

Empowering Counselors

Student Support and Professional Growth with EducationUSA

Presenters:

Lewis Cardenas, EducationUSA REAC; Regional Manager

Karen Bauer, EducationUSA REAC: Regional Manager

Priyani Shah, EducationUSA Adviser, Nepal



REGIONAL INSTITUTE
South and Central Asia 2024



Karen Bauer

EducationUSA REAC:
Regional Manager
Middle East & Central Asia



Priyani Shah

EducationUSA Adviser
Kathmandu, Nepal



Lewis Cardenas

EducationUSA REAC:
Regional Manager
South Asia



REGIONAL INSTITUTE
South and Central Asia 2024

Outline

- Welcome **(Lewis/Karen - 4 min)**
 - o Audience Ice Breaker Activity **(Karen 6 min)**
 - o The EducationUSA Network **(Karen/Lewis - 12 min)**
 - o Supporting High School Counselors **(Priyani/Karen - 10 min)**
 - o Supporting the Higher Education Community **(Priyani/Lewis-10 min)**
- Wrap Up - Moving Forward From Here **(Lewis/Karen - 5 min)**
- Q & A **(10 min)**

The EducationUSA Network

EducationUSA: Where We Are



Find An Advising Center

EDUCATIONUSA: WHO WE ARE



EducationUSA is the State Department's **network** of educational advising centers, staff, and services that promotes U.S. higher education to audiences abroad.



THE SOUTH AND CENTRAL ASIA REGION

TWO REGIONAL EDUCATIONAL ADVISING COORDINATORS (REACs): REGIONAL MANAGERS

SOUTH ASIA

Lewis Cardenas

REAC: Regional Manager *Bhutan, India, Bangladesh, Nepal, Sri Lanka, Maldives*

SOUTH AND CENTRAL ASIA

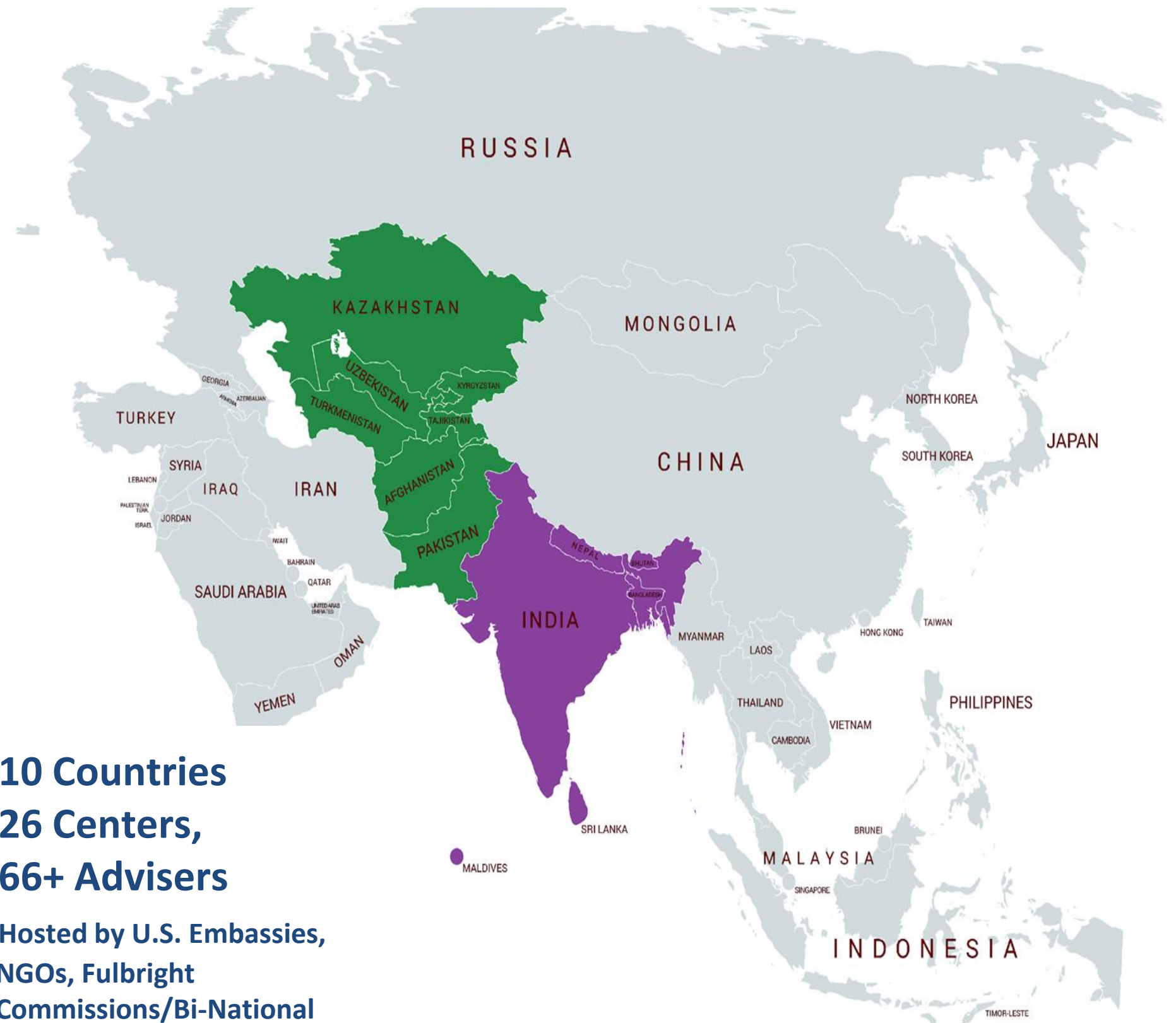
Karen Bauer

REAC: Regional Manager
Afghanistan, Pakistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan



COUNTRY	# OF CENTER(S)	# OF ADVISER(S)
Afghanistan	0	0
Bangladesh	3	8
India	6	27
Kazakhstan	3	5
Kyrgyzstan	1	2
Maldives	American Corner	
Nepal	1	3
Pakistan	3	12
Sri Lanka	1	1
Tajikistan	1	1
Turkmenistan	4	4
Uzbekistan	3	3

EDUCATIONUSA PRESENCE



**10 Countries
26 Centers,
66+ Advisers**

Hosted by U.S. Embassies,
NGOs, Fulbright
Commissions/Bi-National
Centers

EDUCATIONUSA ADVISERS

Your Global International Recruitment Resource

EducationUSA advisers are international education professionals trained by the U.S. Department of State to guide students through the “5 Steps to U.S. Study” process.



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



PRODUCTS AND SERVICES FOR INTERNATIONAL STUDENTS

In-center Services

- Access to educational resources: Computer/Internet, college catalogue library
- One-on-one advising groups
- Sessions/Presentations
- Pre-departure orientations
- Cohort advising (Opportunity Funds)



PRODUCTS AND SERVICES FOR INTERNATIONAL STUDENTS

In-center services cont.

Individual and group advising sessions on various topics, including:

- U.S. higher education system
- Application process
- Standardized tests
- Essay writing
- Financial aid / scholarships
- Visa process
- Pre-departure orientation



PRODUCTS AND SERVICES FOR INTERNATIONAL STUDENTS

Off-site activities

- Outreach to high schools and higher education institutions
- College fairs: in-person and virtual
- Virtual advising
- Websites and social media platforms
- EducationUSA Interactive livestream



TOP 5 STATISTICS

Five Countries of Origin (with over 100 students) with Highest Percentage Growth, International Students (Five-Year Trend)

Country	2018/19	2022/23	% Change
Kyrgyzstan	290	705	143%
Uzbekistan	571	1,089	91%
Bangladesh	8,249	13,563	64%
Afghanistan	418	682	63%
India	202,014	268,923	33%



KYRGYZSTAN HAS SEEN THE LARGEST INCREASE

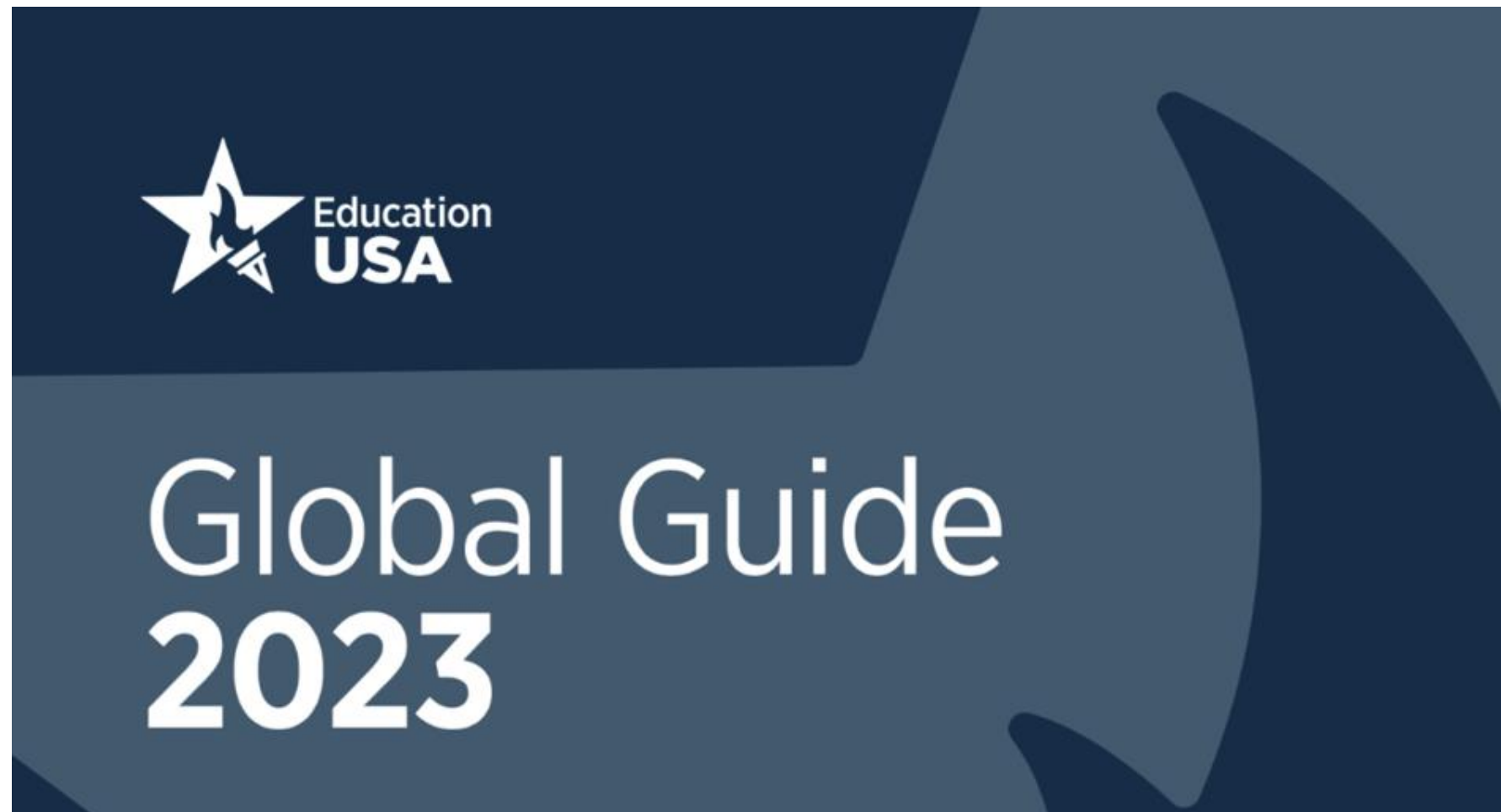
UNDERGRADUATE TRENDS



Afghanistan, Bangladesh, Kyrgyzstan, Turkmenistan, and Uzbekistan have seen a notable increase

COUNTRY	Undergrad Enrollment (AY 2021/22)	Undergrad Enrollment (AY 2022/23)	Change from Previous Year
AFGHANISTAN	140	252	80%
BANGLADESH	1,659	2,503	50.9%
BHUTAN	100	128	28%
INDIA	27,545	31,954	16%
KAZAKHSTAN	949	1,069	12.6%
KYRGYZSTAN	322	458	42.2%
MALDIVES	14	17	21.4%
NEPAL	4,518	6,288	39.2%
PAKISTAN	3,241	3,601	11.1%
SRI LANKA	472	498	5.5%
TAJIKISTAN	103	100	-2.9%
TURKMENISTAN	122	163	33.6%
UZBEKISTAN	310	623	101%

EducationUSA Global Resources



**INTERNATIONAL
ACAC 2024**
WESTERN UNIVERSITY

Examples of EducationUSA Working with High School Counselors

EducationUSA Supports High School Counselors

- School Visits - The 5 Steps
 - Explaining the 5 Steps
 - Pre-Departure Orientation
 - Connecting with the U.S. Embassy and Visa information
 - Knowing when HEIs come to town
 - Connect with parents, faculty members and various stakeholders
 - Be the glue . . . Support your efforts
 - Resource for professional development
 - We are your colleagues!
- Resource to the Ministry of Education
 - Knowledgeable about scholarships
 - Webinars
 - Fairs
 - Workshops
 - Access to American Corners and experts coming to town/country

Working together is a win-win situation for all of us!

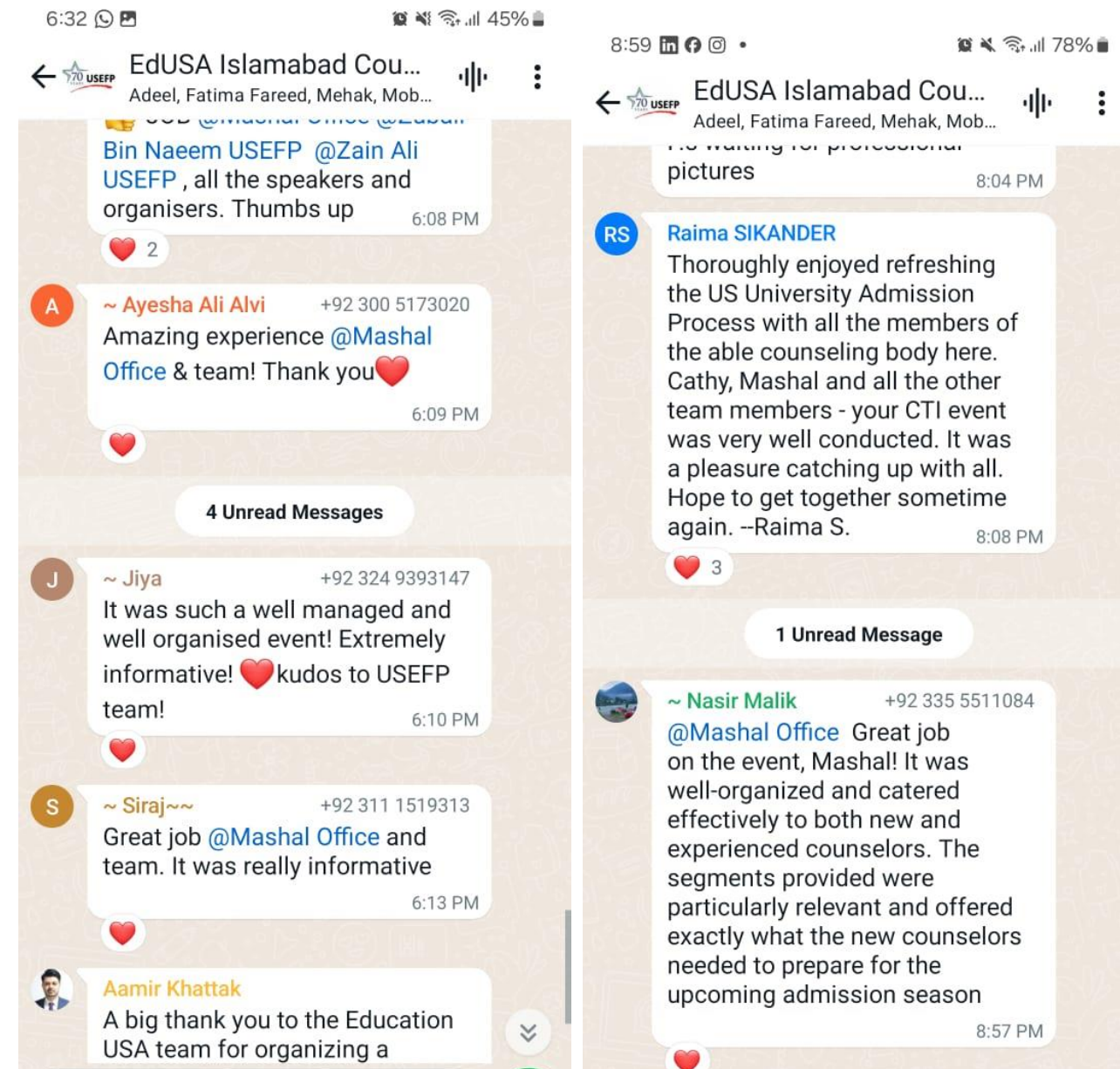
Counselor Network

- Strong private school network
- Counselor mailing list
- Chat groups on WhatsApp for all three locations
- Counselor networking events
- HEIs planning training webinars for counselors
- U.S. Embassy grant for counselor training
- Reverse college fair for U.S. HEI on SA tour of Pakistan





Counselor Training Institute (CTI)



- One-day training on U.S. Admissions Counseling - Strategies and Solutions
- Counselor's networking
- Presentations, panel discussions, and interactive sessions on the U.S. application process
- Across Islamabad, Lahore, and Karachi.

COHORT PROGRAMS

Flagship Mentorship Programs: EducationUSA Club, Summer Camp

Audience: High School Seniors

Schedule:

- 15 hours on EducationUSA 5 Steps to U.S. education
- 30 hours on SAT, and
- 7.5 hours of Essay Writing Workshop
- 6 hours of group consultations
- Multiple individual consultations
- Daily support via Whatsapp

Send: Scholarships & Opportunities Updates

Offer: Sessions & Selective Opportunities

Success Story
with EducationUSA Kazakhstan
ACCEPTED TO 9 COLLEGES!

The graphic features a central Instagram-style photo of a student standing in front of the U.S. Capitol building. Surrounding the photo are the logos of nine colleges: Northwestern, Williams, Wellesley, Dartmouth, Brown, CMU Qatar, Amherst, Colby, and University of British Columbia.

EARLY BIRD CLUBS

EducationUSA Opportunities
for Younger Students

Early Birds Clubs is offered to ~400 children

Audience: HS freshmen and sophomores

Schedule: 20 hours on 5 steps to US education,
writing essays, and group consultations.

Offer: Sessions, Selective Programs and
Competitions

Send: Scholarships & Opportunities Updates



Events and Trainings for High School Counselors



- EducationUSA Specialized Trainings (Pakistan, Kazakhstan)
- The Collegeboard Summer Institute/Middle East/Abu Dhabi
- I-ACAC: International Association of College Admission Counselors
- IC3 Institute and Movement
- Council for International School (CIS)



Courses

Events

Blog

Contacts

English



Login



College Counselor Training

If you are a high school counselor or a teacher, who works with motivated students interested in studying in the United States, then this course is for you!

Enroll Now



Admissions Boot Camp

An introductory course on undergraduate admissions for prospective applicants.

Enroll Now



College Admissions Essay Writing Course

This is a totally free, five-module course that will take you from the basics of essay writing to the editing and revision stage, so you can have a chance at attending the college or university of your dreams.

Enroll Now



Kazakhstan Graduate Admissions Course



MENA College Counselor Training



MENA Admissions Boot Camp

MASSIVE OPEN ONLINE COURSE (MOOC)

<https://myeducationusa.online/all-courses/>

Resources Online

EducationUSA Scholarships -

<https://educationusa.state.gov/find-financial-aid>

Coursera -

<https://www.coursera.org/courses?query=free>

Harvard Free Courses

<https://pll.harvard.edu/catalog/free>

Stanford Free Courses

<https://online.stanford.edu/free-courses>

Khan Academy

<https://www.khanacademy.org>



Supporting Colleges & Universities

We Are Here for You Too!

- We are your eyes and ears on the ground
- Cultural and logistic Information
- Connecting you to students and counselors
- Education Briefing
- Market trends
- Social Media
- Understanding of educational system
- Recruitment suggestions



Upcoming Events & Fairs

SCA IN PERSON FAIRS & EVENTS



Save the Date

2024 EducationUSA India Tour

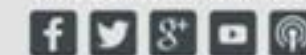
Friday, August 16 to Sunday, August 25



FRIDAY, AUGUST 16
SATURDAY, AUGUST 17
SUNDAY, AUGUST 18
MONDAY, AUGUST 19
TUESDAY, AUGUST 20
WEDNESDAY, AUGUST 21
THURSDAY, AUGUST 22
FRIDAY, AUGUST 23
SATURDAY, AUGUST 24
SUNDAY, AUGUST 25

Hyderabad
Chennai
Bangalore
Kolkata
FREE DAY
Ahmedabad
Pune
FREE DAY
Mumbai
New Delhi

Your Official Source on U.S. Higher Education
Visit EducationUSA.state.gov for more information.



EDUCATIONUSA SPRING 2025 SOUTH ASIA TOUR

Save the Date!




NEPAL
Feb 9 - 15


PAKISTAN
Feb 16 - 26

**EducationUSA
Pakistan
Spring Tour
February 2025**



In-person

Eurasia Tour

7 - 10 October



Begin Group International Educational Fair
supported by EducationUSA Fall 2024



Join us for In-Person Edu Fairs and High School Tours



2nd October:
Tashkent, Uzbekistan



3rd-5th October:
Astana, Kazakhstan



6th-7th October:
Almaty, Kazakhstan



8th-9th October:
Bishkek, Kyrgyzstan

Special participation terms for U.S.-accredited HEIs and other American-based educational institutions.
For further information, please contact Raushan Uzakova at raushan@begingroup.com.

BEYOND BACHELOR'S

MASTERING THE APPLICATIONS FOR GRADUATE PROGRAMS

IN-PERSON SESSION WITH KELLY NGUYEN, GRADUATE STUDENT AT JOHNS HOPKINS UNIVERSITY



Education USA

US EMBASSY TASHKENT, MOYQORGHON ST. THURSDAY, JUNE 13 4 PM



SCA IN PERSON SESSIONS

EXPLORE VARIOUS POTENTIAL CAREER PATHS

JOIN US AT AMERICAN CORNER JAFFNA!

Attend this free information session conducted by Education USA for information about steps to apply to study in the United States for

- Bachelor's
- Master's
- PhD degree programs

also join us at American Corner Jaffna to get to know about the various career path after finishing the Advanced level and Ordinary level

One-on-one session with the field experts

American Corner Jaffna
May 25, 2024
9:30 a.m. to 12:30 p.m.

Register Now



info@americancornerjaffna.com
No. 23, Athiyadi Road, Nallur,
021 222 0665 | 076 442 6720



SOUTHEAST MISSOURI STATE UNIVERSITY · 1873

MON, JUN 17 AT 2 PM +0545

The Higher Education Experience beyond the Classroom

USEF-Nepal EducationUSA Advising Center

33 people interested

Interested




Education USA

JOHNS HOPKINS UNIVERSITY

10 MAY, 18.00 AMERICAN SPACE ALMATY

REGISTRATION IS REQUIRED

Education USA

EDUCATIONUSA VIRTUAL FAIR
NOVEMBER 5, 15:00 - 21:00

Education USA

EDUCATIONUSA VIRTUAL FAIR
NOVEMBER 5, 15:00 - 21:00

Connect with:

<ul style="list-style-type: none"> Brookdale Community College California State University - San Bernardino Champlain College College of Central Florida College of Lake County Edmonds College EducationUSA ETS Global Georgia State University Longwood University Mercy College Miami University Middle Tennessee State University Midway University Milwaukee School of Engineering Mineota University Minnesota State University - Mankato Mohawk Valley Community College Montana State University - Billings National Collegiate Athletic Association New York University Abu Dhabi Northeastern University Northwest Missouri State University Nova Southeastern University Old Dominion University Saint Cloud State University San Jose City College San Mateo County Community College District Office 	<ul style="list-style-type: none"> Savannah College of Art and Design Shasta College Sinclair Community College Snow College South Dakota State University Stevens Institute of Technology SUNY at Binghamton SUNY College at Cazenove SUNY Stony Brook Tallahassee Community College Temple University The University of Alabama University of Arizona University of California, Riverside University of Central Arkansas University of Illinois at Springfield University of Nebraska - Omaha University of Nevada - Las Vegas University of North Carolina at Wilmington University of Oregon University of Rochester University of South Dakota Valencia College Whitworth University Winona State University
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SCA VIRTUAL ENGAGEMENT

FRIDAY, JUNE 07
6:30-7:00PM IST

#20Questions with #EdUSAIndia & the University At Albany, SUNY

IG LIVE @educationusaindia

THE GRADUATE SCHOOL UNIVERSITY AT ALBANY State University of New York

How Liberal Arts and Sciences Prepare You for a Career

Friday, June 14, 2024
5 PM

For more details, visit: educationusa.pk/events



WEBINAR
FUNDING YOUR FUTURE: KENT STATE UNIVERSITY ON FINANCIAL AID

JUNE 11, TUESDAY AT 17:00

ELLY STYLES, ASSISTANT DIRECTOR

AYYA HUDAYBERGENOVA, DIRECTOR OF EURASIA STRATEGY

REGISTER NOW

WEBINAR
FUNDING YOUR FUTURE: KENT STATE UNIVERSITY ON FINANCIAL AID

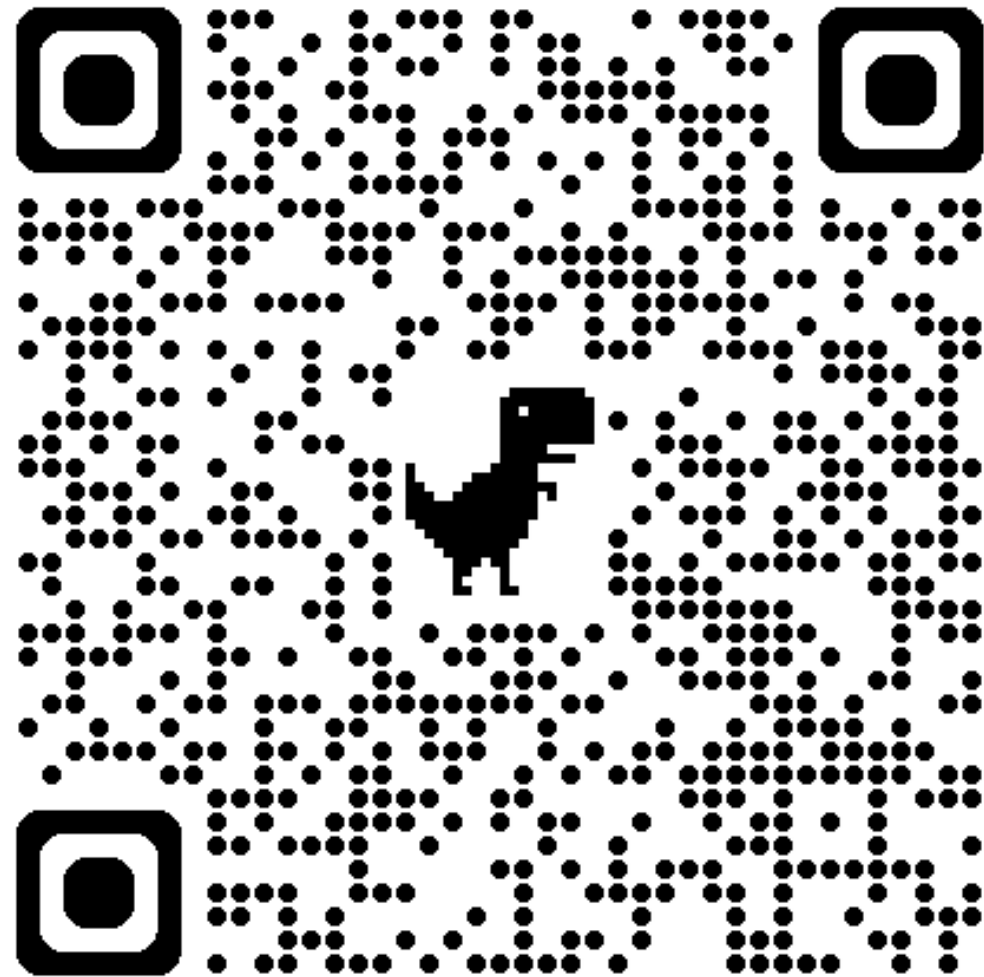
JUNE 11, TUESDAY AT 17:00

Register using link in bio or QR code above

Zoom link to the webinar in bio or use the QR code above

WORKING WITH EDUCATIONUSA REAC PAGES UPDATED ONGOING

Central Asia



CENTRAL ASIA MEET & GREET



MEET & GREET

For U.S. HEIs and Central Asia Advisers

SAVE THE DATE

October 24, 2024

8:00 - 10:00 a.m. ET

Meet more than 30
EducationUSA Advisers
in Central Asia to
answer your questions
about in-country
recruitment strategies,
educational systems,
and more!



Registration Opens
September 5

150 Spaces
available



Advisers from Central Asia. Advisers from ***Kazakhstan, Kyrgyzstan, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan*** will attend the event.

It is ***free*** and will be conducted using Zoom breakout rooms.

Registration will open on ***September 5*** and close on ***October 12*** at 12:00 pm EST.



LET'S STAY CONNECTED

Q&A

Karen Bauer

EducationUSA REAC:Regional Manager - Middle East, South and Central Asia

kbauer@educationusa.org

Lewis Cardenas

EducationUSA REAC: Regional Manager - South Asia

lcardenas@educationusa.org

Priyani Shah

EducationUSA Adviser- Kathmandu, Nepal

pshah@educationusa.org





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South and Central Asia 2024