



NASPA

Student Affairs Administrators
in Higher Education



**National Association for
College Admission Counseling**
Guiding the way to higher education

The Comprehensive Approach to Global Learning: A Public Diplomacy Imperative

AIEA Annual Conference
February 18, 2014

International Education as a core diplomatic tool

Why does the State Department think international education is important?

- Fosters mutual understanding between the people of the US and other nations and prepares us to solve the global challenges of the 21st century
- Builds and sustains a more stable and prosperous global economy
- Equips a new generation from diverse backgrounds, with skills to work across languages, cultures, and borders.

Positive mobility trends

- 2013 Open Doors Report
 - **7.2%** growth in international students
(819,644)
 - Top Senders: China, India, South Korea
 - Notable Growth: Kuwait (+37%), Saudi Arabia (+31%), Iran (+25%), China (+21%), Brazil (+20%)
 - **3.4%** increase in U.S. students abroad
(283,332)
 - Top Destinations: UK, Italy, Spain
 - Notable Growth: Japan (+27.8%) , Brazil (+16.5%), Denmark (+16.1%), Ecuador (+15.0%)

More to be done...

- International student make up **less than 4%** of the U.S. student population
- Nearly 70% of international students are enrolled at **only 200 U.S. institutions**

What is EducationUSA?

- A U.S. Department of State supported network of **hundreds** of advising centers in over **170 countries** worldwide
- Advisers work in U.S. embassies and consulates, Fulbright commissions, NGOs, universities, etc.

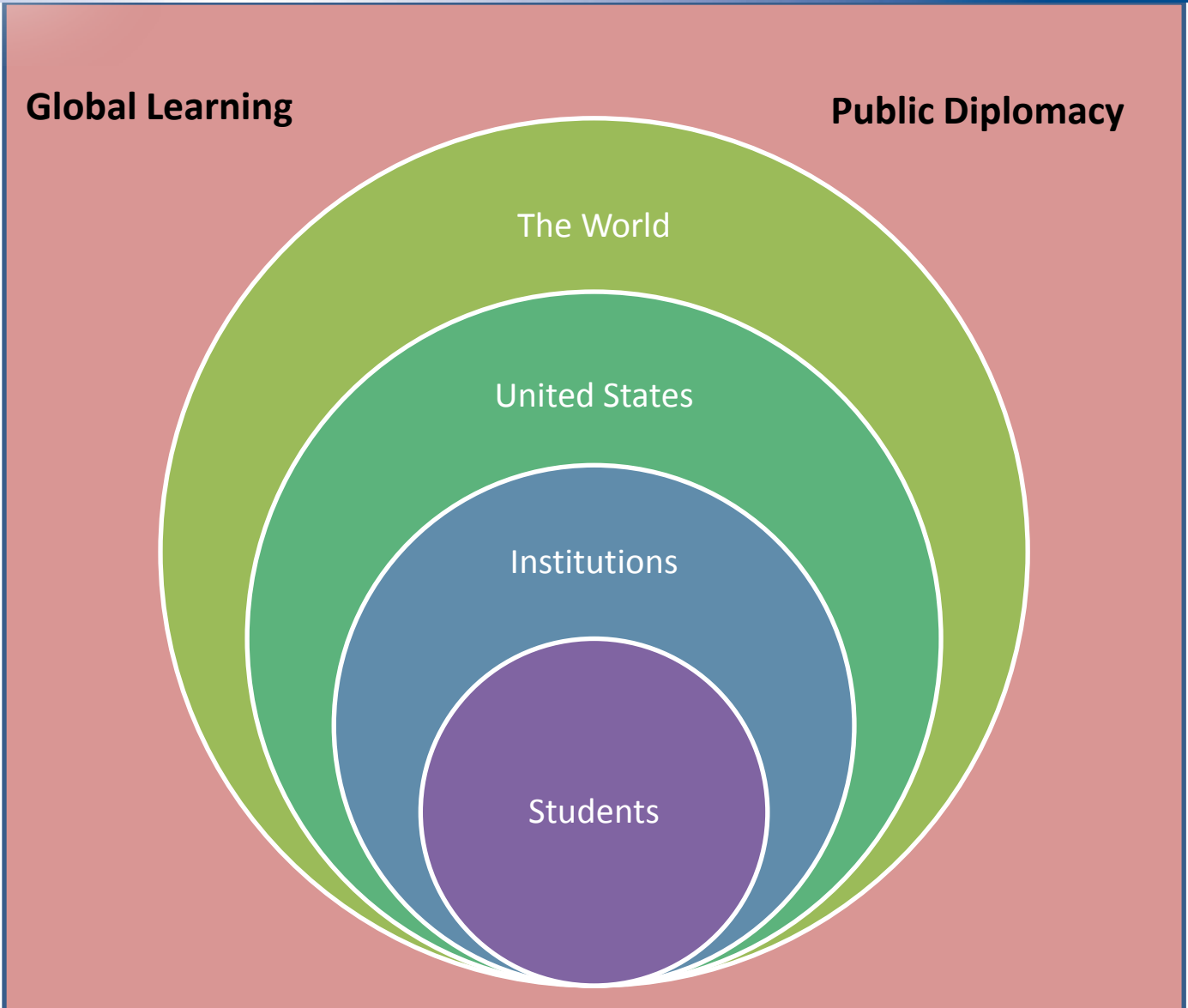
Goals of EducationUSA

1. Promote U.S. higher education to international students
2. Provide accurate, comprehensive, current information to help students find a school that is a good fit
3. Assist U.S. higher education community with recruitment and retention plans

Case Study of A Successful Student



GOAL:
Intentionally
integrated
environment
to support
global
learning and
public
diplomacy



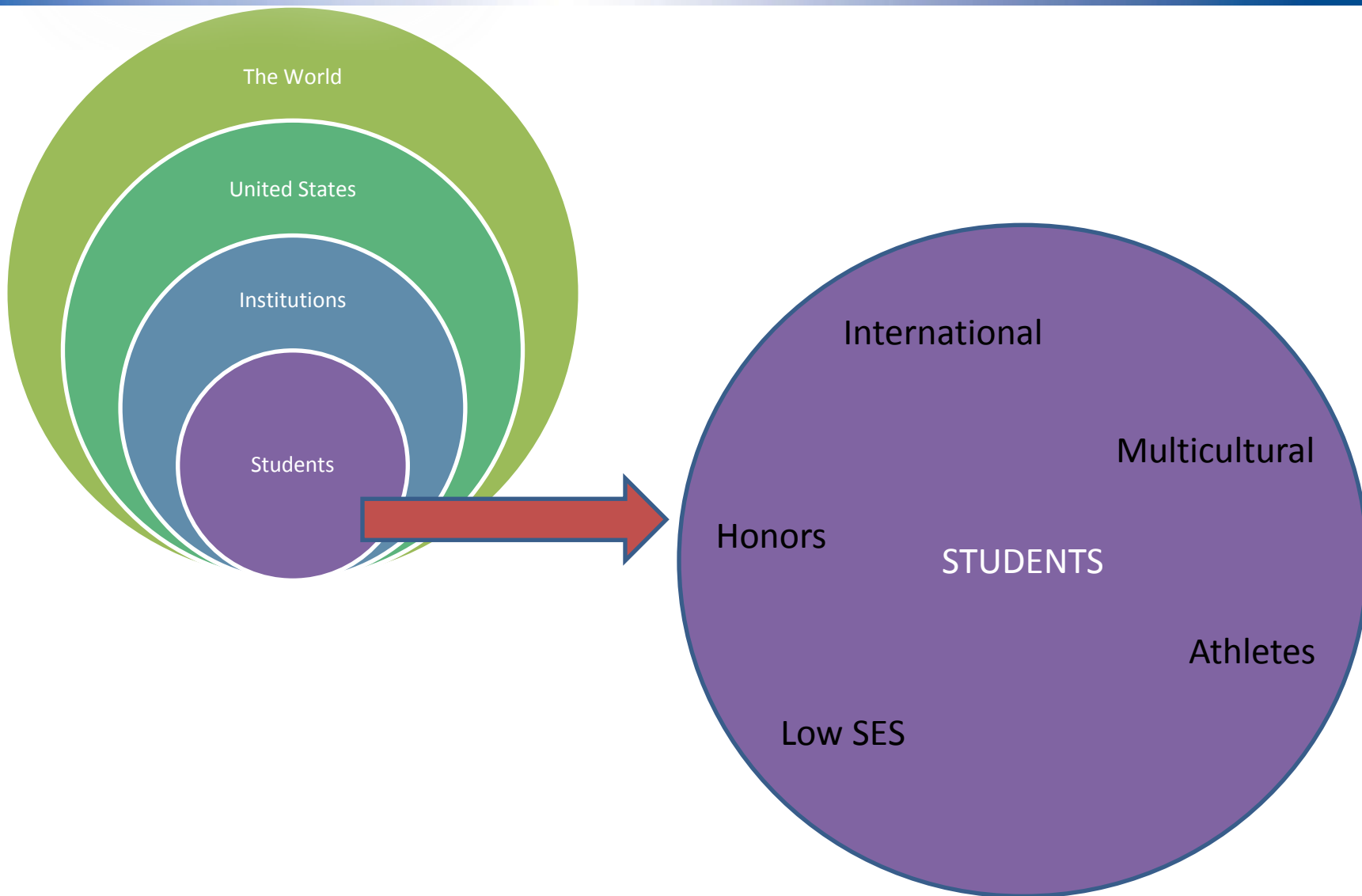


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“Recruitment is only part of the picture. For their success and for international students to make the greatest contribution to the life of campus, they need to be retained.”

-ACE Member Institution



Ensuring Success – It Takes a Village

Brainstorming Session – Offices on Campus with which an International Student Interacts

- Admissions Office
- Registrars Office
- Financial Aid Office
- Academic Advisor
- International Student Office
- Faculty
- Student Affairs/Co-Curricular Programming
- Housing
- Alumni Affairs

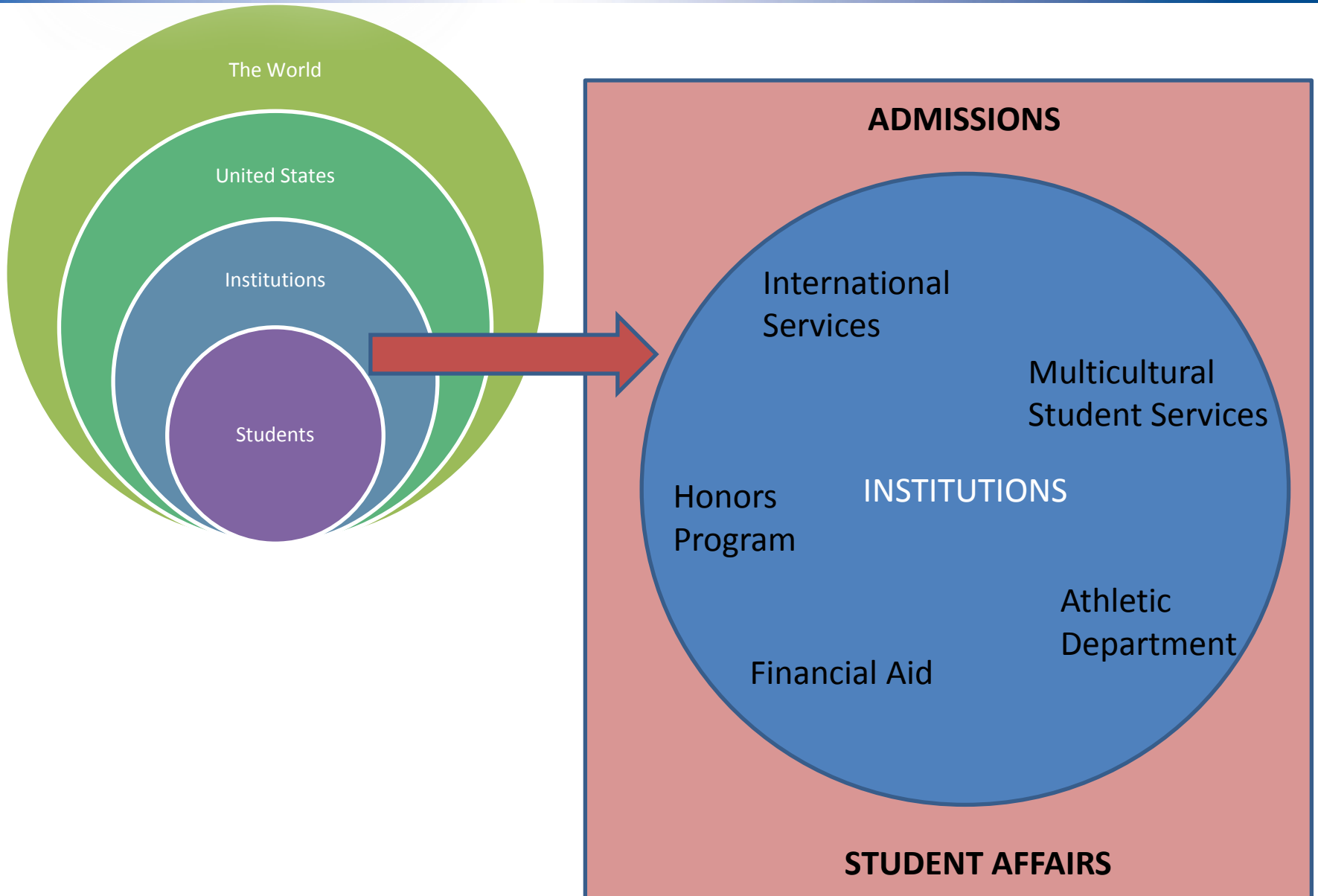


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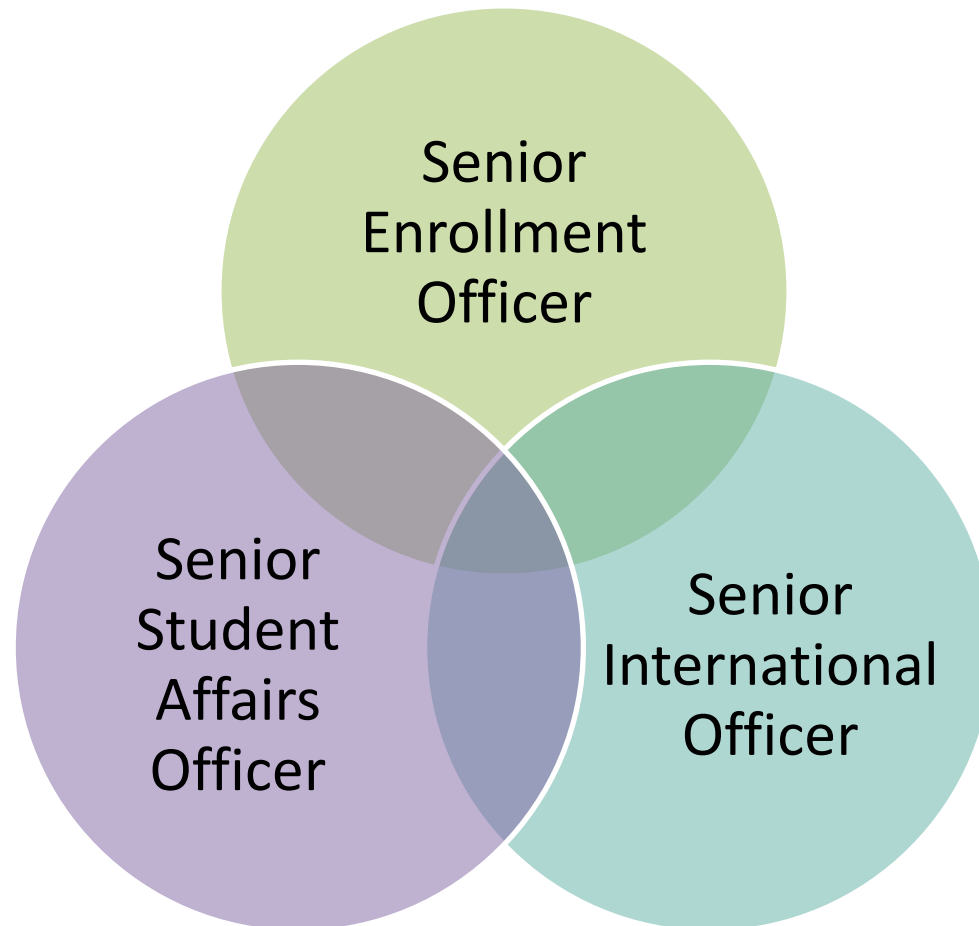
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Critical Conversations: Shared Commitments





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American Council on Education's Model



Articulated
institutional
commitment



Administrative
structure and
staffing



Curriculum,
co-curriculum,
and learning
outcomes



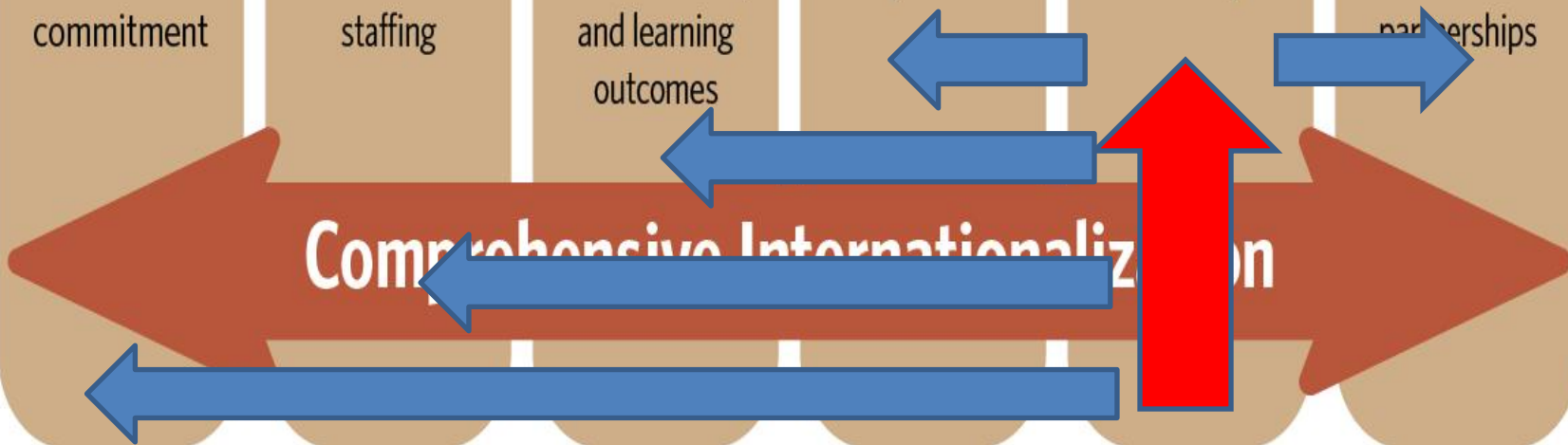
Faculty policies
and practices



Student
mobility



Collaboration
and
partnerships



Challenges to Fostering Collaboration

Brainstorm: What challenges do you face as a Senior International Officer in working with Senior Student Affairs Officers and Senior Enrollment Officers?

Generating Campus Buy-In for Increasing Enrollment of and Support for International Students

- Cross-campus, cross-functional team
- Understanding the current climate
 - Mapping Internationalization on U.S. Campuses
- Develop a rationale/case statement
 - Mapping the nation
 - Public Diplomacy
 - Regulations/Guidance
- Identify constituents
- Communicate effectively

Impact

Student Learning Outcomes:

- Understanding the interconnectedness of global systems.
- Appreciating difference.
- Demonstrating a greater appreciation of learning about different cultures.
- Developing and using intercultural communication skills.

Public Diplomacy Outcomes:

- Students learn from each other about culture and society
- U.S. communities benefit from exposure to diverse worldviews
- Together we are better equipped to face shared global challenges.



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Group Discussion

What initiatives on your campus have successfully enhanced international students' experiences?