

# EducationUSA Forum: Connecting You to the World

## Europe and Eurasia

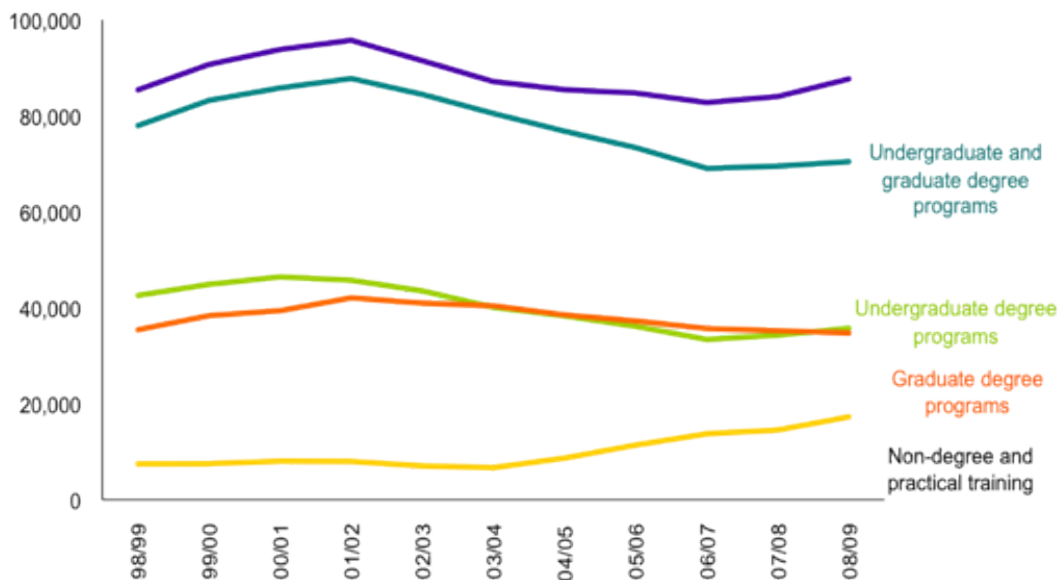
### Overview

“In 2020, at least 20% of those graduating in the European Higher Education Area should have had a study or training period abroad” (Leuven Communiqué, April 2009). There are now 47 countries across Europe and Eurasia committed to this bold vision and a second decade of the Bologna Process. The European Higher Education Area (EHEA) was officially launched in March 2010, offering a wider range of opportunities for student recruitment and institutional collaboration to more U.S. institutions than ever before. Bolstered by over 87,000 students and a substantial increase in U.S.-bound mobility from 2007 to 2009, the EducationUSA network is reaching more and more EHEA students and institutions seeking opportunities in the United States.

### New directions for Europe and the United States:

- Student mobility from Europe and Eurasia climbed an impressive 5.9% from 2007 to 2009 (Open Doors).
- Positive views of the U.S. increased by 58 percentage points across Europe (GMF 2008-2009).
- Internships and practical, career-driven planning are stimulating new demand for U.S. education and training.
- Short-term programs in the U.S. are growing in popularity across Europe; e.g. a 40% increase in Germany (2008-2009).
- Over the past two years, enrollment from Europe and Eurasia in intensive English programs has increased 29%

### Europe – U.S. Student Mobility 1999-2009



### Countries in the Spotlight

**Opportunities in Turkey:** Over 50,000 Turkish students study abroad each year due to domestic education shortages and promising opportunities abroad. The Turkish government continues to make huge investments in U.S. higher education.

**Growth in Germany:** The increases in Germany-U.S. student mobility indicate the beginning of a shift from long-term degree-seeking mobility to medium and short-term mobility patterns in a new post-Bologna Europe (Hoffmann, 2009).

**Potential in Russia:** Despite the particularly tough economic downturn, Russia’s mobility numbers held in 2007/08. As recovery calms long-term worries, look for an increase of 3-5% next year.

**Changes in UK** higher education will create a growing market for U.S. universities this year. Interest in undergraduate study will far exceed the number of government-funded places, shutting out 100,000 seniors in 2010.

Top Five Countries Sending Students to U.S. for 2009*	
Origin	U.S. Students
Turkey	13,263
Germany	9,679
United Kingdom	8,701
France	7,421
Russia	4,908

Five Countries with Highest Percentage of Growth in Students Coming to U.S. (2005-2009)* **		
Rank	Origin	Increase
1	Moldova	70.2%
2	Azerbaijan	44.4%
3	Finland	32.1%
4	Serbia <sup>1</sup>	27.1%
5	Netherlands	26.9%

\* 2009 IIE Open Doors Report \*\* not including countries sending less than 100 students

<sup>1</sup> Serbia: 2006-2009

## Highlights from Major Foreign Government Scholarships

- Turkey – Several Turkish government programs send hundreds of Turkish students to the U.S. on an annual basis with full scholarships to pursue graduate education (Ministry of National Education; TUBITAK; TEV; YÖK).
- Denmark - Since July 2008, all Danish undergraduate and graduate students may use a maximum of two years of state-sponsored scholarships for study abroad.
- Azerbaijani Government Scholarship Program – provides full funding for Azerbaijani graduate students to study in the fields of medicine, economics, management, information and communication technologies, and law.
- Slovenia - Ad futura offers \$40,000 scholarships for Slovenes to study abroad (\$5 million available for 2011); funding is also available for other in- and outgoing students, researchers or academics.

## Analysis of Student Mobility Trends

- Competition from other countries, especially other English-speaking countries and the EU is increasing.
- America is back – Due in part to the total increase of internationally mobile students, the U.S. is also an increasingly popular study destination.
- Short-term mobility increased due to high demand for university-based exchanges and summer language study in the U.S.
- Community colleges are increasingly popular throughout Eurasia. Approximately 30% of Eurasian undergraduates are at U.S. community colleges.

## Recruiting Realities for U.S. Universities

- Students from Turkey, Italy and Spain study primarily at the graduate level while students from the United Kingdom, Sweden, Norway, Russia and Poland study primarily at the undergraduate level (Open Doors 2009).
- U.S. universities and colleges with active recruitment efforts in Europe are successful in attracting a diverse range of students. U.S. representatives can improve their return on investment by focusing on specific countries, select fairs and deepening institutional partnerships.

## Recruiting Strategies That Work in Europe and Eurasia

- Leverage your (partial) scholarships: At graduate level, the possibility of getting a research or teaching assistantship is a major factor in the decision to apply and ultimately attend a U.S. university.
- Community colleges, highlight your 2+2 articulation agreements, especially in Eurasia.
- In Europe, emphasize campus life. Promote the “Undiscovered U.S.” (Midwest, Northwest, South) as great destinations that combine cultural, academic and personal experiences on U.S. campuses in diverse environments.
- Don’t forget about the rest of the family! Helicopter parents are not a U.S. phenomenon, and in fact parents, grandparents and extended family members are very influential in educational decisions. A brochure or poster in the local language can go a long way to making a family feel their student will be OK far from home.

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## Recruiting Strategies That Aren't Successful in Europe and Eurasia

- Don't forget about the rest of the family! Helicopter parents are not only a U.S. phenomenon, and in fact parents, grandparents and extended family members are very influential in educational decisions. A brochure or poster in the local language can go a long way to making a family feel their student will be OK far from home.
- Eurasian students and their families, in contrast to Europeans, don't focus much on the warm college experience or an attractive campus. Prestige, rankings and future employment potential are more important for this audience, and highlighting famous alumni and employment statistics is more persuasive than co-curricular activities and campus life.
- Don't pursue only full fee-paying students. Instead, offer partial scholarships or in-state tuition to attract more interest. Even families with the financial means to pay the full cost like to feel they are getting a good deal.

## How to Best Partner with EducationUSA

- Send scholarship updates targeting specific countries.
- Send staff or encourage local alumni to represent your university at local educational fairs and to help EducationUSA Centers promote study in the U.S.
- Promote student internships and Optional Practical Training opportunities.
- Contact a REAC at [Europe@EducationUSA.info](mailto:Europe@EducationUSA.info) to schedule an EdUSA Connects web chat and reach prospective students from 47 countries in Europe and Eurasia.

## Best Times of The Year to Interact with Students (in person or via web chat)

- September-November, March-April

## U.S. Study Abroad in the Region (Open Doors)

Top Five Countries Receiving U.S. Students in 2009*	
Origin	U.S. Students
United Kingdom	33,333
Italy	30,670
Spain	25,212
France	17,336
Germany	8,253

Top Five Growth Markets Receiving U.S. students (2006-2008)* **:		
Rank	Origin	Increase
1	Finland	71%
2	Turkey	69%
3	Cyprus	62%
4	Portugal	48%
5	Croatia	28%

## What to Watch over the next 3+ Years:

- University partnerships - Dual degree, semester and year-long exchanges as well as research and scholarly exchange programs are gaining popularity.
- Increasing demand for short-term programs - Summer programs and student internships.
- Increasing demand for liberal arts: Many prospective undergraduate students are interested in the liberal arts curriculum and flexibility of the U.S. higher education system, relative to the more restrictive European programs.

\* Data from IIE Open Doors 2005-2009 \*\*countries receiving 100 or more U.S. students both in 2006 and 2008

Contact EducationUSA Europe and Eurasia with questions: [Europe@EducationUSA.info](mailto:Europe@EducationUSA.info).