

## **USBT Class of 2009**

By Claudia Carrillo, Head of EducationUSA Advising Center in Santiago, Chile

### Introduction

Throughout the training I learned about best practices in advising and the education system in the US, but I also learned about friendship, tolerance and courage. My colleagues, and now friends, reminded me that deep inside all of us are more alike than we think and that have the same goals in life: to learn, to help and to be happy.

It was more than a training, it was a life experience. I feel very privileged to have had the opportunity to share and learn from such an extraordinary group of people.

*Disclaimer: This report is intended for advisers' benefit*

### USBT Advisers and REACs:

Bernice Affotey from Ghana

Martin Kanjadza from Malawi

Doreen John from Malaysia

Ariunaa Enkhtur from Mongolia

Lucena Felipe from Philippines

Salim Said Al-Badi from Oman

Beth Franklin from Saudi Arabia

Seemi Khosa from Pakistan

Gunay Masimova from Azerbaijan

Elena Tatarkova from Kyrgyzstan

Bradly Gorski from Russia

Liisi Lembinen from Estonia

Daniel Ramos from Mexico

Judith Lembinen from Suriname

Claudia Sanchez from Venezuela

Martha Huaman from Peru

Tim Wright from Mexico (REAC)

Amy Goldrick from Turkey (REAC)

Clara Priester from South Africa (REAC)

### **Day 1**

Our USBT started with an orientation where the outstanding team from College Board: Carol Blythe, Janine Farhat, Stephani Trainor and Christina Hum, gave us our folders which contained all the information about the places and people we were going to meet and visit in the next few weeks.

College Board was founded in 1900 and it has more than 5600 universities and high schools associated worldwide.

We learned about the origin of our names and we learned a little more about each other.

We shared with EducationUSA program officer for the Western Hemisphere at the US Department of State, Bernie Burrola, ECA /A/ASA Branch Chief, Caryn Danz and other important representatives from the US Department of State and College Board.

Other subjects we learned more about:

- Networking: Be assertive
- Advising challenges: difficult questions regarding admissions, discrimination, financial aid, visas, credential evaluation, among others

## Day 2



**Mount Vernon:** President George Washington's house

Beautiful house where one can breathe history, very well preserved and good opportunity.

We enjoyed the company of ECA US Department of State representative, Dorothy Mora

## Day 3

Technology Training by Dr. Thomas Piwowar

We learned how to best work with power point presentations

Tips for presentations:

- Keep it simple
- 5 second rule (to stop talking and let people time to process)
- Use speaker notes
- 10 (slides) -20 (minutes)-30 (Font size) rule

American Culture by Dr. Gary Weaver

- Dr. Weaver talked about the cultural history of the United States and also about cross-cultural management. He reminded us how important it is to respect and appreciate the differences existent in every culture. The US is more a "salad bowl" than a "melting pot"

where each member brings their own characteristics to the mix, where differences are valued.

- Some other aspects of American culture:
  - Americans like people who take risks
  - Americans think the individual is responsible for living his life well
  - It is a religious country, God is in currency, in President's speech, etc.
  - By 2022 white people will not be a majority
  - "To do" is more important than "to be"
    - To do, related to:
      - Individual achievement
      - Self-reliance
      - Future
      - More urban
    - To be, related to:
      - Affiliations
      - Rely
      - Heritage/past
      - More rural

Colleagues' best practices Presentations:

#### **10 tips for a great relationship with PAS by REAC Amy Goldrick**

- Invite your PAO to hold an event at your center. Invite far in advance
- Make sure you're prepared for Embassy visitors with a 3-minute speech with specific example of your center's accomplishments and successful advising stories
- When you speak to PAS speak only about EducationUSA related activities
- Display your EducationUSA logo at all outreach events
- When you meet with anyone from Embassy make sure you have your yearly statistics report and last year's Open Doors numbers available
- Send regular reports on advising activities to the PAO, directly or through your supervisor
- Make a press folder for new PAOs and other Embassy visitors
- Respond quickly to information requests
- Networking: Use every opportunity to network to bring attention to what educational advising does and consciously build relationships with PAO. Keep a list of funding needs handy
- Organize joint events with US Embassy: EducationUSA Fair, Black history month, Women's history month, etc.

## **ABC's of Marketing by REAC Clara Priester**

SWOT Center and Competition:

- Strengths, weaknesses, opportunities and threats
- Know your customers:
  - Internal: Embassy, Consulate, REAC, ECA, IIE, Fulbright, BNC
  - External: Students, parents, community groups, schools, partnerships
- Market research: systematic and objective process of collecting, recording and analyzing data to aid decision-making. Help identify SMART objectives
- Strategies: Product, Price, Place, Promotion and Communication (the voice of the brand: inform, persuade, remind)
- Customer satisfaction: The feeling that a product has met or exceeded the customer's expectations

## **Marketing, PR + Media by Salim Al-Badi**

Contact the media and keep a close communication with them: newspaper, radios (Embassy and others)

## **Study Abroad/intern services by Martin Kanjadza**

- Rationale for using interns: Helps meet increasing demands on advising services, outreach programs, special projects, reduces staff costs, broadens background and experience base of staff
- Establish qualifications expected, define duties, create a training manual (accreditation, admission, testing, financial aid, US education system, country's education system), recruit, train, retain and reward (certificate, recognition event, gift, letter of reference, invitation to functions)

## **EducationUSA & Study Abroad by Claudia Sanchez**

- Some US Government programs: Global UGRAD, summer institutes, sports management, 8-week IEP, ILEP, Fulbright. Youth leaders, Youth Ambassadors, others.
- Get information about the programs' details (requirements, deadlines)
- Advertise the program effectively: Carefully determine when to distribute the information, where to send or post it, how to get the attention of your target, use e-networks, databases and technologies for promotion.
- Work closely with embassies and organizations that offer the programs. Keep program coordinators informed about how many advisees are interested in the program and how many asked you for support. Follow-up: what else can you do to help?
- Alumni can help you: organize talks and panels.
- Americans can help you: conversation clubs, activities with Embassies and organizations, Reading programs and festivals, etc.

## Day 4

### EducationUSA Web demo and Center Website creation by Marty Bennett

EducationUSA new website launched in November for International Education Week.

New resources to explore:

[www.involver.com](http://www.involver.com)

[www.checkfacebook.com](http://www.checkfacebook.com)

[www.marketingeducationusa.blogspot.com/](http://www.marketingeducationusa.blogspot.com/)

[www.insidehighered.com/](http://www.insidehighered.com/)

[www.youtube.com/educationusatv](http://www.youtube.com/educationusatv)

Video "I am America"

I opened her first Twitter (twitter.com) and Wetpaint accounts ([educationusa.wetpaint.com/](http://educationusa.wetpaint.com/))

### SAT registration and Operations by Suzette Stone

We learned more about the SAT exam and registration process.

SAT Skills Insight free online resource: [www.collegeboard.com/satskillsinsight](http://www.collegeboard.com/satskillsinsight)

Counselor Resource Center: [www.collegeboard.com/crc](http://www.collegeboard.com/crc)

### Graduate Admissions in the US by Kristin Williams from George Washington University

- US education system decentralized
- Deadlines (rolling and others)
- Availability of financial support through fellowships, TA, RAs, tuition awards
- International credential evaluations
- Most of admission decisions are made by faculty within the academic program and most fellowships/assistantships decisions are made by department chair or faculty, also by admissions staff
- Meeting minimum requirements does not guarantee admission
- Decisions are affected by competitiveness of that year's pool of applicants, the applicant's fit for the program, institutional enrollment goals and strategies and resources.
- Tips for applying such as applying early, do a thorough self-assessment, use multiple sources to research universities, apply to programs that meet your academic and personal

needs, do not base solely on rankings, always provide complete accurate and honest information, don't assume or guess, ask questions.

#### Associations in US Higher Education Mini-fair:

American Association of Collegiate Registrars and Admissions Officers: AACRAO [www.aacrao.org](http://www.aacrao.org)

American Association of Community Colleges: AACC [www.aacc.nche.edu](http://www.aacc.nche.edu)

American Council on Education: ACE [www.acenet.edu](http://www.acenet.edu)

Association of American Colleges and Universities: AAC&U [www.aacu.org](http://www.aacu.org)

Commission on English Language Program Accreditation: CEA [www.cea-accredit.org](http://www.cea-accredit.org)

Association of Public and Land-grant Universities: APLU [www.aplu.org](http://www.aplu.org)

National Association of Independent Colleges and Universities: NAICU [www.naicu.edu](http://www.naicu.edu)

Council of Graduate Schools: CGS [www.cgsnet.org](http://www.cgsnet.org)

National Association of Schools of Public Affairs and Administration: NASPAA [www.naspaa.org](http://www.naspaa.org)

National Association of Graduate Admissions Professionals (NAGAP) [www.nagap.org](http://www.nagap.org)

Unique opportunity to ask them questions about accreditation, admissions, and programs available. Time was short but we obtained their contact information for further questions.

I solved some questions about terms in academic translations, AACRAO prefers terms similar to the original language. Pending reconfirmation of the grade equivalency certificate we use in Chile.

#### Community College Trends by Paul Mc Veigh

Learned more about CC agreements with universities and programs offered

#### Colleagues' best practices presentations:

##### **Community Service Project for USAP students by Ariunaa Enkhtur**

- Most USAP students lacked a real experience: clubs, school competitions, tv programs, teacher assistantships, sports and cultural activities. Offers a chance to become more "active, positive contributors to society"
- Objectives: introduce them to children in very difficult conditions, teach them English and internet usage. Where: Save the children and Mongolian Youth Development Center
- Launched campaign: Children & Healthy environment where they offered talks, a competition for children under 10 and a forum with their parents.

- In addition at the center they taught fun English to teenagers, presented on interesting topics such as animals and astronomy and posting interesting articles on the bulletin board.

#### **Pre-admission workshop for graduate students by Lucena Felipe**

- Highlights: Film presentation and self-assessment survey to discover school enthusiasm, affection for knowledge, basic academic skills and participant learner.

#### **Group Advising + TOEFL prep courses by Bradley Gorski**

- Positive aspects: save advisers work, easier to track students, peer-pressure/peer-support.
- Structure: TOEFL prep (comprehension), TOEFL prep (production), SAT/GRE prep (verbal), SAT/GRE prep (quantitative), choosing your US universities, collecting your documents, letters of recommendation, the essay/ statement of purpose.

#### **College Counseling group by Beth Franklin**

- Called “College Club” to attract more students
- Workshops posted 3 months in advance
- Intended for high school students interested in studying in the US
- Direct contact through guest lists and schools
- Advising in testing, application, choosing the right college, summer programs and internships and financial aid
- Two groups:
  - One group: The brightest: weekly meetings, focused on financial aid and elite institutions
  - Another group: Free to all regardless of academic achievement, pick and choose weekly sessions, focusing on the right fit within diverse range

### **Day 5**

#### **Department of State Day**

- Presentations at George Washington University
  - Welcome by Caryn Danz Branch Chief for ECA
  - Updates on EducationUSA Dorothy Mora
  - Immigration and Customs Enforcement, Department of Homeland Security. A better understanding of their mission and how the system works
  - Office of Visa Services
  - Fanta Aw from American University
- Appointments with ECA, Fulbright and Regional Officers

Meeting at the US Department of State offices.

Important part of the training. Advisers felt the support of the US Department of State at every moment. Met with officers for Fulbright, English as a Second Language and others.

Embassy Dialogue Committee at the French Embassy

## **Day 6**

### Accreditation Seminar by Dale Gough (AACRAO)

We learned more about the accreditation practices in the US. Some examples of false documents were shown. EducationUSA advisers are valuable on these cases because they can help confirm with the local educational authorities if the academic document is real.

### Public Speaking workshop by Debbie Hefferon

The expert consultant for College Board, taught us about Public speaking and gave individual advise to everyone of us. She was always there teaching and supporting us.

As a result if her guidance, I gained more confidence and improved the flaws in her presentations.

### **Some tips:**

- WIIFM (What's In It For Me?)
- Ice breaker
- Know your material
- Practice
- Know your audience- Focus on the audience
- Know the room
- Relax
- Visualize yourself giving your speech
- Realize that people want you to succeed, they want you to be informative and stimulating
- Don't apologize for any nervousness or problem
- Concentrate on the message
- "Can you hear me in the back?"
- Write questions and leave them for the end of the session if they're not related with the topic

Factors influencing learning: Ability, prior knowledge, motivation

"Parking lot": To write the non-related question on the board and address it at the end of the session

The objective is “to keep the audience continuously engaged, responsive, and active when presenting different topics and presenting to a mixed audience of students, parents, administrators”.

#### Colleagues’ best practices presentations:

##### **Collaborating with the IRC by Bernice Affotey**

- The IRC: provides information about American politics, government, society, history, news and opinions, culture, and US policies affecting the bilateral relationship. They have a large database and equipment such as laptops, projectors, DVC. EducationUSA Advising Center and IRC have the Public Affairs Section in common, they both provide information and maintain libraries and resources. Collaboration: Co-host programs, EducationUSA webpage updates, use of resources, technology training, build and share knowledge base, pre-departure orientation, IRC research skills workshop for graduate students.

##### **Student Visa Information Session by Priyani Shah**

FAQ sheet, to maintain a good relationship with the US Consulate: invite consular officers for outreach, share your visa queries with them, report results of collaborated efforts

##### **USBT Reconnect: Programming US University Visitors by Martha Huaman**

Reverse visit to EducationUSA overseas Advising centers, supported for travel and per diem expenses. It included: Professional consultations, visits to main public and private universities, special events. Tips: plan ahead, ensure a variety of activities, arrange visit to coincide with other opportunities such as a conference or seminar.

##### **US College Fair in Conflict Zones by Seemi Khoza**

College fair: 21 universities. Attendance: US Embassy and USEFP staff, 143 students. They walked away with a good sense of welcoming spirit and excellent education the US offers . They were given information packets. Promotion: students database, NAFSA contacts, local faculty contacts, College admissions. Follow up: Excellent response from US officials and new advisees.

##### **Partnering with the American Corner and Outreach by Doreen John**

Need to maximize resources, one Advising center in the country and short-staffed. Invited Corners to a conference, 2 enthusiastic response, dvcs, partnering with AMCHAM. Be prepared to fill in for partner

##### **Partnership with Becas Chile +LASPAU by Claudia Carrillo**

Information about Becas Chile scholarships program: graduate studies, technical internships and teacher development. 100% tuition + stipend + travel expenses included. I contacted Becas Chile administration and established collaboration, invited them to lectures at the Advising center and

invited them to have a poster session at NAFSA. Also coordinated outreach throughout Chile with Becas Chile in 2008 and 2009. Increase of 200% of advisees in Santiago.

Future possible partnership with Laspau: EducationUSA advises students on how to choose the right program to study in the US and to include in the Becas Chile application and Laspau helps selected scholars to apply to US universities.

### **Differentiating Your Audience by Elena Tatarkova**

Introduction: evocation- challenge or appeal to personal experience and aspirations, interactive open-ended questions, game- audience is broken up in several groups competing with each other

Main: core information about studying in the US opportunities, interactive interpretive questions

Conclusion: quiz, rewarding the audience- winning group identified and “losers” perform a skit

Tips: investigate your audience, be structured and articulate, challenge the audience, involve “destructive” listeners, keep eye contact, reward the audience, be patient and polite, make sure parents understand the importance of their role in deciding and guiding the students.

### **Outreach Activities by Daniel Ramos**

Excellent presenter, talked about Guadalajara’s history and in reach and outreach activities at the Advising center. Objectives: motivate students, destroy myths, convince parents, closer contact with PAO and REAC, closer contact with institutions in the US.

## **Day 7**

### **Princeton**

Visit to ETS: TOEFL/TSE presentation, PSAT/AP/CLEP presentation, GMAT, GRE, LSAT and TAS presentations

Introduction to the tests and new GRE coming in 2011.

Colleagues’ best practices presentations:

### **Digital Video Conferencing by Judith Dijks**

It reduces expenses for US universities, it can be an income generator for the advising center. On choosing the topic, determine who your audience will be and topics of interest. In choosing the speaker, consult your REAC, send emails to universities, request assistance from IIP. Determine the set up and how long it will be. Have technical experts. After the DVC have a survey and handout reference material.

### **Using Webchat to reach students by Mohammad Arif Mujaddedi**

Need to have: internet with good speed, required software, minimum of 2-4 pcs, 1 administrator, 1 moderator, 1 person to transcript. Work on a FAQ list. To help advisors to save time and energy in reaching a large number of students from one location, help advisors to analyze the needs of a specific region.

### **When Powerpoint is not enough by Liisi Lembinen**

Other resources: College Board (My college quick start), You Tube, ETS, Skype, eCampusTours.com.

Where to use: outreach, sessions, fairs, workshops, orientations.

Use of Dvds, cds, US universities materials, American Public University System Tour, Columbia Business School video in YouTube for pre-departure orientation. Use different tools, be creative, have fun- one technology can be replaced with another.

### **Moving Media by Tim Wright**

Podcasts: digital media files, downloaded online and released episodically. Use: advising, content for social media sites, share with local stakeholders

Brazil: 3 videos, 4-7 minutes in length. Mexico: 5 videos, 20 seconds to 3 minutes in length (grants from ECA/A/S/A)

### **Improving your website by Gunay Masimova**

A website is a tool that communicates information about the institution and services and establishes customers. Add interactivity: feedback, surveys, FAQ updated. Promote website on social media sites.

Free and reliable web site management: Content Management Systems:

Joomla: [www.joomla.org](http://www.joomla.org)

Drupal: [www.drupal.org](http://www.drupal.org)

Wordpress: [www.wordpress.org](http://www.wordpress.org)

Tour of Princeton University:

Learned more about the university history and took pictures of the buildings and Ivy.

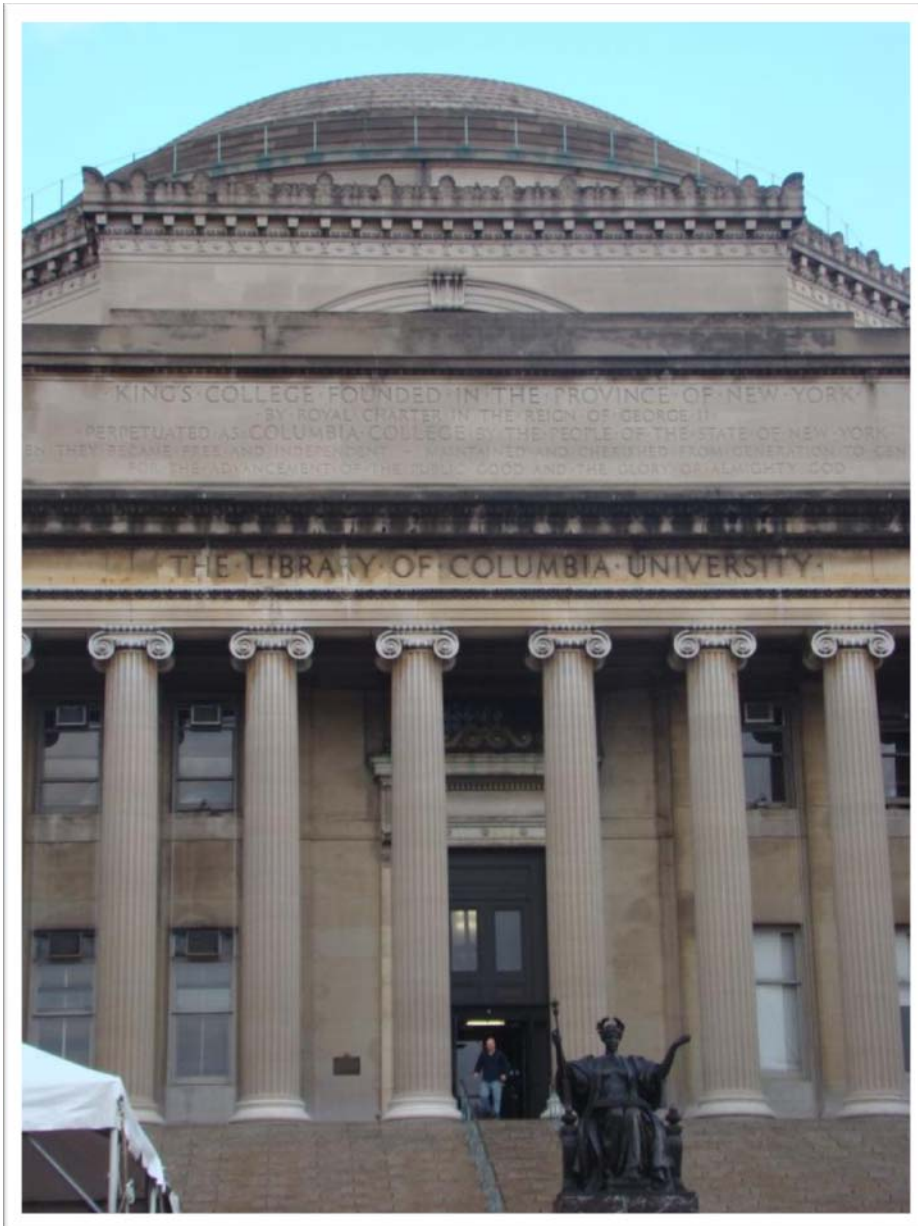


**Day 8**

**New York City**

**Columbia University:** [www.columbia.edu](http://www.columbia.edu)

Undergraduate Admissions and programs, graduate schools of Engineering, Business, Journalism, Public Health, Law, Nursing, Social Work, Teachers College, International and Public Affairs, International Students and Scholars Office, Arts and Sciences.



Highlights:

- International: variety of backgrounds and philosophical beliefs
- 9% international students (undergraduate)
- 51% Master's degrees (of 640 students)
- 38% PhD degrees
- Campus tour: Underground gym
- I learned that there is an Ivy League Plus, which includes MIT and Stanford
- For fencing scholarship: TOEFL and SAT scores important + need-based
- Fellowships for Architecture and Urban planning
- PhD degrees are granted by the Graduate School of Arts and Sciences
- Business School: 61 countries represented. Business PhD fully funded.
- Law: LLM: 90% international students
- Public Health: 5-7 years of work experience required in some programs. To have served under-privileged population crucial factor for application.
- Public affairs: PhD in Sustainable development
- Nursing: BS/MS Combined program: 2 and a half years program to become a RN, including the Master's degree.
- Teachers College: Biggest in the world, research assistantships available, not TA.
- Engineering: Specialized in Report writing and digital media.
- Journalism: Two masters degrees and 1 PhD. 45% international students from 40 countries, 114 TOEFL score required, not GRE.

**American Museum of National History.** Visited several collections and the Rose Center

**Gray line night bus tour of NYC.** Beautiful experience to share with colleagues!

### **NAFSA REGION VII CONFERENCE: Knoxville, TN**

#### **Sessions attended:**

- RAP: The Art of International Student Recruiting. Detailed and focused.
- Plenary session: Sons of Lwala. Two students from Africa now graduated doctors in the US, help their village of origin to develop and improve.
- RAP: English as a Second Language Roundtable. Some university representatives talked about their experiences with ESL programs and students from China, the Middle East, the impact of H1N1 flu and others wanted to learn more to establish the program at their institutions. Interesting to hear the feedback directly from the source.
- Presented at the RAP session: Partnering with EducationUSA for Recruitment and Study Abroad

US institutions interested in knowing more about study abroad opportunities in each country we represented, advisers could explain what was EducationUSA mission and, together with programs and activities each center develops.

Excellent networking opportunity at the EducationUSA table where we had shifts.

University of Tennessee, Knoxville. : [www.utk.edu](http://www.utk.edu)





Met with administrators of admissions, financial aid, graduate school LEI, and CIE

Highlights:

- SUSI program: student leaders 5 week program, big, public, Women's basketball the best in the world, learning communities: residential housing with students studying the same major, Speak test required for assistantships administered on campus. Secure and quiet city, 1 week orientation for international students: legal issues, taxes, what's expected, outdoor activities). Friendly atmosphere.
- Department of Education: State set scores for standardized tests.
- Department of Tourism and Hospitality: Retail program number 5 in the country
- Undergraduate application: 1) review of the complete application by Faculty and/or staff 2) recommendation to Committee, 3) Committee votes.
- Graduate application: Graduate school revision of documents and requirements and then Department in particular, professor's recommendation.
- Meeting one on one with international students from each country:
- Chilean student: Isaac Jeldes. Graduated from USACH from Civil and Environmental Engineering.
- Studying PhD in Civil Engineering in Geotechnology
- Some remarks: good labs, kind people, fell in love with the city, secure and quiet, trustworthy, everything works, good services, within the top 10 public universities, professor recommended the institution. Con: public transportation.

- Advisor's recommendation: major of interest together with personal interest courses that help the student obtaining more specific knowledge in other areas of interest.
- 12 credits: 4 courses of 3 hours each. 4 year program: 2 years (max. 3) of courses + 1-2 years of research only. Degree exam and thesis. Heavy load of work: days from 7am to 11 pm.
- Visit to Black Cultural Center
- Visit to Howard Baker Center for Public Policy: How the US system works, the federal system: legislative, judicial and executive.

Maryville College: [www.maryvillecollege.edu](http://www.maryvillecollege.edu)

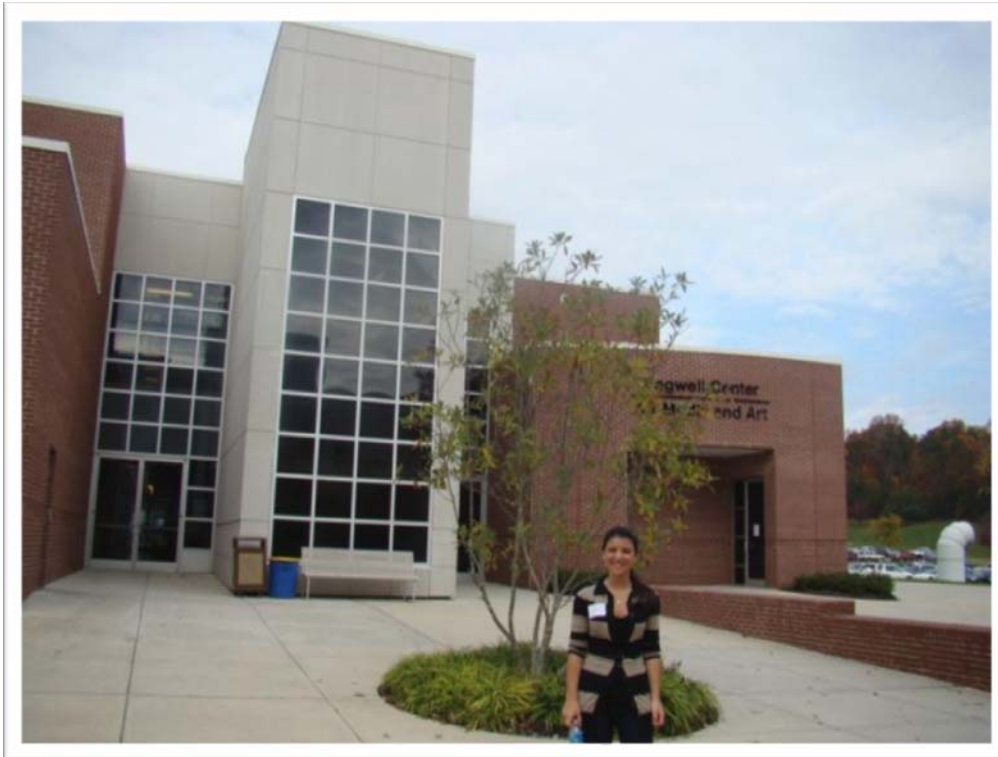




Highlights:

- First year: Critical thinking. Second and third years: scientific method, social thinking. Fourth year: Seminar. Interdisciplinary disciplines. Importance to thesis. Scholarships up to Usd 15,000
- Sign language program. Open to different religions

Pellissippi State Technical Community College: [www.pstcc.edu](http://www.pstcc.edu)

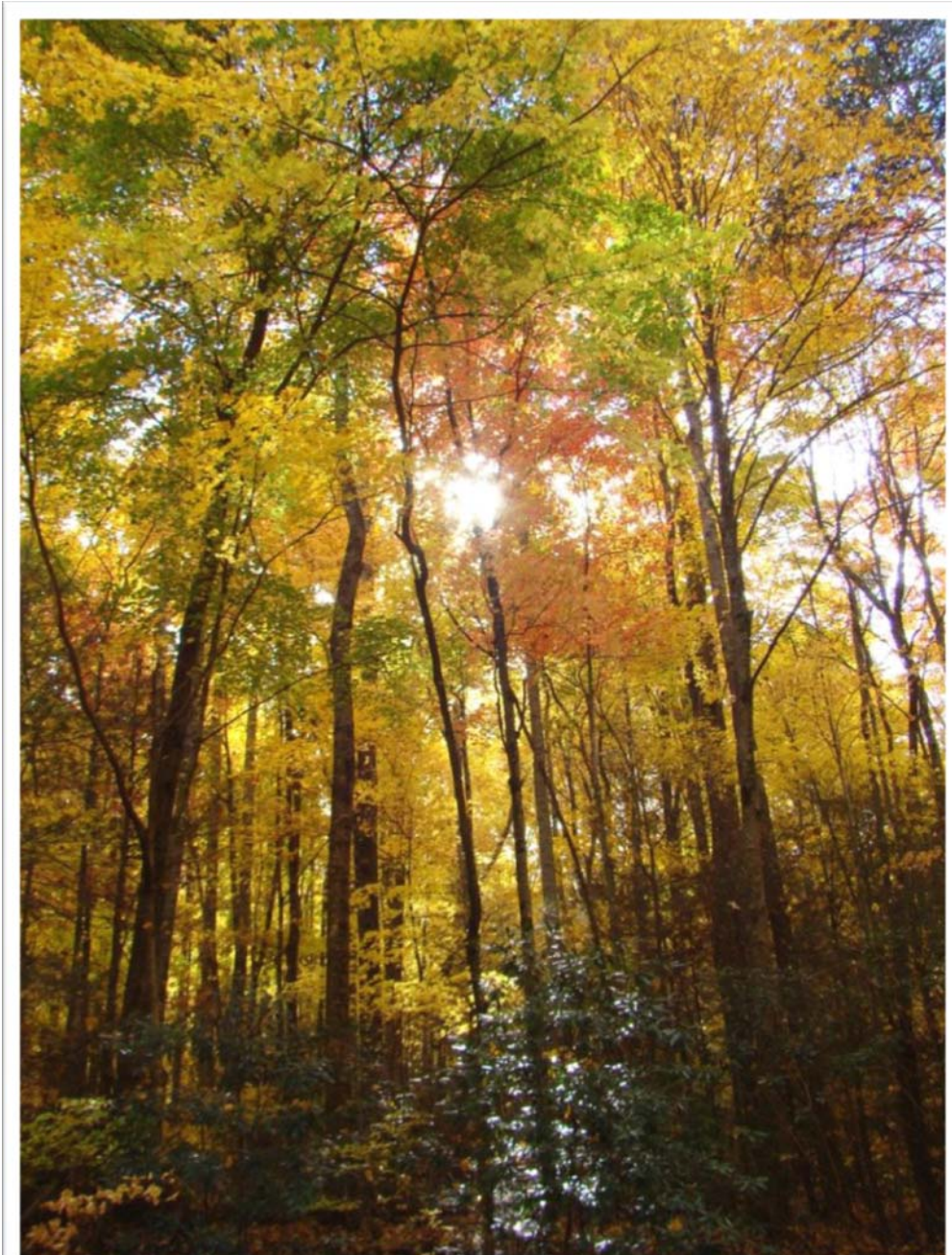


#### Highlights:

- International student from Brazil lead the campus tour
- Administrators and teachers very committed and engaged to offer a personalized education to students, warm environment, students felt they were part of a community.
- Enjoyed seeing Halloween decorations and activities, where everybody, including staff participated

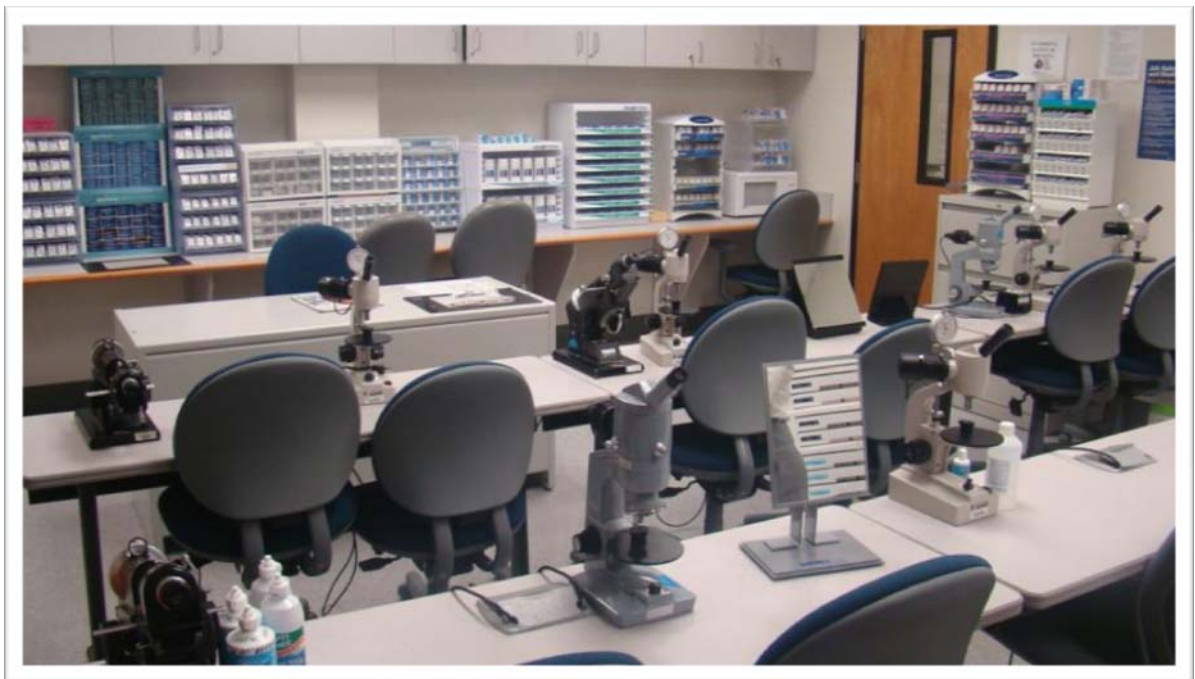
### **Visit to Smoky Mountains**

A wonderful cultural experience, one of the country's most outstanding beauties. Certainly, one of the most beautiful places I have ever visited. Enjoyed well-kept park, contact with nature and my first maple fudge.



**MIAMI CAMPUS CLUSTER**

Miami Dade College: [www.mdc.edu](http://www.mdc.edu)





Panel presentation by the School of Natural and Social Sciences, Honors College, Hospitality Management Department, School of Entertainment and Design Technologies, School of Business, School of Computer and Engineering Technology and Student Support Services.

#### Highlights:

- 75 articulation agreements
- 8 campuses, 7 outreach centers
- 170,000 students. 5% International
- Highlighted programs:
  - Biotechnology: related with Engineering
  - Computer Engineering, Electronics Engineering Technology
  - Hospitality, event management certificate
  - Web design, music business, computer animation, film and television production. The School visited the Film Festival in Valparaiso in 2006
  - Translation and Interpretation Spanish-English
  - School of aviation
  - International Student services.
- Medical Campus: Nursing, Dental Hygiene, Veterinary Technology, Physician assistant

Students first, engaged, culturally aware, genuine, honors program (includes internships related to field of study)

Associate in Science degree: more practical, includes internship

Associate in Arts: not practical, targeted to be transferred to a 4-year university (no internships, with some exceptions)

Meeting with international students from the Honors programs: very engaged and very interested in what EducationUSA advisers do.

Florida International University: [www.fiu.edu](http://www.fiu.edu)



Highlights:

- Public. 75% Hispanic
- 40,000 students. 32,000 undergraduates, 4% international students
- 2 campuses: Biscayne Bay (Hotel management, journalism and marine biology, quiet) and Main campus (admissions and other majors, lively, more residential housing)

- MBA scholarship (GPA 3.25 + 700 GMAT score)
- Hospitality: 28% international students, number 6 in the US, South Beach Wine and Food Festival, 1300 of work experience, event management certificate in 1 year. PhD in International Business in Hospitality Management
- Marine Biology: Coral reef ecology, grassland dynamics, virus in coral reefs, Marine behavioral and Community Biology (large predators)
- Architecture: 5-year degree program, masters degree included
- Journalism (Masters program in Spanish)
- Graduate School of Business
- Undergraduate: no essay, rolling admission.
- Women's swimming, diversity.
- Career services: they teach students business etiquette lunch, interviewing skills, networking skills, how to choose a major, and they also offer career fairs to promote career development.
- ESL: World Scholarship award, 6 per term if the applicant has a 3,5 GPA. 10-week term, possible conditional admission. 56% Hispanic
- Cons: not good transportation, not very personalized

Barry University: [www.barry.edu](http://www.barry.edu)





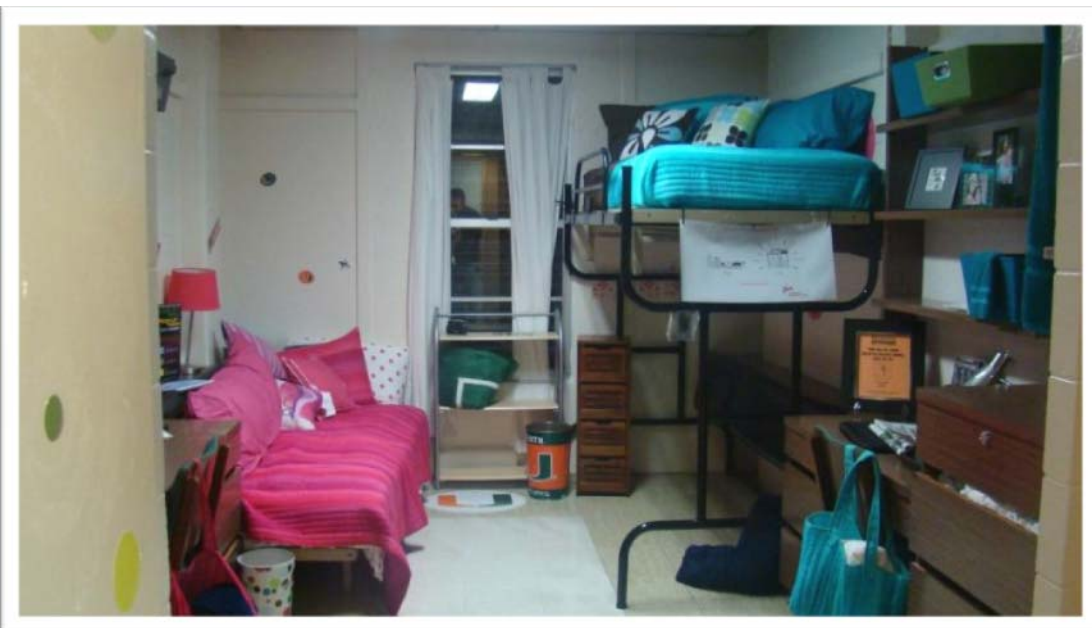
#### Highlights:

- Funded by Dominican sisters. Learn, reflect, serve
- Private, small
- N°1 in Nursing in Florida
- Keep in touch with students after graduation
- Learning disabilities services
- Community services
- Honors program: 7 classes + thesis, 3.7 GPA to apply.
- Conditional admission
- Undergraduate admissions: merit-based scholarship, max. Usd 9,000. Rolling admission. No essay, no letters of recommendations, NO SAT but additional grant if you have a good score. Financial documents no older than March for Fall semester admission. 362 international students from 73 countries.
- Look for ways to help international students: contingency fund
- Mostly women
- No summer class requirement
- If graduate from IB school: validate up to 30 credits.
- International sister assistant program. Part of the Intercultural center. They assign a student who helps the recently enrolled students with any questions they may have.
- Student panel showed students felt the university was very committed with their students, personalized (the undergraduate admissions officer personally calls the accepted students), where respect was valued, a “good” cultural shock, students are not just a number, multicultural and encouraged students to get involved.
- Site training for the national soccer team

- Number 1 in Tennis

Visit to Barbie exposition artist. The artist wanted to show how different were Barbie's proportions related to humans

University of Miami: [www.miami.edu](http://www.miami.edu)



## Highlights:

- Private
- Medical PhD
- Psychology
- Marine Atmospheric studies
- International Admissions by Department
- 15,000 international students (undergraduate and graduate). 34% Latin American
- International students at Graduate School: 20% of 5000
- One of the first research universities in the US
- NO SAT. But good for scholarships if score higher than 1350 (31 ACT)
- Music: Voice Jazz
- No hand-holding, 1 week orientation
- Class size: 15-25. 80-110 in Biology
- MAIA (Masters of Arts in International Administration) designed to integrate theory and real world experience in international affairs. Member of APSIA: Association of Professional Schools of International Affairs. Distinction between graduate traditional and professional. Skilled-based courses. Study Abroad options
- International observer program: doctors who watch services at the university. 3-month long

## Lynn University

- Quick and night tour of the facilities
- Total number of students: 2500. 70% out-of-state students . 25 % of international students (Europe)
- Top in sports: baseball, soccer, tennis, basketball, golf, volleyball, softball
- Music conservatory

*Library with African large African Art collection*



**November 9: Back to Washington DC**

**Visit to Gallaudet University: [www.gallaudet.edu](http://www.gallaudet.edu)**

Most of their students are hearing-impaired. All facilities are specially designed for their needs and to offer a good study environment for the students.

## **IIE Open Doors and EducationUSA Connections by Shannon Bishop IIE Program Manager**

Some statistics:

- 671,000 international students. Increased 8% in 2008-2009 in comparison to 2007.
- India and China have the first places.
- Leading universities: USC, NYU, Columbia, Illinois Urbana-Champaign
- Majors: Business, Engineering, Physical and Life Science

Do not send statistics, do not show university places (1<sup>st</sup>, 2<sup>nd</sup>, etc.) to the public

- What's so special about studying in the US?  
Diversity, great support, technology, facilities, many options
- How has economic crisis affected financial aid?  
Affected but trying to maintain, graduate assistantships, co-op programs, community colleges have gone up, more online options
- How to get the most of Connections: [educationusaconnections.iienetwork.org](http://educationusaconnections.iienetwork.org)  
Save it to your desktop, forward it to interns, print out one copy for the center, browse through the side bars, look at the extra resources, read the Arm chair tour, reuse Connections content.

## **USBT Effective Management Workshop: Conducting Market Research**

- Market research: The study of people to whom you want to sell your product. Learn about your competition. Information can be gathered from Open Doors, focus group discussions (6 people, 1.5hr long), track traffic (on-line, office visits, times of year, days of week).  
Direct surveys to students abroad and alumni. Some question samples:
  - Have you visited the EducationUSA advising center? (at fairs)
  - What kind of information are you seeking (area, degree)?
  - Do you think you waited too long to be attended?
  - Do you think our facilities are adequate?
  - Will you come back for our services? Why?
  - Do you think the advising center is accessible?
  - Do you feel there is enough room for library resources?
  - Is it a reasonable cost for individual advising service?
  - Did you find the staff friendly?
  - Did you find the information you were looking for?
- Steps: Define your objectives, define target market, market research, design plan of action
- Advantages: the research can lead to more funding, enables to target energy and resources more effectively, minimizes risks and improves chances of success.
- Factors: What is economically and politically happening in your country.

- Look at what other centers are doing, obtain visa information at US Consulate
- Partner with a business school: case study: EducationUSA

Resources: [www.surveymonkey.com](http://www.surveymonkey.com) , [www.formdesk.com](http://www.formdesk.com)

## **Conclusion**

The United States Based Training fulfilled all my expectations, I:

- Improved my presentation skills through lectures and training, which served immediately after I returned to Chile
- Learned more about Market research and fundraising, a continuous activity
- Developed leadership skills through the experience acquired in the program
- Better understanding about US culture, diversity and values through people I met and lectures attended, making me a better adviser
- Learned more about the US education system, how Admission decisions are made, which served me to better advise prospective students
- Learned how important it must be for an institution to give a personalized support to their international students
- Learned US institutions are very interested in hearing more about how to outreach students in each country from a local point of view and in learning more about study abroad opportunities as well as possible agreements with local universities and government institutions.
- Learned best practices from other advisers throughout the training

***USBT Class of  
2009***

