

Using Technology & EducationUSA Marketing to Recruit International Students

June 28, 2010

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Social Media Revolution

A fundamental shift in the way we communicate



The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To its right is a search bar with a "Search" button. Below the logo are navigation links for "Home", "Videos", "Channels", and "Shows". The video title "Social Media Revolution" is displayed in bold black text. The video player area is mostly black, with the white text "Or is it the biggest shift since the Industrial Revolution?" centered on the screen. At the bottom of the player is a control bar showing a play button, a progress bar at 0:08 / 4:22, volume, 360p resolution, and other standard video controls. Below the player, the video has a rating of four stars and 4,246 ratings, and 1,592,798 views.



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THE MILLENNIALS ARE COMING... ARE YOU READY?

5 Questions to Ask

1. Students have to choose from 4,000+ universities and colleges in the U.S. How will they find you?
 2. Do you have a strategic plan to reach international students?
 3. Do you have an online web presence that includes social media platforms?
 4. If yes, have you identified students, alumni or staff to “feed” these social media platforms? (Psst... it’s really 24/7 job)
 5. Do you have a budget or staff to do all of these things?
- If you answered, “no,” to any of these questions, here’s what to do...



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5 WAYS TO ENGAGE INTERNATIONAL STUDENTS

You don't need a \$1 million budget to ...

1. Go Where They Are – Use our online web conferencing, *EdUSA Connects*, to connect with students and Advisers
2. Take a peak at one of the EducationUSA Social Media Outlets to find out what students are interested in
3. Do You Know Your Audience? EducationUSA Does - Go to a Regional Trends Sessions for recruitment tips
4. Log into the EducationUSA Website for special access to country-specific information and fact sheets
5. Post Your Videos on our YouTube Channel

Other Ways to Reach Your Students through EducationUSA...



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EducationUSA – New Website

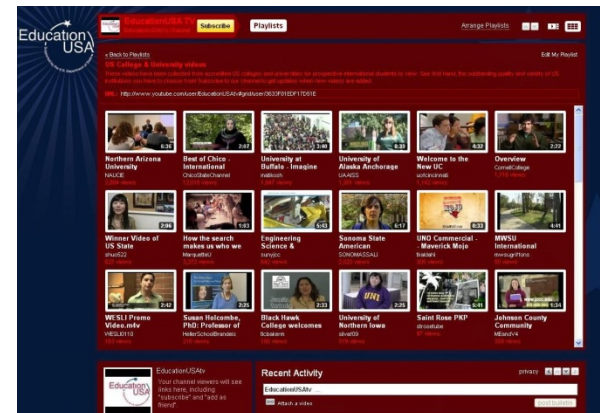
- New site launched November 16, 2009
- More interactive for all audiences
- Expanded focus on providing services to accredited US institutions for both armchair and overseas recruitment of international students
- 1st month – 2.6 million hits – 194 countries



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YouTube Channel

- 60 college & university videos profiled
- Send me a YouTube link for your institutional video
(mbennett@educationusa.info)
- First three weeks: 16,000 views



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Facebook Page

- Over 5000 fans/likes
- Events
- Links
- Photos/Videos
- Facebook.com/EducationUSA
- Links to 100+ center Facebook profiles, groups, & pages

The screenshot shows the EducationUSA Facebook page. At the top, there is a navigation bar with 'EducationUSA' and a 'Like' button. Below this are tabs for 'Wall', 'Info', 'YouTube', 'PDF', 'Photos', 'Events', and a right arrow. A search icon and the word 'Filters' are also visible.

The main content area displays several posts:

- Ieva Rodoviča:** Hello! I'm student from Latvia and I would like to know more about studies in USA. Do I have any opportunity as a student from Latvia, who wants to study and work at the same time? And what about the visa? Can I get it for 2-3 years? What do I need? Please, that would be really nice if you could answer to me :)
- Olinda Cristaldo:** Hola, soy Olinda de Paraguay, me recibí de odontóloga, a fines del año cumpla dos años de recibida, poseo mi título de odontóloga, pero no hice mi tesis de pregrado para tener el título de Dr. en Odontología; quiero viajar a USA, a los angeles, ver la posibilidad de revalidar mi título, es necesario mi tesis de pregrado? me sirve la tesis allá?
- Salmon Tambunan:** Hello! i am Salmon Tambunan from Sibolga, North Sumatera. Now, i am studying at post graduate in University of Medan especially Basic Education departement. Do you have some information about International Leadership program for one year in USA? and how can i get the information about it. for this time i work with USAI...

Below the posts, there is a section titled '4,715 People Like This' with a grid of profile pictures and names: Johanna Langdon, Ali Nourbakhsh, Shagufta Khan, Valentina Bianchi, Hamid Saleem, Khandoker Ahasan Habib.

At the bottom, there is a welcome message from EducationUSA: 'Welcome to our Fan page, Salmon. We are happy to hear you are considering study in the U.S. We invite you to first check one of the graduate school search engines on our website to search for U.S. colleges and universities that might offer a program of study that meets your needs. http://www.educationusa.info/pages/students/search.php then you ...' followed by 'See More' and 'Yesterday at 4:17am'.

Below that, a comment from Salmon Tambunan says: 'Salmon Tambunan thanks alot for the info ok bye Yesterday at 5:17am'.



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Twitter feeds

- For US institutions...
- For students...

The screenshot shows the Twitter profile for EdUSATips. The profile name is EdUSATips, located in Washington DC. The bio states: "EducationUSA - 400+ centers-170 countries, 14 million students/year". The profile has 586 following, 534 followers, and 33 listed. The main tweet is titled "Australian international student numbers plummet:" with a link to <http://digg.com/d31SNKm?t>, posted about 2 hours ago via Digg. Below it is a tweet from EducationUSA Pavilion at NAFSA 2010 Expo Hall, dated 7:22 AM May 26th via Facebook. Another tweet from BBC News is dated 3:30 PM May 25th via Digg. The profile also includes a "Following" list with various educational institutions and an RSS feed link for EdUSATips's tweets.

The screenshot shows the Twitter profile for EdUSAupdates. The profile name is EdUSAupdates, located in Budapest. The bio states: "Follow the EducationUSA Weekly Update". The profile has 34 following, 844 followers, and 34 listed. The main tweet is titled "Enter the 2010 Think Beyond the Borders Video Contest to win a scholarship - July 16th deadline - www.destinationca.org/TBB", posted about 9 hours ago via web. Below it is a tweet from Watch TEDx talks, dated 10:12 AM Jun 9th via web. The profile also includes a "Following" list with various educational institutions and an RSS feed link for EdUSAupdates's tweets.



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Marketing EducationUSA blog


Follow Share Report Abuse Next Blog> martinalexbenett@gmail.com New Post

Marketing EducationUSA

Follow the twists and turns of what is involved in marketing US higher education to students in 170 countries through over 400 advising centers, and connecting the accredited US higher education community to these centers and students. Please note--this blog does not necessarily reflect the views of the US State Department's Bureau of Educational & Cultural Affairs unless otherwise stated.

THURSDAY, MAY 27, 2010

EducationUSA Pavilion at NAFSA 2010 Expo Hall



Next week will be a banner time for EducationUSA. After years of being confined by a 10 x 10 booth in a sea of exhibitors at the annual NAFSA conference Expo Hall, EducationUSA will now have its own pavilion and room to breathe.


With nearly 80 EducationUSA advisers representing 55 countries, there will be significant traffic in and around the booth. We've put together a [schedule](#) of what will be occurring at the pavilion throughout the open hours of the Expo Hall. We encourage any of our higher education colleagues who will be at the NAFSA conference to stop by to pick up the latest resources on EducationUSA, sign up for secure login access to our new site, meet advisers and REACs from around the world, hear presentations on relevant topics about our services for the higher ed community, the Opportunity program, how our centers can assist in study abroad, and our new EdUSA Connects platform for web meetings.

Of course, there will be about [two dozen sessions](#) our advisers will be presenting at during the conference, so do bookmark any of the sessions that may be of interest to you.

And last but not least there is the always popular EducationUSA - Embassy Dialogue Committee Country Fair on Wednesday from 3-5pm where every advisers will be present. Do stop by to pick up center-country fact sheets that will give you the necessities on each of the centers present.

Facebook Badge

EducationUSA
facebook



Name: EducationUSA
Status: No Recent Updates
Fans: 4737

Promote Your Page Too


Blog Archive

- 2010 (5)
 - May (2)
 - [EducationUSA Pavilion at NAFSA 2010 Expo Hall](#)
 - [Social Media Revolution 2 \(Refresh\)](#)
 - February (1)
 - January (2)
- 2009 (18)

Subscribe To Marketing EducationUSA

- Posts
- All Comments

FriendFeed badge



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HEI eNews

- Bi-weekly updates on upcoming EducationUSA events
- Regional Conferences
- Major College Fairs
- New Opportunities
- 1100+ subscribers

HEI e-News



June 10, 2010

**Join Us in Pretoria this October for
The Triennial EducationUSA Africa Advisers Conference
October 4-8, 2010**

Our [conference website](http://www.educationusa.info/conferences/pretoria_2010) is now live! Registration and Call for Proposals forms as well as Sponsorship Opportunity information are now available on the website:
http://www.educationusa.info/conferences/pretoria_2010.

The 2010 EducationUSA Triennial Africa Conference will bring together Advisers from over 40 African countries, as well as U.S. higher education representatives who understand the value of "partnering for the future" to enhance the number of African students who study in the U.S. The conference will also include a U.S. Higher Education Fair for prospective students from Johannesburg and Pretoria areas.



October 4-8, 2010 • Pretoria, South Africa
For more information visit: http://www.educationusa.info/conferences/pretoria_2010

Call for Proposals Deadline: July 30, 2010

The Educational Information and Resources Branch (ECA/A/S/A) at the U.S. Department of State's Bureau of Educational and Cultural Affairs welcomes proposals for panels and presentations from EducationUSA Advisers and the U.S. higher education community. Instructions for submitting session proposals are on the [conference website](http://www.educationusa.info/conferences/pretoria_2010). Confirmation of proposal receipt will be sent by email. For any questions related to this Call for Proposals, please contact the Conference Committee at AFConference@educationusa.info.



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Attend Higher Ed Fairs

- Calendar view
- Country view
- Lists all recruitment fairs our centers are involved with either directly or indirectly



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Refer Students to Pre-Departure Orientations


- Send your admitted students a link to this section of our site
- Lists each center's pre-departure orientation schedule by country
- Helps better prepare your admitted students for the transition to the U.S.



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Secure Login Access

- Only for accredited US college & university reps
- Access to information not available to the general public



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Resources

- Search Our 150+ Countries Database
- Find an Admitting Center
- Collaborate with our Regional Educational Admitting Coordinators (REACs)
- Attend a Higher Education Fair
- Refer Your Students to Pre-Departure Orientations
- Send Materials to Our Centers
- Create an International Student Friendly Campus
- Internationalize Your Website
- Connect at Conferences with EducationUSA
- Host Our Admitters
- Support Opportunity Students
- Participate in EdUSA Connects
- Subscribe to the Higher Education Institutions (HEI) E-News
- Submit Information to Weekly Update
- Request Our Logo
- Access U.S. Higher Education Resource Section

U.S. Higher Education Community

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 Admitting Coordinators) who oversee different countries and provide logistical support and training for the advisers in their regions. These key individuals are great resources for understanding the various issues on the ground in their regions that impact U.S. institutions.

If you are ready to find a Center that can assist you directly, you now have access to information not available to the general public through this section.


We now have a dedicated searchable Resources section for U.S. colleagues who are looking for helpful documents & sources of information to help them navigate the increasingly complex world of international education & EducationUSA's role therein.

Please also visit the Preferences page for the U.S. Higher Education section of our site to set up an email address where we can send you notifications when new resources are added, and also when EducationUSA-related news and/or events are posted that are intended for a U.S. higher education audience. You are able to set instant, daily or weekly digests for your notifications.

You may also wish to renew our Connections Journal. This quarterly journal is intended for our EducationUSA advisers in the field, but has some useful insight into the nature of our advisers' work.

Special Event for U.S. Institutional Representatives and Higher Education Professional Organizations:

1st Annual EducationUSA Forum



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EducationUSA Forum 2010
Connecting You to the World



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Request Our Logo

- Get our logo on your international admissions site
- Comes with a two line description of what our centers do, who we are
- Directs your prospective students at the beginning of the process to work with centers
- On the ground support, in-country you can't buy



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Send Materials to Our Centers

- **Downloadable spreadsheet**
 - Includes mailing addresses (some of which are domestic pouch or APO addresses)
 - Lists exactly which items can be received
 - Lists maximum quantities of each item that can be sent



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Weekly Update

- Sent every Monday to over 400 centers in 170 countries
- Free advertising
- Academic programs
- Scholarships

EducationUSA Weekly Update



No. 183 · 7 June 2010

I. Scholarships and Fellowships

- Undergraduate & Graduate: Scholarships at East Tennessee State University - up to \$8,800 per year
- Ivy Tech Community College of Indiana offering scholarships for winners of its video contest - up to \$3,000
- Undergraduate & Graduate: Clarion University welcomes international students
- Fellowship: 2011 Ford Motor Company International Fellowship of the 92nd Street Y in New York City

II. News You Can Use

- Enter the 2010 Think Beyond the Borders Video Contest to win a scholarship - Destination California and AACCC
- New Master of Business Administration program for international students at Northern Michigan University
- Watch TEDx talks recently recorded at the University of Denver

I. Scholarships and Fellowships

EAST TENNESSEE STATE UNIVERSITY EXTENDS INTERNATIONAL SCHOLARSHIP APPLICATION DEADLINE TO JUNE 24TH

ETSU extends International Scholarship Application deadline

Prospective international students who are interested in attending East Tennessee State University during the fall 2010 term now have until June 24th to apply for the International Students Academic Merit Scholarship. The scholarship is open to new international students at the undergraduate and graduate levels and covers 50% of the total of in and out-of-state tuition. The reward can be used for up to eight semesters for undergraduate recipients, five semesters for recipients seeking a



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Expanding Resources Section

- New website, secure login access for accredited U.S. colleges & universities
- Resources on credentials, HEI eNews archive, registration materials for EducationUSA conferences/workshops



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Center & Country Fact Sheets

- Downloadable pdfs
 - Education System
 - Higher Education Fairs
 - Trends & Program Highlights
 - Center contact details
 - Center & Country Statistics
 - Educational Authorities
 - Academic Calendars and more!



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Center Service Levels

- Reference
- Standard
- Comprehensive

The screenshot shows the EducationUSA website interface. At the top, there is a navigation bar with the EducationUSA logo and a search bar. Below the navigation bar is a large banner image of a smiling man pointing at a greenboard, with the text "your source on U.S. higher education".

Below the banner, there is a section titled "Select a center from Australia to view its profile." This section lists three service levels with corresponding center names and locations:

Service Level	Center Name	Location
Reference	American Careers Library EducationUSA, Brisbane EducationUSA Center Canberra	City Adelaide Brisbane Canberra
Standard	American Careers Library EducationUSA, US Consulate General, Melbourne EducationUSA Perth	Hobart Melbourne Perth
Comprehensive	EducationUSA, US Consulate General, Sydney American Careers Library	Sydney Townsville

Below the list, there is a "Key" section with three dropdown menus:

- Reference
- Standard
- Comprehensive

At the bottom of the page, there is a footer with the following text:

This site is maintained by the Institute of International Education with funding from the Bureau of Educational and Cultural Affairs, U.S. Department of State.
Links to other sites should not be construed as an endorsement of the views contained therein.
Privacy Policy | Terms & Conditions | Disclaimer | Design by Standard Production



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EdUSA Connects

The screenshot displays the EdUSA Connects meeting interface. The main window is titled "NAFSA Pavilion demo | Connect Pro Meeting". The interface is divided into several panels:

- Camera and Voice:** Shows a camera icon and a microphone icon. Below the icons is the text "Camera and Voice".
- most recent HEI eNews files:** A table listing recent files with their names and sizes.
- EducationUSA Web Links:** A list of links to various EducationUSA resources.
- Intro Video Higher Ed:** A video player showing a collage of images related to higher education, including graduates and a banner for "Education USA" supported by the U.S. Department of State.
- Attendee List (1):** Shows the status of attendees, including "My Status: Active" and "MARTIN BENNETT".
- What Social Media is your institution using internationally?:** A poll with a progress bar showing 0% for each category.
- My Contact Information:** Provides contact details for Marty Bennett, including his title, address, phone numbers, email, and social media links.
- Chat:** A text area for chat messages.

The interface also includes a menu bar (Meeting, Present, Layouts, Pods, Help) and a status bar at the bottom with icons for Talk, Sharing, Discussion, and Collaboration.



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EducationUSA Triennial Africa Conference

- October 4-8, 2010
- Pretoria, South Africa
- 40 + advisers, 40 countries



October 4-8, 2010 • Pretoria, South Africa

For more information visit: http://www.educationusa.info/conferences/pretoria_2010/



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Future Regional Conferences

- April 2011 Doha, Qatar
 - Middle East, North Africa
- Late 2011 tba
 - East Asia & Pacific



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CONNECT WITH EDUCATIONUSA!

To learn more about using technology and EducationUSA marketing to recruit international students, contact EducationUSA Marketing Coordinator:

Marty Bennett,

mbennett@iie.org

View our Facebook Page: <http://www.facebook.com/educationusa>

View our videos on YouTube:

<http://www.youtube.com/educationusatv>

Follow us on Twitter: <http://twitter.com/edUSAtips>



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