

Capture the Flag: Diversifying Your International Student Body



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Capture the Flag: Diversifying Your International Student Body

Learning Objectives

We will provide strategies for:

1. Expanding international recruitment
in both emerging and traditional markets
2. Reaching certain international niche markets
3. Organizing efficient admissions travel
4. Orienting and Integrating international students



Capture the Flag: Diversifying Your International Student Body

Structure of Today's Presentation:

I – The Current International Admissions Landscape

II – Recruitment Strategies

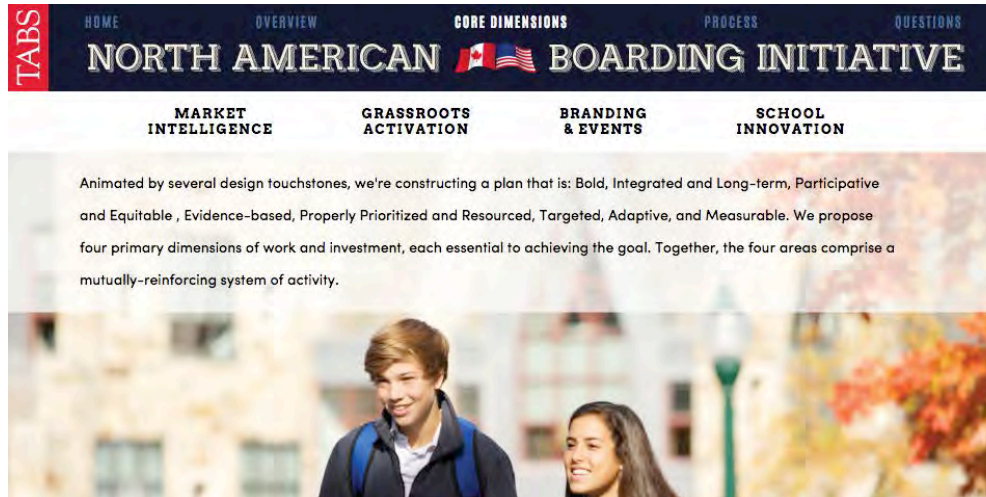
III – Travel Tips

IV – Orientation and Integration



I - The Current Admissions Landscape

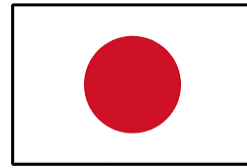
- Dwindling Domestic Boarders – TABS NABI



- Wave of Chinese Applicants – Crashing?
- Many Schools: 20% international, 50% of those Asian
- **Bottom Line: Demand for More Countries to be Represented**

The Current International Admissions Landscape

Japan 80's, 90s



Japan

Korea 90s, 00s



CHINA last decade
Summer 2015



Growth of
International Schools =
Competition!

- Now 7,126 international schools
- 3.65 million students (source: ISC)



Twice as many
international students in US
than 20 years ago
(source: TABS)

Thanks to...



Fran Ryan
Rumsey Hall



Aimee Gruber SSAT

TABS Global
Symposium Austin

Places of Origin US Secondary Schools (IIE)

Rank	Country	Students	% of Total
#1	China	23,562	32.4%
#2	Korea	8,777	12%
#3	Germany	7130	9.8%
#4	Mexico	2,659	3.6%
#5	Brazil	2292	3.1%
#6	Vietnam	2289	3.1%
#7	Spain	2125	2.9%
#8	Japan	1959	2.7%
#9	Thailand	1827	2.5%
#10	Italy	1718	2.4%

Includes both F-1 & J-1 Visa Holders

Trends in Higher Education (IIE)

Rank	Country	# Students	% of Total
#1	China	235,597	28.7%
#2	<u>India</u>	96,754	11.8%
#3	South Korea	70,627	8.6%%
#4	<u>Saudi Arabia</u>	44,566	5.4%
#5	<u>Canada</u>	27,357	3.3%
#6	Taiwan	21,867	2.7%
#7	Japan	19,568	2.7%
#8	Vietnam	16,098	2.0%
#9	Mexico	14,199	1.7%
#10	<u>Turkey</u>	11,278	1.4%

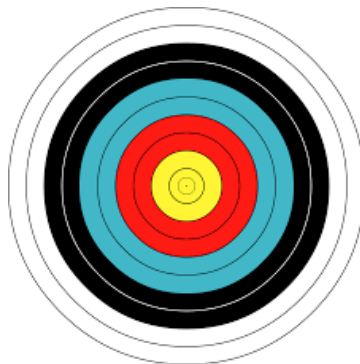
819,644
International
Students in
US Colleges
&
Universities

Another
Record!

II – Recruitment Strategies

Mission Clarity

- Why are you recruiting?
- What's your blend of Diversity and Economics?
- What fits your School?



Leveraging Current and Past Families





Which Markets?

➔ Where are the New Markets Outside of Asia?

➔ The Best Traditional Markets? Europe, etc



Venezuela

Panama



Spain

To Russia (with Love)

Are you Tailoring your Pitch to Specific Markets?

IB sells well in Europe

Religious Schools sell well in Latin America



One Year *Students Not Tourists*

Germany



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Mexico



See Where MH&S Students Come From

MH&S students come from many parts of the world, including:

Wise Planning.
Wise Decisions.



Origin of our school and college students 2005-2015

TOP MARKETS BOLDED

Europe:

- Austria
- Belgium
- Czech Republic
- France
- Germany
- Iceland
- **ITALY**
- Luxembourg
- **MONACO**
- Norway
- Portugal
- Romania
- Russia
- Spain
- Sweden
- **SWITZERLAND**
- **TURKEY**
- Ukraine
- United Kingdom

Australia

Asia:

- China

- Japan
- Hong Kong
- India
- Khazakstan
- Korea
- Malaysia
- Pakistan
- Thailand
- Singapore
- Philippines
- Taiwan

Middle East:

- Bahrain
- Jordan
- Kuwait
- **SAUDI ARABIA**
- United Arab Emirate

The Americas:

- Argentina
- **BRAZIL**
- Bolivia

- **CANADA**
- Colombia
- Guatemala
- Honduras
- Mexico
- Peru
- Venezuela

The Islands:

- **BERMUDA**
- Bahamas
- Puerto Rico
- West Indies; US Virgin Isl

Africa:

- Ethiopia
- Nigeria
- South Africa



What are some International Niche Markets?

- Repeat 11s



- Girl and “non-athlete” PGs
- College -> Boarding School
via Consultants

PRESENTATION TONIGHT AT THE CLUB:

The Changing Landscape of American University Admissions:

**How to Stand out as an
Applicant from Bermuda
(Monaco, Italy,
Switzerland...)**

Slide: Summer Programs

Slide: Prep Schools

A Pair of Niche Markets

Oh, Canada

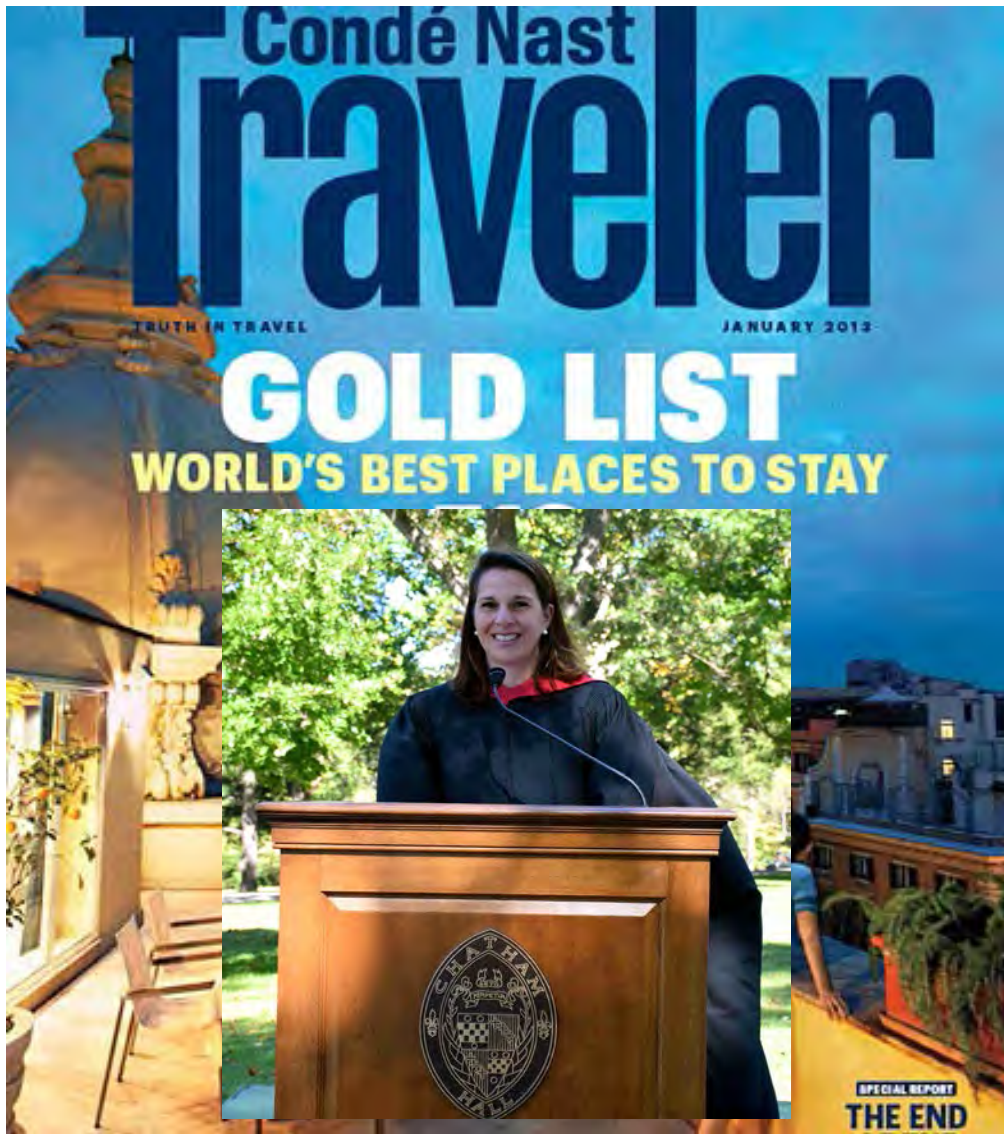
- Repeat 11
- Liberal Arts



Bermuda

- Hybrid Education Blues
- Demand for Learning Support





III -Travel Tips!

Travel Tips! People Involved

1. Tours or Independent Travel
2. Teaming up with Peer Schools
3. Agents and Consultants
4. Current Families/Alums as Hosts and Liaisons



Travel Tips! Practical Advice

1. Flights – Airline Alliances
2. Hotel alliances, Bookings.com, FRBO
3. GOES/ global entry



Travel Tips! Lost in Translation

1. Currency Issues
2. Translator/Translated Materials
3. Safety



IV – Orientation and Integration

Institutional Supports

International Director

Orientation

- SEVIS
- Financial Aid?
- Translated calls or reports



