



Creative ways of
strengthening
cooperation with
U.S. institutions

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Content

o Student Exchange and Exchange of Ideas

Zsuzsanna Nagy (zsnagy@americancorner.hu)

o Admissions success stories

Mihaela Arsene (Mihaela.Arsene@fulbright.ro)

o Organization of USBT ReConnect visits

Nina Vranesevic (nvranesevic@iro.hr)



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Ohio - Pecs: Joint Student Study Project



Flinn Scholars Program



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Serving the Underserved



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IEW 2009



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The win-win project

- 2007-2008: Undergrad admissions video project
- Final video in the series: **Success stories**
- Universities highlighted: Amherst C., MA, Occidental C, CA, Hamilton C, NY, Duke U, NC, Yale U, CT.
- Why these schools?



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The win-win project and the US university reps

- Win-win project
- School profile
- Student profile
- Student's post-admission tips
- THE MATCH!!!
- US university rep's role in the video???



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US university reps' role in the video

- Why this particular applicant?
- What made you accept this application?
- Anything in particular that won you over?
- Any comments?
- Any recommendations?
- Etc.



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US university reps' role in the video, cntd.

- Contributed content (admissions insights and application evaluation tips)
- Suggested new angles
- Agreed to commit their views in writing
- Agreed to be impersonated
- A joy to work with!!!



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US university reps impersonated by

- CAO
- US Embassy Press Officer
- FCommission US Director and her husband
- US Fulbright grantees



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Outcomes

- Raised the profile of our EduUSA center with the respective US universities
- They visited repeatedly (Duke)
- Success stories as valuable training tool for admissions



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Hurdles and solutions to overcome them

Hurdles: ???

Solutions: persistence; clear presentation of the project; clear requests; clear deadlines; clear outline of mutual benefits.

More solutions: multi-level “attack” (students and EduUSA center); versatile “ammunition”



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The proof is in the watching

Enjoy a sample of our work 😊



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USBT Spring 2008

- University of Michigan, Ann Arbor
- Eastern Michigan University
- Siena Heights University
- Washtenaw Community College



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USBT ReConnect details

- chance for USBT campus reps to visit EducationUSA centers abroad
- 7 - 10 day program
- a travel grant and stipend
- timing and logistics for each visit determined individually
- may visit more than 1 center time-and budget-permitting
- represent U.S. educational system, not only their university



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USBT ReConnect Visit to Croatia

- Visit dates: 19 October - 1 November 2009
- Guest: Ms. Cindy Gould

International Admissions / Recruiting Coordinator
Office of Undergraduate Admissions
University of Michigan, Ann Arbor

- Host institutions:
Institute for the Development
of Education (IDE), Croatia and
EducationUSA in Ljubljana,
Slovenia



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Reconnect visit agenda highlights

- 11 meetings organized with: Education Ministry and Agencies; universities; high schools; and Croatian American Foundation for Education and Training
- participation at the Scholarships Fair 2009 – more than **6000 visitors**
- 4 outreach events – total of **137 visitors**
- EducationUSA center staff training
- strengthening contacts with **7 Croatia U-M alumni**



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ReConnect visit Challenges

- Logistical
- Organizational
- Time oriented
- Lack of best practice in preparation of agenda - one of the first ReConnect visits in Europe



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Benefits for the EducationUSA center

- improved knowledge on U.S. higher education
- EducationUSA center staff training
- **partnership** between EducationUSA advisors and university rep
- **closer links with local** universities, high schools and educational authorities
- fostering better contacts between U-M alumni and IDE



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Benefits for the ReConnect guest

Better knowledge of:

- o educational system in Croatia and the region
- o EducationUSA centre at IDE, Croatian NGO
- o needs of Croatian students as potential international students in the USA
- o financial obstacles and needs for financial aid



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Benefits for the ReConnect guest

- networking with Croatian educational officials and institutions
- establishment of university cooperation through student and faculty exchange
- organization of study abroad programs with Croatian universities
- strengthening alumni contacts and their involvement in outreach activities in Croatia



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Tips for future ReConnect hosts

- provide materials and resources on local educational system
- provide tips for first-time visitors to your country
- plan ahead your other work obligations
- provide a detailed visit agenda
- provide welcome packs
- take many photos



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Velik broj učenika srednjih škola na prezentaciji Michiganskog sveučilišta

Brojni srednjoškolci zainteresirani za studij u Americi

■ **Josipa ZEKANOVIĆ**

„Ove se godine upisao jedan Hrvat, dok lani dvoje“ – Cindy Gould

Jaler u Gradskoj knjižnici Zadar održana je prezentacija o prednomnom studiranju u SAD-u pod vodstvom Cindy Gould sa University of Michigan, u suradnji sa voditeljicom projekta Niinom Vrančević sa Instituta za razvoj obrazovanja. Prezentacija je prisustvovalo veliki broj učenika završnih razreda srednjih škola. Učenici su imali priliku čuti i vidjeti kako se studira na Sveučilištu u Michiganu. Predavanje je održano uz pomoć video projektoru, stoga su učenici mogli pogledati i kratki edukativni film o sveučilištu, te načini mnogo toga o načinu studiranja u Americi. Cindy Gould uputila je učenike i film, koji se znatno razlikuje od našeg bolovskog procesa, te im publicis objašnila proces razmjene. Predavanje je program studiranja



Govorila na pojedinačnu i priprema film o sveučilištu

bine i izvanskolke i školske aktivnosti budućeg studenta, stoga se pri prijavi na fakultet vodi računa i o tome. Svaki učenik koji se prijava na takvo sveučilište mora priložiti i popis svojih hobija, aktivnosti, te eseje, u kojem stoji životopis učenika ali i ciljevi i ambicije. Michiganskog sveučilište osnovano je davne 1817. godine i spada u javno sveučilište.

– kazala je Gould i objasnila razliku između koloda i sveučilišta. Na sveučilištu se studenti duže školuju i specializiraju, dok kolodi traju manje, dodala je pojaštavajući kako postoje razne tipovi koloda, primjerice, prvom, ženski, muški, vjerski. Američki sustav školovanja bazira se na studenatu, odnosno buduća student je taj koji prije upisa mora reći postavliti i razmotriti svoje ciljeve i mogućnosti, te će tek onda biti siguran koji studij je namijenjen njemu. Budući student se treba orijentirati i na svoje očjene iz srednje škole, koje mu određuju mogućnost upisa na studij koji on želi, određuje i svoje akademske vrijednosti, te ima pravo na odabir okoline u kojoj će živjeti za vrijeme studiranja, odnosno izabire kampus koji mu najviše odgovara.



Stipendije i preporuke

- Bilijani dolara, namijenjeni stipendiranja učenika, ne troše se, već studenti dobivaju privremenu stipendiju velikih tvrtki i korporacija, stoga državne stipendije nisu toliko zastupljene među studentima – kazala je Gould. Objasnila je da je pri upisu važna i preporuka studenta, odnosno profesora iz srednje škole imaju pravo preporučiti učenika sveučilištu na koje se budući student hoće upisati, u napisanom eseju učenik treba navesti svoje kvalitete. Razlog prijave na sveučilište također može imati utjecaja na upis. Gould je poručila učenicima kako je vrlo zainteresirana za njihova mišljenja i ideje, te da je zanima način obrazovanja u Hrvatskoj.

Američki način obrazovanja

Govorilo se o prednostima američkog načina obrazovanja, te i visoka kvaliteta obrazovanja, te i kvaliteta studentskih i akademskih institucija, koje su poznate širom svijeta, obaveza istraživanja koje provodi sveučilište. U prednosti spada također i suočavanje studenata na kompleksnim problemima na globalnoj razini, stoga ih studenti moraju naučiti rješavati. U te probleme spadaju pitanje energije, vode, raznih bolesti i zaraza, te diplomacije. Cindy Gould naglašava, obilježavajući poznatu rečenicu, da učenike i studente obrazovanje u SAD-u i Europi čini svjetskim građanima.



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Your Comments and Questions ?

Thank You 😊

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