



Five Key Considerations for Hiring & Empowering In-Country Admissions Representatives



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South and Central Asia 2024

About Us



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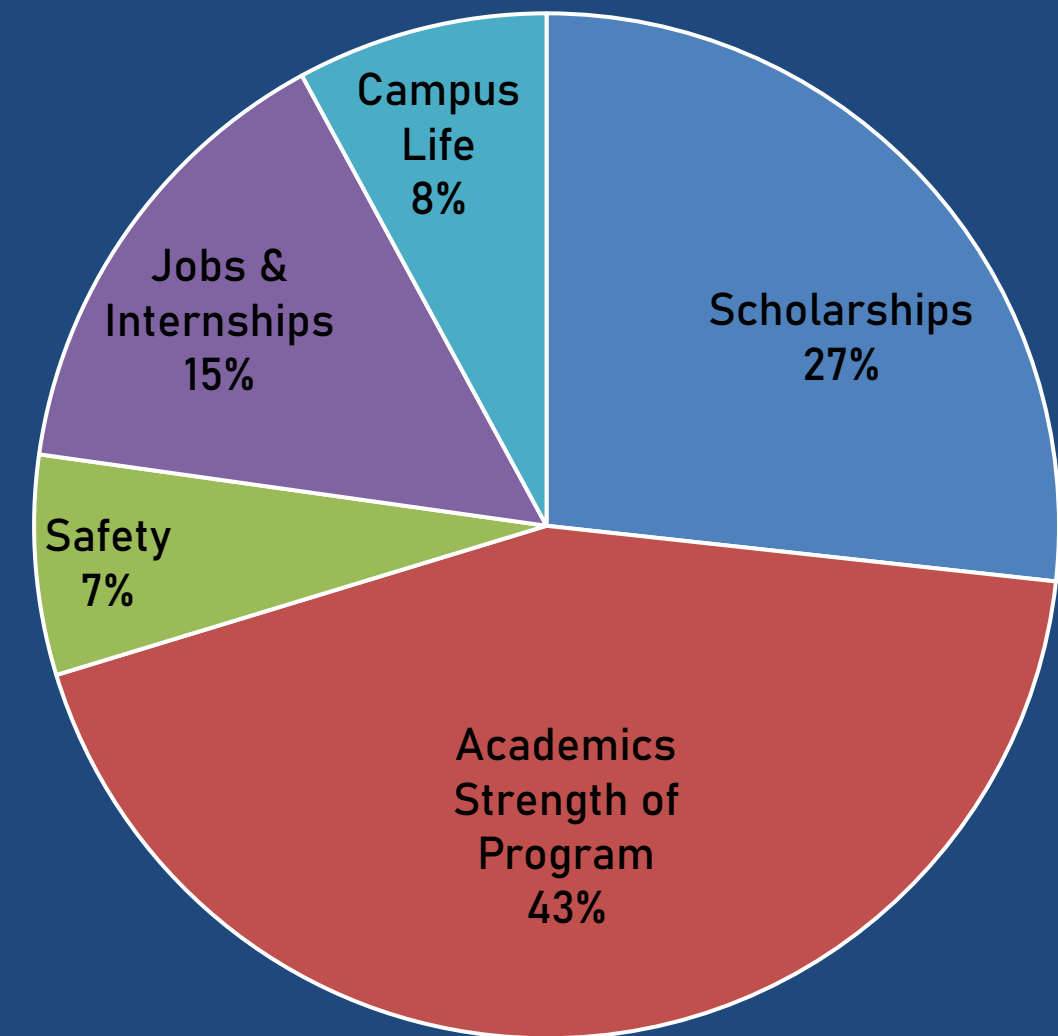


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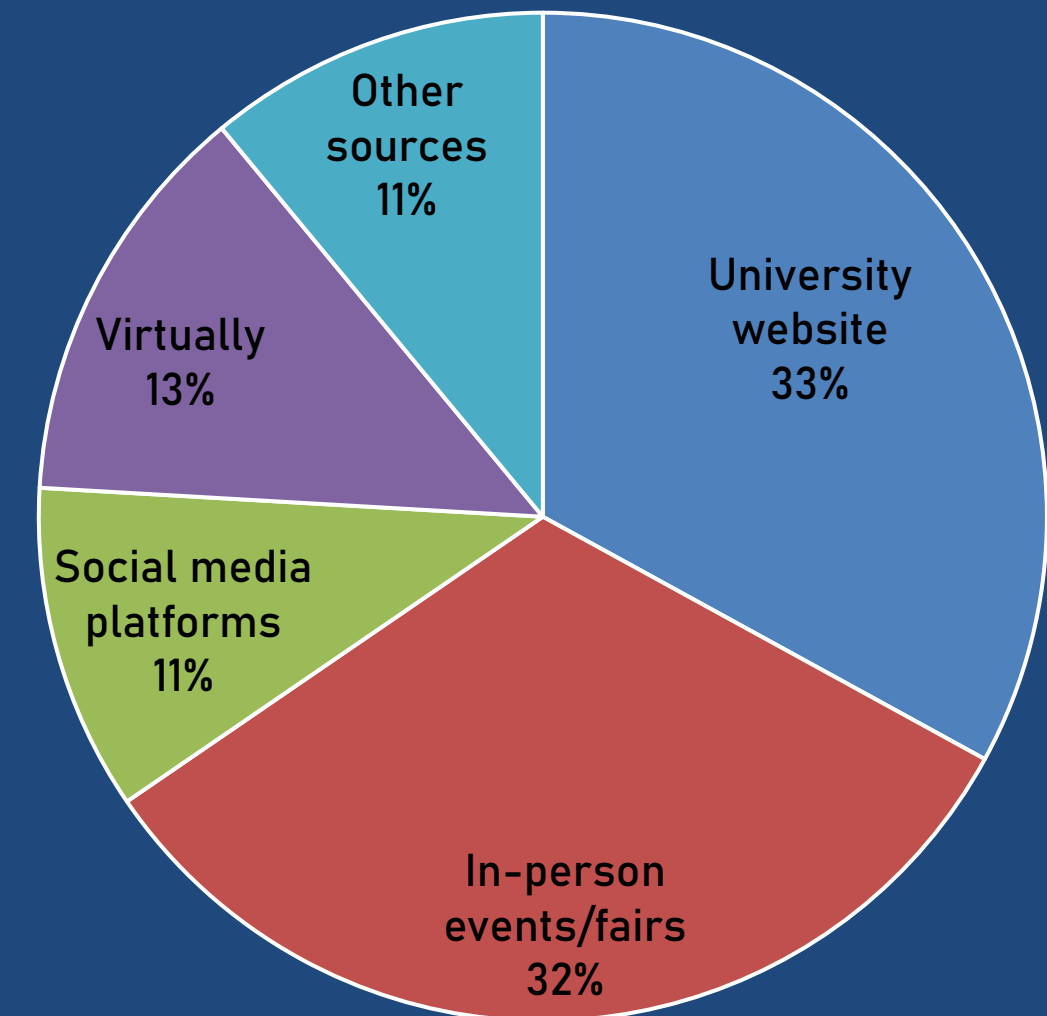
Expectations of students: survey results

What factors do students look at while applying to a university?



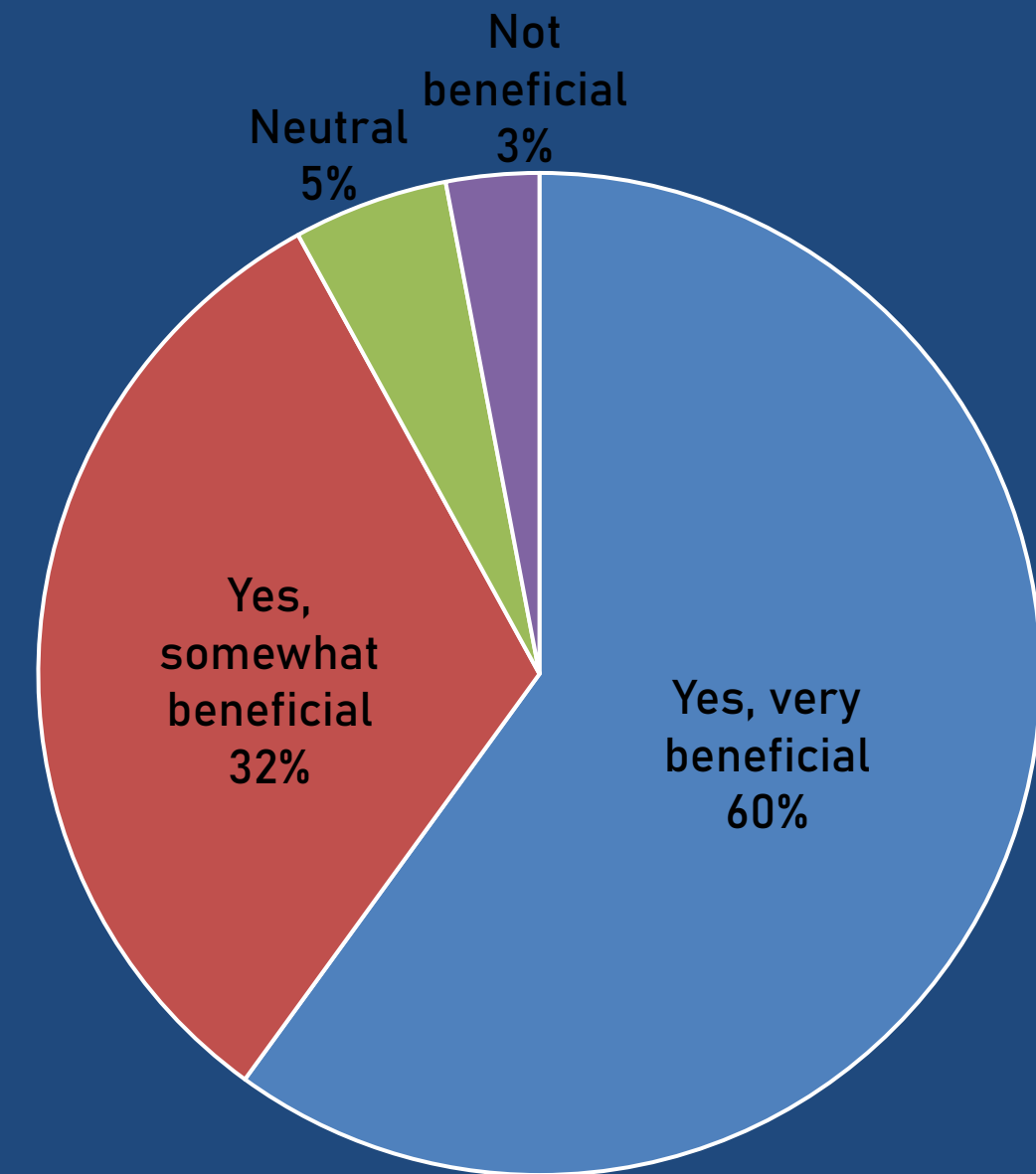
Expectations of students: survey results

How students prefer to receive information about universities?



Expectations of students: survey results

Would you find it beneficial if the in-country Representatives (ICR) had a deeper involvement in the admissions process?



Why in-country representation (ICR) is on the rise?



Demonstrates your commitment to the geography

Faster response time

Stronger outreach & enrollment

Rise of India as a global recruitment destination

Less turnover of staff

Stronger cultural alignment



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Considerations for in-country representatives



What trainings should be given to the ICRs, to bring them up to speed and maintain quality?

What is your target geography, schools, counselors and recruitment strategy?

How to ensure strong campus connect?

How to address operational challenges, data access, turnover issues, insurance requirements and legal and ethical risks?

What are your review, feedback and reporting systems?



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Considerations for in-country representatives



What kind of role are you moving into?

Is this the right role for you? Will this lead to your career advancement?

What kind of support to expect from the on-campus team?

What kind of challenges should you expect in this role?



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Suggestions for on-campus leaders



Treat the ICRs as your Regional Admissions Staff

Invest in their training, development and campus visits

Connect them with as many people on campus as possible

Review their progress, strategy, challenges frequently

Involve them in reading applications



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Thank you!

Questions & Comments



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