



**2024
Annual Conference**

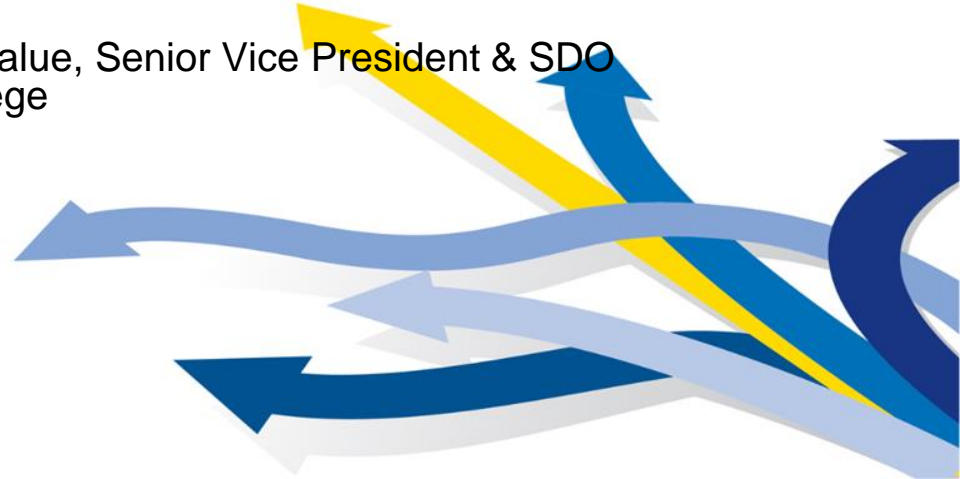
Leading
International
Education
at a Crossroads

You Are Welcome Here: Building An Inclusive Campus Community Through International Education

Dr. Jennifer Donaghue, Assistant Provost
The George Washington University

Robin Lathrop, Chief, EducationUSA
U.S. Department of State

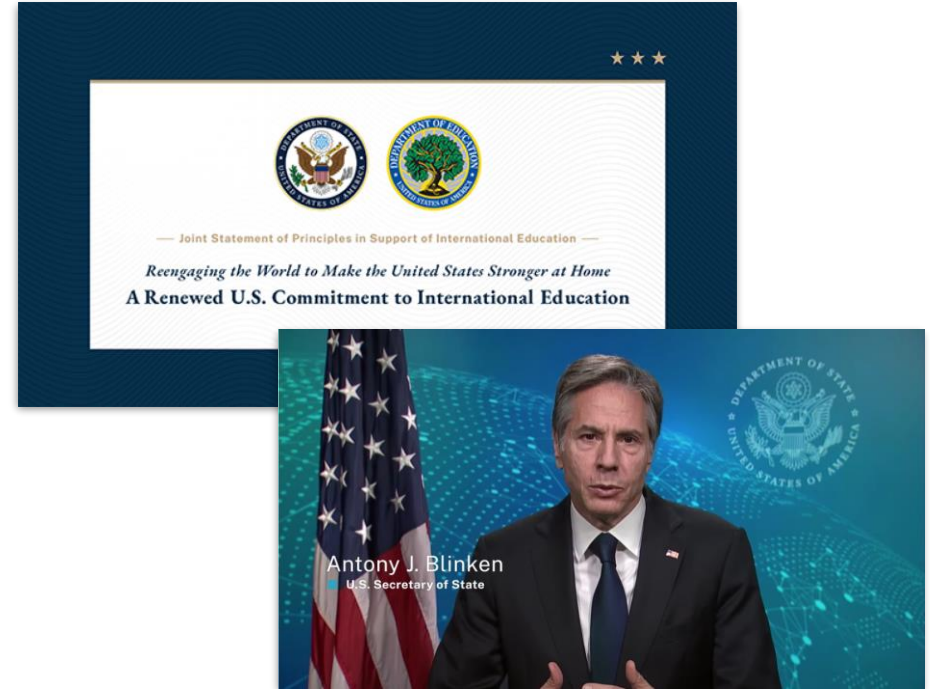
Dr. Shontay Delalue, Senior Vice President & SDO
Dartmouth College



JOINT STATEMENT OF PRINCIPLES IN SUPPORT OF INTERNATIONAL EDUCATION

Shared commitment by the U.S. Departments of State and Education to promote international education, with support from the U.S. Departments of Commerce and Homeland Security

Collaborative national approach to support the American higher education sector and increase international student mobility to the U.S.



#AIEA2024

Leading International Education at a Crossroads

EDUCATIONUSA: WHO ARE WE?

EducationUSA is the U.S. Department of State's **network**

of educational advising centers, staff, and services that promotes U.S. higher education to audiences abroad.



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

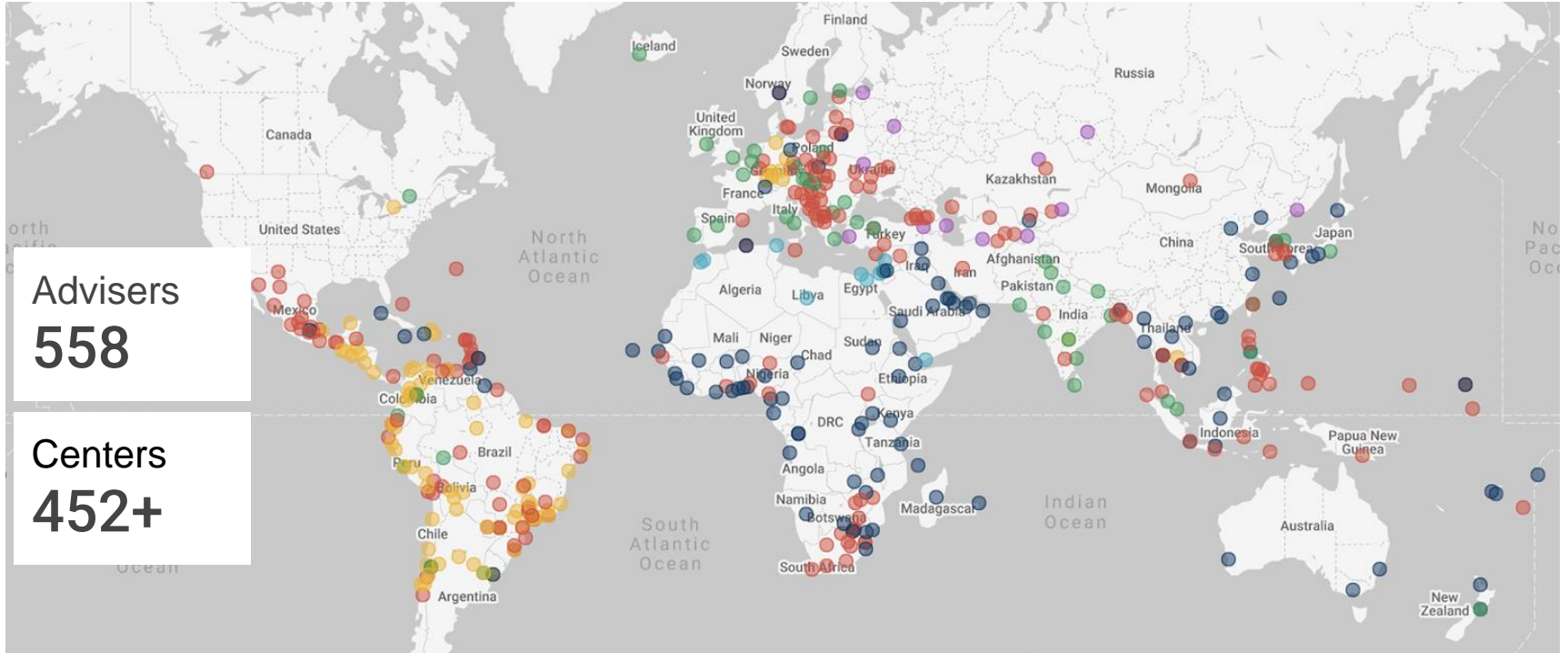
Engage with foreign institutions and governments regarding their student mobility to the U.S.

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



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Advisers
558

Centers
452+

Host Institution ● Other ● American Councils ● U.S. Embassy/Consulate ● Fulbright ● BNC ● AMIDEAST



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EDUCATIONUSA REGIONAL EDUCATIONAL ADVISING COORDINATORS

Giselle Dubinsky
Mexico City, Mexico



Ana Villavicencio
Quito, Ecuador



Rita Moriconi
Rio de Janeiro, Brazil



Charles Hornstra
Brussels, Belgium



Melissa Deschamps
Doha, Qatar



Gordana Mirchikj
Budapest, Hungary



Karen Bauer
Dubai, UAE



Lewis Cardenas
New Delhi, India



Lisa Maroni
Nairobi, Kenya



Diane Weisz Young
Lilongwe, Malawi



Vincent Flores
Seoul, ROK



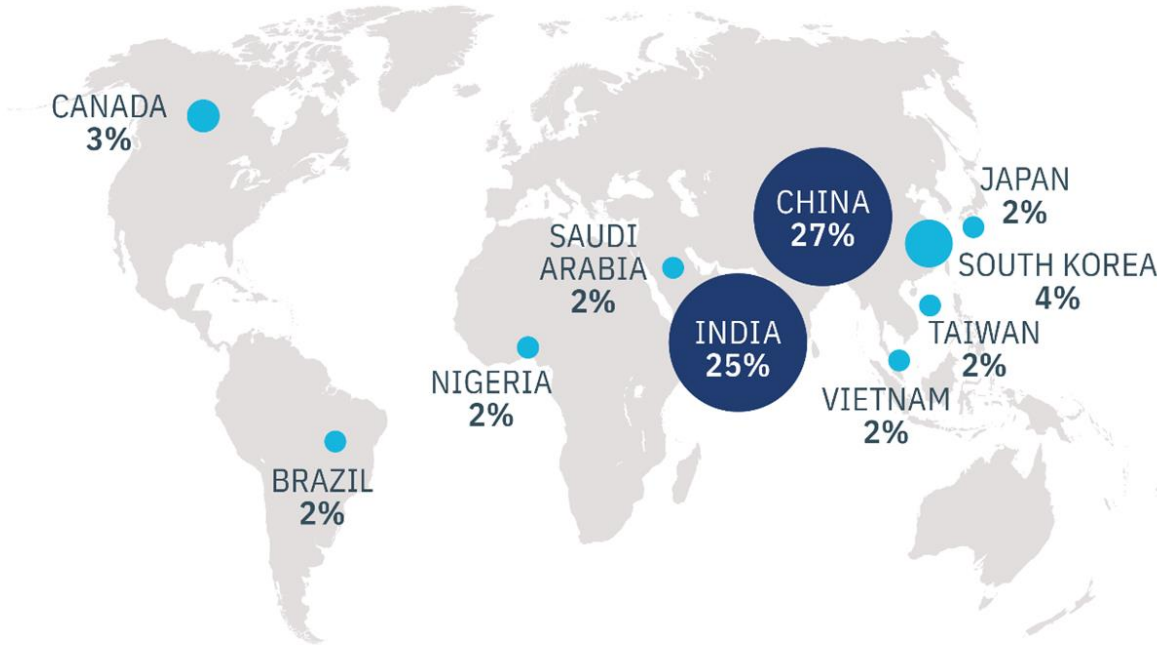
Luke Yim
Jakarta, Indonesia



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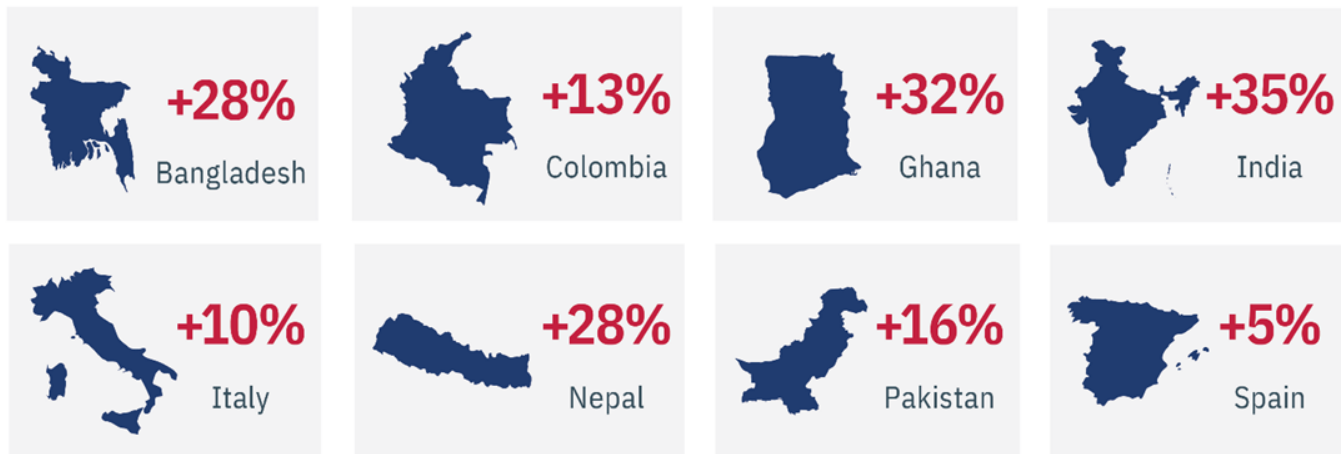
Leading International Education at a Crossroads

LEADING PLACES OF ORIGIN OF INTERNATIONAL STUDENTS, 2022/23



Students from China and India accounted for **53%** of international students.

LEADING PLACES OF ORIGIN OF INTERNATIONAL STUDENTS AT ALL-TIME HIGHS, 2022/23



Source: The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.

SELECTED FIELDS OF STUDY FOR INTERNATIONAL STUDENTS, 2022/23



Math and
computer science

23%



Engineering

19%



Business and
management

15%



Social
sciences

8%

55% of international students studied in STEM fields in 2022/23.

Source: The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.

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EDUCATIONUSA CHAMPIONS DIVERSITY IN INTERNATIONAL EDUCATION

- **Geographic Diversity.** The United States builds relations with all countries.
- **Student Diversity.** The EducationUSA Opportunity Funds Program supports high caliber students likely to receive full funding by covering up-front costs.
- **U.S. Higher Education Diversity.** We spotlight the breadth of degree and institutional options, including community colleges and minority-serving institutions in all 50 States.



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EDUCATIONUSA EVENTS

NEW: EducationUSA Fair Portal

U.S. higher education representatives can now have a “one stop shop” where they can learn about and register for multiple in-person and virtual international student recruitment fairs.

<https://www.educationusafairs.org/>

The screenshot displays the EducationUSA Fair Portal interface. At the top, there is a search bar with the heading "FIND A FAIR" and "SEARCH". Below the search bar, there are several input fields: "DATE", "REGION", "LOCATION", "CITY", "TOUR NAME", and "KEYWORD". A "SEARCH" button is located below these fields. Below the search bar, there are three navigation tabs: "LIST", "CALENDAR", and "MAP". The "CALENDAR" tab is selected, showing a calendar for November 2023. The calendar grid lists various events, including fairs and tours, with dates and locations. The events listed are:

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 EducationUSA Trinidad and Tobago College Fair
5	6	7	8 2023 EducationUSA Europe LL.M. Tour - Paris	9 2023 EducationUSA Europe LL.M. Tour - Brussels	10 2023 EducationUSA Europe LL.M. Tour - Amsterdam EducationUSA Ythies Fair	11
12 EducationUSA Armenia Fair	13 2023 EducationUSA Europe LL.M. Tour - Lisbon	14 2023 EducationUSA Europe LL.M. Tour - Madrid	15 EducationUSA Poland/Ukraine Fair	16 2023 EducationUSA Europe LL.M. Tour - Istanbul EducationUSA Lithuania/Belaru Fair	17	18 EducationUSA Istanbul Student Recruitment Conference
19 EducationUSA Ankara Student Recruitment Conference	20	21	22	23	24	25
26	27	28	29	30		



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VIRTUAL FAIRS



Education
USA

A U.S. Department of State Network

Sub-Saharan Africa VIRTUAL FAIR



> REGISTER NOW

<https://educationusafair.easyvirtualfair.com/index.html>

October 7 - 8

FRIDAY, OCT 7
>>> Graduate

SATURDAY, OCT 8
>>> Undergraduate

1:00 - 3:00 pm



EducationUSA Baltics Virtual Fair 2022

November 15

Accredited U.S. higher education institutions are invited to register for the fair to introduce themselves to high school and university students from Estonia, Latvia, and Lithuania.

To show your interest in participating, please register here: <https://bit.ly/3D20wb0>.

Registration deadline is October 10, 2022.



EducationUSA Eurasia and Central Asia Virtual Tour 2022

November 5, 2022

Register now!



CONNECT

with 100 U.S. colleges & universities from 35 states



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EDUCATIONUSA SERVICES FOR HEIs

- Advice on recruitment strategies
- Information about local education systems
- Facilitating contact with local education institutions
- Engage alumni to represent your institution
- Social media: <http://www.facebook.com/EdUSAHEI> and FB regional groups
- Global recruitment events



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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.



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EDUCATIONUSA OPPORTUNITY FUNDS PROGRAM: FINDING FUTURE LEADERS

Assists **highly qualified students** from underserved communities who are **likely to be awarded full financial aid** but lack the financial resources to cover up-front costs.



U.S. EMBASSY AND CONSULATE IN NIGERIA
U.S. UNIVERSITIES OFFER \$4.35 MILLION SCHOLARSHIPS TO 30 NIGERIAN STUDENTS

The Guardian Nigeria
U.S. universities offer \$4.35 million scholarships to 30 ...
He described the EducationUSA Opportunity Funds Programme as "a truly life-changing experience." "EducationUSA opened up a whole new world..."

The Nation Newspaper
30 Nigerian students get \$4.35 million scholarships for US varsities The Nation Newspaper
Thirty Opportunity Funds Program scholars of the U.S. Consulate ... "Looking back, the EducationUSA Opportunity Funds Program was the bridge..."
Jul 15, 2021



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Leading International Education at a Crossroads

HIGHLIGHTING THE DIVERSITY OF U.S. HIGHER EDUCATION



STUDY IN THE UNITED STATES WITH THE 2+2 MODEL

What is 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 to complete the final two years of study culminating in a bachelor's degree.

2+2 MODEL

Community colleges offer significantly lower tuition (typically less than half as much) as 4-year colleges.

Community colleges are equipped to provide academic and career assistance to help students become college-ready.

Community colleges provide academic and career assistance and other support services for students with the demands of diversity.

Community colleges work closely with their local community colleges to help international students navigate the transfer process and other matters.

Students who earn an associate degree at a community college are eligible for a 4-year transfer program if they are admitted to a 4-year college or university.

Many 4-year colleges and universities have transfer agreements with community colleges to ensure a smooth transition.

Some community colleges offer dual enrollment programs, whereby students apply to a community college and 4-year institution simultaneously with the guarantee of admission upon completion of the associate degree.

For more information, visit www.ed.gov.

Source: U.S. Higher Education Statistics Institute (HSI)

WHAT IS A COMMUNITY COLLEGE?

A community college (also known as an associate's college) is a higher educational institution that offers two-year programs leading to the Associate of Arts (AA) or Associate of Science (AS) degree. These colleges offer technical and vocational programs with links to secondary/high schools, community groups, and employers in the local economy.

CONSIDERATIONS OF THE 2+2 MODEL

Students who complete a 2+2 program earn the same bachelor's degree from a 4-year college or university as they would if they completed all four years at that institution.

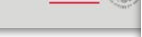
Students who complete general education requirements for their bachelor's degree at a community college level can focus on coursework specific to their chosen field once enrolled at a 4-year college or university.

Many 4-year colleges and universities have transfer agreements with community colleges to ensure a smooth transition.

Some community colleges offer dual enrollment programs, whereby students apply to a community college and 4-year institution simultaneously with the guarantee of admission upon completion of the associate degree.

For more information, visit www.ed.gov.

Source: U.S. Higher Education Statistics Institute (HSI)



TRIBAL COLLEGES AND UNIVERSITIES (TCUs)

Tribal Colleges and Universities (TCUs) are a category of Minority Serving Institutions in the United States higher education system. They are distinguished as tribal schools because they are chartered by tribal governments and are located on or near American Indian reservations. The goal of TCUs is to provide and integrate culture and tradition into their educational institutions, sharing a mission of tribal "self-determination" and service to their communities. Indigenous American educational values and practices have been in the United States since time immemorial, with the first Tribal College founded by the Navajo Nation in 1968 in Arizona. TCUs serve approximately 30,000 full- and part-time students and offer associate, bachelor's and master's degree programs in a variety of majors.



TCUs usually offer a lower-cost tuition that is affordable to students. Courses are taught with an epistemology that is relevant to the student, to nation building, to strengthening their tribes and themselves as individuals and community members. There are 31 fully-accredited TCUs with open enrollment located across the U.S. honoring several territories and nations in which they serve. The University of Montana was the first to establish dual admission agreements with all TCUs.

“Finding a sense of belonging is important for any student when searching for the college they will attend.

Education at TCUs is focused on culture and tradition, making it a unique educational experience.

“TCUs maintain, preserve, and restore Native languages and cultural traditions; offer a high quality college education; provide career and technical education; job training, and other career building programs.”

- U.S. Department of Education

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.

HSIs

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/12cs/tables/HSI_01_02.asp

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HISTORICALLY BLACK COLLEGES & UNIVERSITIES

The first Historically Black College and University (HBCU) was founded in 1837 in Pennsylvania with the purpose of providing Black youth an education. The African American population was prevented from attending established colleges and universities due to racial discrimination and segregation in the United States. The U.S. Department of Education defines an HBCU as any historically Black college or university that was established prior to 1964. HBCUs thrived in educating Black Americans and to this day continue providing outstanding educations to all. Although HBCUs were originally founded to educate Black Americans, today 1 in 4 students (24%) enrolls at HBCUs nationwide.

HBCUs

The U.S. has 100 HBCUs with 51 of them being public institutions and 49 being private.

HBCUs offer an inclusive environment to study. HBCUs are becoming a magnet for international students because they offer strong academic programs, affordability, and diversity for international students. Many notable African Americans have attended HBCUs, including Vice President Kamala Harris (Howard University), Oprah Winfrey (Tennessee State University), Dr. Martin Luther King, Jr. (Morehouse College), and more.

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

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 ethnicity can attend an AANAPISI.

AANAPISI

LIST OF DESIGNATED AND ACCREDITED AANAPISI SCHOOLS FROM THE U.S. DEPARTMENT OF EDUCATION

<https://www.2+2.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.

“

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

”



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OPPORTUNITY FOR U.S. HIGHER EDUCATION INSTITUTIONS

Host advisers on your campus:

- Advisers are a trusted source in their community.
- Increases your school's international profile.
- Hosting advisers in dorms, faculty housing, or homestays is a cost effective option.
- Advisers can provide market intelligence, zero to low cost recruitment tactics to help you develop an international student recruitment plan



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EDUCATIONUSA ONLINE RESOURCES

educationusa.state.gov

- Dedicated page for each advising center with contact info, social media accounts, events, and more
- Scholarships
- In-state tuition benefits
- Waived application fees and deadlines, and similar provisions available to international students

The screenshot displays the EducationUSA website interface. At the top, the EducationUSA logo is on the left, and navigation links for 'U.S. HIGHER EDUCATION PROFESSIONALS' and 'FOREIGN INSTITUTIONS AND GOVERNMENTS' are on the right. A dark blue navigation bar contains links for 'THE EXPERIENCE OF STUDYING IN THE USA', 'YOUR 5 STEPS TO U.S. STUDY', 'FIND AN EVENT', and 'FIND AN ADVISING CENTER'. Below this is a banner image of three people with a dark blue overlay containing the text 'Special Opportunities And Financial Aid'. To the right of the banner are social media icons for Facebook, Twitter, Google+, and YouTube. A search filter section includes three dropdown menus labeled 'ALL' for 'Degree level', 'U.S. State', and 'Location', followed by a 'SEARCH' button. Below the filters, a note states: '* Some countries offer government sponsored scholarships. Filtering by country only shows these scholarships.' The search results show '405 RESULTS | SHOWING 1 - 10'. A prominent result is 'Scholarships available for Saudi Students'. Other search categories listed on the right include 'Search Website', 'Advising Centers', 'Events', 'Financial Aid', and 'Videos'.



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NEW: INCLUSIVE CAMPUS COMMUNITIES ON **The EdGE** PODCAST

The EducationUSA Global Exchange (EdGE) Podcast -- produced by EducationUSA implementing partner IIE -- provides guidance, leadership, and expertise in the field of international student enrollment to U.S. higher education representatives.

[EducationUSA Podcasts](#)

- DEIA Series: Access and Disability
- Regional Features










The _____
EdGE
Podcast
EducationUSA Global Exchange



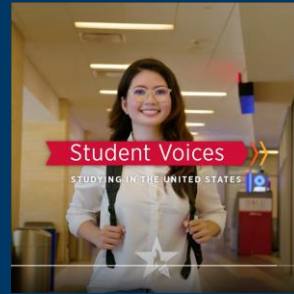
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TOOLKIT FOR INTERNATIONAL STUDENT RECRUITMENT

-  Connect with EducationUSA advising centers and REACs
-  Engage alumni to represent your institution
-  Serve as an expert for outreach and virtual programs
-  Interact with us via social media dedicated to the U.S higher education community
-  Participate in EducationUSA Fairs and Forums
-  Create a profile on our website and submit content
-  Host EducationUSA advisers on your campus

GLOBAL MARKETING CAMPAIGN: THEMATIC AND STUDENT VIDEOS

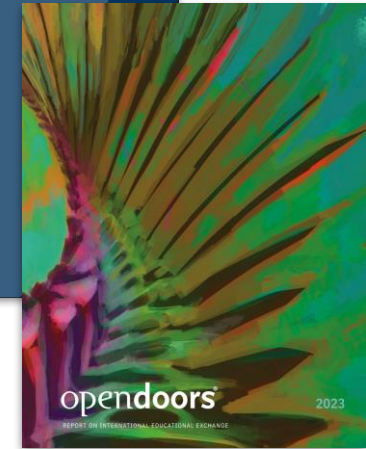


EDUCATIONUSA RECRUITMENT RESOURCES

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

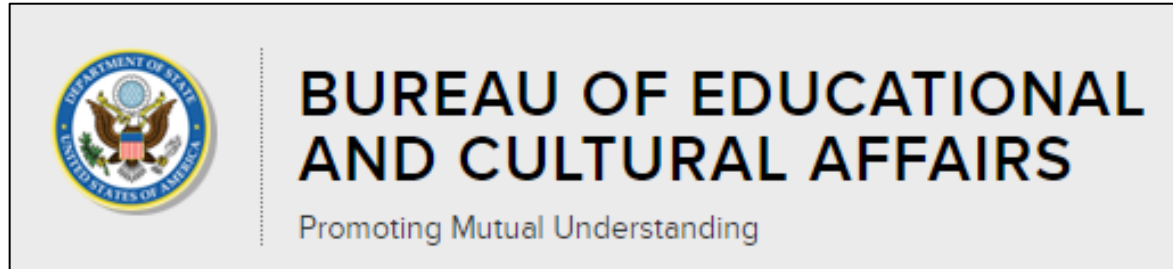


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Thank You!

Email: LathropRT@state.gov



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The Importance of Leveraging Research to Inform Your Work

Synergy between diversity and international education

The Power of Data and Stories

Using Data to Increase Support

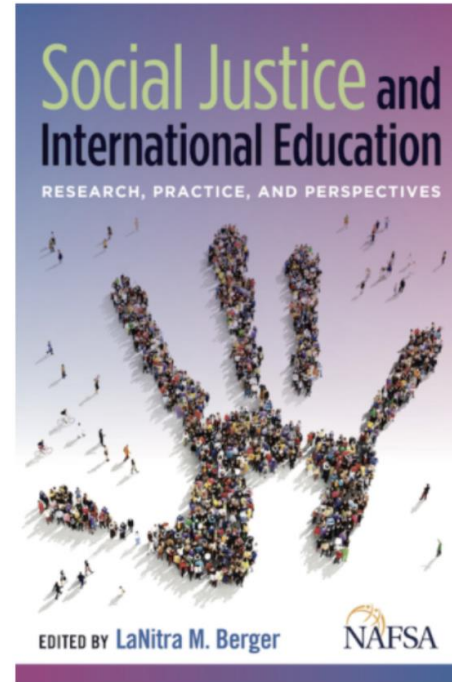


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Diverse Lens into International Education

- **Synergy** between international education and diversity, equity, inclusion and belonging work
- **Global mobility** and the importance of centering diversity
- **Critical consciousness** for international practitioners



The Power of Data and Stories



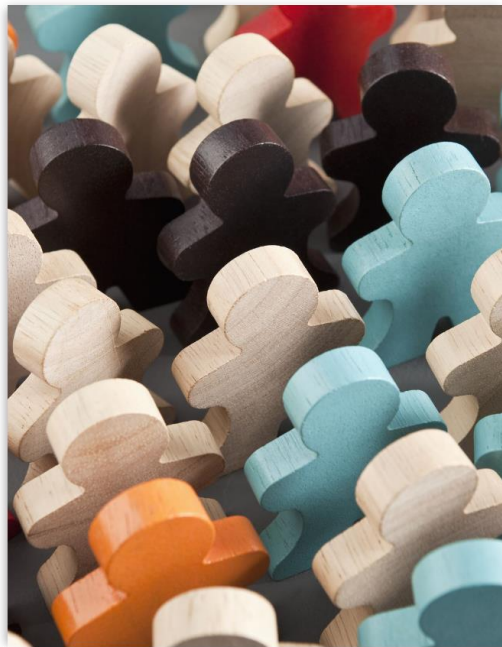
How can you utilize data to inform your practice?

- Longitudinal Studies
- Focus Groups
- Country Specific Engagement

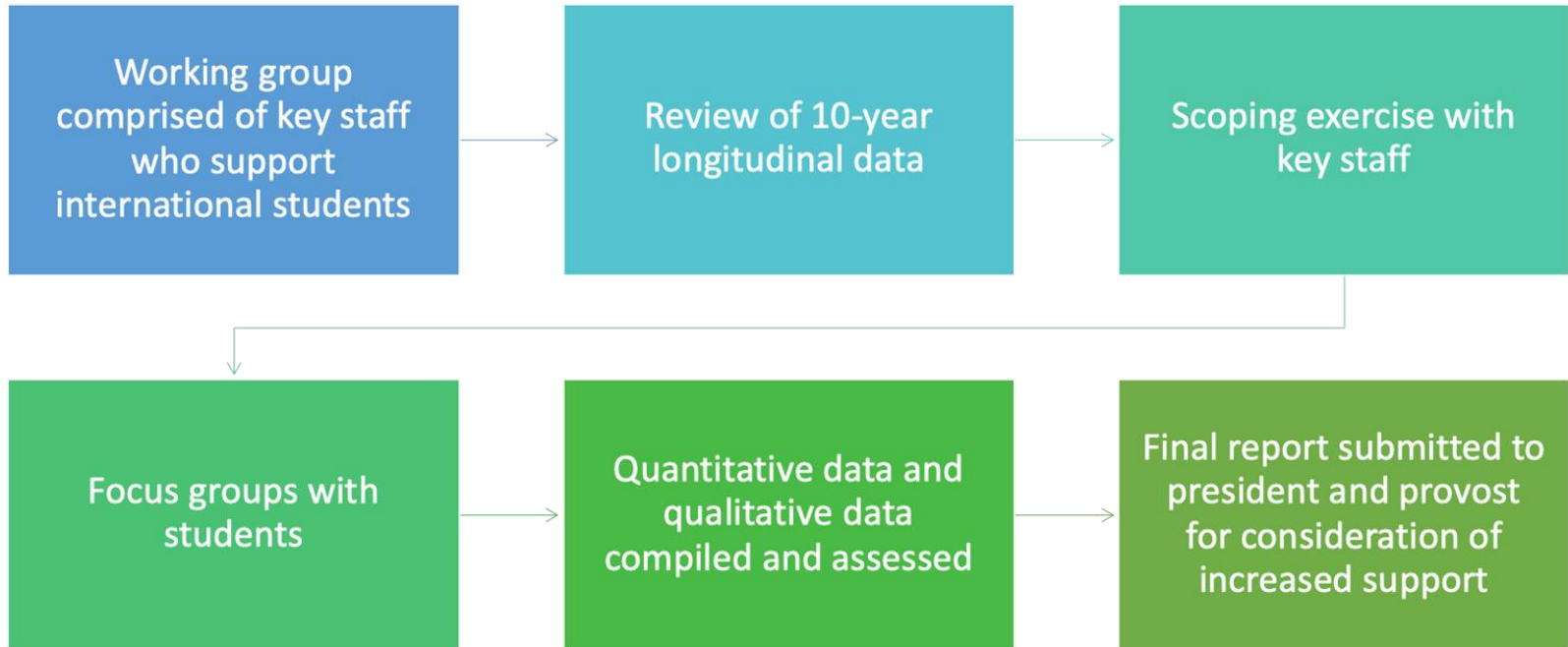
Making the Case for Increased Support

Several examples of utilizing data to sustain and increase support for international students:

- In country roundtable discussions with students and parents
- Partnering with admissions officers during recruitment visits
 - EducationUSA site visits
- Focus groups with current international students



International Student Experience Working Group



There is a synergy between DEIB and international education...the power lies in elevating the diverse stories of your constituents

Shontay Delaloe, PhD

Senior Vice President and Senior Diversity Officer

Dartmouth College

www.linkedin.com/in/shontay-delaloe-phd



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The Intersection of DEI and International Education: The Role of the SIO



Education Abroad



International Student & Scholar Services



Partnerships

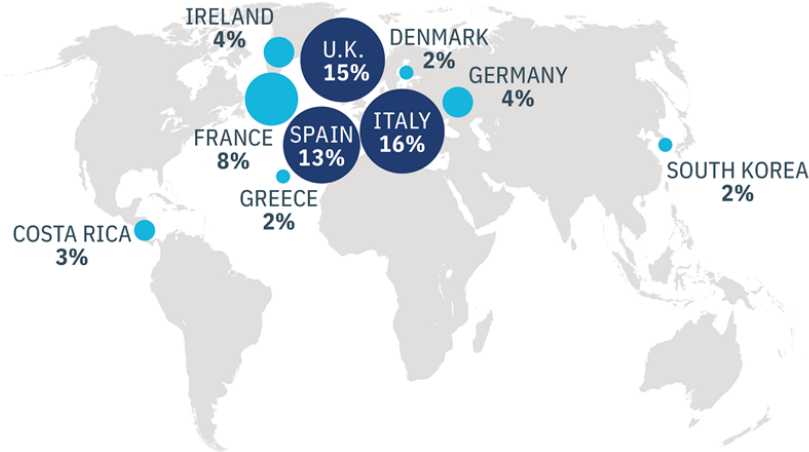


Leveraging Resources: Institutional & Governmental

Education Abroad: Where do U.S. Students Go?

OPEN DOORS U.S. STUDY ABROAD DATA

LEADING DESTINATIONS OF U.S. STUDY ABROAD STUDENTS, 2021/22



Europe hosted **73%** of all U.S. students who studied abroad.

Source: The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.

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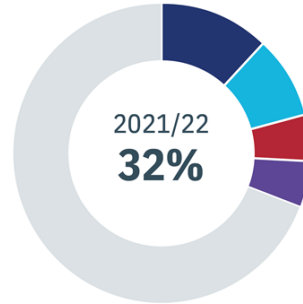
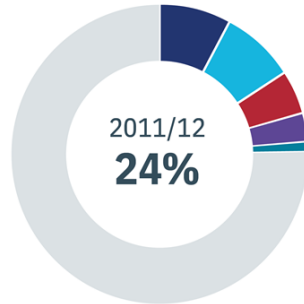
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Education Abroad: Who Studies Abroad?

OPEN DOORS U.S. STUDY ABROAD DATA

RACE/ETHNICITY OF U.S. STUDENTS STUDYING ABROAD



The proportion of underrepresented students studying abroad has **increased over the past 10 years.**

Source: The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.

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How do we Diversify Who Studies Abroad?

Is Study Abroad Right for Every Student?

Diversifying the Study Abroad Advising Team

Accessibility through Scholarship: Internal and External

Identity Preparation and Debrief

Understanding this Generation's Needs

Understanding Your University Student



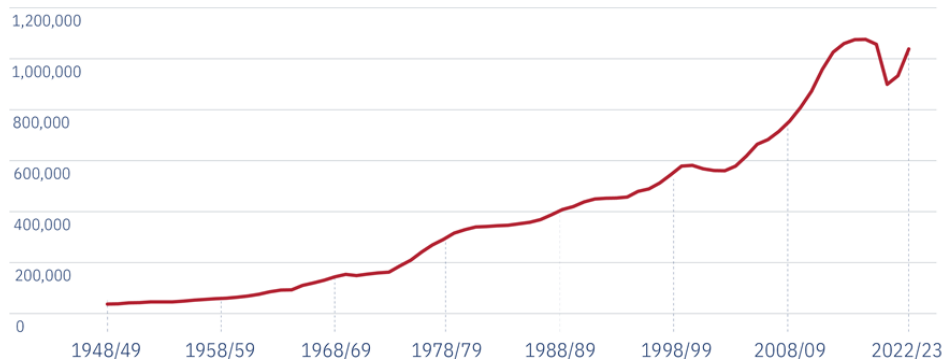
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Leading International Education at a Crossroads

International Student & Scholar Services

OPEN DOORS INTERNATIONAL STUDENTS DATA

INTERNATIONAL STUDENTS, 1948/49 – 2022/23



In 2022/23, the total number of international students **increased by 12%** from the prior academic year and **surpassed one million.**

Source: The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.

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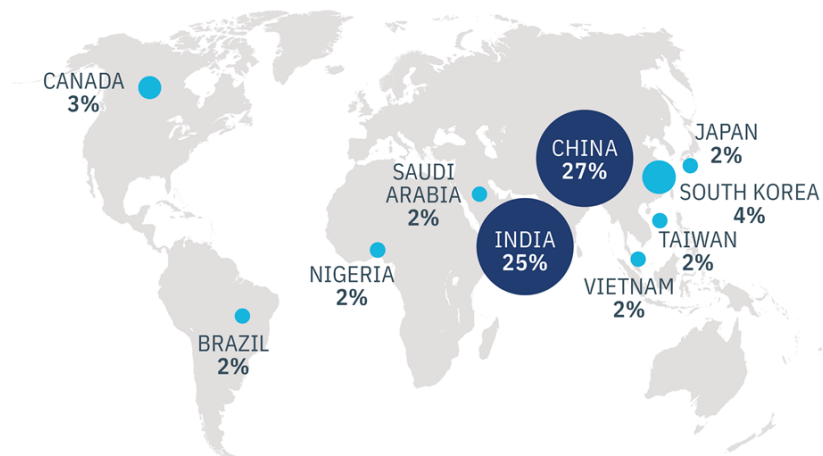
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Top Sending Countries

OPEN DOORS INTERNATIONAL STUDENTS DATA

LEADING PLACES OF ORIGIN OF INTERNATIONAL STUDENTS, 2022/23



Students from China and India accounted for **53%** of international students.

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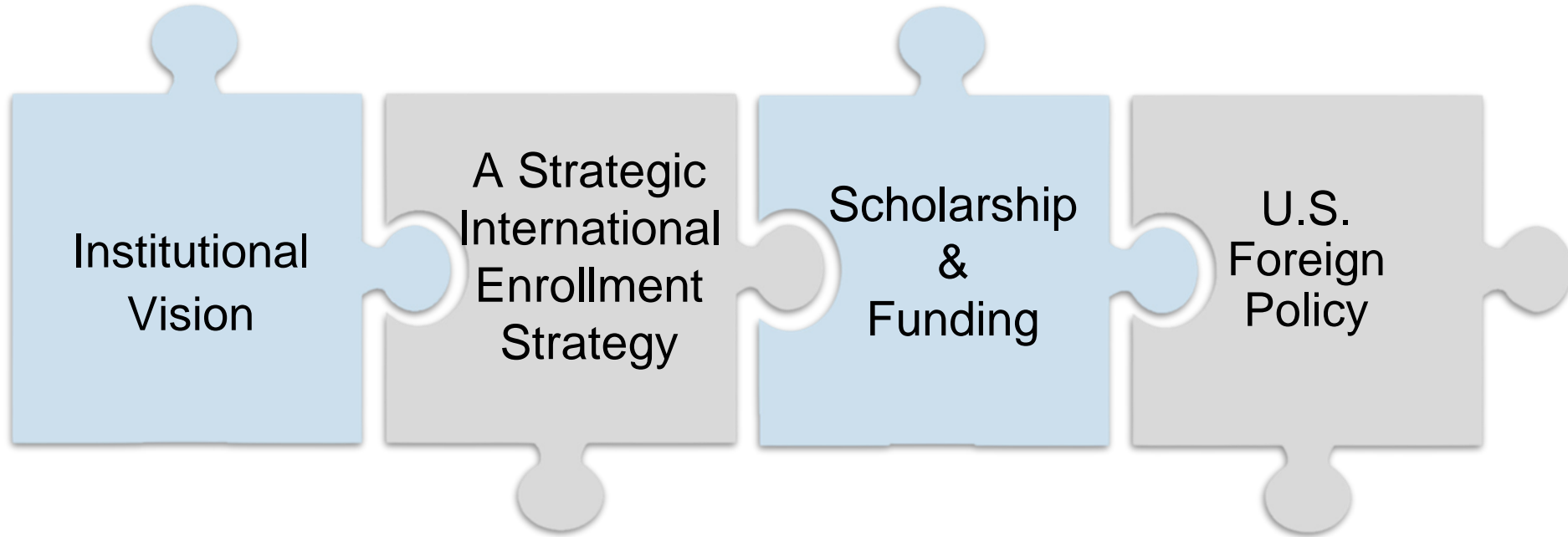
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Leading International Education at a Crossroads

How do we Diversify the International Student Population in the U.S.?



International Partnerships & Agreements: Case Study - India

- The number of Indian students enrolled in higher education is expected to climb from **1 million** in 2019 to **2 million** by 2025
- Direct spending by Indian students expected to increase to **US\$70 Billion** by 2025 from **\$47 Billion** in 2022
- Education sector in India is expected to grow from **\$117 Billion** to **\$313 Billion** by 2030
- India accounts for **25%** of world's school children globally
- **580 million** Indians are aged between 5-24 years old
- National Education Policy aims to increase gross enrollment ratio in higher education from **26.4%** in 2018 to **50%** by 2035.
- Deakin University first overseas higher education provider to set up **Gift City** in 2024, the first international branch campus in India



Finding Equity in Opportunity



High volume extraction models are lucrative but subject to policy and pricing shifts



Two-way flow of students is highly-unequal. How do we create attractive opportunities for our students to fully engage with and experience the educational landscape in India?



How can partnership models respond to the untapped demand for in-country partnerships?



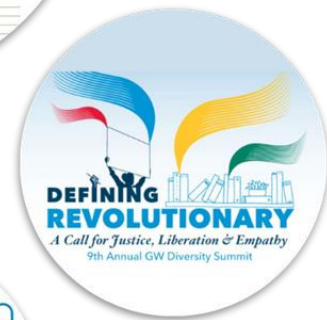
How can high impact research across areas where India is considered the subject matter expert directly inform research and teaching partnership collaboration?



How do we formalize partnerships into clearly mutual benefit?

Leveraging Resources Examples: Institutional, Organizational & Governmental

- SIO / CDO Collaborations
- GW Diversity Summit
- Gilman Award
- Fulbright Higher Education Administrators Grant
- AmidEast Partnership



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Leading International Education at a Crossroads