



International Students Attraction – is your university ready?

(things to keep in mind when you ask
a student to choose your university
instead of the next 10,000 in the
world)

University of KwaZulu-Natal 21th of July 2011



Self Presentation, Dario

- A career in university internationalization (St John's University, US; Politecnico di Milano, Italy; Vlerick Leuven Ghent Management School, Belgium)
- Educational consultant for various international educational governmental bodies (Malta, Mexico, Argentina)
- Currently responsible for the Internationalization of Italian Universities Chapter (SUM, MIP Politecnico di Milano)
- Business Development at QS (QS Consulting, University Internationalization; QS Intelligence Unit; Bespoke Projects)



STUDENTS QUESTIONS

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Which University is best for the degree/course I want to do?

How many...?

Which.....?

I have been accepted to five different universities, which one should I go to?

?

Which university produces a high amount of research?

Where...?

?

I want to study abroad, how accommodating is the university I would like to go to with its international students?

Which University has a good reputation with recruiters?

?

Which university has sports facilities?

?

Trusted.
Independent.
Global.



Some questions to start with:

- Which study cycle are you recruiting students from? High school? Bachelor? Master?
- Which countries are you recruiting from?
- What is your ultimate strength? What makes you different?
- What is the ultimate goal of your internationalization strategy? Recognition? Revenues?



Which study cycle are you recruiting students from?

It makes lots of difference, if you are interested in high school students, bachelors or masters.

Depending upon the students age, country/culture, welfare, you are requested to adjust your messages.

In some cases you're speaking to parents, in others you are speaking to students directly.

In the first case you may stress security, recognition, career. In the second case you should talk about services, international activities, fun.



Which countries are you recruiting from?

Certain things matter at certain latitudes, but are absolutely marginal in others.

Don't mind speaking about career advancement to Southern Europeans, but stress your great international ties and access to one of Africa's most vibrant economy or business sector.

Don't lose time speaking about your services when recruiting a Russian student, but stress your recognition and career perspectives



Different values





South African HE Internationalization

- 760,000 students in SA in 2007, 1.6% of population at 48.5M); 8.9% of SA have higher education (5% in the rest of Africa)
- 110,000 staff at public universities, about 40,000 are teaching staff
- 64% of all research output in Africa is in SA
- 23 public universities in SA, 103 private “higher education institutions” (small in size, only 3 offer PhDs, 1 with over 15,000 students)
- Funding: 13.3 billion, .65 of GDP (projected R20 billion, .75 of GDP in 2010/11); other African countries get over 2% of GDP in higher education; 40% of this comes from state subsidies, 28% from student fees
- 37% of students graduate from distance learning programs (figures declining)
- 6,600 SA went abroad to study, 53,000 came in (mostly Africans)
- About 8% of the students in SA are foreigners; that’s higher than the world’s average (but lower than in other Anglo-Saxon countries)

Source: Higher Education Monitor, Council on Higher Education, South Africa 2009



Important economic considerations

Trade (2009): Exports--\$71.9 billion; merchandise exports: minerals and metals, motor vehicles and parts, agricultural products.

Major markets--China, U.S., Japan, Germany, U.K., Sub-Saharan Africa. Imports--\$75.7 billion: machinery, transport equipment, chemicals, petroleum products, textiles, and scientific instruments. Major suppliers--China, Germany, U.S., Saudi Arabia, Japan.

GDP composition (2009): Agriculture and mining (primary sector)--7%; industry (secondary sector)--20%; services (tertiary sector)--73%. South Africa is one of the largest producers of platinum, manganese, gold, and chrome in the world; also significant coal production.

THESE ARE ALL FACTORS TO CONSIDER WHEN TARGETING YOUR NEXT INTERNATIONAL STUDENTS. DIALOGUE WITH THE RELEVANT INDUSTRIES



What is your ultimate strength?
What makes you different?

You may be just like the university next door; you may even be just like any other university in South Africa. Yet you may be completely different than the university system in the country you have targeted.

Find out which are the main pros and cons in the country you are recruiting in. What makes you different? Is that country already targeted by other SA universities? Is the message out already, or you're the first one introducing your university system?



internationalization strategy? Recognition? Revenues?

Your ultimate goal drives your strategy: if you're looking for international recognition and advancement in the rankings, spend money attracting students, don't make money recruiting them (e.g. settle generous scholarship funds, search for financial aid in the banking and industrial system, etc.).

If you're looking for a quick return on investment, target a couple of rich (or relatively rich) countries with inadequate university system and concentrate there your efforts, by amplifying your values (e.g. recruit in Turkey, Iran, Kazakhstan).



Do you speak the language? Do you know the place?

This is not (only) related to language skills in communication. It is mostly related to the jargon, the tools, the media students use to communicate in a definite country.

Only try to use people from the country you are recruiting in; professors from that country may be a valuable resource; but your current foreign students are your media experts.



QS Applicant Surveys 2010



TopMBA.com Survey

Respondents: 3,809

www.topuniversities.com/fileadmin/pdfs/WGST_applicant_survey_2010.pdf



Respondents: 3,079

www.topmba.com/fileadmin/pdfs/MBA_applicant_survey_2010.pdf



Factors in choice of Masters program

The institution's reputation in my chosen subject	55.27
The overall reputation of the institution	50.99
Graduates from the institution have good career and employment prospects	39.83
Funding is available for me to study a particular program	39.65
The location of the institution	27.45
Institution offers specific details within the program that I am seeking	21.51
The cost of the program compared to other institutions	15.89
The reputation of the department	11.34
The way the program is assessed	10.58
It was recommended to me	5.31
Other	1.4

Source: TopGradSchool.com Applicants Survey 2010



Preferred locations for Masters

Percentage

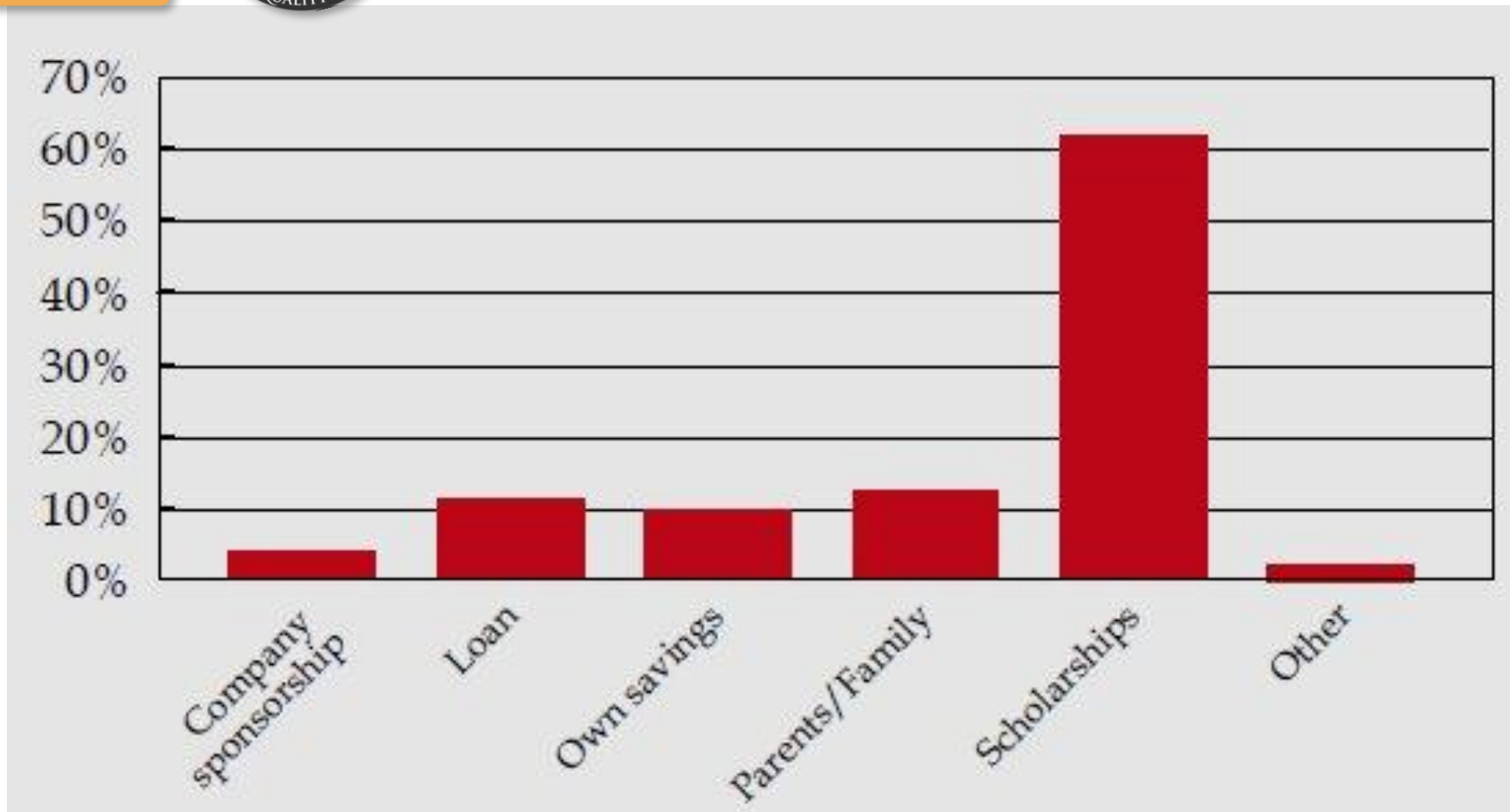
US	67
UK	61.4
Canada	32.4
Australia	31.8
France	21.04
Spain	18.49
Germany	17.42
Italy	14.65
Netherlands	14.4
Singapore	14.17

Percentage

Switzerland	13.33
Sweden	11.81
New Zealand	9.15
Belgium	8.23
Japan	8.08
Denmark	7.49
Finland	6.94
Ireland	6.53
Hong Kong	5.94
Norway	5.87



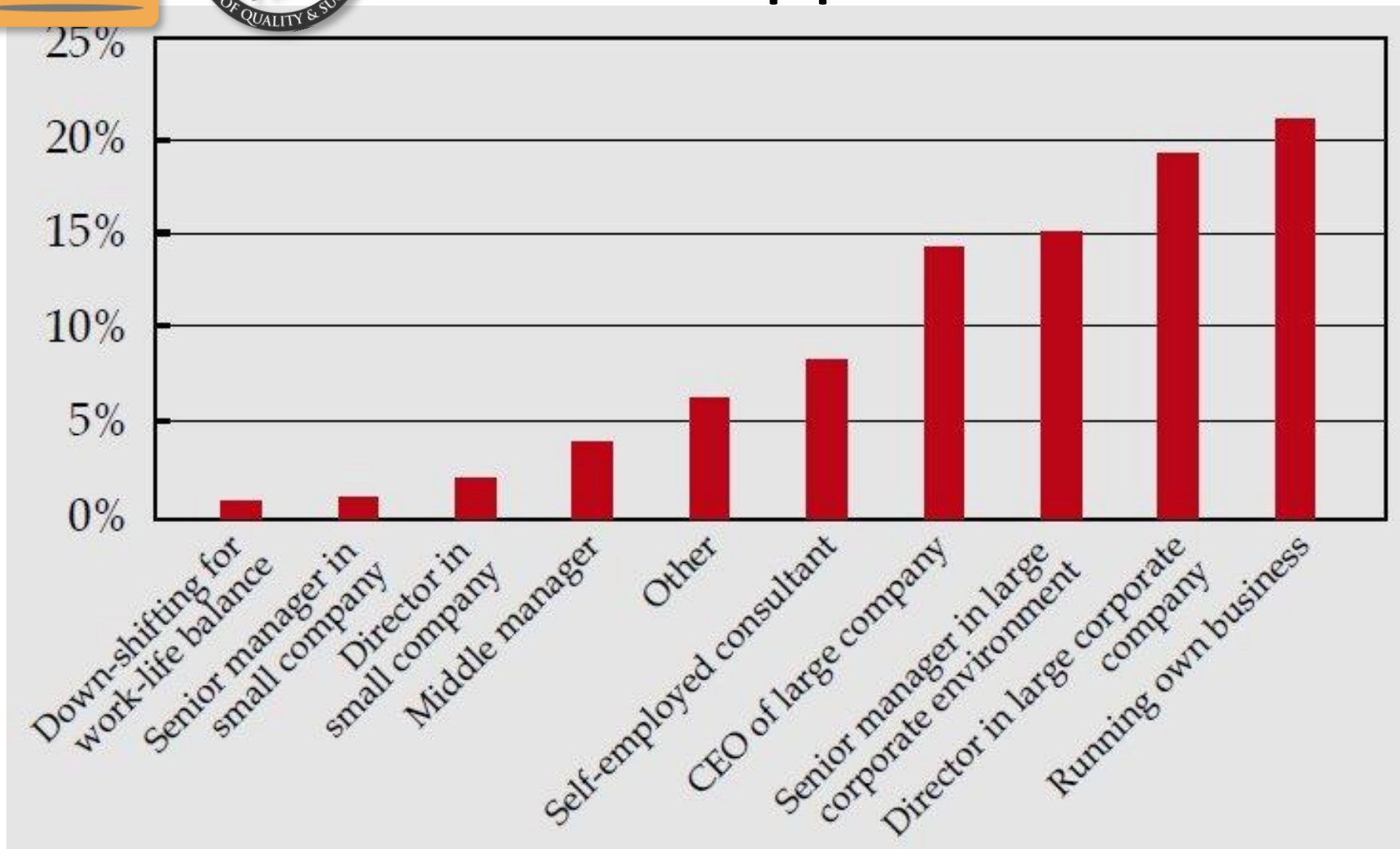
Financing Masters



Source: TopGradSchool.com Applicants Survey 2010



10 year plan – Masters applicants



Source: TopGradSchool.com Applicants Survey 2010



Thank you Much

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