

Turkey: Gateway for Fulfilling Your Internationalization Goals

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Public Diplomacy & EducationUSA

“Our higher education institutions receive the world's best and brightest students, many of whom become future leaders in their home countries. Their experience here fosters collaboration and long-term relationships with Americans in all fields of study.

Maintaining the U.S. as the top destination for the world's students and scholars is a vital national priority, and if Secretary Clinton were here today, she would say it is an essential component of our nation's public diplomacy.”

– Assistant Secretary Ann Stock
U.S. Department of State



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Why Turkey?

- Muslim majority country
- Youth bulge
- Booming economy
- Growth in # of Turkish Universities
- Interest in Turkey in internationalization
- High quality of Turkish students
- Untapped potential – partnerships, mobility
- Gateway to Europe & Middle East



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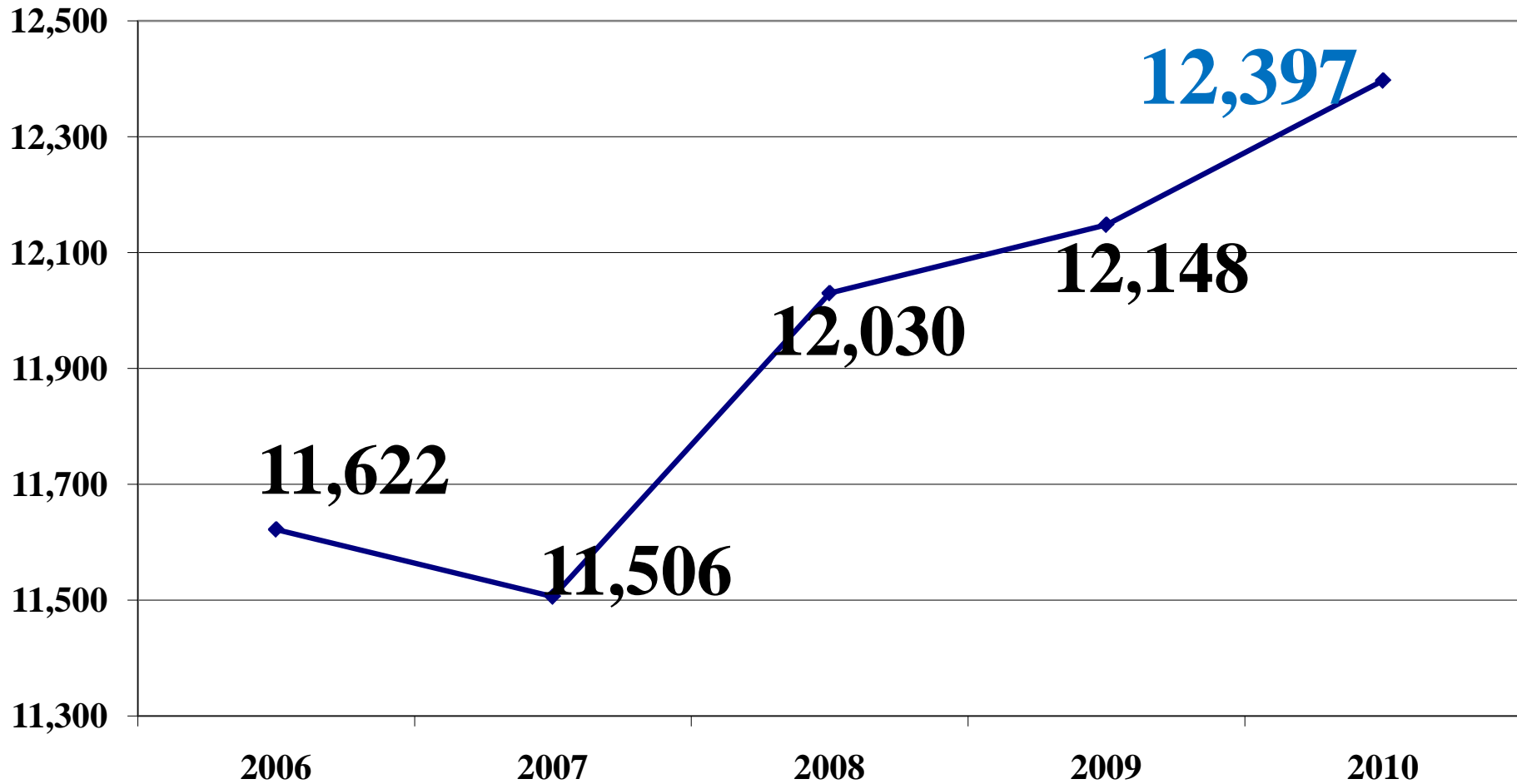
US Government Support for Turkey

- EducationUSA/advising
- Study Abroad grants
- English language
- Student exchanges
- Youth development
- Institutional partnerships
- R&D—Turkish universities & science/technology
- Turkish Government Scholarship Program



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Turkish Student Mobility to the U.S.



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EducationUSA Mobile Advising

2-day Workshops in Key Turkish Universities

Ataturk University in Erzurum

Cukurova University in Adana

Dicle University in Diyarbakir

Ege University in Izmir

Erciyes Universities in Kayseri

Selcuk University in Konya

Karadeniz Technical University



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Reaching Diverse Audiences

- EducationUSA Opportunity grants – 50 countries worldwide
- Small grants for application fees to outstanding full-need students
- In Turkey, 382 grantees
- Average award: \$1,855



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Virtual Outreach in Turkey

- 4th largest number of Facebook users
- 26,198,200 Turkish Facebook users
- 98.86% on online users are on Facebook
- EdUSA Connects
- CollegeWeekLive
- DVC/Skype sessions



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College of Engineering & Applied Science

Graduate Engineering Degree Programs

Aerospace Engineering
Sciences

Chemical Engineering

Civil Engineering

Computer Science

Electrical Engineering

Mechanical Engineering

Interdisciplinary

Telecommunications

Engineering Management

Websites for More Information

www.educationusa.state.gov

Facebook:
www.facebook.com/EducationUSA

YouTube:
www.youtube.com/EducationUSA

Twitter:
www.twitter.com/EDUSAupdates

Accreditation:
www.chea.org

University of Colorado-Boulder
http://ruengineeringonline.colorado.edu
Email: maris.vidalen@colorado.edu

Education
USA

<http://educationusaconnects.acrobat.com/ResearchChoices>



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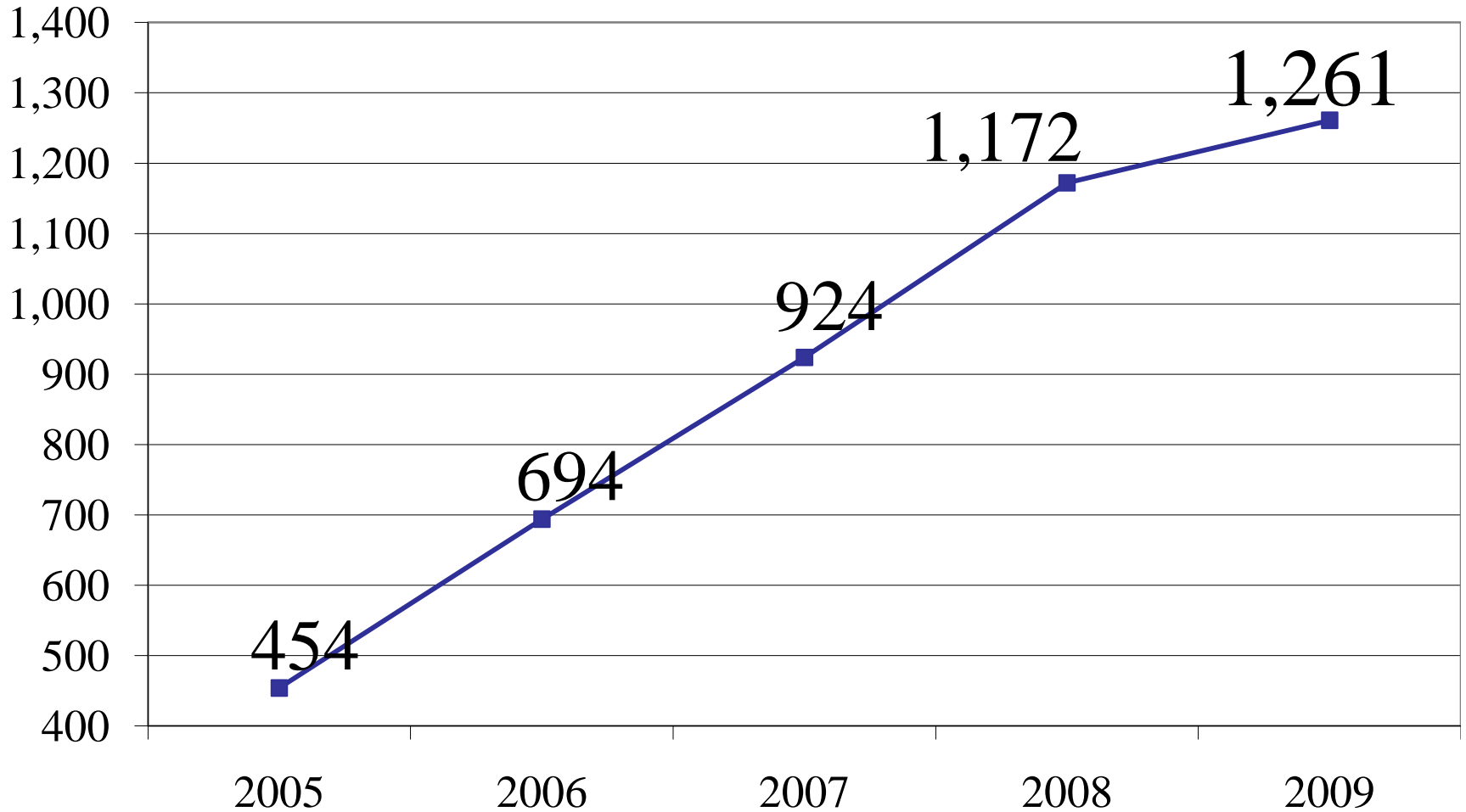
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Higher Education Services

- 1st EducationUSA Pavilion in Turkey
- EducationUSA Pavilion at EAIE
- EducationUSA Delegation – October 2010
- Facilitating contact with Turkish institutions
- Briefing on Turkish HEIs



U.S. Study Abroad in Turkey



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Study Abroad: Building Capacity



INSTITUTE OF
INTERNATIONAL
EDUCATION



American Association
of Community Colleges



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Challenges

- Growing European presence
- Large number of Erasmus scholarships
- European students on Turkish campuses
- Funding gap between Turkish & U.S. HEIs
- Lack of English language skills
- Unequal distribution of wealth



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Discussion Questions

- What **key factors** contribute to U.S.- Turkish student mobility on your campus?
- How can EducationUSA and U.S. HEIs **partner** together?
- How can EducationUSA **support** your internationalization efforts?



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