The Comprehensive Approach to International Student Success: A Public Diplomacy Imperative

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What is EducationUSA?

- A U.S. Department of State network of hundreds of advising centers worldwide (400+ centers in 170 countries)
- Over 500 advisers who work in U.S. embassies and consulates, American Corners, Fulbright commissions, NGO’s, universities, etc.
- 14 Regional Educational Advising Coordinators (REACs)
- Staff at the U.S. Department of State and the Institute of International Education (IIE) – coops with American Councils and Amideast as well

www.educationusa.state.gov
What is NACAC?

• National Association for College Admission Counseling

• Professional organization of 14,000 college counseling and admission professionals

• Founded in 1937
  – Department of International Initiatives began in 2013

• Statement of Principles of Good Practice (SPGP) – Code of Ethics

• Well known for its National College Fair programs

www.nacacnet.org
Goals of EducationUSA

• Promote U.S. higher education to international students by providing accurate, comprehensive, and current information to help students find a school that is a **good fit**

• Assist U.S. higher education community with **recruitment and retention** plans

• Work with foreign institutions and governments regarding their student mobility to the United States
Goals of NACAC

• Support college counselors & admissions officers around the world dedicated to serving students as they make choices about postsecondary education [good fit]

• Conduct research, publish resources, and host conferences/workshops on college counseling, recruitment and retention

• Strive to ensure principled and ethical conduct among professionals in the counseling and recruitment of students.
The Lifecycle of an International Student

- Prospective Student
- Admitted Student
- Enrolled Student
- Current Student
- Graduate/Alumnus
- Global Citizen
- US Department of State
- Admissions Office
- SIO

Access

Retention

Diplomacy

Larger Campus Involvement
International Education: A Core Public Diplomacy 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
ECA Alumni

• More than 300 current/former Heads of State are alumni of Bureau of Educational and Cultural Affairs programs
  • Strong ties to the U.S. and familiarity with our culture, society, and governance
  • Countless more are working in all sectors – business, technology, advocacy, and the arts
Where are they now?

• How does your institution track graduates? International alumni?

• How does your institution engage with alumni living overseas?

• Are international alumni considered in your internationalization strategy? Recruitment strategy?
Education Diplomacy: Essential Element of U.S. Foreign Policy

• Elevation of Education Diplomacy as Key Priority
  • Secretary Kerry’s establishment of Education Diplomacy working groups

• Bilateral Dialogues
  • Direct engagement with foreign governments on education policy and programming

• Presidential Initiatives and Partnership Building
  • YALI, YSEALI, 100K Strong
How do we get there?
From recruitment to diplomacy
Retention Starts with Recruitment

Expectations MATCH Experience

Students
Parents
Counselors

Admission
Officers

Campus
Community
Enrollment: Positive Student Mobility Trends

8.1% growth in international students (886,052)
- Top Senders: China, India, South Korea
- Notable Growth: Kuwait (42.5%), Brazil (22.2%), Saudi Arabia (21.0%), Iran (16.6%), China (16.5 %)

2.1% increase in U.S. students abroad (289,408)
- Top Destinations: UK, Italy, Spain
- Notable Growth: South Africa (17.6%), Denmark (14.8%), South Korea (12.9%), Peru (10.3%), Japan (9%)

Source: Open Doors (2014)
There is More to be Done…

• In 2013 international student made up just over 4% of the U.S. student population
  • China: 1%
  • UK: 19.9%
  • Australia: 20%

• Nearly 70% of international students are enrolled at only 200 U.S. institutions
  • How do we better highlight the diversity of opportunity available through the U.S. higher education sector?
Beyond Recruitment and Enrollment: Supporting International Students

- **It takes a village:** Successfully planning for and supporting a growing international student population requires the coordination of an array of campus and community stakeholders.
  - Who must be involved?
  - How do we create an intentionally integrated campus environment to support international students?

Resource: Center for Global Education’s (UCLA) Database of Innovative International Student Programming

- **How do we know if it’s working?** Assessment is critical and informative.
  - Do you have an assessment tool to assess international student success on at your institution?
Impact of International Students

- Education is the 7th largest service sector export in the US
- International students contribute $27 billion to the U.S. economy
- International students create ~340,000 U.S. jobs per year
- International students gain skills to create positive change in their home-country economies
- Exposure to diverse world views helps U.S. students to develop Intercultural skills and attitudes necessary to be competitive in a global economy
Opportunities to Engage

• **Just the beginning** – EducationUSA and NACAC have traditionally been focused on recruitment and enrollment, but increasingly interested in international student retention and success.

• This conversation is an important first step – we are ready to explore new ways to support you and the students on your campuses.
  – Do you have expertise/models of good practice to share?

• Upcoming events:
  – **EducationUSA Forum**: June 30 – Jul 2, 2015 in Washington, DC
    • [Registration is Now Open!!](#)
  – **NACAC National Conference**: Oct 1 – 3, 2015 in San Diego, CA
    • [Registration opens March 2015](#)
Thank You

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