

Opportunities, Trends and Power of Networks in Our Regions (University Perspective)



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Global Trends in Higher Education



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Canada



Trends - Major Destination Countries

CANADA

In 2023, a record 684,385 new study permits were issued for international students in Canada

In 2024, the government limited study permits to maximum 485,000 and will further limit them to to only 437,000 for 2025.

Sept 2024 projections estimate that only 230,000 will be issued in 2024, which would represent a 66% decrease from the previous year.



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TELEPHONE

United Kingdom

Trends - Major Destination Countries

UNITED KINGDOM

- Recent discussions and policy shifts focused primarily at the graduate level, including implementation of new limitations on bringing dependent family members, and lots of discussion but in the end no changes to the Graduate Route.
- The snap July 2024 election resulted in Labour party taking control and a video from the new [Education Secretary](#) to international student affirming that they are welcome.
- However, such policy discussions can still impact international student perceptions of how welcoming the host country may be, and in August 2024 student visa applications were [down 17%](#) compared to prior year.



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Australia



Trends - Major Destination Countries

AUSTRALIA

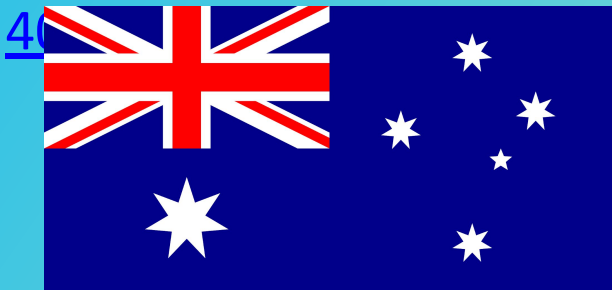
Proof of funding amounts have gone up

Visa fees have more than doubled

Visa approvals for 2024 have dropped almost 30% compared to prior year

For higher education and vocational education and training, will cap new international student enrollments for 2025 at 270,000 (down from

400,000 in 2023 which would be a 33% reduction)



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United States

Trends - Major Destination Countries

UNITED STATES

The U.S. has rebounded from the pandemic and is again hosting over 1 million international students. [92% of U.S. HEIs](#) are hoping to *increase* their international enrollments. The U.S. college-age population is declining and schools are expecting a sharp drop in domestic enrollments from 2025 onwards, so many schools are increasing international recruitment efforts.

[India has replaced China](#) as the number one sender of students to the U.S.

The presidential election may impact both U.S. policy and student interest.



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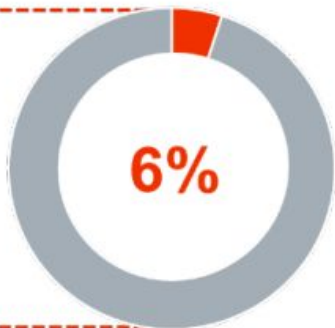
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Trends - Major Destination Countries

United States

International Students:
1,057,188

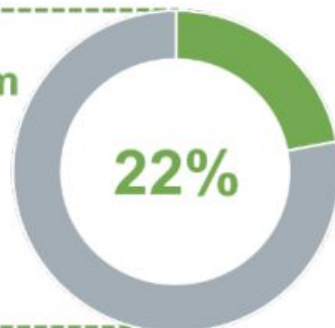
Total # of Institutions:
3,834



United Kingdom

International Students:
633,910

Total # of Institutions:
169



Canada

International Students:
660,230

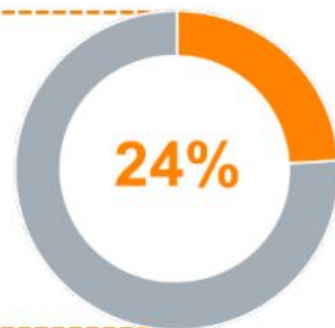
Total # of Institutions:
249



Australia

International Students:
361,247

Total # of Institutions:
190



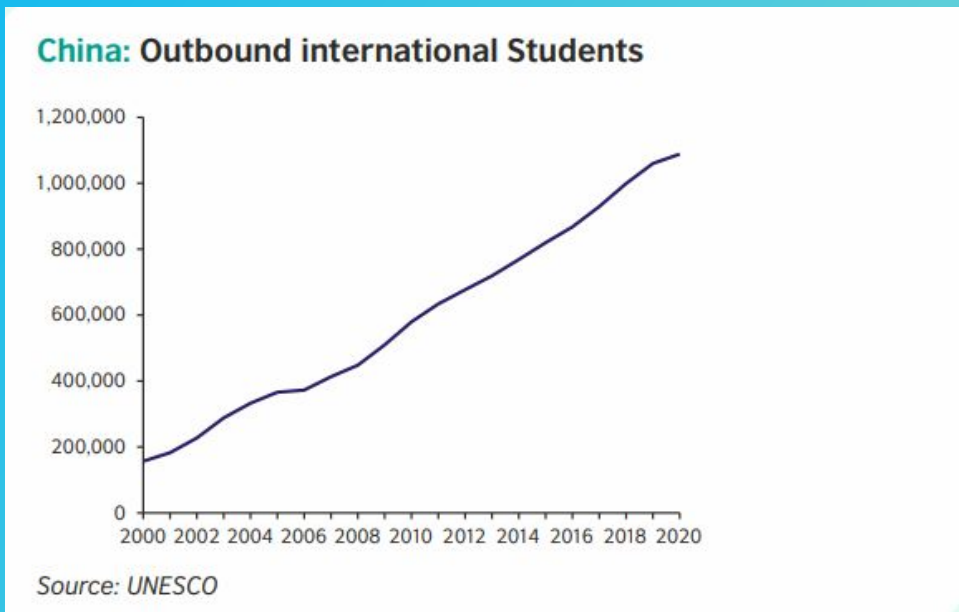
International Students as a Percentage of Total University Enrollment

Source: *Project Atlas*, 2023



Regional Trends

Trends - Regional

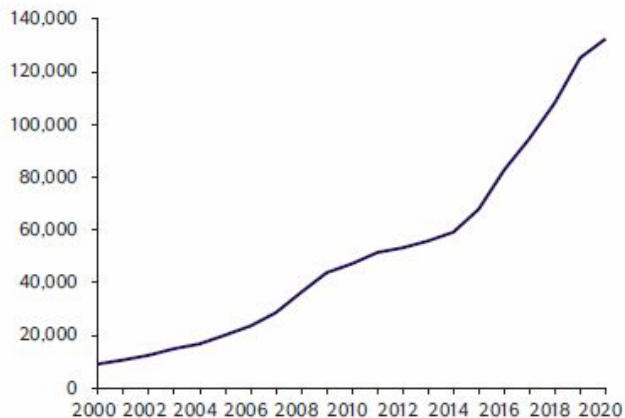


While growth in the number of new Chinese students going abroad has slowed and it has dropped to number 2 (behind India) in the US and Canada, it continues to be a top sender of international students globally.



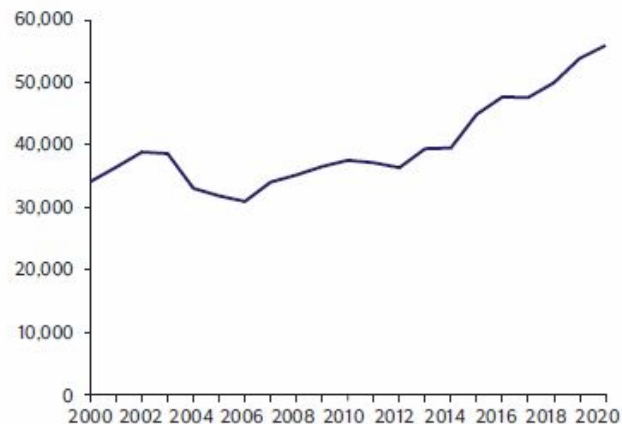
Trends - Regional

Vietnam: Outbound international Students



Source: UNESCO

Indonesia: Outbound international Students



Source: UNESCO

[British Council “Outlook for International Student Mobility”](#)
[March 2024](#)



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Trends - Regional

STUDENT INTERESTS

Academic programs

- Data review - Uni reps can use this information to see which of their programs align in different areas

Athletics

- The U.S. in particular has strong athletics programs which can be a major driver of student interest and can sometimes include funding. [29% of New Zealanders and 28% of Australians](#) studying in the U.S. are NCAA I or II Student-Athletes

Proximity to Family/Familiar Community

- Local diaspora and immigrant populations
- For example, Maryland has 3rd largest population of Koreans in US



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Trends - Regional

GOING ABROAD - CLOSER TO HOME

Over the last decade, the “mobility of students from East Asia within the region grew faster than mobility of students from East Asia to major English speaking destination countries”

- [British Council: More East Asia students opting for regional study destinations](#)

China, Japan, and South Korea are all major hosts of students from the region

Thailand, Indonesia, Japan and South Korea all send more students to China than to English-speaking destinations.



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Trends - Regional

GOING ABROAD - CLOSER TO HOME

Vietnam hosts nearly [22,000 international students](#), a record in recent years, most from the East and Southeast Asia region

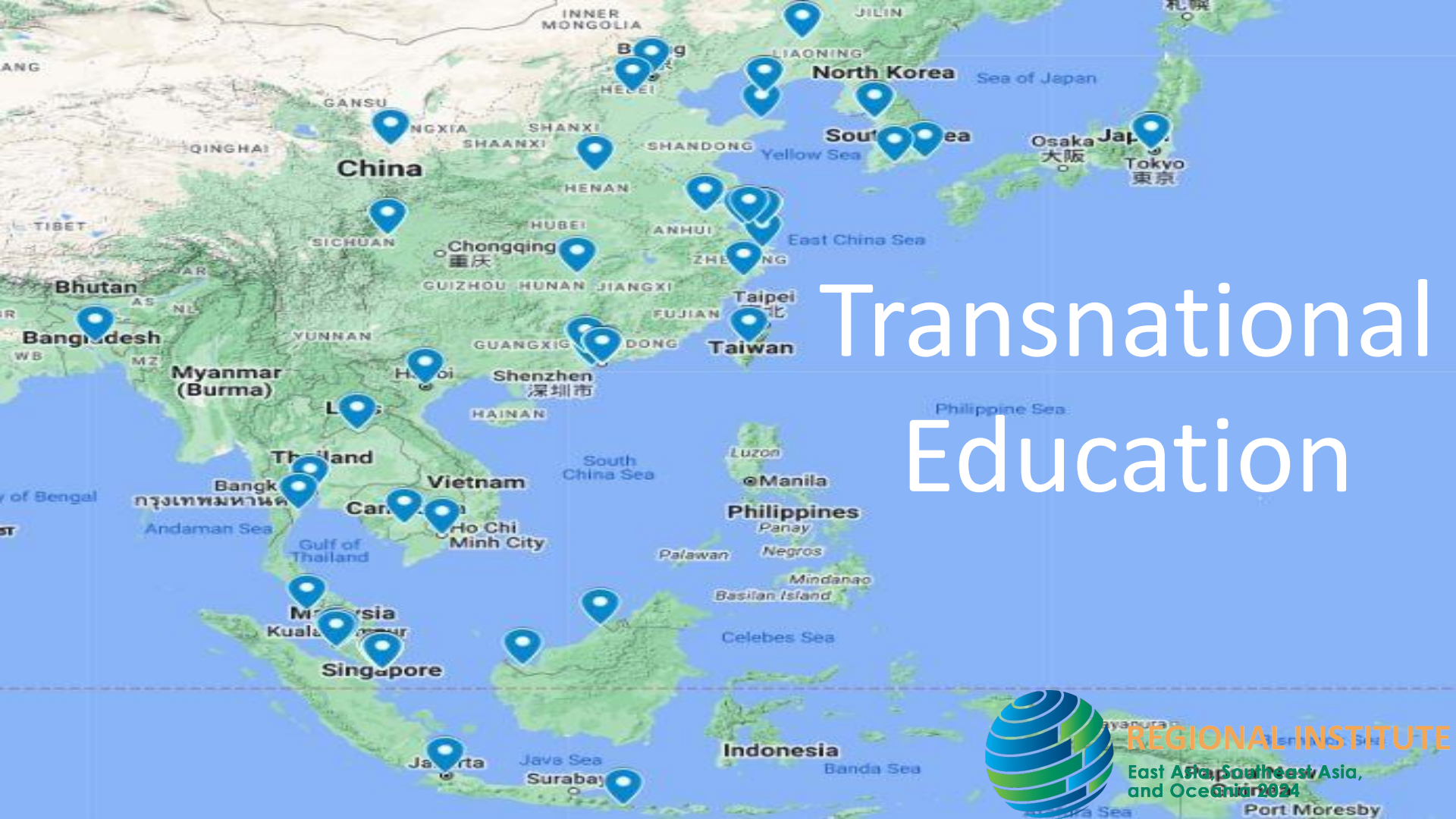
International higher education students in the Philippines have shot up from just over 12,000 in 2019 to [over 24,500 in 2023](#). While a large cohort originates from South Asia, the country also hosts nearly 4,500 Chinese students, and over 150 each from South Korea, Indonesia, and Thailand.

Post-pandemic [enrollments at Japanese universities are on the rise](#), with China, Vietnam, South Korea, and Myanmar in the top 5 countries of origin. The Japanese government [hopes to reach 400,000 international students](#) by 2033.



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Transnational Education



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Transnational Education

- According to [Cross-Border Education Research Team \(C-BERT\)](#), there are over 330 international branch campuses globally, and over 100 are in East Asia, Southeast Asia, and Oceania.
- China (47), Singapore (16), and Malaysia (15) are in the top 5 countries that host branch campuses
- Within this region, the US has 27 branch campuses, the UK 17, Australia 12, France 12, and Ireland 6.



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Opportunities for Higher Education Institutes



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If you have the budget to go to any conference, which one and why?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

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If you have limited budget for recruitment, which tour would you join and why?

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Recruitment Strategies

- Direct/Indirect
- Small vs Large Group
- Agents/Organizations
- Alums/Parents/Ambassadors
- Direct vs Reverse Admission



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Recruitment Strategies

Brand Awareness - spreading the word

- School visits/College Fairs
- Tours - Small Group vs Large
- In-Country Reps
 - Quality of reps, knowledge of campus and investment to have reps visit campus annually (Quality control)
- Events
 - Accepted Student Receptions
 - Counselor Receptions/Workshops
- Social Media/Online Communities
 - BridgeU, Maia Learning, Cialfo, StudyintheUSA, QS
 - ChinaGravy/Sunrise - specific sites for China (different languages), Fourdozen - Vietnam
- AI
 - Data-driven insights
 - Personalized outreach
 - Chatbots

Brand Recognition - positioning & differentiating factors

- Specialized programs
- Diversity
- Campus locations
- Scholarships
- Student Life/Athletics



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Agents/Organizations

Regional/ Global

Public/ Private

Pros

- Expand your geographical reach at low cost
- Help identify qualified students
- Market expertise - local trends/insights
- Access to local resources
- Economies of scale in engagement
- Increased enrollment rates

Cons

- Quality control - agents providing inconsistent/misleading information to students
- Ethical concerns - transparency, prioritizing commissions over students' best interests
- Brand dilution - potential loss of control over brand messaging
- Higher cost per student - high commission fees, low ROI



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Recruitment Strategies - Alumni, Parents and Ambassadors

Develop alumni networks worldwide

- Collaborating with your development/alumni office
- Locate alums in new/existing markets
- Set up meet/greet during your travel to new/existing markets
- Invite alumni to your admitted student events

Parent volunteers

- Find those parents that love the university
- Has connections/resources in new target markets
- Assist with fairs/hosting prospective student events

International/Domestic Student Ambassadors

- When they visit home, study abroad
- Work with students groups



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Direct/Reverse Admissions

Aspect	Direct Admission	Reverse Admission
Initiative	The university initiates by offering admission directly to students	The university initiates contact by expressing interest based on the student's profile
Application Process	No formal application is required from the student	Students create a profile but don't necessarily apply until they receive interest from the institution
Student Role	Students passively receive admission offers	Students actively create profiles that attract universities
University Competition	Less competitive, as offers are based on meeting criteria	More competitive, as universities compete to attract students by offering tailored opportunities
Flexibility for Students	Limited flexibility; students receive offers based on set criteria	More flexibility; students can receive and compare multiple offers from different universities



Direct/Reverse Admissions

- Identify and directly reach out to prospective students, instead of waiting for them to apply
- Engage with potential applicants based on your institution's requirement
- Increase Conversion Rates
- Resource Intensive - involve high costs, management of student data
- EAB (Concourse Global), Collegevine, Niche, Common App, Maia Learning



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Opportunities in the Regions



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Today



September 2024



Month ▾



SUN Sep 1	MON 2	TUE 3	WED 4	THU 5	FRI 6	SAT 7
India - International ACAI	S. Korea - Korean World Uj			Japan - Greater Tokyo, Kanto & Kansai Fairs		China - Cambridge East As
8	9	10	11	12	13	14
China - Cambridge East As Taiwan - CAT Fair	Hong Kong - HK Fairs week			Vietnam - Hanoi Fair	China - East Meets West Conference, Beijing Philippines - Cebu & Manila World University Fair	
15	16	17	18	19	20	21
	Vietnam - HCMC Global Fairs		Thailand - Greater Bangkok Fairs		Thailand - CIS EARCOS China - Education USA Sh Japan - Education USA Tol	
22	23	24	25	26	27	28
China - Education USA Sh Japan - Education USA Tol Thailand - Pattaya & Phuket Fairs	S. Korea - Education USA Korea Roadshow		Singapore - Lion City Fairs		China - Tianjin Foreign Lar Indonesia - BINUS SCHOOL	
29	30	1	2	3	4	5
	Indonesia - Bali School Fairs Myanmar - MISCA Fair Cambodia - Education USA Malaysia - Marlborough Cr		Vietnam - Education USA Hanoi & HCMC Vietnam - Reigate Gramm		Indonesia - ACS Jakarta F	Mongolia - Global Univers Malaysia - Education USA

SUN 29	MON 30	TUE 1	WED 2	THU 3	FRI 4	SAT 5
	Indonesia - Bali School Fairs Myanmar - MISCA Fair Cambodia - Education USA/ Malaysia - Marlborough Cr		Vietnam - Education USA Hanoi & HCMC Vietnam - Reigate Gramm;		Indonesia - ACS Jakarta F	Mongolia - Global Universi Malaysia - Education USA
6 Mongolia - Global Universi Singapore - Education US/	7	8 Philippines - Education USA Cebu & Manila	9 Vietnam - Canadian Intern	10 S. Korea - International ACAC Jeju Indonesia - SIS Palembang	11	12 Indonesia - Education USA Indonesia - Sampoerna Ac
13 Indonesia - Education USA China - China Fairs weeks	14	15	16 Indonesia - Sekolah Ciputr	17 Hong Kong - American Inti	18	19 China - NACAC Shanghai I
20 China - China Fairs weeks	21	22	23 Papua New Guinea - Education USA	24 Thailand - Harrow School	25	26
27	28	29	30	31	Nov 1	2

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Counselor tour of your choice, where and why?

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Opportunities for high school counselors in the region



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University visits

- Communication
 - School profile & academic calendar
 - Directions - getting around, driver recommendations
 - Format of visit
 - Expectations
 - Travel tips
- Visiting time & academic calendar
 - Parent chats
 - Counselor meeting



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We are an association of counselors in Taiwan, who work in support of secondary students transitioning to higher education around the globe. **We welcome representatives from universities throughout the world to visit our high schools and attend our events.** Our events and visits are run independently, but by working together we hope to show you how easy it is to conduct a series of visits in Taiwan.

For your convenience, we have a **spreadsheet consolidating our preferred visit times.** Please visit the links below for a direct link to each school's counseling webpage. You'll also find general information about **visiting Taiwan** and a **printable map of international high schools in Taiwan.***

Taiwan is a vibrant democracy in East Asia with a population of 23 million. The official language of Taiwan is Mandarin Chinese; with English the most popular foreign language. According to Taiwan's Ministry of Education, there was a slight increase in the number of Taiwanese students studying abroad in 2013, bringing the total number to 60,839 students. The U.S. is the most popular destination with 23,000 students, though the number has been declining in recent years, with the UK the second most popular destination. (1)

Greater Taipei Area

Asia American International Academy
Dominican International School
Kang Chiao International School
Primacy Collegiate Academy
Taipei American School
Taipei European School
Taipei Fuhsing Private School
Taipei Wego Private Senior High School

Hsinchu

International Bilingual School of Hsinchu Science Park (IBSH)
Hsinchu American School
Hsinchu County American School
Hsinchu International School
Pacific American School

Central Taiwan

American School in Taichung
Ivy Collegiate Academy
Morrison Academy Taichung

Southern Taiwan

International Bilingual School at Tainan Science Park (IBST)
I-Shou International School
Kaohsiung American School
Morrison Academy Kaohsiung

Other Partners

Education USA Taiwan



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The importance of counselor networks

- Network exposure
- Shared resources, stronger network, more visits
- Joint events and workshops
- Job opportunities and mentorships
- Professional reputation




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The importance of counselor networks

About Us | Counselor Directory | School Directory | Upcoming Events


A FEW THINGS ABOUT INDONESIA




National Holidays in Indonesia




Basic Indonesian Terms*



Do's and Don't's in Indonesia



Etiquette in Indonesia

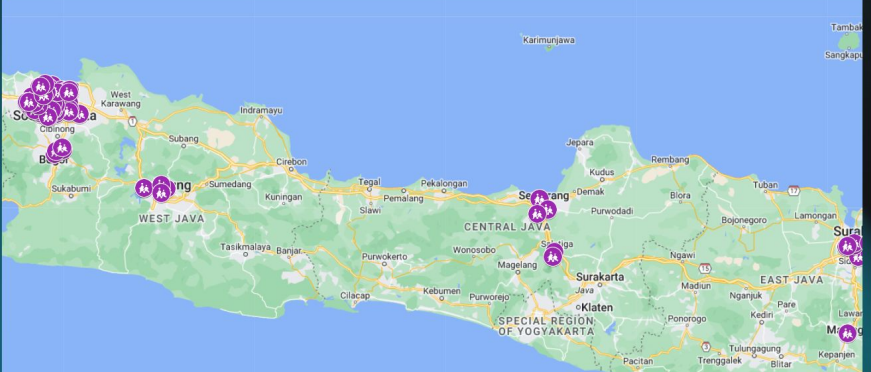


Tourism

NISC
SEND US A MESSAGE! CONTACT@NISCOUNSELORS.COM
Last updated: September 30, 2024

WHERE TO FIND US?

NISC *
This map was made with Google My Maps. Create your own.



The map shows the Indonesian archipelago with several purple icons indicating NISC locations. The icons are concentrated in West Java (around Bandung, Cimahi, and Sukabumi), Central Java (around Semarang and Solo), and East Java (around Surabaya). Other locations marked include Karimunjawa, Sangklipar, and various cities in Sumatra and Kalimantan.



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Working with parents

- Source of information
- The idea of finding fit
- Understanding need and concern
- Develop rapport and trust
- Recruitment, retention and graduation



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Additional Resources

COUNSELOR NETWORKS AND RESOURCES:

[Hong Kong](#)

[Korea](#)

[Singapore](#)

[Taiwan](#)

[Brunei](#)

[Indonesia](#)

[Laos](#)

[Malaysia](#)

[Myanmar](#)

[Philippines](#) (Manila)

[Vietnam](#) (Ho Chi Minh City)

OTHERS:

[China Fairs](#)

[Mongolia](#) - Educational Advising Resource Center



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Additional Resources

CONFERENCE AROUND THE REGIONS

China - [East Meets West, China ICAC](#)

Singapore - [Global University Counselor Connect](#)

Indonesia - [Network of Indonesian School Counselors](#)

Thailand - [CIS EARCOS](#)

Korea - [KISCA conference](#)

[IC3 Regional Forums](#)

[International ACAC Regionals](#)

[EducationUSA Regionals](#)

OTHERS:

[Globe Trotters United](#)

[College Fairs Surrounding CIS-EARCOS conference](#)



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Additional Resources

DATA SOURCES

NUFFIC Global Mobility Streams:

<https://www.nuffic.nl/en/subjects/facts-and-figures/global-mobility-streams>

IIE Open Doors (international mobility to U.S.):

<https://opendoorsdata.org/data/international-students/>

Campus France:

<https://www.campusfrance.org/en/key-figures-2022-student-mobility-is-back-with-changes>

Project Atlas (global and certain voluntary partners):

<https://www.iie.org/research-initiatives/project-atlas/>

Australian Government International Education Data and Research:

<https://www.education.gov.au/international-education-data-and-research>

Government of Canada International Education Strategy:

<https://www.international.gc.ca/education/strategy-strategie/2019-2024.aspx>

[British Council “5 Trends to Watch in 2024: East Asia Insights”](#)



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Questions?



Hopefully answers...



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