

EducationUSA Forum Press Schedule

Date & Time	Session Title	Description
Tuesday, August 2nd 8:30am - 8:40am	Opening Remarks, Deputy Assistant Secretary Mala Adiga	Mala Adiga is the Deputy Assistant Secretary of State for Academic Programs responsible for overseeing a wide range of international educational programs, including the Fulbright Program, Gilman Scholarships and Critical Language Scholarships.
Tuesday, August 2nd 10:20am - 11:20am	Online Connections: Strategies for Engaging International Students via Virtual Platforms Other Than Social Media	Explore how colleges, universities and educational institutions are using virtual fairs and different technologies to advise, interact with and recruit international students around the world. Panelists share approaches to incorporating online strategies and engaging students in the digital age. Audience members are encouraged to bring examples and insights from their own work to add to the conversation.
Tuesday, August 2nd 11:30am - 12:00pm	Plenary	Address by Dr. Jill Biden, Second Lady of the United States.
Tuesday, August 2nd 1:15pm - 2:15pm	Summer Programs: Pathways to Internationalization	Representatives from EducationUSA, the North American Association of Summer Sessions (NAASS) and the Association of University Summer Sessions (AUSS) will discuss ways in which university summer programs can be part of an effective institutional strategy to recruit and retain international students.
Tuesday, August 2nd 4:00pm - 5:00pm	Achieving True International Student Diversity on Your Campus: Ensuring that the Campus Community Reflects the Global Community	Learn about the benefits institutions can realize through diversifying and internationalizing the student body and the role EducationUSA can play in supporting these efforts.

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Wednesday, August 3rd 8:15am - 9:15am	Recruiting Students Utilizing EducationUSA's Opportunity Funds Program	The EducationUSA Opportunity Funds Program assists highly talented students who lack the funds to cover the up-front U.S. college and university application costs such as testing, application fees, or airfare. Join us to learn about how the program works, hear from institutions who have brought these talented students to their campuses, and find out how you can get involved.
Wednesday, August 3rd 11:00am - 12:00pm	International Student Recruitment as Part of a Comprehensive Internationalization	Recruiting international students alone is not sufficient to internationalize a campus, but is certainly an important part. Learn about creating a comprehensive internationalization plan.
Wednesday, August 3rd 3:00pm - 4:00pm	MBA Recruitment: An Analysis of International Trends	Experts analyze current developments in the recruitment and enrollment of international MBA students while addressing institutional competition, student perceptions on return on investment, and shifts in students' goals.
Thursday, August 4th 9:00am - 10:00am	Partnerships that Lead to International Student Pipelines	Developing relationships with high schools and counselors can be an effective way to recruit. Learn more about this approach and ways in which you can engage with secondary education partners as part of your internationalization strategies.