



International Student Recruitment 2010: How Social Media & the Web Can Counteract Shrinking Budgets

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EducationUSA Marketing Coordinator
Institute of International Education

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Higher Education Goals of EducationUSA

- Become more service-oriented toward U.S. colleges & universities
- Seek input from key stakeholders
- Develop resources for institutions to:
 - Help representatives better understand EducationUSA
 - Better connect institutions with our centers as partners in international education

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So far...

- May 2009 Country Database flash drives distributed at NAFSA & OACAC
- October 2009 New materials for US higher education community
- November 2009 EducationUSA Dialogue Day
- November 2009 New logo & new website launch

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EducationUSA – New Website

- New site launched November 16
- More interactive for all audiences
- Expanded focus on providing services to accredited US institutions for both armchair and overseas recruitment of international students
- 1st month – 2.6 million hits

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 Location: American Center, Kolkata
 Topic: American ... [Read More](#)

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 To register please call 1402447 or e-mail talkback@state.gov ... [Read More](#)

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Twitter Updates
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 • Oregon Admissions office taps into Facebook to Recruit ... <http://fdgq.com/45192d4/> ...
 • 5 Reasons to Attend a Liberal Arts College.

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Put Our Logo on Your International Admissions Site

We truly believe that the partnership between EducationUSA and accredited U.S. colleges and universities makes best when prospective students get connected to our EducationUSA advising centers as early in the admissions process as possible. Student visitors to your website who use the EducationUSA logo, can link to the advising center closest to them to get on the ground support throughout the admissions process that is otherwise impossible for U.S. institutions to provide to each student.

Please fill out the form at the bottom of this page to request a hyperlinked logo & text explanation. If you already have the EducationUSA logo on your international admissions website - thank you, we also encourage you to include a descriptive piece under the logo explaining what EducationUSA can do for your students, such as:

"EducationUSA centers are the U.S. State Department's network of over 400 advising centers in 130 countries designed to assist local students find the appropriate college or university in the United States. We encourage you to visit your local center for information on selecting the U.S. college or university that meets your needs, understanding and preparing for the required admissions tests, assistance in the admission process, advice on finding financial aid for your studies, preparation for the student-visa process, and pre-departure orientation. Click on the link below to find your center!"

Name:
 Title:
 Institution:
 Email:

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EducationUSA Wants to Hear from You!

Accredited U.S. educational institutions can publicize their campuses to over 400 advising centers in 130 countries each week with updates on scholarship/scholarship or other financial awards that international students are eligible for at your college or university.

Additionally, if your institution has new or specific academic programs that may be particularly attractive to international students, these updates can be sent out through a free service, EducationUSA Weekly Update.

There are two ways in which you may make submissions to Weekly Update:

1. Fill out the form below with a short description (no more than two paragraphs) related to your scholarship and/or program. Feel free to include hyperlinks to your institutional website.
2. Submit a direct message to us on www.twitter.com/eduupdates in less than 140 characters that we can post on our growing Twitter feed.

Name:
 Title:
 Institution:
 Email:

Description:

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Stay Connected, Get Involved with EducationUSA!

In addition to our Facebook Fan Page, www.facebook.com/EducationUSA, accredited institutions can receive regular updates, through our Higher Education Institutions (HEI) E-News Quarterly. Each edition features valuable information about educational advising around the world, international student recruitment opportunities, and announcements about State Department programs and grant opportunities to increase internationalization efforts on your campus.

Name:
 Title:
 Institution:
 Email:

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Materials Which Can Be Received

To simplify the process of finding out what each of our EducationUSA advising centers can receive and to what address you should mail your information, we have compiled a spreadsheet that lists what kinds and maximum quantities of these materials that can be shipped, and the mailing addresses approved for use by U.S. institutions. Please click here to download this vital information.

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Search Resources

Type:

Topic:

Links: 1 Results Found.

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NAPSA Region V presentation by Ann Koenig (AACRAO) and Amy McGoldrick on Central Asia education systems
 Foreign Students Yesterday, World Leaders Today
 Resources for U.S. Institutions
 Resources for U.S. Institutions
 Resources for U.S. Institutions
 Europe/Eurasia Prague 2010 Conference Call for Proposals
 Europe/Eurasia Prague 2010 Advisers Conference Session Proposal Information

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Europe/Eurasia
 Armenia, Azerbaijan, Belarus, Czech Republic, Estonia, Georgia, Latvia, Lithuania, Slovakia, Poland, Russian Federation, Slovak Republic, Ukraine

Search by Topic: Academic Calendar

EEAC Home: [Go Home](#)
 Email: EEAC@educationusa.gov
 Phone: +31 244-403-2522
 Skype Name: [educationusa](#)

Based in Ukraine, Regional Educational Advising Coordinator (REAC) for Europe/Eurasia is responsible for overseeing all the EducationUSA offices located in Armenia, Azerbaijan, Belarus, Czech Republic, Estonia, Georgia, Latvia, Lithuania, Poland, Russian Federation, Slovakia and Ukraine - a total of 45 offices in the region. EducationUSA offices in the Europe/Eurasia region are located inside embassies, consulates, NGOs, American Centers and Fulbright Commissions.

Regional Information

Regional Conference Information

1 Date: 2016-03-21 - 2016-03-25
 Location: Prague, Czech Republic
 Contact: educationusa@eeac.org
 Description: Over 100 EducationUSA advisors representing over 40 countries in Europe and Eurasia and 25 higher education representatives will gather together in Prague in March 2016. The workshop, "From Frankfurt to Bratislava: EducationUSA 2016 Traveling Workshops" will focus on successful recruitment strategies for Europe/Eurasia, collaboration with the EducationUSA network, latest technologies, and recent trends in US higher education. The event will also include a US Higher Education Fair for prospective students from the Czech Republic.

Upcoming Regional Events

Recent Events

Academic Calendar / Major Holidays / Best Times To Visit

Armenia

Azerbaijan

Belarus

Czech Republic

Estonia

Georgia

Latvia

Lithuania

Slovakia

Russian Federation

Ukraine

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Select a country to view centers within that country.

Resources

- 150+ Countries Database
- Advising Centers
- State Consulate Activities
- Regional Educational Advising Coordinator (REAC) services
- EducationUSA staff at US & International conferences
- Regional Advising Conferences & Workshops
- Digital Value Conference (DVC) opportunities
- Higher Education Institutions (HEI) E-news
- Weekly Updates
- EducationUSA logo for your site

Australia

Brazil

Burma (Myanmar)

Canada

China

East Timor

FIJI

Hong Kong

Indonesia

Japan

Korea, South

Laos

Malaysia

Marshall Islands

Micronesia, Federated States of

Mongolia

New Zealand

Papua New Guinea

Philippines

Singapore

Taiwan

Thailand

Vietnam

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 Instituto Chileno Norteamericano

Instituto Chileno Norteamericano de Cultura
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 Building Address: San Pedro 1148B, Providencia, Santiago, Chile
 Walk To Address: Same as walking address
 Contact Website: www.norteamericano.cl/interior/index.html
 Link our Facebook Page

Country Databases

Higher Education Fairs

Program Highlights

Upcoming Events

Center 2016 Equivalencies

Scholarship Pre-Departure Orientations

Center Statistics

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Universities That Can Be Reached

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Norteamericano
 Instituto Chileno Norteamericano

Instituto Chileno Norteamericano de Cultura
 Santiago, Chile

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 Email: info@norteamericano.cl
 Phone: (562) 2777111 / Fax: (562) 2287854
 Building Address: San Pedro 1148B, Providencia, Santiago, Chile
 Walk To Address: Same as walking address
 Contact Website: www.norteamericano.cl/interior/index.html
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Students

RESEARCH CHOICES & TESTS

APPLY & BE ADMITTED

FINANCE YOUR STUDIES

PREPARE FOR THE STUDENT VISA

GET READY TO GO

FOR U.S. STUDENTS

How to begin?
 Find an EducationUSA Advising Center Ask Questions
 Attend a Higher Education Fair Search for Colleges and Universities
 Attend a Pre-Departure Orientation

How decisions in the area are important in where you will study for your college or university degree. At EducationUSA, our staff offers, U.S. government courses on higher education opportunities, we understand this challenge and are ready to assist you and your family in making this life-changing decision. We want to help simplify this process for you.

Believe in yourself and through EducationUSA, we hope, you will achieve your dreams and goals. U.S. Secretary of State Hillary Rodham Clinton announces the launch of the ExchangeConnect Video Contest. Submit your entry by January 10, 2015. Learn more about the video contest.

ExchangeConnect 2nd Annual Video Contest

Contact with EducationUSA

U.S. DEPARTMENT OF STATE
 Bureau of Educational and Cultural Affairs

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Social Media Highlights

- Facebook—now over 350 million users
- Facebook—70% of users outside the U.S. (doubled in '09)
- YouTube—the most visited site in the world – dozens of language versions
- YouTube—6.6 billion video views/month
- Twitter—increasingly popular overseas—approximately 50% of users are non-US

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EducationUSA Social Media Outreach

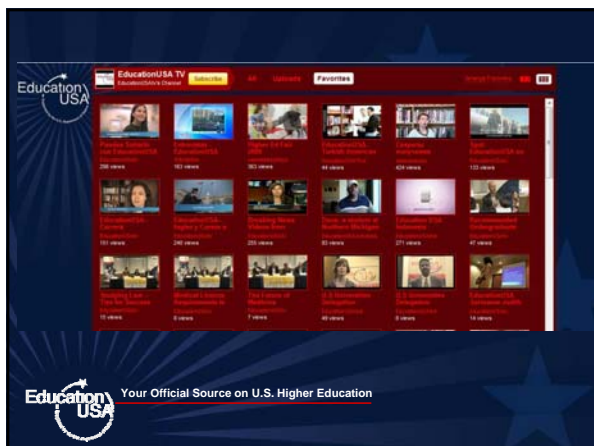
- YouTube channel – now with playlist for US institutional promotional videos
- Facebook Fan Page – over 2150 fans – tripled since November site launch
- EdUSAtips Twitter feed – for US higher ed
- Marketing EducationUSA blog – insights
- Mobile website for students planned April '10

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EducationUSA Network Social Media Usage

- Several centers using blogs to reach out to students with scholarship updates, important news
- 31 Twitter feeds used by EducationUSA centers, REACs
- January 2009—4 Facebook groups, fan pages, or profiles for EducationUSA
- January 2010—nearly 80 EducationUSA groups, fan pages, & profiles
- 70 videos on our main EducationUSA YouTube channel—majority from different centers who have their own YouTube channels.

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Coming soon in spring 2010...

- **EdUSA Connects**
 - Free webinar series for accredited US institutions
 - Sessions focusing on recruitment opportunities in select countries/regions
 - Education systems explained, credentials
 - Institutional exchange opportunities
 - Potential for groups of institutions to do live video college fairs with centers

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Save these dates...

- March 21-25, 2010 Prague, Czech Rep.
 - EducationUSA Europe/Eurasia Advisers Workshop – 100+ advisers from over 40 countries
- June 28-29, 2010 Washington, DC
 - 1st EducationUSA Forum – all 14 REACs plus a number of advisers gathering for sessions interaction with U.S. institutional colleagues
- Oct. 4-8, 2010 Johannesburg, South Africa
 - EducationUSA Africa Advisers Conference – 50+ advisers from 40+ countries

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Questions & Thanks

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- See what news stories I'm *Digg*-ing at: www.digg.com/users/EducationUSA
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