



Promoting U.S. Higher Education

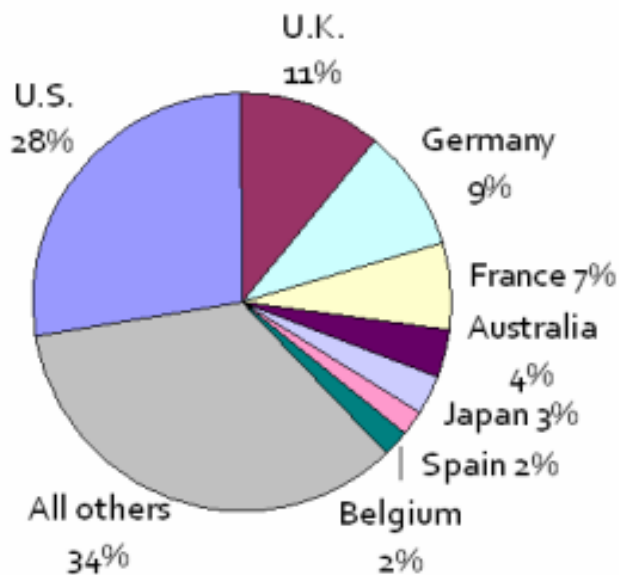


Your Official Source on U.S. Higher Education
EducationUSA.state.gov

U.S. Market Position

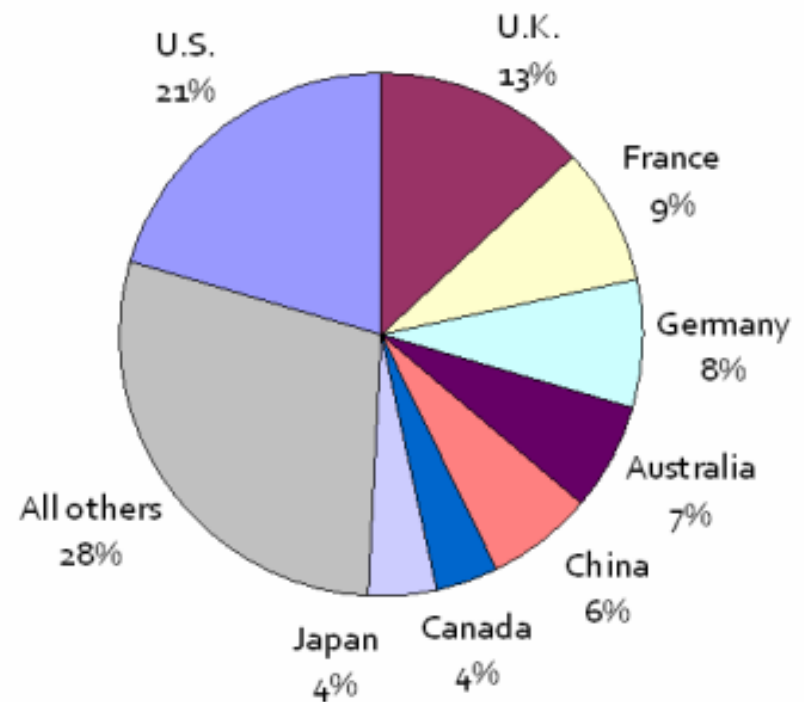
2001

Worldwide: 2 million students
U.S.: 547,000 students



2008

Worldwide: 3 million students
U.S.: 624,000 students



U.S. is still the destination of choice, so why are we losing market share?

- Misperceptions about student visas
- Misperceptions about affordability
- Complicated application process
- Decentralized system of higher education
- No unified marketing of U.S. higher education



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How EducationUSA Can Help

- Correct Misperceptions on the ground
- Provide unified voice for U.S. higher education overseas
- Services for U.S. colleges and universities



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EducationUSA's Overseas Presence

- Over 400 EducationUSA Centers in 170 countries serve as official center for information on U.S. higher education
- Centers serve over 14 million students and parents annually
- EducationUSA centers offer impartial, comprehensive information on all accredited U.S. colleges & universities



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Services to U.S. Higher Education

- Unified marketing of U.S. higher education
- Country-specific services and support for recruitment by individual institutions
- On-the-ground support for prospective students
- Centers promote advantages of and accessibility to U.S. higher education



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Regional Expertise

- 14 Regional Educational Advising Coordinators
- Best place to start work in a new region
- Knowledge of the educational systems and academic credentials in their regions
- Advice on effective recruitment strategies



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Where to Start: How are you viewed?

- What is the visibility of your institution internationally?
- What are your core institutional strengths that you can leverage?
- How do you communicate those strengths to an international audience?



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Review your current situation

- What distinguishes your institution in the marketplace: programs, faculty, facility, location, rankings, etc.?
- How robust are your other international activities – i.e. study abroad, faculty ties, research activities, institutional partnerships, overseas campuses, other?
- What campus resources do you have that support international students?



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Two critical questions to ask

- Is internationalization an integral part of the strategic goals of your institution?
- Is your institution committed to recruiting international students and serving them well?



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Keys to success in the recruitment process

- Tracking your first source of contact
- Timeliness of response
- Communications strategy
- Keep students interested
- Are you “living” where your audience “lives”?



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Look for synergies – ways to work with campus entities that already exist

- Centers or groups on campus
- Alumni recruitment
- Existing exchange agreements
- Initiatives with different student populations on campus



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Key Resources to Help U.S. Institutions Recruit Internationally...



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Assisting U.S. Colleges & Universities



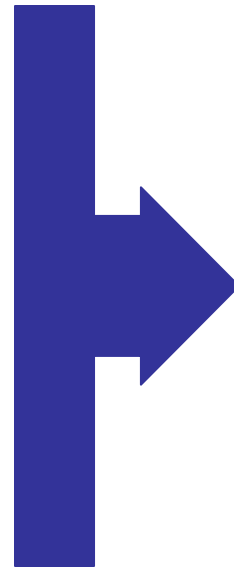
Recruit



Admit



Retain



**Qualified
International
Students
from 170
Countries**



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Recruit

- Access interested international students
- Increase visibility on global scale
- Promote your institution with web and social media
- Plan international travel for recruitment
- Engage Alumni



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Admit

- Direct Prospective Students to EducationUSA Advising
- Understand educational systems & credentials
- Verify recognition of foreign institutions



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Retain

- Begins with recruitment and admissions
- Pre-departure preparation
- Fostering alumni networks



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

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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



https://www.educationusa.info/secure/pages/centers/center.php?id=1028

EducationUSA - Center Profile - FULBRIGHT COMMISS...

Generate Advising Center / Country Fact Sheet

Country Statistics

Higher Education Fairs

Education System Overview

The language of instruction:

Secondary: Portuguese
Higher: Portuguese

Years of mandatory English courses:

Secondary: 5
Higher: none

Years of study required to earn degree:

Secondary: 12
Higher: 4 to 6

Description of grading system & U.S. equivalent:

Secondary: 0 to 10
Higher: 0 to 10

Program Highlights

Upcoming Events

Center DVC Capabilities


Scheduled Pre-Departure Orientations

Center Statistics

Advising Center Services

For Institutions

Cost	Service
Free	Maintain college catalog library
Free	Maintain CD-ROM / DVD library
Free	Organize general US higher education orientation sessions in which US representatives could present
Free	Suggest lodging options for visiting US university representatives
Free	Recommend possible school visits for US institutions
Free	Assist US representatives in contacting local high school counselors
Free	Assist US representatives in contacting the Ministry of Education
Free	Assist US representatives in contacting local universities
Free	Participate in college fairs
Free	Organize college fairs
Both	Host a Digital Video Conference (DVC)
Both	Assist in organizing DVCs at a local educational institutions
Free	Host an online chat sessions for students with US universities (requires multiple computers with internet access)
Free	Assist with virtual student interviews (requires webcam)



Getting Started

- Get to know EducationUSA Regional Coordinators and Advisers
- Explore Regional Recruitment Opportunities: Fairs, Conferences, Webinars
- Log in to www.EducationUSA.state.gov



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