

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

CONFERENCE 2012

Direct recruitment for boarding schools

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Direct recruitment in Russia

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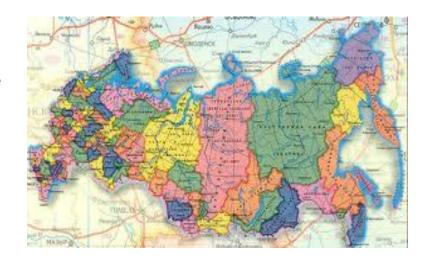
Agenda

- Information on Russia
- Education system and reform
- Opportunities on Russian market
- Direct recruitment for boarding schools



Russia – Economic Facts

- 7th largest economy in the world
- GDP growth in 2011: 4.2% (compared to 3.8% in 2010)
- Expected GDP growth in 2012: 4.5% (Rosstat)
- Inflation rate (consumer prices): 6.1% (Rosstat, 02/02/12) – the lowest for the last 20 years
- Unemployment rate: 6.5% (October 2011)



Russia - Demographics

Population: 142.3 million (November 2011, Rosstat) – 9th in the world, largest in Europe

Age structure (2011 est.):

0-14 years: 15.2%

15-64 years: 71.8%

65 years and over: 13%

Adult literacy rate: 99.4%



Education Reform

- Introduction of Unified State Examination
- Bologna process
- Introduction of new standards of school curriculum: for Year 1-4 from 01.09.11, for Year 5-9 from 01.09.15, for year 10-11 from 01.09.20 (Ministry of Education and Science announced on 25.01.11)

- * Now students in year 10-11 study 18-21 subjects.
- * *New standard for years 10-11 is not signed yet. Will be approved no earlier than 2013. The choice of subjects will be limited apart from 4 mandatory, only 7 subjects of choice

Schools

- 47,000 schools all over Russia
- 28,000 in the countryside
- 13.36 mln. pupils
- 1.37 teachers
- 800,000 school-leavers in 2011
- Private schools exists since 1992
- 547 private schools in Russia with more than 50000 pupils

*Source: Rosstat; Ministry of Education





Market information



- More than 1700 Russian pupils in UK independent schools in 2010/2011
 *(against 1100 in 2009/10)
- Every year more Russian children of younger age (11 -13) go to UK boarding schools
- High level of digital technologies penetration
 parents have more information
- Good level of English more parents want to have discussion with schools' representatives
- Possibility of face-to-face contact with schools' representatives important for building trust

Services for Boarding School

- Building schools' brand awareness
- Direct recruitment

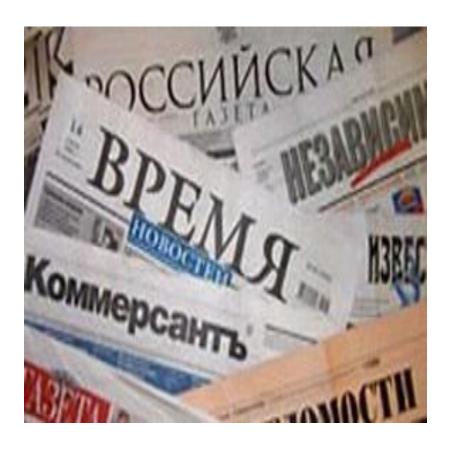


Building school's brand awareness

- Press tour
- Online promo campaign
- Online competition



Press tour



4 journalists from national media with strong online presence visiting <u>5 schools</u> during 1 week

Aims

- To raise awareness and develop a better understanding of UK education amongst potential students and their parents
- To promote individual schools who took part in the activity. Advise readers on their programmes and courses, etc.

Participation fee

1 094 GBP

PR value

51 000 GBP

Online promo campaign

- Combining website (<u>www.britishcouncil.ru</u> 45000 and more than 5000 in <u>www.educationuk.ru</u>) unique visitors per month)
- Social media platforms (24 000 friends and followers)
- Newsletter (13 500 subscribers)
- Opportunities for advertising on external online platforms



Online competition



- One or two weeks course as a prize
 - Online promo campaign on EducationUK platforms + on partner's platforms
- For example, competition with www.dnevnik.ru **900** children took part; 48009 read about the competition

Discover the UK

UK life and learning!

places of interest.

contact details!

satisfactory English level.

Win a two-week A-Level taster Course in the UK! John Leggott College (JLC) is a large UK government school that provides excellent A-level tuition leading to qualifications for university. This time The British Council and John Leggott College have excellent news for you: a chance to win the A-level Taster Course and 'taste' the

The JLC A-level Taster Course is a two-week programme at the College where you can experience up to 42

different subjects, meet UK students, sample English for

To participate in the competition, you should be over 14 but under 18 when you come to John Leggott College

for the A-Level Taster Course (summer 2013!) and have

EducationUK exhibition 2013 and/or create EducationUK

britishcouncilrus@gmail.com not later than 18.00 14.09 with subject A-level. Do not forget to include your

And to win you should write a Russian slogan for

logo in any technique and send it in ipg to

IELTS lessons, and go on two excursions to nearby

Russia

About us

Platforms for direct recruitment

- Direct marketing events/presentations
- Different venues and different promo budget
- Possible in the format of Russian schools visits
- From 321 GBP



Platforms for direct recruitment



Exhibition:

- September EducationUK exhibition with schools zone (next 28 – 29 September 2013)
- 4400 visitors during 2 days
- 17 Educational establishments offering secondary education took part (3 boarding school)

Feedback from schools about market developments

- "High level of interest"
- "younger students some 11 years old not seen last year"
- "Visitors are focused and generally know a good deal about the UK system. A lot of enquiries for summer school. A lot of enquiries for younger (GCSE) students and some parents thinking ahead 2-3 years"

Platforms for direct recruitment

- Exhibition for schools only 2013
- Central location of the venue
- Targeted promotion campaign



Contacts

Thank you!

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Questions