On behalf of the Bureau of Educational and Cultural Affairs (ECA) at the Department of State, I would like to offer a warm welcome to all of our EducationUSA advisers, university representatives, colleagues, and friends.

We are very excited that over 50 U.S. university representatives are in attendance in Prague along with so many of our valuable partner organizations and EducationUSA advisers. This year’s workshop is one of the largest in the history of EducationUSA and demonstrates the importance we all place in providing students with access to higher education in the United States.

This year’s workshop, entitled “From Reykjavik to Vladivostok,” reflects our ongoing effort to promote interaction among advisers in Europe and strengthen the relationship between EducationUSA and the U.S. higher education community. I hope that throughout this week, we each get an opportunity to meet new colleagues, make new friends, and most importantly, learn from one another.

Finally, I would like to thank each of you for participating in this year’s workshop, thank our wonderful hosts in Prague, and thank all of our EducationUSA advisers for the hard work they do throughout the year.

Enjoy the workshop!!

Caryn Danz
Branch Chief
Educational & Informational Resources Branch
Office of Global Education
U.S. Department of State
Thank you!

ETS salutes your dedication to international education. Your commitment creates a better world.

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Agenda

Sunday, March 21st

9:30-16:30  Pre-workshop trainings for advisers – pre-registration required

9:30 – 16:30   EducationUSA Advising 101
  Location: Bohemia I
  Bradley Gorski, Russia Country Coordinator, EducationUSA
  Ann M. Merrill, Regional Educational Advising Coordinator, EducationUSA

10:00 - 15:00   EducationUSA and New Media: A Workshop to Successfully Integrate
  New Tools into Marketing EducationUSA
  Location: Bohemia III
  Martin Bennett, EducationUSA Marketing Coordinator, Institute of International Education

14:00-17:00   Conference Registration and Welcome Exhibition of Educational Organizations
  Location: Bohemia II

17:00-19:00   Welcome Reception, sponsored by IELTS™, Gold Sponsor
  Moravia

Monday, March 22nd

09:00 - 10:00  Opening Plenary
  Location: Bohemia II
  Welcome: Matthew Washburn, Program Officer
  Educational Information and Resources Branch, Bureau of Educational and Cultural Affairs, U.S. Department of State
  Keynote speaker: Mary Thompson Jones, Chargé d’Affaires
  U.S. Embassy in the Czech Republic

10:00 – 10:30  Coffee break

10:30 - 11:30  Concurrent Sessions I

I-1: Trends in Academic Mobility in Europe and the United States: Implications for Future Transatlantic Mobility
  Location: Bohemia II
  Fanta Aw, Assistant Vice President of Campus Life and Director
  International Student & Scholar Services, American University
  Wesley Teter, Regional Educational Advising Coordinator, EducationUSA
  Hana Riplkova, Executive Director, Fulbright Commission, Czech Republic

I-2: How to Craft Great Recommendation Letters for Highly Selective Colleges & Universities in the United States
  Location: Bohemia I
  Douglas Christiansen, Vice Provost for Enrollment and Dean of Admissions, Vanderbilt University

I-3: Are You Going to Scarborough Fair? Be the Next Big Hit
  Location: Bohemia III
  Juan Camilo Tamayo, Director of Undergraduate Admissions, Lynn University
  Jeannette Tien-Wei Law, EducationUSA Adviser, Fulbright Commission, Italy

I-4: GRE® and TOEFL® Update
  Location: Hluboka I
  Eileen Tyson, Director, Client Relations, ETS
11:45 – 12:45  Concurrent Sessions II

II-5: The Sopranos: Blackhawk Helicopter Parents
Location: Bohemia I
Fabienne van den Bor, EducationUSA Adviser/Program Coordinator, Fulbright Center, The Netherlands
Dr. Erik van den Berg, EducationUSA Adviser, Fulbright Center, The Netherlands

II-6: Fundraising Strategies for Small NGOs
Location: Bohemia II
Ann M. Merrill, Regional Educational Advising Coordinator, EducationUSA
Zaneta Savickiene, EducationUSA Adviser, Vilnius Educational Information Center, Lithuania
Sergei Shirobokov, EducationUSA Adviser and Director, Educational Advising Center-Omsk, Russia

II-7: Education without Borders: Online Education and the International Student
Location: Bohemia III
Denise DeZolt, Chief Academic Officer, Walden University
Lauren Stone, Executive Director, Center for International Programs, Walden University

II-8: The U.S. Says Yes to IELTS™
Location: Hluboka I
Beryl Meiron, Executive Director, IELTS™ International

12:45 - 14:00  Lunch

14:00 - 15:30  Concurrent Sessions III

III-9: Different Universities, Diverse Systems: How Various Universities Evaluate the Same Application
Location: Bohemia II
Becky Konowicz, Associate Director of Admission & International Admission Officer, Chapman University
Elizabeth Chung, Executive Director & EducationUSA Adviser, International Academic Center, Serbia
Eric Hyde, Associate Director of Admission and Coordinator of International Admission, Widener University

III-10: Strategic Alumni Planning through PDO and ReEntry Orientation
Location: Bohemia I
Carl Holtman, Director of Recruitment, ELS Language Centers
Lara Melttem Bilikmen, EducationUSA Adviser, Fulbright Commission, Turkey
Sondra Sainsbury, EducationUSA Adviser, Fulbright Commission, Cyprus

III-11: Employment Options for F and J Visa Holders: Immigration Overview and Updates
Location: Bohemia III
Fanta Aw, Assistant Vice President of Campus Life and Director International Student & Scholar Services, American University

III-12: Using New Media in Advising & Promoting Your Centers
Location: Hluboka I
Martin Bennett, EducationUSA Marketing Coordinator, Institute of International Education
Erik van den Berg, EducationUSA adviser, Fulbright Center, The Netherlands
Dragan Stojkovic, Vice President, International Academic Center, Serbia
Viktor Khotsim, EducationUSA Adviser, International Education and Career Advising Center, Belarus

15:30 - 16:00  Coffee break, sponsored by ELS, Bronze Sponsor

16:00 - 17:00  Plenary
Location: Bohemia II

The Climate for Exchanges: A View from the NGO Community
Michael McCarr, Executive Director, Alliance for International Educational & Cultural Exchange

18:00  Meet in Marriott Hotel lobby to transfer to the reception

18:30 – 20:00  Reception hosted by the U.S. Embassy
Location: Residence of the U.S. Ambassador, Dr. Zikmunda Wintra 3, Praha 6
Tuesday, March 23rd

09:00 - 10:30  Concurrent Sessions IV

IV-13: Student Opportunities in the United States: Internships and other J-1 Visa Exchange Programs
Location: Bohemia II
Mark Overmann, Assistant Director & Senior Policy Specialist
Alliance for International Educational & Cultural Exchange
Elizabeth Chazottes, President and CEO, Association for International Practical Training (AIPT)
Robert Fenstermacher, Executive Director, CDS International

IV-14: Strategies-based TOEFL™ Prep
Location: Bohemia I
Bradley Gorski, Russia Country Coordinator, EducationUSA

IV-15: U.S. Community Colleges: Pathways to Top Bachelor's Degrees at Half the Cost and International Exchange/Internship Opportunities
Location: Bohemia III
Viktoria Kolesnikova, Director of International Marketing, Foothill and De Anza Colleges
Fabienne van den Bor, Program Coordinator and EducationUSA Adviser, Fulbright Center, The Netherlands
Andrea Siebenmann, Manager, Community Colleges for International Development, Inc. (CCID)

IV-16: Best Partners, Best Practices: Maximizing Your Center's Work Through Collaboration With PAS and Consular Offices
Location: Hluboka I
EducationUSA Advisers from UK, Romania, Latvia, Poland, and Ukraine will be joined by Public Affairs staff from Poland and Russia

10:30 - 11:00  Coffee break

11:00 - 11:45  Concurrent Sessions V

V-17: Outreach Tools in Advising: Live and Tele-Communications
Location: Bohemia I
Natalia Aulchenko, EducationUSA Adviser, American Councils for International Education, Russia
Magdalena Wacisz, Cultural Affairs Specialist and EducationUSA Adviser, U.S. Embassy, Poland
Tatiana Babkina, EducationUSA Adviser, Library of the Mayor of Yekaterinburg, Russia

V-18: The PSM Degree as a New Trend: Hands-on Adviser Training and The Adviser's PSM Toolkit
Location: Bohemia III
Dan Chatham, Dean of Admissions and Financial Aid, Keck Graduate Institute of Applied Life Sciences
Lara Meltem Bilikmen, EducationUSA Adviser, Fulbright Commission, Turkey

V-19: Identifying & Meeting Academic Expectations of U.S. Universities: Information for Beginning Advisers
Location: Bohemia II
Christopher Hendree, Associate Director for International Recruitment, Grand Valley State University
Kate Stoetzner, Director of International Student and Scholar Services, Grand Valley State University

V-20: An Introduction to the ACT® College Entrance Exam
Location: Hluboka I
Patrick Bourgeacq, Director, International Service Relationships, ACT, Inc.

12:00 – 12:45  Concurrent Sessions VI

VI-21: Competitive Application Enhancers: Compelling Essays and Powerful Recommendation Letters
Location: Bohemia II
Mihaela Arsene, EducationUSA Adviser, Fulbright Commission, Romania

VI-22: Advising in Complicated Places & Troubling Times: Overcoming Challenges and Barriers
Location: Bohemia I
Ann M. Merrill, Regional Educational Advising Coordinator, EducationUSA
Nino Chinchaladze, Executive Director and EducationUSA Adviser, Center for International Education, Georgia
Hasan Huseynli, Director and EducationUSA Adviser, Ganja Education Information Center, Azerbaijan
Viktar Khotsim, EducationUSA Adviser, International Education & Career Advising Center, Belarus
VI-23: Expanding U.S. Study Abroad to Non-Traditional Destinations  
Location: Bohemia III  
Patricia Chow, Senior Program Officer, Institute of International Education

VI-24: Marketing Analysis and Planning for Advising Centers  
Location: Hluboka I  
Jakub Tesar, EducationUSA Adviser, Fulbright Commission, Czech Republic  
Martin Bennett, EducationUSA Marketing Coordinator, Institute of International Education

12:45 – 14:00  Lunch

14:00 - 15:30  Concurrent Sessions VII

VII-25: Sports Scholarships: Beyond the Basics  
Location: Bohemia II  
Tove Lain Knudsen, Director of Scholarship Programs, Norway-America Association  
Andreas Lejon, EducationUSA Adviser, Sweden  
Tim Tesar, Coordinator of International and Graduate Admission, Columbia College

VII-26: Applying to Graduate Programs: Choosing the Best School, Submitting a Competitive Application, and Obtaining Funding  
Location: Bohemia III  
Rosie Edmond, American University, Washington College of Law  
Jia Jiang, International Graduate Admissions, School of International Service, American University  
Shannon Demko, Director of Admissions, Kogod School of Business, American University

VII-27: Accessible Advising: Reaching Students with Disabilities  
Location: Bohemia I  
Olivia E. Hardin, Information Services Coordinator  
National Clearinghouse on Disability and Exchange, Mobility International USA  
Molly Sirois, Accessible Education Consultant/Program Developer, University of Oregon

Location: Hluboka I  
Aylin S. Dewan, EducationUSA Adviser, Turkish American Association, Turkey  
Kateryna Kanevska, EducationUSA Adviser  
Osvita-Dnipropetrovsk Educational Information and Advising Center, Ukraine  
Ana Marinovic, EducationUSA Adviser, Institute for the Development of Education, Croatia

15:45 - 16:45  “From Reykjavik to Vladivostok” – The EducationUSA Country Fair  
Location: Moravia

16:30 – 17:00  Coffee break

17:00 - 19:30  U.S. Higher Education Fair  
Location: Bohemia I, II, III
Wednesday, March 24th

09:00 - 10:00  Special Interest Meetings

**Fulbright Commission Advisers**
Location: Bohemia II
Facilitated by Matthew Washburn, Program Officer for Europe
*Educational Information and Resources Branch, Bureau of Educational and Cultural Affairs*
*U.S. Department of State*

**Russian Advisers and Public Affairs Staff, U.S. Embassy in Moscow**
Location: Hluboka I
Facilitated by Bradley Gorski, Russia Country Coordinator, EducationUSA

**EducationUSA Germany - Biannual Meeting**
Location: TBA
Facilitated by Wesley Teter, Regional Educational Advising Coordinator, EducationUSA

**NGO, Independent and University-Based Advising Centers**
Location: Bohemia I
Facilitated by Ann M. Merrill, Regional Educational Advising Coordinator, EducationUSA

**U.S. Higher Education Representatives and U.S. Consulate Officers**
Location: Bohemia III
Facilitated by Amy McGoldrick, Regional Advising Coordinator, EducationUSA

10:15 – 11:15  Concurrent Sessions VIII

**VIII-29: Extraordinary Results for Extraordinary Students**
Location: Bohemia I
Bradley Gorski, Russia Country Coordinator, EducationUSA
Mihaela Arsene, EducationUSA Adviser / Director of Advising Services
Romanian-U.S. Fulbright Commission, Romania

**VIII-30: Bologna Reform: 2010 and Beyond**
Location: Hluboka I
Marybeth Gruenewald, Director of Evaluation Staff Development, Educational Credential Evaluators, Inc.
Aleksandra Augustyniak, EducationUSA Adviser, Fulbright Commission, Poland
Viktoria Mikhailenko, Manager and EducationUSA Adviser, American Councils for International Education, Ukraine

**VIII-31: Fundraising Strategies to Help You and Your Students Beat the Recession**
Location: Bohemia II
Lauren Welch, EducationUSA Adviser, Fulbright Commission, UK
Sergei Shirobokov, Director and EducationUSA Adviser, Educational Advising Center-Omsk, Russia
Nino Chinchaladze, Executive Director and EducationUSA Adviser, Center for International Education, Georgia
Nina Vranesevic, Program Manager and EducationUSA Adviser, Institute for the Development of Education, Croatia

**VIII-32: Advising LL.M. Applicants: From A-Z**
Location: Bohemia III
Kara Madden, EducationUSA Adviser, Fulbright Commission, Spain
Jane Schukoske, Director, LL.M. program in Law of the U.S., University of Baltimore School of Law
Jessica Richman Dworkin, Assistant Dean, International and Graduate Programs*
*The Ohio State University Moritz College of Law*
Rosie Edmond, Assistant Director of Admissions, American University, Washington College of Law
Celine Ouziel, EducationUSA Adviser, Franco-American Commission for Educational Exchange, France

11:15 - 11:45  Coffee break, sponsored by GMAC®, Bronze Sponsor
Concurrent Sessions IX

IX-33: The U.S. Graduate Admissions Office - A 2010 Insider's Perspective
Location: Hluboka I
Kristin S. Williams, Assistant Vice President for Graduate, The George Washington University
Jeffery T. Johnson, Associate Dean for Graduate Admissions and Student Affairs
Tulane University School of Public Health and Tropical Medicine

IX-34: Modeling Study Abroad Programs: Czech Experience
Location: Bohemia II
Jakub Tesar, EducationUSA Adviser, EducationUSA Tallinn, Estonia
Eva Eckert, Professor, Connecticut College
Jan Stodola, Resident Director, University Studies Abroad Consortium

IX-35: Credential Evaluation: What is it and Why is it Needed?
Location: Bohemia III
Marybeth Gruenewald, Director of Evaluation Staff Development, Educational Credential Evaluators, Inc.
Dale E. Gough, Director, International Education Services
American Association of Collegiate Registrars & Admissions Officers (AACRAO)

IX-36: From Business School to Legal Education: an Update from GMAC® and LSAC®
Location: Bohemia I
Joanna Graham, Associate Director, GMAT Program, Graduate Management Admission Council

SPECIAL INTEREST MEETING: U.S. Embassies’ Public Affairs Staff
Location: EducationUSA Suite
Facilitated by Dorothy Mora, Senior Program Officer, and Matthew Washburn, Program Officer for Europe
Educational Information and Resources Branch
Bureau of Educational and Cultural Affairs, U.S. Department of State

Concurrent Sessions X

X-37: Community Colleges: An Affordable, Flexible, Creative Option for Non-Traditional Students
Location: Hluboka I
Harriet Bloom-Wilson, Director, International Academic Programs, Northwest College
Epp Kriss, EducationUSA Adviser, EducationUSA Tallinn, Estonia
Linda Konecna, Engineer Product Coordinator, Hewlett-Packard, Czech Republic

X-38: M.B.A. Admissions for Advisers
Location: Bohemia II
David Smith, Executive Director, The Ohio State University Fisher College of Business

X-39: Creative Ways of Strengthening Cooperation with U.S. Institutions
Location: Bohemia 1
Nina Vranesevic, Project Manager and EducationUSA Adviser, Institute for the Development of Education, Croatia
Zsuzsanna Nagy, Director and EducationUSA Adviser, American Corner, Hungary
Mihaela Arsene, EducationUSA Adviser, Fulbright Commission, Romania

X-40: Collaborative Technologies and Effective Management of Advising Center Resources
Location: Bohemia III
Mevlude Bakir, EducationUSA Adviser, Fulbright Commission, Turkey
Andriy Hatyalak, Director and EducationUSA Adviser, Educational Advising Center-Osvita, Ukraine

Concurrent Sessions XI

XI-41: Virtual Engagement – Getting More Out of Virtual Advising
Location: Bohemia I
Michael Curtis, President, MyUFace
Kevin Reiling, Country Director and EducationUSA Adviser, American Councils for International Education, Belarus

XI-42: Explaining Accreditation of U.S. Colleges and Universities
Location: Bohemia II
Dale E. Gough, Director, International Education Services, AACRAO
Location: Bohemia III  
Hilary Olson-Windecker, Counselor for Press, Education and Cultural Affairs, U.S. Embassy, Norway  
Tove Lain-Knudsen, Director of Scholarship Programs, The Norway-America Association  
Sara Ullerø, Program Officer and EducationUSA Adviser, Fulbright Foundation, Norway  
Anne Charlotte Lindblom, EducationUSA Adviser, U.S. Embassy in Norway

XI-44: College Board Conversation and Update  
Location: Hluboka I  
Carol Blythe, Director, Office of International Education, The College Board

16:00 - 16:30  
Coffee break

16:30 - 17:00  
Conference Closing  
Location: Bohemia II  
Dorothy Mora, Senior Program Officer  
Educational Information and Resources Branch  
Bureau of Educational and Cultural Affairs, U.S. Department of State

18:30  
Meet in Marriott Hotel lobby to transfer to the Gala Dinner

19:00 - 22:00  
Gala Dinner, sponsored by the Educational Testing Service (ETS)  
Location: Prague Castle, Rudolph’s Foundry, Vikarska 39, Praha 1

Thursday, March 25th

9:00 - 12:00  
Post-workshop training for advisers – pre-registration required  
Tools and Techniques for Creative Problem Solving  
Location: National Youth Information Center, Na Poříčí 1035/4  
(meet in hotel lobby at 8:30 to transfer)  
Fanta Aw, Assistant Vice President of Campus Life and Director  
International Student and Scholar Services, American University

Optional city tours (pre-registration required)

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Session Descriptions

Pre-workshop: EducationUSA Advising 101
Theme: Advising Core Competencies
Participant Level: New
Description: Advisers will learn the basics of the EducationUSA network, professional development opportunities, and ethical challenges. The seminar will also give new advisers the skills and materials they need to set up an active, vibrant advising center, including resources to start college clubs, group advising sessions and TOEFL® prep. The seminar will be interactive, including skits, lectures, roll-playing, group discussion and other activities with REACs, senior advisers and other colleagues.

Pre-workshop: EducationUSA and New Media:
A Workshop To Successfully Integrate New Tools into Marketing EducationUSA
Theme: Moving Forward with Today’s Technology
Participant Level: New, Mid-Level, Senior
Description: Our world and our key audiences are becoming increasingly interconnected through various new media that provide outlets to share, inform, collaborate, instruct, entertain, and serve. This workshop will discuss our guiding principles for marketing EducationUSA: 1) Get connected, stay involved 2) Live where your audiences live, and 3) Keep them coming back for more. We will be creating tools to use immediately, providing tips and best practices for uses of social media, and plotting a course for success in future projects. Twitter, Social Networking, YouTube, as well as the new EdUSA Connects project will be central to our work.

Post-workshop: Tools and Techniques for Creative Problem Solving
Theme: Advising Core Competencies
Participant Level: New, Mid-Level, Senior
Description: The workshop will focus on tools and techniques for generating and focusing options and for problem solving the most difficult situations/challenges using creative, innovative approaches. Participants will be encouraged to bring a “challenge or issue” to problem-solve. This is an interactive laboratory where participants will leverage guidelines and tools to help gain clarity, create focus, develop potential solutions and successful implementation plan.

I-1: Trends in Academic Mobility in Europe and the United States:
Implications for Future Transatlantic Mobility
Theme: Updates from the Field; Trends in U.S. Higher Education
Participant Level: New, Mid-Level, Senior
Description: This session will provide an overview of trends in academic mobility in Europe and the United States and the implications for future transatlantic mobility. The session will focus on students and scholar mobility, shifting trends in regional exchanges, economic and demographic shifts.

I-2: How to Craft Great Recommendation Letters for the Admission Process at Highly Selective Colleges and Universities in the United States
Theme: Advising Basics & Beyond
Participant Level: Senior-level
Description: Recommendation letters give admissions officers the ability to see beyond academic measures. They give insight into intangible measures such as intellectual ability and maturity, as well as creativity and integrity. These letters are an opportunity to present a student’s strengths and explain why your student is exceptional! This session will provide guidance on how to craft excellent letters.

I-3: Are You Going to Scarborough Fair? Be the Next Big Hit
Theme: Advising Core Competencies
Participant Level: Senior-level
Description: This presentation combines insights from the U.S. Admissions and Educational Adviser points of view. Case studies of university fairs around the world will be presented, including the pre-International Education Week 2009 CIS Fair in Milan. Tips/caveats include: capturing a world tour, involving key players, creative fundraising, publicity, etc.

I-4: GRE® and TOEFL® Update
Theme: Updates from the Field
Participant Level: New, Mid-Level, Senior
Description: The GRE® revised General test will be launched in August/September 2011. Come hear about the new test and what advisors can expect. The presenter will also provide an update on TOEFL® and other products and services that touch advisors and the students they serve. There will be time for questions.
II-5: The Sopranos: Blackhawk Helicopter Parents
Theme: Advising Core Competencies
Participant Level: Mid-Level
Description: Interactive discussion session about the impact and repercussions of the helicopter parents’ generation for educational advising. Brief introduction, discussion of actual cases from our advising center and wrap-up including best practices to handle these ‘blackhawks’.

II-6: Fundraising Strategies for Small NGOs
Theme: Updates from the Field
Participant Level: Mid-Level, Senior
Description: Funding is a constant struggle for most small non-governmental organizations (NGOs). Many, unfortunately, use ineffective or even harmful strategies when approaching potential donors. This session will review Do’s and Don’ts, basic guidelines and tips for small NGOs to develop successful fund-raising strategies.

II-7: Education without Borders: Online Education and the International Student
Theme: Trends in U.S. Higher Education
Participant Level: New, Mid-Level, Senior
Description: This session reviews online education in the U.S., both as a component of traditional education and at predominantly online institutions. Online education has the potential to provide high quality programs to working professionals, under-served populations, and non-traditional students. We describe how online programs can benefit international students and reach a wider audience.

II-8: The U.S. Says Yes to IELTS™
Theme: Advising Basics & Beyond / Trends in U.S. Higher Education
Participant Level: New, Mid-Level, Senior
Description: IELTS™ is widely recognized by U.S. institutions as a measure of English language proficiency necessary for academic success. Participants will learn more about U.S. IELTS use, receive in-depth information and practice exam samples, receive updates on testing logistics in the region, and participate in a hands-on activity and question/answer session.

III-9: Different Universities, Diverse Systems: How Various Universities Evaluate the Same Application.
Theme: Advising Basics & Beyond
Participant Level: New, Mid-Level
Description: The presentation and activity will offer insight into the nuances of university admission processes, including the differences in application requirements and the weight of those application parts. A detailed essay critique and an interactive discussion on student advising will help you prepare students for the breadth of selectivity among U.S. universities.

III-10: Strategic Alumni Planning
Theme: Advising Core Competencies
Participant Level: New, Mid-Level, Senior
Description: The session will focus on establishing better ties with alumni, particularly by engaging them before they leave through PDOs and then through ReEntry Orientations. Participants will brainstorm ideas about Orientation content as well as innovative utilization of alumni, leaving with PDO, REO and alumni activity plans for future use.

III-11: Employment Options for F and J Visa Holders: Immigration Overview and Updates
Theme: Advising Basics & Beyond
Participant Level: New, Mid-Level, Senior
Description: The session will provide an overview and regulatory update on the types of employment options available to academic student on F-1 and J-1 including OPT, OPT extension, CPT, Academic Training, J-1 Trainee, J-1 Intern categories, H-1B, and Permanent Residency based-employment.

III-12: Using New Media in Advising & Promoting Your Centers
Theme: Moving Forward with Today’s Technology
Participant Level: Senior-level
Description: This session will be focused on best practices in reaching prospective students, through the development and use of multimedia interactive web portals, an overview of methods for virtual outreach, distance training on various EducationUSA issues, and improving office time management through to social networking.
Plenary: The Climate for Exchanges: A View from the NGO Community
Theme: Updates from the Field
Participant Level: New, Mid-Level, Senior
Description: More than one year into the Obama administration and with elections pending in fall 2010, what is the political climate in Washington surrounding exchanges? Who are the key policy makers and what new legislative initiatives are being developed? How do these issues affect the work of EducationUSA advisers? With more than 15 years of experience at the head of the Alliance, Michael McCurry will lead participants in an analysis of the key international exchange issues being debated in Washington, including public diplomacy, State Department exchange funding, the status of the Paul Simon Study Abroad legislation, and other related issues.

IV-13: Student Opportunities in the United States: Internships and other J-1 Visa Exchange Programs
Theme: Trends in U.S. Higher Education
Participant Level: New, Mid-Level, Senior
Description: This interactive panel discussion will provide practical information to help advisers address increasing worldwide student interest in J-1 visa exchange programs, with a focus on internships. The session will first delve into the various J-1 exchange opportunities available, such as au pair, camp counselor, and summer work/travel. The panel will then drill down into the details of the J-1 internship program. Internship topics to be covered include: purpose of the new J-1 intern category; participant eligibility criteria; characteristics of strong candidates; how to find an internship; role of U.S. sponsors, why students must have one, and tips on selecting a sponsor; potential fields for internships; differences between the “intern” and “student intern” categories; visa adjudication issues; and impact of the world economy on the internship program.

IV-14: Strategies-based TOEFL® Prep
Theme: Advising Basics & Beyond
Participant Level: New, Mid-Level, Senior
Description: This session will give an overview of a TOEFL® prep course developed for EducationUSA advisers. The course focuses on strategies for the test, not on language learning, and so it can be taught in English or in local languages. Course materials and a short teaching practical will be included.

IV-15: U.S. Community Colleges:
Pathways to Top Bachelor’s Degrees at Half the Cost and International Exchange/Internship Opportunities
Theme: Advising Basics & Beyond
Participant Level: Mid-Level
Description: 2-year colleges represent 50% of all U.S. higher education students. Learn how to advise on admissions and tuition advantages of the 2+2 academic model, and explore transfer pathways to top universities. The CC Advising Program developed by Fulbright Netherlands will be highlighted. Learn about exchange and internship opportunities available to international students.

IV-16: Best Partners, Best Practices:
Maximizing Your Center’s Work Through Collaboration with PAS and Consular Offices
Theme: Advising Basics & Beyond
Participant Level: New, Mid-Level, Senior
Description: Panelists will share their experiences of interaction between EducationUSA centers and Public Affairs Sections and Consular Offices at the U.S. Embassy. Relationship building, design and implementation of joint projects, planning activities that meet U.S. Embassy priorities, and involving the U.S. Embassy into the centers’ activities will be discussed.

Presenters: Lauren Welch, EducationUSA Adviser / Head of Advising, U.S.-U.K. Fulbright Commission; Mihaela Arsene, EducationUSA Adviser / Director of Advising Services, Romanian-U.S. Fulbright Commission, Romania; Maria Brzostek, EducationUSA Adviser / Cultural Affairs Specialist, U.S. Embassy in Krakow, Poland; Magdalena Wacisz, EducationUSA Adviser / Cultural Affairs Specialist, U.S. Embassy, Poland; Viktoria Mikhailenko, EducationUSA Adviser / Manager, American Councils for International Education ACTR/ACCELS, Ukraine; Lisa Gregory, Deputy Cultural Attache, U.S. Embassy in Moscow, Russian Federation
V-17: Outreach Tools in Advising: Live and Tele-Communications  
Theme: Advising Basics & Beyond; Moving Forward with Today’s Technology  
Participant Level: Mid-Level, Senior  
Description: This session will provide information on different outreach approaches in advising including both use of technology and personal communications. The Internet offers vast and varied resources and possibilities. Part of the session will focus on development and management of a virtual education fair and how to make it a highlight of International Education Week, including lessons learned from teleconferences with U.S. universities and between capital-city and regional EACs, and the effective use of an “advising friends” regional network in large countries. The session will also discuss tools for identifying key partners and VIP contacts to reach target audiences and give examples of creative ways of promoting EACs to the broader community.

V-18: The PSM Degree as a New Trend: Hands on Adviser Training and the Adviser’s PSM Toolkit  
Theme: Trends in U.S. Higher Education  
Participant Level: Mid-Level  
Description: The session comprises an introduction of Professional Science Master's Programs and how they differ from M.B.A., Engineering Management and Ph.D. programs. In groups, advisers will work to identify the best program fit for various student profiles, practice advising on PSMs and leave with a PSM resources toolkit and various ideas.

V-19: Identifying and Meeting Academic Expectations of U.S. Universities: Information for Beginning Advisers  
Theme: Advising Basics & Beyond  
Participant Level: New  
Description: This session will help EducationUSA Advisers prepare students to understand the academic expectations of U.S. universities, such as general education and writing requirements. Advisers will also receive information to best equip students for the U.S. classroom experience, such as preparing for group projects and presentations, and using adaptive technologies.

V-20: An Introduction to the ACT® College Entrance Exam  
Theme: Advising Basics & Beyond  
Participant Level: Senior-level  
Description: The ACT is used for undergraduate admission purposes by virtually every 4-year college and university in the U.S. This session will provide an overview of the exam, explain the student score report, and answer any questions Advisers might have so they can effectively advise students interested in taking it.

VI-21: Competitive Application Enhancers: Compelling Essays and Powerful Recommendation Letters  
Theme: Advising Basics & Beyond  
Participant Level: New, Mid-Level, Senior  
Description: The session will highlight the significant contribution of the subjective/qualitative components of the application package to enhancing the application and winning the hearts of admissions officers. Practical examples will reinforce the message that the qualitative components can become the applicant’s best friends and supporters in the effort of gaining admission.

VI-22: Advising in Complicated Places and Troubling Times  
Strategies for Overcoming Challenges and Barriers  
Theme: Advising Basics & Beyond  
Participant Level: Mid-Level, Senior  
Description: During this interactive discussion we will share ideas and strategies for outreach and advising under “not-so-ideal” circumstances of geographic and/or political challenges. Please join if you’d like to discuss issues such as working with Internally Displaced Persons (IDPs), political pressure, vast geographic distances and other special challenges and barriers for recruitment and advising.

VI-23: Expanding U.S. Study Abroad to Non-Traditional Destinations  
Theme: Advising Core Competencies  
Participant Level: New, Mid-Level, Senior  
Description: The Institute of International Education (IIE), in partnership with the Bureau of Educational and Cultural Affairs of the U.S. Department of State (ECA) and the EducationUSA network, is conducting a study to identify and assess study abroad opportunities for U.S. students in non-traditional destinations, and to build the capacity of existing programs to expand. This session will familiarize advisers with background trends and data on U.S. study abroad from the Open Doors Report on International Educational Exchange as well as introduce them to the issues involved in expanding study abroad to non-traditional destinations and the many resources available on the topic. Advisers from popular destination countries in Western Europe are invited to share their experiences with advisers from emerging destinations for a more interactive discussion.
VI-24: Marketing Analysis and Planning for Advising Centers  
Theme: Advising Core Competencies  
Participant Level: New, Mid-Level, Senior  
Description: The goal of the session is to familiarize advisers with fundamental terminology and principles of marketing analysis and planning and its practical application for advising centers’ marketing activities. Reviewed topics will include marketing mix, defining relevant market, clarifying objectives (SMART), situation analysis (SWOT), competitors’ analysis and marketing plan drafting.

VII-25: Sports Scholarships: Beyond the Basics  
Theme: Trends in U.S. Higher Education  
Participant Level: Mid-Level  
Description: Sports scholarships is a popular, but complex topic. Go beyond the basics with U.S. and European insights on: NCAA, NAIA, or NJCAA?; NCAA Division I and II Academic Requirements; Amateurism. Definition and pitfalls; Assessing your level of play – the real challenge; Athlete presentations – beyond the athletic CV.

VII-26: Applying to Graduate Programs: Choosing the Best School, Submitting a Competitive Application, and Obtaining Funding  
Theme: Advising Basics & Beyond  
Participant Level: New  
Description: This session provides best practices for choosing the right program, submitting a competitive application, and obtaining funding to graduate programs. It will look at the distinctive as well as complimentary role of individual application pieces and how each plays in the decision-making process, and tips for highlighting strengths and balancing weaknesses.

VII-27: Accessible Advising: Reaching Students with Disabilities  
Theme: Advising Core Competencies  
Participant Level: New, Mid-Level, Senior  
Description: Students with disabilities are underrepresented in international educational exchange. Accessible advising can change that starting with a new way of thinking about disability combined with an understanding of U.S. disability rights laws, disability services offices, and the ECA-sponsored National Clearinghouse on Disability and Exchange.

Theme: Advising Basics & Beyond  
Participant Level: New, Mid-Level  
Description: The session will provide practical tips for designing and promoting successful TOEFL® iBT and GMAT® courses. It will cover topics on assessing student needs, determining problematic areas and materials selection. Presenters will outline available resources and provide sample syllabus and material. They will also address financial benefits of such courses.

VIII-29: Extraordinary Results for Extraordinary Students  
Theme: Advising Basics & Beyond  
Participant Level: Mid-Level, Senior  
Description: This session will explore how to help very talented undergraduate applicants gain admission with financial aid to very competitive universities. We will discuss strategies for test preparation, essay writing, and building applications that show a good fit between university and applicant.

Theme: Connect with Europe  
Participant Level: New, Mid-Level, Senior  
Description: What is the current status for the Bologna process in Europe? How much the changes influence U.S. admissions? Panelists will share information on changes in higher education of their respective countries stipulated by the Bologna Accords. Special emphasis will be on degrees and diplomas, curricula and quality assurance, as well as international educational opportunities.

VIII-31: Fundraising Strategies to Help You and Your Students Beat the Recession  
Theme: Advising Core Competencies  
Participant Level: Mid-Level, Senior  
Description: This panel of senior advisors from the network will help you and your students beat the recession. Learn innovative strategies to raise funds for your centre, creative approaches to advising students through the financial crisis and ways to take an active role in developing new scholarship opportunities for students.
VIII-32: Advising LL.M. Applicants: From A-Z
Theme: Advising Basics & Beyond; Trends in U.S. Higher Education
Participant Level: New, Mid-Level
Description: This interactive session will address issues that come up in advising foreign-educated law graduates interested in Master of Laws (LL.M.) study in the United States. Speakers will discuss sources of information about LL.M. programs; considerations in the choice of whether to apply for an LL.M. program or a Juris Doctor (J.D.) program; preparation of a competitive LL.M. application; sources of funding and internships; and advice about educational credentials for taking a state bar examination. Speakers will also share their experience in organizing information for LL.M. workshops for students.

IX-33: The U.S. Graduate Admissions Office - A 2010 Insider's Perspective
Theme: Trends in U.S. Higher Education
Participant Level: New, Mid-Level, Senior
Description: This presentation will provide advisers with an understanding of the current state of graduate recruitment and admissions in U.S. Incorporating recent research from the National Association of Graduate Admissions Professionals (NAGAP), the presenters will: (a) discuss diverse organizational structures and institutional priorities in higher education, examining the interplay of these frameworks with graduate recruitment, admissions, and international student support; and (b) address how new technology, changing student expectations, and the current economic climate are impacting graduate recruitment and admissions for international millennials considering graduate study in the US.

IX-34: Modeling Study Abroad Programs: Czech Experience
Theme: Connect with Europe
Participant Level: Mid-Level, Senior
Description: Regarding the number of U.S. students studying overseas, the Czech Republic, despite its size, occupies the 15th position worldwide and the 8th place in Europe. A panel of experienced in-country administrators of study abroad programs will provide insights into needs, operations, and models of U.S. study abroad programs.

IX-35: Credential Evaluation: What is it and Why is it Needed?
Theme: Advising Basics & Beyond
Participant Level: New, Mid-Level
Description: Why does an institution in the U.S. require a credential evaluation? What is involved in the process? What are the different ways U.S. schools handle these evaluations and how do individual institutional policies affect admission and placement of international students? Join us for the answers to these and other questions about the art of credential evaluation.

IX-36: From Business School to Legal Education: an Update from GMAC® and LSAC®
Theme: Updates from the Field
Participant Level: New, Mid-Level, Senior
Description: This session will provide and overview of the GMAT® and LSAT® exams, global testing trends and score sending patterns, including information on the services and products that GMAC and LSAC can provide to EducationUSA advisors including data reports, test preparation products and valuable networking opportunities.

X-37: Community Colleges: An Affordable, Flexible, Creative Option for Non-Traditional Students
Theme: Advising Basics & Beyond; Trends in U.S. Higher Education
Participant Level: Senior-level
Description: International students who do not fit the mold of the “typical” university student in their own countries will be welcome at over 1000 community colleges in the U.S. For a low cost, they can deepen their English communication skills, experience American culture, and explore new career paths.

X-38: M.B.A. Admissions for Advisers
Theme: Trends in U.S. Higher Education
Participant Level: New, Mid-Level
Description: This session provides an introduction to M.B.A. admissions and tips for advising prospective M.B.A. applicants. Topics such as selecting the right program and funding an M.B.A. education will be covered. Information about what makes an application stand out and what candidates can expect in the interview will also be provided.
X-39: Creative Ways of Strengthening Cooperation with U.S. Institutions
Theme: Advising Basics & Beyond
Participant Level: Mid-Level, Senior
Description: This session will discuss the different perspectives of cooperation with U.S. institutions, such as developing strong ties and collaboration through hosting short-term interns and American exchange students (Hungary); developing close relationship through admissions success stories (Romania); and strengthening cooperation through organization of USBT ReConnect visits (Croatia).

X-40: Collaborative Technologies and Effective Management of Advising Center Resources
Theme: Advising Basics & Beyond; Advising Core Competencies
Participant Level: New, Mid-Level, Senior
Description: Collaborative technologies allow us to better communicate among coworkers and students. Web-based technologies such as Dropbox, Google docs and calendar, visual adviser, and web-enabled databases help us to provide education and information services to the community. We will focus on how we take advantage of these technologies and will also demonstrate software for effectively managing the use of resources in advising centers, and share best practices in running, managing and marketing of the advising centers.

XI-41: Virtual Engagement – Getting More Out of Virtual Advising
Theme: Moving Forward with Today's Technology
Participant Level: New, Mid-Level, Senior
Description: How can EducationUSA advising centers transform “virtual advisees” into actual applicants, and link them directly to U.S. universities? Beyond Q and A, tools shown enable advising on general topics through an expanded Virtual Consulting Office, and advising on actual application materials that are then freely accessible and “searchable” by U.S. universities, who in turn can interact with students directly using the platform. These techniques enable substantive service those distanced from EACs by geography, scheduling, disability, or other reasons.

XI-42: Explaining Accreditation of U.S. Colleges and Universities
Theme: Advising Basics & Beyond
Participant Level: New
Description: Regional accreditation; national accreditation; programmatic accreditation – what does it all mean?

Theme: Advising Core Competencies
Participant Level: Senior-level
Description: Presenters introduce the Country Task Force launched in Norway as a model for creating a highly effective and visible collaboration of a variety of stakeholders in U.S. educational exchange. Partners develop cooperative programs, influence policy, and create social and traditional media strategies, capitalizing on each of their strengths and resources.

XI-44: College Board Conversation and Update
Theme: Updates from the Field
Participant Level: New, Mid-Level, Senior
Description: Learn about the latest developments from the College Board, on testing and tools for counseling students about college admission and scholarship assistance. This information will equip advisers with the content needed for student advising, orientation and training local school counselors.
**Speakers/Facilitators**

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What started as a Fulbright grant has bloomed into a passion for U.S. higher education and 12 happy years in the service of EducationUSA and the Fulbright mission. A U.S. graduate education, a fair amount of idealism, and an unconventional approach make Mihaela an inspiration to many students in Romania.  
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Aleksandra Augustyniak has a B.A. in British Studies and M.A. in Applied Linguistics from Warsaw University. After working as a Polish Academy of Science academic exchange officer, she became an Educational Adviser at the Polish-U.S. Fulbright Commission. She participated in the EducationUSA U.S. Based Training Program (USBT) in 1994. Aleksandra is the former liaison for Ethics and Treasurer of OSEAS and a Training Corps Member. Aleksandra has presented at multiple NAFSA conferences.  
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Nataliya Aulchenko has been the Senior Educational Adviser at the EducationUSA advising center at American Councils for International Education in Novosibirsk, Russia for over 12 years. Nataliya strives to implement different forms of advising outreach activities, including establishing a regional network of advising representatives, organizing graduate admissions workshops, and conducting Skype video conferences with the EducationUSA advising center in Moscow. Nataliya is the Russian language director of the EducationUSA Virtual Consulting Office (VCO) project. Nataliya received her Diploma Specialist from the Department of Applied Mathematics in 1994 and a degree in Human Resource Management in 2005, both from Novosibirsk State University.  
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Martin Bennett
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With over 16 years of work in international education, Marty Bennett has found his greatest joy in life, outside of his family, in collaboration with EducationUSA advisers around the world and through his service in Destination Indiana and the Council of International Schools. Since November 2008, Marty has taken on the challenge as the first EducationUSA Marketing Coordinator. He has been focused on raising the profile of EducationUSA within the social media world, as well as encouraging centers and U.S. institutions to use these new tools to reach out to prospective students. Marty has launched several major new projects—a series of marketing materials, a country flash drive project, a comprehensive packet of information for US institutions, and most recently the new EducationUSA website and the EdUSA Connects series. Marty looks forward to working with all advisers in cooperation with the REACs to develop new ways to better equip our network to reach our key audiences.
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Lara Meltem Bilikmen has been an adviser at the Turkish Fulbright Commission in Ankara for five years. She advises students, works on the Commission’s outreach, promotion and advising efforts, and helps administer the Opportunity Grants Program. She has presented at several international gatherings including NAFSA Conference. Most recently, she organized and facilitated the first Turkish Fulbright ReEntry Orientation for 50 students with the Turkish Programs Office.
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Carol Blythe has been with the College Board for 7 years. Her favorite responsibility is working with the EducationUSA network - directing the U.S. Based Training Program (USBT) and working with her team on Professional Advising Leadership Fellows program (PAL), Explore, ReConnect and adviser conference opportunities. Before joining the College Board, Carol was an EducationUSA adviser in Singapore.
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