

The background features a stylized map of the United States, composed of overlapping, semi-transparent geometric shapes in shades of red and blue. The map is centered and occupies most of the frame. The text is overlaid on the map.

yes to U.S.

*Education USA – From Reykjavik to Vladivostok
PAO Hilary Olsin-Windecker, Embassy Oslo
Director of Scholarship Programs, Tove Lain-Knudsen,
Norway-America Association
Prague, March 2010*



PRESS, EDUCATION
AND CULTURAL AFFAIRS
— U.S. EMBASSY OSLO —

Norway:

*The Country Task Force as a
Model for Collaborative Efforts
in Educational Exchange
with the U.S.*

yes to U.S.

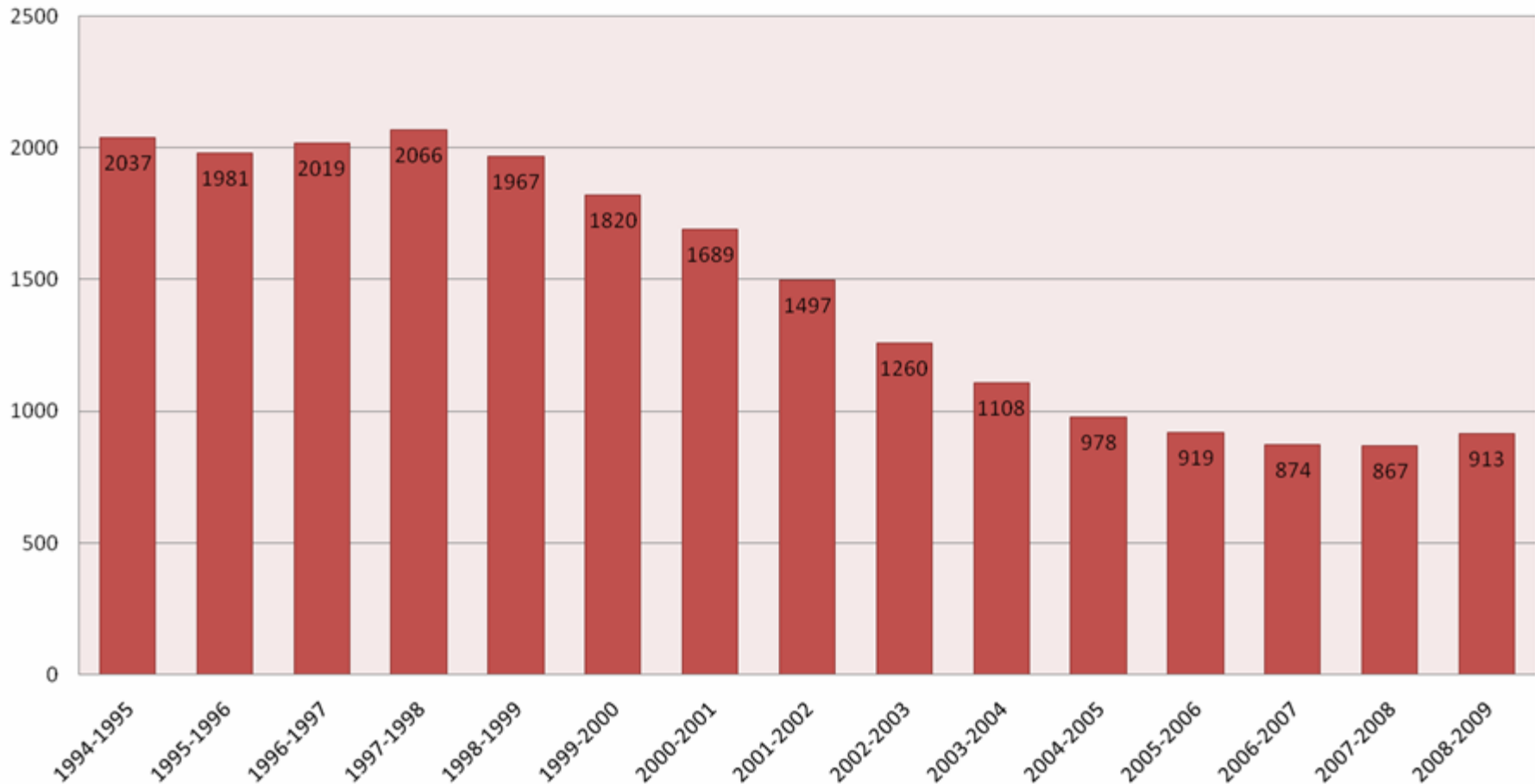


Student exchange decline



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Norway→U.S. - Student Exchange - Full Degree



Who can be your partners?



- Find organizations with compatible objectives
- Establish regular meetings
- Document progress and work plans



The Research Council
of Norway



ANSA
Association of Norwegian
Students Abroad

FULBRIGHT

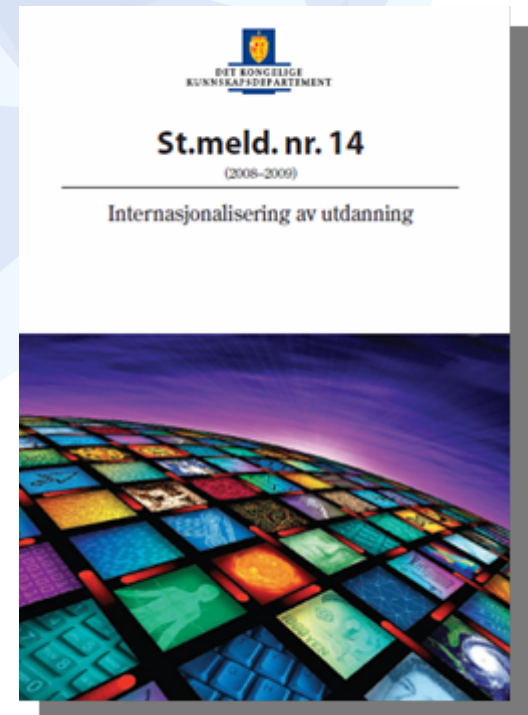


yes to U.S.



Can policies be influenced?

- Provide input to policy papers or strategies
- Each organization has unique lines of influence
 - Media
 - Boards of Directors
 - Government
 - Alumni groups



yes to U.S.





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Synergy: Share Expertise

- Seminar speakers, mentors, listservs
- Visitors as opportunities for office meetings, programs, media



Synergy: Share Resources



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- Identify resources of the partners
- Space, catering, alumni lists, labor, visa capabilities
- Ambassador and high profile actors
- Grants



yes to U.S.



How can you use Social Media



- Different media reach different audiences
- Traditional media: radio, newspapers, magazines, TV
- Social media: Twitter, Facebook...
- Recruitment, highlight news, scholarship opportunities

yes to U.S.



How Do You Create High Impact/High Attainability Programs?



- Be aware of who partners interact with on a daily basis
- Each organization reaches different audiences
- Look for overlapping objectives

yes to U.S.

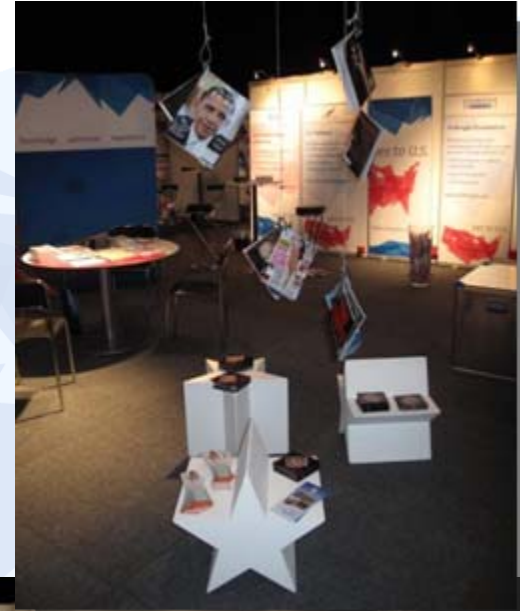


Win/Win



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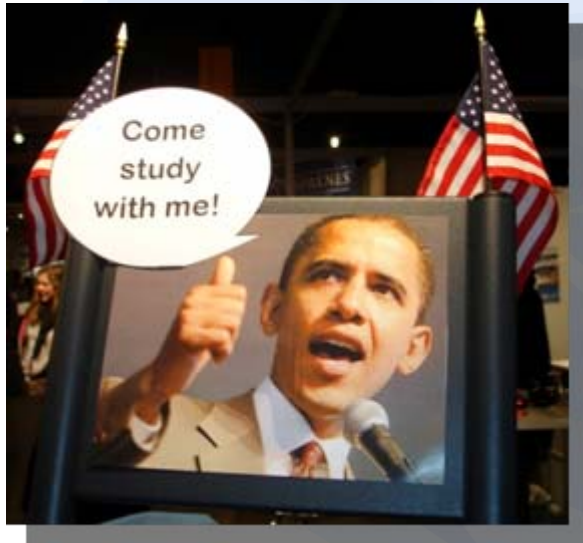
- Facts and stats from several sources tell a strong story
- Partnerships increase staff and resources
- Your message is spread through multiple networks
- Joint campaigns are more effective



yes to U.S.



Check List for Success



- Find partners
- Decide mutual objectives/Make plans to break down obstacles
- Establish regular meetings
- Synergize- use strengths of each organization
- Share expertise
- Share resources
- Share information
- Think Win/Win

yes to U.S.

