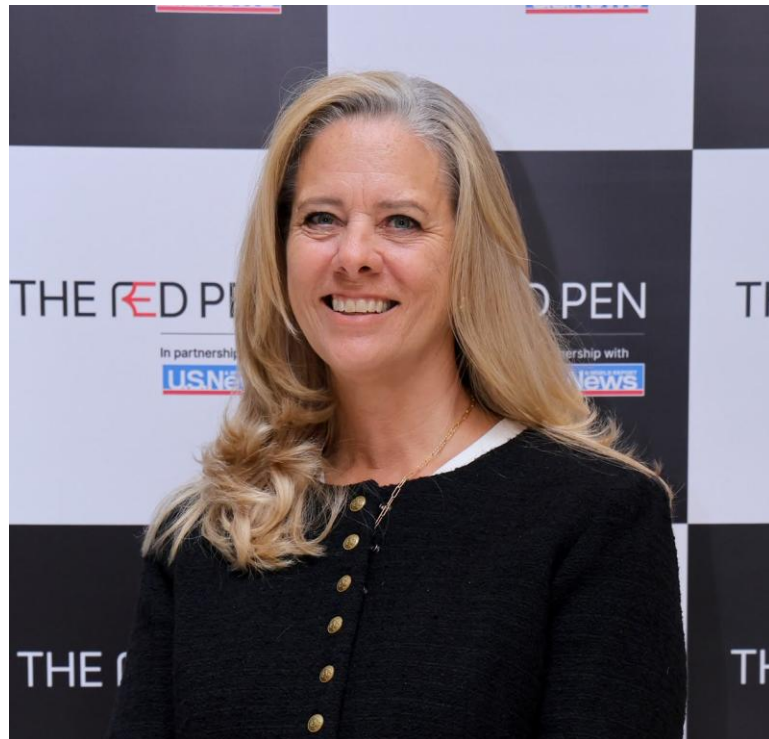


Understanding South Asia Students While Recruiting



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Our Panel



Kim Dixit
Co-Founder & CEO
The Red Pen



Priyanka Reddy
University Guidance Counselor
The Hyderabad Public School,
Begumpet



Carrie Udeshi
Careers & University Counselor
Dhirubhai Ambani International
School, Mumbai



Harriet Coutinho
International Admissions Officer
University of Connecticut



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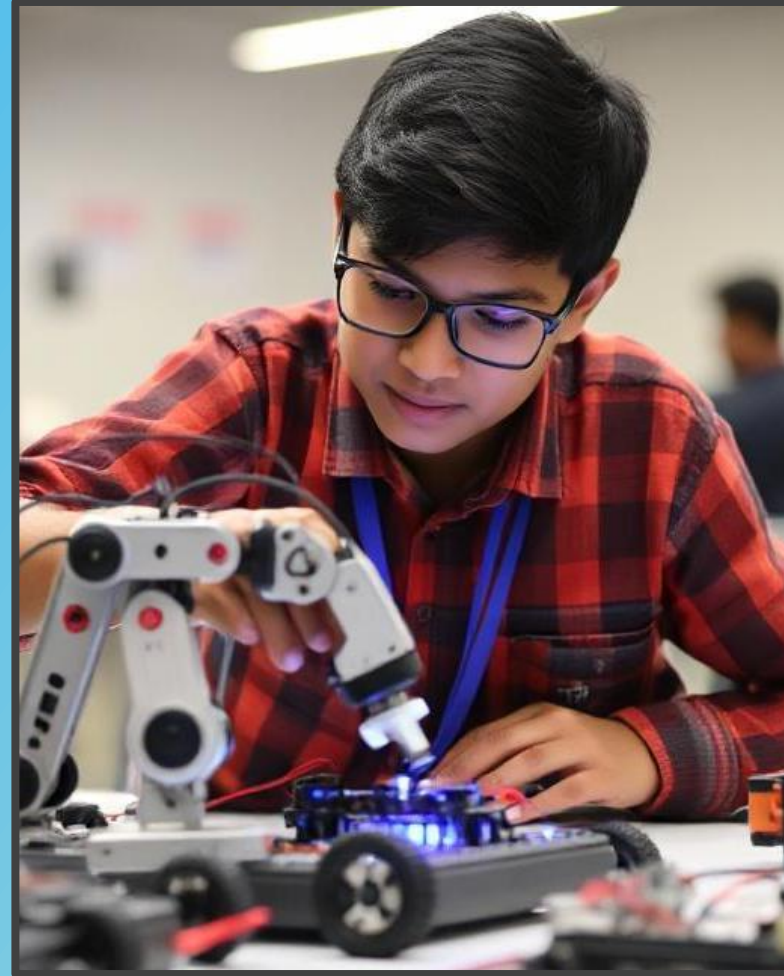
South Asia



Beyond the Application: Understanding Student Priorities



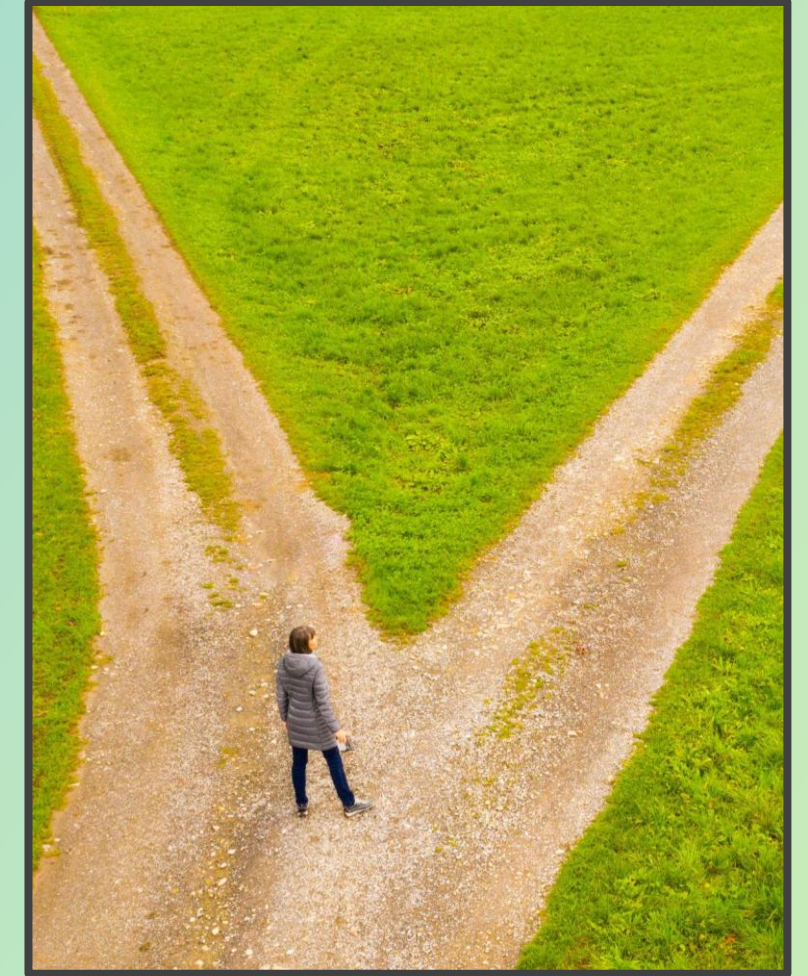
Aspirations



Motivations



Family/Societal Influences



Decision-making

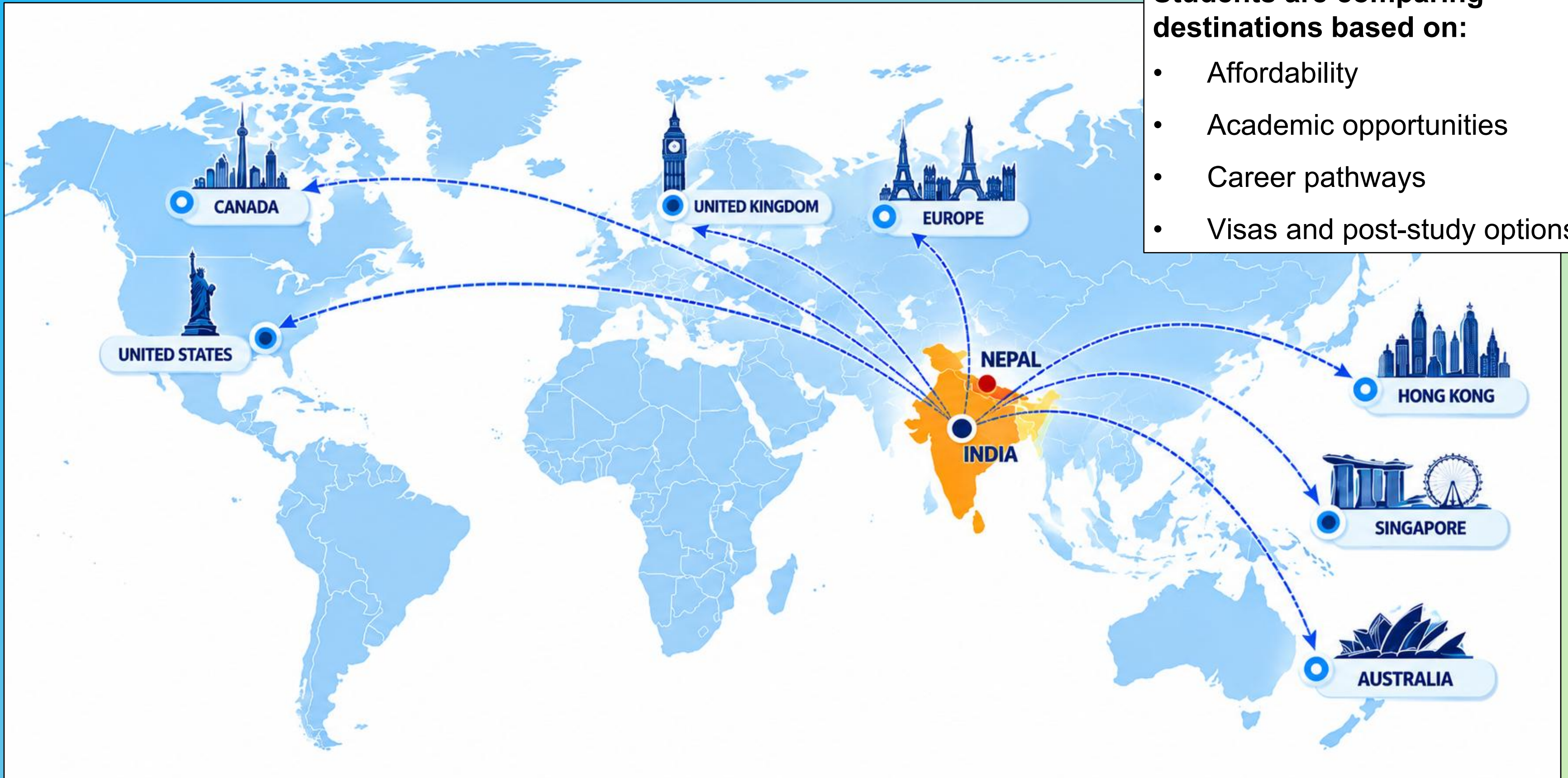


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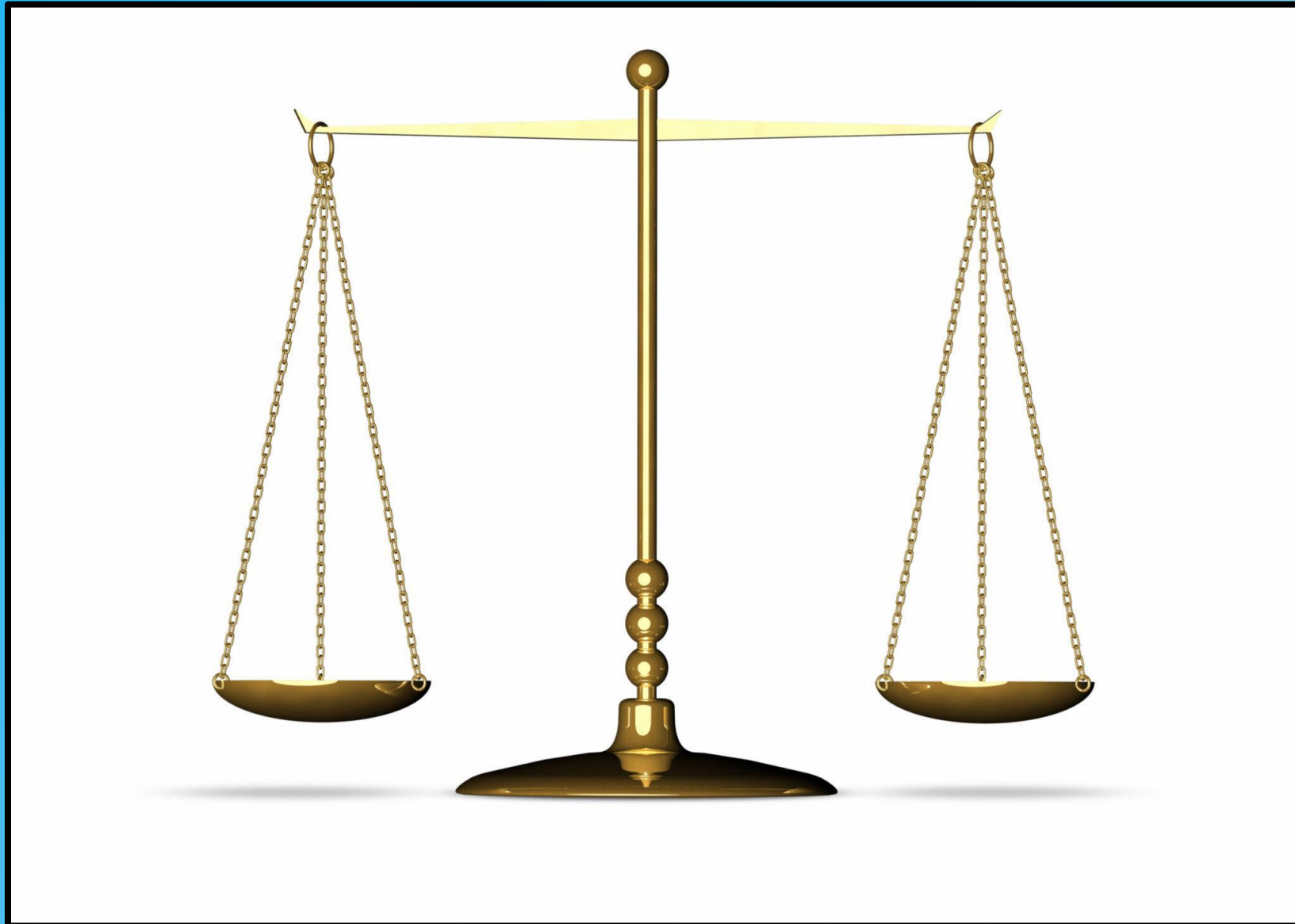
Beyond the US: A World of Choices

Students are comparing destinations based on:

- Affordability
- Academic opportunities
- Career pathways
- Visas and post-study options



Prestige, Rankings and the Perception of Value



Value
Affordability/Opportunities/Student Fit



Prestige
Rankings/Reputation/Recognition

Does a higher price mean a better education?

Engagement Can Look Different! Who are we missing?



Is the quietest student necessarily the least interested?



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Polish vs Potential: Are We Looking Beyond the Surface?



Polish
Confidence/Presentation/Preparation



Potential
Curiosity/Ability/Growth

Beyond Recruitment: Building Meaningful Relationships

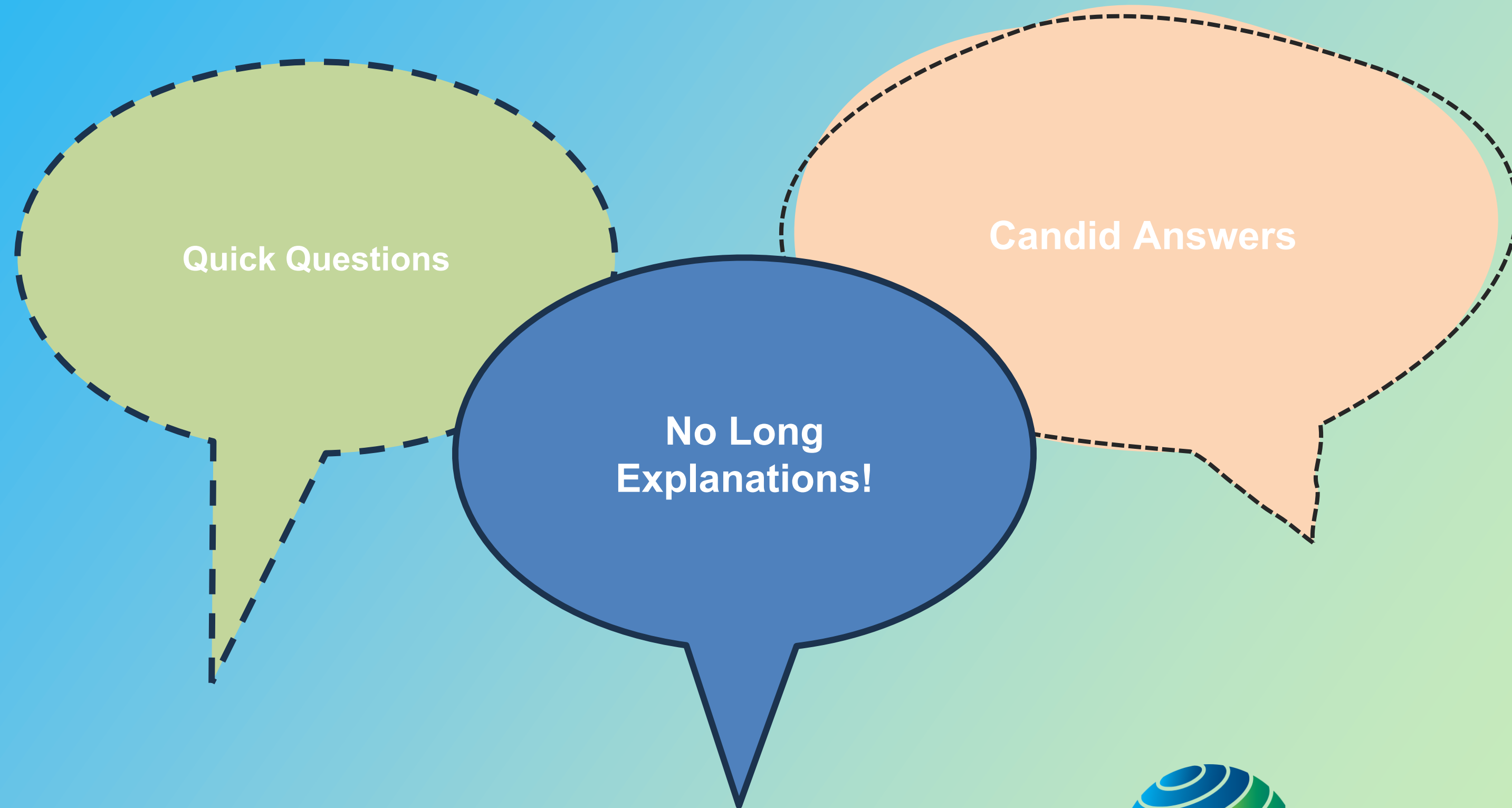


Context

Partnership

Insight

Rapid Fire



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Q & A



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