



Leaders in International Higher Education

2021 ANNUAL CONFERENCE

*Leading Internationalization in
a New Era: Collaborating for
Global Solutions*

Leveraging U.S. Government Resources for International Engagement

- Dr. Stephen Hanson, College of William & Mary
- Dr. Tim Duvall, U.S. Department of Education
- Dr. Pamela Maimer, U.S. Department of Education
- Dr. Rebecca Pisano, U.S. Department of State
- Ms. Katherine Scodova, EducationUSA

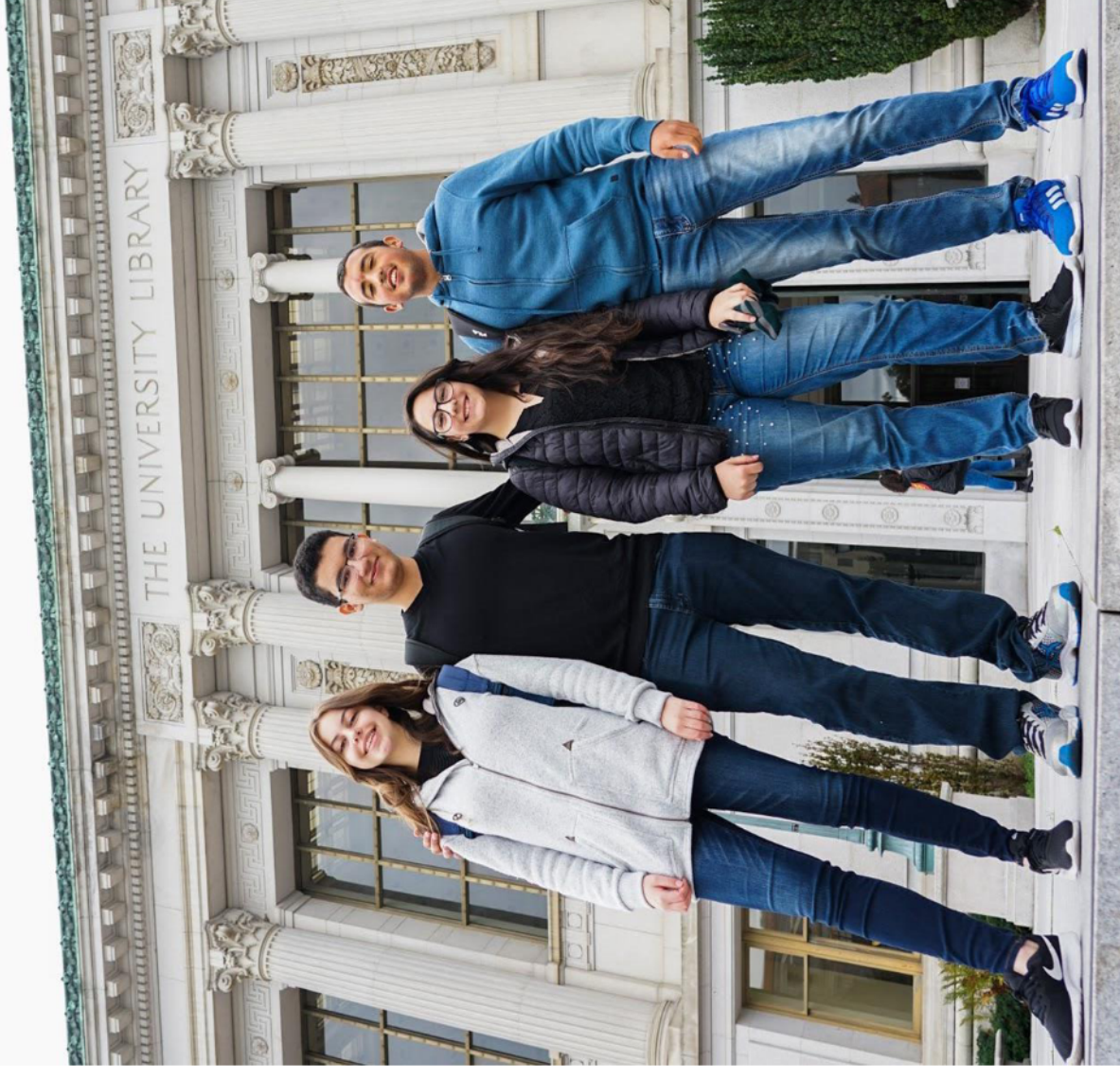
EducationUSA: Who are we?

Promote U.S. higher education by connecting international students to American institutions.

Support U.S. higher education community internationalization through international student recruitment and retention plans. *We promote all accredited U.S. institutions.*

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

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



EducationUSA Advising Centers: Over 430 worldwide with 550+ advisers



How to Engage With EducationUSA Virtually

- Create an **account** and utilize the many resources available on educationusa.state.gov.
- Visit our **Events webpage** to find engagement opportunities for webinars and other online events.
- Contact our **REACs** and **advising centers** to help grow your strategic partnerships domestically and overseas.
- Participate in EducationUSA **Virtual Fairs**.
- Engage with us during the **EducationUSA DC Forum** and **Regional Forums** abroad.
- **Host EducationUSA advisers** for a virtual campus visit.
- Interact with and follow **@EducationUSA** on your social media properties.



EducationUSA Recruitment Resources

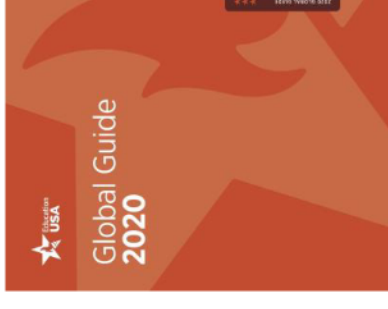
Student Mobility Fact and Figure Sheets

- Country-specific information and regional overview of key student mobility data
- Download at educationusa.state.gov (no login necessary)



EducationUSA Global Guide

- Regional profiles and trends, country specific opportunities, economic factors that relate to student mobility, plus 2020 COVID supplement
- Download at educationusa.state.gov (no login necessary)



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 <https://opendoorsdata.org/>



Europe and Eurasia (EUR) Subregion - 13 Countries



Virtual Engagement in the Time of COVID

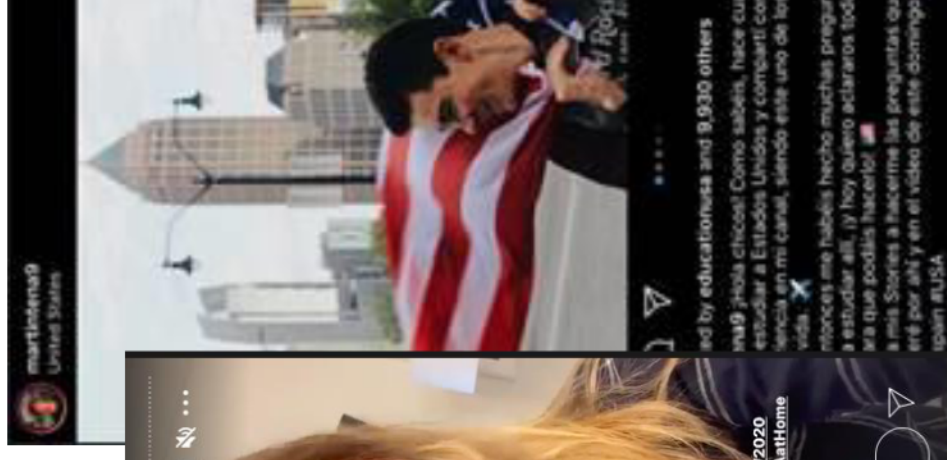
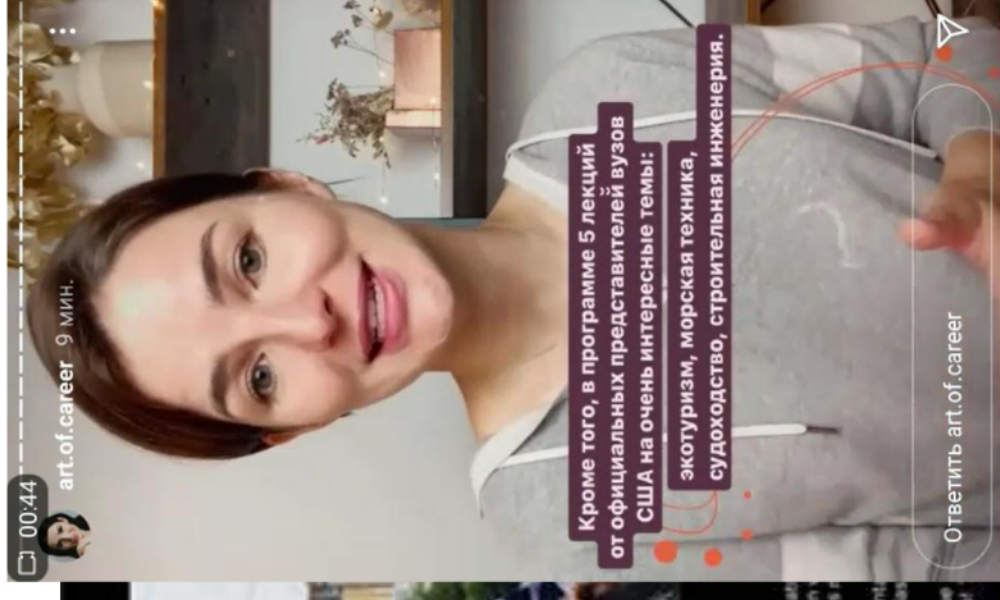
Lessons Learned:

- Tone, structure, and timing all had to be modified from in person events
- “Zoomed-out” but record applications for cohort programs
- Social media takeovers, Live sessions
- Success stories and “insider” information
- WhatsApp, Telegram, Viber often work better than email



Develop Your “Influencers”

- Current international students from the region
 - On-campus job, OPT
- Alumni (U.S. and local)
 - Peace Corps, Fulbright
 - EducationUSA, UGRAD, Fulbright, FLEX/YES
- Current U.S. students
 - Study abroad
 - Courses related to the region
- Faculty/staff from the region



VSFS Internships

- Official State Department internships
- Open to all U.S. government agencies, including EducationUSA centers
- Share information about campus culture, assist with social media, increasing language acquisition skills, etc.

www.vsfs.state.gov



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Virtual Outreach with EducationUSA in EUR

- Student-facing webinars
 - Collaborate with other HEIs to maximize message
 - Avoid lecture-style sessions
 - Avoid sharing information that is easily found by “googling”
- Professional development webinars for advisers
- Social media
 - Pre-packaged social media posts
 - Avoid sending pdf lookbooks/handouts
 - Virtual Tours/Scavenger hunts

Connect with us!

EUR EducationUSA Newsletter

<http://eepurl.com/dEQdhf>

HEI Facebook Group for Europe and Eurasia

<https://bit.ly/3a4PHF1>

eur@educationusa.org

kscodova@educationusa.org



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLE VI FULBRIGHT-HAYS

WHAT WE DO

Provide grant opportunities that support the internationalization of U.S. institutions of higher education.

Title VI and Fulbright-Hays programs prepare teachers, students, and citizens with the global and cultural competencies and experiences they need to be successful in 21st-century careers and to fully engage with an interconnected world.

- **10 active programs under Title VI and Fulbright-Hays**
- **Annual appropriation of approximately \$76.2 million (FY 2020)**



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TITLEVI FULBRIGHTHAYS



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INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLEVI FULBRIGHTHAYS

Fulbright-Hays (3 active programs, approximately \$8 million/ year)

- Overseas educational and cultural exchanges that develop cultural understanding between U.S. project participants (teachers, students, researchers) and people of other countries
- Grants support individual participants in exchanges abroad
- Curriculum development, language learning, research abroad



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLEVI FULBRIGHTHAYS

Seminars Abroad (SA)

- Short-term seminars abroad for U.S. educators in the social sciences and humanities
- Teachers develop cross-cultural curricula to bring back to U.S. schools and school districts

Group Projects Abroad (GPA)

- Institutions of higher education organize projects abroad for curriculum development, research, and/or training in modern foreign languages and area studies

Doctoral Dissertation Research Abroad (DDRA)

- Fellowships for postgraduate-level U.S. scholars to conduct dissertation research abroad

8/11/21

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INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLEVI FULBRIGHTHAYS

New Competitions in Fiscal Year 2021

- All of the Fulbright-Hays Programs competed for a new cycle in FY2021
- Seminars Abroad: Applications closed
- GPA Applications Available: January 14, 2021.
Deadline for Transmittal of Applications: March 15, 2021.
Email: GPA@ed.gov
- DDRA will compete in the spring. Contact DDRA@ed.gov



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLE VI FULBRIGHT HAYS

Title VI (7 active programs, approximately \$68 million/year)

- Strengthen U.S. home-based resources in area studies, language teaching/learning, international business
- Grants to institutions of higher education
- Title VI lays the foundation for capacity and expertise at U.S. institutions of higher education



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLEVI FULBRIGHTHAYS

National Resource Centers (NRC)

- Teaching and research in area studies (e.g., Africa, East Asia, Latin America, Middle East) and world languages

Foreign Language and Area Studies Fellowships (FLAS)

- Fellowships for students to become experts in area studies and world languages

Centers for International Business Education & Research (CIBE)

- Develop business curricula with a global perspective
- Work with businesses and chambers of commerce to build a globally competent workforce



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLEVI FULBRIGHTHAYS

Language Resource Centers (LRC)

- Develop language learning materials and assessments, provide professional development for teachers, conduct research

Undergraduate International Studies and Foreign Language Program (UISFL)

- Seed money for institutions with fewer resources to internationalize undergraduate curricula
- Priority for Minority-Serving Institutions and community colleges

American Overseas Research Centers (AORC)

- Promote and assist postgraduate research and exchanges in overseas locations (e.g.; Indonesia, Mongolia, Sri Lanka)

International Research and Studies (IRS)

- Supports surveys, studies, development of instructional materials



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLE VI FULBRIGHT HAYS

New Competitions in Fiscal Year 2022

- All of the Title VI Center programs (NRC, LRC, CIBE), as well as FLAS, will compete for a new four-year cycle in FY2022
- Pending congressional appropriations, competitions will be announced beginning in October 2021



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

TITLE VI FULBRIGHT HAYS

Collaboration

Interagency Language Roundtable: <https://www.govtilr.org/>

- Unfunded organization that coordinates and shares info about language-related activities at the Federal level
- Broad membership
 - Individuals with professional interests in foreign language use in work-related contexts
 - ~60% of the members are federal government employees
 - Regularly attending entities include: ED, State, Defense, NSA, FBI, Peace Corps, public school systems, institutions of higher education, MLA, ACTFL, World Bank, etc.



INTERNATIONAL AND FOREIGN LANGUAGE EDUCATION

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Communication

Sharing information about international education programs and initiative via each other's websites, newsletters, Twitter, etc.

Subscribe to IFLE's newsletter at: <https://tinyurl.com/IFLENewsletter>

Follow us on Twitter! [@GoGlobalED](https://twitter.com/GoGlobalED)



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Resources

- IFLE Homepage: www.ed.gov/ope/iegpps
- To sign up for IFLE's listserv/newsletter:
https://public.govdelivery.com/accounts/USED/subscriber/new?topic_id=USED_61
- Tim Duvall, Senior Program Officer: timothy.duvall@ed.gov, 202-453-7521
- Pamela Maimer, Senior Program Officer: pamela.maimer@ed.gov, 202-453-6891

Thank You!