

**EducationUSA Forum  
Press Schedule**

**Tuesday, June 30, 2015**

8:45 - 9:45 am	Opening Plenary	Evan Ryan, Assistant Secretary of State for Educational and Cultural Affairs	International Ballroom Center
10:00 -11:15 am	How EducationUSA Can Work for You	Join HEI representatives and EducationUSA staff to learn more about who we are, where we're going, and how to engage with the network to benefit your International student recruitment efforts. EducationUSA is evolving quickly to meet the needs of international students and U.S. institutions, and creating innovative new programs to improve ways to connect online.	Jefferson
11:30 am – 12:30 pm	International Enrollment Management	Discover key data and other resources available to develop international enrollment management plans. Panelists share their extensive international education experience to help you create or expand your plans and strategically increase international student enrollment on your campus.	Jefferson
1:45 - 3:00 pm	Professional Master's Degrees: International Trends	Come explore the proliferating range of professional master's degrees and what this means for international students and U.S. recruiters.	Georgetown East
3:15 - 4:30 pm	A Menu of Approaches to Recruitment in East Asia Pacific	Discover no-cost and low-cost ways to attract international students to your institution! EducationUSA Advisers will provide keys to successful non-traditional recruitment strategies and best practices for interacting with students using EducationUSA webinars, virtual fairs and, social media.	Jefferson
4:45 - 5:45 pm	Recruiting and Retaining Students from the International LGBT Community	Discover innovative ways to recruit and retain students from the LGBT community. Participants will learn how to use their own campus, EducationUSA, and other external resources for recruitment and support.	Monroe

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**Wednesday, July 1, 2015**

8:30 - 9:45 am	Off The Beaten Path: Less Common Recruitment Destinations	Are you interested in recruiting students from untapped student populations around the world? Recruitment professionals and EducationUSA discuss what works and why.	Lincoln East
10:00 - 11:00 am	Recruiting and Providing Services for Students with Disabilities	Discover how to recruit, assist and enroll international students with disabilities at U.S. universities and explain how government agencies, EducationUSA, and U.S. higher education institutions can collaborate and use external resources to ensure student success. Participants will leave motivated to embrace students with disabilities at their institutions.	Georgetown East
11:15 am - 12:15 pm	In Hot Water: Working with International Students in Crisis	Learn about strategies to assist international students facing a variety of crisis situations, ranging from medical issues, financial problems and trouble in their home countries. Panelists will share information about existing support programs in the NGO sector, regulations concerning students who cannot return home due to crises, evaluating transcripts from crisis zones, and model practices for assisting students on your campus.	Monroe
12:15 - 1:15 pm	Lunch Plenary	A Conversation with Johannes Heinlein, Vice President of Strategic Partnerships for edX, leading university partnership and collaboration initiatives. In this role, Johannes works directly with the edX President and Board on identifying and executing strategy.	International Ballroom Center
1:30 - 2:45 pm	Foreign Government Scholarships	Is your campus home to international students on foreign government scholarships? Are you interested in recruiting students from countries with foreign government scholarships? Panelists will share information about the array of funding opportunities offered by foreign governments around the world, as well as model practices for working with foreign governments and their scholarship administration organizations.	Monroe

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**Wednesday, July 1, 2015 (continued)**

3:00 - 4:00 pm	Expand Your Global Reach	Utilize your alumni to maximize international outreach and recruitment efforts. Panelists share innovative approaches to incorporate alumni in student recruitment and ways to engage alumni and exchange participants to raise the profile of your institution internationally.	Lincoln West
4:15 - 5:15 pm	Community Colleges: Best Practices in Outreach & Recruitment in Emerging Markets	Learn how Community Colleges can internationalize and expand outreach to students and parents overseas in current and emerging markets. Join this discussion of best practices in recruitment and campus-based international students services.	Monroe

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**Thursday, July 2, 2015**

9:00 - 10:00 am	Social Media Success in Student Recruitment	U.S. higher education institutions increasingly reach and recruit international students through social media. Three institutions - one large comprehensive university, one liberal arts college, and one community college - present strategies that connect them to potential students around the world.	Monroe
10:15 – 11:30 am	English Language Learning and Intercultural Understanding: Partnerships that Benefit Teachers and Students	Join us to discuss the exciting potential for intra- and inter-institutional collaboration to address the evolving needs of incoming and outgoing students and the possibilities for expanding teacher-training initiatives. Recent years have seen large-scale investments by foreign governments in English language programs including academic mobility to the United States. Department of State initiatives for teachers and students will be included in this discussion. Language programs of all kinds enrich intercultural understanding and contribute significantly to campus internationalization.	Georgetown West