

# **Student Support and Professional Growth with EducationUSA and U.S. HEIs for Counselors**

## **IACAC 2025 - São Paulo, Brazil**



# Presenters



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**Head of Office Casa**  
**Thomas Jefferson**  
**Brasília, Brazil**



**Rita Moriconi**  
**REAC Southern Cone**  
**Rio de Janeiro, Brazil**



**Ruby Bhattacharya**  
**Director of Admissions**  
**Barnard College**  
**NYC, USA**



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**Head of Office**  
**EducationUSA PUC-Rio**  
**Rio de Janeiro, Brazil**



What challenges do **high school counselors** face while serving students?



What challenges do **U.S. higher education institutions** face in connecting with high school counselors?



Scan Here for  
Mentimeter

What challenges do high school counselors face while serving students?

0 responses





What challenges do U.S. higher education institutions face in connecting with high school counselors?

0 responses



# Introduction to EducationUSA

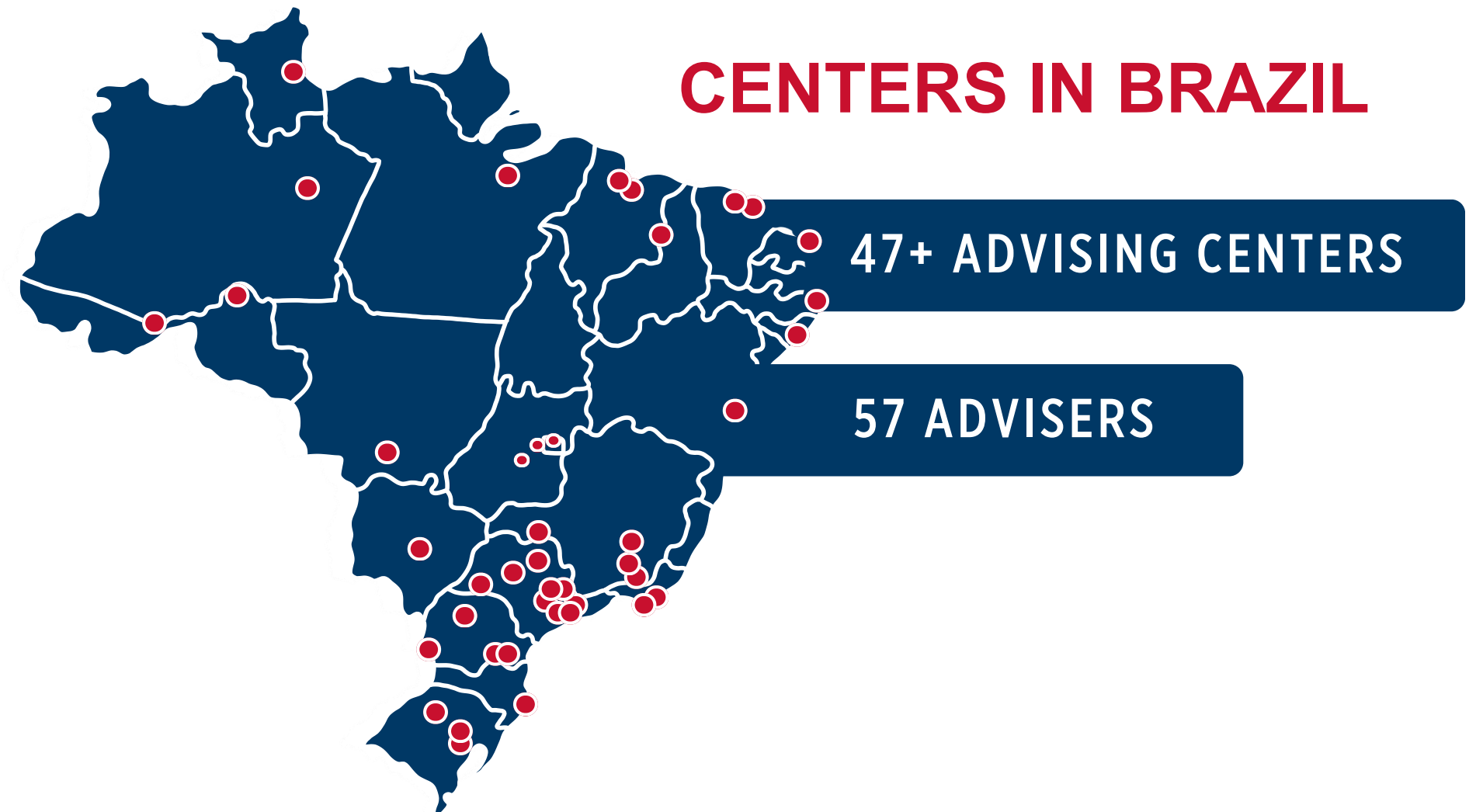
- Network of over 430 centers worldwide, supported by the U.S. Department of State
- Focus on providing accurate, comprehensive, and unbiased information about U.S. higher education



# EducationUSA in Brazil

**Key Audiences: students, U.S. HEIs, and high school counselors**

- Assist students
- Assist high school counselors
- Assist HEIs
- Serve as a liaison between U.S. HEIs and students





# Collaborative Initiatives with High Schools

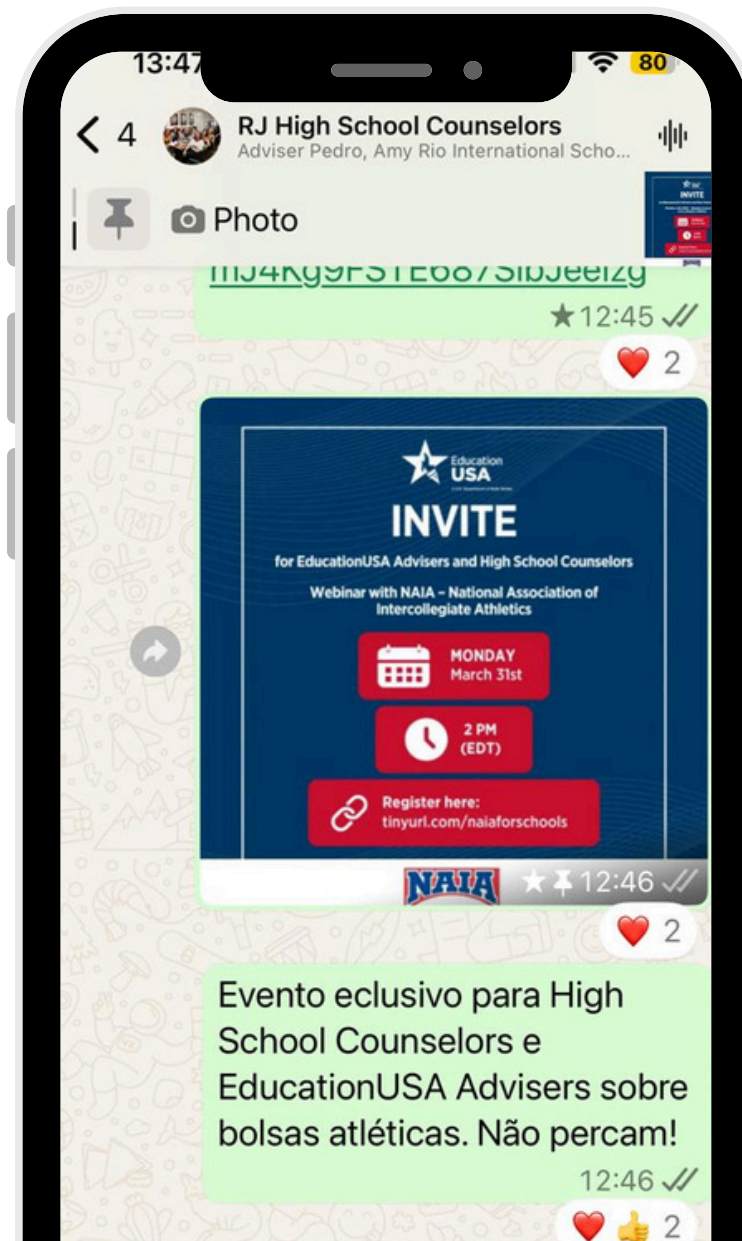
EducationUSA as a Facilitator





# Constant Interaction

- WhatsApp Group
- Connecting Counselors with U.S HEIs
- Meetings every two months
- EducationUSA Monthly Newsletter





**EducationUSA PUC-Rio:  
Eventos e Informes | Março 2025**

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EDUCATIONUSA BRASIL FEIRA DE

**UNIVERSIDADES AMERICANAS**

**2025**

**16/04**

**RIO DE JANEIRO**

JW Marriott  
Copacabana

**17:00-20:00**

**INSCRIÇÕES ABERTAS!!!**  
 Garanta a sua vaga e anote no seu calendário para não perder essa oportunidade incrível.

Converse pessoalmente com os oficiais de admissão das instituições americanas, conheça mais sobre o sistema de ensino dos EUA e explore todas as oportunidades disponíveis! 🇺🇸🎓

Inscreva-se para a Feira de Universidades Americanas:  
[bit.ly/EDUSAFAIR2025RJ](https://bit.ly/EDUSAFAIR2025RJ)





# Constant Interaction





# Counselor Training Events and Conferences

## Workshops and Training:

- Essay Writing
- Financial Aid
- Common Application
- CSS Profile
- LOR for teachers



 Education  
USA  
A U.S. Department of State NetWork

## INVITE

for EducationUSA Advisers and High School Counselors

Webinar with NAIA – National Association of Intercollegiate Athletics

 **MONDAY**  
March 31st

 **2 PM**  
(EDT)

 Register here:  
[tinyurl.com/naiaforschools](https://tinyurl.com/naiaforschools)



# Access to EducationUSA Resources



YouTube



## O que é o Essay Writing Resource Center?

Aprenda a estruturar seus textos em inglês e prepare sua redação da candidatura para universidades americanas!

- Fácil acesso, completamente online
- Ritmo individualizado (3-5 horas de conteúdo por módulo)
- Instruções de escrita acadêmica para estudar numa instituição de ensino norte-americana
- Vídeo, anotações, exemplos, atividades para praticar e descrição de habilidades e estratégias de escrita



## 9 Módulos

### 1. **Write with Style!** Academic Writing structure and genre

- Essay structure and length
- Common academic genres
- Writing clear thesis sentences, topic sentences and conclusions

### 2. **Who's your audience?** Tips for adapting your writing style

- Application essays
- Test responses
- Direct style writing
- U.S. education audiences

### 3. **Reflect, brainstorm and start writing!**

- Brainstorming tools
- Outlining
- Drafting
- Perspective/point of view

### 4. **One step at a time!**

- Self-revision
- Peer-revision
- Editing
- Tips for grammar and mechanics

### 5. **Choose your words wisely!** Academic vocabulary for writing

- Transitions
- Academic wordlists
- Clarity and specificity
- Register
- Collocations
- Avoiding plagiarism

### 6. **Stay motivated! Keep writing!**

- Creative writing
- Daily journals and writing prompts
- Ready to write

### 7. **Application Writing for MBA and Graduate Business Programs**

- Graduate Business Studies Application Writing
- Business Writing Style Tips
- Business Writing Vocabulary

### 8. **Application Writing for STEM and Technical Fields**

- STEM Technical Fields at a glance
- Graduate STEM Fields Application Writing
- STEM and Technical Writing Style Tips

### 9. **Application Writing for Legal and LLM Programs**

- Graduate Legal Program Application Writing
- Sample Legal Application Essays Prompts
- Legal Writing Vocabulary

# Essay Writing Resource Center



<https://educationusa.org.br/essay-writing-resource-center/>

# Webinars and Events

**SESSÃO INFORMATIVA**

Com os diretores de admissão de  
**3 Liberal Arts Colleges:**

 Pomona College

 WILLIAMS

 SWARTHMORE COLLEGE

 Education USA

 **Adress**

 **31 de Março**

 **16:00**

 **Link**

 Pomona College

 Swarthmore

 Williams College

 Education USA

**WEBINAR**

**APPLYING TO LL.M. PROGRAMS AT**

 **07/04 às 18h**

 **bit.ly/LLMPrograms**

 UC Irvine School of Law

 USC Gould School of Law

 Berkeley Law

 UCLA Law

 UC Law

 Loyola Law School  
Loyola Marymount University  
Los Angeles

**WEBINAR IELTS**

Entendendo o IELTS  
Prova de Proficiência  
na Língua Inglesa

**24/03 às 18h**

[tinyurl.com/ieltsandedusa](https://tinyurl.com/ieltsandedusa)

 Education USA

 BRITISH COUNCIL IELTS  
IELTS from the British Council

<https://educationusa.org.br/agenda-de-eventos/>



# Taking U.S. Interns to High Schools



# EducationUSA Fairs at High Schools





# Participation in Special Events



Career Fair



Presentation for  
Students and  
Families



IB Week

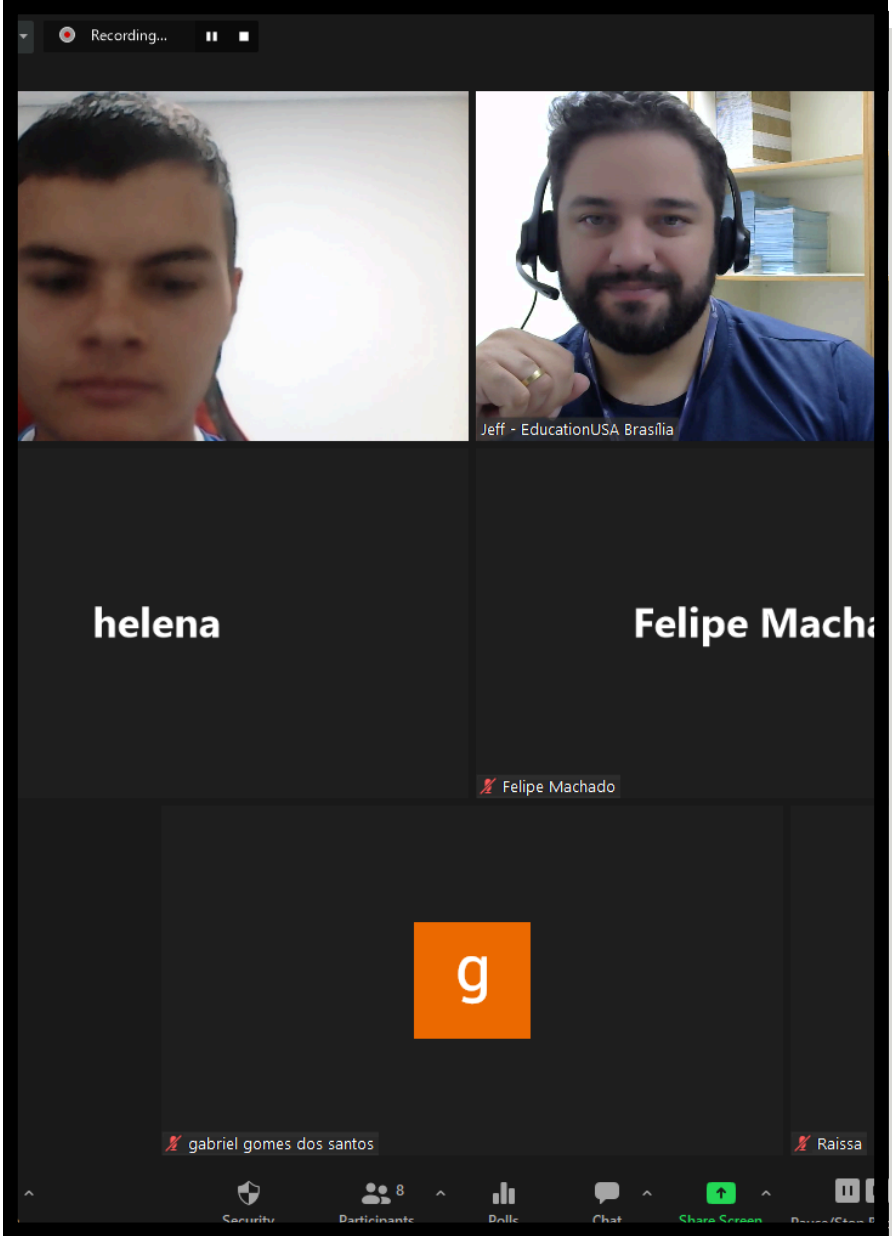
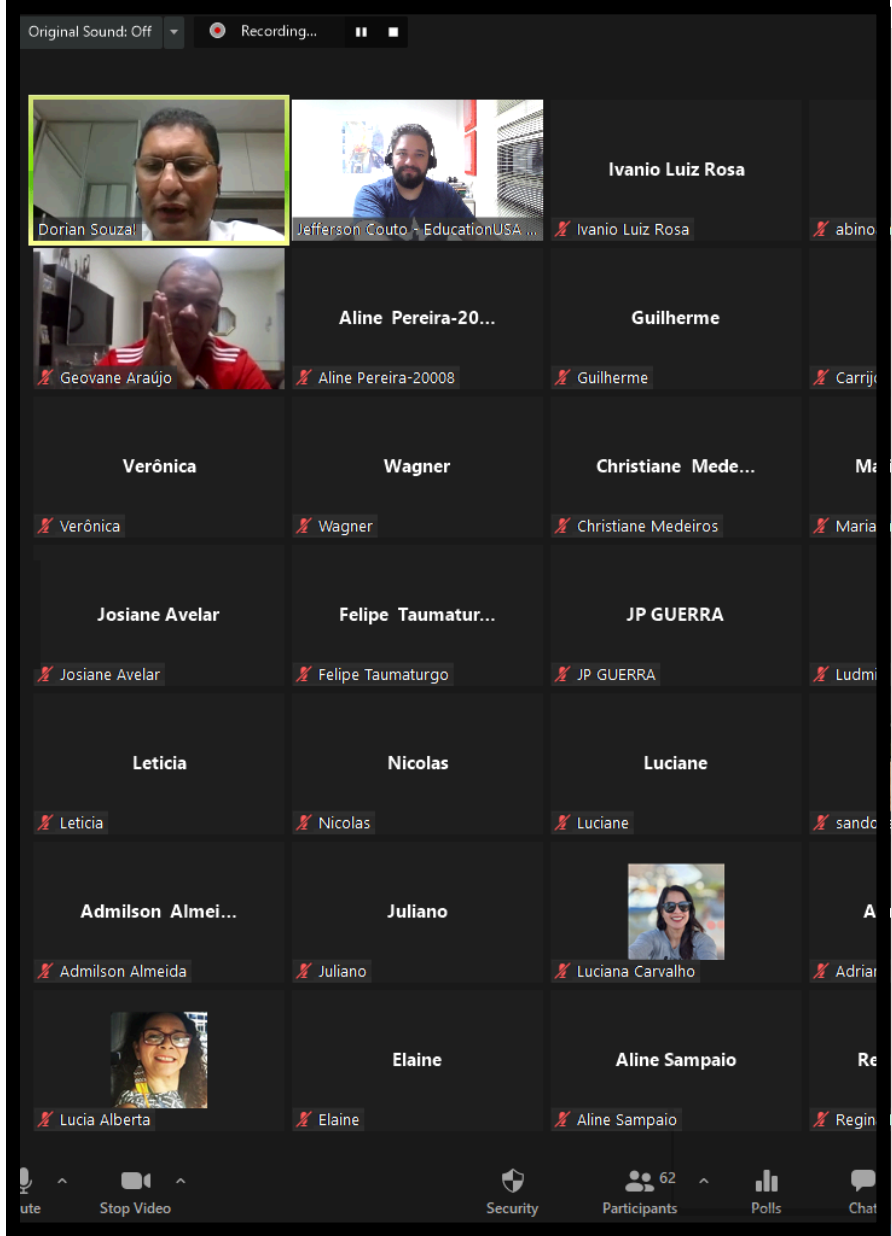


University Days



Science Week





Support to the Military School of Brasilia



ing...

01:40:00View

Jefferson Couto - EducationUSA ...

Ivanio Luiz Rosa

Ivanio Luiz Rosa

abinoan

abinoan

Jeronimo da Silva Avelar Filho...

Jeronimo da Silva Avelar Filho...

Elizabeth T Moura

Elizabeth T Moura

Marcelle Ferreir...

Marcelle Ferreira N das Chag...

Aline Pereira-20...

Aline Pereira-20008

Guilherme

Guilherme

Carrijo

Carrijo

Fernanda

Fernanda

raul r oliveira

raul r oliveira

COMPAQ

COMPAQ

Wagner

Wagner

Christiane Mede...

Christiane Medeiros

Maria Lívia Dani...

Maria Lívia Daniela Ribeiro Ba...

Wellington Barb...

Wellington Barbosa

Leonardo

Leonardo

Juliana

Juliana

Felipe Taumatur...

Felipe Taumaturgo

JP GUERRA

JP GUERRA

Ludmila

Ludmila

Julia

Julia

Andrea Gomes Ribeiro

Andrea Gomes Ribeiro

Izabela Toledo

Izabela Toledo

Nicolas

Nicolas

Luciane

Luciane

sandoval de Araujo Santos Val

sandoval de Araujo Santos Val

Arthemis

Arthemis

Gardenia

Gardenia

iPhone de Larissa

iPhone de Larissa

Juliano

Juliano

Luciana Carvalho

Luciana Carvalho

Adriana carvalho

Adriana carvalho

Márcio Matias

Márcio Matias

Yasmim pereira...

Yasmim pereira vasconcelos

Ask to Unmute

...

Laura Cruz

Laura Cruz

Elaine

Elaine

Aline Sampaio

Aline Sampaio

Regina Lemos B...

Regina Lemos B...

Onislene

Onislene

iPhone's Alexan...

iPhone's Alexan...

iPhone de Cintia

iPhone de Cintia

Participants (62)

Find a participant

Jefferson Couto... (Host, me)

DS Dorian Souza! (Co-host, guest)

A abinoan (Guest)

A Adenilda (Guest)

AA Admilson Almeida (Guest)

AC Adriana carvalho (Guest)

AF Alba Fernanda (Guest)

AP Aline Pereira-20008 (Guest)

AS Aline Sampaio (Guest)

Invite

Mute All

...

Chat

Jefferson.

Elaine to Everyone

E Parabéns pela live, muito esclarecedor!

Stefano to Everyone

S Muito obrigado pelos esclarecimentos

Aline Pereira-20008 to Everyone

AP Muito obrigada! Live providencial.

Who can see your messages? Recording On



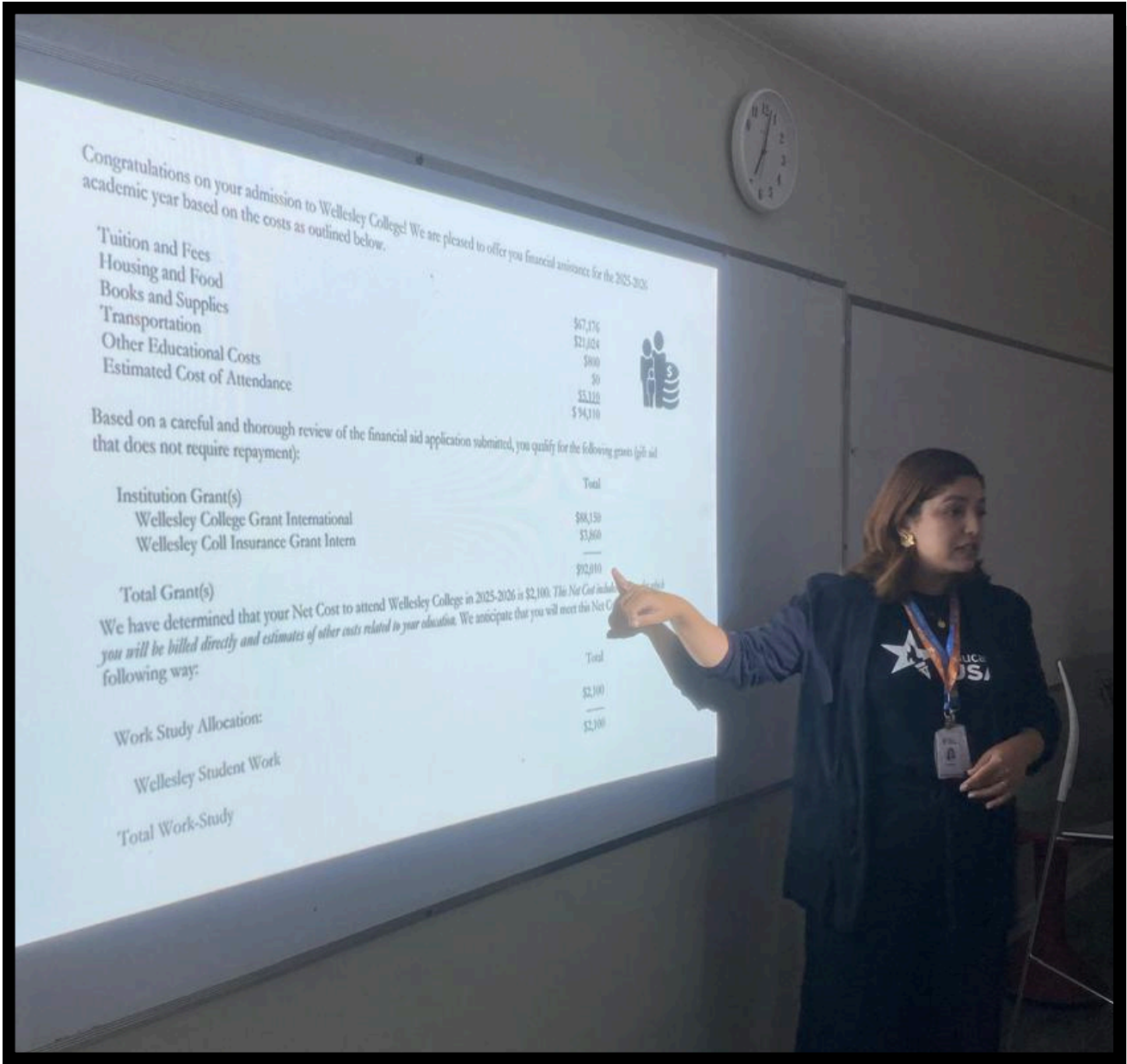


**Support to Public and Private Schools**



**EDUCATIONUSA BRASILIA**





Support to the American School of Brasilia





Congratulations on your admission to Wellesley College! We are pleased to offer you financial assistance for the 2025-2026 academic year based on the costs as outlined below.

Tuition and Fees	\$67,176
Housing and Food	\$21,024
Books and Supplies	\$800
Transportation	\$0
Other Educational Costs	<u>\$5,110</u>
Estimated Cost of Attendance	\$ 94,110



Based on a careful and thorough review of the financial aid application submitted, you qualify for the following grants (gift aid that does not require repayment):

	Total
Institution Grant(s)	
Wellesley College Grant International	\$88,150
Wellesley Coll Insurance Grant Intern	\$3,860
	-----
Total Grant(s)	\$92,010

We have determined that your Net Cost to attend Wellesley College in 2025-2026 is \$2,100. *This Net Cost includes expenses for which you will be billed directly and estimates of other costs related to your education.* We anticipate that you will meet this Net Cost in the following way:

	Total
Work Study Allocation:	
Wellesley Student Work	\$2,100
	-----
Total Work-Study	\$2,100



[VACCINATION CLINIC](#)[PRESIDENT'S OFFICE](#)[ACADEMICS](#)[ADMISSIONS](#)[RESEARCH](#)[ABOUT CSU](#)[A-Z INDEX](#)[EVENTS](#)

International Admissions

## INTERNATIONAL TUITION AND FEES

International Tuition and Fees- 2023

### Fees not included in Tuition:

1. International Matriculation Fee: \$100 paid only one time and nonrefundable
2. International Services Fee: \$30 per semester
3. UPASS: \$55.00 per semester provides unlimited travel by bus & rapid transit throughout Cleveland
4. Amounts are based on one academic year of full-time study (not per semester)
5. Does not apply to the Intensive English Language Program
6. Fees are subject to change without prior notice.

### Married Students:

A married student who plans to bring his/her dependents will require an additional \$3,500 for the spouse, \$2,000 for 1 child or \$5,058 for two or more children. These amounts should be added to the total number under the appropriate column.

Additional insurance for family of F1 students is optional, but highly recommended. F2 dependents are not permitted to work or enroll in classes.

Degree	Bachelor	Master	Doctorate
Tuition & Fees	\$21,375	\$23,590	\$17,262
Room/Board	\$16,800	\$16,800	\$16,800
Books & Supplies	\$800	\$800	\$800
Health Insurance	\$3,523	\$3,523	\$3,523
Local Transportation	\$1,770	\$1,770	\$1,770
Personal Expenses	\$1,800	\$1,800	\$1,800
Total Academic Year (Fall & Spring)	\$46,068	\$48,283	\$41,956





# Webinar Common App Tips

**common  
app**







# Women's colleges webinar

Welcome, the webinar will begin shortly.



A U.S. Department of State Network



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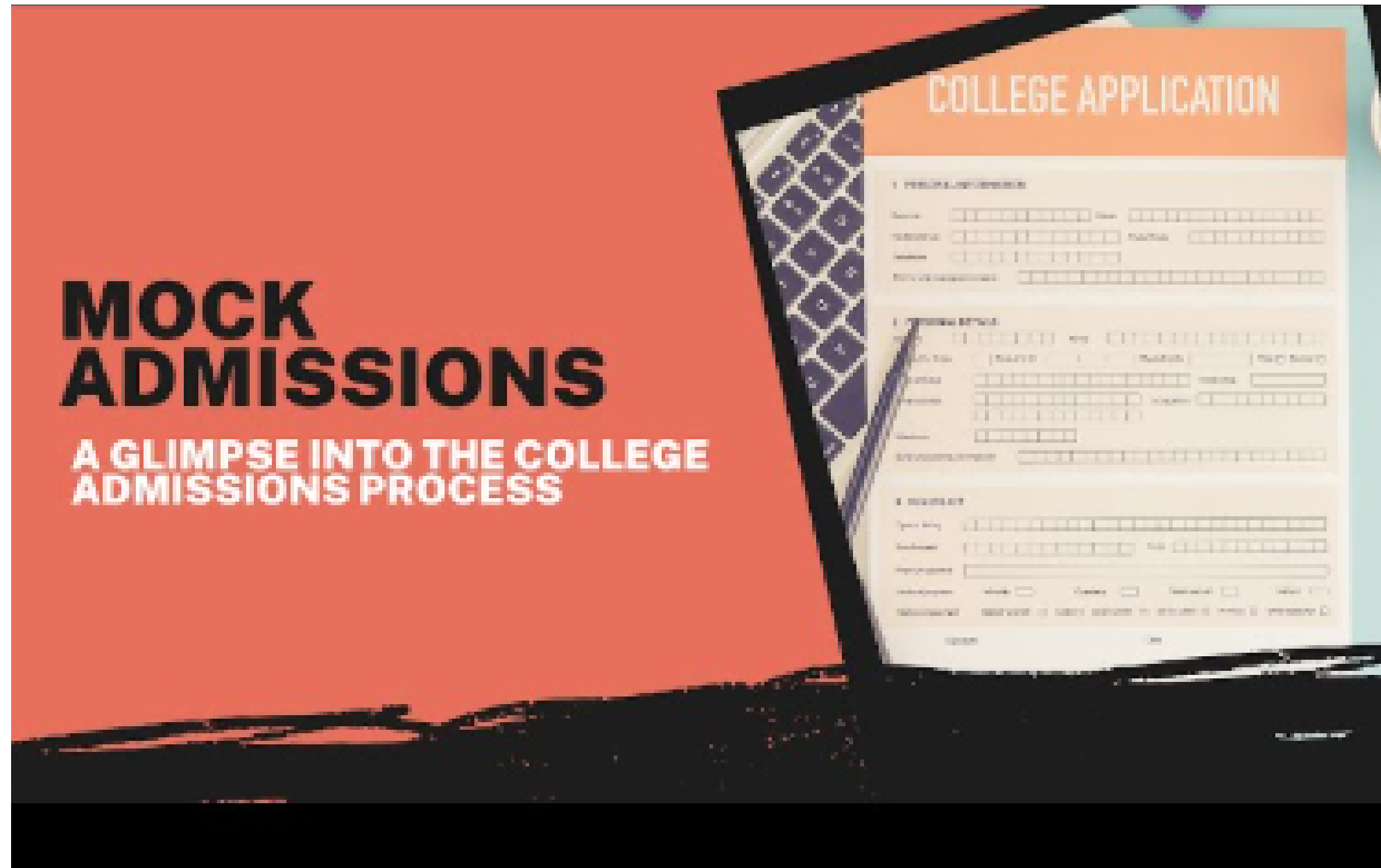


ESSAY EXAMPLES

# Barnard College



# Mock Admissions



# Group Activity

- In which ways can EducationUSA help you to address the challenges you face as a High School Counselor?
- In which ways can EducationUSA help you to address the challenges you face as a U.S. HEI?



# Conclusion

By supporting high school counselors, EducationUSA is also helping U.S. higher education institutions and students. When counselors have the right tools and information, they can guide students more effectively through the application process, leading to stronger applicants and better matches between students and universities.

# Follow us on Instagram!



# EducationUSA Website





# Contact us!



**contato@educationusa.org.br**



**educationusa.org.br**



**@educationusabr**



# Thank You!

IACAC 2025 - São Paulo, Brazil

