

International Student Recruitment on a Budget

CGS Summer Workshop

Savannah, GA

July 12, 2016



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Outline

- Background data on international students (Open Doors)
- Low Cost Recruiting Strategies
 - General strategies
 - Focused strategy: Working with EducationUSA
 - Focused strategy: Transcript evaluation
- Break
- Group exercises 1a, 1b
- Group exercise 2



Background data on international students (Open Doors)

International students in 2014-15

- 974,926 total (+10%)
- 69,523 associate's (-0.1%)
- 329,301 bachelor's (+9.4%)
- 208,355 master's (+14.9%)
- 118,104 doctoral (+2.9%)
- 93,587 non-degree (+17.8%)
- 120,287 OPT (+13.5%)

INTERNATIONAL STUDENTS IN THE U.S. 1953/54 – 2014/15

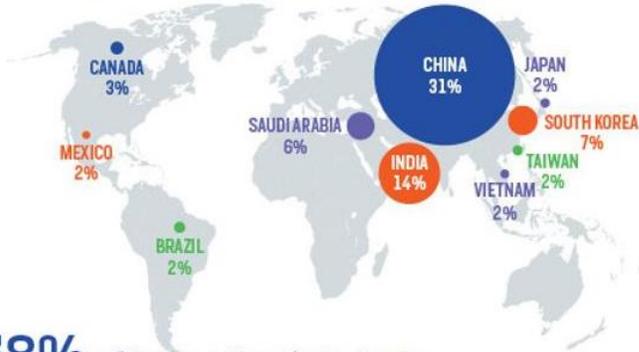


In 2014/15 international students **increased 10%** over the prior year, the highest rate of growth since 1978/79.

Open Doors is conducted by the Institute of International Education with the support of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. Online at: www.iie.org/opendoors

opendoors®

TOP TEN PLACES OF ORIGIN OF INTERNATIONAL STUDENTS



58% of international students come from China, India, South Korea, and Saudi Arabia.

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Institution type

- Doctoral: 643,707 (+10.1%)
- Master's: 169,695 (+14.3%)
- Bachelor's: 36,405 (+8.8%)
- Associate's: 91,648 (+4.2%)

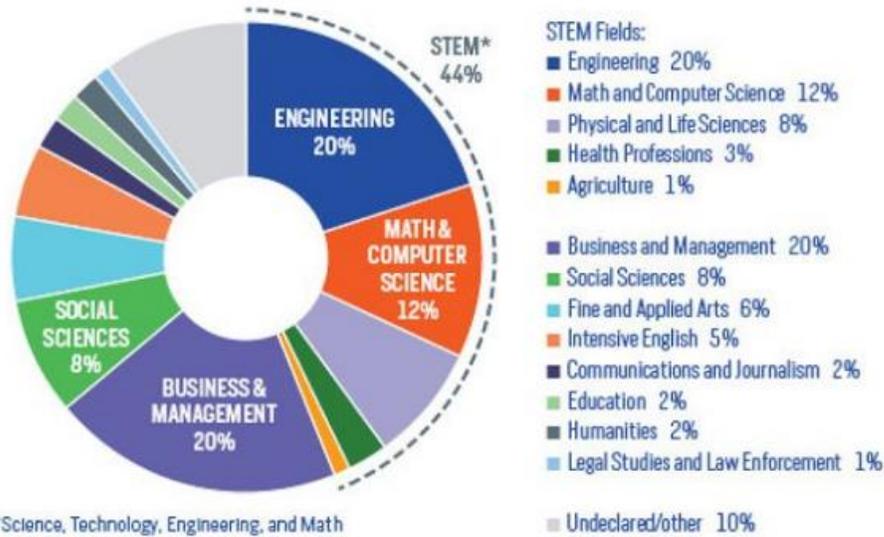
China	120,331
India	85,055
South Korea	17,605
Saudi Arabia	12,584
Canada	10,605
Taiwan	9,607
Iran	8,953
Turkey	5,357
Brazil	4,110
Mexico	3,994
Nigeria	3,339
Nepal	3,309
Japan	3,290
Bangladesh	3,261
Thailand	3,195
Vietnam	2,931
Germany	2,828
Colombia	2,813
UK	2,637
France	2,464

Largest % increase 13-14 to 14-15

India	85,055	39.3
Brazil	4,110	31.8
Iraq	1,176	25
Nigeria	3,339	20.5
Bangladesh	3,261	15.6
Spain	1,928	15.3
Vietnam	2,931	14.4
Saudi Arabia	12,584	13.3
Australia	1,143	9.3
Nepal	3,309	8.9
Iran	8,953	8.5
Pakistan	2,134	8.4
United Kingdom	2,637	8.3
Ghana	1,400	7.1
Italy	1,954	6.3
Venezuela	1,218	5.6
France	2,464	4.8
China	120,331	4
Sri Lanka	1,496	4
Indonesia	1,576	3.3
Hong Kong	1,028	3
Singapore	1,563	2.9

* Institute of International Education. (2015). "International Students by Academic Level and Place of Origin, 2013/14-2014/15." *Open Doors Report on International Educational Exchange*. Retrieved from <http://www.iie.org/opendoors>

FIELDS OF STUDY OF INTERNATIONAL STUDENTS



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opendoors*

PRIMARY SOURCE OF FUNDING FOR INTERNATIONAL STUDENTS IN THE U.S.



personal & family

64%



U.S. college or university

21%



foreign government or university

8%

\$30.8 billion was contributed to the U.S. economy by international students in 2014/15. (Source: U.S. Department of Commerce)

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opendoors*

Business:

Vietnam
Indonesia
China
Germany
France
Venezuela
Spain
Hong Kong
Malaysia
Thailand

Engineering

Iran
Kuwait
India
Malaysia
Turkey
Saudi Arabia
Nigeria
Nepal
China
Venezuela

Health professions

Canada
Nigeria
Nepal
Saudi Arabia
South Korea
Taiwan
Thailand
Vietnam
United Kingdom
Venezuela

Humanities:

Spain
United Kingdom
Germany
Japan
France
South Korea
Colombia
Canada
Mexico
Turkey

U.S. DESTINATIONS OF INTERNATIONAL STUDENTS



1 out of 3 international students studies in California, New York, or Texas.

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opendoors*

Country specific information

- Brazil
 - 17% graduate; STEM, business
- China
 - 40% graduate; STEM, business, social sciences
- India
 - 64% graduate; STEM, business
- Korea
 - 28% graduate; STEM, business, fine and applied arts, social sciences
- Saudi Arabia
 - 21% graduate; STEM, intensive English, business
- Vietnam
 - 34% graduate; business, STEM, social sciences, intensive English
- Mexico
 - 28% graduate; engineering, business, environment/energy



Low Cost Recruiting Strategies

Webpage for international students

NORTH CAROLINA A&T STATE UNIVERSITY

APPLY DIRECTORY SITE MAP

ABOUT ADMISSIONS ACADEMICS RESEARCH EXCELLENCE CAMPUS LIFE ATHLETICS NEWS & EVENTS GIVING

Home

Undergraduate Graduate International Students Continuing Education

Search By
MAJORS AND MINORS
SCHOOL OR COLLEGE

UNIVERSITY of HOUSTON

About Academics Admissions Student Life Research Arts Athletics News & Events Giving to UH

UH Home Admissions Apply For Admission International Admissions

ADMISSIONS

Apply as an International Student

Explore UH
Connect With Campus
Apply For Admission
Freshman Admissions
Transfer Admissions
International Admissions
Why UH?
Steps in Applying
Admission Criteria
Priority Dates
Credits & Transfers
Costs & Financial Support
International Admissions FAQs
Welcome India
Former Student Admissions
Additional Admission Types

Are you looking for a great education in the heart of an international city with a friendly attitude? Then welcome to the University of Houston.

- Students come to UH from 137 nations, drawn by the University's outstanding academic programs, exceptional research opportunities, and extraordinary diversity.
- UH is among the Top 25 institutions with greatest international enrollment in the United States.
- The UH student body is comprised of more than 39,200 undergraduate and graduate students, serving over 3,000 international students and

RELATED LINKS

Apply Now
Housing
How to Apply for Financial Aid
International Student & Scholar Services Office (ISSSO)
Language & Culture Center
Recently Admitted Student Checklist

UNIVERSITY OF SOUTH CAROLINA

CALENDAR MAP DIRECTORY GIVE

International Student Services

Explore your Region

At USC, you have the opportunity to explore the South through International Student Services' sponsored trips, like this one, to Charleston, South Carolina.

International students at USC are leaders, achievers, and world-changers. International

NC STATE UNIVERSITY Office of International Services

Search

FUTURE STUDENTS CURRENT STUDENTS SCHOLARS & STUDENT INTERNS FOR NC STATE STAFF GET INVOLVED! ABOUT OIS

CULTURE CORPS

SHARE YOUR CULTURE WITH THE COMMUNITY!

NEW TO THE PACK?
LIVING IN THE U.S. resource guide

HOW DO I...?
FREQUENTLY ASKED QUESTIONS

LOYOLA UNIVERSITY CHICAGO

A-Z CONTACT DIRECTORIES LOGOUT SUPPORT LINKS

INTERNATIONAL STUDENTS & SCHOLARS

WELCOME

Welcome, international students & scholars
We are here to support more than 800 international scholars, students, staff, and facu...

WALK-IN HOURS DURING SUMMER SEMESTER

We hope you are all doing well and finishing up your final! Just reminder that the Office for International Students will not be walk-in hours during the summer semester. Walk-in hours will resume on Monday, August 29. If you would like to meet with an advisor during the summer, please schedule an appointment by emailing

CALENDAR
VIEW MONTH

UNIVERSITY OF WISCONSIN-MADISON

INTERNATIONAL STUDENT SERVICES

STUDENTS DEPENDENTS PROGRAMS FACULTY & STAFF EMPLOYMENT RESOURCES ABOUT

Experience CULTURES

A dancer performs at WISA's Intercultural Night.

Welcome to ISS

International Student Services (ISS) offers a wide variety of services and programs to international students at the University of Wisconsin-Madison. The ISS staff provides information and programs to international students about the campus and community and provide support and assistance concerning visas and related immigration issues.

GUIDE for INTERNATIONAL STUDENTS
click to open

EVENT CALENDAR

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Days shaded in red contain events

Visit the AIS website for other International Student events

Easy application instructions



The Graduate School
THE UNIVERSITY OF GEORGIA

Google Custom Search



ABOUT A-Z CONTACT FIND PEOPLE GOWMU

ACADEMICS ADMISSIONS FINANCIAL

How Do I? About Us Future Students Incoming Students Current Students Faculty & Staff Alumni & Friends Diversity

International Admissions and Services

UGA Grad Studies > Future Students > International Application Information > Supplemental Information for International Applicants > Country-Specific Academic Credentials and Requirements > Argentina

Argentina

Required Academic Transcript:

Documents must be submitted in both Spanish and English. Spanish documents must bear the original stamp of the issuing institution. English translations must bear the original stamp of the issuing institution or the original stamp/credential of the certified translator.

Required Proof of Degree:

An official copy of the Licenciado or Título, which bears the original stamp of the issuing institution. An English translation is required and must bear the original stamp of the issuing institution or the original stamp/credential of the certified translator.

U.S. Bachelor's Equivalency: Licenciado or Título from a recognized institution.

TOEFL or IELTS:

Required.

Supplemental Information

Certificate of Finances

Country-Specific Requirements

English Language Proficiency Requirement

Financial Documentation

Submitting Official Documentation

Visa Documentation

Admissions Requirements

Admissions Requirements

Supplemental Info for Int'l Applicants

Application Procedures

Deferring an Application

Communication

Application Fee

HOME

APPLY TO WMU

ASSISTANTSHIPS AND SCHOLARSHIPS

ESL / CELCIS

FINANCIAL AID

FORMS

HANDBOOK

IMMIGRATION SERVICES

ORIENTATION

STUDENT ACTIVITIES

DIRECTORY

CONTACT US



International Admissions and Services

Western Michigan University
Kalamazoo MI 49008-5246 USA

Contact Us

*Required information

Your name *

Email address *

Subject *

Message *

SUBMIT

International Admissions and Services

Offices/services for international students

- Immigration services
- Pick up from airport
- Assistance with applying for SS number
- Short term housing arrangements
- International student organization
- International cultural events
- Local host families or volunteers

WHY DOES SUNY MATTER? Search SUNY A-Z System.SUNY.e

Frequently Asked Questions

International Students

- What kind of housing is available to international students?
- Once I am on campus, is there any special support for international students?
- How about final transcripts? Do they need to be translated?
- As an international student, do I need to send other materials with my application?
- Can SUNY accommodate my dietary needs?
- Do I need to bring a computer?
- As an international student, how do I apply for a student visa?
- Who can I contact with more questions?
- What kind of testing is required of international students for admission to SUNY?
- Which student groups focus on international students?
- Are there community organizations available to my family members while I am a student at SUNY?
- What conditions must I satisfy to have TOEFL/IELTS waived?
- Is there any exemption from taking the SAT I or SAT II?
- Do A-levels of IBs exempt me from submitting a final transcript?
- Where exactly are particular SUNY colleges and universities located?



For international students

Pre-Arrival Guide.



Welcoming tone in general webpages

THE UNIVERSITY OF ALABAMA

About Academics Admissions Athletics Campus Life Outreach Research

Continue Your Education
Enhance your career options through graduate studies at UA.



Duke UNIVERSITY STUDENT AFFAIRS

TOPIC COMMUNITIES DEPARTMENT

RAMADAN

The Center for Muslim Life will be hosting Iftar (the meal after sunset) Monday through Thursday throughout Ramadan. All are welcome!

[FIND OUT MORE. →](#)

DID YOU KNOW? Student Affairs serves all students - undergraduate, graduate and professional - enhancing Duke's academic excellence with a broad set of experiences and services designed to help you succeed at Duke, and in life. Come [explore](#) what we have to offer.

Diversity & Inclusion

THE UNIVERSITY OF CHICAGO

History Academics Student Resources Community Business Diversity Workplace Diversity

Search Submit

“Commitment to diversity is central to our mission of discovery.”

President Robert J. Zimmer's Diversity Statement >

William A. McDade Deputy Provost for Research and Minority Issues >

Diversity Advisory Council >

Diversity Leadership Council >

Diversity Leadership Awards >

The first PhD to an African American woman. The first minority scholarship program at a business school. The city of Chicago's first gay liberation organization. At UChicago, diversity makes history as it drives the power of ideas.

Global websites



Study in California

So why do so many non-California residents and international students want to study in California? Quite simply, California has it all! California boasts one of the largest economies in the world and is an international epicenter for the entertainment, information, education, and technology industries. Nationally, California is a significant contributor in the agricultural, aerospace, and manufacturing sectors, which is why many universities, like [National University](#) in Los Angeles or their sister school [John F Kennedy University](#) in San Francisco, have created high quality and affordable programs that focus on Engineering and Technology—among other fields as well. Because of its size, California is a large state allowing students to choose just about any field of study.



Capital - Sacramento
Largest City - Los Angeles
Population - 37,253,956
Timezone - Pacific Time

Schools in California Search Now

While California no doubt embodies Western American culture, it is also regarded as a socially more liberal state that boasts a large and culturally diverse population, including a growing Hispanic population. With many students coming from countries like India, Japan, Korea, China, and Canada year after year and choosing to study in California, California remains one of the most active and inviting American states in recruiting international students.

Many foreign students have narrowed California down to their number one pick - in fact, the [University of Southern California](#) enrolls more international students each year than any other university in the entire United States! Because of this, living in California means experiencing and embracing new and novel languages, foods, cultures, peoples, ideas, celebrations, and activities on a daily basis! If you choose to

Study In: Sign Up Sign In



Study in the USA Guide

- ▶ Choosing the USA
- ▶ USA State Guides
- ▶ Application Process
- ▶ Financial Aid for the USA
- ▶ Preparation for Your Stay
- ▶ The USA "Way of Life"
- ▶ After Graduation
- ▶ Religious Schools in the US
- ▶ Online Degree Programs

USA School Search

Field of Study

California

Degree Level

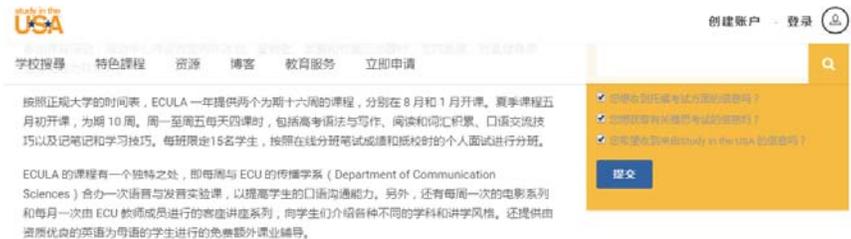
or [Advanced Search](#)

The screenshot shows the top navigation of the 'Study in the USA' website. It features a multi-language header with options like العربية, Español, Français, Bahasa Indonesia, 日本語, 한국어, Português, Русский, ગુજરાતી, Türkçe, Tiếng Việt, 繁體中文, and 简体中文. Below this is a 'study in the USA' logo and 'CREATE ACCOUNT' and 'LOGIN' buttons. A main navigation bar includes 'School Search', 'Featured Programs', 'Resources', 'Blog', 'Services', 'Apply Now', and 'Languages'. A large search bar is prominently displayed with the text 'Find a program by name' and a 'SEARCH' button. Below the search bar, there are social media icons and a 'Browse Schools by Degree Level' link.

This section highlights three main features of the website: 'SCHOOL SEARCH', 'FEATURED PROGRAMS', and 'RESOURCES'. Each feature is represented by a circular icon and a brief description. 'SCHOOL SEARCH' is described as a tool to 'Sort, search, and compare schools by price, location, and area of study'. 'FEATURED PROGRAMS' allows users to 'Search the list of programs by location or category'. 'RESOURCES' is described as helpful for those who find 'Planning to study abroad is thrilling and sometimes daunting, so let us be your guide'.

The screenshot shows the 'hotcoursesabroad' website. At the top, it states 'You are currently browsing a version of our site tailored to students in your country.' and includes a 'VIEW GLOBAL VERSION' button. The main navigation bar contains 'Find courses', 'Get inspired', 'About us', and search and user icons. The main content area features a large image of a student on a boat with the text 'Find your perfect course'. Below this is a search bar with three dropdown menus: 'Enter subject name*', 'Choose a study level*', and 'Choose a destination', followed by a search button. At the bottom, there is a call to action: 'Unsure what to study? Have a look here...'

Local language webpage



East Carolina University

ECULA 位于 East Carolina University 主校区内，该校位于格林维尔市中心，占地 530 英亩，风景优美。这是北卡罗莱纳大学体系中发展最快的校区。ECU 设有九个本科院校、一个研究生院和两个专业学校——Brody School of Medicine 和 School of Dental Medicine，在《福布斯》杂志 2010 年度“美国性价比最高大学”（America Best Buy College）中排名第 36。

格林维尔是一座安全、友好的小城市（人口 85,000），塔河（River Tar）两岸遍布公园和自行车道，将南部特有的热情姿态欢迎您的到来。这里距广袤的大西洋沙滩 87 英里，距兴旺发达的“三足鼎立”的城镇——达拉谟、罗利和教堂山——85 英里。格林维尔气候温和，四季分明。春、夏、秋三季，农民市场上出售新鲜果蔬，夏季时，市内还设有“雨伞市场”，并在公共区域（Commons）举办免费音乐会。

北卡罗莱纳州

北卡罗莱纳州东起大西洋海岸，西至阿巴拉契亚山脉，面积约 54,000 平方英里。米切尔山海拔 6,684 英尺，是美国东部地区的最高峰。北卡罗莱纳州热门旅游目的地，不仅因为众多国家公园可提供丰富多彩的活动，还因为这里拥有数不胜数的历史古迹。这里还有许多购物场所，从高档服装，到物美价廉的家具，各种商品琳琅满目。无论居住，还是游览，这里都被称理想之选。

Social Media

- “*Connect individuals to and through website using social media*” – Karen DePauw, CGS Conference, 2016, Savannah
 - SEO for Google
 - Website words, metadata
 - Baidu SEO for China
 - International students’/alumni accomplishments
 - Optimize for mobile display
 - Links to blogs, tweets, facebook posts on one page
 - Storify
- Paid ads: Geo-target/Demo-Target
- China: Facebook --> RenRen; Whatsapp --> WeChat; Twitter --> Weibo

Other Strategies

- In-country outreach
 - Advertising in local media
 - Current US students studying abroad
 - Faculty traveling abroad
 - International alumni
- GRE name search
- Webinars
- Virtual tour of campus
- International students as ambassadors
- Governments scholarships
- Education USA
- Transcript evaluation



Working with EducationUSA:
a Focused and Low-Cost
Recruitment Solution



What is EducationUSA?



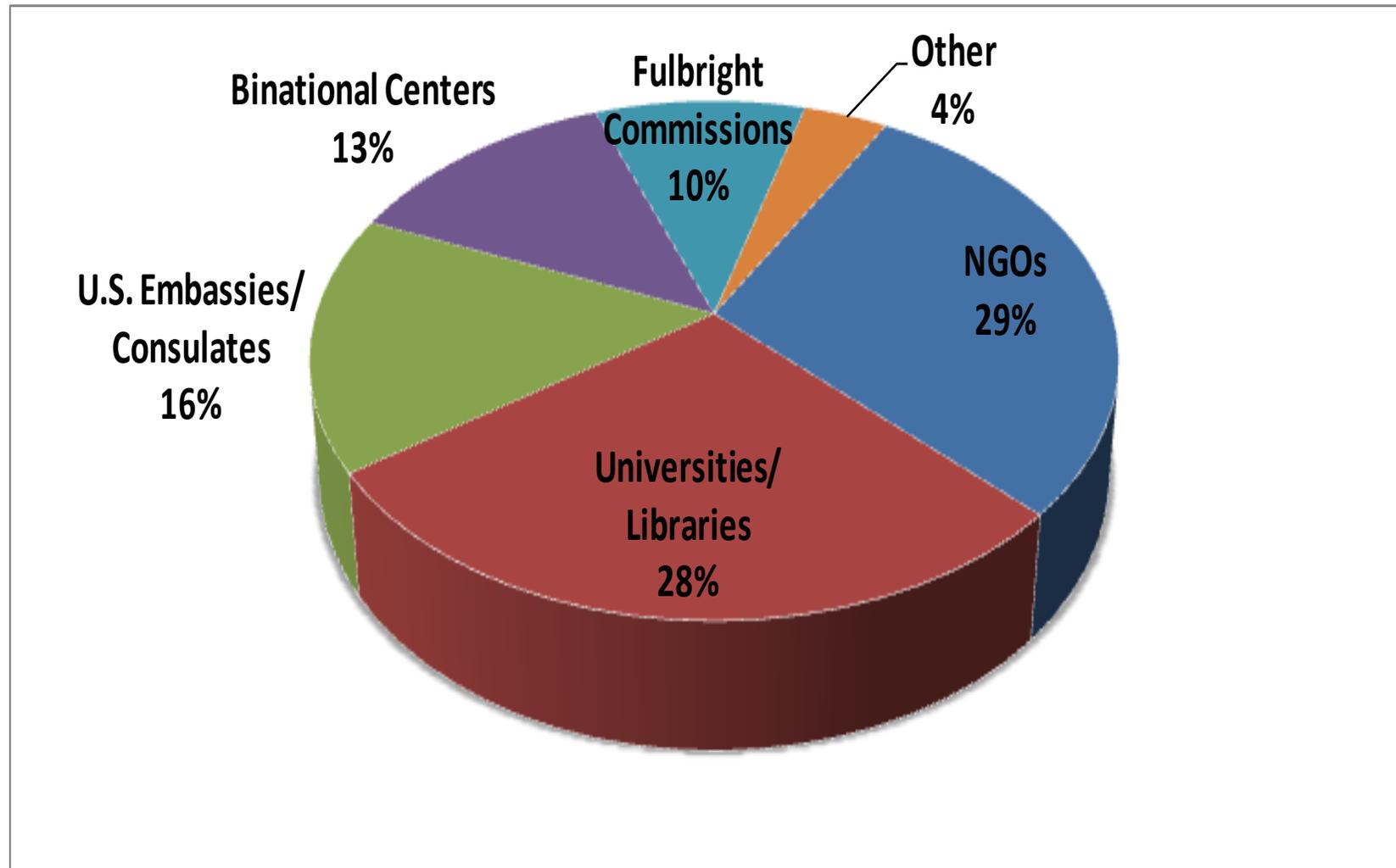
- A State Department-supported network of educational advising centers, staff, and services that promotes U.S. higher education and U.S. public diplomacy.
- More than 500 advisers work in more than 400 centers in 170 countries.
- A team of professionals at the State Department, IIE, American Councils, and AMIDEAST in Washington, DC , and abroad with REACs and advisers.



What does EducationUSA do?

- Promotes U.S. higher education to international students.
- Provide accurate, comprehensive, and current information on the full range of study opportunities available at accredited U.S. institutions of higher education to help international students find a school that is a good fit.
- Assist in developing and executing international student recruitment and retention plans.

EducationUSA Centers



Regional Educational Advising Coordinators (REACs)



- REACs provide guidance, leadership and training to advisers and host institutions.
- REACs provide policy guidance and counsel to U.S. Embassy and Consulate Public Affairs Offices in support of international student mobility and educational advising.
- REACs serve as a regional resource, providing advice on international student recruitment and retention to U.S. higher education institutions.

EducationUSA Advisers



▪ Advising

- First point of contact to potential international students
- Clarifying admissions process
- Guidance on application process and components
 - Essays, recommendations, test prep
- Pre-departure orientations
- Competitive College Clubs and Opportunity Funds

▪ Communicators and Promoters

- Outreach and marketing of U.S. higher ed
- Speakers at fairs, institutional visits
- Extensive virtual presence
 - Webinars, social media
 - Organize fairs
- Organize U.S. education fairs

EducationUSA Advisers



▪ Facilitators of Connections

- Full range of in-country contacts: ministries, university leadership, international offices
- Institutional visits
- Partnership liaison
- U.S. Embassy: Public Affairs, Commercial, Consular
- Communications with parents, alumni

▪ Experts

- Understanding of local and U.S. systems
- Advice and guidance on your presence, marketing, communications
- Credentials review and certification of authenticity

EducationUSA Advisers





Working with EducationUSA: On the Ground

How to Work with EducationUSA

- Strategically deploy your limited outreach
- Get to know the EducationUSA advisers in your target markets
- Distribution of your information
- Identify Opportunity grantees
- Connect with alumni
- Use whole university (coaches, undergraduate, law school, etc.)
- Country based/academic scholarships

How to Work with EducationUSA

- Individual visits to centers: use as base, offer presentations
- Visits to universities, presentations
- Meet with faculty and alumni
- Great intro for your leadership
- Group travel on EducationUSA tours & fairs

EducationUSA Center Fairs



EducationUSA Kazakhstan Tour 2016

REGISTRATION IS OPEN

(please note updated deadlines)

Deadlines:

Early registration discount: June 15, 2016 at \$1400

Regular registration: August 5, 2016 at \$1600

The EducationUSA advising centers and U.S. Embassy in Kazakhstan invites accredited U.S. higher education institutions to the 2016 EducationUSA Fall Tour through Almaty, Karaganda, and Astana. Last year, 31 U.S. institutions participated and met with over 1,000 students across three cities.

Note: due to space constraints, EducationUSA Kazakhstan Tour can accommodate up to 35 representatives (one per institution). Priority will be given to representatives traveling from accredited institutions in the U.S.

Tentative Itinerary:

Astana – 8-9-10 Oct. (Saturday-Sunday-Monday)

Karaganda– 11-12-13 Oct. (Tuesday-Wednesday-Thursday)

Almaty – 14-15-16 Oct. (Friday-Saturday-Sunday)

DATE AND TIME

Saturday, October 08, 2016 9:30 am

Sunday, October 16, 2016 9:30 am

FOR

U.S. Higher Education Professionals

LOCATION

-

Multiple cities in Kazakhstan
Almaty, Karaganda, Astana
Kazakhstan

ENTERED BY

EducationUSA

MORE INFORMATION

[Contact by e-mail](#)

On the Ground Conversations

- Students

- Student Life/Activities
- Diversity
- Program Strengths
- Research Opportunities
- Flexibility of American Education
- Location
- Ranking concerns
- International Student Support Services

- Parents

- Ranking
- Cost
- Scholarships
- Safety
- Housing
- Program Strengths
- Peer groups
- Job Placement

Stakeholder Connections

- Ministries, higher ed bodies and organizations
- Foreign government scholarships
- Universities: leadership, international offices, faculty
- Potential partnerships and institutional linkages

Foreign Government Scholarships

- Africa: Angola, Botswana, Ghana, Mauritius, Nigeria, Rwanda
- Asia: Australia, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, South Korea, Vietnam
- Europe and Eurasia: Austria, Azerbaijan, Cyprus, Czech Rep., Estonia, France, Georgia, Macedonia, Netherlands, Norway, Romania, Russian Federation, Slovak Republic, Slovenia, Sweden, Switzerland, Turkey, Ukraine
- Latin America: Barbados, Brazil, Chile, Colombia, Dominican Rep., Ecuador, Panama, Peru
- Middle East and North Africa: Bahrain, Egypt, Iraq, Kuwait, Libya, Oman, Qatar, Saudi Arabia, United Arab Emirates



Working with EducationUSA: Virtual

Reaching International Students

Number of Virtual/Social Media Contracts, by Type

Social networks	page likes and group members	2,651,126
Video/Video channels	video views	376,360
Skype Contacts & IM	advising calls	15,443
Blogs	followers	591,214
Twitter/microblog	followers	195,724
Digital Video Conferences (DVCs)	participants	2,151
EdUSA newrow sessions	attendees	6,955
EducationUSA Interactive Sessions	participants	3,171
Virtual fairs	EdUSA booth & session visitors	16,484
Mobile App Users	users	8,206
Subtotal		3,866,833
Unique website visitors	center and flagship websites	5,519,342
Total		9,386,175

Reaching International Students

Contacts Made through Virtual Platforms

	Social Media	Webinars	Virtual Total
Sub-Saharan Africa	70,368	527	70,895
East Asia/Pacific	956,841	835	957,676
Europe/Eurasia	512,408	1,214	513,622
Middle East/NorthAfrica	154,509	783	155,292
South and Central Asia	1,709,292	1,126	1,710,418
Western Hemisphere	167,262	5,131	172,393
Totals	3,570,680	9,616	3,580,296

Reaching International Students



Facebook
Likes: 2,651,126
Pages: 239
**168% Increase
from 2013**



Blogs
Views: 591,214
Pages: 38
**36% Increase
from 2013**



Twitter
Followers: 420,343
Pages: 91
**115% Increase
from 2013**



YouTube
Followers: 376,360
Pages: 53
**378% Increase
from 2013**

- Since 2013 — **290%** growth in phone and tablet use to access EducationUSA information
- From 2012 to 2013 — **107%** growth in phone/tablet use (versus .8% on desktops)

How to Engage

- Offer webinars w/centers on newrow, embedded on EducationUSA Facebook pages
- Use the #EducationUSA hashtag
- Tweet at accounts – news, intl. student highlights
- Post on EducationUSA Facebook Walls

U.S. HIGHER EDUCATION PROFESSIONALS

[Why Internationalize →](#)

[The EducationUSA Network →](#)

[Fairs and Events →](#)

[Special Programs →](#)

Recruitment Resources

[Student Mobility Data →](#)

[Leveraging Scholarships →](#)

[Online Services →](#)

[LOG IN →](#)

How to Engage

educationusa.state.gov/us-higher-education-professionals

UNITED STATES DEPARTMENT OF STATE

ECA Exchanges J-1 Visa Alumni EducationUSA

VIEW DISCLAIMER

Select Language

U.S. HIGHER EDUCATION PROFESSIONALS

FOREIGN INSTITUTIONS AND GOVERNMENTS

THE EXPERIENCE OF STUDYING IN THE USA

YOUR 5 STEPS TO U.S. STUDY

FIND AN EVENT

FIND AN ADVISING CENTER

SEARCH

U.S. HIGHER EDUCATION

RECRUIT STUDENTS

Request a Login Now! →

LOG IN →

EducationUSA helps U.S. higher education professionals connect with international students and engage with the U.S. government as well as foreign institutions and

- Apply for login access
- Add campus and program news
- Highlight international student financial aid opportunities

How to Engage

- Analyze mobility data and use reports for international student recruitment planning
- Learn about fairs and events
- Visit website frequently for news and updates

U.S. HIGHER EDUCATION PROFESSIONALS

[Why Internationalize →](#)

[The EducationUSA Network →](#)

[Fairs and Events →](#)

[Special Programs →](#)

Recruitment Resources

[Student Mobility Data →](#)

[Leveraging Scholarships →](#)

[Online Services →](#)

[LOG IN →](#)



Working with EducationUSA: Special Initiatives

Special Initiatives for U.S. HEI Involvement

- Competitive College Clubs
- Opportunity Funds
- EducationUSA Forum, Regional Forums
- Hosting: advisers, Training Institutes, Leadership Institutes, Academies

Competitive College Clubs

- Cohort advising model
- 1-2 years
- Undergraduate and graduate level

Competitive College Clubs



Education USA Opportunity Funds Program

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Education USA Opportunity Funds Program

- EducationUSA advisers work with Opportunity Funds students from approximately 50 countries.
- EducationUSA provided over \$900K in FY 2015 to more than 700 Opportunity students, who received offers of millions of dollars from U.S. institutions of higher education.

Participating Countries FY16

- **Africa:** Botswana, Burkina Faso, Cameroon, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, South Africa, Swaziland, Togo, Uganda, Zambia, Zimbabwe
- **Asia:** Cambodia, India, Kazakhstan, Kyrgyzstan, Mongolia, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, Vietnam
- **Europe:** Armenia, Belarus, Bosnia, Bulgaria, Kosovo, Macedonia, Romania, Russia, Serbia, Turkey, Ukraine
- **Latin America/Caribbean:** Argentina, Barbados, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, Uruguay, Venezuela
- **Middle East and North Africa:** Egypt, Lebanon, Tunisia

Special Initiatives for and with the U.S. Higher Ed Community

- Forum annual conference: DC, August 2-4, 2016
- Regional Forums: Seoul, September 20-22, 2016
- Hosting:
 - Training Institute: adviser training
 - Leadership Institute: foreign education leaders training
 - EducationUSA Academy: college prep pipeline
- Market Intelligence: website, country fact sheets, Global Guide
- EducationUSA website: <https://educationusa.state.gov/>

Advice on how to connect

- Connect with advisers in places you don't travel in, do webinars or other types of virtual presentations with them
- Connect with the competitive college clubs some centers run-offer to speak on general topics, not just your school
- Participate in EdUSA Training Institutes, campus visits and other ways of bringing advisers to your campus
- Your REACS are the best sources of information about the market in the region-get to know them.
- Above all, develop relationships with advisers: work together to bring some of their best students to your campus

Concrete and easy next steps for you

- Meet or contact as many advisers and REACs as you can to develop new strategies for regional recruitment and new ideas to work with their global network
- Subscribe to the HEI newsletter to stay up to date on opportunities for collaboration
- Attend a Regional Forum in a high priority recruitment region and participate in EducationUSA tours and fairs
- Submit Weekly Updates; research EducationUSA country & center fact sheets
- Upload your recruitment video to the EducationUSA YouTube channel
- Join EducationUSA Facebook and Twitter and other social media



Transcript Evaluation

Basic Principles of Applied Comparative Education

- In every geographical area, the range of human intellectual ability can be described by the standard bell-shaped curve of normal distribution.
- One educational program can be considered equivalent to another educational program, even if the two are not identical.
- Completion of one year of full-time academic work in one country is the equivalent of one year of full-time academic work in another country.
- There are significant differences between basic and secondary education, and between secondary and tertiary education.
- Experienced, reasonable people can reach different conclusions concerning the equivalence, or lack thereof, between two educational programs.

Evaluation Process

- Determine the level of institution or program
- Determine whether the institution is a recognized institution (or examination body)
- Determine whether the documents are authentic
- Determine whether the credentials represent completion of academic work in a degree program
- Determine whether the academic work was successfully completed
- Determine the overall equivalency
- Determine grade and weighting (credit) conversions

Documentation types

- Original documents sent directly by issuing institution
- Original documents submitted by student
- Photocopies submitted by student
 - Verified by contacting institution
 - Verified by checking database
 - Verified by checking prototype documents

Types of Fraud

- **Alteration:** information on a legitimate academic document has been changed
- **Fabrication:** a completely fake academic document has been created
- **In-house document manufacture:** fraudulent credential produced by an institutional representative; blank document stock made available for sale
- **Misleading translations:** Translations can be interpretive rather than literal.
- **Diploma Mills:** Academic degrees that are bought and based on little or no coursework

CONFIRMED FALSIFIED

Mount Kenya University



CONFIRMED FALSIFIED

Upon the recommendation of the Senate and the authority of the Council hereby confers upon



the degree of

Bachelor of SCIENCE IN ENVIRONMENTAL HEALTH

with

SECOND CLASS HONOURS (UPPER DIVISION)

with all the rights and privileges

thereunto appertaining in witness whereof

we have affixed our signatures

and the seal of the University

on

the seventh day of December in the year Two thousand and Twelve

Handwritten signature

Registrar, Academic Affairs

Handwritten signature

Vice - Chancellor

Handwritten signature

Deputy Vice - Chancellor, Academic Affairs



ISO 9001: 2008 Certified Number 0125974

Note the address stamp and university logo...

Mount Kenya University

REGISTRAR ACADEMIC AFFAIRS ACADEMIC TRANSCRIPT

Serial No. 29463

CONFIRMED FALSIFIED

Sciences Public Health Degree in Environmental Health Level of Study: Fourth Year

Unit Title	Academic Hours	Marks %	Grade
	42	60	B
Report Writing	42	65	B
	42	51	C
	42	68	B
	42	56	C
	42	54	C
Relevant Statutes	42	55	C
Management	42	58	C
	42	70	A
	42	58	C
	42	60	B
ent	42	72	A
and Management	42	69	B
	42	60	B
	42	62	B
Mean :		61	

END BACHELOR OF SCIENCE IN ENVIRONMENTAL HEALTH, UPPER DIVISION

Mount Kenya University P.O.Box 342 - 01000, Thika Registrar Academic Affairs

Date of Issue : Mon 17-Jan-2013 14:45

Mount Kenya University



THE OFFICE OF THE REGISTRAR, ACADEMIC AFFAIRS

July 24, 2015

Our Ref: MKU/RAA/CR/0715/002 Your Ref: 798880/VER

FOR THE ATTENTION OF KEVIN DEMARS

Evaluation Associate Specialist Educational Credential Evaluators P O Box 514070 MILWAUKEE.

Dear Mr. Demars,

RE: VERIFICATION OF ACADEMIC DOCUMENTS OF MOHAMED MATAN TAWANE

We acknowledge receipt of your letter dated 22nd July, 2015 (received on 23rd July, 2015) requesting us to verify the academic certificate of Mohamed Matan Tawane.

We wish to confirm that the certificate and transcripts presented by Mr. [Redacted] are fake and were not issued by Mount Kenya University.

On behalf of the University, I wish to thank your organization for taking a step to confirm the authenticity of the academic documents.

Yours sincerely

Handwritten signature

Dr. Ronald Maathai Registrar - Academic Affairs

.....RGM/mn

Mount Kenya University P.O.Box 342 - 01000, Thika Registrar Academic Affairs

Fake Diplomas, Real Cash: Pakistani Company Axact Reaps Millions

By DECLAN WALSH MAY 17, 2015

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Other issues and concerns

- English skills
- Educational culture
- Countries in crisis
- Transnational programs

Additional Information

- IIE Institute of International Education: www.iie.org
- NACAC National Association for College Admission Counseling: <http://www.nacacnet.org/>
 - Commission on International Student recruitment
- NAFSA Association of International Educators: <http://www.nafsa.org/>
- AIRC American International Recruitment Council: <http://www.airc-education.org>
- EducationUSA: <https://educationusa.state.gov/>
- StudyUSA: <https://www.studyusa.com/>
- Connection for International Credential Evaluation Professionals: <https://theconnection.ece.org/>
- The Association for International Credential Evaluation Professionals: <http://www.taicep.org/taiceporgwp/>
- National Association of Credential Evaluation Services: <http://www.naces.org/>



Group Exercise 1

1a: Transcript evaluation

1b: Partnership building

Group Exercise 2

Low cost plan for international recruiting

2a: \$0 - \$5,000 per year

2b: \$5000 - \$10,000 per year

2c: \$10,000 - \$25,000 per year