

Navigating U.S. Higher Education with EducationUSA

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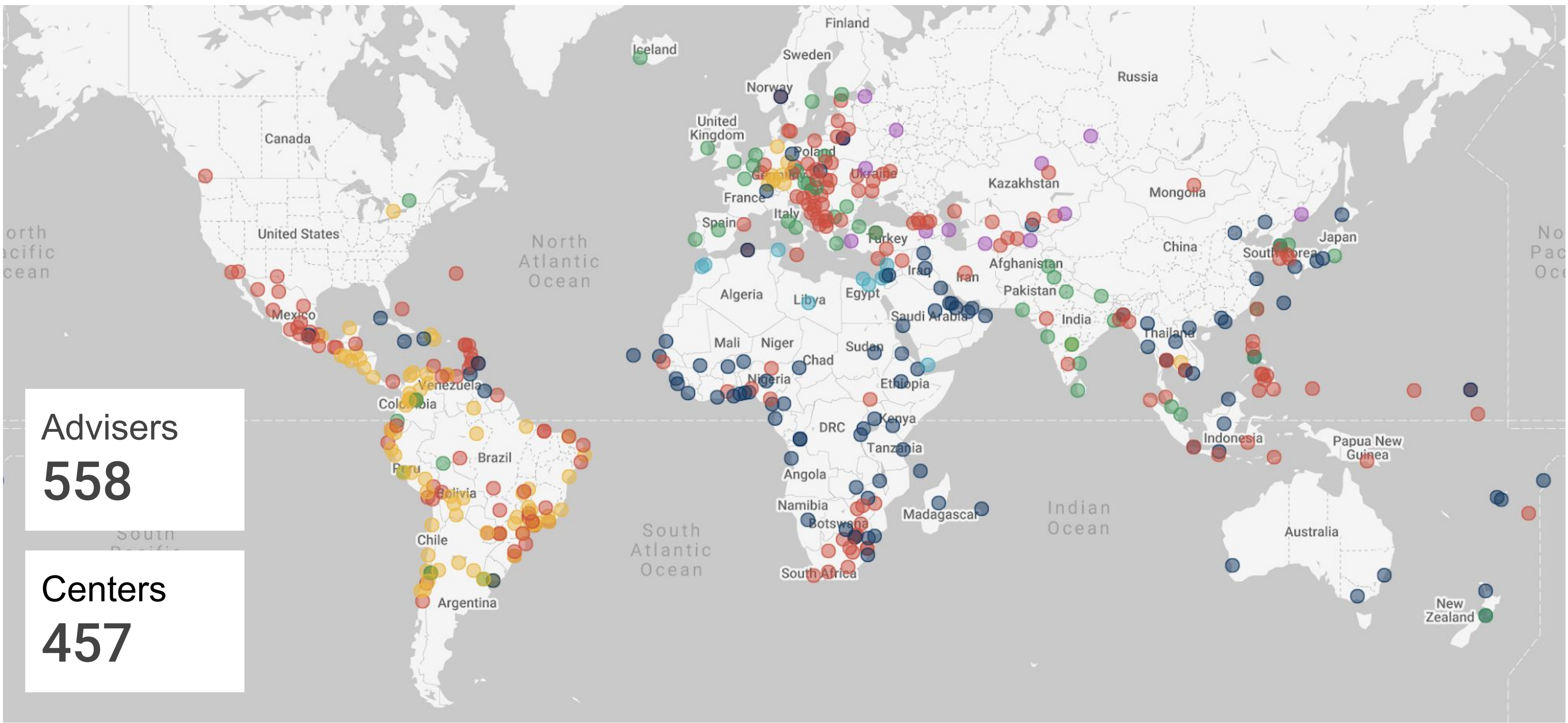
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OVERVIEW

- Introduction to the EducationUSA Network
- What do we offer?
- Services for U.S. Higher Education Institutions
- Services for School Counselors
- Services for International students
- How to engage with us?
- Questions & Answers



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EDUCATIONUSA: WHAT WE DO?

Promote U.S. higher education by connecting international students to American institutions.

Support U.S. higher education community internationalization through international student recruitment and retention plans. We promote all accredited U.S. institutions equally.

Engage with foreign institutions and governments regarding their student mobility to the U.S.

We help students and institutions find their own “best fit.”



EDUCATIONUSA ADVISERS

Your Global International Recruitment Resource:

- International education professionals trained by the U.S. Department of State to guide students through the “5 Steps to U.S. Study” process.
- Based at U.S. Embassies or Independent centers
- Provide support to locally based stakeholders and U.S. Higher Education Institutions in their student placement and student recruitment initiatives.



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REGIONAL MANAGERS (REACs)

- Manage multi-country portfolios and provide direction, subject matter expertise, and training to EducationUSA advisers in the field
- REACS also provide strategic guidance to U.S. college and university representatives on ways to reach diverse student audiences and ensure their success on American campuses



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Regional Managers (REACs)



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LEVELS OF SERVICE

Comprehensive: Full range of services for students and U.S. higher education institutions

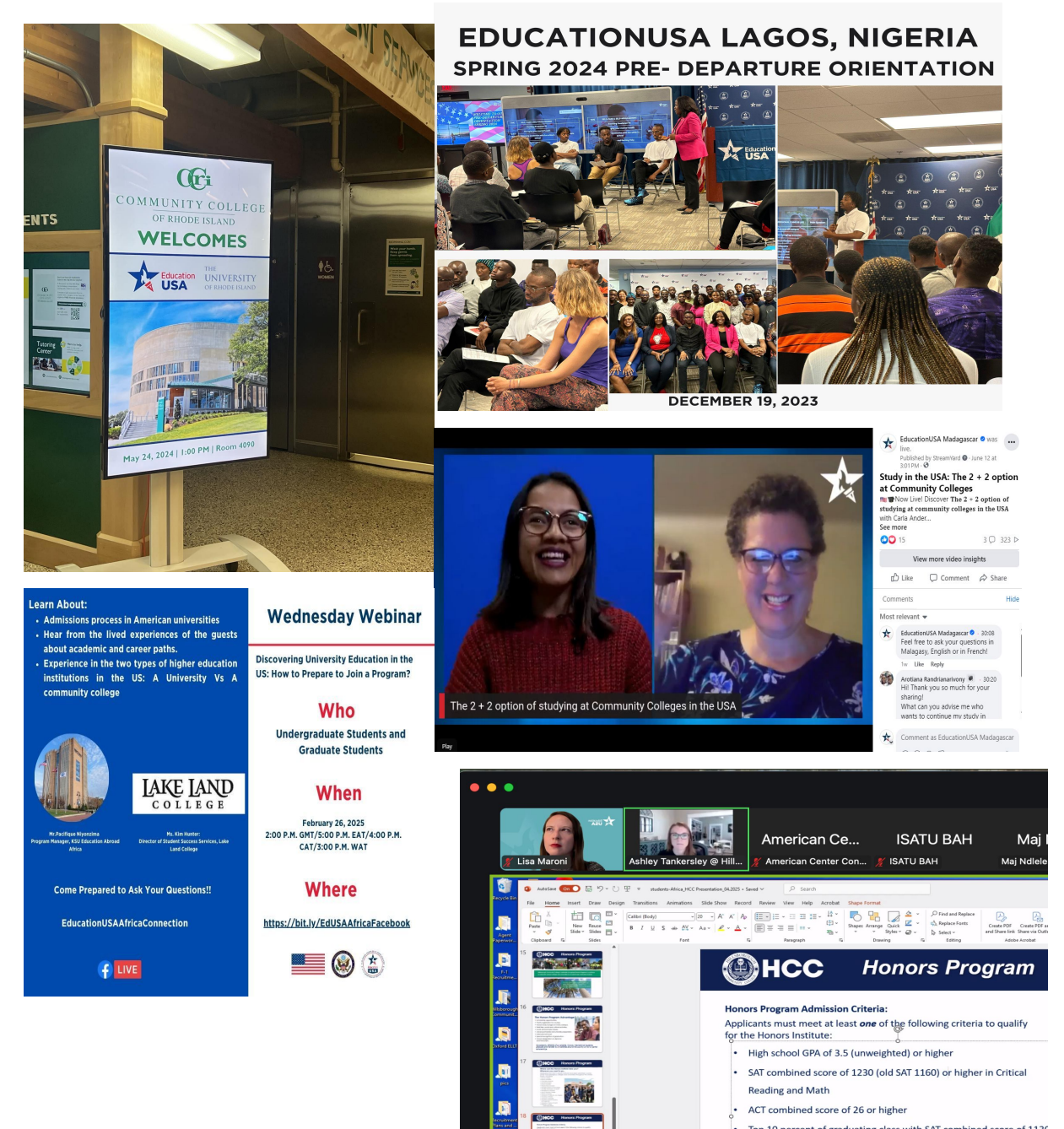
Standard: Employ minimum of one adviser

Reference: Limited service, maintains library of books, and materials



SERVICES FOR U.S. HIGHER EDUCATION INSTITUTIONS

- Insights on student recruitment trends and local education systems, tips on Outreach and Yield
- Regional and country webinars
- University spotlight and topic based sessions
- Recruitment events: Fairs - in person and virtual, student information sessions, trip support
- Connections to advisers - Meet & Greet, consular briefings*



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HOW CAN YOU ENGAGE WITH EDUCATIONUSA?



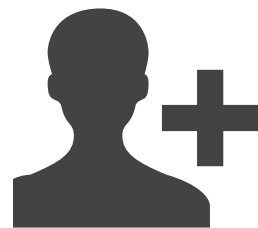
Connect with EducationUSA advising centers and REACs



Offer to serve as an expert for outreach and virtual programs



Participate in EducationUSA Fairs and Forums



Host EducationUSA advisers on your campus



Engage alumni to represent your institution



Interact with us via social media dedicated to the U.S higher education community



Host or attend an EducationUSA Seminar



Create a profile on our website and submit content



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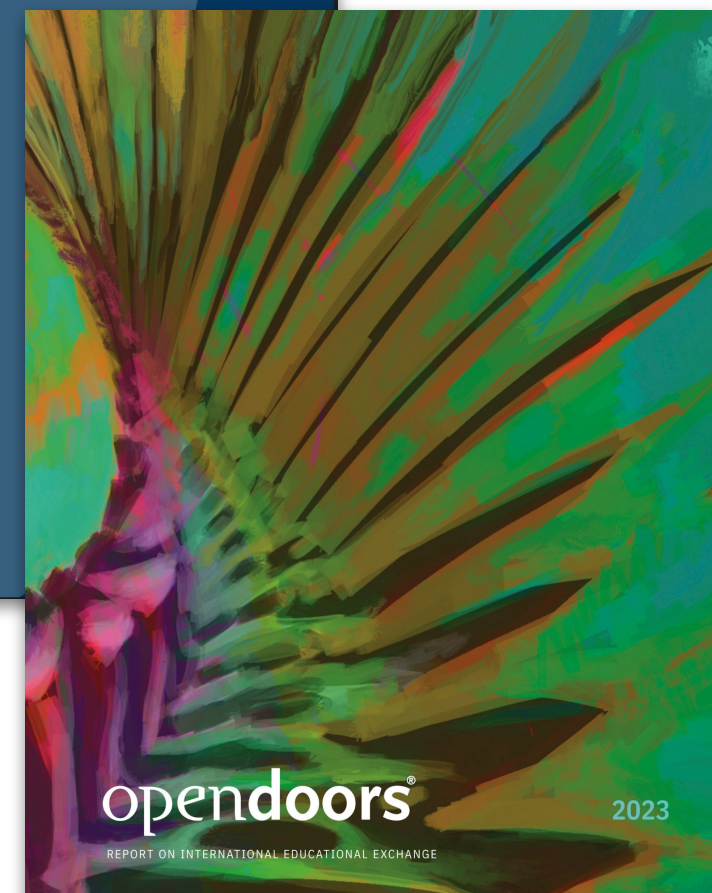
educationusa.state.gov

EDUCATIONUSA RECRUITMENT RESOURCES

Student Mobility Fact and Figure Sheets: Country-specific information and regional overview of key student mobility data. Download at educationusa.state.gov

EducationUSA Global Guide: Regional profiles and trends, country-specific opportunities, economic factors that relate to student mobility, with a COVID supplement. Download at educationusa.state.gov

Open Doors Report: Statistical analysis on international student mobility to and from the United States funded by the State Department's Bureau of Educational and Cultural Affairs (ECA) and implemented by the Institute of International Education (IIE). Access at opendoorsdata.org



SERVICES FOR HIGH SCHOOL COUNSELORS

- Resources on student placement and advising
- Workshops and information sessions on campus or at the EducationUSA center
- Counselor workshops and F1 visa overviews
- Counselor dinners and connection to university representatives
- Cohort advising - EducationUSA Scholars Program and Opportunity Funds for your high achieving and motivated students



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SERVICES FOR INTERNATIONAL STUDENTS

In-center services

- Access to educational resources: Computer/ Internet, college catalogue library, test prep
- One-on-one advising
- Cohort advising (ESP & Opportunity Funds)
- Workshops/Presentations
- Pre-departure orientations
- College fairs: in-person and virtual



RESOURCES FOR STUDENTS AND ADVISERS

Focus on Minority Serving Institutions (MSIs) and Community Colleges

- [HBCU](#)
- [HSI](#)
- [AANAPISI](#)
- [Tribal Colleges and Universities](#)
- [2+2 Model](#)



HISTORICALLY BLACK COLLEGES & UNIVERSITIES

The first Historically Black College was founded in Pennsylvania with the purpose of educating the African American population that was previously excluded from universities due to racial discrimination. The U.S. Department of Education defines a Historically Black College or University as an institution that was established before 1862 for the purpose of educating African Americans and to this day continues to serve African Americans and other minority groups. HBCUs were originally founded in 1862 and to this day 24% of HBCUs are now Historically Black Colleges and Universities.



HBCUs

HBCUs offer an inclusive environment for students. HBCUs are becoming a destination for international students because of their strong academic programs, affordable tuition, and diversity for international students. Many notable African American students have attended HBCUs, including Vice President Kamala Harris (Howard University), Oprah Winfrey (Tennessee State University), and Martin Luther King, Jr. (Morehouse College) and more.



ASIAN AMERICAN AND NATIVE AMERICAN PACIFIC ISLANDER-SERVING INSTITUTIONS (AANAPISI)

The U.S. Congress established the Asian American and Native American Pacific Islander-Serving Institution (AANAPISI) designation in 2007. To be designated an AANAPISI and receive federal grants, an accredited institution must have at least 10 percent of its full-time undergraduate enrollment identify as Asian American and/or Pacific Islanders. Students of all races and ethnicities can attend an AANAPISI.



AANAPISI

LIST OF DESIGNATED AND ACCREDITED AANAPISI SCHOOLS FROM THE U.S. DEPARTMENT OF EDUCATION
<https://www2.ed.gov/programs/aanapi/awards.html>

Fact:
AANAPISIs award almost half of the associate's degrees and approximately one-quarter of the bachelor's degrees attained by Asian and Pacific Islander American (APIA) college students.

Some students are eligible to receive scholarships if they identify as an Asian American or Pacific Islander.

These scholarships can be available through an institution or through organizations focused on equity.

APIA Scholars Organization, the Center for Minority Serving Institutions, the National Commission on Asian American and Pacific Islander Research in Education, and the National Institute for Transformation and Equity provide scholarships, advocate, and commit to sharing resources.

"AANAPISIs are critical sites for responding to the changing demography of higher education, which is being driven, in part, by the Asian American Pacific Islander population, which continues to be the fastest growing population in the nation. These institutions are on the front line of and provide important lessons for expanding opportunities and reducing barriers to higher education for low-income Asian American Pacific Islander students."

- University of California, Los Angeles



STUDY IN THE UNITED STATES WITH THE 2+2 MODEL

What is the 2+2 model?

The "2+2 model" allows students to earn a bachelor's degree by completing two years at a community college for an associate degree, and then transfer to a 4-year college or university to complete the remaining two years of a bachelor's degree.

BENEFITS:

- Community college tuition is less than 4-year college tuition.
- Many institutions offer transfer agreements that make the transfer process easier.
- Many institutions offer English as a Second Language (ESL) services to help students succeed in college.
- Community colleges offer a wide variety of programs, including vocational training, which can lead to employment or further education.
- Internship programs are available at many community colleges, providing students with hands-on experience.

FOR MORE INFORMATION:
Contact your local EducationUSA office or visit <https://educationusa.gov>



HISPANIC-SERVING INSTITUTIONS

Minority-serving institutions (MSIs) include Hispanic-serving institutions (HSIs). In order for an accredited institution to be designated as an HSI by the U.S. Department of Education, they must have at least 25 percent enrollment of full-time undergraduate students that are Hispanic.

In 1995, the U.S. Congress appropriated funds to institutions that were offering higher education to Hispanics but needed additional funding to expand educational opportunities. HSIs are eligible to receive federal funding to strengthen student support services, improve facilities, provide faculty development and academic programming, upgrade scientific or laboratory equipment for teaching, purchase educational materials, offer academic tutoring or counseling programs, distribute administrative and endowment funds, and enhance distance learning academic instruction. There are private, public, and community colleges that are designated as HSIs.

International students can experience a diverse experience by attending an HSI, and they do not need to be Hispanic to attend one.

There are 451 HSIs in 25 U.S. states and Puerto Rico.

List of designated and accredited HSIs from the U.S. Department of Education
https://nces.ed.gov/programs/digest/d21/tables/dt21_312.40.asp



EDUCATIONUSA FIVE STEPS TO U.S. STUDY

Online self-advising guide at <https://educationusa.state.gov/your-5-steps-us-study>



**Research Your
Options**



**Finance Your
Studies**



**Complete Your
Application**



**Apply for Your
Student Visa**



**Prepare for Your
Departure**

FACEBOOK GROUPS FOR HEIs



EDUCATIONUSA
Africa

Facebook Group 

OPEN TO

- Higher education institution community
- Sub-Saharan Africa advisers
- Regional Educational Advising Coordinators

JOIN US!  

 africaconnection@educationusa.org
<https://www.facebook.com/groups/EdUSA.Africa/>

The EducationUSA Africa Facebook Group welcomes higher education institution representatives, Middle East and North Africa advisers, and Regional Educational Advising Coordinators to join our online community.

Join the group to engage with colleagues and continue discussions about international student mobility in the Africa region.

Facebook live & Represent your School sessions in Ghana



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Q&A



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Let's Keep In Touch!

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