



## Using Technology in Advising: Best Practices from EducationUSA Advising Centers Around the World

DVC with U.S. colleges, online chat or virtual fair event, EducationUSA internet workshop on using the Internet for U.S. study research

**-Rohayma Rateb, AMIDEAST Egypt, Alexandria**

We have what we call “e” advising where we utilize e-mail to reach students in various parts of the kingdom. A whole set of documents are mailed to students who cannot come in due to distance. Extensive Digital Video Conferencing takes place, bringing the university to the student.

**-Jordan Zohre “Z” Allawzi, AMIDEAST, Morocco**

Bulk Short Message Service (SMS): The SMS service is used by educational advisers to send out invitations to/reminders of upcoming chat events/advising sessions.

**-Rasha Zalzala, AMIDEAST, KUWAIT**

A lot of advising is done by email, especially for students who live in the more remote areas of the consular district. Information on Scholarships provided by the REAC is further relayed to the high school counselors’ network electronically. We have DVC equipment to conduct useful DVC’s with experts in the U.S.

**-Lubna Shah Anwar, Lahore, Pakistan**

Not as much as I would like to because my institution restricts access to messenger and Skype, which would certainly help me reach out for more advisees.

**-Areta Ulhana Galat, Curitiba –Paraná, Brasil**

We have a weekly circular to distribute information via internet. It gets sent out to almost 800 subscribers, plus all national universities.

**-Zaneta Savickiene Vilnius Educational Information Center, Lithuania**

Email Message Inquiries: Students gain access to the Educational Adviser via email, where they get to inquire about specific topics regarding study in the U.S. The use of email in advising is a tremendous way to complement face-to-face advising.

Bulk Email Messages: Periodic messages are sent out by the educational adviser to inform students of upcoming chat events, DVC occurrences, special advising sessions/orientations, etc.

Chat Sessions: The chats allow students to meet with AMIDEAST Educational Advisers (and sometimes other special guests – eg. University representatives) to discuss particular topics related to U.S. study.

Videoconference: Direct Video Conference (DCV) with universities are periodically held by AMIDEAST, where students pursuing their studies at the participating universities are invited to attend. During the DVC, university representatives inform students on courses offered, the application process and other issues of importance to students.

CD-ROM/DVD/VCR: Special sessions are held at AMIDEAST where videos/presentations of different universities are played for interested students. Such videos/presentations feature an informative session about the university programs and many have a virtual tour of the institution's campus.

Telephone: The phone is a technical device that educational advisors at AMIDEAST use significantly to help advise students at a distance, affording advisors and students the advantages of direct interaction, without the demand of physical presence.

We have a pair of computers with access to Internet that advisees can use freely. I also use a PC to make my PowerPoint presentations and to keep the files regarding the center. I also surf the net and see what the latest news in our field are. I use a projector for PowerPoint presentations. We also have available the system for a video conference.

**–Angel Pacheco, Educational Advisor, BNC, Cusco**

- Advising through emails as a response to the numerous requests for information.
- Sending of educational documentation and handout by email
- Video conferencing with universities
- Maintenance of a student database for regular contact (invitation to special sessions)

**–Fouzia Elazhari, AMIDEAST**

I use online chats to provide general information and also hold Pre-departure Orientation Chats with Colombian students currently in the U.S.

**–Martha Roman, BNC Armenia, Columbia**

Our advising center is run through a very adaptable and flexible data base. Our development of the data base has reduced our work manifold. Whether we need statistics on students or regions or subject areas, we gave it all just one click away. As head of the advising here it also helps me manage the work of all our advisors as I can look up any students form and see what each advising session with a particular advisor entailed.

**–Zarene Rashid Malik, United States Educational Foundation in Pakistan**

Not as much as I would like to. I use it primarily for Internet. The idea is for the Center to have a Portal and then to investigate the possibilities of doing on line advising. Also, we are supposed to obtain the equipment for video Conferencing in the very near future.

**–Ruby Lee Cochran-Simms, Rosario, Argentina**

I use technology mainly to advise students who contact my office through e-mail and to look for information about U.S. universities through Web Sites.

**–Olga-Lucía Sánchez Gil, Fulbright, Colombia**

We recently worked on revising and editing our students' email list. We used this part of technology to assist, notify and keep our students/advising visitors up to date with all our monthly news, events, services, activities, workshops and scholarship/fellowships opportunities, which our EducationUSA advising center is providing. Our Educational Adviser collects the emails of all the students who attended the in-house advising sessions, outreach activities, fairs and also those who applied for DOS scholarship programs but were not selected (such as Fulbright, YES, our own SSF). The feedback from students was great! Our EducationUSA advising center had many positive comments "please keep sending us your emails!" Other feedback from the AMIDEAST/HQ online EducationUSA advising survey was also encouraging.

We have also used e-chat advising in the past. It was very helpful for our students especially the ones that live outside Beirut. We would like to see more of those happening. We also hope that the connection will work better this fiscal year. These would be much more successful, though, if we can announce them several months in advance and take advantage of our free advertising methods (instead of last minute opportunities and then we can't reach kids because there's no advertising budget to do so.) Ideally, a schedule with three months of chats set in advance would be the best. We will be soon having video conferencing/DVC.

**–Hanadi Zeidan, AMIDEAST, Lebanon**