



Regional Recruitment in Latin America

Aligning Data, Culture, and Strategy for
Effective Student Engagement

International ACAC Regional Institute

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REGIONAL INSTITUTE
The Americas 2026



meet our presenters

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Our Agenda

01 Why Latin America Matters

02 Latin America Is Not One Market



03 Protected Professions & Culture

04 Features, Challenges & Expectations



05 Recruitment Tips & Strategies

06 Summer Programs & Short-Term



07 Future Trends in LATAM

08 Resources & Key Networks





32% Growth →



**Middle
Class** →



**Private
Equity** →



**Study
Abroad** →

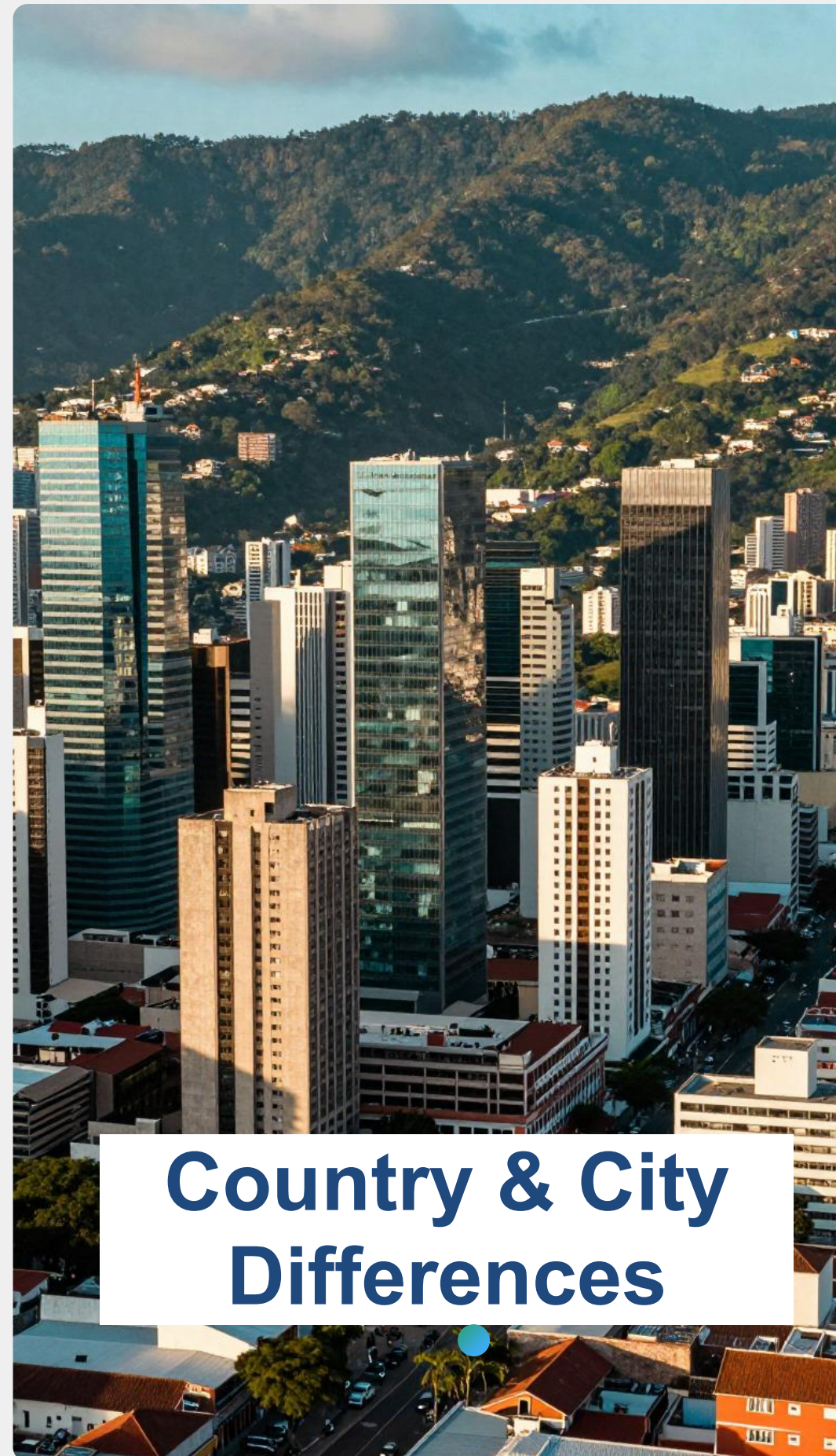


Global Race

Why Latin America Matters

Latin America is one of the fastest-growing recruitment markets globally. IB, AP, bilingual, and international schools have grown 32%. An expanding middle class drives demand for premium education, while private equity accelerates K–12 consolidation. Families increasingly pursue study abroad and global careers—drawing competition from the US, Europe, and Asia.

**latin
america is
not one
market**

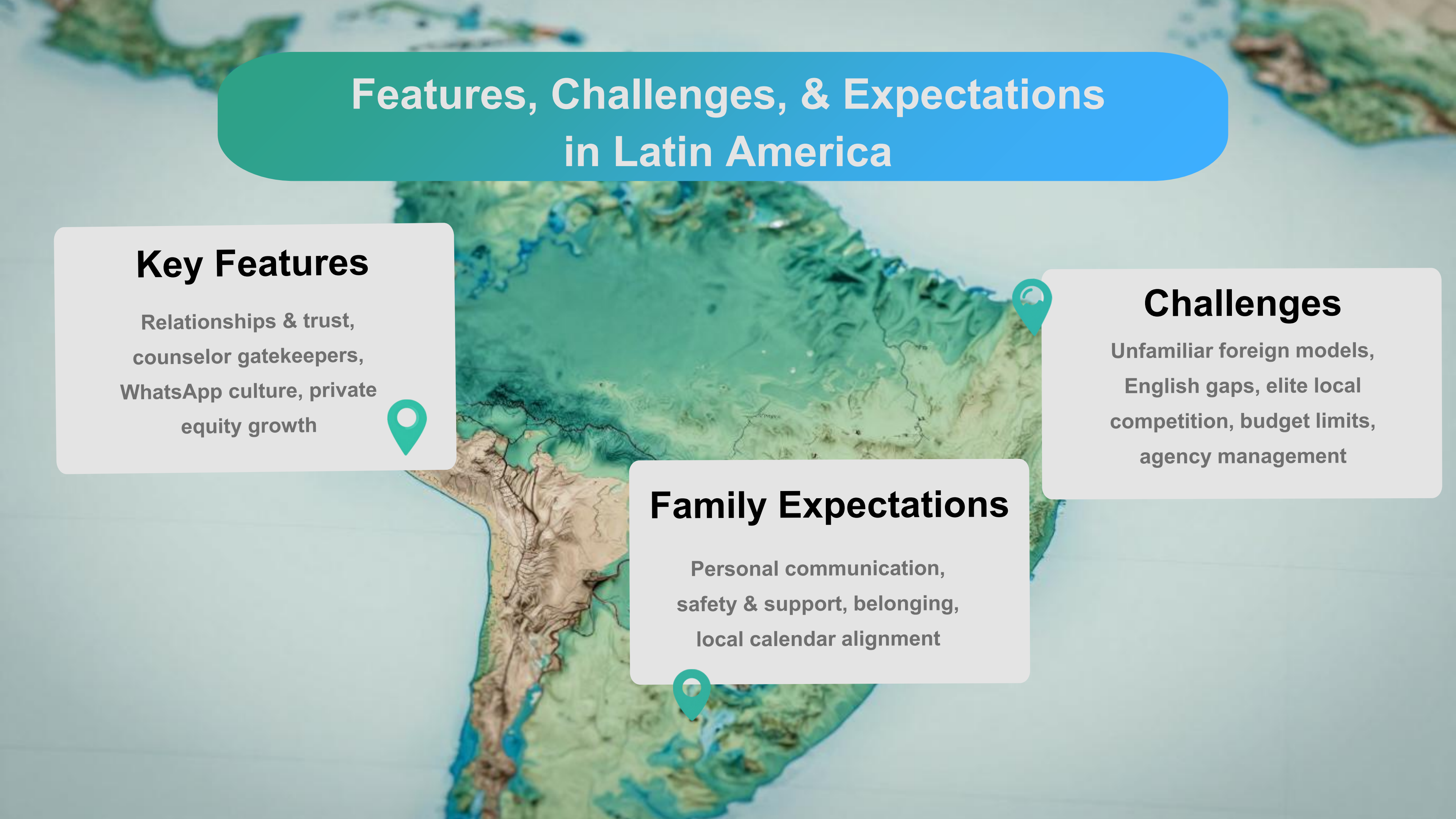


Protected Professions & Education Culture

Medicine, Law, and Engineering.
The Napoleonic university model ties professional licensing directly to degrees, so parents ask: "What career will this degree lead to?"

Careers



A topographic map of Latin America, showing the Andes mountain range in the west and the Amazon basin in the center. The map is overlaid with three white callout boxes containing text.

Features, Challenges, & Expectations in Latin America

Key Features

Relationships & trust,
counselor gatekeepers,
WhatsApp culture, private
equity growth



Challenges

Unfamiliar foreign models,
English gaps, elite local
competition, budget limits,
agency management



Family Expectations

Personal communication,
safety & support, belonging,
local calendar alignment



A stylized map of Latin America, including Mexico, Central America, and the northern part of South America, is shown in the background. The map uses a color palette of greens and blues to represent land and water. Overlaid on the map are four white text boxes with teal location pin icons. The top box is a large teal-to-blue gradient banner. The other three boxes are white with rounded corners and contain text about recruitment strategies.

Recruitment Tips & Strategies

Market Engagement

Multi-year presence, visits beyond tier-1 cities, fairs & direct visits, use small group travel

Long-Term Success

Workshops, local industry knowledge, ecosystem trust, focus on long-term pipeline

Communication

Local grading & calendars, Spanish/Portuguese materials, LATAM alumni stories

summer programs & short-term pathways



Future Trends in LATAM Recruitment

- Continued bilingual & IB curriculum growth across the region
- Rising global mobility and international career demand among students.
- Increased competition from European & Asian universities offering English programs
- School consolidation is changing visitation & counselor access. Personalized engagement with localized expertise and tailored messaging is now essential.





Regional Resources & Associations



<https://sites.google.com/view/caribbeanlatinamericanetwork/>

Brazil

Caribbean & LATAM Network — Brazil Hub
<https://sites.google.com/view/caribbeanlatinamericanetwork/brazil>

Colombia



Colombian College Counseling Association
<https://www.colombiancollegecounselingassociation.com/>



Costa Rica

<https://ncrcc.weebly.com/college-fairs.html>

Guatemala



Mexico College Tour / Panama
<https://guatemalacounselors.weebly.com/newsevents.html>

Mexico

Mexico College Fair Tour
<https://sites.google.com/site/mexicocollegefairtour/home/>

Panama

Panama Counselors Network
<http://www.panamacounselors.com/>



Q&A

Thank you for joining our session at the Americas Regional Institute 2026!
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