



**2015**

**ASSOCIATION OF INTERNATIONAL  
EDUCATION ADMINISTRATORS**

**Annual Conference**

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**Washington, DC, USA**

**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](http://www.educationusa.state.gov)

# What is NACAC?

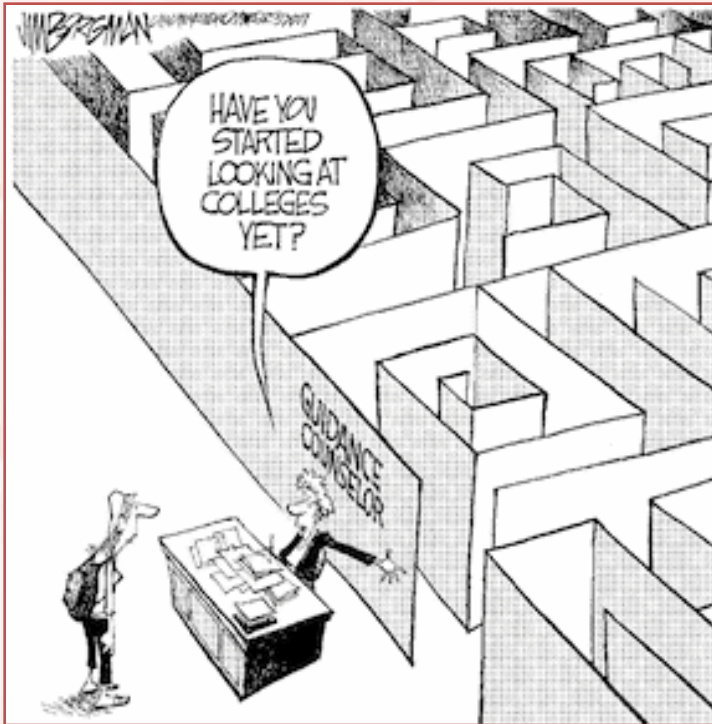
- National Association for College Admission Counseling
- Professional organization of 14,000 college counseling and admission professionals
- Founded in 1937
  - Department of International Initiatives began in 2013
- Statement of Principles of Good Practice (SPGP) – Code of Ethics
- Well known for its National College Fair programs

[www.nacacnet.org](http://www.nacacnet.org)

# Goals of EducationUSA

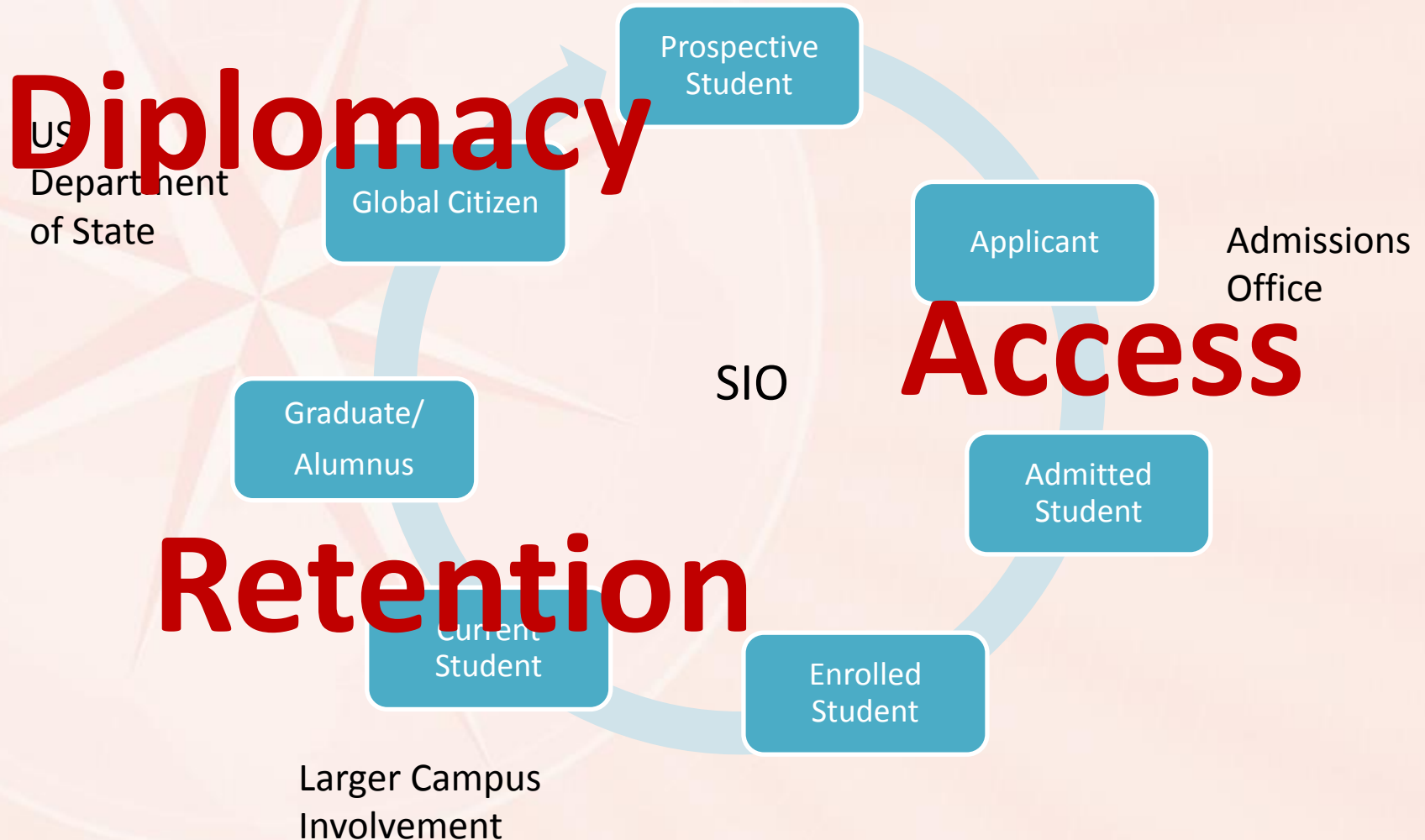
- Promote U.S. higher education to international students by providing accurate, comprehensive, and current information to help students find a school that is a **good fit**
- Assist U.S. higher education community with **recruitment and retention** plans
- Work with foreign institutions and governments 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



# 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 21<sup>st</sup> 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



# 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%)

# 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 **7<sup>th</sup> 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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