



**2005 MCAC Regional EducationUSA
Advising Conference**

*“Shaping the Future of Educational Advising:
Innovation & Excellence”*

February 8 - 11, 2005

Cuernavaca, Mexico

Welcome to the

2005 Regional EducationUSA Advising Conference for Mexico, Central America and the Caribbean

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It is with great pleasure that I welcome all of you to the Regional Educational Advising Conference in Cuernavaca, Mexico. This conference brings together over 35 EducationUSA Advisers, representing over 20 countries throughout Central America and the Caribbean, for an intensive week-long training designed to strengthen the MCAC regional advising team and enhance the quality and portfolio of services provided to prospective international students and the U.S. higher educational community. Through the theme for the conference, *Shaping the Future of Educational Advising: Innovation & Excellence*, we have carefully selected sessions that not only meet our advisers' professional development needs, but also introduce the international education community to the opportunities that can ensure that the U.S. continues to be the premier destination for higher education.

With over 35 presentations and workshops, this event will present us with excellent opportunities to engage in a variety of advising-related discussions. We will discuss strategies on how to better promote U.S. higher education by collaborating with U.S. colleges and universities; build more effective and efficient advising centers; and strengthen our ties between advising centers, U.S. government and non-government agencies, and the U.S. higher education community. We have designed the conference according to a series of general topics related to our conference theme which include Center Management, Advising Tools, Communications and Networking, Updates and Policies, Cost-defrayment Activities, and Professional Development.

Please be reminded that all the presentations offered throughout this conference will be made available to you after the conference on the regional website (www.iie.org/reac). Your thoughts on the individual sessions and general conference activities are important to the success of future advising-related events, and you are encouraged to offer your suggestions and comments on the evaluation forms included in this packet.

I sincerely hope that you find the information presented in the sessions throughout this conference insightful and helpful. I encourage you to engage in constructive discussion throughout the week so as to identify opportunities to implement new programs and strengthen existing activities. Please utilize this time to network among each other and engage in conversation that will facilitate identifying innovative and excellent educational advising programs.

Welcome to Cuernavaca! I hope you enjoy your stay.

Regards, *Nichole*

Acknowledgements

I would like to sincerely thank all of the U.S. college, university and higher education representatives who will be contributing to this conference with their expertise and concerted effort to make this event a success. Your participation and interest in this conference demonstrate your recognition of the value of the EducationUSA Advisers and the impact of their daily efforts in international student mobility.

I would also like to express my appreciation to all the organizations that have so thoughtfully offered to sponsor events outside of the regular conference activities so that we may kick up our heels and enjoy this week. A special thanks to Peterson's, Educational Testing Services, and Johnson and Wales University for your generous support!

I would also like to thank our guests from the EducationUSA South America region who have graciously volunteered their time and energy to contribute to the conference sessions. You have clearly demonstrated your passion for your work through your expertise in and dedication to the field of educational advising and your interest in the development of the MCAC regional advising team.

I am also very grateful to the U.S. Department of State, the U.S. Embassies and Consulates throughout the region, and the advising center host institutions that have generously supported the travel costs for the Advisers to participate in this conference. This is an evident reflection of their commitment to educational advising.

This conference cannot begin without recognizing the extensive work and creativity of both Jean Frisbie, Senior Program Officer for the Educational Information and Resources Branch of the U.S. Department of State, and Casia Freitas, our exceptional intern at the Institute of International Education in Mexico City. Your patience with and dedication to the planning and details of this conference have truly amounted to its success! I sincerely thank you both.

I also owe my gratitude to the staff of the Institute of International Education, Office for Latin America, for their creative contributions and administrative support regarding conference planning and adviser travel.

And finally, I would like to express my gratitude to all the EducationUSA Advisers who work so diligently every day with prospective international students. Your dedication and interest in their needs and success ensure that they realize that the U.S. maintains open doors and eagerly welcomes international students to our campuses and communities. Keep up the excellent work!

Sincerely,

Nichole Johnson
Regional Educational Advising Coordinator
Mexico, Central America and the Caribbean

Sincere Appreciation to our Conference Sponsors and Participants



Educational & Cultural Affairs Bureau, U.S.
Department of State



Johnson & Wales University



Educational Testing Services

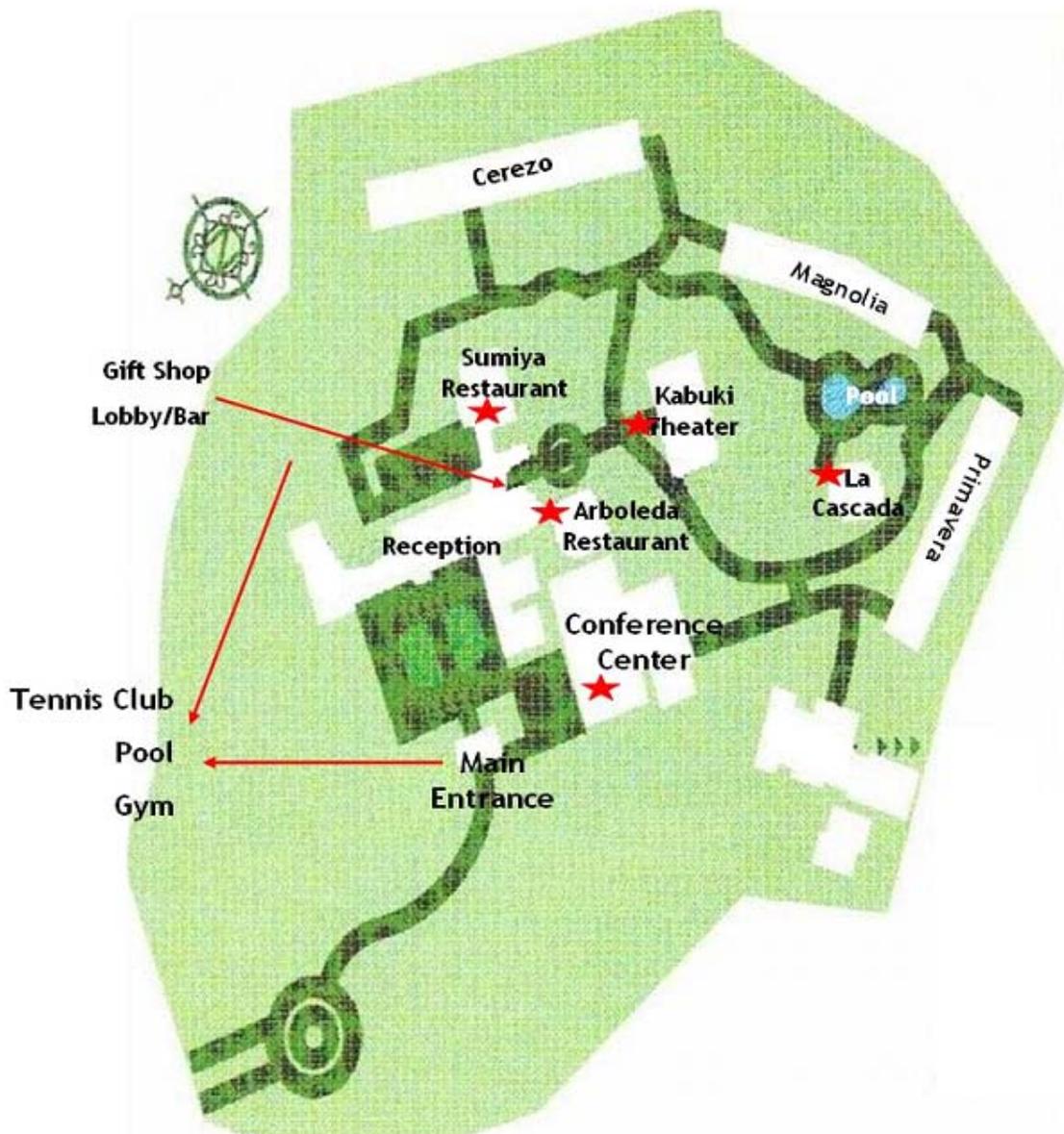
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- Universidad Autónoma de Benito Juárez de Oaxaca (Oaxaca, Mexico)

Participating Organizations

- American Association of Community Colleges
- College Board
- Peterson's
- Educational Testing Services
- Council of International Schools
- NAFA: Association of International Educators

Thank you also to all of our Raffle Donors.



Hotel, Restaurant, and Shop Hours

Restaurant <i>Sumiya</i> :	Wednesday - Saturday, 1:00pm to 12:00am; Sunday, 9:00am to 11:00pm
Restaurant <i>La Arboleda</i> :	7:00am to 11:00pm Daily
Restaurant <i>La Cascada</i> :	10:00am to 6:00pm Daily
Gift Shop/ <i>Tabaquería</i> :	Tuesday - Saturday, 8:00am to 10:00pm; Sunday & Monday, 10:00am to 6:00pm
Gym:	7:00am to 9:00pm Daily
Pool:	7:00am to 9:00pm Daily
Tennis Courts:	7:00am to 9:00pm Daily

Schedule-at-a-Glance

Tuesday, February 8th

Conference Opening

9:00	Opening Remarks	Johnson
9:15	Opening Remarks	Brown
9:30	Is the sky falling or not?	Adelman
10:00	Update from Washington	Frisbie, Greenblatt

10:30 *coffee break*

Center Management

10:45	Opening Activity	Johnson
11:15	Developing your Annual Plan	Arens
12:00	Planning Outreach Activities	Rodas, Carranza

1:00 *lunch*

2:15	Creating Communities	Perez, Perez
3:00	Hosting U.S. universities	Kice
3:45	<i>coffee break</i>	
4:15	Maintaining Center Statistics	Johnson
4:45	Best Practices Center Mgmt	Licorish, Barnes

5:45 *End of Day*

Wednesday, February 9th

Advising Tools

9:00	Opening & NAFSA Updates	Johnson, Newell
9:15	Hospitality & Culinary Studies	Graham
10:00	Keys to Success: Admissions	Kice
10:45	<i>coffee break</i>	
11:00	Selecting a University or IEP	Bergman- Lanier
11:45	MBA Admissions	Gravett
12:30	Fulbright Programs	Borja

1:00 *lunch (with sub-region)*

2:15	Establishing Dialog	Thewlis, Leyes
3:15	Advising for SEVIS	Chavez
4:00	<i>coffee break</i>	
4:15	Identifying Financial Aid	Arens
5:00	<i>End of Day</i>	

Thursday, February 10th

9-1: *College Fair*

University Representatives

Communications & Networking

9:00	Opening	
9:15	Advocacy & Negotiation	Arens
10:00	Collaborating with Consular	McKeown
10:30	<i>coffee break</i>	
10:45	Collaborating with Commerce	Sanchez
11:15	Building the Network	Johnson
12:15	Assisting Universities	Alfred, Smith

1:30 *lunch*

Updates & Policies

2:45	Update from Consular	McKeown
3:30	Update on EAC Certification	Johnson
4:00	<i>coffee break</i>	
4:45	Update from ETS (iBT testing)	Kelly
5:15	Advising for the New SAT	Blythe
6:00	<i>End of Day</i>	

Friday, February 11th

Cost-Defrayment Activities

9:00	Opening	Johnson
9:15	Models of Cost-Defrayment	Marconi
10:00	Selling Publications	Cestone
10:45	<i>coffee break</i>	
Specialized Workshops:		
11:00	Pre-Departure Orientations	Marconi
11:45	Writing your Personal Essay	Freitas
12:30	Organizing a College Fair	Radhika Gobin, Sonita O'Daniel

1:30 *lunch*

Professional Development

2:45	Technology in Advising	Roman
4:15	<i>coffee break</i>	
4:30	Professional Development	Blythe, Martinez, Chaves, Alfred
5:15	Conference Closing	Johnson, Frisbie
5:45	<i>End of Day</i>	

Conference Schedule

*All conference sessions will be held in the *Sala Orquideas*. (Please see hotel map for details).



Tuesday, February 8th, 2005

Conference Opening & Center Management

9:00	Opening Remarks	Nichole Johnson
9:15	Opening Remarks	Jeff Brown
9:30	Is the sky falling or not?	Dr. Alan Adelman
10:00	Update from Washington	Jean Frisbie & Julie Greenblatt
10:30	<i>coffee break (terrazza)</i>	
10:45	Conference Opening Activity	Nichole Johnson
11:15	Developing your Annual Plan	Rosemarie Arens
12:00	Planning Outreach Activities	Maritza Rodas & Marta Carranza
1:00	<i>lunch (Restaurant Sumiya)</i>	
2:15	Creating Communities: Advisee Communication	Silvia Pérez & Shany Pérez
3:00	Hosting U.S. universities	Amy Kice
3:45	<i>coffee break (terrazza)</i>	
4:15	Maintaining Center Statistics	Nichole Johnson
4:45	Best Practices in Center Mgmt	Cheryl Licorish & Eva Barnes
5:45	<i>End of Day</i>	

Conference Schedule



Wednesday, February 9th, 2005

Advising Tools

9:00	Opening & NAFSA Updates	Nichole Johnson, Leah Newell
9:15	Hospitality & Culinary Studies	Nicole Graham
10:00	Keys to Success: Admissions	Amy Kice
10:45	<i>coffee break (terraza)</i>	
11:00	Selecting a University or IEP	Vicki Bergman Lanier
11:45	MBA Admissions	Erika Gravett
12:30	Fulbright Programs	Dr. Arturo Borja
1:00	<i>lunch (with sub-region; La Cascada)</i>	
2:15	Establishing Dialog Between Admissions Officers and Advisers	Stephen Thewlis & Mark Leyes
3:15	Advising for SEVIS	Celia Chaves
4:00	<i>coffee break (terraza)</i>	
4:15	Identifying Financial Aid	Rosemarie Arens
5:00	<i>End of Day</i>	

Conference Schedule



Thursday, February 10th, 2005

*University Representatives: Mini-College Fair at Colegio Williams
Depart hotel at 9am, arrive at Colegio Williams at 9:30, fair from 10am
to 1pm, depart Colegio Williams at 1:15, arrive at hotel at 1:30.*

Communications & Networking

9:00	Opening	
9:15	Advocacy & Negotiation	Rosemarie Arens
10:00	Collaborating With Consular	Mike McKeown, Nichole Johnson
10:30	<i>coffee break (terraza)</i>	
10:45	Collaborating with Commerce	Martha Sánchez
11:15	Building the EducationUSA Network & Enhancing the MCAC Region	Nichole Johnson
12:15	Assisting Universities With Credentials	Earl Alfred, Camille Smith
1:30	<i>Lunch with Job Alike Groups (La Cascada)</i>	

Updates & Policies

2:45	Update From Consular	Mike McKeown
3:30	Update On EAC Certification	Nichole Johnson
4:00	<i>coffee break</i>	
4:45	Update From ETS (iBT testing)	Ed Kelly
5:15	Advising For the New SAT	Carol Blythe
6:00	<i>End of Day</i>	

Conference Schedule



Friday, February 11th, 2005

Cost-Defrayment Activities

9:00	Opening	Nichole Johnson
9:15	Successful Models of Cost-Defrayment	Rita Marconi
10:00	Selling Publications	Jeanne Cestone
10:45	<i>coffee break (terraza)</i>	
	Specialized Workshops:	
11:00	Pre-Departure Orientations	Rita Marconi
11:45	Writing Your Personal Essay Workshops	Casia Freitas
12:45	Organizing a College Fair	Radhika Gobin, Sonita O'Daniel
1:30	<i>lunch (La Cascada)</i>	
2:45	Promoting Community Colleges	Zepur Solakian

Professional Development

3:30	Technology in Advising	Martha Roman
4:15	<i>coffee break (terraza)</i>	
4:30	Adviser Professional Development	Carol Blythe, Micaela Martinez, Celia Chaves, Earl Alfred
5:15	Conference Closing	Nichole Johnson & Jean Frisbie
5:45	<i>End of Day</i>	

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Carmen Oliveras

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Presenters

> Dr. Alan Adelman

has served as Executive Director of the Institute of International Education Office for Latin America in Mexico City since 1987. He had planned to stay for two years, but well, one thing led to another, and he never left. His areas of specialization are sociology and international education. Before arriving in Mexico, he served as a Scholar-in-Residence for the Latin America Academic Exchange Branch of the United States Information Agency in Washington, D.C. Prior to that, he was on the faculty of the University of Pittsburgh's School of Education and associate director of Pittsburgh's Center for Latin American Studies. He completed his undergraduate studies at the UCLA film school and his graduate studies in rural sociology and international education at Michigan State University.

> Rosemarie Arens

has been the Regional Educational Advising Coordinator for South America since 1994. She serves as the chief resource for 60 U.S. Department of State affiliated educational advising centers in 10 countries in South America. She facilitates professional development for educational advisers through in-country and regional training workshops and also functions as the liaison between educational advising centers and U.S. colleges and universities, OSEAS, NAFSA, and other U.S. based organizations involved in educational exchange.

> Dr. Vicki Bergman Lanier

Currently the Director of Spring International Center at the University of Arkansas, Vicki Bergman Lanier has been working with international students, teachers and OSEAS advisors for over 25 years. Merging her knowledge and professional experience, she creates dynamic learning experiences in all of her workshops. Teaching and travel are the loves of her life.

> Carol Blythe

is Associate Director for International Education at the College Board and Director of the USBT. She provides overseas educational advisers and counselors with College Board program information and support. From 1999-2002, she was an adviser and Head of the United States Education Information Center (USEIC), the student-advising center in Singapore.

> Dr. Arturo Borja

Since December 2001, Dr. Borja has been the Executive Director of the U.S.-Mexico Commission for Educational and Cultural Exchange (COMEXUS). He developed his academic career at the Centro de Investigación y Docencia Económicas (CIDE), where he was the Director of The Division of International Studies and the Academic and Administrative Dean. From 1995 to 2001 Professor Borja developed a program of international student mobility for CIDE. He has been a visiting professor at the Center for U.S.-Mexico Studies University of California at San Diego, Duke University, the University of Montreal, The University of Alberta and the University of Linköping, Sweden. He is a specialist in regional integration issues with a focus on North America. His research and teaching areas include International comparative political economy and International Relations Theory. Dr. Borja has published numerous articles in Mexican and international journals and magazines. He is the author of "*El Estado y el Desarrollo Industrial: La política Mexicana de Comercio en una Perspectiva Comparada*", and the editor of "*Regionalismo y Poder en América: los límites del Neorrealismo*" and "*Para Evaluar al TLCAN.*" Dr. Borja got his undergraduate degree in international relations from the National Autonomous University of Mexico, and he holds a Master's and Ph.D. from Duke University.

› **Jeff Brown**

Minister Counselor for Press and Cultural Affairs. Jefferson Brown joined the Foreign Service in 1985 and is a member of the Senior Foreign Service. He has served as Press Officer in Paraguay, El Salvador and Portugal, and as the U.S. Cultural Attaché in Brazil. In Washington, he served from 1995-97 as Executive Assistant to the Counselor of the U.S. Information Agency, the ranking career officer responsible for USG public diplomacy operations. Immediately prior to arriving at the Foreign Press Center in July of 2000, he was a senior advisor in the State Department's Office of Policy Planning working on democracy issues. He was born in Boston, raised in New Jersey, and received a BA in Modern European History from the University of Chicago.

› **Jeanne Cestone**

began working for Thomson Peterson's in 1995 as an editor for Peterson's annual Graduate Guide set and began working with the international advisers in May of 2004. She has a B.A. in Postsecondary English Education from The College of New Jersey and is currently pursuing an M.B.A. from Rutgers University

› **Marjorie Coffin**

became Cultural Affairs Officer of the U.S. Embassy in Mexico in August 2002. A member of the Foreign Service with the Department of State and the former U.S. Information Agency (USIA) since 1984, she has served as Public Affairs Officer in El Salvador; USIA desk officer for Cuba, Mexico and Panama; Branch Public Affairs Officer in Guadalajara, Mexico; and Assistant Cultural Affairs Officer in Ankara, Turkey, and Madrid, Spain. Originally from El Paso, Texas, Ms. Coffin holds a B.A. from the American University in Washington, D.C., and has sung in both amateur and professional choruses in the countries where she has lived.

› **Casia Freitas**

has been an advising intern at the Institute of International Education, Office for Latin America since September 2004, where she has had the privilege of working closely with Nichole Johnson to plan the 2005 MCAC Regional Advising Conference. She received her B.A. (magna cum laude) from Lewis & Clark College with a double major in International Affairs and Hispanic Studies and an additional concentration in psychology. During her undergraduate studies, Casia spent a semester in Valparaíso, Chile. She plans to pursue a master's degree in international education this coming fall. Casia is a native of northern California and loves to travel.

› **Jean Frisbie**

Senior Program Officer for the Mexico, Central America, the Caribbean (MCAC) and South America Hemisphere, joined ECA's Educational Information and Resources Branch of the Global Education Office in September 2001. She has spent a large portion of her adult life overseas, beginning with the Peace Corps/Lesotho in southern Africa. Her most recent international experience was in Santiago, Chile where she worked as the educational adviser for the Instituto Chileno-Norteamericano from 1996 - 1999. In the early 90's, she administered the Ford and MacArthur Foundations' postgraduate social sciences scholarship at the Institute of International Education in Mexico City. Before joining Department of State in 2001, Jean handled testing and resources for AMIDEAST field offices through their headquarters in Washington D.C. Jean has an undergraduate degree in German and English from Tufts University and studied in Tuebingen, Germany her junior year. She has an unfinished Masters degree and half of a doctorate, earned by ghostwriting the thesis.

› **Nicole Graham**

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has been an Admissions Officer at JWU's North Miami Campus since 1997. She has been working with International Students since 1999. Originally from Southern New Jersey, Nicole loves South Florida and can't imagine ever moving back! She works at the North Miami campus as the International Admissions Officer as well as the International Credentials Evaluator. She is a JWU Alumni with an Associate's Degree in Travel and Tourism Management and a Bachelor's Degree in Hospitality Management.

› **Erika Gravett**

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is an Associate Director of Admissions at the Tuck School of Business at Dartmouth College. She is responsible for recruiting and admitting MBA students. She has a B.A. from Howard University, a J.D. from the University of Georgia School of Law, and an M.A. from Marymount University. Erika is an assistant adjunct professor at The University of Maryland University College and teaches undergraduate human resources courses.

› **Julie Greenblatt**

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occupied the position of PD Desk Officer for Mexico and Canada in October 2004. Prior to this, she served as Deputy Desk Officer for Brazil and the Southern Cone. Julie is currently part the CEP fellowship program (similar to PMI) and hopes to join the Foreign Service. Before joining WHA/PDA, Julie worked for the International Visitors Program in ECA, leading to her continued interest and support for educational/cultural exchange, particularly relating to the performing arts. Julie also worked briefly at Senator Chuck Schumer's New York office and translated documents for the Mexican Cultural Institute. Julie hails from New York and holds a BA (cum laude) in International Relations and Psychology from New York University, but completed most of her psychology courses at the Universidad Autónoma de Guadalajara. Julie is a former musical theater actress and speaks native-level Spanish and conversational Portuguese.

› **Nichole Johnson**

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Since February 2003, Nichole has held the position of Regional Educational Advising Coordinator (REAC) for Mexico, Central America and the Caribbean for Department of State, covering approximately fifty educational information centers. She is based at the Institute of International Education in Mexico City where she is also Coordinator for Educational Services.

› **Amy Kice**

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is presently the Senior Associate Director at Southern Methodist University (SMU). SMU is a private non-denominational university located in Dallas, Texas with approximately 11,000 students. She has worked in international admissions for almost four years. Prior to SMU, Amy worked in undergraduate admission and recruiting at the University of Oklahoma. Currently, she sits on the CIS, Latin America committee and will lead the university tour to Latin America Fall 2006. During college, Amy had the opportunity to live and study in both Spain and Mexico.

› **Mike McKeown**

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Originally from Texas, Mike grew up in Pecos, the second of five children. After what seemed like an eternity, he received a BBA in Management for Texas State University. Mike spent 16 years of professional life in food and beverage management including 11 years managing private clubs, prior to joining the Foreign Service, and living in a variety of places including New Orleans, North Carolina, Ohio, Mississippi and Korea. His wife, Kim, also a member of the Foreign Service, is currently serving in Port-au-Prince, Haiti, scheduled to return to Mexico City this summer. Their son, Mike, is a member of the US Army and is currently serving in Iraq with a detachment from the 3rd Armor Division. He is married and has a two-year old son. Their daughter, Michelle, recently married and is living and working in Vero Beach, Florida. After spending 8 months adjudicating non-immigrant visas, specializing in H-type work visas, in mid February, Mike will move to the Consular Management Office serving the Minister-Counselor for Consular Affairs in Mexico as the Management Aide.

› **Rita Moriconi**

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is the Country Coordinator for Educational Advising in Brazil. She has been in the educational advising field since 1992, and she is responsible for the coordination of a network of 21 advising offices that are part of the Fulbright Educational Advising Network. She is also the ADSEC-OSEAS Liaison Chair and Liaison for Latin America, a voluntary position within the OSEAS Leadership. Rita Moriconi's undergraduate education was in Language at the State University of Rio de Janeiro in Brazil and graduate education in American Literature at the University of Mississippi, where she held two TA positions in English and Modern Languages.

› **Martha Román**

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Martha Román holds a B.A. in Education, major Modern Languages of Universidad del Quindío of Armenia, Colombia. She has been the Educational Advisor at BNC ARMENIA since 1991. Her professional training in Advising includes the Fall 2001 U.S. Based Training Program, and the Pioneer Professional Advising Leadership, PAL Program in 2003. She was a presenter in the Quito Southamerican Regional Conference in September 2003 and at the the National NAFSA Confence held in Salt Lake City and Baltimore in 2003 and 2004 respectively. Martha has also participated in Campus Visits in the states of North Carolina, Indiana, California, and Iowa. At the moment, she is coordinating and implementing an On-line Advising Program in Colombia as part of the ETS Advising for the Future Award.

› **Martha Sánchez**

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is a Commercial Assistant for the Foreign Commercial Service in Mexico City. She promotes the export of U.S. goods and services to Mexico by providing business counseling, market research, and other USCS products and services to U.S. industry and host country business contacts; she also prepares reports on commercial activities, market conditions and export opportunities in assigned areas of responsibility (franchising, education/training services, advertising & audiovisual equipment). Martha has been working with US and Mexican educational institutions for about 4 years promoting US education among Mexican students and schools/colleges. She also provides organizational and logistical support for USA Pavilions at trade events and trade missions in assigned sectors.

› **Zepur Solakian**

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brings over 10 years of international training, career counseling, marketing, program and exchange experience to the American Association of Community Colleges. She began her work at California State University-Dominguez Hills as Director of International Marketing, International Research and Accreditation. Zepur has organized and implemented certificate programs with the partnership of many U.S. and international educational institutions. She has also organized many group or personalized fairs for U.S. institutions. Over the years has authored many articles on applying and studying in the U.S.; helped design workshops for NAFSA (Association of International Educators); organized and presented TOEFL, GMAT and SAT workshops internationally with top authors in the industry. Zepur has been a lifelong supporter of international and cross-cultural exchanges and speaks several languages. She has lived and worked through the USA, Canada, Middle East, and Europe, and has traveled extensively.

› **Stephen Thewlis**

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has worked in the field of international education for 35 years. His jobs have included instruction, teacher training and curriculum development for EFL and cross-cultural communication. He served as an overseas educational adviser in Indonesia and Sri Lanka.