WORKING TOGETHER TO PROMOTE U.S. HIGHER EDUCATION TO INTERNATIONAL STUDENTS

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS
U.S. DEPARTMENT OF STATE

July 16, 2019 | APLU CII SUMMER MEETING

MARIANNE CRAVEN
MANAGING DIRECTOR, ACADEMIC PROGRAMS
- ECA exchange programs support international student mobility
- 38,000 applications for 700 spots in the 2019 Mandela Washington Fellowship class
- 8,622 Fulbright grantees (including 5,258 foreign grantees) in the 2017-2018 academic year
INTERNATIONAL EDUCATION AS A DIPLOMATIC IMPERATIVE
INTERNATIONAL STUDENTS ARE A PRIORITY FOR THE UNITED STATES

Economic Impact in 2018:

- $45.3 billion
- 455,000+ jobs

Total International Students in the U.S. 1948/49 - 2017/18

1,094,792
GLOBAL COMPETITION FOR INTERNATIONAL STUDENTS ACCELERATES

2001: 2.1 million students worldwide

- United States: 28%
- United Kingdom: 11%
- Germany: 9%
- France: 7%
- Other: 34%

2017: 4.6 million students worldwide

- United States: 24%
- United Kingdom: 11%
- China: 10%
- Australia: 7%
- France: 7%
- Germany: 8%
- Russia: 6%
- Canada: 7%
- Other: 23%

THE UNITED STATES STILL HOLDS A COMPETITIVE ADVANTAGE

- U.S. remains top destination and brand
- We have significant capacity to host more
- 70% study at only 200 institutions — one out of three studies in Texas, California, or New York.

**Percentage of international students**

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Higher Education Institutions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>4709</td>
<td>5.5%</td>
</tr>
<tr>
<td>Australia</td>
<td>142</td>
<td>32.0%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>165</td>
<td>21.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>534</td>
<td>18.0%</td>
</tr>
<tr>
<td>Russia</td>
<td>818</td>
<td>7.1%</td>
</tr>
<tr>
<td>China*</td>
<td>3623</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Estimated Annual Average Tuition Fees Charged by Tertiary Educational Institutions (Bachelor's or Equivalent, 2015/2016)

- United States: $8,202
- Australia: $4,763
- Canada: $4,939

Education at a Glance 2017: OECD Indicators
“It is remarkable how often I’ll be meeting with a foreign leader and I find that his English is better than mine. That is often because of a State Department program that gave them the opportunity to come visit [and] understand the United States of America... the dividends that that pays to our nation from having invested those resources are really important.”

— Secretary of State Mike Pompeo
- 550+ advisers
- 435 advising centers in 180 countries and locations
- 15 million contacts in 2018
WHAT CAN AMERICAN COLLEGES AND UNIVERSITIES DO?

- Interact with and promote @EducationUSA on your social media properties
- Develop and maintain strong alumni networks
- Grow strategic partnerships domestically and abroad
- Promote opportunities for on-campus employment and professional Practical Training
A QUALITY EXPERIENCE, A WHOLE-OF-COMMUNITY APPROACH

- Friendship families in your community
- Conversation clubs
- Social events, on and off-campus
- Ensure campus infrastructure is supportive
Refreshed Fulbright identity and brand to reach a broader audience of applicants from across the United States and all types of institutions.

Working through our Fulbright implementing partners to connect with U.S. higher education stakeholders to:

• Identify best practices for attracting faculty to the Fulbright program
• Ensure they have a successful exchange.

Examining benefits to U.S. institutions from sending and hosting Fulbrighters and expand those benefits.
THANK YOU

MARIANNE CRAVEN
MANAGING DIRECTOR, ACADEMIC PROGRAMS,
BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS