



Your Official Source on U.S. Higher Education

Successful Collaborative Recruitment with EducationUSA





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What is EducationUSA?

The official source on U.S. higher education

EducationUSA is a U.S. Department of State network of advising centers that helps students explore opportunities at accredited U.S. colleges and universities.

Accurate, comprehensive, and current information

Free advising services for prospective students

A resource for U.S. higher education institutions seeking to connect with students internationally



What do advisers do?

We connect students and institutions throughout the journey.

For students	With U.S. institutions
Individual and group advising	EducationUSA fairs and events
Guidance on applications and funding options	Webinars and virtual sessions
Information sessions and predeparture support	School and university visits

Advisers also reach students through outreach at local schools and universities.



EducationUSA Costa Rica



Where Are EducationUSA Advising Centers Located?

EducationUSA advisers work from a variety of host institutions around the world, including:

U.S. embassies and consulates

Fulbright commissions

Binational centers (BNCs)

Universities, libraries, and nonprofit organizations

Costa Rica example: Our advising center is hosted by the **Centro Cultural Costarricense Norteamericano (CCCN)**, a binational center in San José.



Opportunity Funds Program

Available through participating centers, this program helps **highly qualified** students with financial need cover eligible upfront costs of applying to U.S. institutions.

University representatives can ask their local EducationUSA adviser whether the program operates in that country and how to connect with its students.



Opportunity Funds Awardees



EducationUSA: A Bridge to Institutions

An institutional connection

EducationUSA advisers can help U.S. institutions build relationships with local schools and universities by making introductions, sharing local context, and identifying opportunities to collaborate.

Example: 100,000 Strong in the Americas supports partnerships between U.S. and Latin American higher education institutions to develop academic exchange and training opportunities. EducationUSA can help institutions **find potential connections and learn about the opportunity**; the partner institutions develop and submit their own projects.



Virtual or In-Person Presentations



Good Practices

1. Consult with the advisor. What topic would be received well?
2. General topic....not generally an institutional presentation
3. Sampling of popular topics:
 - A) The Large University Experience Compared to a Small College Experience
 - B) Cost and Financial Aid in the U.S.A.
 - C) Understanding Athletics in the U.S.A.
 - D) Searching for the “Right” U.S. College or University
4. EducationUSA typically opens the presentation (similar to today)
5. The presenters may use their institution as an example in the presentation, where appropriate.
6. Presenters are often given a few minutes at the end to offer highlights about their institution.



EducationUSA should be part of your travel planning

- Use the Global Guide or EducationUSA website for contact information
- At a minimum, schedule a meeting with one of the advisors at the Center in the city you will be visiting
- Optimally, offer to do a presentation
- If you are with a small group tour, ask about the possibility of offering a mini-fair, and even some short info sessions, either before, or during, the mini-fair
- If you offer a coffee/meal meeting for counselors, also invite the local EducationUSA advisor. Quite often they already know the counselors, but if not, this can be an important connection for them



Opportunities to Interact with EducationUSA Advisors

- National/International Conferences
 - Regional ACAC
 - NAFSA
 - NACAC
 - AACRAO
 - NAGAP
- EducationUSA Forum (TBD Previously held in D.C.)
- EducationUSA Regional Conferences (2-3/year)
- EducationUSA Fairs



Hosting EducationUSA Advisors



CAMPUS VISITS 2027

APPLICATIONS DUE SEPTEMBER 18, 2026

APPLY TO HOST ADVISERS
CampusVisits@educationusa.org

 **Education USA**

Apply to host EducationUSA advisers in-person or virtually to boost your institution's profile to international audiences.



Applying to Get a Visit Approved

- There is an approval process. It is preferred that requests are submitted by mid-September for visits happening in the coming fiscal year
- There are links for the both an in-person visit, as well as a virtual visit
- Visit requests that can't be planned that far ahead can be sent to the appropriate REAC



Hosting an Individual Visit

- Plan well ahead of time for purposes the visit plans, but also giving time for the advisor to hopefully get approved.
- The visit generally needs to be fully funded through shared cost. This might need to be coordinated through one of the campuses.
- Logistics can be tricky
- Collaborate with other institutions, through campus visits and social events.
- Share unique aspects and particularly strong programs. Highlight student services and offices that positively affect student outcomes.



Hosting at a State or Regional Conference

- All costs must be covered, including a conference fee waiver
- Advanced planning is crucial – Logistics
- Combine “2 a day” school visits with attendance at the conference
- Have the advisor present at the conference
- Give the advisor a table in the exhibit hall, if possible



Sample of Resources

- EducationUSA - (<https://educationusa.state.gov/>)
- Regional Educational Advising Coordinators - (<https://educationusa.state.gov/my-resources/column-1/regions-reacs>)
- Global Guide - (<https://educationusa.state.gov/us-higher-education-professionals/recruitment-resources/global-guide>)



Registering with EducationUSA

Use this link if you do not have a log-in:

<https://educationusa.state.gov/us-higher-education-professionals>





Thank you and enjoy the conference!

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