Celebrate International Education
November 16-20, 2009
International Education Week

International Education Week is an opportunity to celebrate the benefits of international education and exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education promotes programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences in the United States.

Discover how EducationUSA Advisers are celebrating International Education Week and explore ways for your institution to get involved with EducationUSA activities. View the planned events around the world at the International Education Week 2009 website (http://iew.state.gov). Thank you for your support of International Education Week.

EducationUSA Launches New Website
Connect with EducationUSA

EducationUSA debuts a newly redesigned website for students interested in studying in the U.S. and the U.S. higher education community on November 16, 2009. Social media-friendly and engaging sharing features have been added to the website to allow students to find and share information about studying in the U.S. with their friends and family through their favorite social networking websites such as Facebook and Twitter and link to the EducationUSA YouTube channel.

The new website will also grant the U.S. higher education community private access to a wide array of resources such as advising center profiles, country educational information, and international student recruitment opportunities.

Find more ways to connect with the EducationUSA network at www.educationusa.state.gov.

EducationUSA Dialogue
We want to hear from you

More than 20 representatives from Washington, DC area higher education institutions and associations attended the first EducationUSA Dialogue held on November 10th at the George C. Marshall Conference Center at the U.S. Department of State. After a welcome from Office Director, Paul Hiemstra, and introductions facilitated by Branch Chief Caryn Danz, Program Officers offered an overview of the services currently provided by the EducationUSA network. The participants then worked in four groups, sharing their insights and ideas about international recruiting and trends in internationalization. Participants also offered suggestions for how EducationUSA might more efficiently or effectively assist the U.S. higher education community. This time for brainstorming concluded with participants needing more time for discussion and looking forward to another meeting or event.

The State Department welcomes your comments, too. If you have a suggestion for us, please email Diane Weisz Young, Program Officer, at youngdw@state.gov.
Record Numbers of International Students in U.S. Higher Education

The Institute of International Education (IIE) released the highlights of the 2009 Open Doors Report on International Educational Exchange Monday, November 16 in a briefing at the National Press Club in Washington, DC with Under Secretary of State Judith McHale and Under Secretary of Education Martha Kanter. The Open Doors Report is published annually by IIE with support from the U.S. Department of State’s Bureau of Educational and Cultural Affairs.

International Students in the U.S.

Open Doors 2009 reports that the total international student enrollment in U.S. higher education increased by 8% to an all-time high of 671,616 in the 2008/09 academic year. There was an even stronger increase -- of 16% -- in the number of "new" international students, those enrolled for the first time at a U.S. college or university in fall 2008. Open Doors 2009 reports increases in foreign student enrollments from seven of the ten leading places of origin, and 19 of the top 25, with increases of more than 20% from four countries. India remains the leading place of origin for the eighth consecutive year, increasing by 9% to 103,260. Students from China, once again the second leading sender, increased 21% for a total of 98,510.

U.S. Study Abroad

Open Doors 2009 reports that the number of Americans studying abroad increased by 8.5% to 262,416 in the 2007/08 academic year. This latest increase builds on decades of steady growth, with four times as many U.S. students participating in study abroad in 2007/08 than in 1987/88. And students are continuing to go to more diverse destinations.

On the following pages check out the data for the top sending countries from each region based on the 2009 Open Doors Report, plus comments on trends from the Regional Educational Advising Coordinators. For the complete 2009 Open Doors Report, please visit http://opendoors.iienetwork.org/.

AFRICA

Regional Educational Advising Coordinators

Nancy Keteku (keteku@africaonline.com.gh) – West & Central Africa
Clara Priester (PriesterC@state.gov) – East & Southern Africa

Sub-Saharan Africa: 2% Increase in Students

Africa’s 2% increase in students in the United States marked a most welcome turnaround in a region where students struggle mightily to overcome barriers to U.S. education. Countries that recorded their highest ever enrollments include Angola, Benin, Burkina Faso (for the twelfth year in a row!), Chad, Congo Brazzaville, Cote D’Ivoire, Rwanda and Uganda.

During the last three months, African advisers hosted more U.S. admissions visitors than ever before – but more are always welcome, especially to the countries that are off the beaten path. Let us set up flexible visits that meet your needs: EducationUSA advisers can help you with logistics and bring in the audiences you’re looking for.

You also don’t want to miss our annual fairs in several countries: if you can’t come yourself, get your alumni in-country to represent you. Nigeria held its 12th annual college fair in early October, welcoming twenty university representatives, six of them directly from the U.S. and the remainder from Nigeria’s vast alumni corps. Malawi’s fair, on November 21st, features representatives of 65 U.S. institutions.
Facing Declines in Japanese Student Mobility

The United States remains the top study abroad destination for Japanese students, and Japan continues to rank among the top five leading countries of origin to the U.S. for international student enrollments. Some key factors that attributed to the 13.9% decline in Japanese student enrollments to U.S. institutions include a rapid decline in population, family financial prudence, and competition for jobs.

Population Decline: A recent article in the Chronicle of Higher Education, "Enrollment Crisis Threatens Japan’s Private Colleges" (http://chronicle.com/article/Enrollment-Crisis-Threatens/48909/), points out that the number of 18 year olds in Japan has plummeted by over 700,000 since its peak in 1992, impacting enrollments to both Japanese and U.S. institutions alike. Undergraduate enrollments to the U.S. saw the highest decline of Japanese students this year, and nearly half of Japan’s roughly 550 private four-year universities are falling below their government-set recruitment targets.

Financial Prudence: Since last year’s worldwide stock market crash, the Japanese export orientated economy suffered significant financial losses. With a resulting growth in unemployment, cuts in salary, and loss of bonuses, there has been an overall reduction in consumer spending.

Job Market Competition: Traditionally, college students start job-hunting during the first semester of their senior year. Over the last few years, this process has become more competitive, forcing many students to start their job search in the last semester of their junior year. To remain competitive in the job market, students perceive the first two years as the only time to focus fully on their studies, giving them less time for study abroad programs.

Europe – U.S. Student Mobility on the Rise

Europe-U.S. student mobility climbed an impressive 4.4% in 2009. Student internships and a general enthusiasm for the United States are stimulating new demand for study in the U.S. at undergraduate and graduate level. In Germany, trends show a 40% increase in non-degree students pursuing short-term programs, giving hope that European Higher Education Reform is turning a corner and opening new opportunities for more flexible exchanges and transatlantic degrees.

Join us next March in Prague to learn more about our coordinated outreach efforts and how we need you to get involved.

The Emerging Market of Eurasia

Twenty years after the fall of the Berlin Wall, the student market in the former Soviet Union continues to emerge from behind the history of the Iron Curtain. Azerbaijan, Georgia, Moldova and Ukraine especially are catching the attention of U.S. colleges and universities - well-educated, talented and dedicated students eager for a U.S. higher education.

- Impressive English language skills in the region are attributed in part to the strong Peace Corps presence (Ukraine has more Peace Corps
Volunteers than any other country). Tens of thousands of Russian students spend their summers in the U.S. on the Summer Work & Travel Program, improving their English and checking out universities for graduate studies.

• Community Colleges are an increasingly attractive option for Eurasian undergraduates. Nearly 30% of undergraduates from the region studying in the U.S. were enrolled in community colleges last year.

**Turkish Student Enrollments up 10%**

During the 2008-2009 academic year, there were a record number of Turkish citizens studying in the U.S. The number of Turkish students enrolled in U.S. institutions of higher education increased from 12,030 to 13,263, a 10% increase over the previous year. This was the 2nd consecutive year of increase for Turkey and Turkey remains 8th among the leading countries of origin.

EducationUSA made a concerted effort to reach out to students in underserved regions. The quality of U.S. higher education and its significant impact on the student’s global competitiveness continues to attract Turkish students. Though Turkey is a graduate student market, the emerging interest in undergraduate studies has reflected in enrollments moving up slightly by 2%. Twenty one percent of Turkish undergraduate students are studying at 2-year community colleges. EducationUSA Turkey is ready to assist you in your recruitment efforts - hoş geldiniz!

**Increased Numbers of South American Students in U.S. Higher Education**

While the number of international students at U.S. higher education institutions increased by 8.8%, the number of South American students at U.S. colleges and universities also increased to an impressive 6.6% in 2009 -- a total of 32,981 students! Brazil climbed 15.7% and is now 13th country worldwide to send students to the United States. Chile climbed 15.9% and should be following up this increase in several years with the Chilean government’s mandate to send 30,000 Chileans on study abroad in the next ten years. Colombia’s numbers increased by 5.3%, making the country 19th worldwide in sending students to the U.S. Also, Ecuador and Venezuela showed increases in the flow of students to the U.S. at 5.4% and 5.2% respectively. Venezuela now is in the 25th position worldwide to send students to the United States.

Advisers report on increases in their daily advising and more students are seeking information about study in the United States taking advantage of a favorable exchange rate and an on-going enthusiasm about U.S. higher education.
17% Increase in Middle Eastern and North African Students in U.S. Colleges and Universities

Fourteen of the twenty countries in the Middle East North Africa region showed increases in the number of students going to the United States with an overall increase of 17.4 percent reaching 33,586 students in the U.S. Middle Eastern countries with large increases in students enrolled in U.S. higher education include Qatar, (up 34% to 463), Saudi Arabia (up 28% to 12,661), Jordan (up 24% to 2,225), UAE (up 24% to 1,218) and Iran (up 16% to 3,533). In North Africa, Libya showed a significant increase of 330.3%.

The EducationUSA team in MENA continues to work tirelessly to promote the U.S. as the top destination to students from the Arab world. The renewed interest in the U.S. is very exciting and we are seeing that more and more students and their governments are looking to the U.S. as their choice for higher education.

Indian Students in the Lead

India continues to lead in the eighth consecutive year with 103,260 students enrolled on U.S. campuses. Intense all-India outreach efforts were made to reach out to students in the non-metro and underserved regions. The quality of U.S. higher education and its significant impact on the student’s global competitiveness continues to attract Indian students. Though India is a graduate student market, the emerging interest in undergraduate studies has reflected in enrollments moving up from 13,639 to 15,600. The return of the Non Resident Indian community and internationally mobile families has contributed to a spurt in the number of international schools. Since education is highly revered and seen as a vehicle for socio-economic mobility, parents will continue to secure their child’s future through high-quality education available locally or abroad.

The ongoing recession has parents apprehensive about investing in U.S. higher education. Indian students are skeptical of applying when they receive feedback from friends enrolled at U.S. campuses about reduced/limited or no financial assistance or when reading stories about the adverse impact of the financial meltdown on departmental funding. Students and parents will exercise caution until the economy recovers.

Nepal’s Increased Presence in U.S. Universities

Nepal has once again shown a notable increase in the number of Nepali students studying in the U.S. Laurie Vasily, new Executive Director of the U.S. Educational Foundation in Nepal, host of the EducationUSA Advising Center, attributes the following factors to the increase:

- The quality of the ongoing efforts of the EducationUSA staff in Katmandu, who advise tens of thousands of Nepali students per year.
- A steady increase over the past 10-15 years in the availability of good quality English-medium education in Nepal.
Changes in the economy, with an increase in wealth for a segment of the population, some of which is a result of remittances. Families in Nepal make "secure" investments in their children's education given that there is an internally tumultuous political context whereby effects on other investments may be unpredictable.

Expectations for improved future employment opportunities either in the U.S. or in Nepal lead many Nepali students to undertake education in the U.S. The competition for coveted jobs in Nepal has become steeper given that there are increased numbers of applicants with degrees from foreign colleges and universities. Anecdotally, it seems that employers within Nepal value applicants with a U.S. degree higher than a degree from other countries, although U.K. degrees are generally at par with U.S. degrees. Numbers from Nepal could drop as other countries are making stronger recruitment efforts in Nepal. There have also been changes in their visa issuance policies whereby it has become easier for students to obtain visas to those countries.

**Record Highs for Central Asia**

Four of the five Central Asian countries - Turkmenistan, Uzbekistan, Kazakhstan, and Kyrgyzstan - experienced all-time record highs in the number of students studying in the United States. Overall, Central Asia had a sizeable 16% increase in the number of students studying in the US - the biggest increase of all of the former Soviet regions. After a noticeable dip in numbers of students last year, Uzbekistan bounced back to record the highest increase (28%) in the region of students studying in the U.S. There were also big increases in the number of Kyrgyzstanis studying in the U.S. (22%) and then number of Kazakhstaniis (18%) studying in the US. Thanks in large part to the support of the Government of Kazakhstan’s Bolashak scholarship program, Kazakhstan boasts the biggest percentage of undergraduate students studying in the U.S.

Community colleges also remain a popular option for Central Asians. More than half of the undergraduate population studying in the U.S. from Uzbekistan (53%) and Kyrgyzstan (59%) are studying at a junior or community college. Central Asia has continued to integrate into the world economy, raising interest in international educational opportunities among its population while, at the same time, raising demands among local employers for Central Asian citizens who possess knowledge and skills obtained abroad. Increased numbers of representatives from U.S. colleges and universities are travelling to fairs and other events in Central Asia to tap into this growing market.

**Partner with EducationUSA**

Get Noticed - In the EducationUSA Weekly Update! Send two paragraphs of content related to scholarships or new programs to EducationUSA@state.gov and reach 450 EducationUSA advising centers in 170 countries. The EducationUSA Weekly Update is circulated worldwide.

Host EducationUSA Advisers on your Campus

The following opportunities are available to accredited U.S. higher education institutions and specialized schools to interact with EducationUSA advisers:

*USBT:* host 4-5 participants for one week during the Spring and Fall 2011 U.S. Based Training Program for EducationUSA Advisers (USBT) - in mid-April or in October/November (TBD). Multiple clusters of varied institutional types/missions (up to 5 institutions per cluster - must include graduate level); advisers represent different world regions and types of advising centers. Airfare, housing and meals for the advisers are included, along with modest reimbursement for cluster administrative expenses.

*Post-NAFSA campus tours:* 3-6 days visiting multiple campuses after the 2010 NAFSA: Association of International Educators conference in Kansas City, MO. Post-NAFSA tours should budget to include local sources for housing, meals and in-state travel.

Full information and a campus Request for Proposal (RFP) will be posted at [www.collegeboard.com/international](http://www.collegeboard.com/international). Please specify your program interest by e-mail to: usbt@collegeboard.org.