



Your Official Source on U.S. Higher Education

Multinational Day: The USA



One Word: Diversity

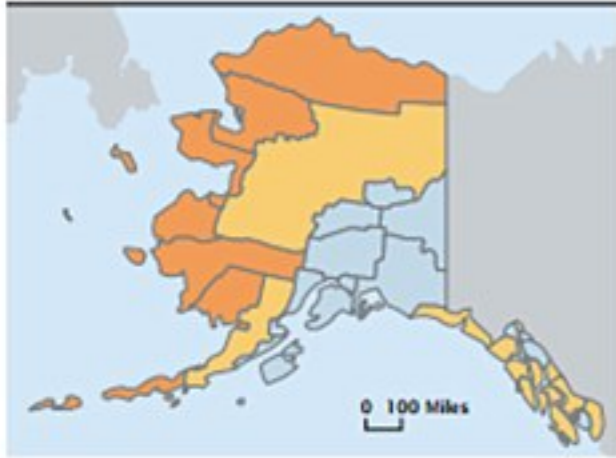
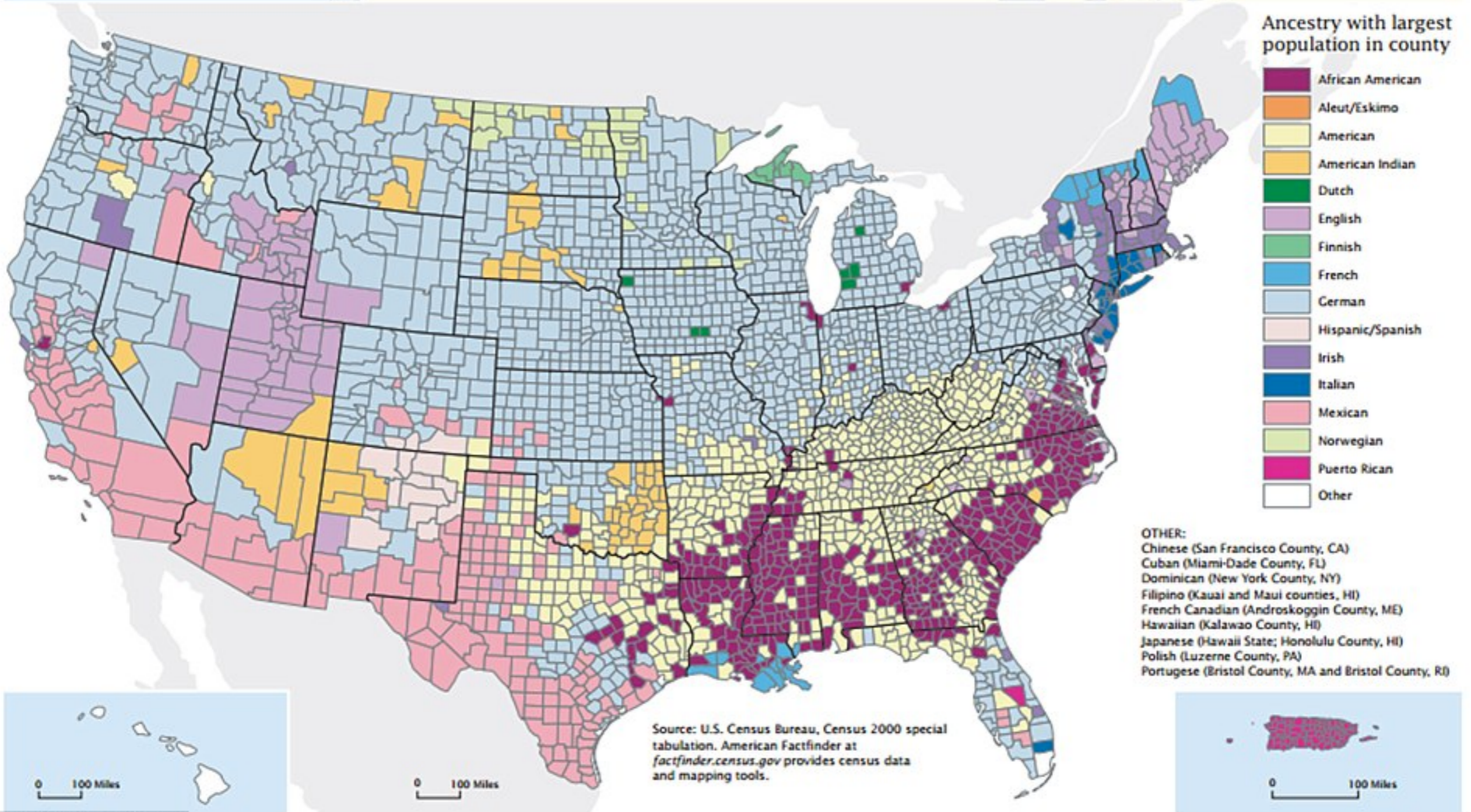


Figure 3.
Largest Ancestry: 2000

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/prod/cen2000/doc/sf3.pdf)



Ancestry with largest population in state
see categories below



Source: U.S. Census Bureau, Census 2000 special tabulation. American Factfinder at factfinder.census.gov provides census data and mapping tools.

Where We Live...

Unlike many developed countries, the U.S. keeps growing. We are also moving south and west. But compared with China or India, the nation is a vast prairie

Our families are getting smaller—with one vital exception. Compared with those of Europe and Japan, the U.S. population is younger and more colorful because of the continued arrival of immigrants and their higher-than-average birthrates. Of the 100 million Americans who will join us in the next 37 years, half will be immigrants or their children. In the next few decades, 97% of the world's population growth will occur in the developing world; the U.S. is the largest developed country in the world that is still growing at a healthy clip. That matters, strategically, economical-

Ala.; Possum Trot, Ky.; or Lonelyville, N.Y. But they are all probably close to someone's idea of paradise. —By Nancy Gibbs

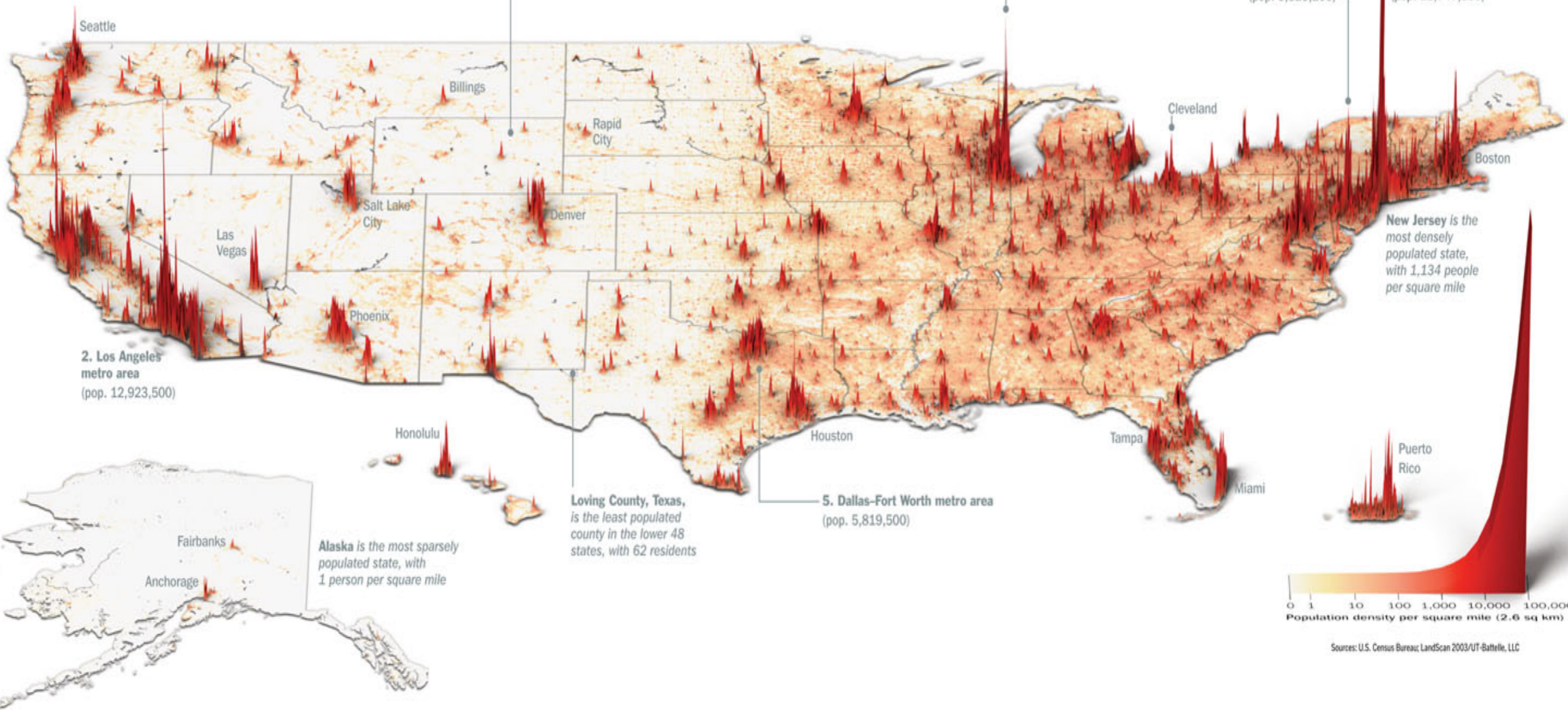
80% of the U.S. population lives in a metropolitan area
Populations of top five shown

The entire state of Wyoming (pop. 509,300) has fewer people than the Harrisburg, Pa., metro area

3. Chicago metro area (pop. 9,443,400)

4. Philadelphia metro area (pop. 5,823,200)

1. New York City metro area (pop. 18,747,300)



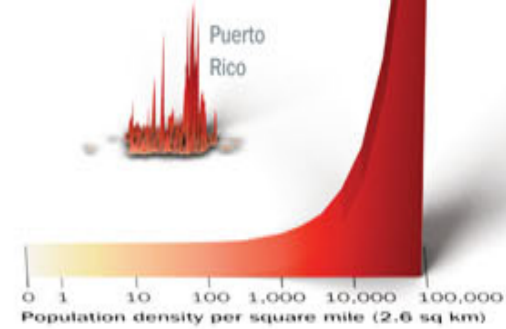
2. Los Angeles metro area (pop. 12,923,500)

New Jersey is the most densely populated state, with 1,134 people per square mile

Alaska is the most sparsely populated state, with 1 person per square mile

Loving County, Texas, is the least populated county in the lower 48 states, with 62 residents

5. Dallas-Fort Worth metro area (pop. 5,819,500)



Sources: U.S. Census Bureau LandScan 2003/UT-Battelle, LLC

Outline

- **Fast Facts about the U.S.**
- **What Makes an American?**
- **American Education System (- secondary and college)**
- **Is Schooling Popular? Alternatives.**

FAST FACTS about the U.S.

- 1 out of every 8 Americans have been employed by McDonald's at some point.

- In Montana, cows outnumber people 3 to 1.

- It is actually completely legal for underage kids to smoke cigarettes, but it is illegal for them to purchase them.

- 22 million chickens are consumed in the US every day.

- In more than half of all U.S. states, the highest paid public employee in the state is a football coach.

- The United States has **845** motor vehicles for every 1,000 people. Japan only has 593 for every 1,000 people and Germany only has 540 for every 1,000 people.

What Constitutes an American?

I asked my colleagues the question, “what makes an American?” Here are their answers:

“Risk takers get rewarded. Don’t ask, don’t get.”

“If you are willing to work, there is endless opportunity and Chipotle”

“Being an American means using the freedom and individuality that this nation is built upon to better ourselves and others, to create a diverse and inclusive society, and to push boundaries and never stop creating. ”

“Being American means I can shove cookie dough into brownies and call it slutty brownies.”

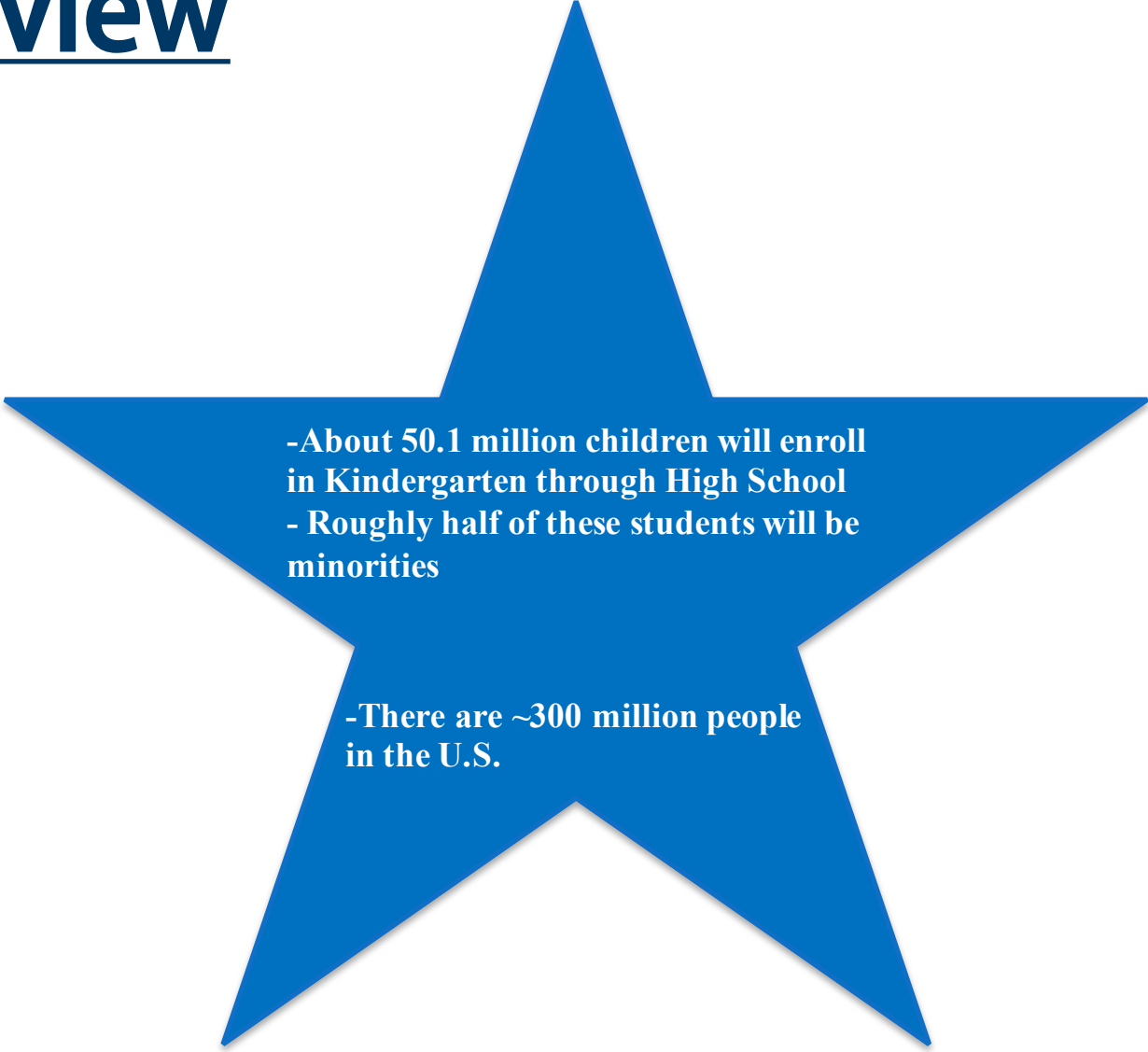
- “
- PB & J
 - Dennys
 - IHOP
 - Pancakes
 - Pop tarts
 - Double down from KFC
 - Big Gulps
 - Atkins Diet “



Let Us Talk Education

Education System Overview

- **Kindergarten (5 or 6 years old)**
- **Elementary School (6-10 years old)**
- **Middle School (10-13 years old)**
- **High School (14-18 years old)**
- **Undergraduate (18-22 years old)**
- **Masters (varies)**
- **PhD (REALLY varies)**

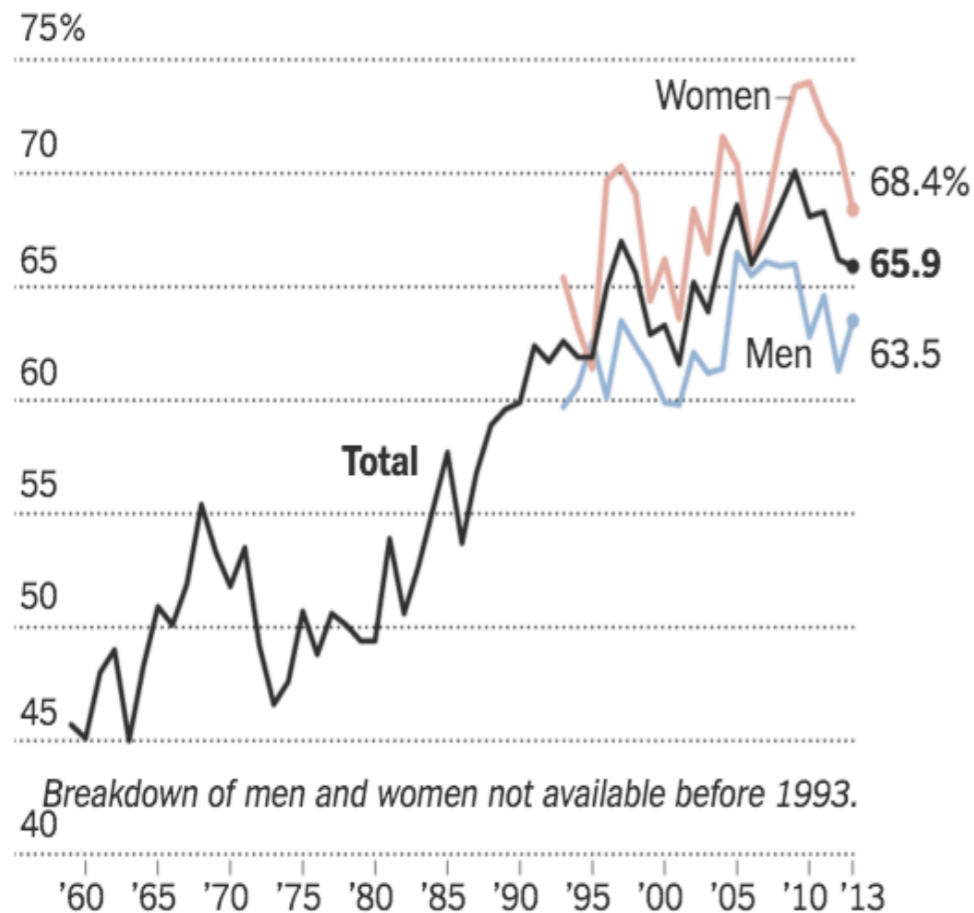


-About 50.1 million children will enroll in Kindergarten through High School
- Roughly half of these students will be minorities

-There are ~300 million people in the U.S.

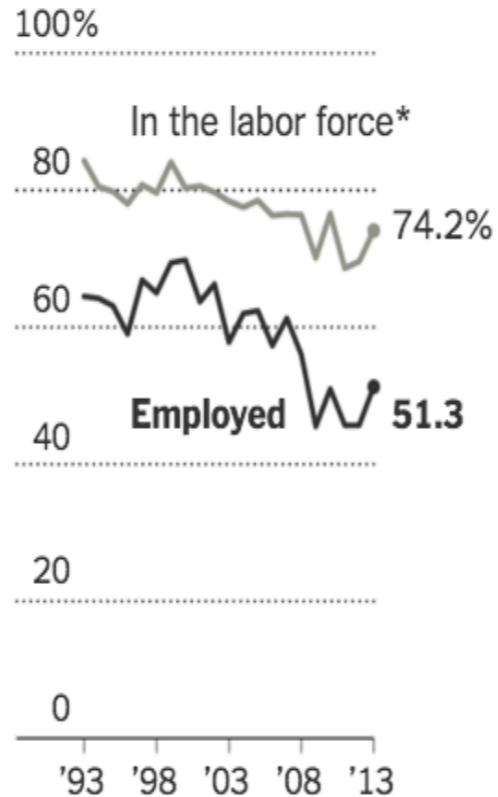
How Many People Go to College?

Percentage of new high school graduates enrolling in college

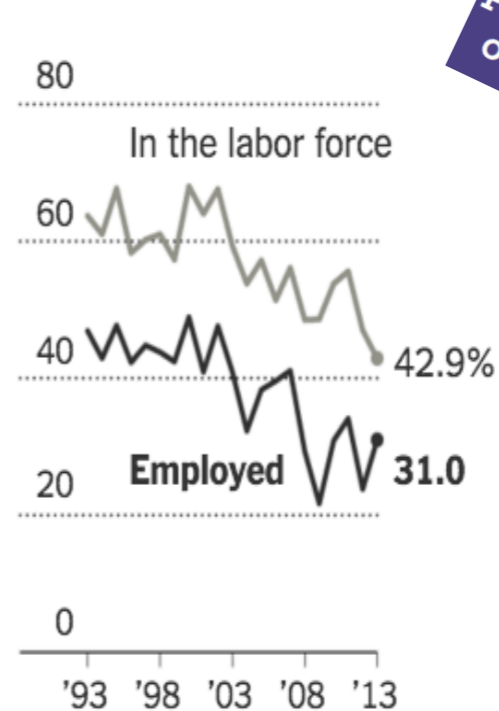


Employment status in October of the year following high school:

OF HIGH SCHOOL GRADUATES WHO DID NOT ATTEND COLLEGE



OF PERSONS WHO DROPPED OUT OF HIGH SCHOOL IN THE PREVIOUS YEAR



Profile of College Students
 Typical undergraduates are no longer 18-year-olds straight out of high school.

74%
 Post-traditional learners* on U.S. campuses today

*The labor force includes both those with jobs and those looking for jobs.

Source: Bureau of Labor Statistics

The Cost of Education

- **Remember, in the U.S. Private Universities are historically the most competitive institutions to apply to.**
- **Average Price of Public University: \$15,000 (room and board)**
- **Average Price of Private University: \$40,000 (room and board)**

Application Process Overview

- Letters of Recommendation
- GRE/GMAT/LSAT/MCAT Test Scores
- Statement of Purpose
- Research Proposal (maybe)
- Transcript
- Resumé/CV



Most Popular Fields of Study?

Undergraduate:

1. **Business Administration**
2. **Social Sciences and History**
3. **Health Professions and Related Fields (ex. Nursing & Biology)**
4. **Psychology**
5. **Education**

Masters:

1. **Business**
2. **Education**

Most Popular Fields of Study?

PhD:

1. Health Professions and Related Programs
2. Legal Professions and Studies
3. Education
4. Engineering
5. Biological and Biomedical Sciences

So you have a college degree. Now what?

What are the most popular professions among recent grads?



- Education ● Sales ● Operations ● Research
- Engineering ● Healthcare Services
- Media and Communications ● Community and Social Services
- Administrative ● Arts and Design/Finance/IT

Data from dates attended 2010-2015 (Source: LinkedIn)

What About Working Abroad?

EXHIBIT 3 | Willingness to Work Abroad, by Country

Percentage of participants from each country who are already living abroad or are willing to move to a foreign country for work

Global average = 63.8%



Source: 2014 BCG/The Network proprietary web survey and analysis.

Note: Total sample size was 203,756; listed are the countries from which there were more than 100 responses.

More About International Students in the US

- The number of foreign students on F-1 visas in U.S. colleges and universities grew dramatically from **110,000** in 2001 to **524,000** in 2012.
- Foreign students are concentrated in U.S. metropolitan areas.
- Most foreign students come from large fast-growing cities in emerging markets.
- Foreign students disproportionately study STEM and business fields.
- Forty-five (45) percent of foreign student graduates extend their visas to work in the same metropolitan area as their college or university.
 - Top 3: China, India & South Korea

What is Popular for Internationals?

Bachelor's Programs

FIELD	2008	2009	2010	2011	2012	FIVE YEAR TOTAL	CAGR	AAC	STDEV
Bus. Admin. & Mgt., Gen.	5,666	5,356	5,555	6,337	7,274	30,188	6.4%	402.0	494.7
Economics, General	2,426	2,605	2,996	3,742	4,182	15,951	14.6%	439.0	202.6
Finance, General	1,810	2,151	2,416	2,831	3,581	12,789	18.6%	442.8	185.1
Accounting	2,165	2,165	2,474	2,723	3,185	12,712	10.1%	255.0	166.5
Psychology, General	1,494	1,687	1,752	1,742	2,095	8,770	8.8%	150.3	137.7
Biology/Biological Sciences, General	1,403	1,480	1,501	1,672	1,694	7,750	4.8%	72.8	61.1
Business/Commerce, General	1,314	1,382	1,481	1,624	1,648	6,562	5.8%	83.5	43.5
Electrical/Electronics Engr.	1,237	1,165	1,154	1,389	1,617	6,562	6.9%	95.0	138.2
Marketing/Marketing Management, General	1,214	1,107	1,150	1,147	1,287	5,905	1.5%	18.3	88.8
Registered Nursing/Registered Nurse	971	1,173	1,173	1,220	1,266	5,803	6.9%	73.8	76.4
Total	19,700	20,271	21,652	24,427	27,829	113,879	9.0%	2,032.3	1,116.6

<http://www.hanoverresearch.com/media/Popular-Programs-for-International-Students.pdf>

What is Popular for Internationals?

Master's Programs

FIELD	2008	2009	2010	2011	2012	FIVE YEAR TOTAL	CAGR	AAC	STDEV
Bus. Admin. & Mgt., Gen.	12,741	14,051	13,903	13,964	13,475	68,134	1.4%	183.5	679.4
Electrical/Electronics Engr.	4,969	5,884	5,594	5,968	5,933	28,348	4.5%	241	455.5
Computer Science	2,798	3,255	3,070	3,404	3,779	16,306	7.8%	245.3	252.3
Computer & Info. Sciences, Gen.	2,704	2,806	2,575	2,947	2,753	13,785	0.4%	12.3	244.5
Finance, Gen.	1,399	1,696	1,877	2,436	2,754	10,162	18.5%	338.8	137.4
Accounting	1,378	1,626	1,784	2,197	2,564	9,549	16.8%	296.5	100.1
Mechanical Engineering	1,562	1,775	1,767	2,180	2,114	9,398	7.9%	138	189.9
Business/Commerce, Gen.	1,554	1,763	1,696	1,763	1,839	8,615	4.3%	71.3	97.6
Economics, Gen.	1,209	1,211	1,214	1,230	1,348	6,212	2.8%	34.8	48.4
Industrial Engineering	1,004	1,222	1,146	1,282	1,231	5,885	5.2%	56.8	124
Total	31,318	35,289	34,626	37,371	37,790	176,394	4.8%	1,618.0	1,833.5

<http://www.hanoverresearch.com/media/Popular-Programs-for-International-Students.pdf>

QUESTIONS?

If you have any further questions, please
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