

STUDY USA APPLICATION GUIDANCE DOCUMENT 2027-2028

The Study USA Application contains seven sections with section four containing the assessment part of the application.

- Please use this guidance document to prepare answers and information you will need to support your application.
- You do not need to complete the application in one sitting; you can save it and return to it.
- When you submit it, you will see an on-screen message confirming it has been successfully submitted.

British Council policy on the use of AI in application forms

A key part of the Study USA application form is a personal statement which you are required to submit. The personal statement is made up of six questions.

The personal statement is exactly that; **personal**. It should describe your ambitions, skills and the experiences that make you suitable Study USA in your own words. A lot of students find that writing helps to confirm that they are applying for the right programme.

AI cannot capture your unique voice and will lack authenticity, depth, and individuality. The use of AI is easily identifiable and generates similar phrases, formatting and sentence structure. A bland AI-generated personal statement is not what Study USA is looking for!

Using artificial intelligence software to generate answers to Study USA's personal statement questions **is strictly prohibited**.

- Doing so is considered plagiarism and fraud.
- You must not use someone else's work or present content generated by AI tools like ChatGPT or similar tools as your own.
- Doing so violates Study USA's guidelines on plagiarism and fraud.
- Any application found to contain copied, AI-generated or fraudulent content will be disqualified.

You will be asked to confirm that you have not used artificial intelligence to generate any of your content in Section 5 of the online application form.

Application Section

Under 'Application Section', you will be asked to answer **six questions** which you may want to think about, prepare your answers in Word and copy and paste them into the online application form.

The six questions are as follows:

1. MOTIVATION (Maximum 200 words)

How will a place on Study USA benefit you personally, academically and in your future career?

2. CAMPUS LIFE (Maximum 200 words)

Study USA students are expected to play an active service role and make a positive contribution to college life and the local community. Outline any previous or current **volunteering experience and/or extracurricular activities** you have and how you plan to bring these skills and experience to your US campus and local community.

3. WORKLOAD & PRIORITISATION (Maximum 200 words)

The Study USA programme has a heavy academic workload. Provide examples of how you manage your time effectively to maintain high academic standards while balancing other aspects of university / college life.

4. LEADERSHIP (Maximum 200 words)

Describe a time when you demonstrated leadership in your school, local community, college / university or workplace. What actions did you take and what was the end result?

5. CHALLENGES AND RESILIENCE (Maximum 200 words)

What challenges do you anticipate whilst adapting to living and studying in the US? How will you prepare for and respond to them?

6. DIFFERENT PERSPECTIVES (Maximum 200 words)

Studying abroad involves encountering different cultures, values and perspectives. Describe a time when your views or assumptions were challenged by a different perspective. How did you respond, and what did you learn?

Application Tips

- Do your research.
- Back up your answers with clear evidence / examples.
- Highlight your unique strengths and demonstrate your passion for the programme.
- Demonstrate how participating in Study USA will support your future career pathway.
- Be organised and save all your application documents and submit your online application well in advance of the deadline to avoid any last-minute issues.