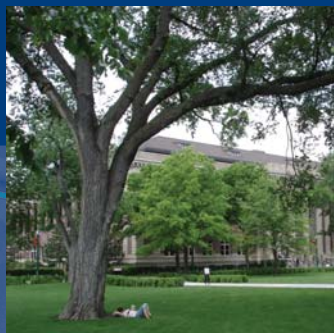


# FROM REYKJAVIK TO VLADIVOSTOK:

## Student Advising Trends



from EducationUSA

Europe and Eurasia • 2007–2008

Executive Editor, Europe: Wesley Teter

Executive Editor, Eurasia: Bram Caplan

Managing Editor: Ágnes Vajda

Layout and typography: Judit Kovács | Createch Ltd.

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# From Reykjavik to Vladivostok:

## Student Advising Trends from EducationUSA

Europe and Eurasia  
2007–2008

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US institutions: Send two paragraphs of content related to scholarships or new programs and reach 450 EducationUSA advising centers in 170 countries.



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For higher education related questions about Andorra, Bermuda, Holy See, Liechtenstein, Monaco, Montenegro and San Marino, please contact Wesley Teter, EducationUSA Europe at: [reac@fulbright.de](mailto:reac@fulbright.de)

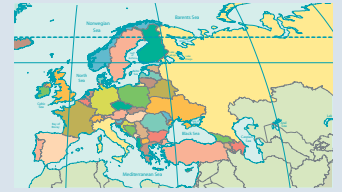
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Raise the profile of your program by partnering with EducationUSA

See the Country Profiles for partnership opportunities with EducationUSA Europe and Eurasia in 2008/09.



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Upcoming EducationUSA Events 2008-2009

Participate in EducationUSA events – join us in person or virtually!



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Virtual advising services 💬

EducationUSA Weekly Update 📧

Promotional video project 📺

Student mobility trends indicators ↓ ↑ =



## *Dedication*

## **EducationUSA Global Network**

*The EducationUSA*

EducationUSA is a global network of more than 450 advising centers supported by the Bureau of Educational and Cultural Affairs at the US Department of State. The Bureau of Educational and Cultural Affairs (ECA) fosters mutual understanding between the United States and other countries by promoting personal, professional, and institutional ties between private citizens and organizations in the United States and abroad, as well as by presenting US history, society, art and culture in all of its diversity to overseas audiences. Millions of prospective students learn about US study opportunities through EducationUSA centers each year.

*Trends Report is dedicated*

*to the educational advisers*

*in Europe and Eurasia.*

*Thank you for your passion*

## **EducationUSA Mission**

*and commitment*

EducationUSA centers actively promote United States higher education around the world by offering accurate, comprehensive, objective and timely information about educational opportunities in the United States and guidance to qualified individuals on how best to access those opportunities. Centers are staffed by professional advisers, many of whom have first-hand experience having studied in the United States themselves, and/or having received State Department-approved training about United States higher education and the advising process.

*to promoting mutual*

*understanding.*

[www.educationusa.state.gov](http://www.educationusa.state.gov)





## The Global Perspective: Message from the State Department

As you make your way through the pages of *From Reykjavik to Vladivostok*, you will see why it is such an exciting time to be involved in international education – and with EducationUSA. Here you will find photos and success stories of international students and alumni who made their way to campuses in the United States with the help of EducationUSA. You will see dates for upcoming education fairs and pre-departure orientations across Europe. You are also holding in your hands a quick guide to major developments in the European Higher Education Area since 2007. Additionally you will read about the impact of new programs like our Opportunity scholarship, which serve to increase access to US higher education for students of limited means in Belarus, Russia, Turkey, and Ukraine, as well as 19 other countries around the world.

Compiled by the Regional Educational Advising Coordinators for Europe and Eurasia, this report is an invaluable resource tool and also an invitation to act. Now is an opportune time to get involved with EducationUSA: new international student enrollments and international graduate student applications are up – as are issuances of US student visas. Our strategy for international education depends on developing a deeper relationship between EducationUSA and its partners – US colleges and universities, higher education associations and NGOs, Fulbright Commissions, and US Embassies and Consulates. It is our hope that American colleges and universities will not only be inspired by the success stories within, but will accept our invitation to partner with EducationUSA to ensure that the United States remains the destination of choice for international students.

Yours,

A handwritten signature in blue ink, appearing to read "P. Van Buren".

Peter Van Buren  
Chief, Educational Information and Resources Branch  
US Department of State

## What's New in Brussels? Enhancing Educational Cooperation and Competition in Europe

Regional Educational Advising Coordinator – Europe, Wesley Teter

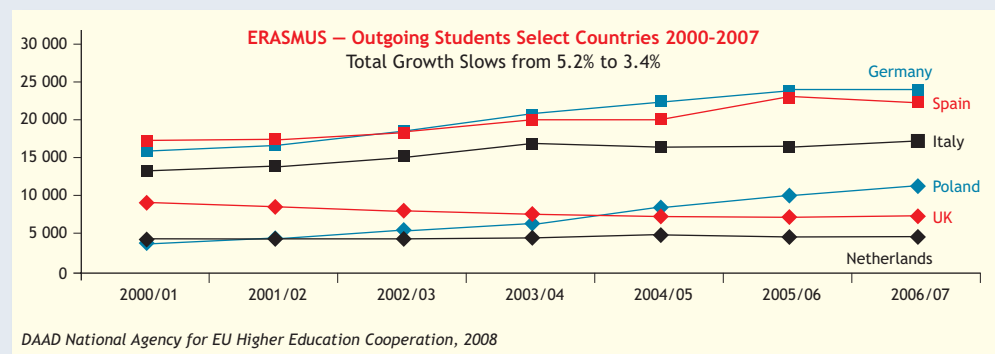
INSTITUTE OF  
INTERNATIONAL  
EDUCATION

### EducationUSA Europe:

Albania  
Austria  
Belgium  
Bosnia and Herzegovina  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
Ireland  
Italy  
Kosovo  
Latvia  
Lithuania  
Luxembourg  
Macedonia  
Malta  
Montenegro  
Netherlands  
Norway  
Poland  
Portugal  
Romania  
Serbia  
Slovak Republic  
Slovenia  
Spain  
Sweden  
Switzerland  
Turkey  
United Kingdom

In 2007, Europe learned a hard lesson: Bologna-compliant systems do not necessarily lead to increases in student mobility. Growth in the popular Erasmus mobility program dropped from 5.2% to 3.4%, the opposite effect intended for broader Europe in the emerging European Higher Education Area (EHEA-46). The rigidity and growing number of three-cycle degree programs were top culprits.

Dr. Siegbert Wuttig of the German Academic Exchange Service (DAAD) reported: “many problems related to student mobility are not caused by Bologna but Bologna seems to reinforce the problems” (Brussels, February 1, 2008).



Institutions throughout Europe are taking action by:

- ▶ Considering specific mobility measures when implementing BA/MA study programs;
- ▶ Implementing flexible curricula with windows of compulsory mobility;
- ▶ Improving recognition through comprehensive implementation of ECTS and the Diploma Supplement (both of which continue to improve in consistency); and
- ▶ Developing integrated study programs such as joint degrees.

In Germany, for example, there are new trends towards shorter stays abroad and increased rates of compulsory mobility within graduate programs. Europe-US educational mobility is critical for cooperative and competitive “knowledge networks” to strengthen and multiply. Needless to say, European study in the US marked its 4th straight year of decline (Open Doors, 2007).

There is broad consensus in EducationUSA Europe regarding immediate needs and critical action steps:

- ▶ **Improving outreach:** Advisers are increasing their use of technology and calling for more creative and effective marketing and promotional tools. Advisers perform outreach to high schools and universities and need new informational materials.
  - ▶ **Get involved:** EducationUSA advisers in Europe assisted over 300,000 students in 2007. Students are attracted by thematic webinars (such as sports scholarships), DVDs, digital video conferences (DVCs), promotional give-aways and video clips. If your institution can create unbiased or discipline-specific material, it will have multiple uses throughout the advising network. Contact a REAC for ideas.
- ▶ **The changing role of advisers:** EducationUSA is providing increasingly specialized and skill-building services while allowing their virtual advising activities to meet general information demands.
  - ▶ **Get involved:** Accredited US institutions may promote their scholarships and programs via the “EducationUSA Weekly Update”, a new e-newsletter circulated worldwide. Send two paragraphs of content and a picture to educationUSA@state.gov and reach all EducationUSA centers in 170 countries.

EducationUSA Europe is a dynamic network of senior professionals. Their energy and vision puts them in touch with hundreds of thousands of prospective US students every year. EducationUSA has new higher education services and outreach opportunities. Education is a long-term investment and now is the time to reach out to our outstanding network in Europe. Join us!

### Regional Educational Advising Coordinator (REAC)

Wesley TETER  
EducationUSA Europe  
IIE/Fulbright-Kommission  
Oranienburger Straße 13-14  
10178 Berlin, GERMANY  
Tel: (+49 30) 28-4443-31  
E-mail: reac@fulbright.de



## Reform, Reform, Reform: EducationUSA Regional Trends in Eurasia

Regional Educational Advising Coordinator – Eurasia, Bram Caplan



EducationUSA Eurasia is a network of 35 advising centers in seven countries stretching from the Gulf of Finland to the Black Sea and the Pacific Ocean. Each country in our network tells its own unique EducationUSA story in the pages that follow.

### Regional Trends

On a regional level, the higher education landscape in the region has undergone dramatic change since the collapse of communism over fifteen years ago. Two major trends that apply to every country:

- ▶ *Reform, reform, reform:* The higher education systems of nearly every country in Eurasia have undergone – and continue to undergo – reform since the collapse of the Soviet Union in December 1991. While many of the reforms are connected with the Bologna Process, Eurasian countries are also transforming secondary education, university access and admissions, accreditation and licensing, and other areas. Resource-rich countries like Azerbaijan and the Russian Federation are investing oil-windfalls in international student mobility and higher education, while almost all countries in Eurasia have implemented new school-leaving and university-entrance examinations.
- ▶ *Increasing enrollments, increasing student mobility:* While some western Eurasia students do look to Europe, the US remains an attractive destination. The trend for sending students to the US is up in most countries, and is recovering in others. As economies in the region have begun to stabilize, greater shares of students are entering higher education – both within their countries and abroad.

### EducationUSA Trends

- ▶ *Promoting Access:* The EducationUSA Opportunity Initiative provides scholarships to talented students who are likely to be awarded substantial institutional financial aid, but who would have difficulty paying the up-front costs - such as application and test fees, visas/SEVIS fees, and international airfare. The program may also provide modest “gap scholarships” to students whose financial aid packages fall a little short of their needs. The Opportunity Initiative is active in Belarus, the Russian Federation, Ukraine, and Turkey, and thus far nearly 100 high-achieving students have received awards to assist them through the college-application process.



#### EducationUSA Eurasia:

Armenia  
Azerbaijan  
Belarus  
Georgia  
Moldova  
Russian Federation  
Ukraine

#### Regional Educational Advising Coordinators (REAC)

Bram CAPLAN and Allison HAWLEY  
EducationUSA Eurasia

Library of Foreign Literature  
American Center  
ul. Nikoloyamskaya, d. 1  
Moscow 109189  
RUSSIAN FEDERATION  
Tel: (+7 495) 777-6532  
E-mail: caplan@useic.ru  
reac@useic.ru

Open Doors 2007 Report on International Educational Exchange – Institute of International Education  
International Student Mobility – EUROPE and EURASIA 2006/07

Place of Origin	2006/07 Total	% Change from 2005/06	Place of Origin	2006/07 Total	% Change from 2005/06	Place of Origin	2006/07 Total	% Change from 2005/06
Albania	841	-7.0	Gibraltar	8	33.3	Poland	2,810	-7.0
Andorra	3	-50.0	Greece	1,986	-4.9	Portugal	854	1.1
Armenia	427	4.7	Hungary	735	-11.6	Romania	3,134	-2.8
Austria	843	0.0	Iceland	422	-3.7	Russian Federation	4,751	-1.0
Azerbaijan	286	-15.1	Ireland	1,081	-1.7	San Marino	2	-33.3
Belarus	496	8.3	Italy	3,342	3.7	Serbia	1,074	10.6
Belgium	703	-6.8	Kosovo	56	-20.0	Slovak Republic	592	-15.1
Bosnia & Herzegovina	413	11.9	Latvia	430	12.6	Slovenia	199	-9.1
Bulgaria	3,478	-4.3	Liechtenstein	6	-57.1	Spain	3,575	3.5
Croatia	629	-1.6	Lithuania	536	-17.9	Sweden	2,920	-9.1
Cyprus	877	-21.1	Luxembourg	56	9.8	Switzerland	1,241	-2.7
Czech Republic	914	-1.4	Macedonia	345	-4.7	Turkey	11,506	-1.0
Denmark	963	7.0	Malta	27	-28.9	Ukraine	1,692	-6.3
Estonia	240	-25.2	Moldova	365	1.7	United Kingdom	8,438	2.0
Finland	566	-6.9	Monaco	21	-12.5	Vatican City/Holy See	3	-50.0
France	6,704	1.0	Montenegro	58	–	Yugoslavia, Former	294	-52.7
Georgia	353	2.9	Netherlands	1,587	1.3	Europe, Unspecified	2	-98.2
Germany	8,656	-2.0	Norway	1,191	-8.2	<b>TOTAL</b>	<b>82,731</b>	<b>-2.3</b>

Source: <http://opendoors.iienetwork.org>

## Partner with EducationUSA Europe and Eurasia in 2008-2009

With over 100 centers and 300,000 student contacts, EducationUSA offers a range of higher education services and regular outreach opportunities. Raise the profile of your program by partnering with EducationUSA and consult a coordinator about your needs and plans. Here is a sample of what you will find in the country profiles of the EducationUSA Trends Report.

### Global Outreach

#### Free Student Outreach



The new *EducationUSA Weekly Update* is circulated to 170 countries. Each week, EducationUSA features 5-7 accredited schools by focusing on scholarships and new programs. US higher education institutions are invited to send two paragraphs of content related to scholarships or new programs (and a picture, if you like) to [educationUSA@state.gov](mailto:educationUSA@state.gov). Add "EducationUSA Weekly Update content" in the subject line and a coordinator will circulate your update to 450 centers via the weekly newsletter free of charge.

#### Promotional Video





New outreach materials are the number 1 request of advisers. If you can host a thematic webinar, create discipline-specific video clips or have an outreach idea, please contact Wes Teter, EducationUSA Europe: [reac@fulbright.de](mailto:reac@fulbright.de) and Bram Caplan, EducationUSA Eurasia [caplan@useic.ru](mailto:caplan@useic.ru).

### Upcoming Events

#### Workshop and Student Fair April 3-6, 2008 Malmö, Sweden




Promising Practices in Student Outreach and Virtual Advising hosted by Malmö Borgarskola, Sweden. Join the virtual fair or training event.

-  Further information  
[mb.educationusa@pub.malmo.se](mailto:mb.educationusa@pub.malmo.se)
-  Wes Teter, REAC EducationUSA Europe  
[reac@fulbright.de](mailto:reac@fulbright.de)

#### Workshop June 2008, Central Europe





EducationUSA Central Europe: Sub-regional Conference. Join us for a webinar with EducationUSA advisers from 14 countries.

-  Wes Teter, REAC EducationUSA Europe  
[reac@fulbright.de](mailto:reac@fulbright.de)

#### Higher Education Conference September 10-13, 2008 Antwerp, Belgium




EducationUSA Gateway and Pavilion: US institutions are invited to take part in the largest higher education conference in Europe, EAIE.

-  Contact EducationUSA for information on being represented in the EducationUSA Gateway exhibition in 2008 or 2009.
-  Wes Teter, EducationUSA Europe  
[reac@fulbright.de](mailto:reac@fulbright.de)
- Daniel Obst, Institute of International Education  
[DObst@iie.org](mailto:DObst@iie.org)

#### Student Fair September 27, 2008 London, UK




"College Day" 2008/09: Annual fair in London promoting undergraduate study in the US. To join the over 120 exhibitors and 2,000 participants contact the Educational Advisory Service of the US-UK Fulbright Commission.

-  US-UK Fulbright Commission  
[education@fulbright.co.uk](mailto:education@fulbright.co.uk)

#### Scholarship Fair October 2008, 2009 Zagreb, Croatia



The 4th IDE Scholarship Fair offers opportunities for US institutions to promote their programs and scholarships to Croatian students. In 2007, the event attracted over 6,000 visitors and received extensive media attention (annual event).

-  Nina VRANESEVIC, EducationUSA Adviser  
[nvranevic@iro.hr](mailto:nvranevic@iro.hr)

## Promote US Education Overseas How Can All US Institutions of Higher Learning Help EducationUSA Offices?

EducationUSA advisers are the primary source of comprehensive, unbiased, and up-to-date information about all levels and aspects of the US educational system and its relationship to the home country. The Bureau of Educational and Cultural Affairs as well as NAFSA's Recruitment, Admissions, and Preparation Knowledge Community offer practical partnership strategies such as:

US colleagues should work with their web manager in placing the EducationUSA logo on their international admission site and linking to [www.educationusa.state.gov](http://www.educationusa.state.gov). Encourage prospective students to get in touch with their local EducationUSA advisers who are readily available to assist with the next step in the admissions process. Contact: [educationusa@state.gov](mailto:educationusa@state.gov).

[Link to EducationUSA](#)



Hosting EducationUSA advisers or other education officials at your college or university is a unique way to help them gain a better understanding of the US higher education system, while at the same time enriching life on your campus, providing a valuable service to the institution's public relations strategy, and increasing the potential for future enrollment of international students. For more information on how to become a host, contact [educationusa@state.gov](mailto:educationusa@state.gov).

[Campus Visit](#)



### Annual Highlight 2008



### International Education Week November 17-21

Contact an EducationUSA REAC or Adviser about outreach or higher education services during IEW 2008.

See pp. 14-56 for individual country contact information.

View a list of upcoming EducationUSA IEW events:

[www.iew.state.gov/events.htm](http://www.iew.state.gov/events.htm)