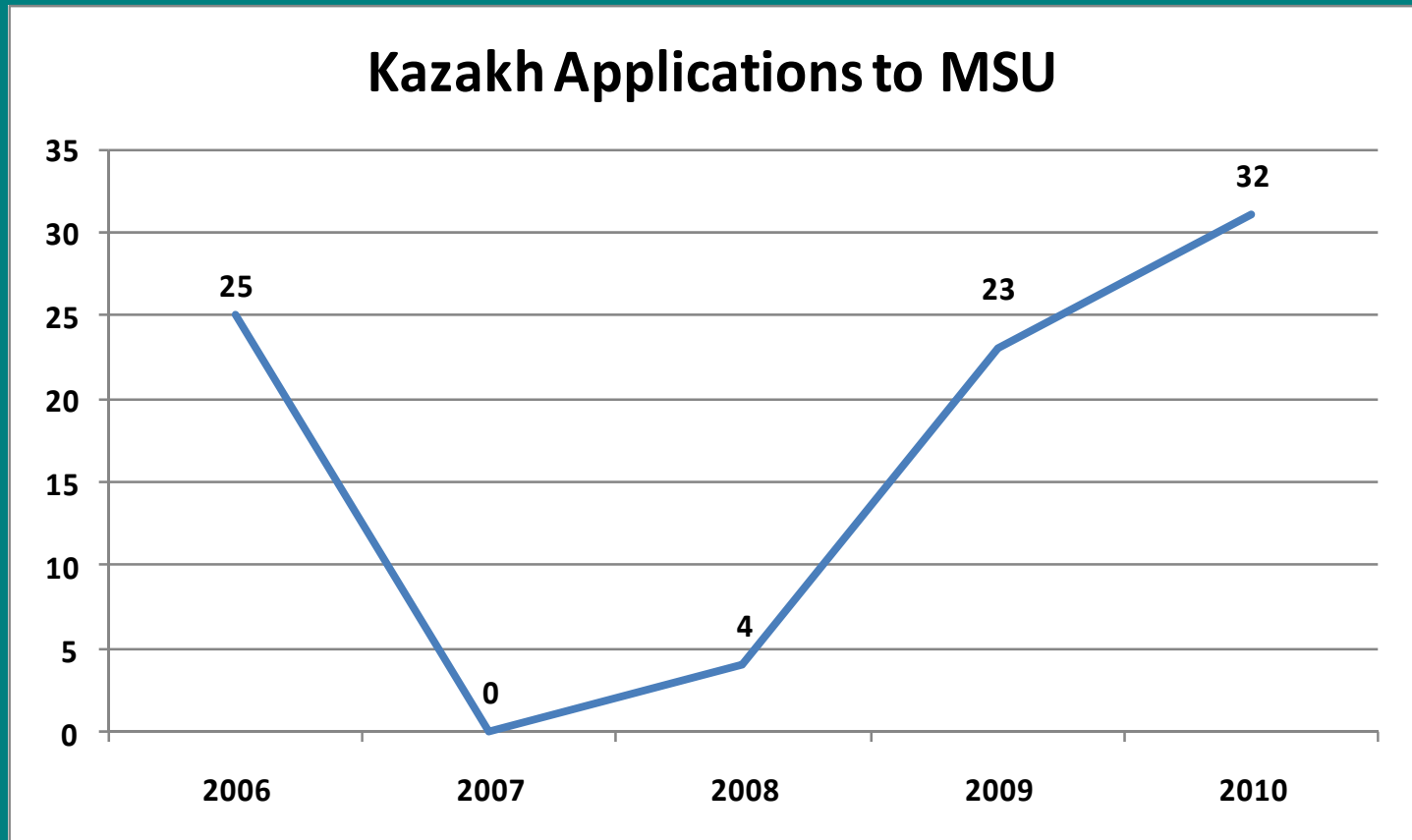


Increasing applications from Kazakhstan with EducationUSA



The bottom line: more high-quality applications





Kazakhstan

- 9th largest country, 16 million population
- Excellent educational system
- 99.5% adult literacy
- Prosperous middle class values education
- Prosperous government (oil, gas, agriculture)
- High government spending on education
 - Bolashak scholarship program

Bolashak scholarship program

- Full support for top undergraduate (53%) and masters (41%) students in approved fields
- Highly competitive
- 1,969 students to U.S. since 1994
- 6,679 total scholarships for all countries
- Program works with 44 U.S. universities
- <http://www.edu-cip.kz/eng/>

Kazakh students in U.S.- a growing market

- 2005-6 626 students in U.S.
- 2006-7 1212
- 2007-8 1456
- 2008-9 1714 (increase of 17.7%)

- Source: Open Doors, 2009, Institute of International Education

Kazakh applicants tend to...

- Have strong academic backgrounds, especially in math and science
- Have good English proficiency when coming from top high schools; very good English for graduate applicants.
- Have completed one or two years at Kazakh universities or colleges, seek transfer admission

Challenges of recruiting in Kazakhstan

- How to get around without language skills?
- How to identify the schools/universities that will give you the applicants you want?
- How to ensure complete applications and reliable documentation?
- How to do this without using agents or spending your whole recruitment budget?

The answer....

Work with EducationUSA offices in
Kazakhstan!



What EducationUSA Kazakhstan can do for your university

- Showcase your university materials in resource centers, and provide guidance to prospective students
- Host your presentations in major cities with a good audience of students/parents
- Identify the best local high schools and colleges to visit
- Help you with arrangements, hotels, etc.
- Provide reliable verification of documents, institutions, translations
- Assist students in preparing for tests, writing statements of purpose, application forms, English language courses
- Provide students with Opportunity Grants
- Pre-departure orientation

EducationUSA Centers in Kazakhstan

- Aktobe Educational Advising Center
- Bilim-Central Asia (Almaty)
- ACIE EducationUSA Advising Center, Astana
- Bilim Center Karaganda
- BILIM Center Shymkent



Begin recruitment...

- Contact all EducationUSA offices and send university materials packet
- Use your Kazakh students or alumni to identify high schools to contact
- Your Kazakh students/alumni can contact friends and potential students, especially through Facebook
- Visit top Kazakh high schools in addition to international schools
- Make presentations at EducationUSA offices – great turnout of eager students
- Consider recruitment tour to Almaty and Astana for your first visit to Kazakhstan; then on your own
- Use Facebook to let each EducationUSA office know about your university.

Join EducationUSA Facebook



31 March 2010 in Bilim center Almaty was held a presentation for 30 students of the universities, colleges and schools of Almaty. Anne Schneller, the Coordinator of Sponsored Student Recruitment, presented Michigan State University (<http://www.msu.edu/>) which already has 40 students from Kazakhstan. Michigan State University is Vanguard Land-Grant institution in the United States, a partner university of the Bolashak scholarship program and has about 46000 students. Anne made the presentation of Undergraduate and Graduate programs at MSU. She mentioned the requirements for both programs and gave out the handouts with the check list of required materials. She described the statement of purpose and the letters of recommendation which students need during the admission process. Anne talked about Opportunity Grant program and the services which students can get at Bilim center. The students were able to ask questions about tuition, Financial Aid, admission process and majors at Michigan State. They had an opportunity to get first hand information from the official representative of the US University.

Recruitment fairs in Kazakhstan



- Fairs are expensive, but good for a first visit to Kazakhstan
- Make sure fair attracts the kind of students you want – what peer institutions attend?
- Fairs sponsored by Kazakh education groups as well as international groups.

Kazakh students at MSU

- have performed very well academically
- shown student leadership
- made great contributions to internationalization



For more information...

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