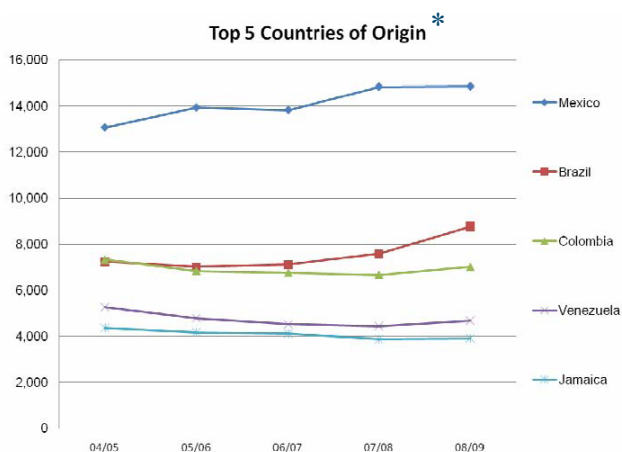


# EducationUSA Forum: Connecting You to the World

## Western Hemisphere Overview

The Western Hemisphere (WHA) can really be thought of as 4 distinct regions: Mexico and Central America, the Caribbean, the Andean Region, and the Southern Cone; covering a diverse range of academic calendars, educational systems, local languages, and options for recruiting students. With 110 advising centers throughout the Western Hemisphere, EducationUSA is well positioned as the official source on U.S. higher education for students, parents and local institutions. The following are some recent developments found within the region:

- The top four fields of study for students are: Business, Engineering, Humanities and Social Sciences.
- The U.S. continues to be the region's premier international destination for students, despite increasing competition from Europe (Spain and the United Kingdom) and the Western Hemisphere (Canada, Cuba and Chile).
- South America sends 49% of the regional total numbers of students to the U.S., followed by Mexico and Central America with 32% and the Caribbean with 20%.
- The majority, (56%) of students from the region study at the undergraduate level in the U.S., and 31% of students at the graduate level.



Five Countries with Highest Percentage of Growth in Students Coming to U.S. (2004-2009)*		
Rank	Origin	Increase
1	Dominican Republic	59.8%
2	Chile	25.3%
3	Paraguay	24.6%
4	El Salvador	23.1%
5	Brazil	21.0%

Top Five Countries Sending Students to U.S. in 2009*	
Origin	Number of Students
Mexico	14,850
Brazil	8,767
Colombia	7,013
Venezuela	4,678
Jamaica	3,902

## Countries in the Spotlight

- **Dominican Republic:** Largest percentage increase region wide due to robust Ministry scholarships since 2007.
- **Chile:** Graduate study abroad scholarships offered by the government and the U.S. remains the leading country of destination.
- **Brazil, Bolivia, Costa Rica, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Paraguay, and Venezuela:** Opportunity Scholarships offered to underprivileged students of high academic excellence. EducationUSA has conducted extensive outreach to broadcast these opportunities.
- **Brazil, Chile, Colombia and Peru:** sustained economic growth is a key factor in increasing student mobility to the United States

\* 2009 IIE Open Doors Report

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## Major Foreign Government Scholarships

- Becas Chile: seeks to send 30,000 students on graduate study abroad over the next 10 years.
- Organization of American States Scholarships & Loans: students from member countries are eligible for up to \$15,000 in Rowe Fund loans and up to \$30,000 for scholarships at the graduate level for all WHA and for undergraduate studies for students from English speaking Caribbean countries.
- Brazil: CAPES funds graduate study abroad (Ph.D.) and graduate research (sandwich grants).
- Colombia: COLFUTURO provides loans of up to \$25,000 per year for qualified graduate students.
- Ecuador: SENACyT awards up to \$45,000-\$60,000 for graduate study in priority STEM fields declared by the President. Local municipalities also offer loans and scholarships for students to study abroad.
- Dominican Republic: MESCyT is currently fully funding graduate studies in STEM fields at Utah State University, Western Michigan University, Nova Southeastern University and Rochester Institute of Technology, and is actively seeking additional university partnerships.
- Panama: IFARHU, the government's human resource development institute, offers fully and partially funded scholarships to Panamanian students for English study, undergraduate and graduate degrees, and short term programs.
- El Salvador: The government's "Becas Fantel para Educación Superior" scholarship program provides up to 100% funding depending on the student's academic performance and financial need for undergraduate and graduate studies.
- Barbados: offers on average 10 National Development Scholarships that fully fund undergraduate and graduate studies abroad.

## Analysis of Trends

- 38% of Caribbean students enroll in universities in Florida and New York.
- The Caribbean region sends 40 students to the US per 10,000 of tertiary aged population, compared to 28 for all of Asia.
- 46% of Mexican students go to institutions in Texas because of in-state tuition options, geographic proximity and historical ties.
- 26% of Brazilian students go to Florida, California and New York – Brazil reached a GDP of 9% in the first quarter of 2010.
- 30% of Chilean students study in California, New York and Massachusetts.

## Recruiting realities for U.S. universities:

- In Argentina, Chile, Mexico and Uruguay, the focus is at the graduate level – specifically in MBA, LL.M., Social Sciences and Humanities.
- In Brazil, Colombia, Costa Rica, Ecuador and Peru, the focus is at both the graduate and undergraduate level.
- Most Caribbean students have gone through the regional equivalent of the British A-level system and will have questions about credit transfer.
- In most South American countries, burgeoning economies are increasing students' abilities to pay for study in the U.S.

## Three - Five Recruiting Strategies That Work in the Western Hemisphere

- Word of mouth is key, use local alumni
- Attend regional college fair tours: South America EducationUSA Fair in September (Chile, Argentina, Brazil, Peru, Ecuador, and Colombia) [www.educationusa.org.br/fair2010](http://www.educationusa.org.br/fair2010), [www.educationusa.info](http://www.educationusa.info)
- Interact with students through DVCs, EdUSA Connects and presentations at advising centers
- Be able to offer some form of financial aid

## How to Best Partner with EducationUSA

- Participate in fall college fairs: EducationUSA South American College Fairs, the Caribbean College Fair Tour, the Mexico College Fairs and the 2011 Central America Community College Fair Tour.
- Create unique scholarship opportunities for EducationUSA students.
- Join your Study State Consortia and visit our advising centers (in-person and online) to give presentations to students.

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

- Avoid the two weeks surrounding Easter for all of WHA.
- Mexico: September – October, January – early March, May; Central America: January – March, September; Caribbean: September – November.
- South America (Andean and Southern Cone): March to June and August to November.

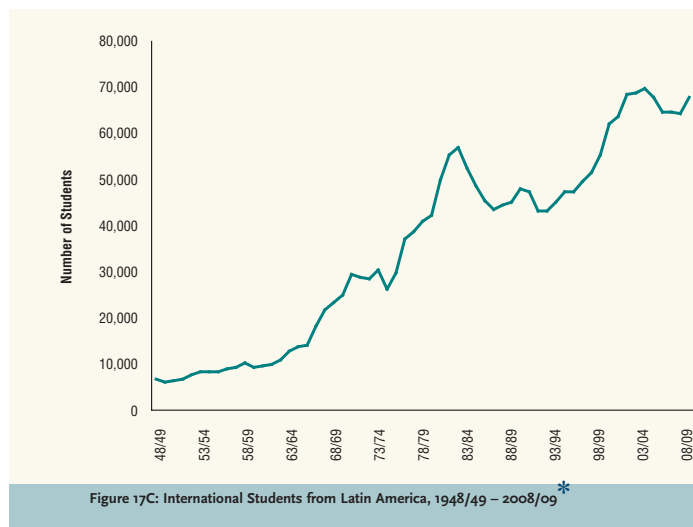
## Study Abroad in the Region (Open Doors)

Top Receiving Countries*:	
Origin	U.S. Students
Mexico	9,928
Costa Rica	6,096
Argentina	4,109
Ecuador	2,814
Chile	2,739

Top Five Growth Markets Receiving U.S. students*:		
Rank	Origin	Increase
1	Honduras	75.8%
2	El Salvador	63.8%
3	Bolivia	58.6%
4	Nicaragua	40.5%
5	Peru	33.2%

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

- Increased student mobility from students and options for fully funded partnerships with governments in the Dominican Republic and Panama.
- Renewed interest in graduate studies from Mexican students due to local economic and security issues.
- Brazil for the first time made the list of top 20 countries receiving U.S. students and numbers are expected to increase after the launch of the Study Abroad Brazil publication, a joint initiative between IIE and the Forum on Study Abroad, highlighting Brazilian universities with partnerships in the United States.
- The Caribbean Examinations Council is actively developing articulation agreements with U.S. institutions to facilitate the transfer of credit for CAPE exams (equivalent to A Levels), which will impuse student mobility towards the U.S. from English speaking Caribbean nations.
- A surge in local options for English language study throughout WHA, both government and privately funded, will lead to increased interest in study in the United States.
- The graphic below shows the historically increasing tendency of Latin American students to study in the United States.\*



\* 2009 IIE Open Doors Report