Lagos: October 11, 2011 • Abuja: October 12–13, 2011