The Joint Statement of Principles in Support of International Education: 2023 Update

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Joint Statement of Principles in Support of International Education

Reengaging the World to Make the United States Stronger at Home

A Renewed U.S. Commitment to International Education
Succeeding Globally Through International Education and Engagement

U.S. Department of Education International Strategy
Updated March 2022
Why an international focus?

- A Diverse U.S. society
- Global Challenges and Opportunities
- Economic Competitiveness and Jobs
- National Security and Diplomacy
International Strategy’s Framework

**GOALS**
- Strengthen U.S. education
- Advance U.S. international priorities

**OBJECTIVES**
- Increase global and cultural competencies of all U.S. students
- Learn from and with other countries to strengthen U.S. education
- Engage in active education diplomacy to advance U.S. international priorities
Examples of International Engagement

Bilateral

Mexico: Career & Technical Education

Spain: Language Learning
Examples of International Engagement

**Multilateral**

- International Summit on the Teaching Profession (ISTP)
- Academic Mobility & Qualifications Recognition
For more information about IAO, visit our website: https://sites.ed.gov/international/

Thank you!
National Export Strategy

Strengthening U.S. International Education

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Our Services

Educational Service Export Counseling
- Develop effective market entry and recruitment strategies.
- Understand regulations of foreign markets.
- Navigate U.S. government export controls, compliance and financing options.

Market Intelligence
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential partners.

Business Matchmaking
- Connect with pre-screened potential partners.
- Promote your programs or service to prospective partners at education trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

Commercial Diplomacy
- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. education sector interests.

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with educational trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.
USDOC education industry engagement aimed at boosting U.S. education exports by promoting the USA as a premier destination for international students to study.

- Providing tools and a platform for U.S. education institutions and organizations to address challenges faced by increased global competition in the international education sector, and to foster economic growth.
- Working to convene public and private partners to develop promotion, recruitment, and market-entry strategies.
- Providing opportunities for U.S. education institutions and organizations to participate in programming sponsored by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

https://www.trade.gov/usa-study
Collaboration with U.S. Study State Consortia

[Website Link: trade.gov/usa-study]
Globally, education is a $6 trillion dollar industry, including education-related travel. Education-related travel exports are not only an important element of our trade relationships worldwide, but they also directly strengthen our economic development through innovation, workforce development, and by attracting foreign investment.
U.S. Trade in Education-Related Travel

- The Bureau of Economic Analysis reported that in 2021, U.S. exports in education-related travel totaled $32.1 billion, a 17% decrease from the previous year.

- This decline is due in large part to travel restrictions, and the continued disruption of education due to the pandemic.

Source: U.S. Bureau of Economic Analysis. "Table 2.1. U.S. Trade in Services, by Type of Service, Travel (for all purposes including education)". Release Date: July 7, 2022
Strengthening International Education – Chapter Themes

- Connecting U.S. institutions and consortia with foreign groups interested in U.S. education
- Promoting the United States as a premier study destination
- Highlighting the importance of international education as a U.S. export
- Leveraging federal resources to identify and promote global opportunities to the U.S. education industry
- Leveling the playing field in export markets
Global Marketing Campaign – Join Us! #USAStrudyDestination

Press Release Here
"International Demand for U.S. Sustainability Programs" Webinar

March 1st | 11:30 am ET | Virtual | Cost: Free

Learn about trends and opportunities to promote your sustainability programs in target markets. Featured presenters are U.S. Commercial Service experts from around the world. Contact James.Paul@trade.gov for questions.

Register: https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QDD
Join Us! NAFSA 2023 in Washington, DC – May 30 - June 2

USA: A Study Destination Pavilion at NAFSA 2023 – P901

Embassy Circle Program!

2023/2024 Education and Training Services Resource Guide
Thank you!

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trade.gov/education-industry