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February 2016



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Size of the Market

- *886,052 International Students Study in the U.S. (2014/2015 academic year)*
 - 8.1% increase over prior year
- *5,562 Russian Students Currently Study in the U.S.*
 - **8.3% increase over prior year**



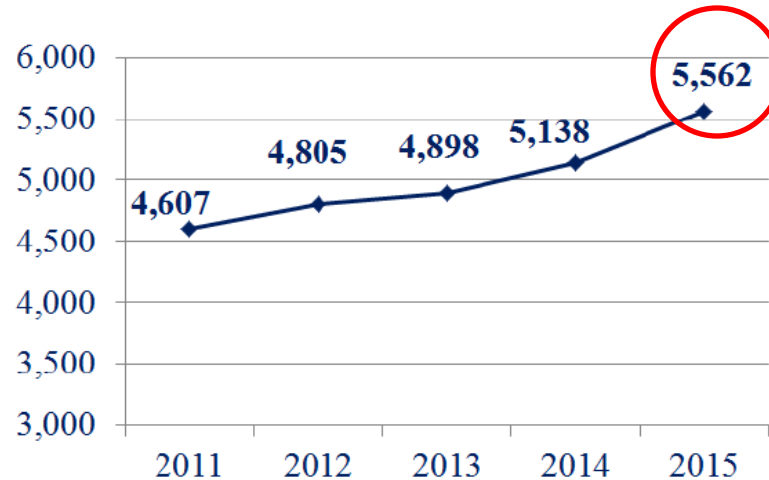
Source: Institute of International Education – Open Doors Report



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Market Summary

RUSSIAN STUDENTS IN THE U.S.



RUSSIAN STUDENTS IN THE U.S.

Year	# of Students
2010/2011 Academic Year	4,607
2014/2015 Academic Year	5,562
5-Year % Change	+20.7%

Source: [Institute of International Education](http://www.iie.org)



Russian Students In Detail

2014/2015 Academic Year

Undergrad	Graduate	Non-degree	Optional Practical Training
2336	2,002	556	667
42%	36%	10%	12%

UNDERGRADUATE STUDENT BREAKDOWN

Type of Institution	% of Students
4-Year Institutions	76.0%
2-year Community Colleges	24.0%

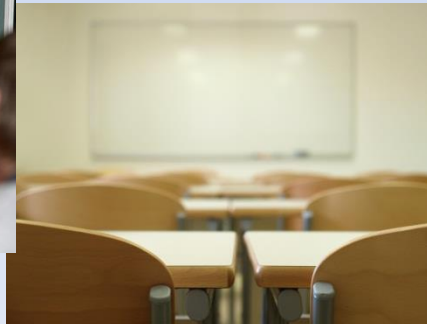


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Fields of Study

Most Popular Fields of Study by Russian Students in Higher Education:

Business/ Mgmt.	Physical/ Life Sciences	Social Sciences	Fine/ Applied Arts	Math/ Computer Science	Engineering
28.4%	11.5%	11.3%	9.4%	7.4%	6.8%
Humanities	Health Professions	Intensive English	Education	Undeclared	Other
5.0%	2.5%	1.9%	1.9%	2.7%	11.4%



Source: [Open Doors Data](#)



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U.S. Community College System

- 1,123 schools/ 7.4 million students

Why international students should consider U.S. community colleges

- ***Economics/Transfer credits***
- ***Adapt to U.S. and to U.S. education***
- **Improve English**

Resource:

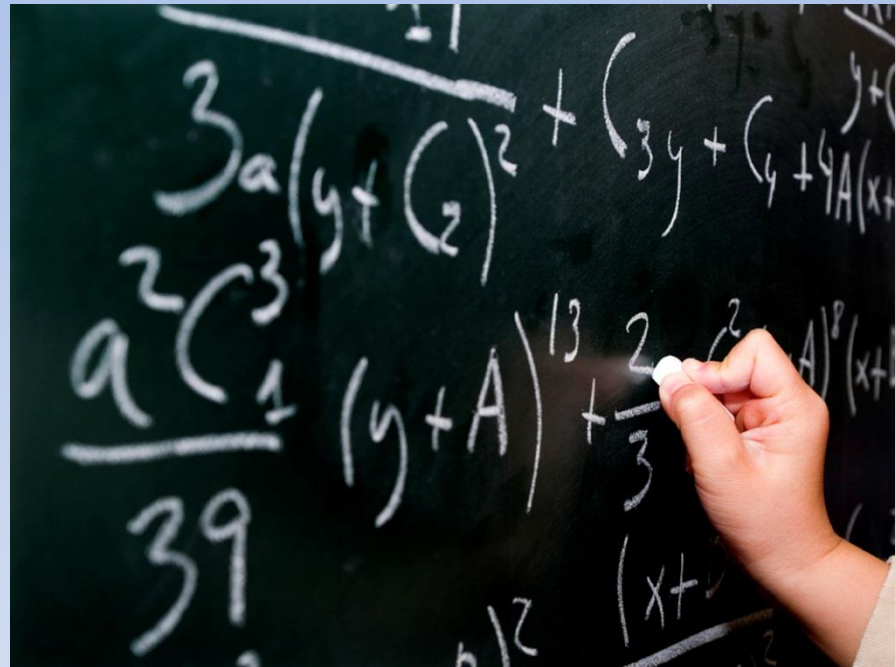
<http://www.aacc.nche.edu/Resources/aaccprograms/international/Pages/studentguide.aspx>



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Why Study in the U.S.A.

- Quality
- Choice
- Diversity
- Value
- Flexibility



Top 500 Universities

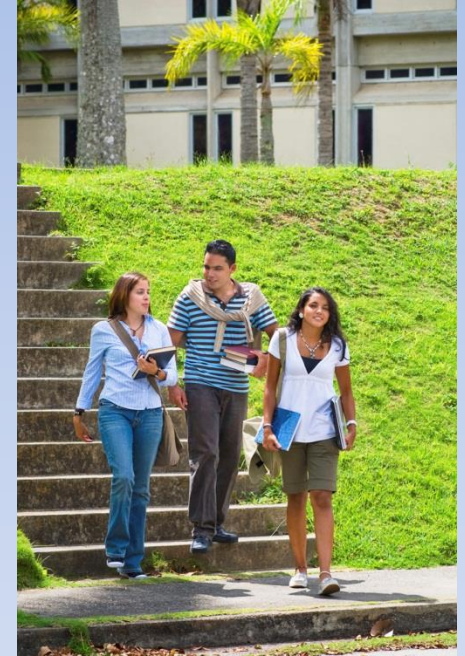
1	United States	146
	8 of Top 10 and 16 of Top 20	
2	China	44
3	Germany	39
4	United Kingdom	38
5	Canada	21
6	Japan	19
7	France	21
8	Italy	21
9	Australia	19
10	Netherlands	13



Resources for Students

- *EducationUSA Advising Libraries*
 - Moscow
 - 8 Other Russian Cities
 - <http://www.useic.ru/moscow.html>
- *Resources in Russian*
 - Overview of US Education System
 - Costs and Financing
 - ACT, SAT, GRE, TOEFL and GMAT

http://www.educationusa.info/5_steps_to_study



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Resources for Students



The screenshot shows the homepage of the EducationUSA Russia website. At the top, a blue banner reads "Все об образовании в США и о наших центрах EducationUSA в России." Below this is a navigation bar with links: "О нас", "Образование в США", "Подготовка к отъезду", and "EducationUSA Russia". The main content area features a large, colorful world map with the EducationUSA logo (a blue star with a red and white flame) to its left. To the right of the map, it says "Your Official Source on U.S. Higher Education". Below the map, a red banner announces a "Выставка американских университетов" (Exhibition of American Universities) in Yekaterinburg, Novosibirsk, and Vladivostok on February 15, 17, and 19, 2016. The text describes the exhibition as an opportunity for students to learn about U.S. higher education and university life. A link is provided for registration: <https://educationusa-russia.timepad.ru>. Below this, a "Новости" (News) section mentions the latest news from EducationUSA and U.S. universities, as well as the opening of a new center in Moscow. On the right side of the page, there is a "Tweets" section showing three tweets from @EdUSARussia, including one about campus inclusion initiatives and another about the Catholic Scholars scholarship.

<http://www.educationusarussia.org>



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Funding Opportunities



МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ



The Republic of Tatarstan Higher Education Fellowship "Algarysh"

<http://moscow.usembassy.gov/exchanges.html>



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Student Visas

- We want Russian students
- It is a myth that we are denying more student visas
- Interviews will be in English
 - ***Be prepared to talk about yourself and why you want to study in the U.S.***



Visa Resources

- Embassy Moscow's Website
 - <http://russian.moscow.usembassy.gov>
- Online Appointment and Visa Info Website
 - www.ustraveldocs.com/ru
- SEVIS information
 - www.FMJFee.com
 - www.ice.gov/sevis



U.S. Foreign Commercial Service

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