



INTERNATIONAL EDUCATION CONFERENCE

3-4 December 2019

Around the world in 60 minutes

Matt Durnin, Global Head of Insights and Consultancy

#IES2019

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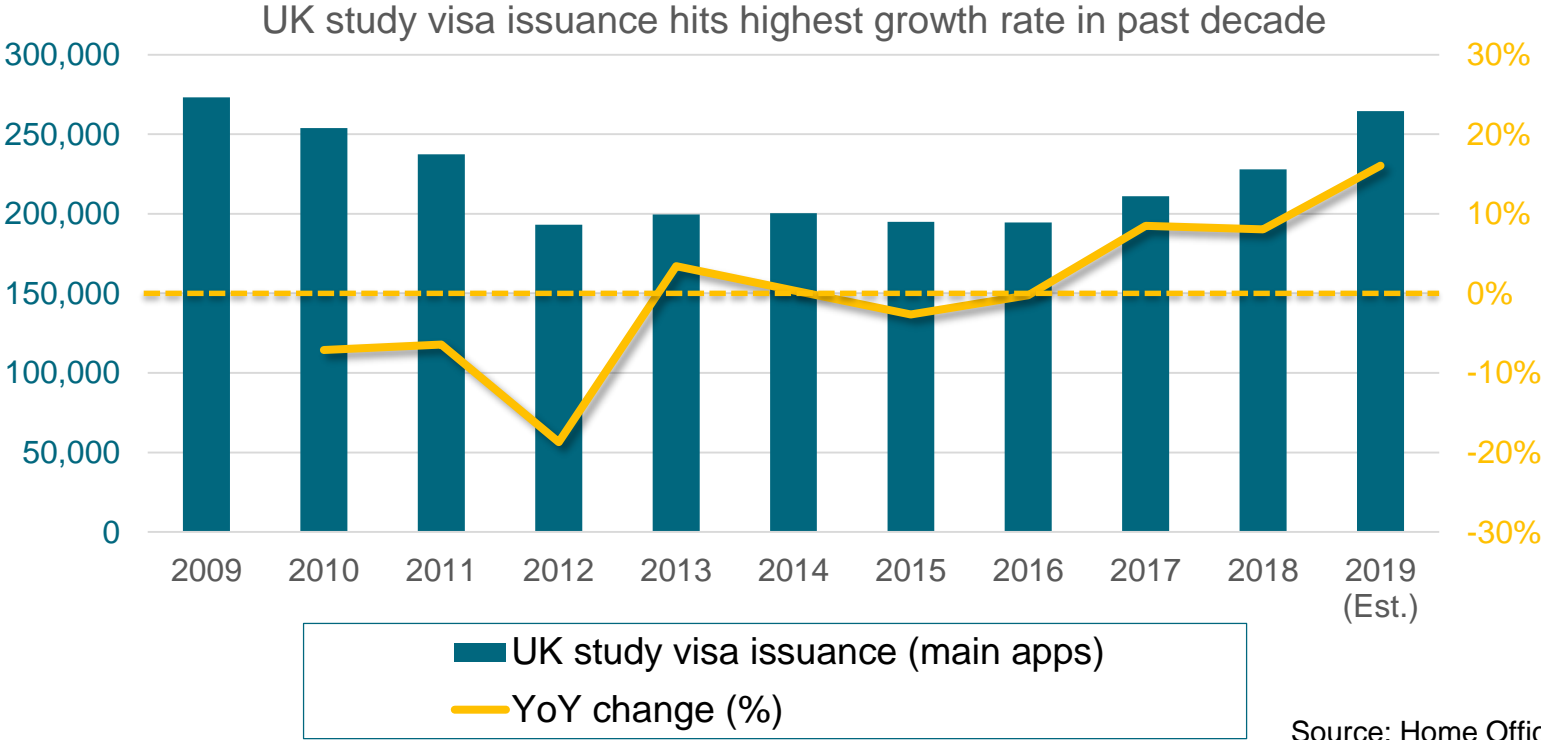
idp connect



Oxford
International
Education Group



UK overall performance



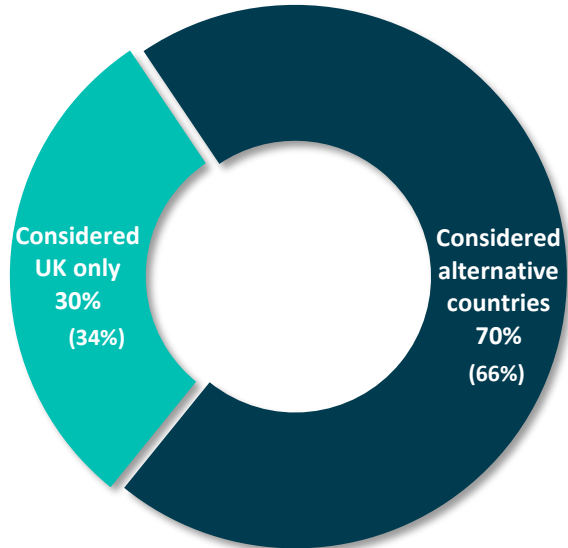
Source: Home Office

The competition

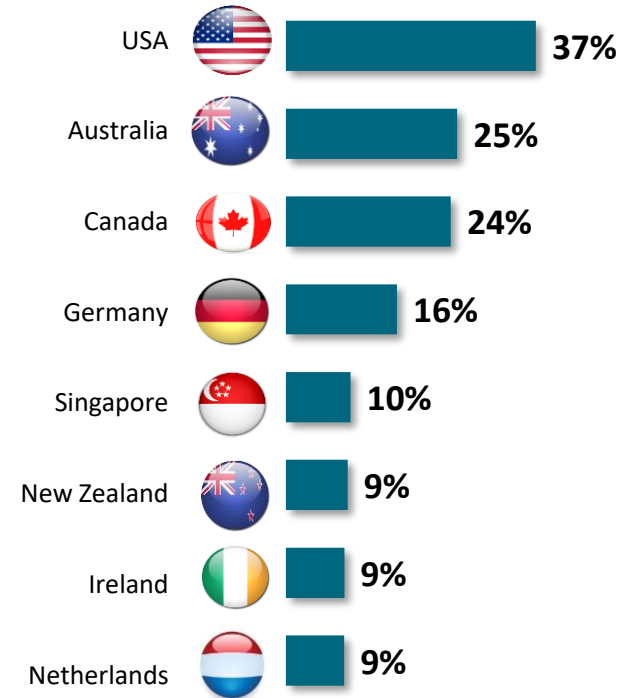


More than two thirds of new international students in the UK considered alternative countries

Did you consider studying in any of the following countries?
(2016/17 IHE data in brackets)



Competitor countries considered in 2018/19

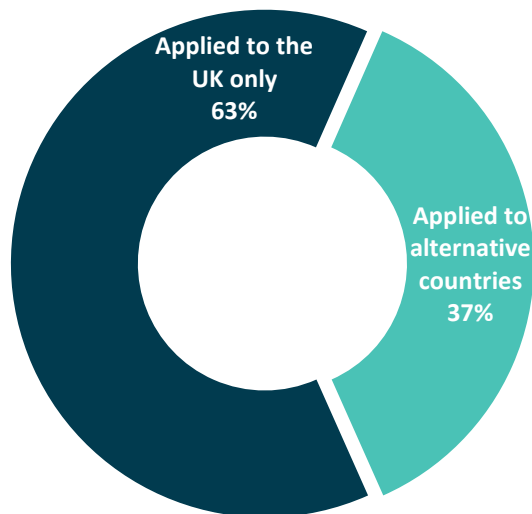


Source: British Council GREAT survey of new HE students (2016/17, 2018/19):
Fieldwork by Research Stories, Analysis by In2Impact
Base: New RoW international Students at a UK HEI 206/17 (2,151), 2017/18 (2,891),

Of those who considered another country, almost two thirds applied only to the UK

Did you apply to study in any of these countries?

Base: All who considered an alternative country

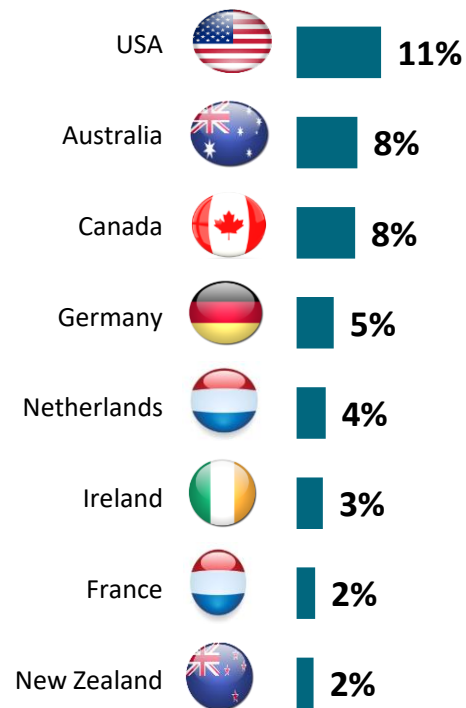


Source: British Council GREAT survey of new HE students (2018/19)

Fieldwork by Research Stories, Analysis by In2Impact

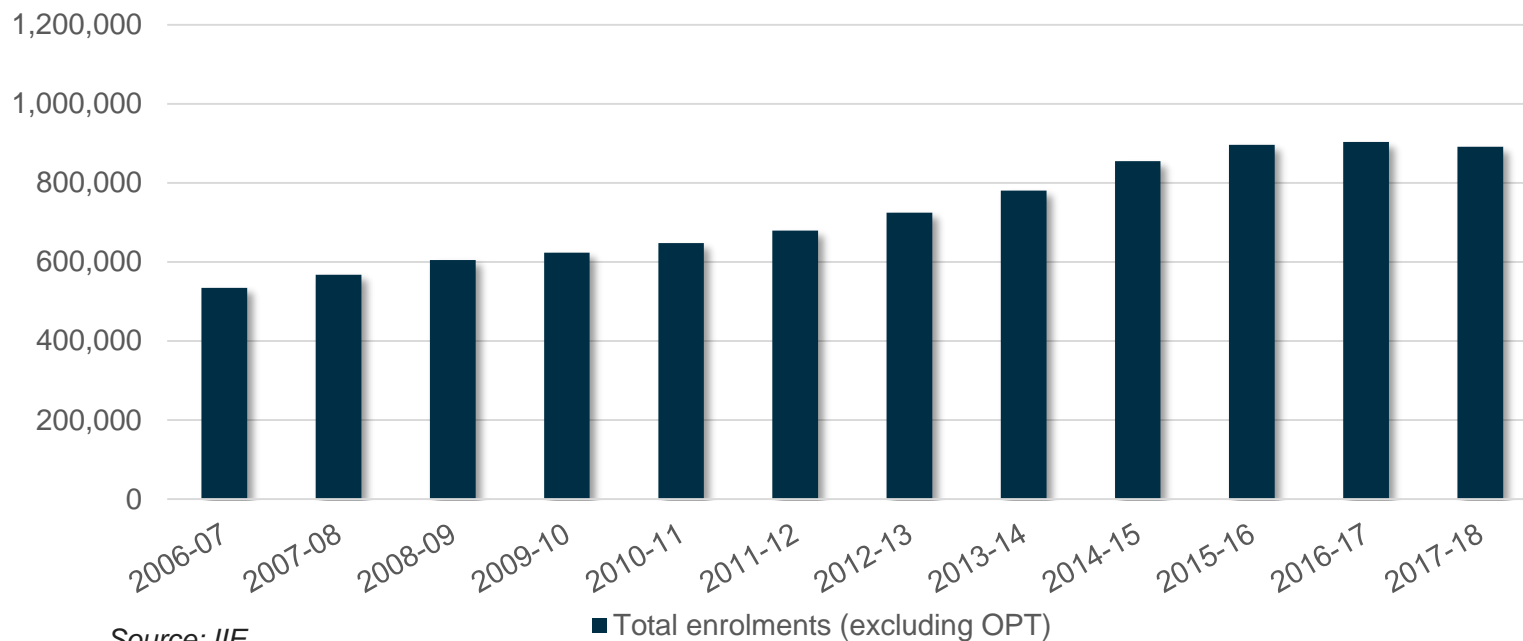
Base: New RoW international Students at a UK HEI who considered another country (2,031)

Competitor countries applied to in 2018/19

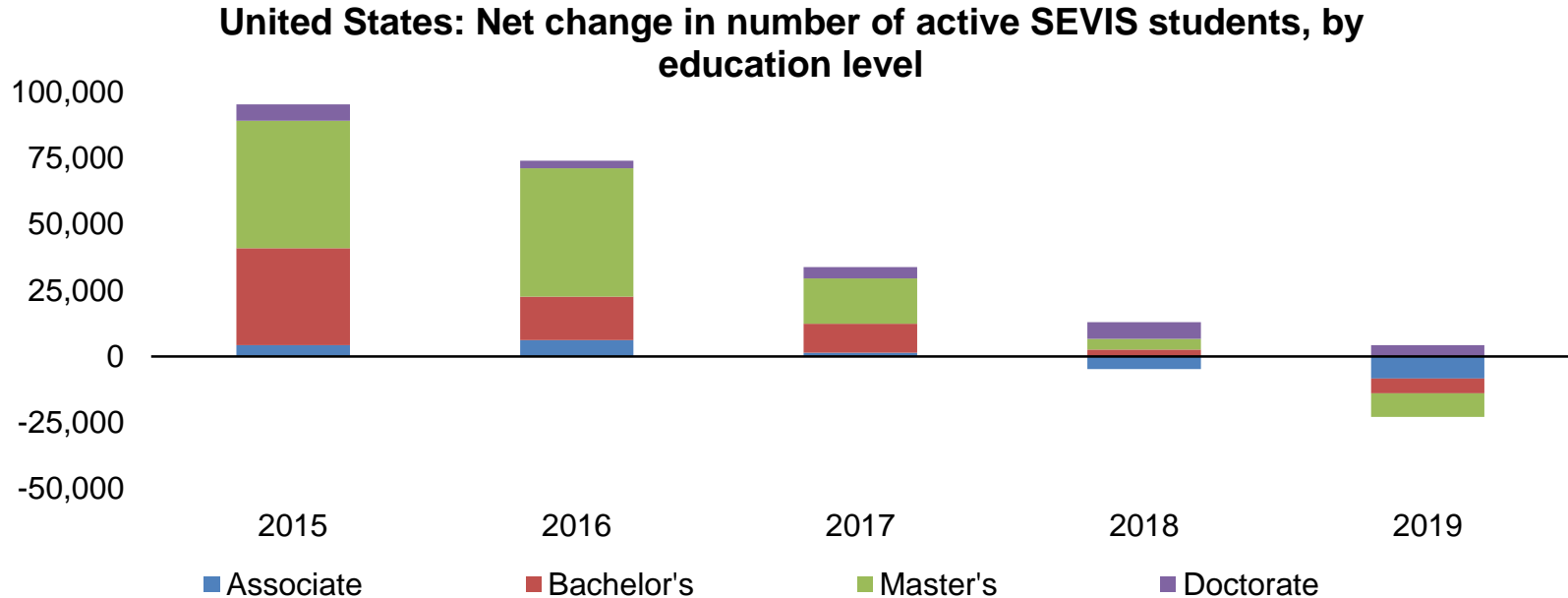


US: Changing fortunes?

US international enrolments



US: Changing fortunes?



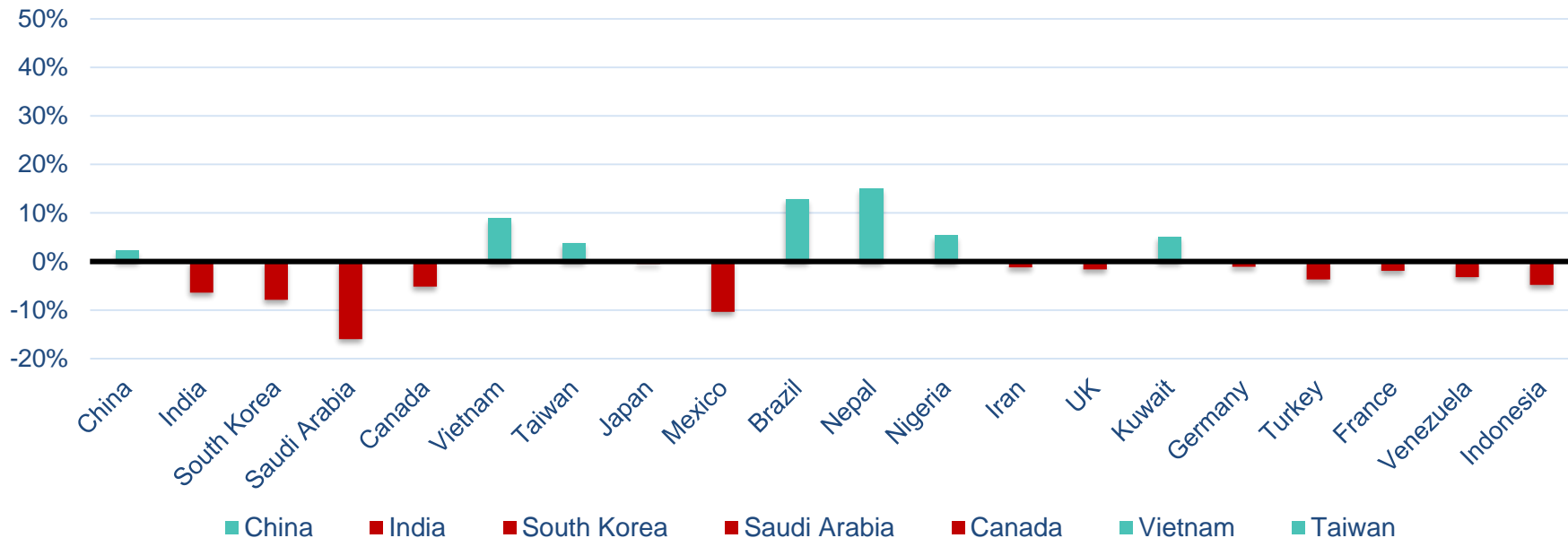
Source: Student and Exchange Visitor Program;

Note: Enrolment data is taken from the spring of each calendar year (April 2014, February 2015, and March 2016 – 2019).

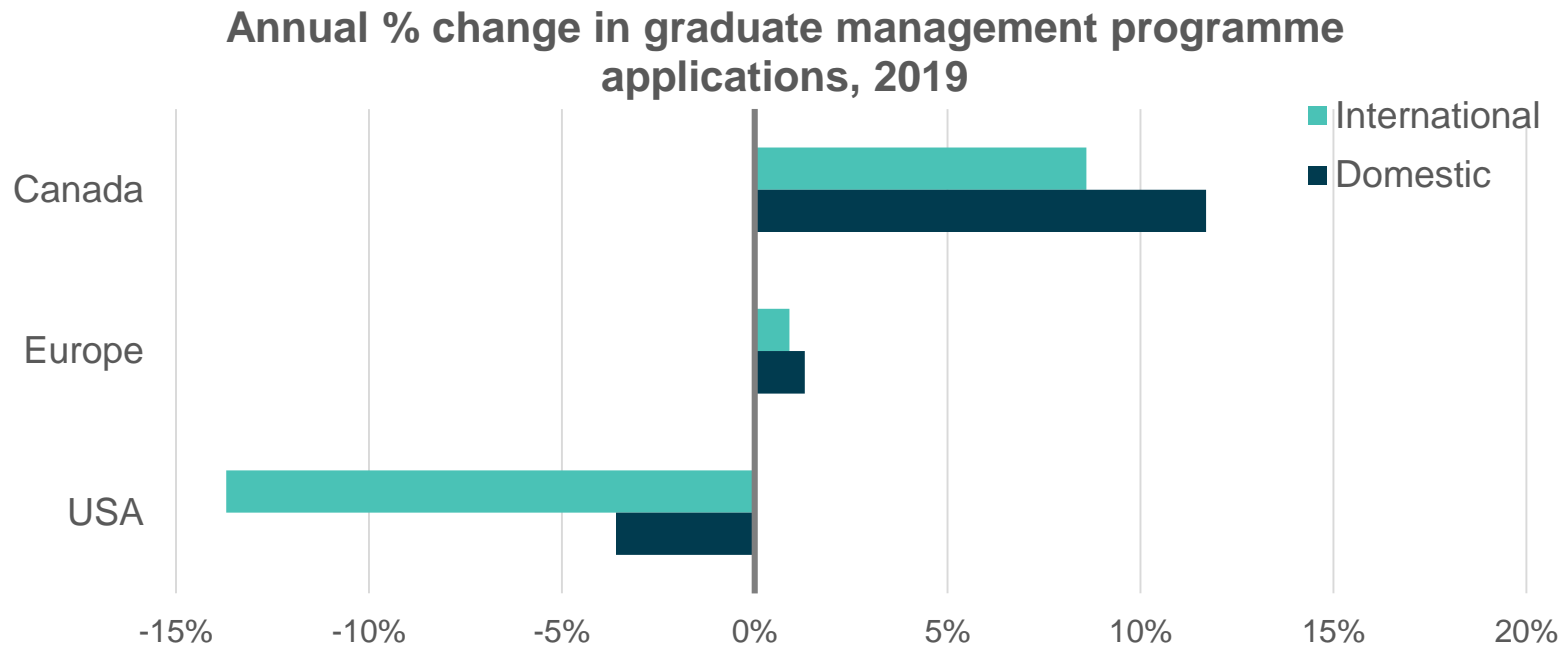
US: Changing fortunes?

American universities' international enrolments from 13 of the top 20 recruitment markets fell in 2017/18.

Change in US enrolments from top 20 markets in 2017/18



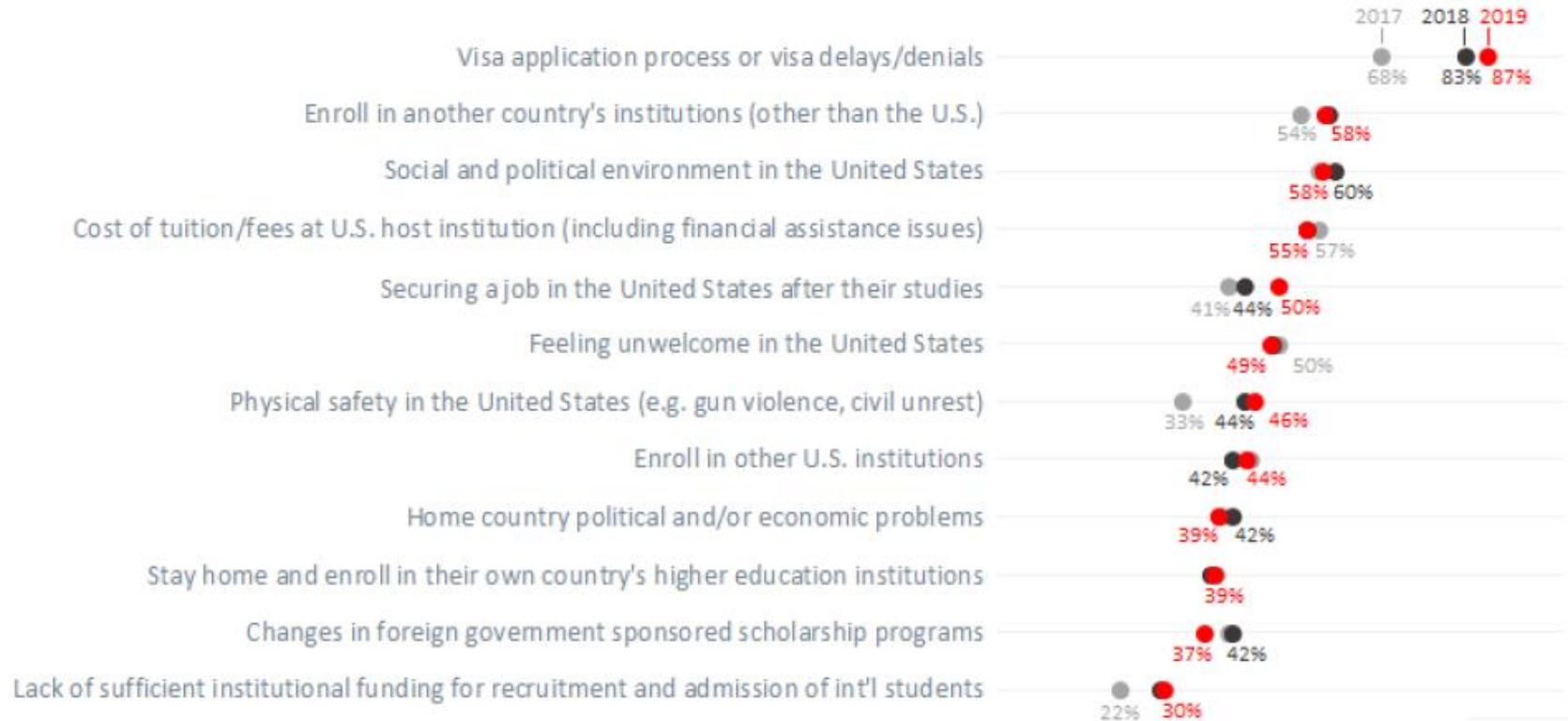
United States: Changing fortunes?



Source: Graduate Management Admission Council

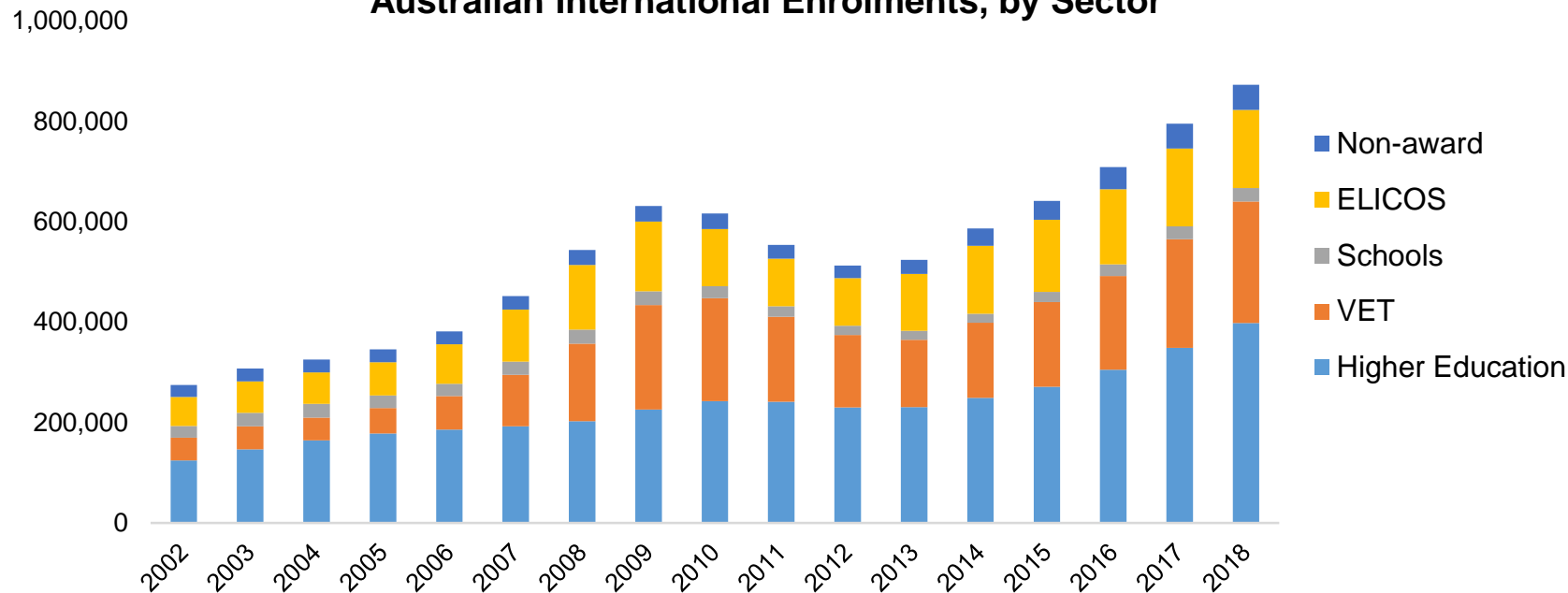
United States: Changing fortunes?

Top 12 reasons for declining international enrolments at US institutions, fall 2017 to 2019



Australia

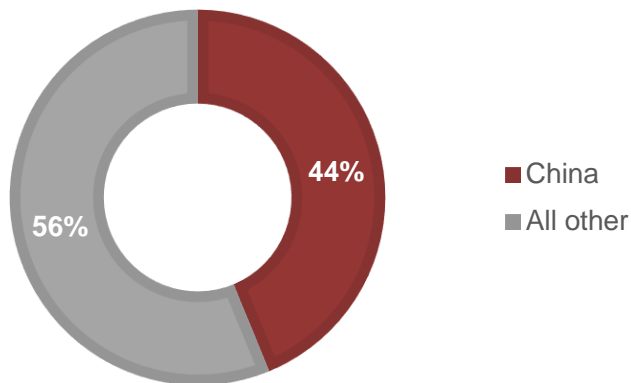
Australian International Enrolments, by Sector



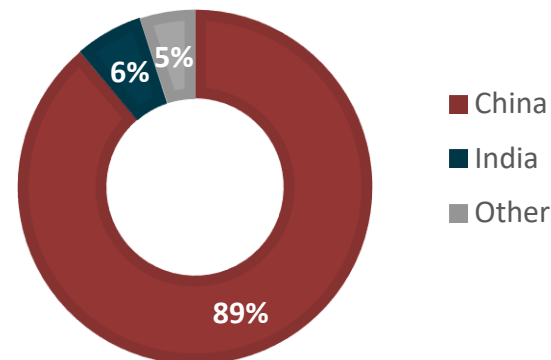
Source: AusTrade

Australia's skeleton in the closet

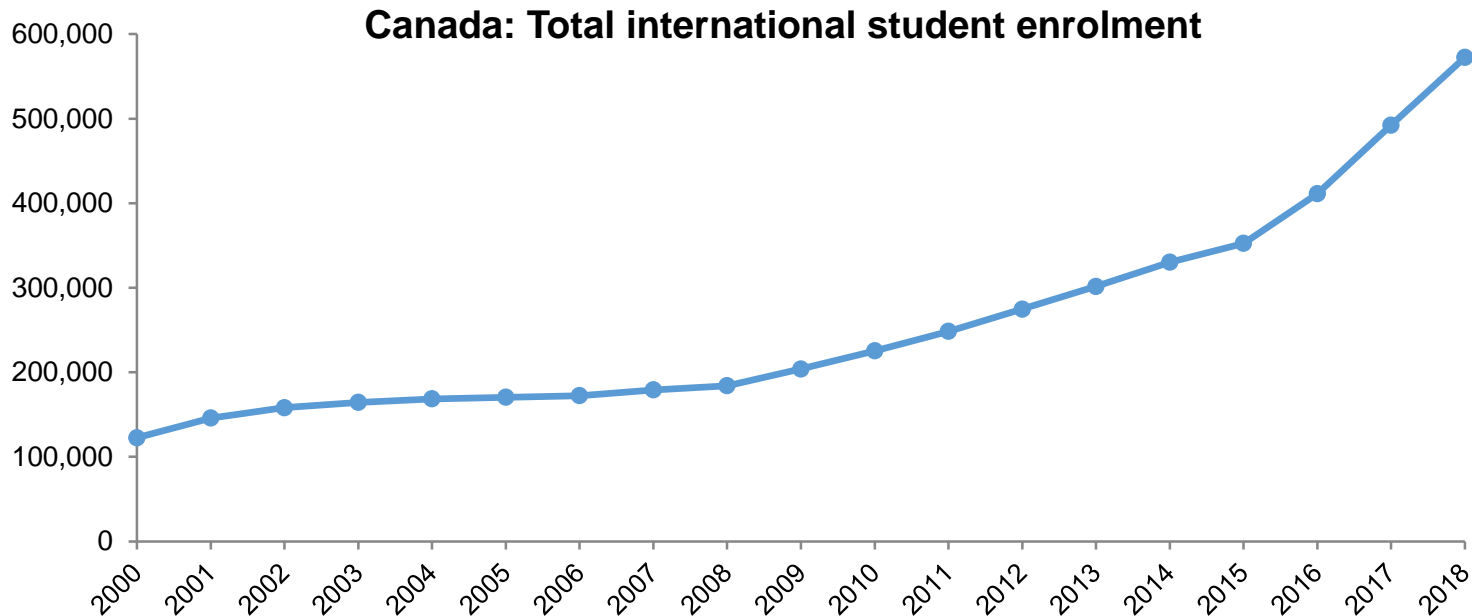
Russell Group, sources of growth in new enrolments, 2012 to 2016



Group of 8, sources of growth in int'l commencements, 2012 to 2016



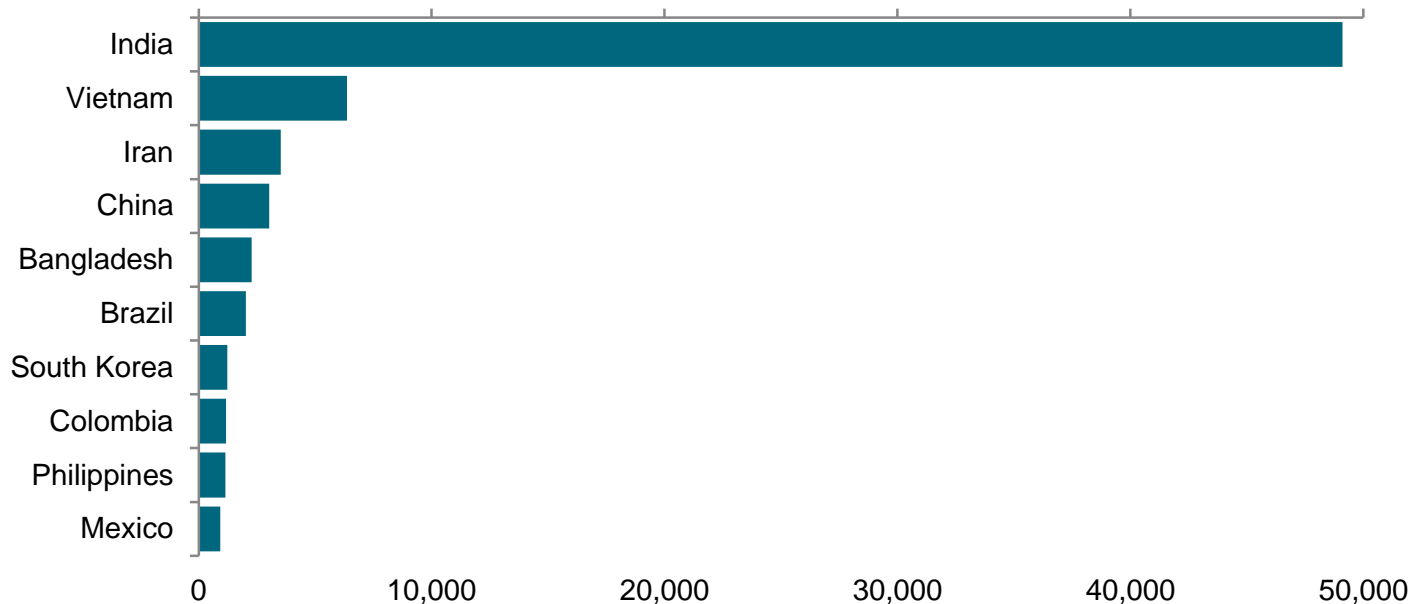
Canada, the new kid on the block



Source: Immigration Refugees and Citizenship Canada

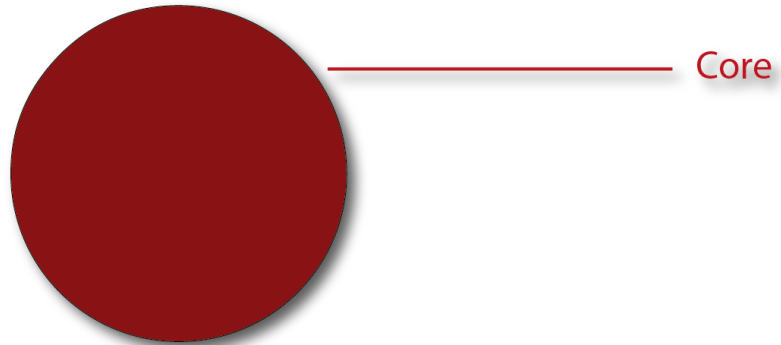
Canada, the new kid on the block

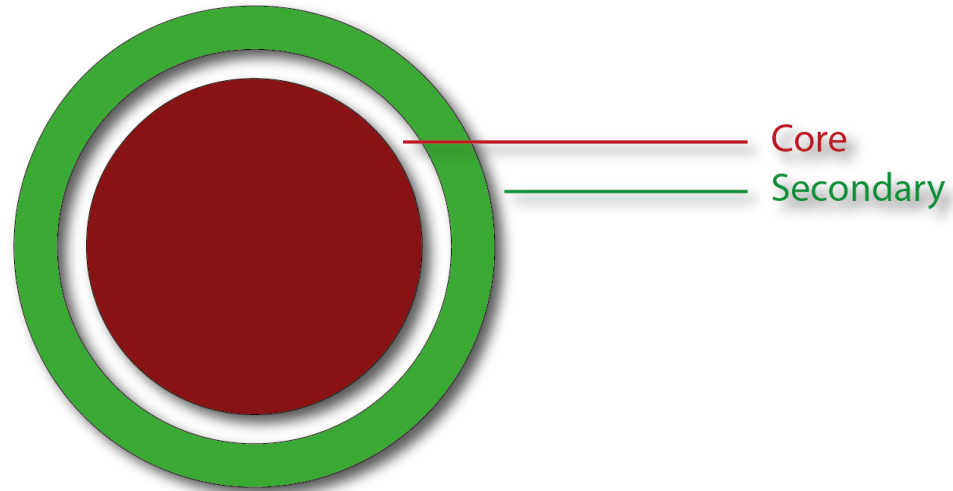
Largest net gain in inbound mobility to Canada, 2017 v 2018

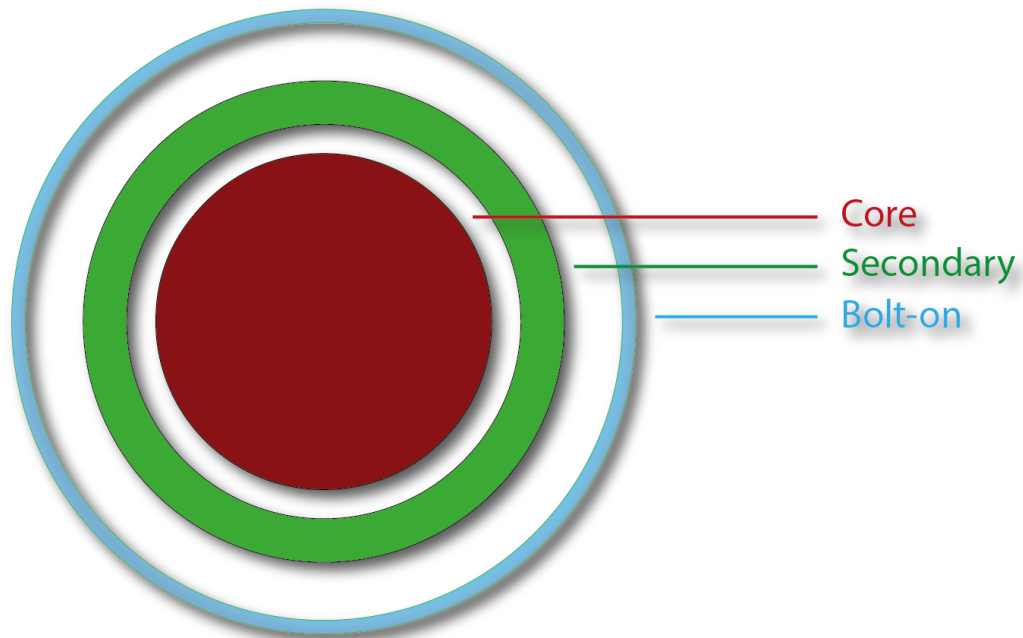


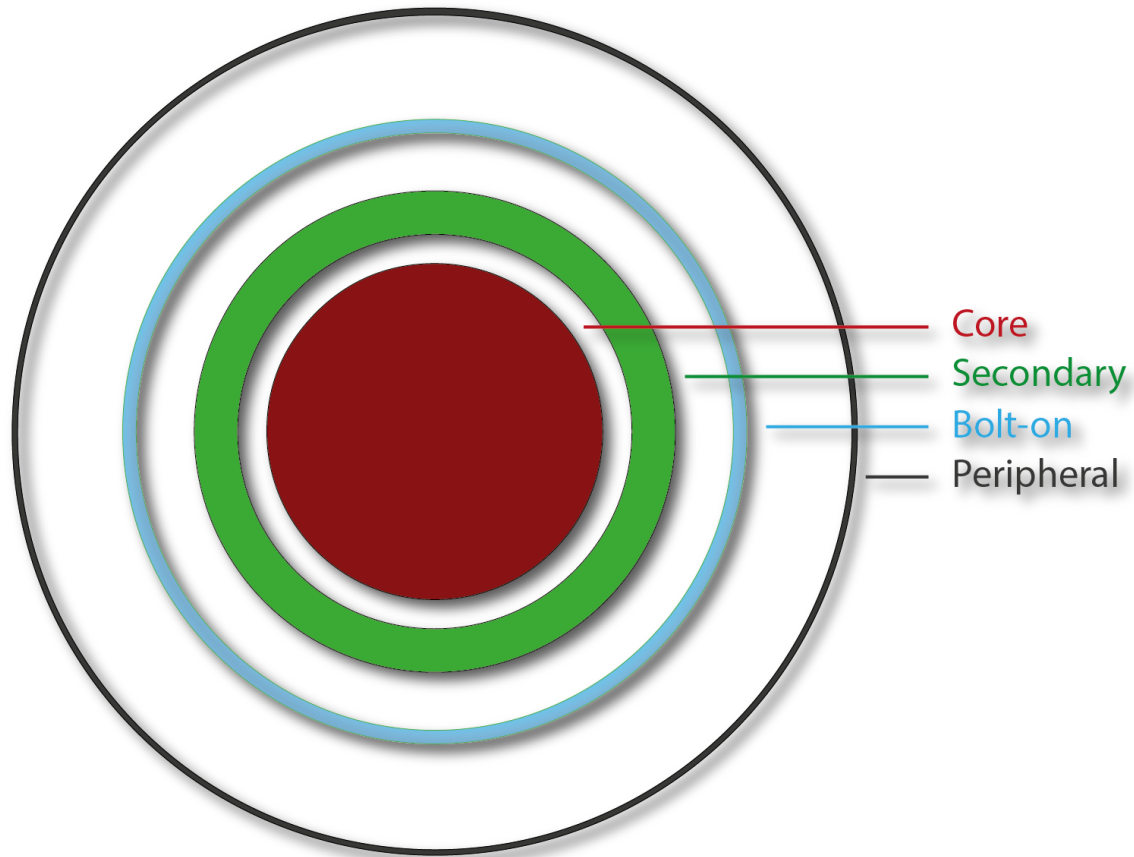
Source: Immigration Refugees and Citizenship Canada









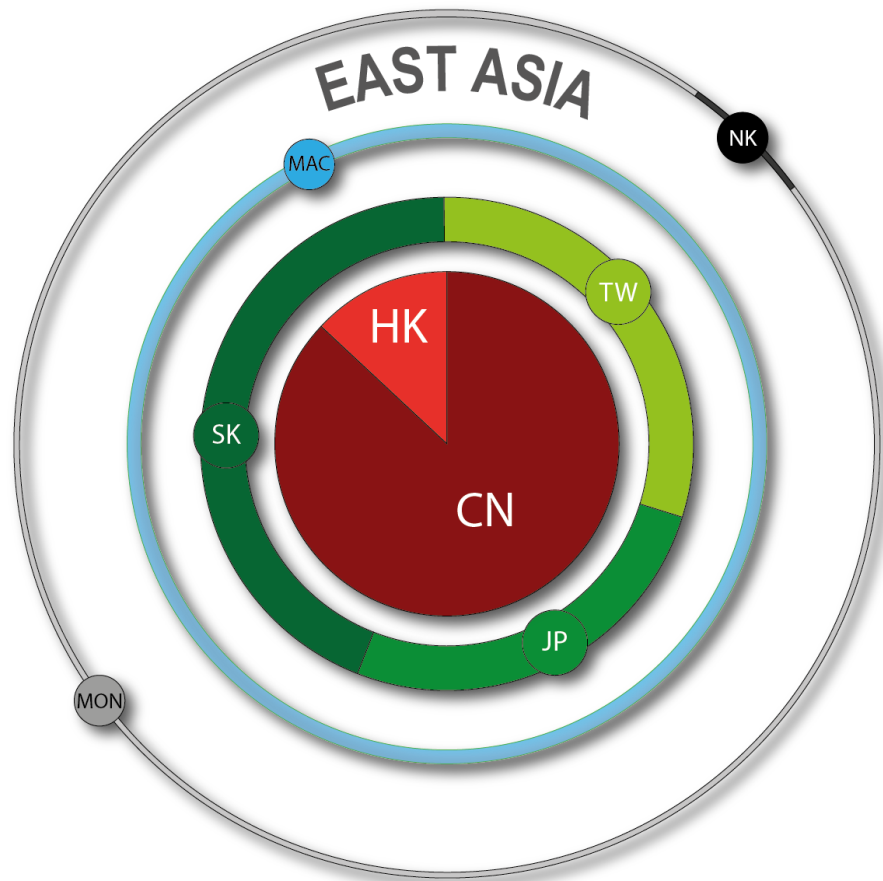


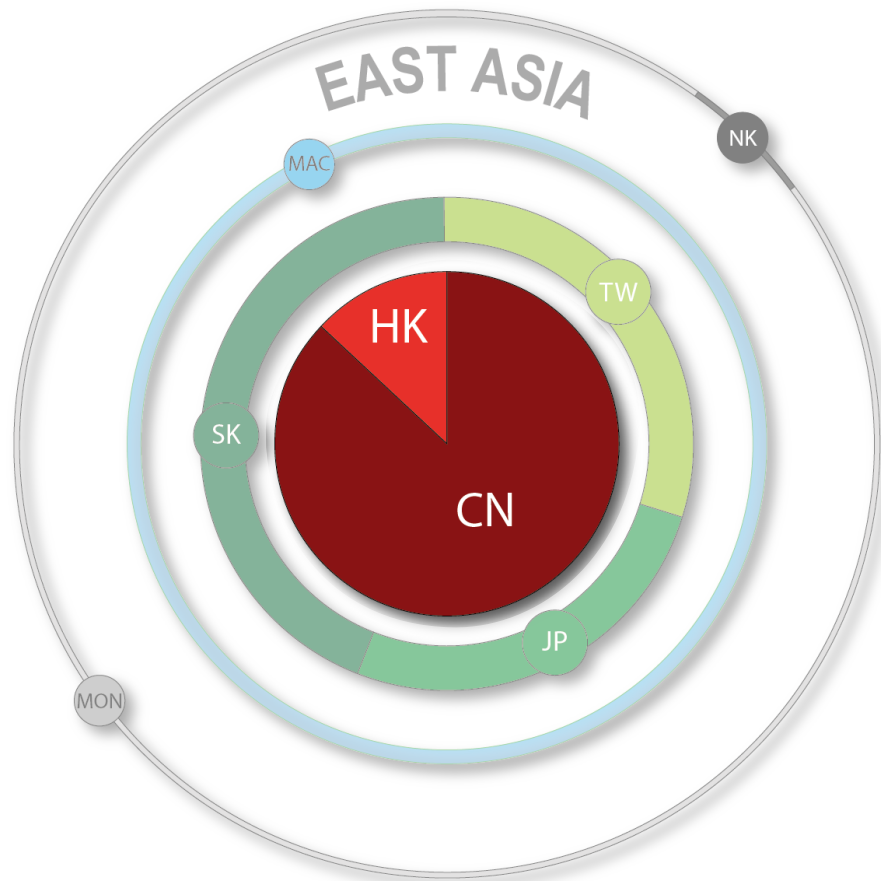
Core

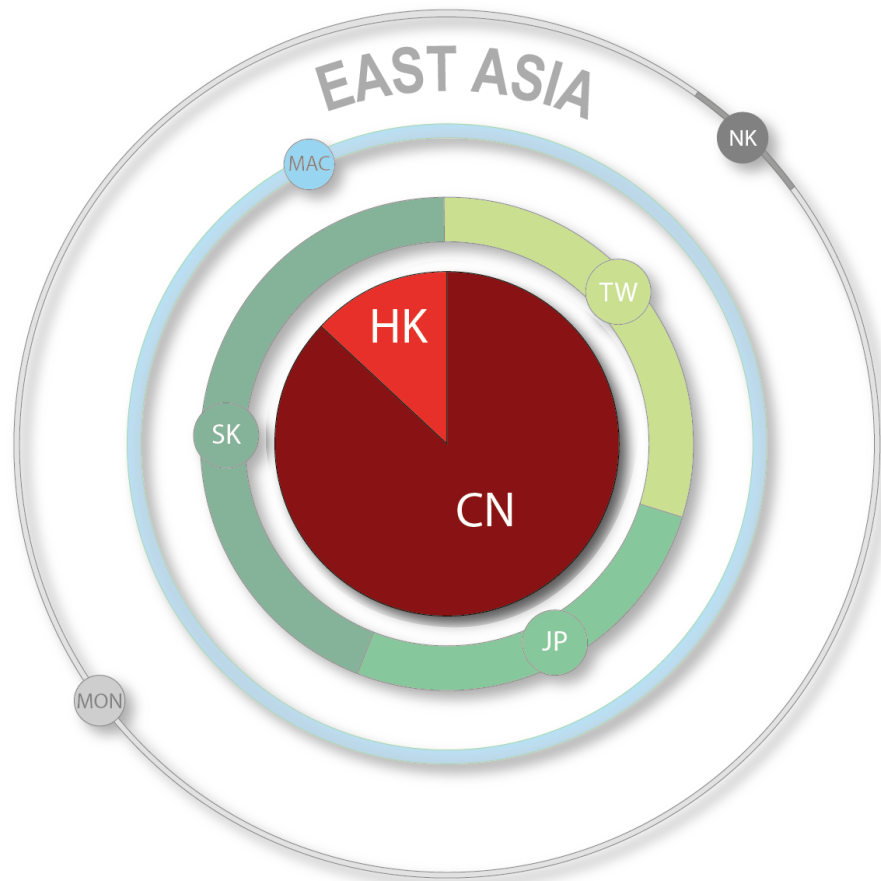
Secondary

Bolt-on

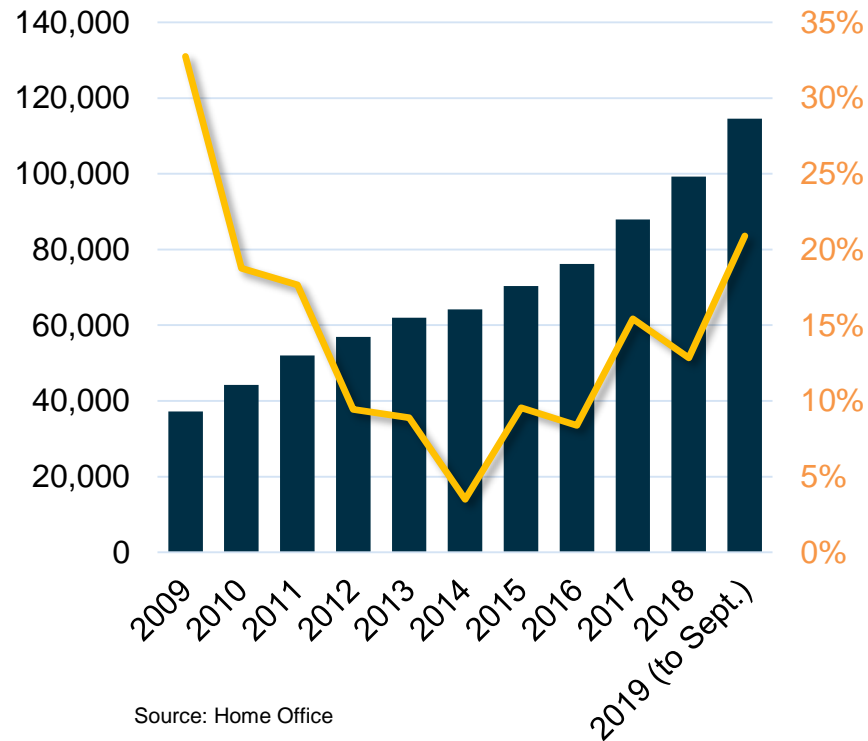
Peripheral



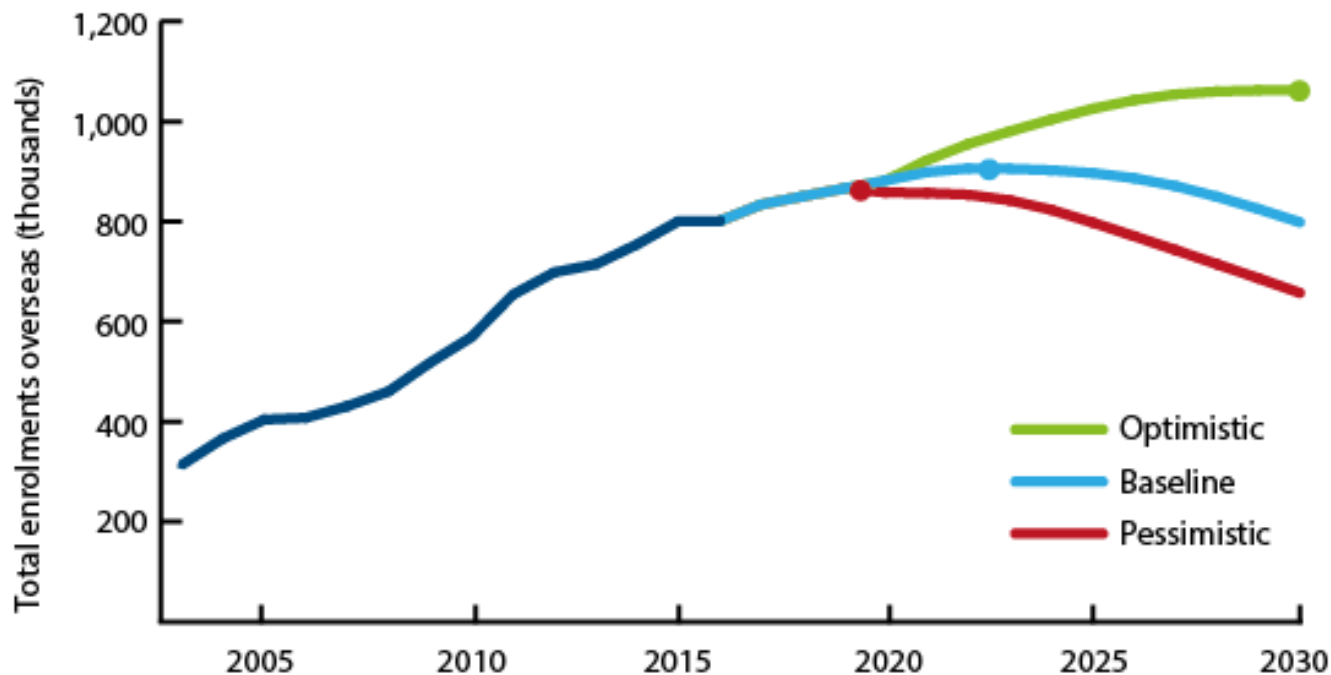




UK study visa issuance, China (main applicants)

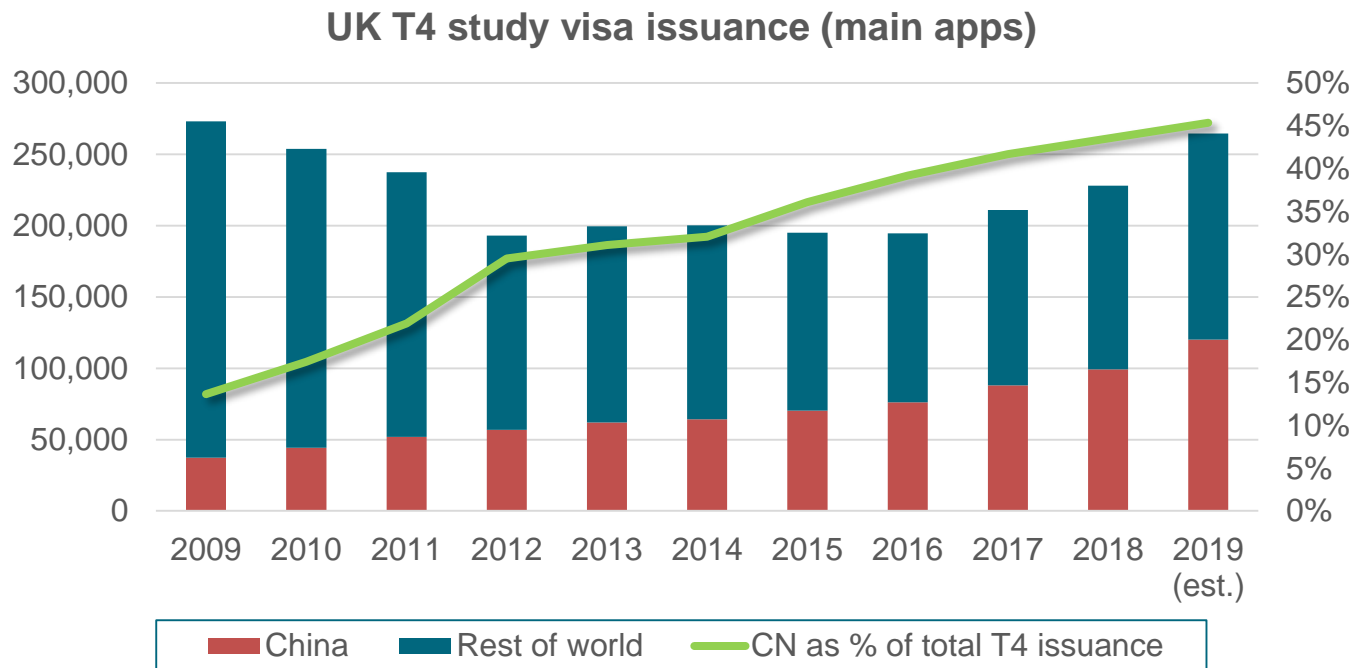


China: overseas enrolment forecast



Source: British Council

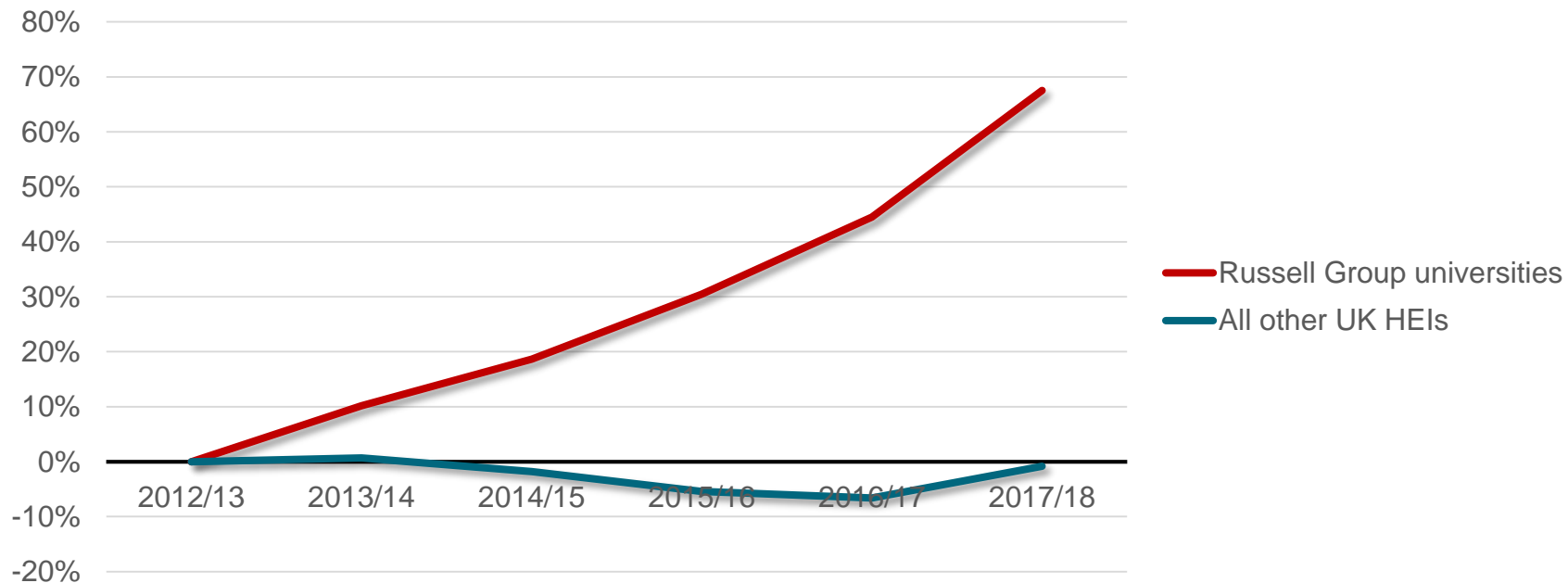
China reliance

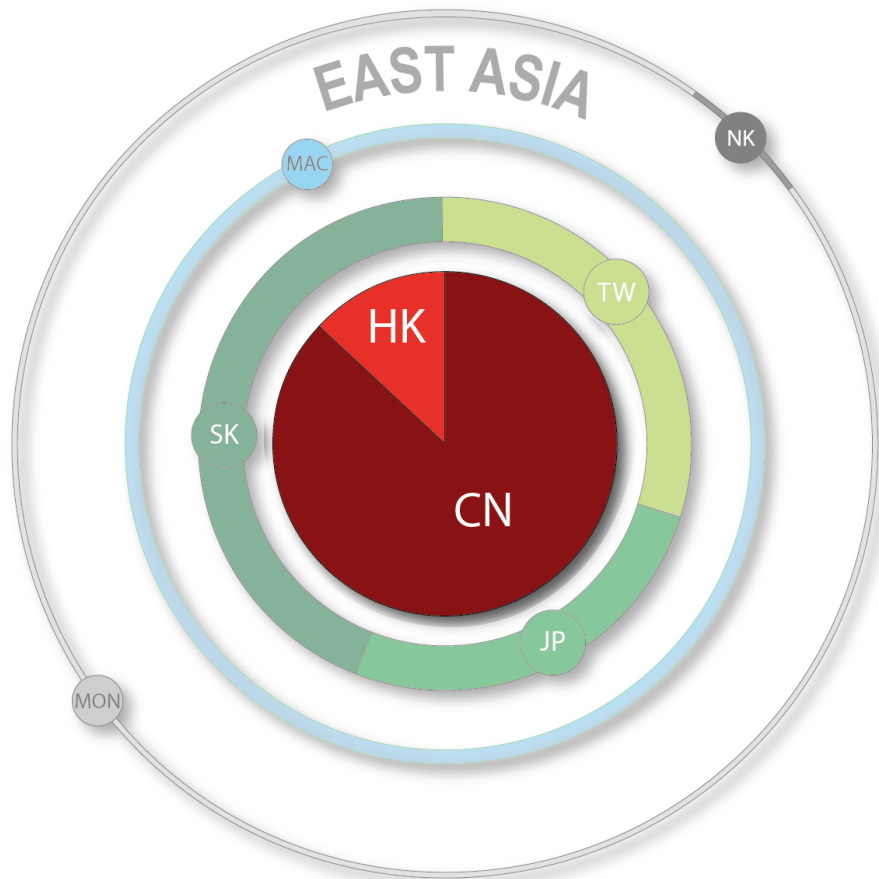


Source: British Council

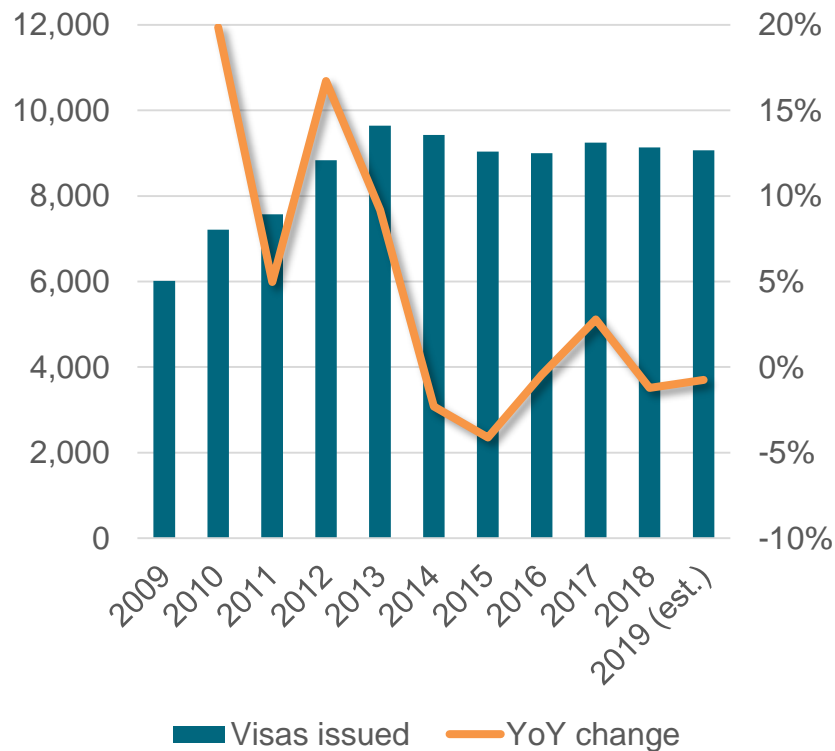
Russell Group vs the rest

Cumulative change in the UK's China enrolments since 2012/13

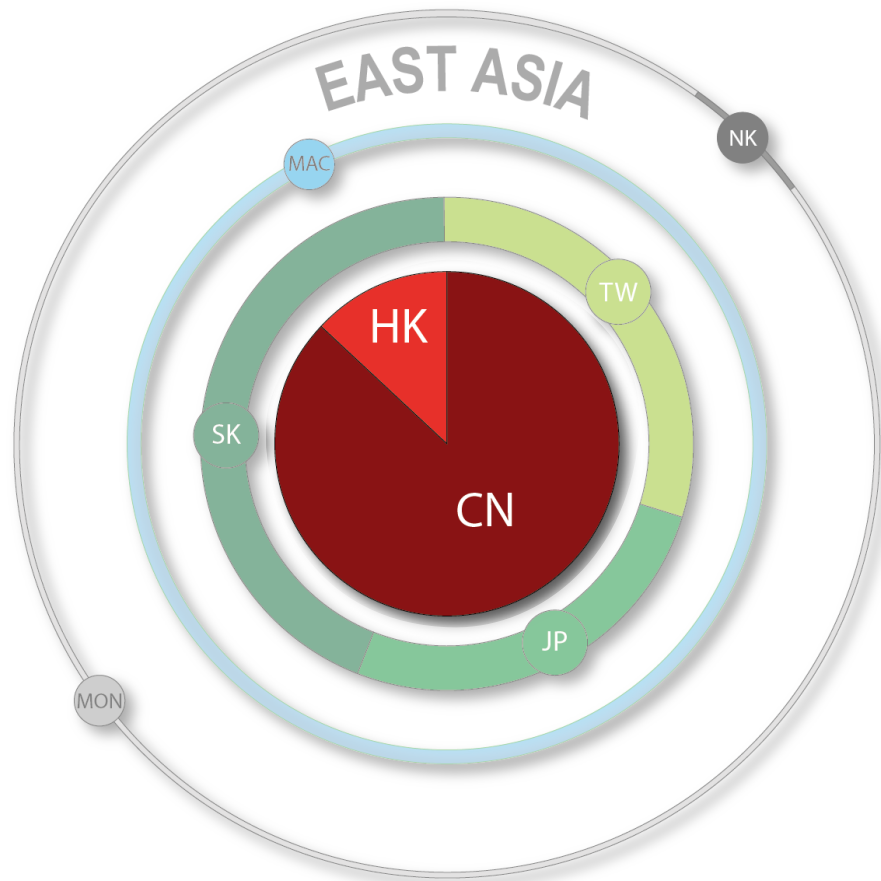




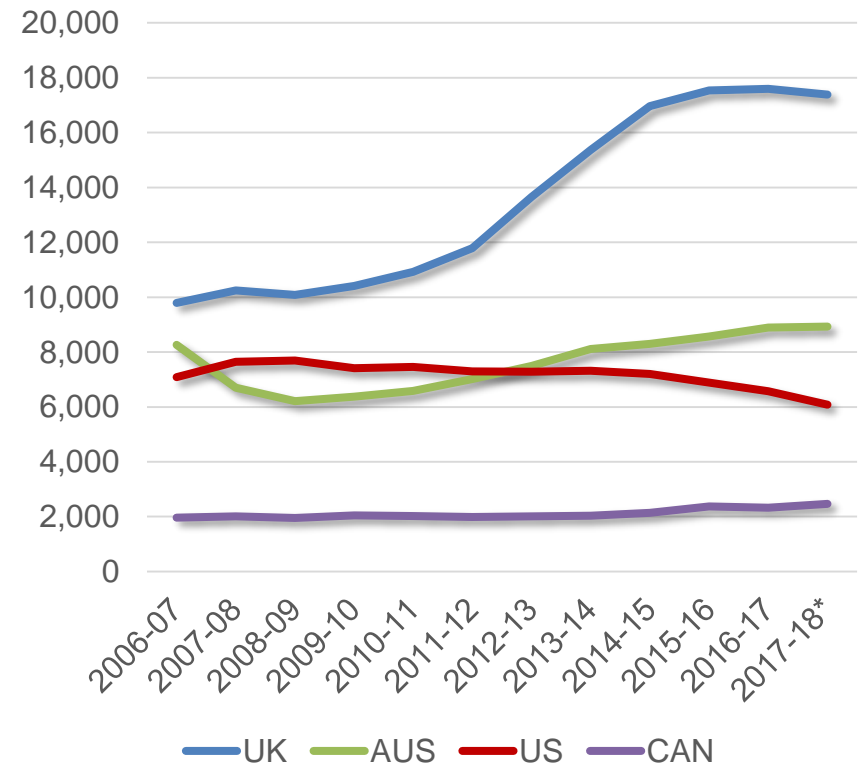
UK T4 study visas issued to HK



Source: Home Office

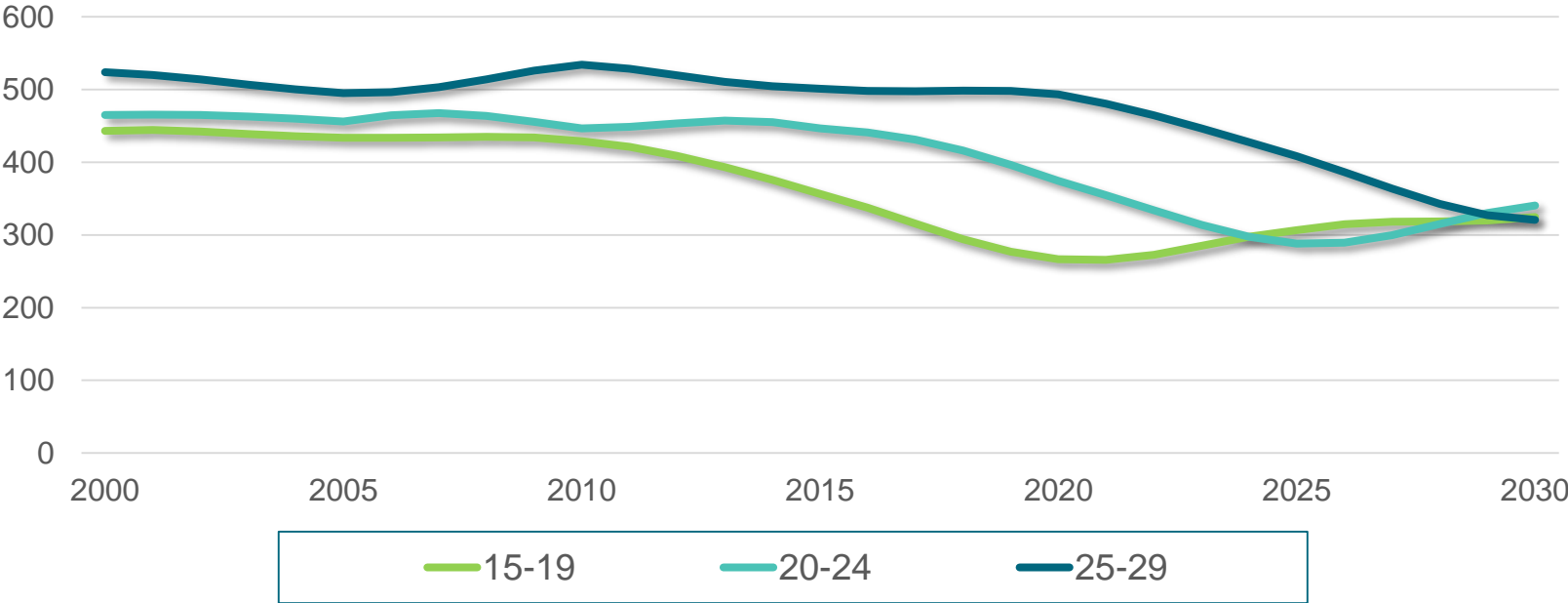


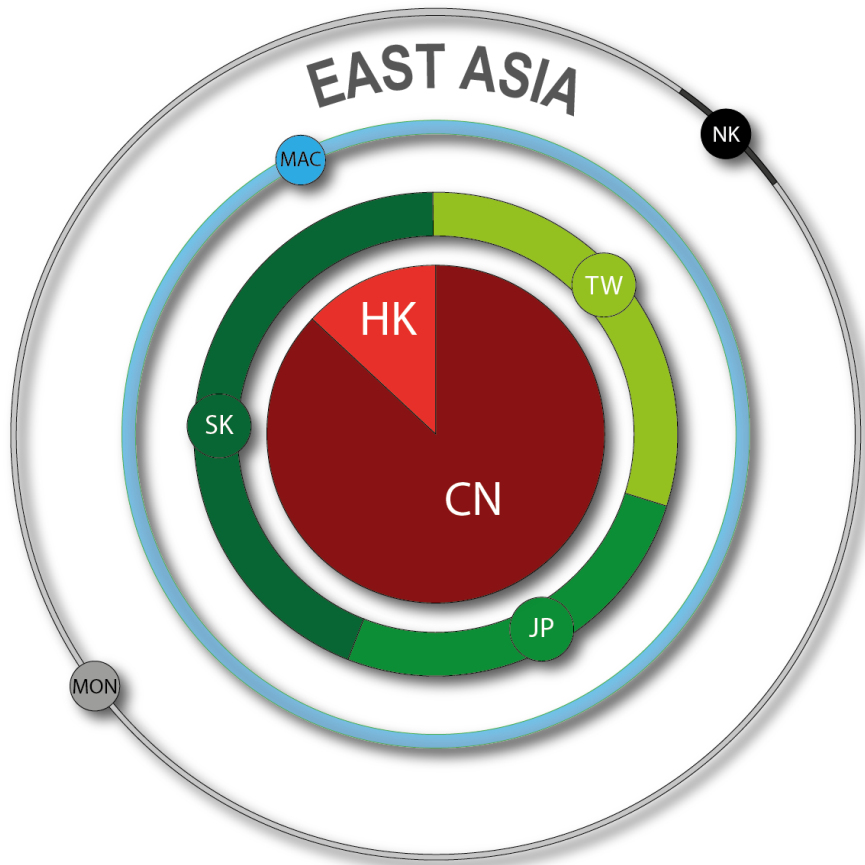
Hong Kong enrolments in MESDCs



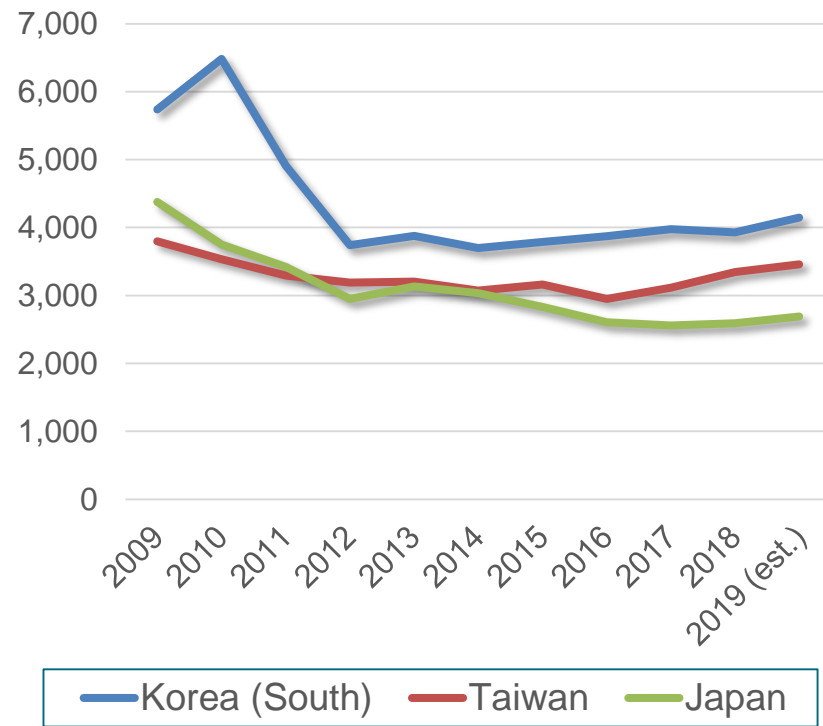
East Asia: Hong Kong demographics

Hong Kong's student-age population (thousands)

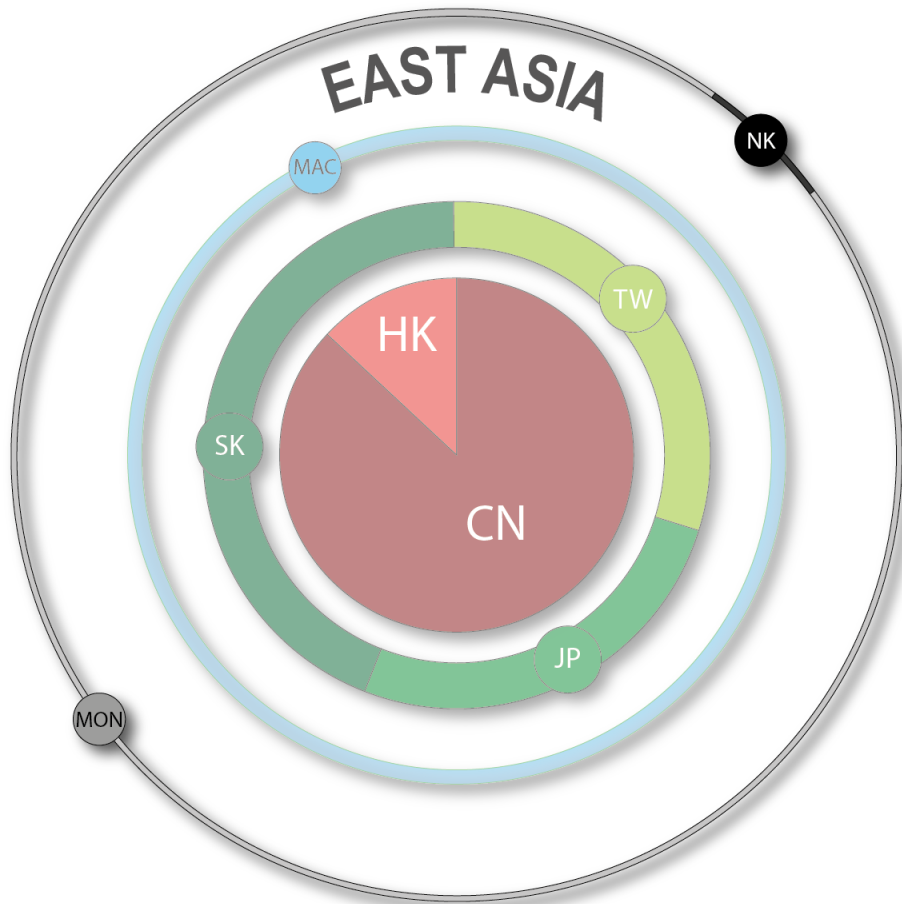


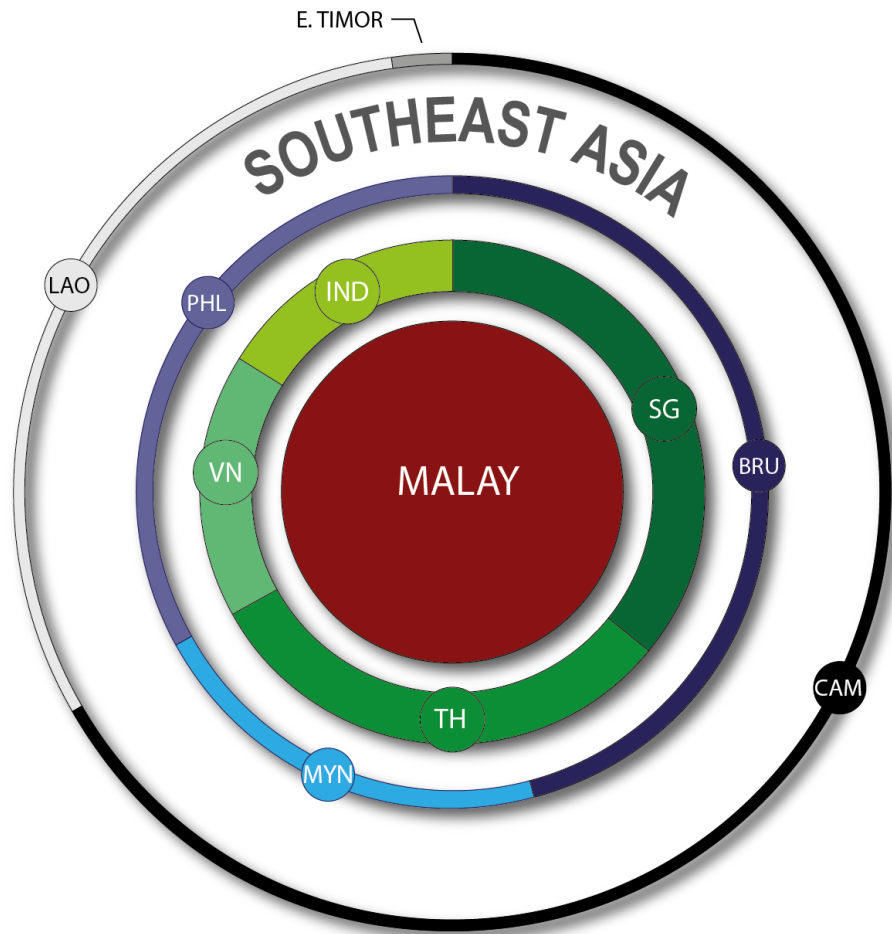


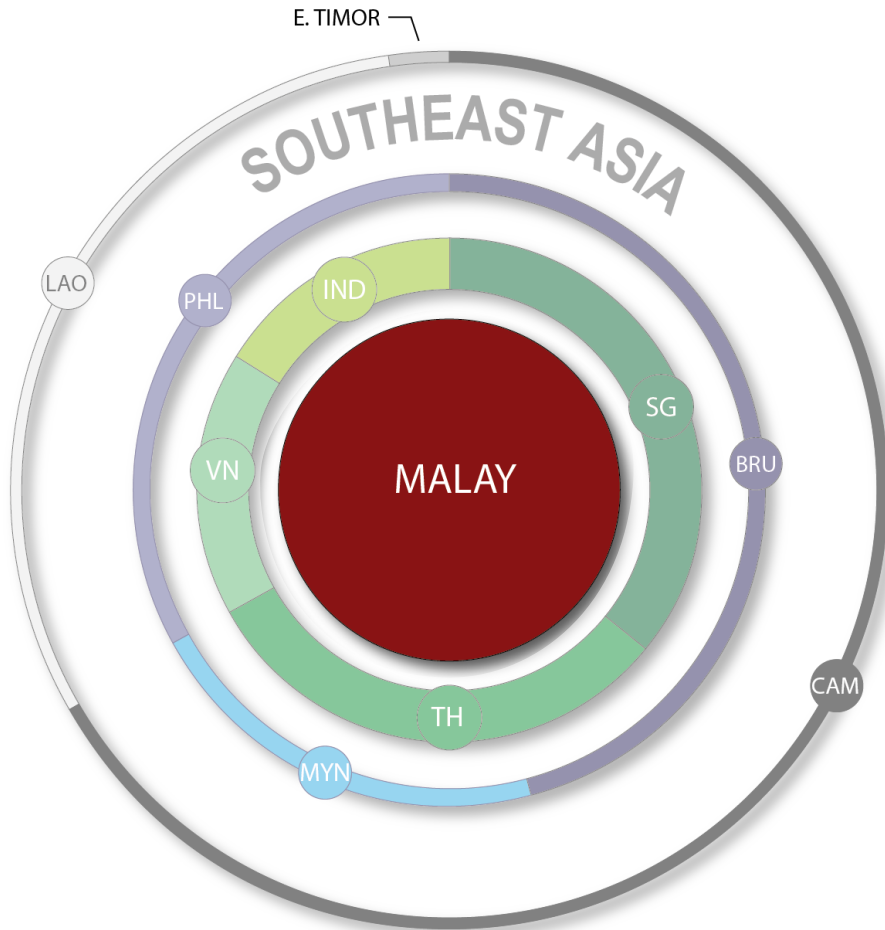
UK T4 visa issuance (main apps)



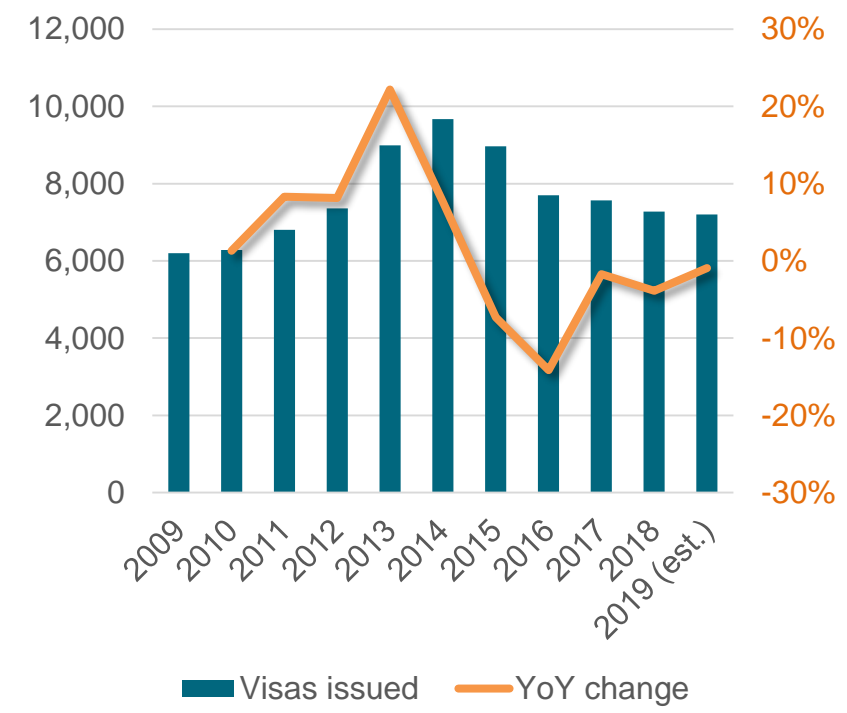
Source: Home Office







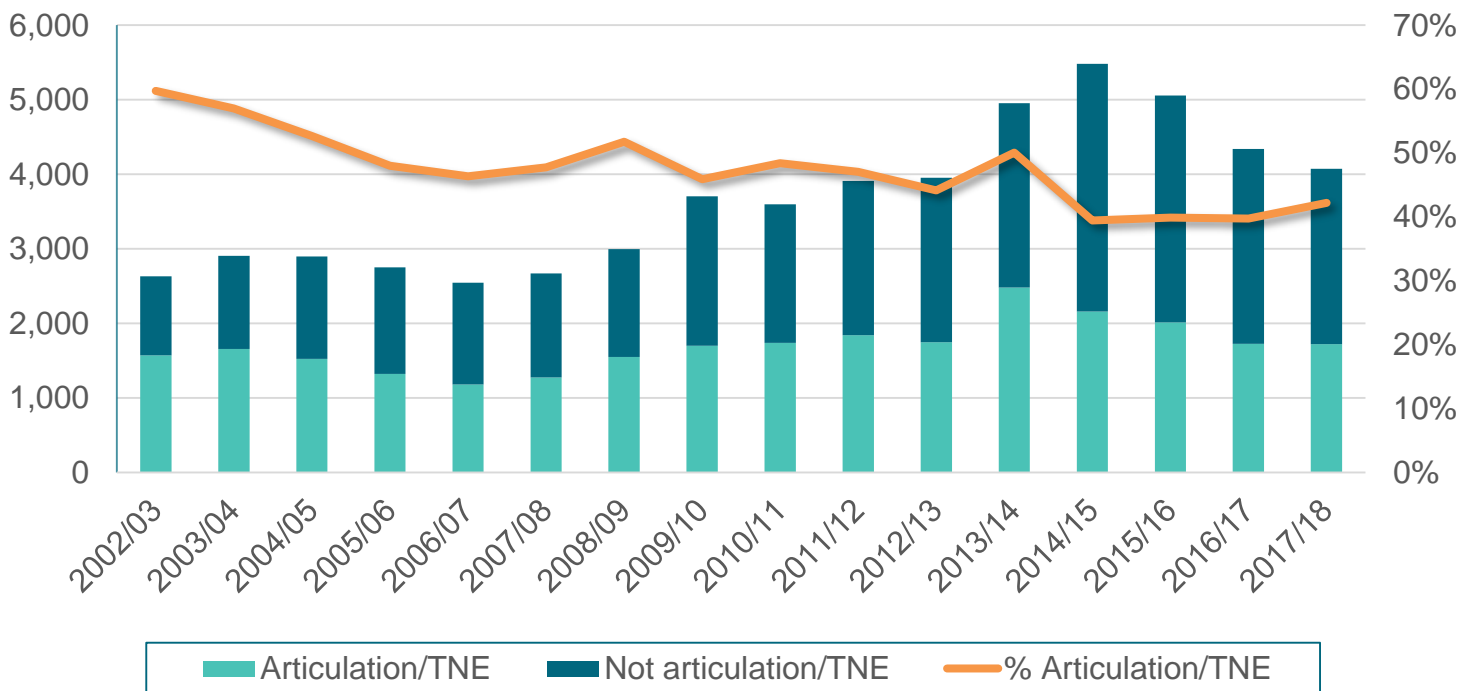
UK T4 visas issued to Malaysian nationals (main apps)



Source: Home Office

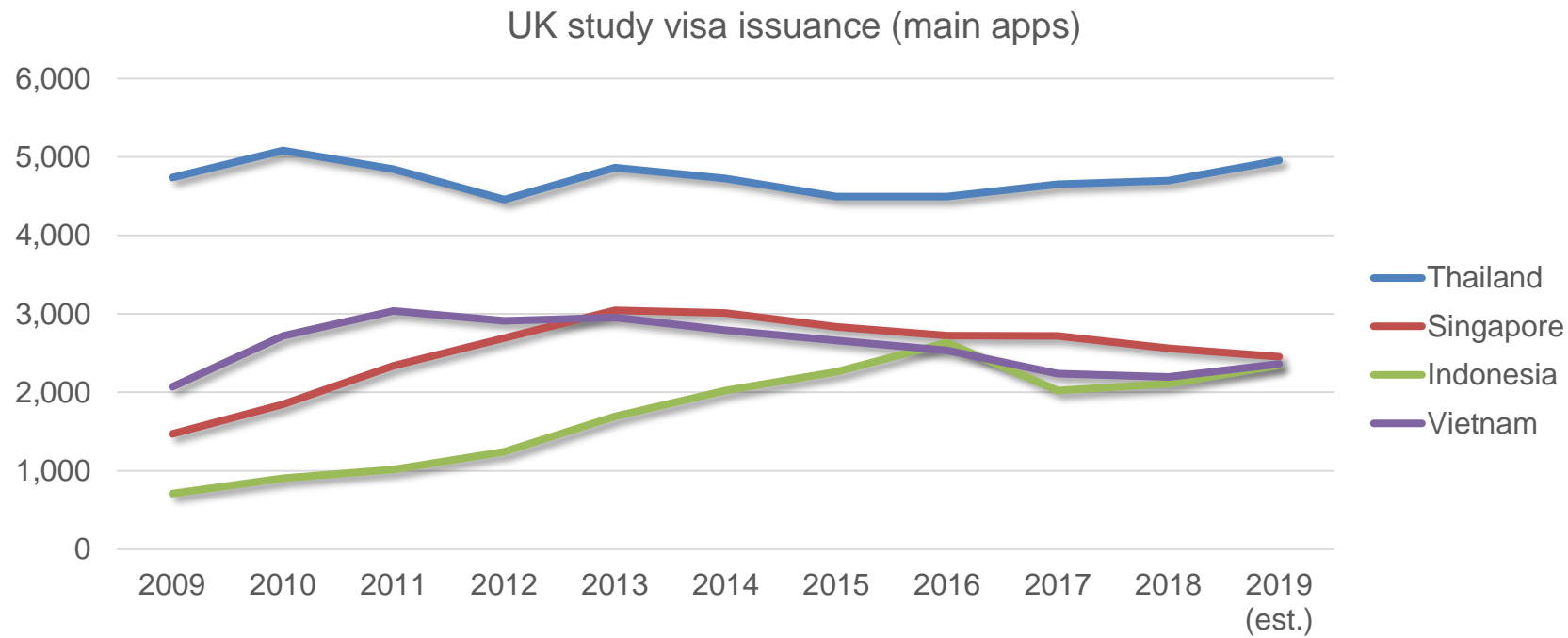
Southeast Asia: Malaysia articulation

Articulations/TNE pathway from Malaysia

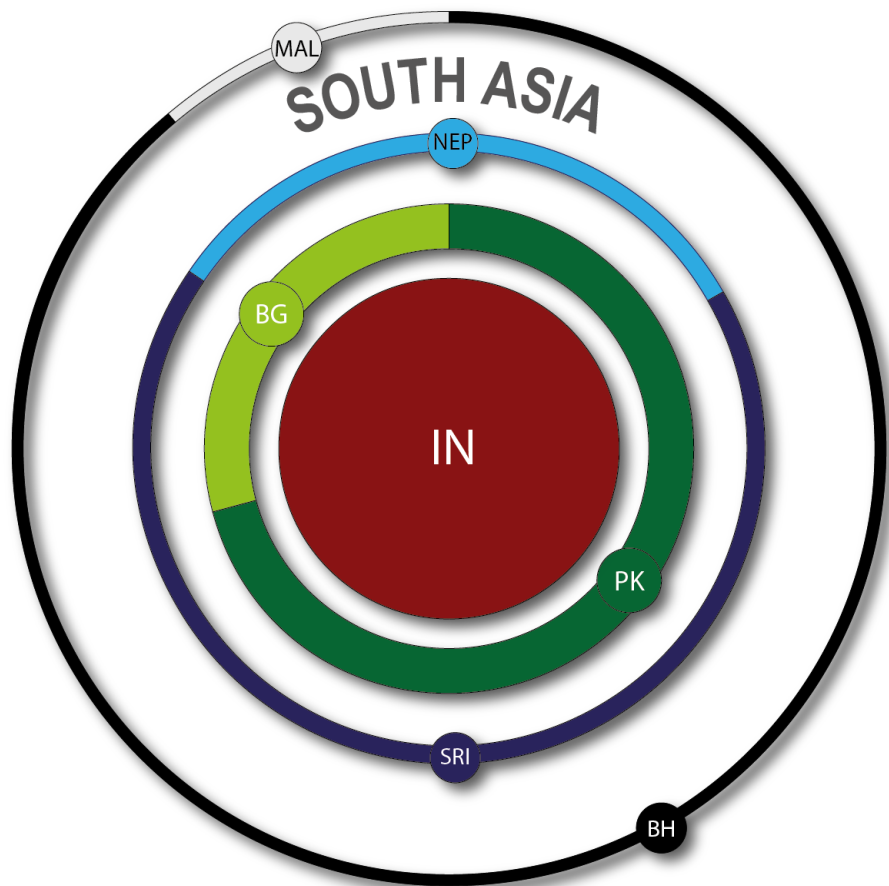


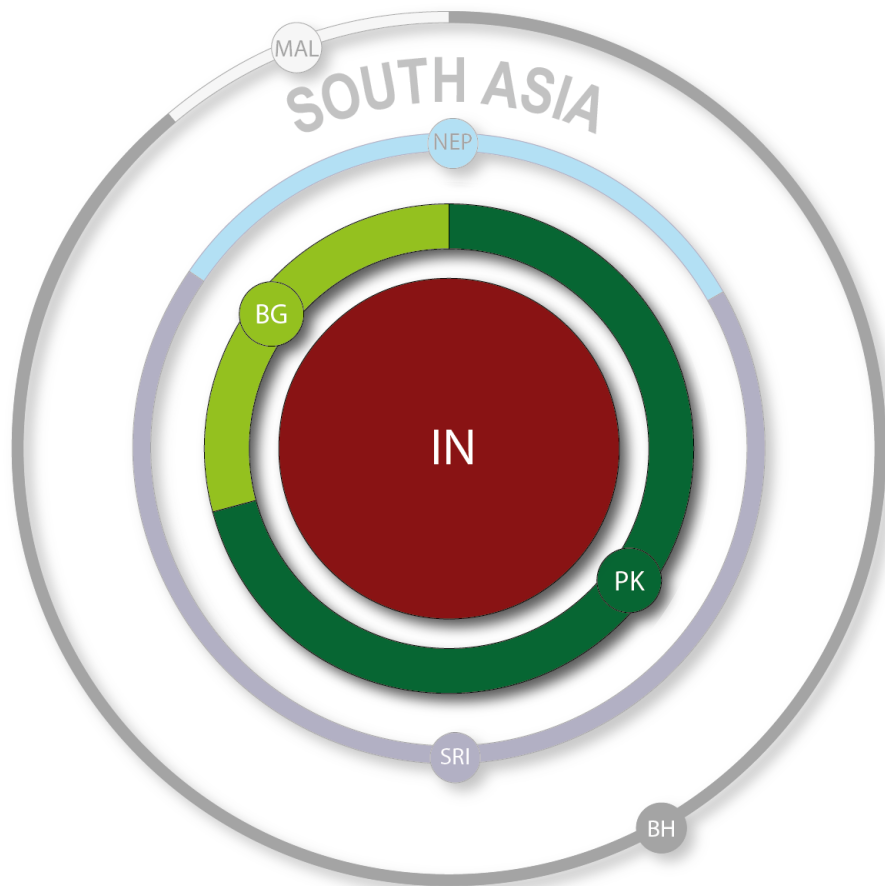
Source: HESA, British Council analysis

Southeast Asia: Secondary markets

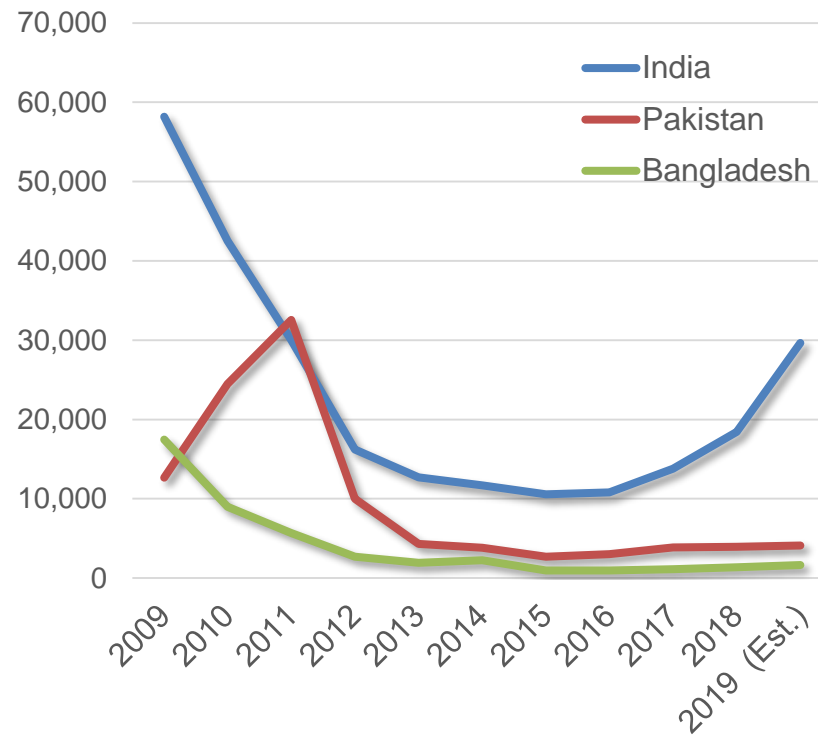


Source: Home Office





**UK study visa issuance
(main applicants)**

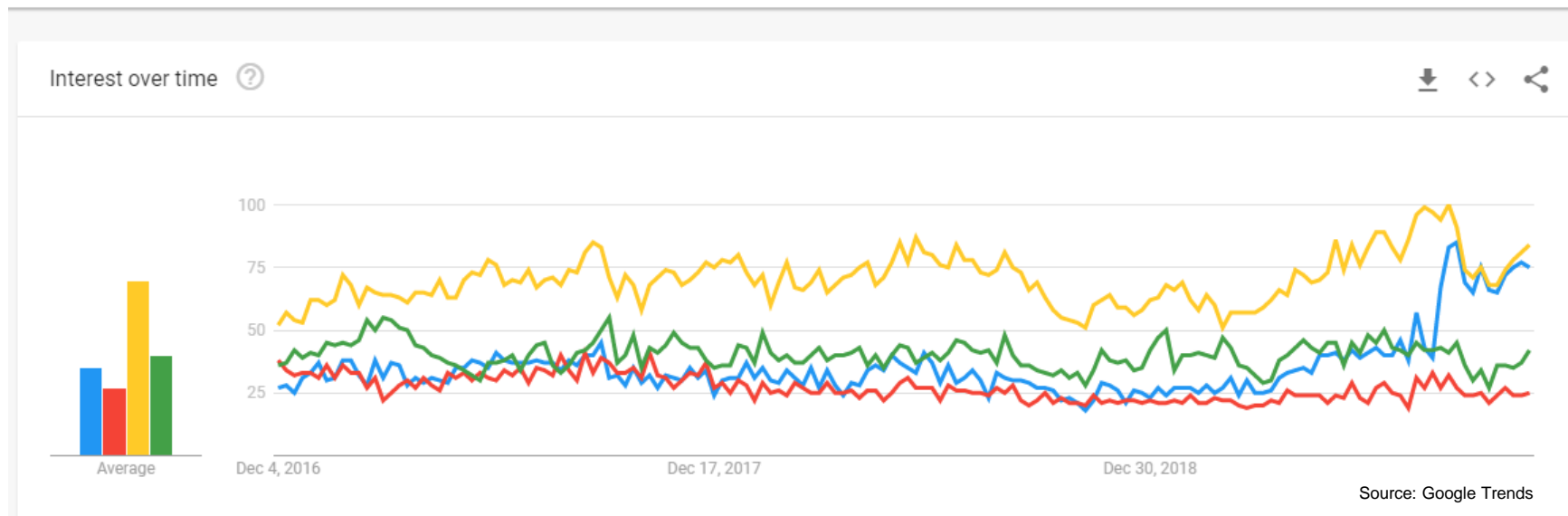


Source: Home Office

South Asia: India web search trends

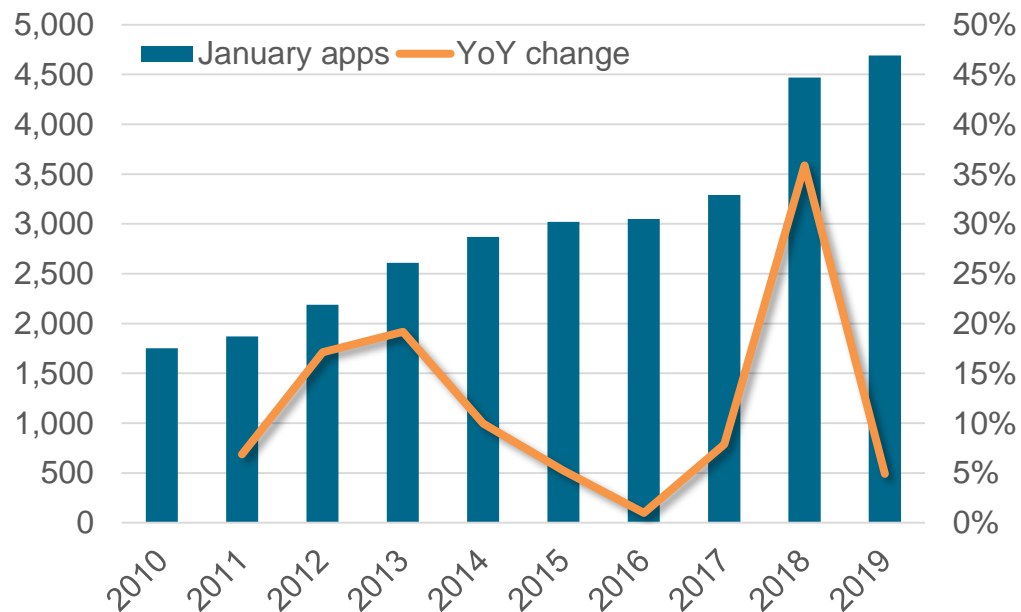
● UK university Search term	● US university Search term	● Canada university Search term	● Australia university Search term	+
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India ▼ 12/2/16 - 12/2/19 ▼ All categories ▼ Web Search ▼



Country highlights: India

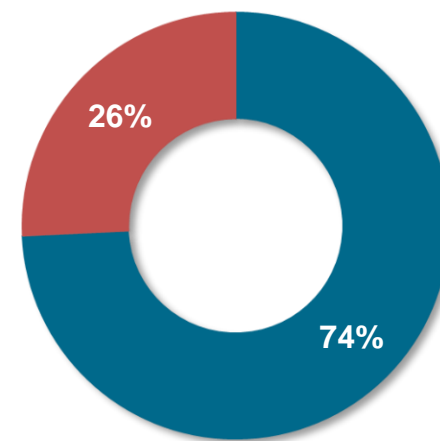
UCAS January-deadline applicants



Source: UCAS

UK new enrolments from India, 2018

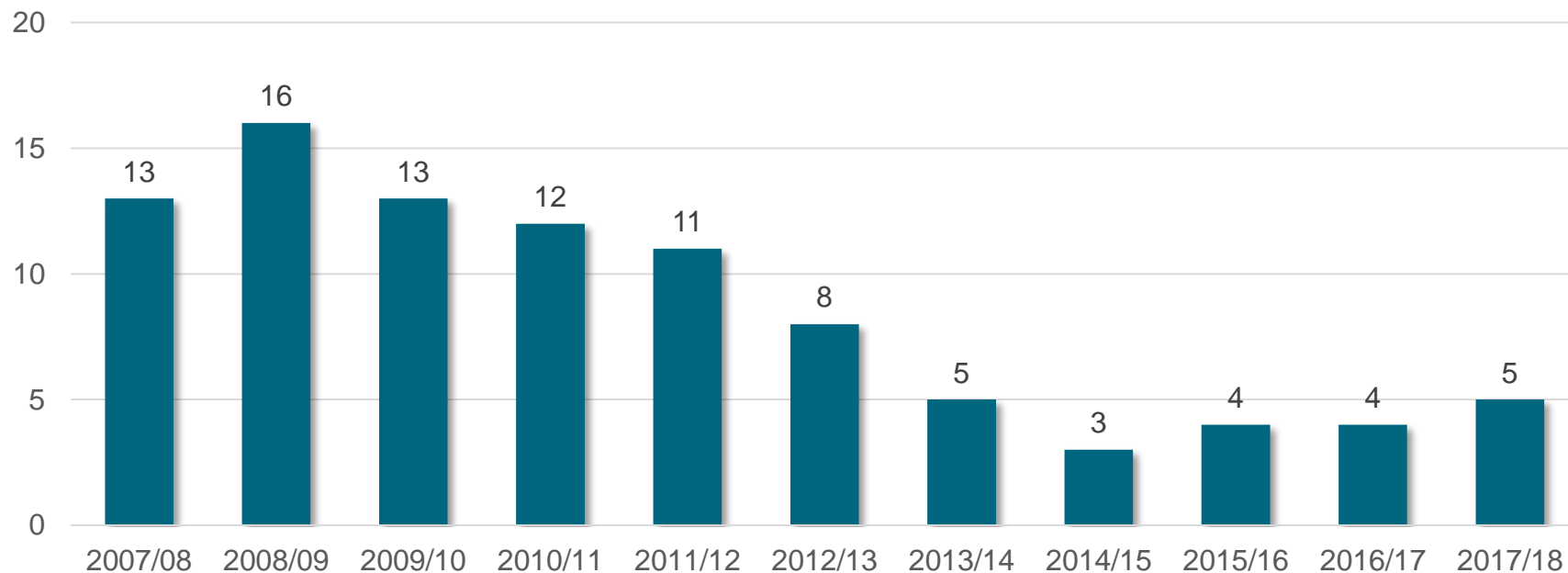
■ Postgraduate ■ Undergraduate



Source: HESA

South Asia: Pakistan recruitment

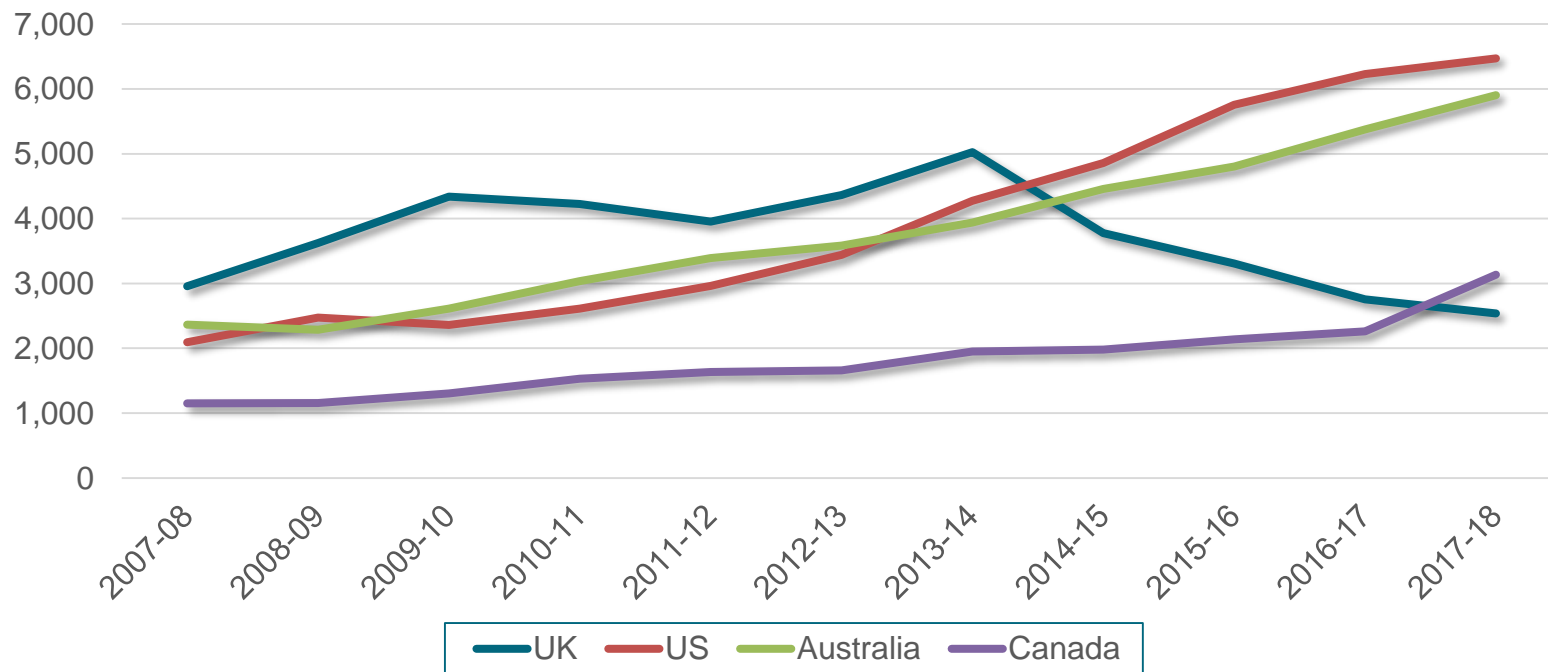
Number of UK universities enrolling 100 or more new Pakistan-domiciled students per year

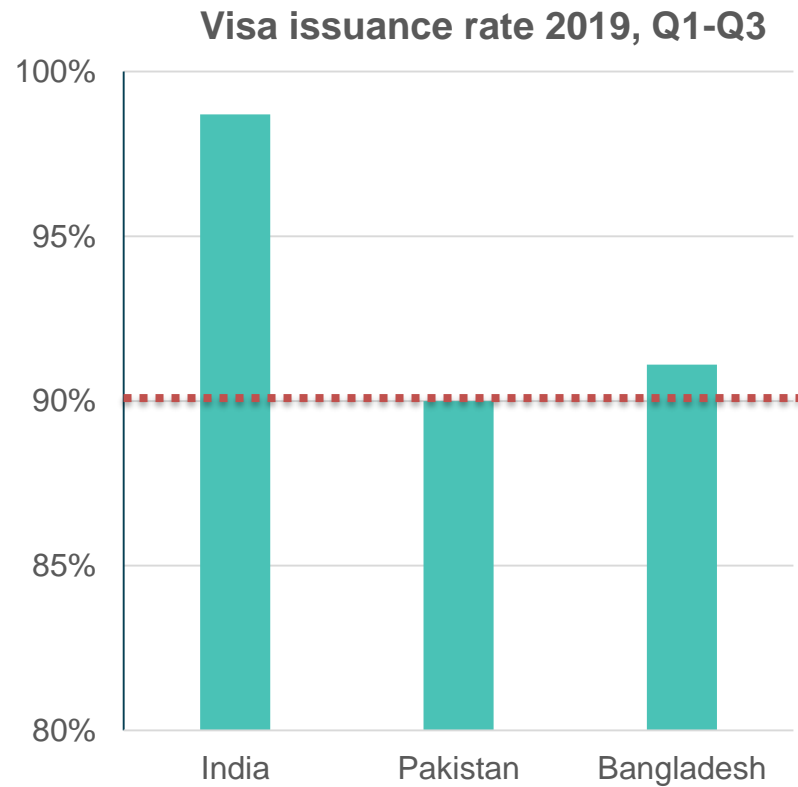
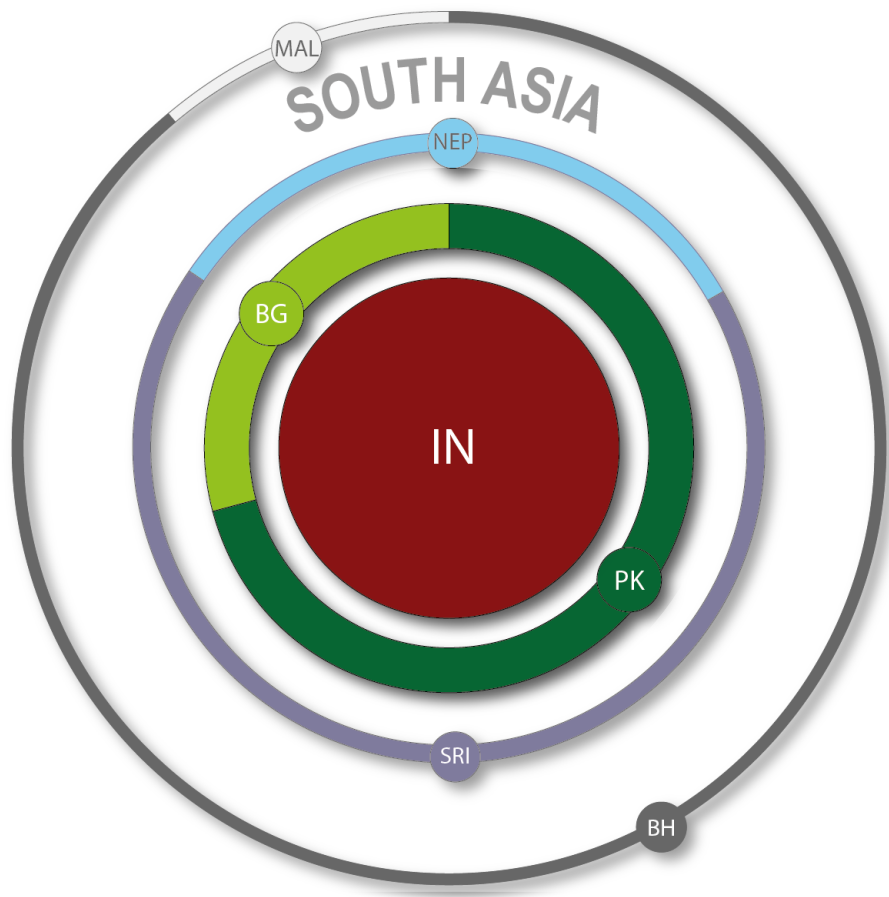


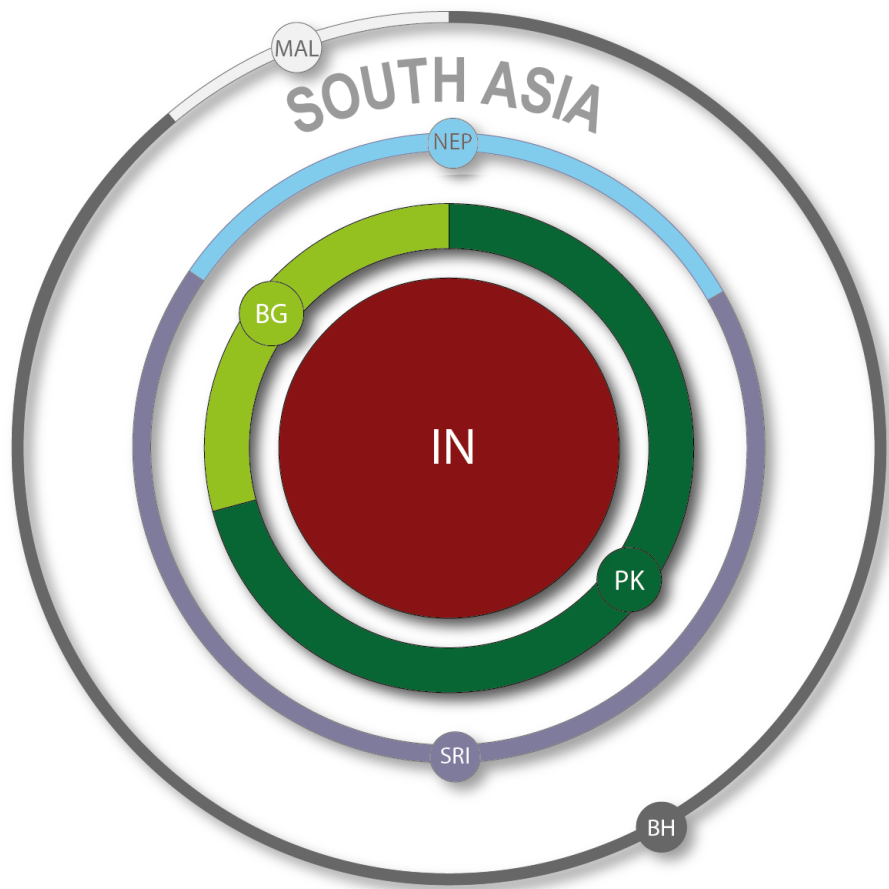
Source: HESA, British Council analysis

South Asia: Bangladesh

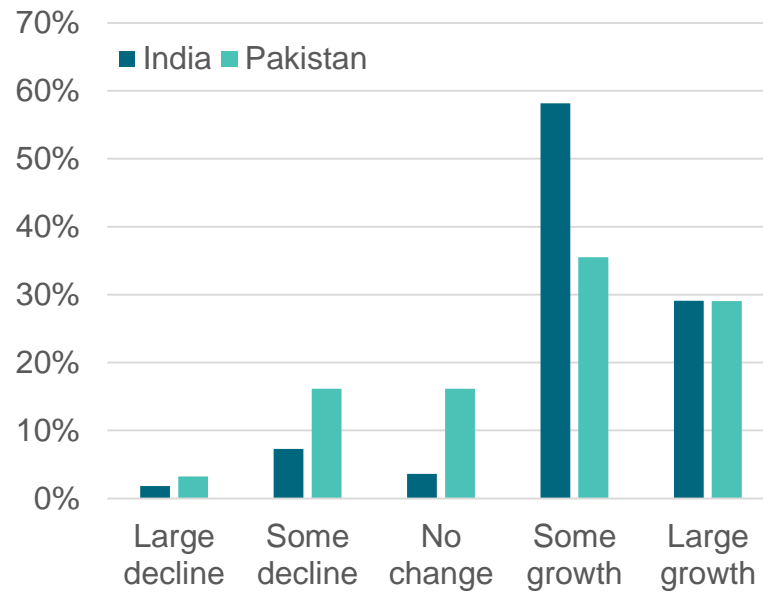
Enrolments of students from Bangladesh



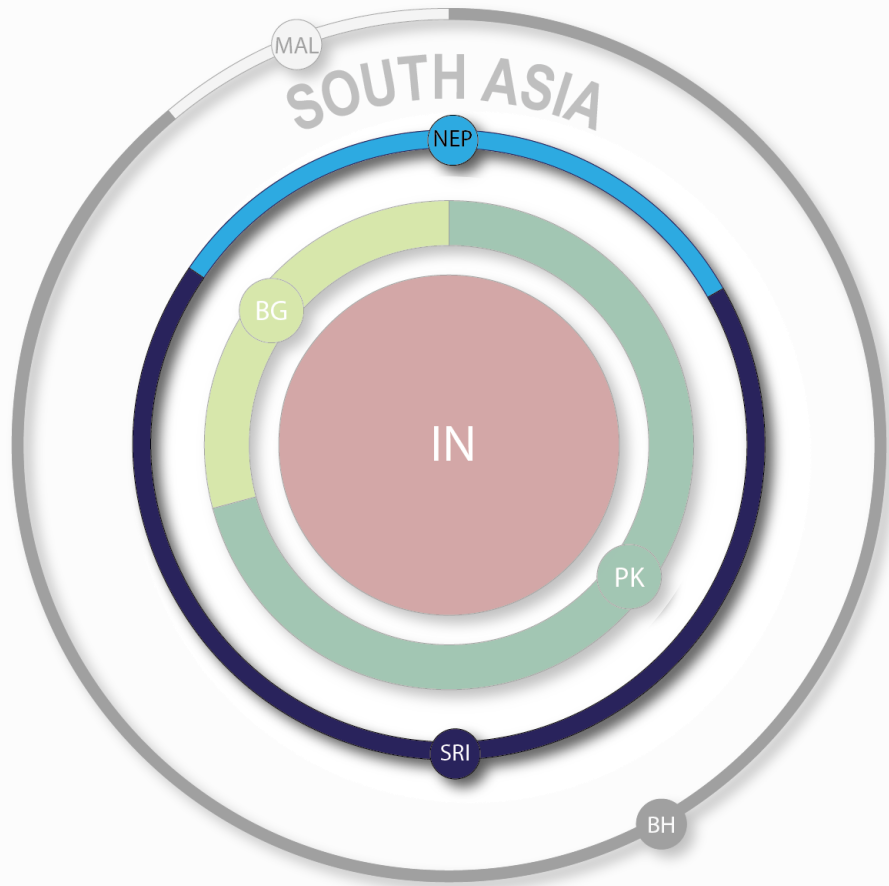


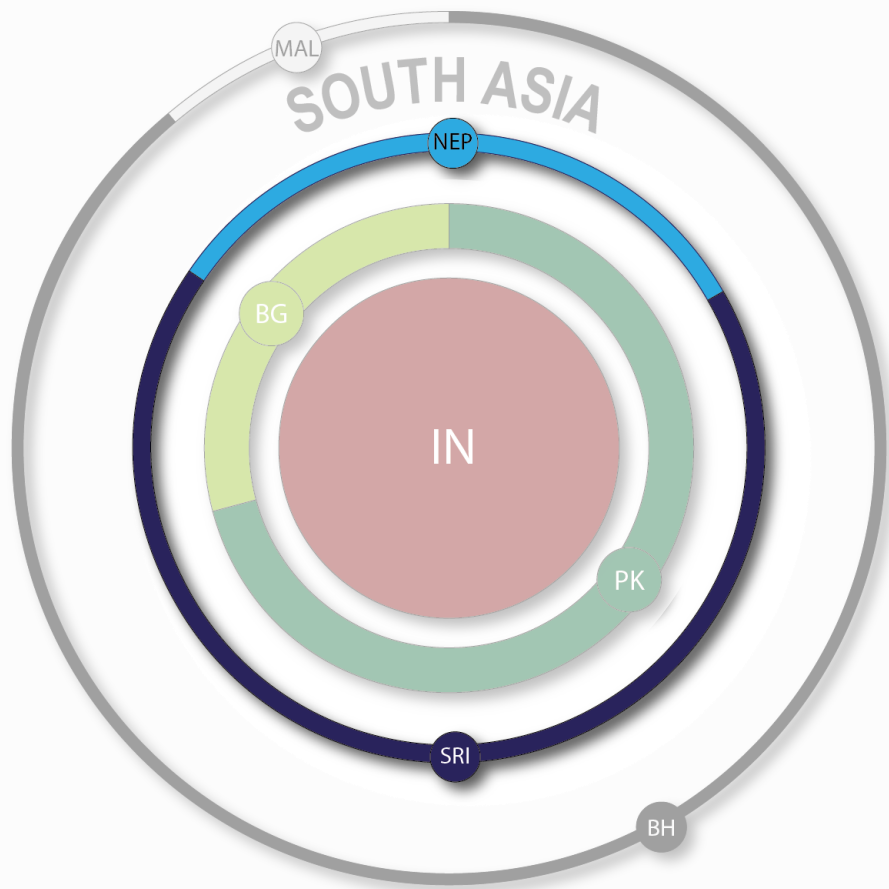


How do you expect the number of your clients applying to the UK for the 2020/21 academic year to change compared to last year?

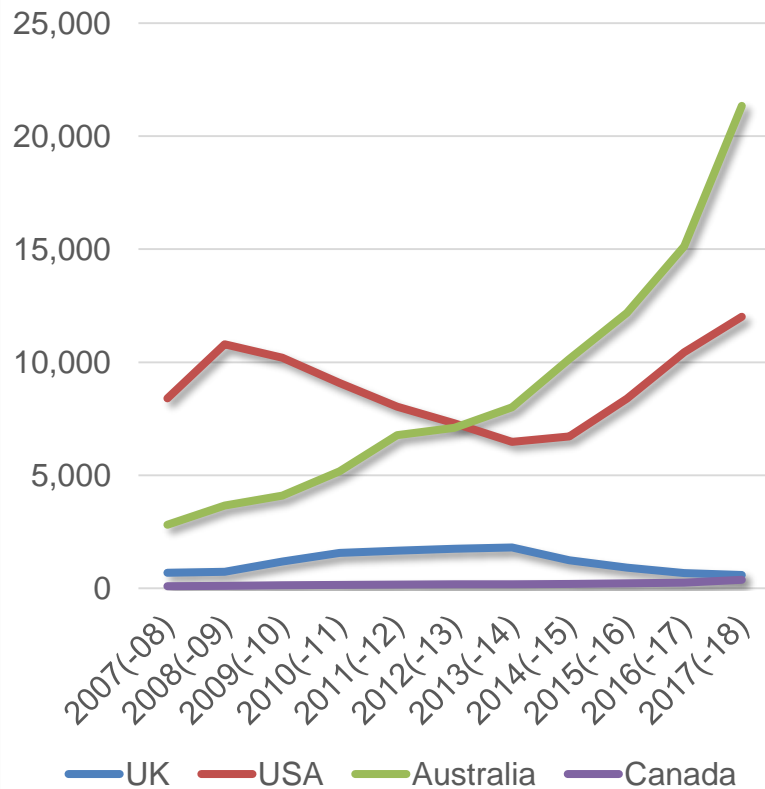


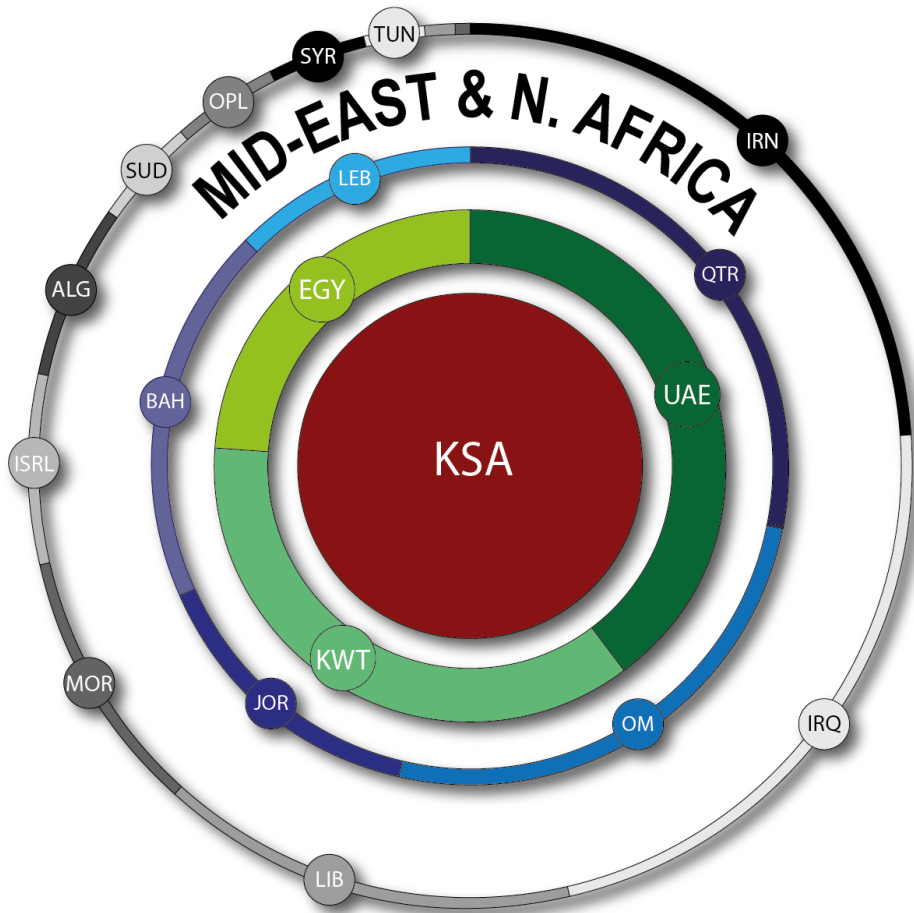
India N = 55; Pakistan N = 31

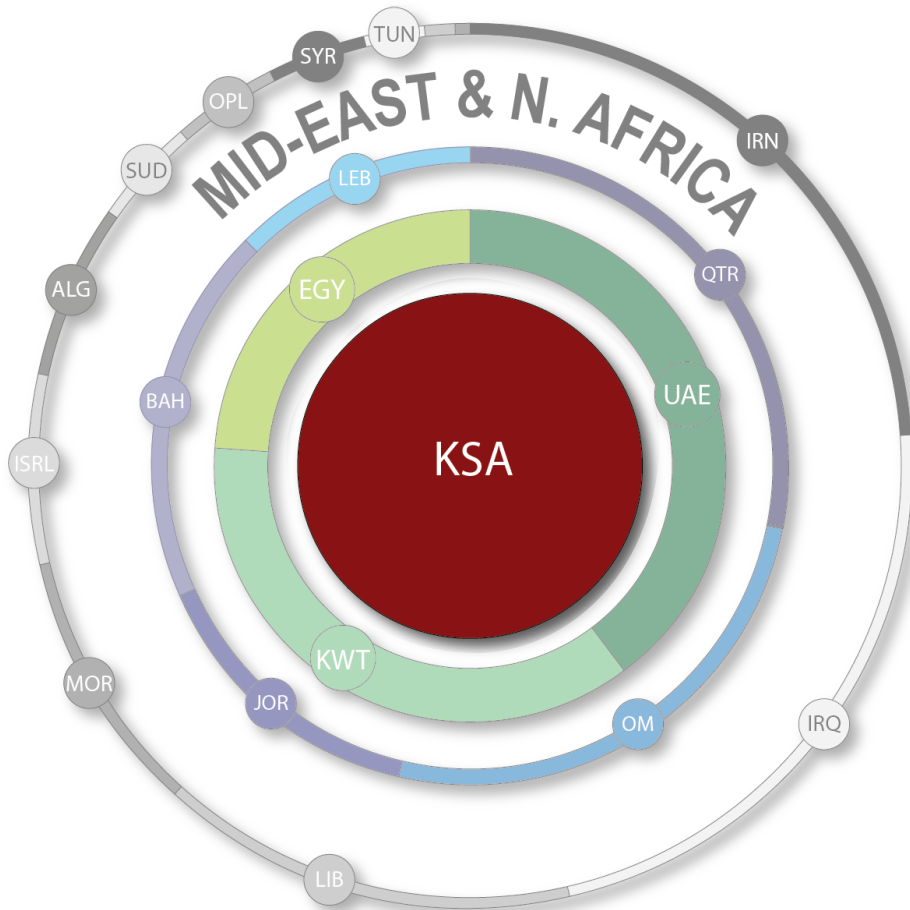




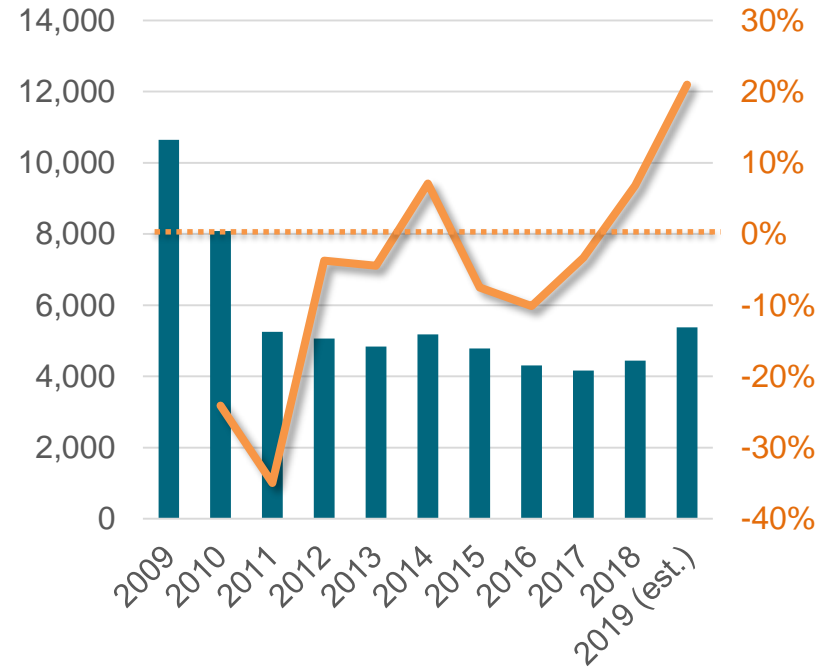
Nepal enrolments in MESDCs







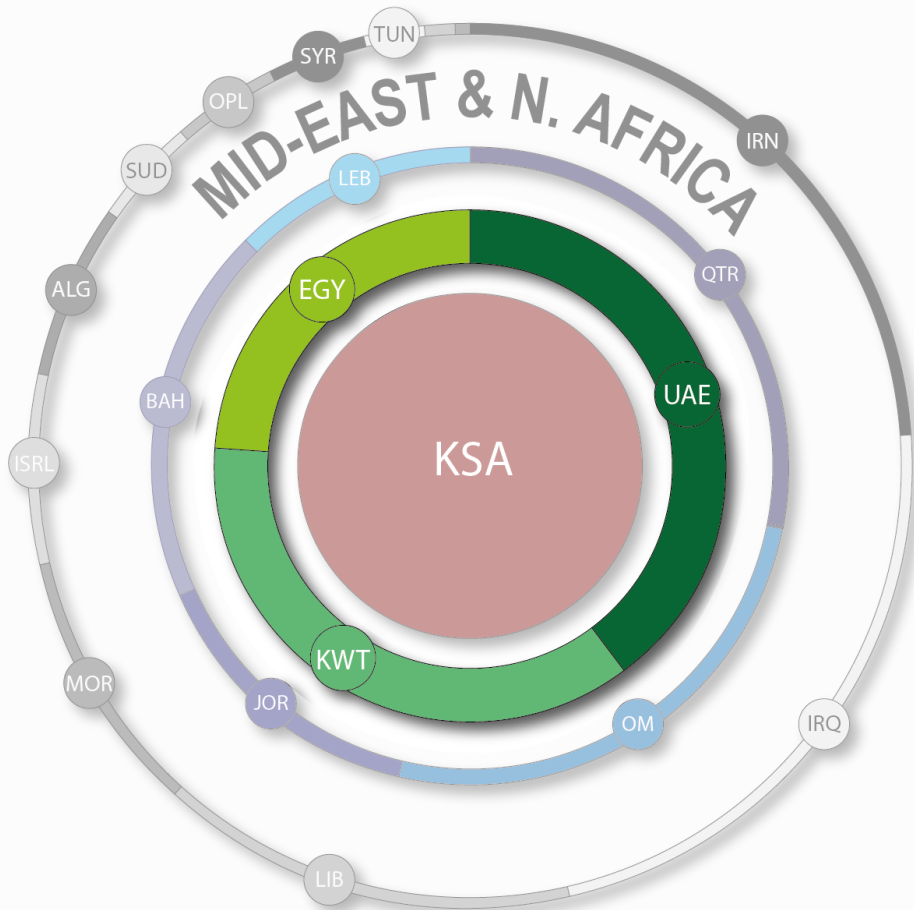
UK T4 visas issued to Saudi nationals



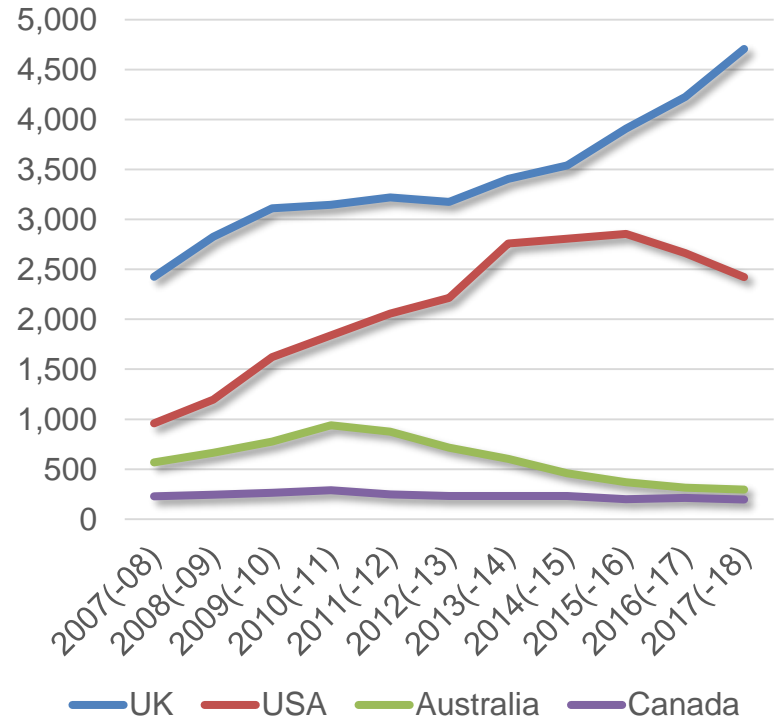
■ Visas issued — YoY change

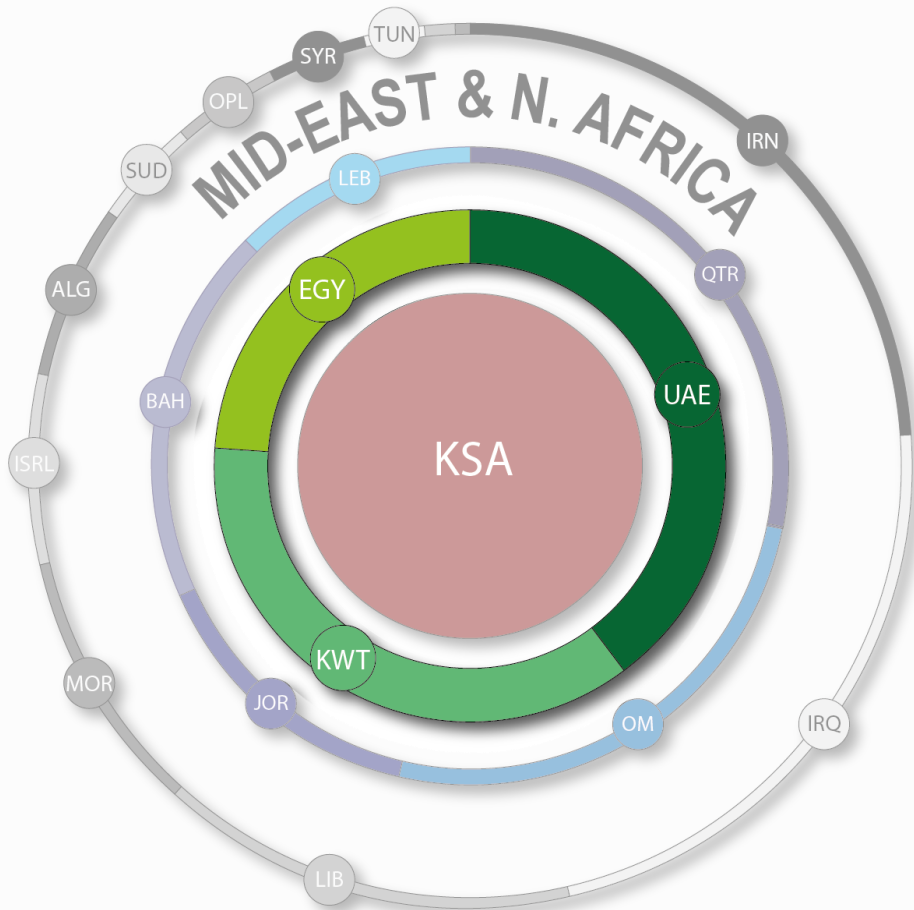
Source: Home Office

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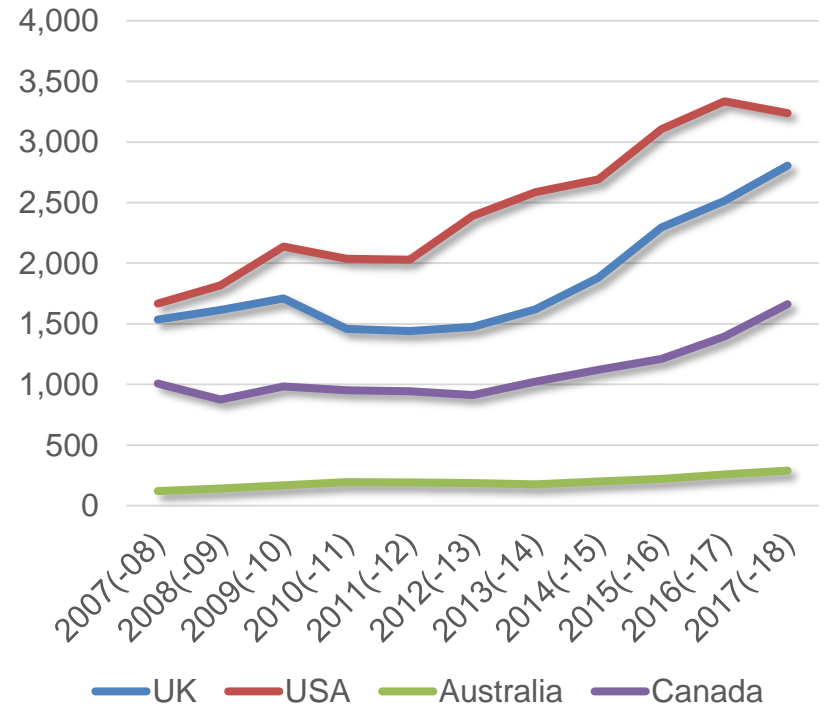


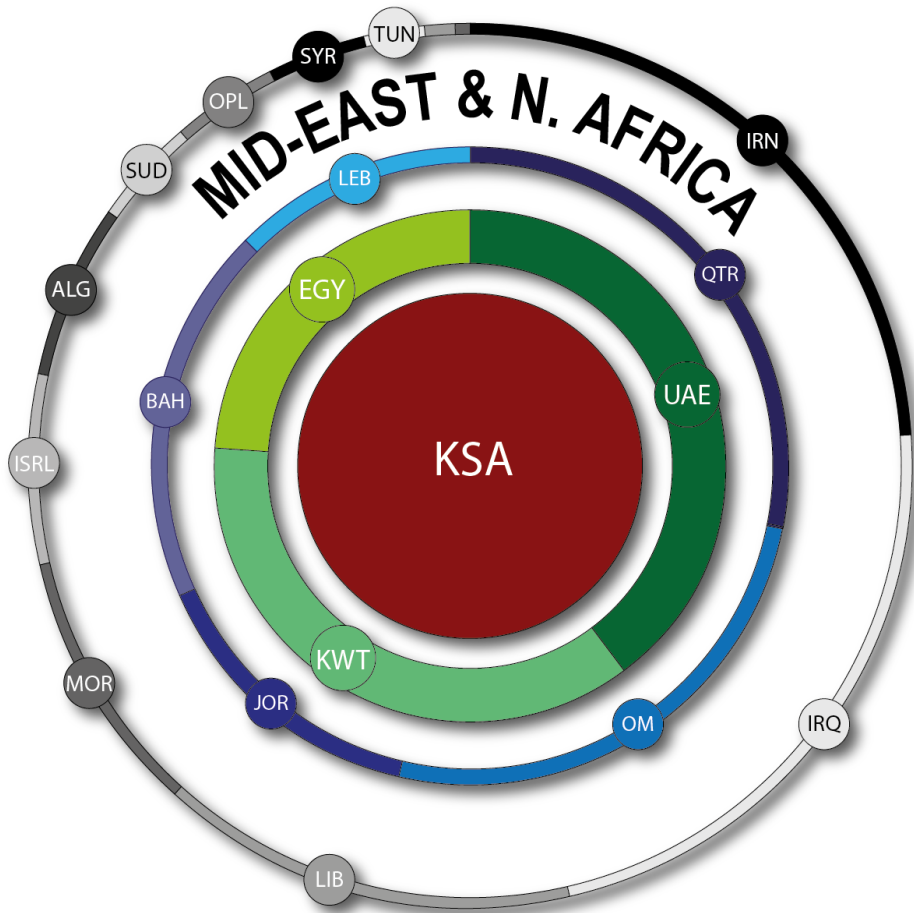
UAE enrolments in the MESDCs



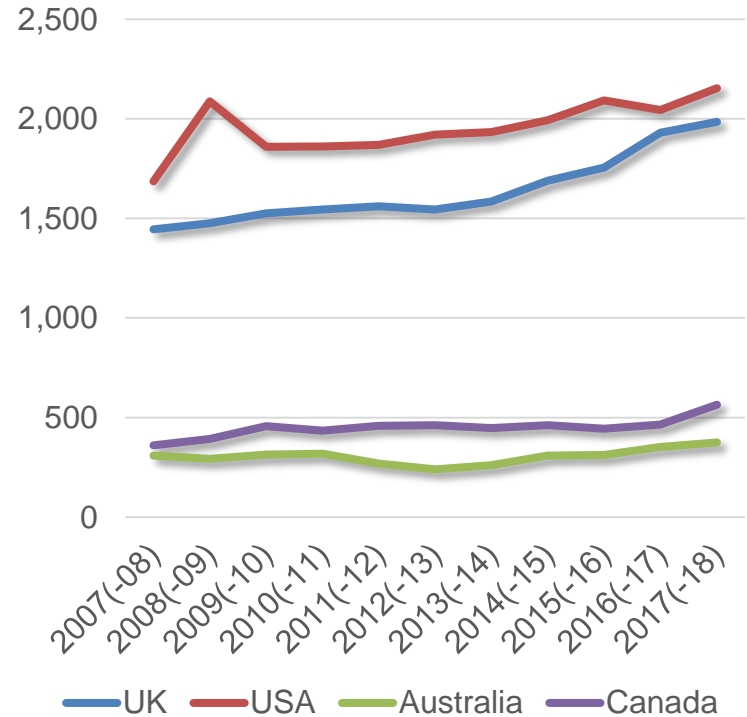


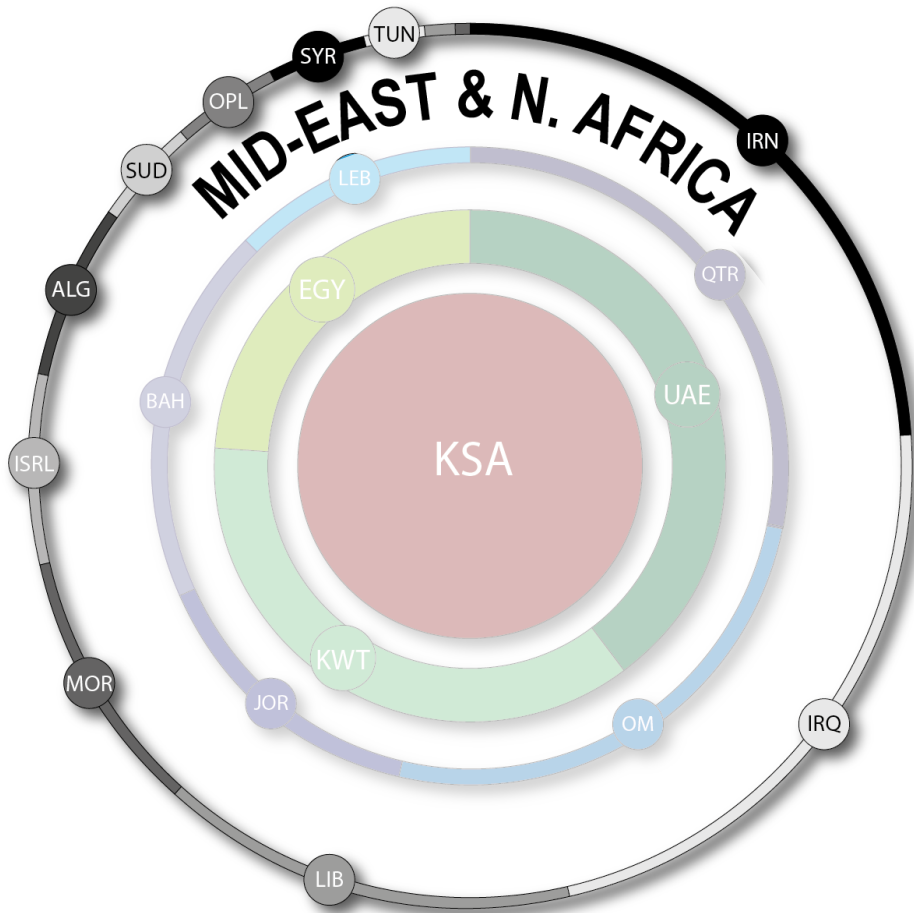
Egypt enrolments in MESDCs





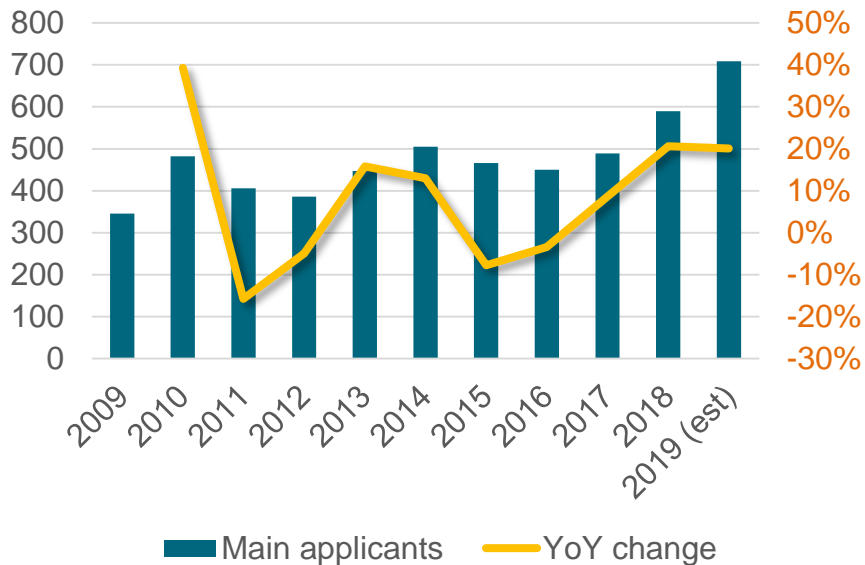
Jordan enrolments in MESDCs





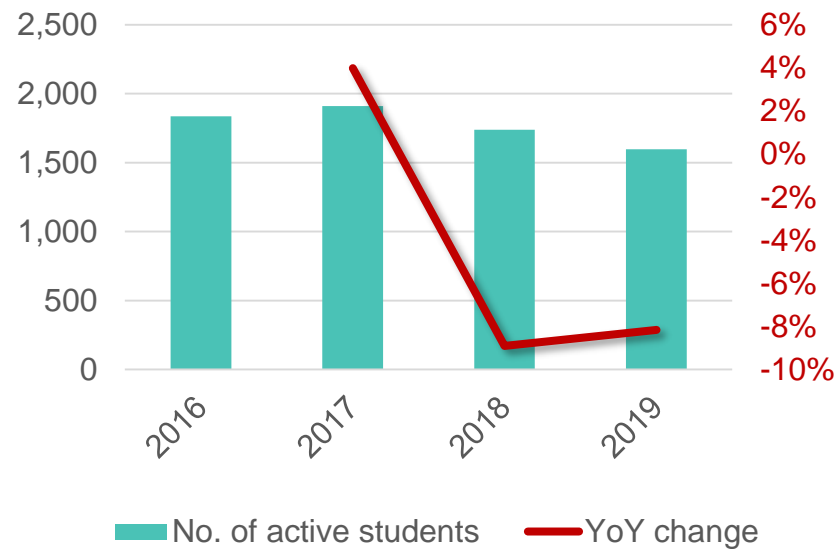
MENA: Morocco

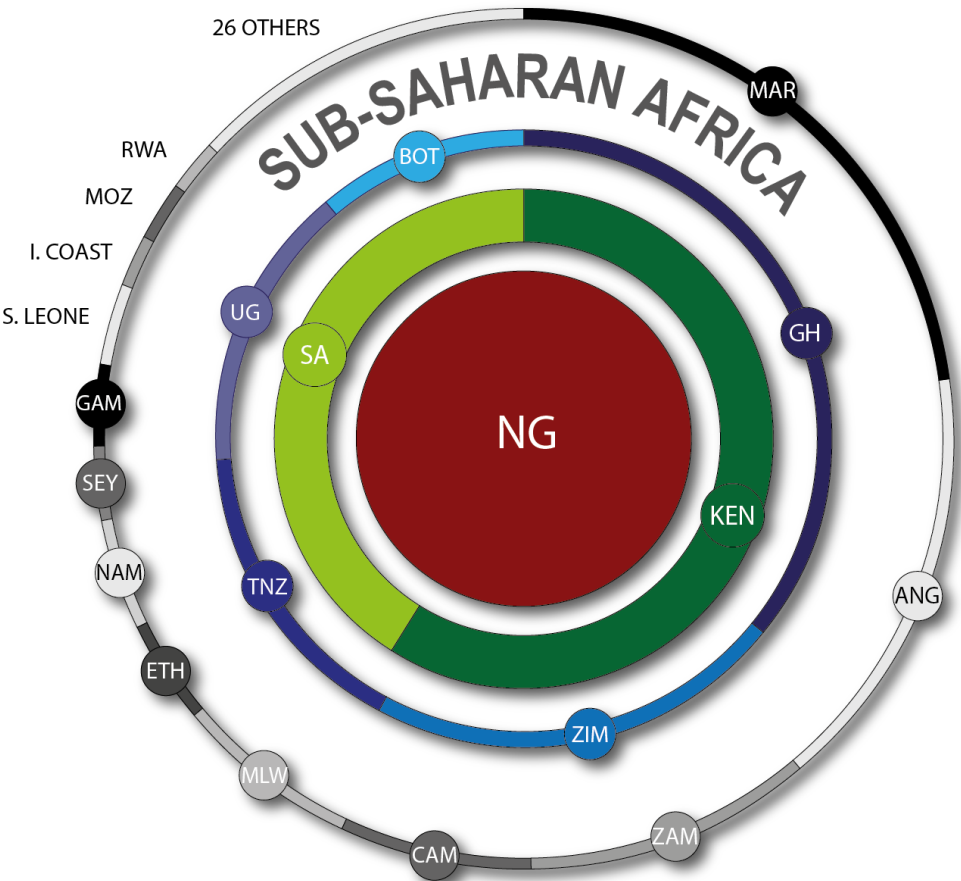
UK T4 study visas issued to Moroccan nationals

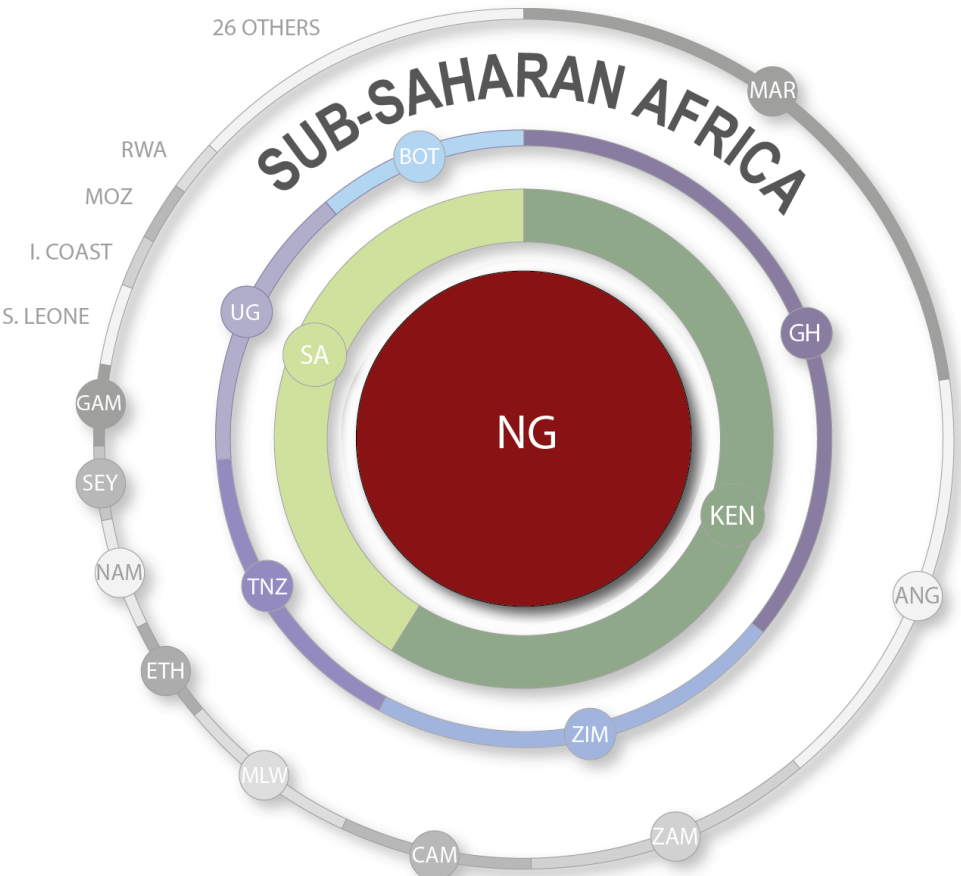


Source: Home Office, SEVIS

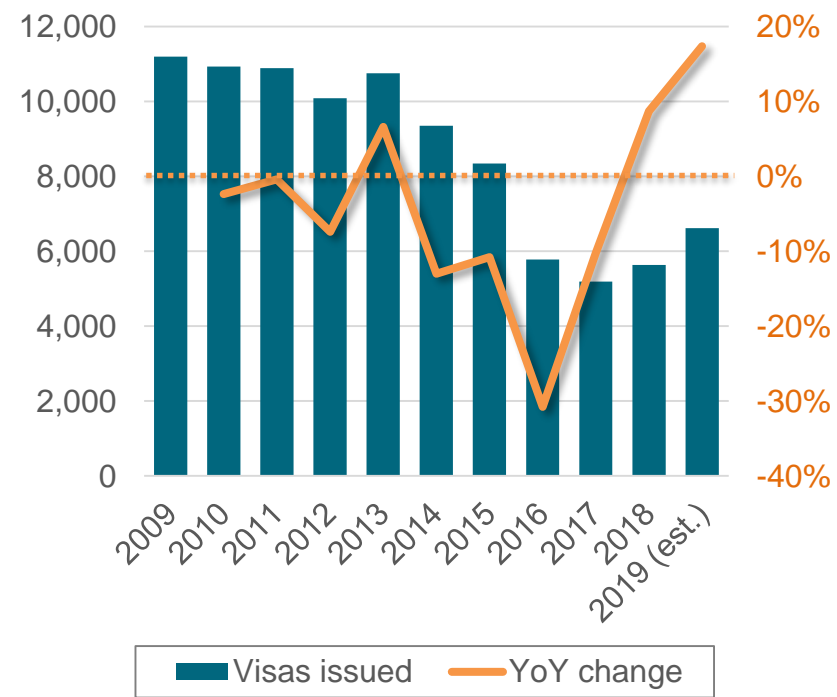
US: No. of active Moroccan students



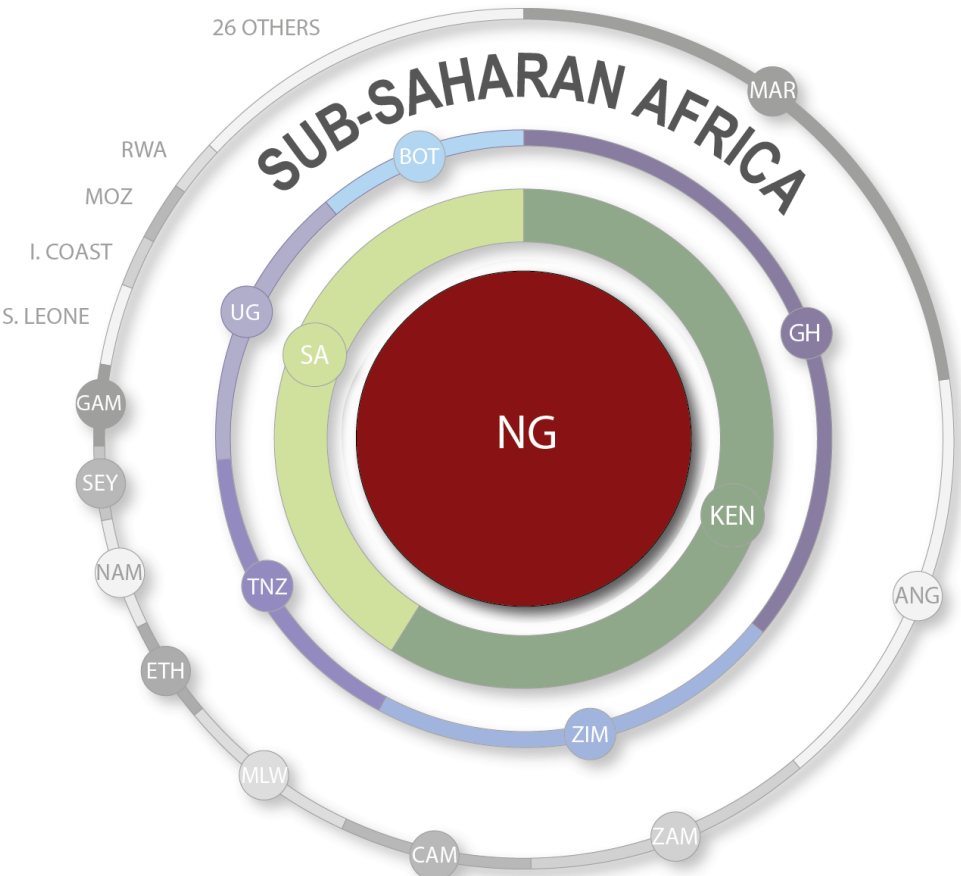




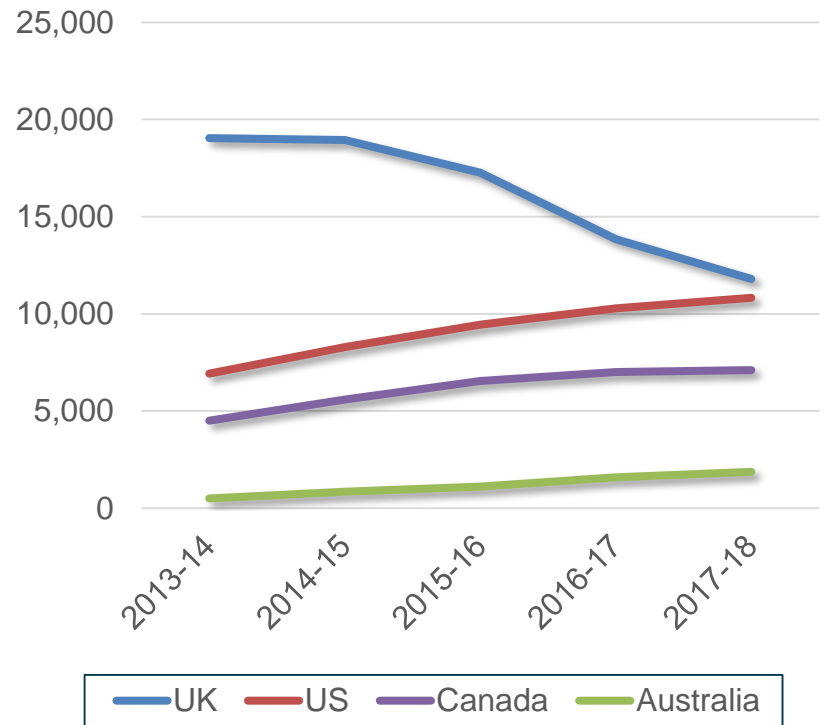
T4 study visa issuance to Nigerian nationals (main applicants)



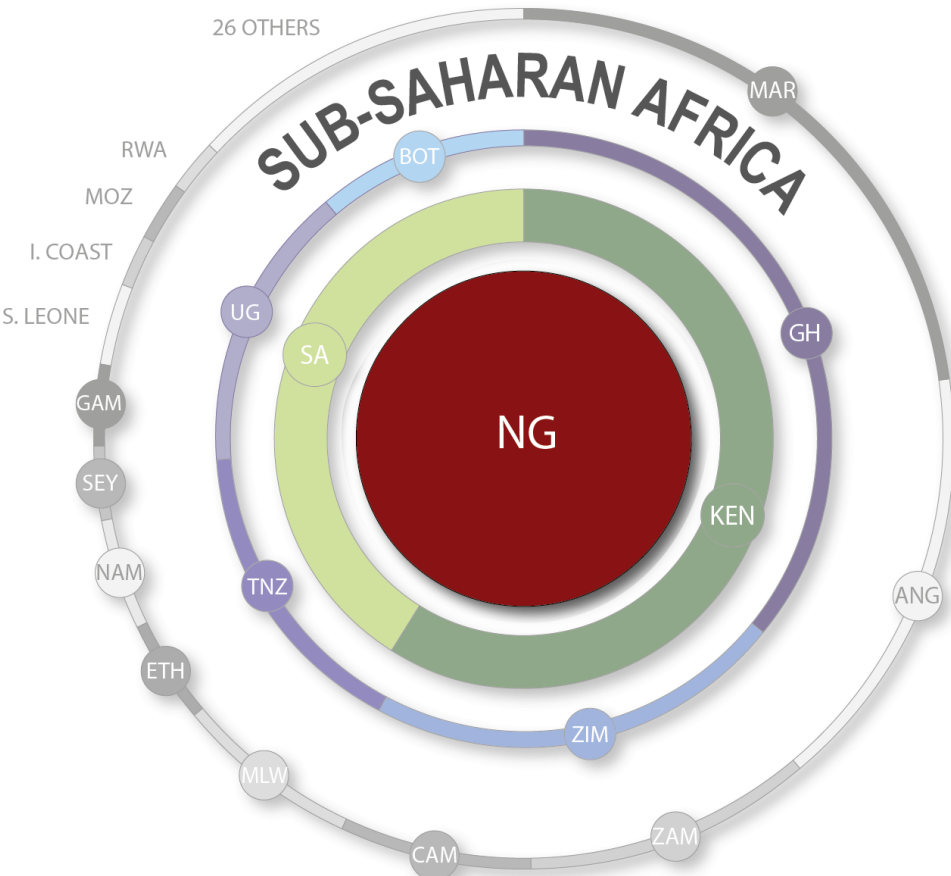
Source: Home Office



Nigeria: enrolments in MESDCs

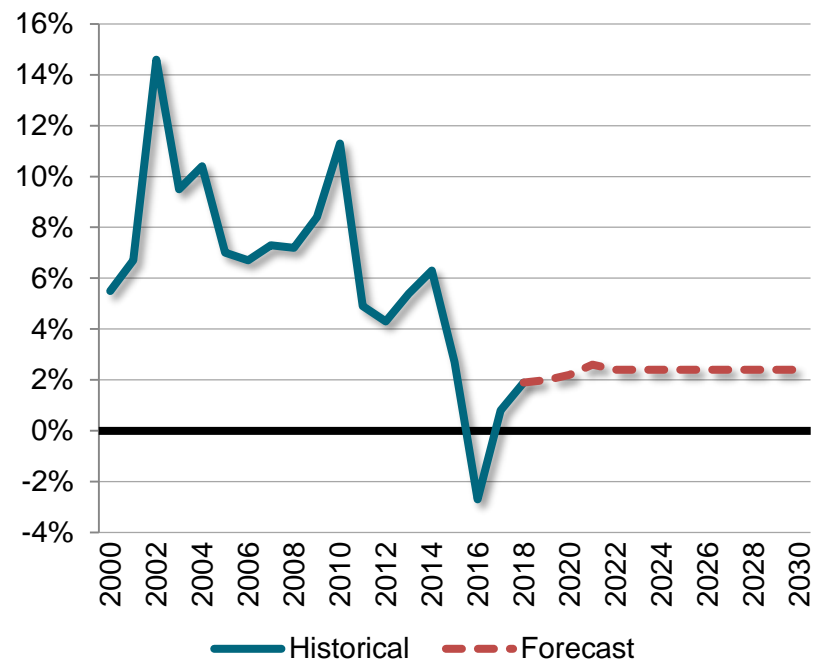


Source: HESA, IIE, Austrade, StatCan

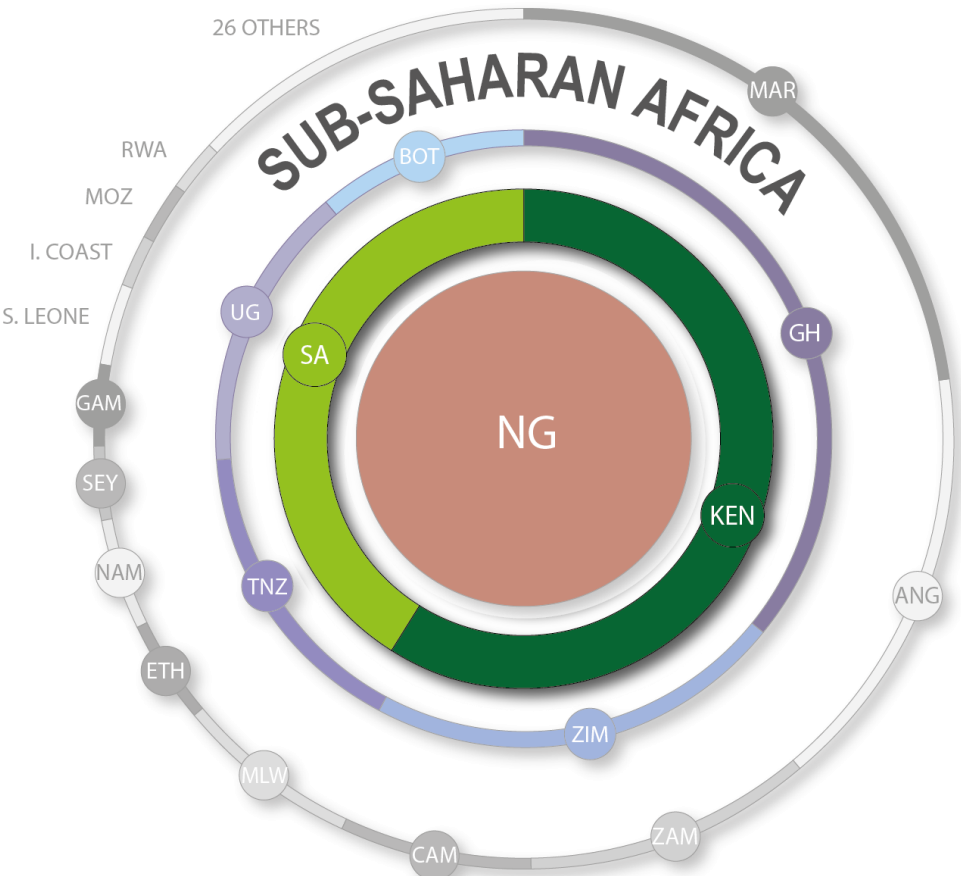


The boom days are unlikely to return

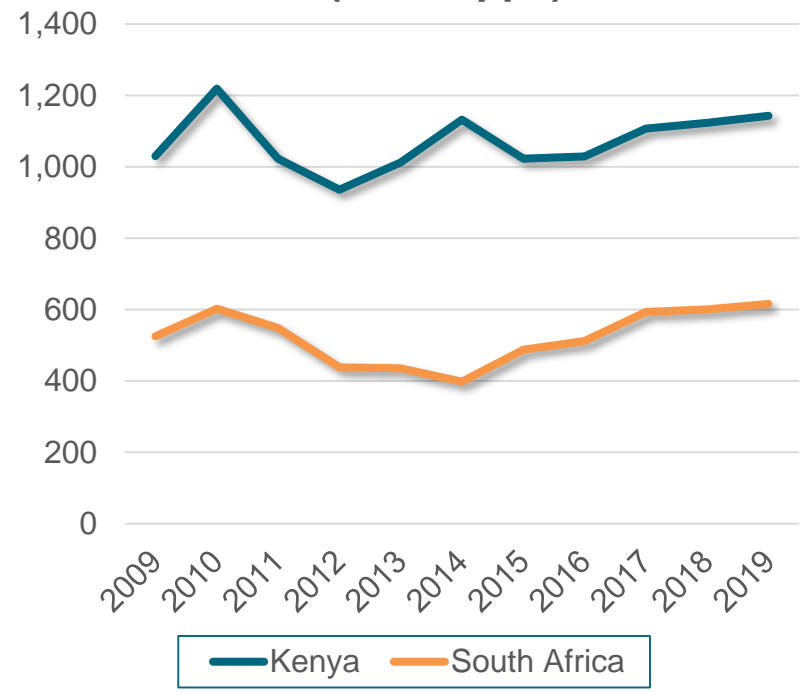
Nigeria: Annual GDP growth



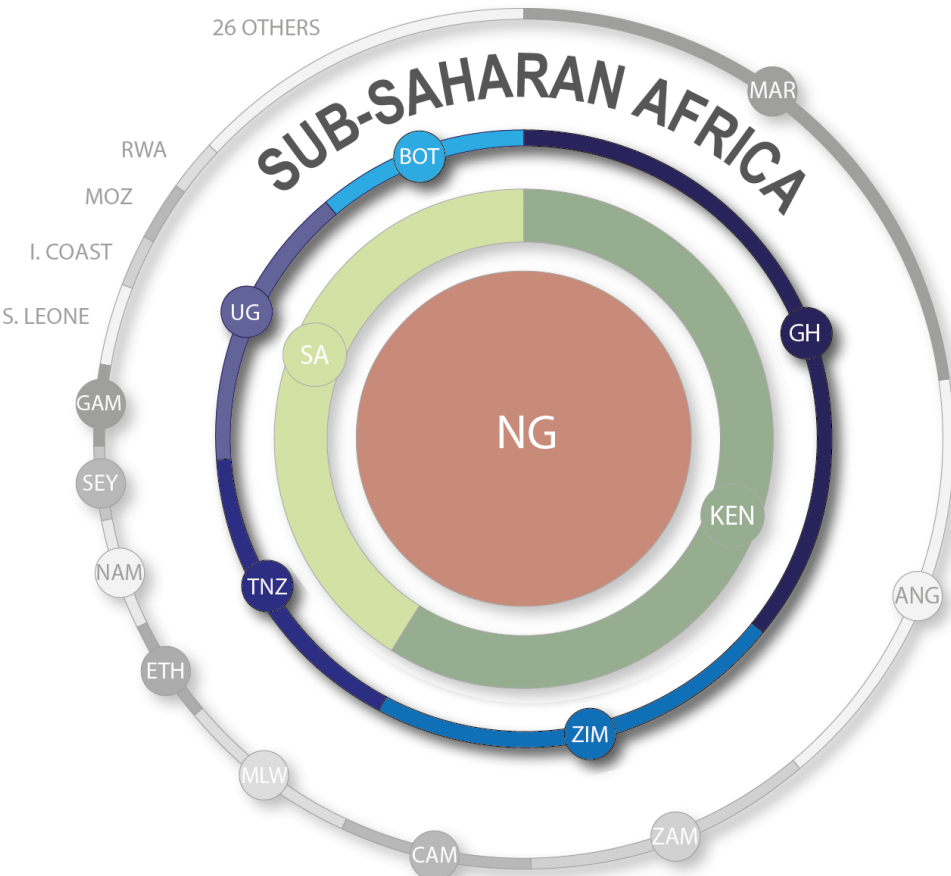
Source: Euromonitor



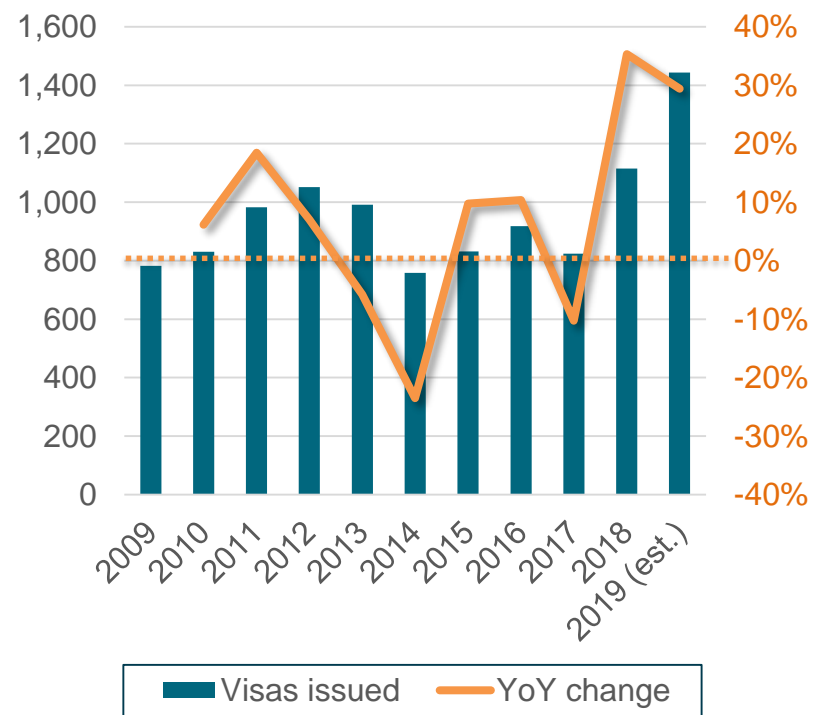
UK T4 study visa issuance (main apps)



Source: Home Office

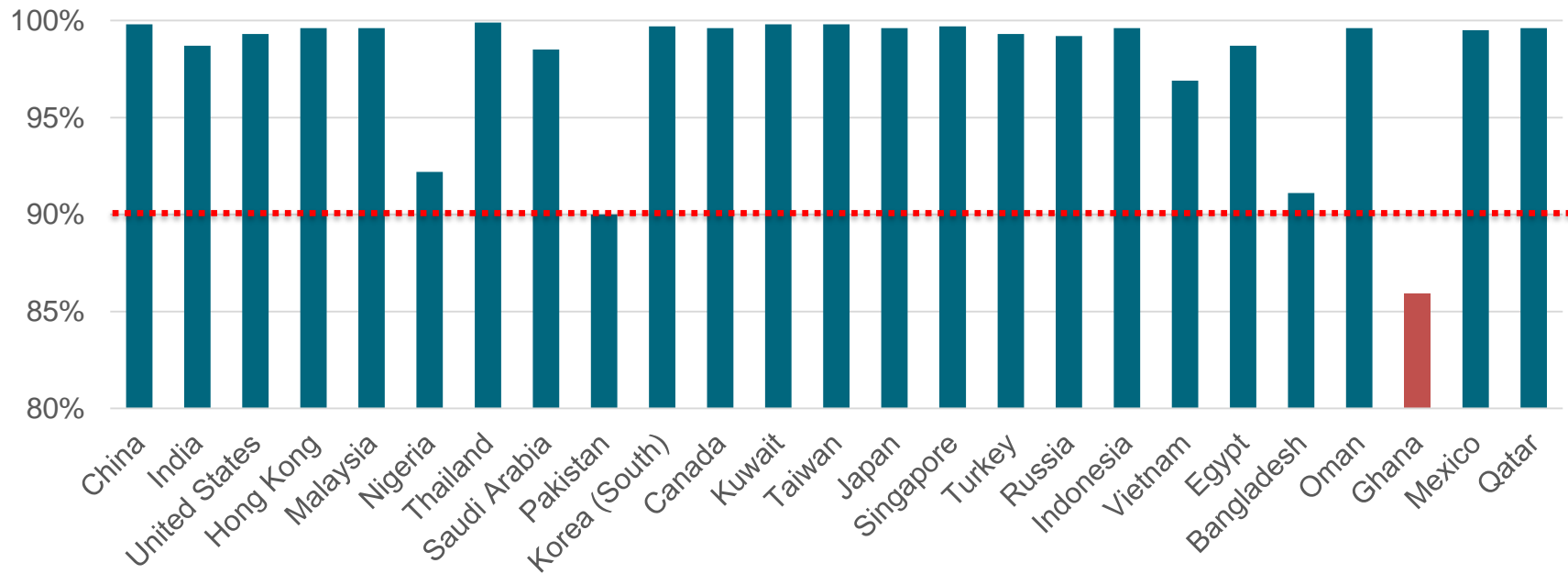


UK T4 visas issued to Ghana nationals

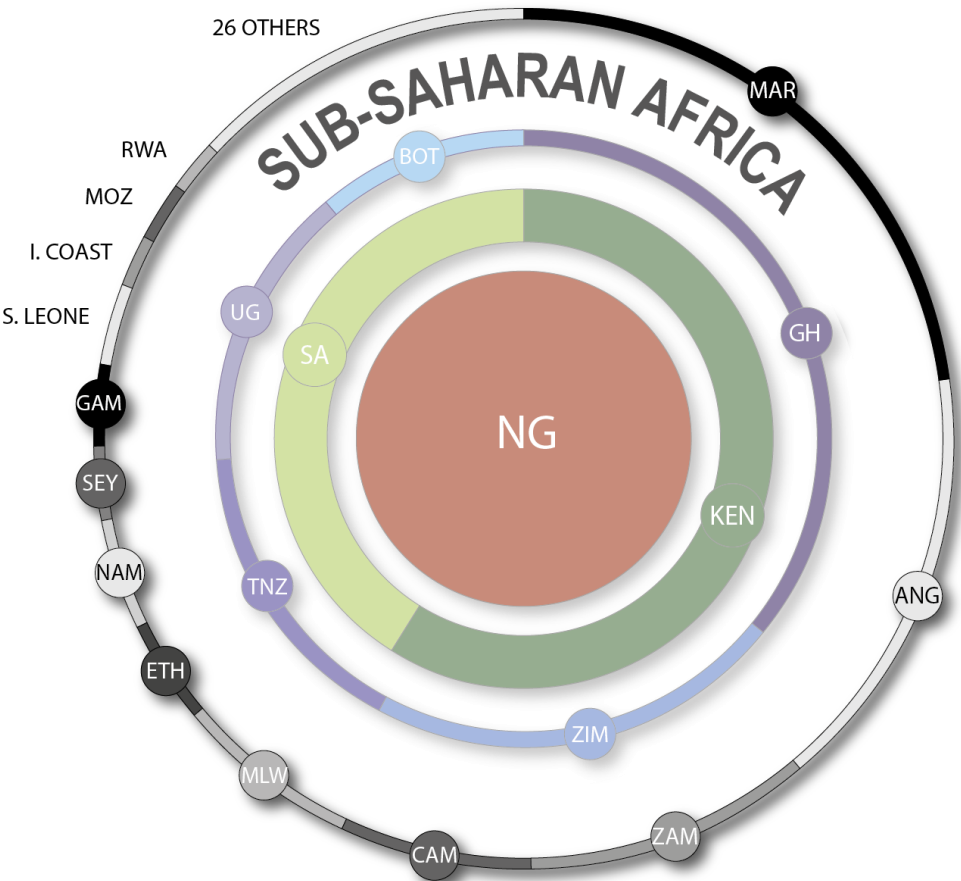


Ghana visa risk

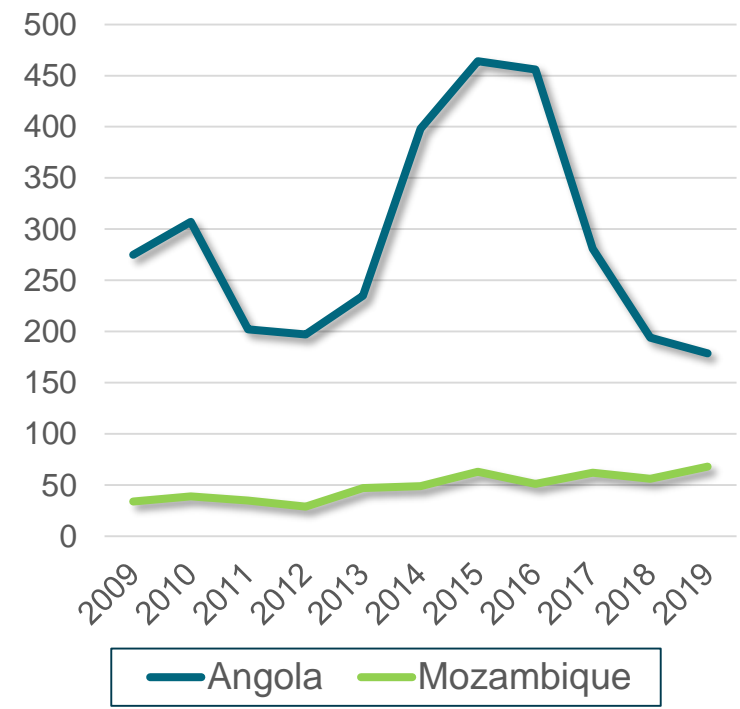
T4 visa issuance rate 2019 (Q1-3)



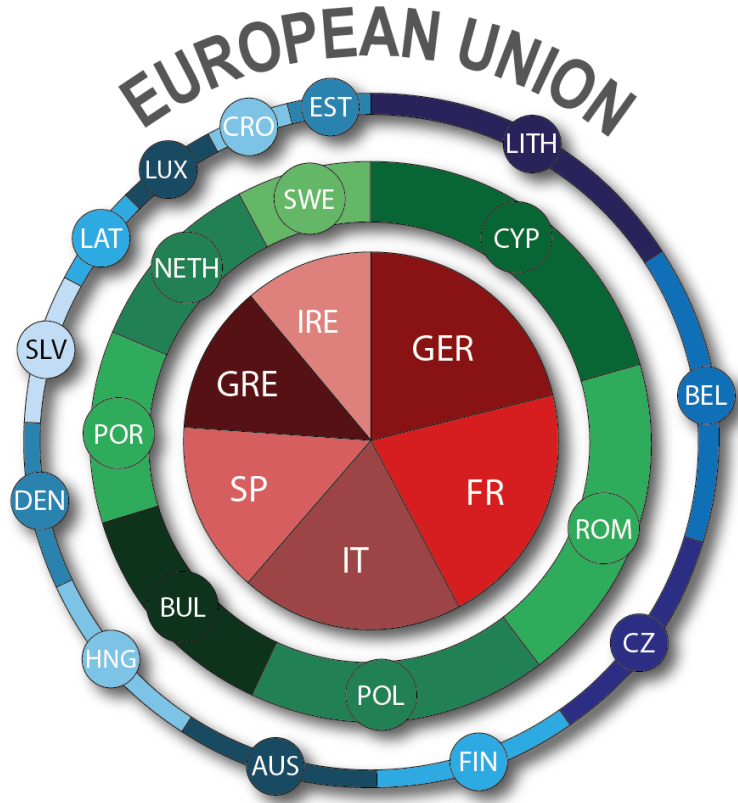
Source: Home Office

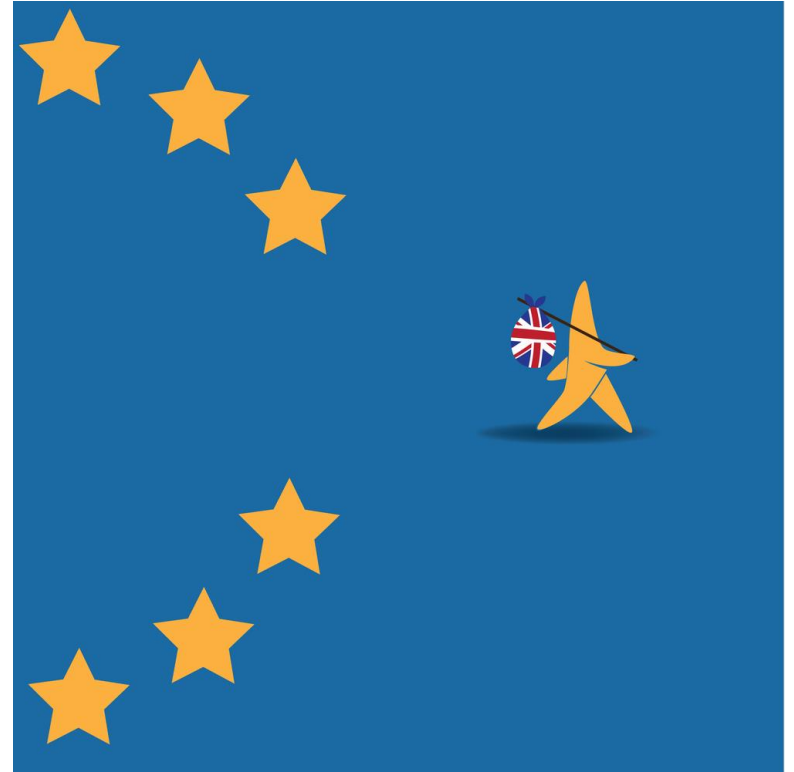
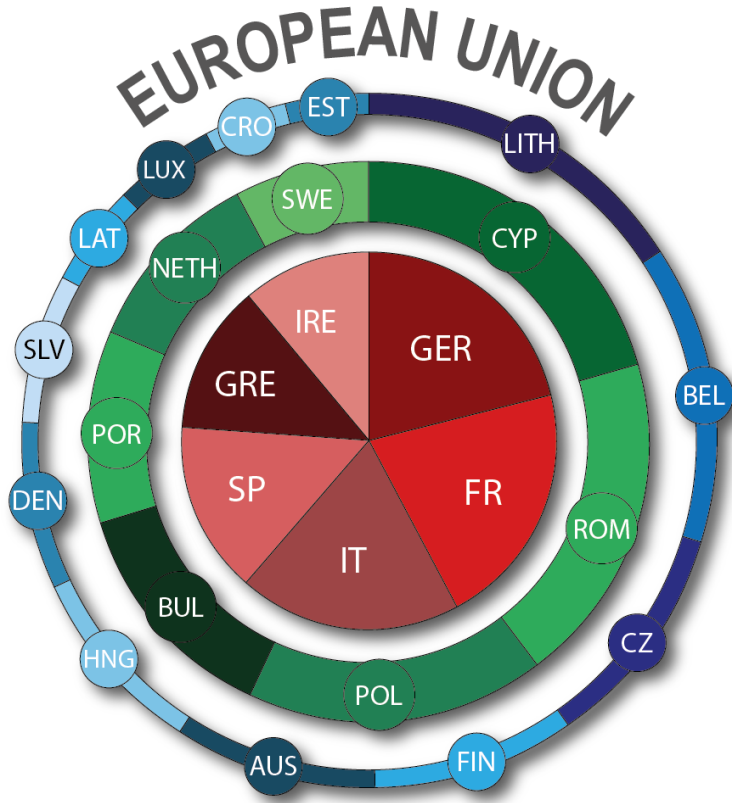


UK T4 study visa issuance (main apps)



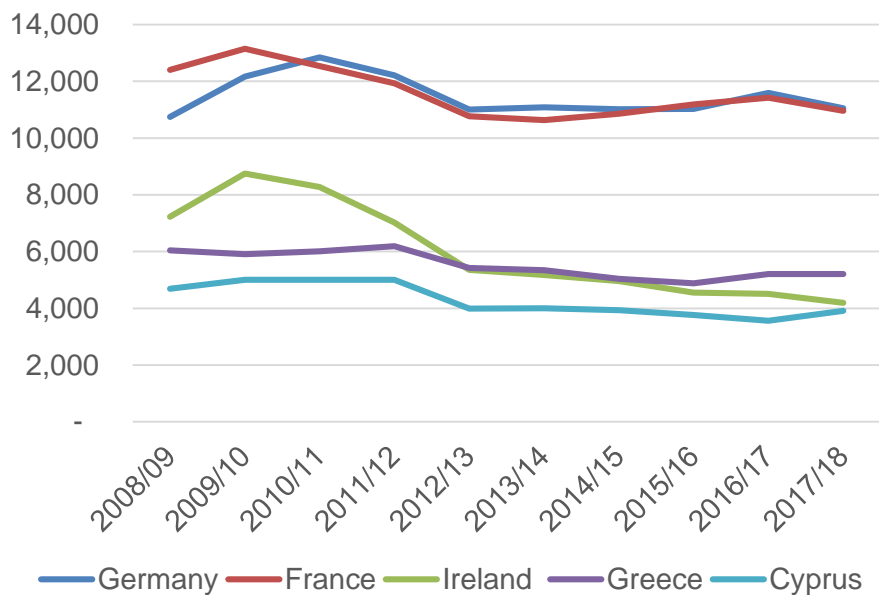
Source: Home Office



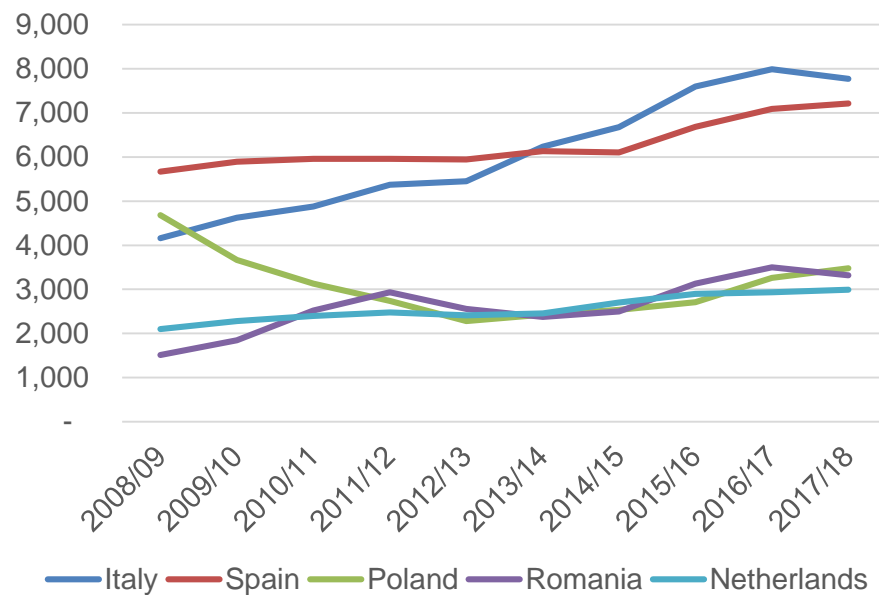


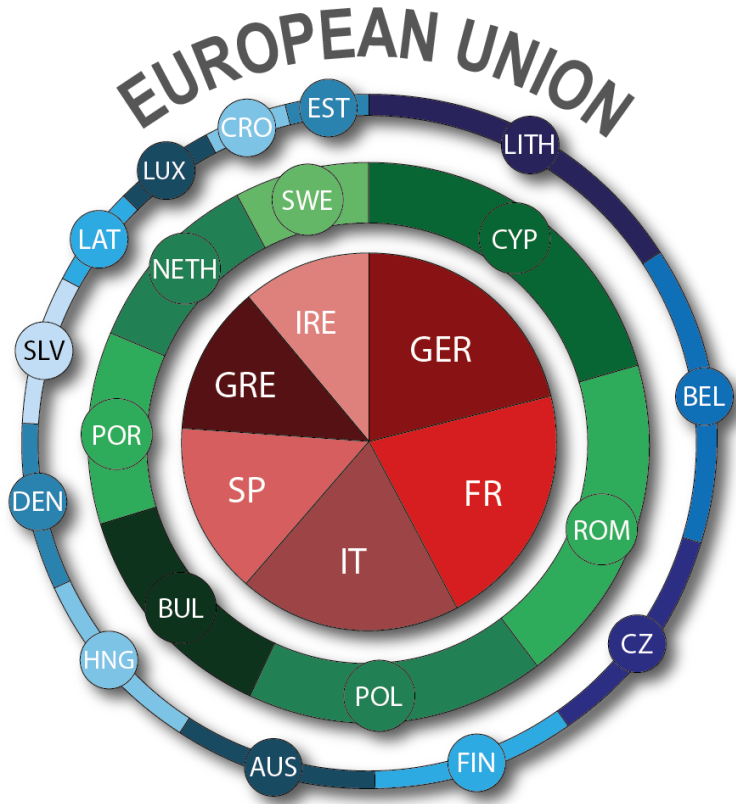
European Union

EU declining markets



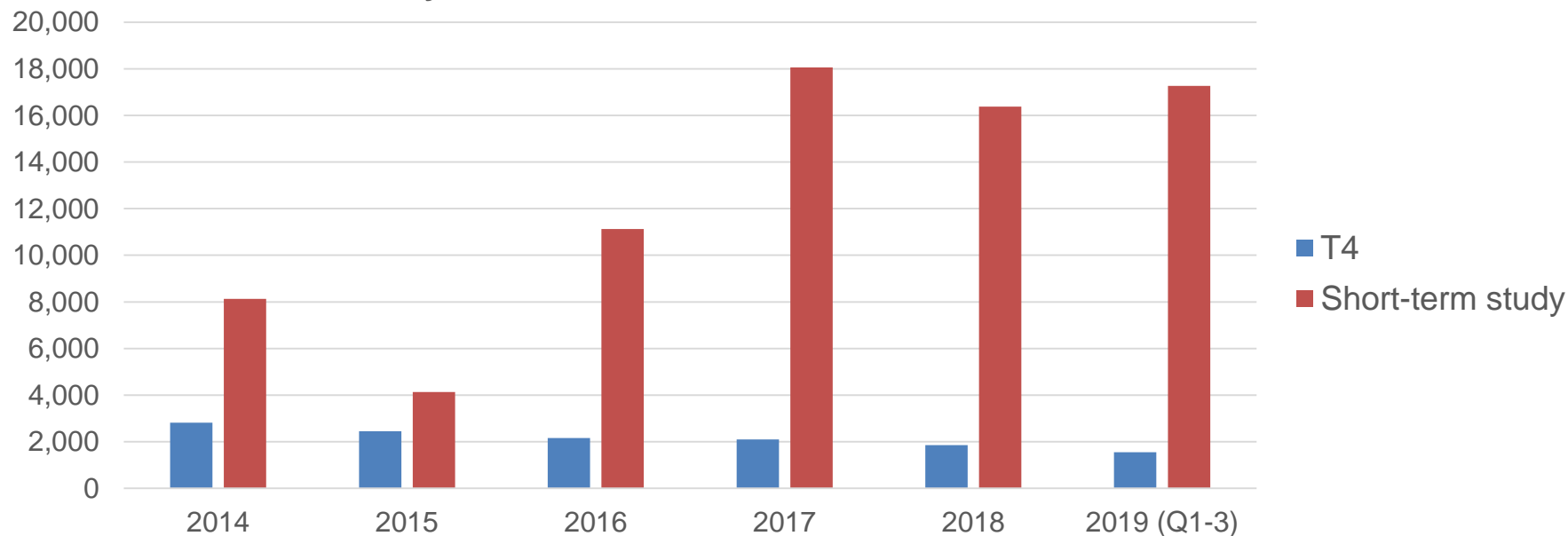
EU growth markets



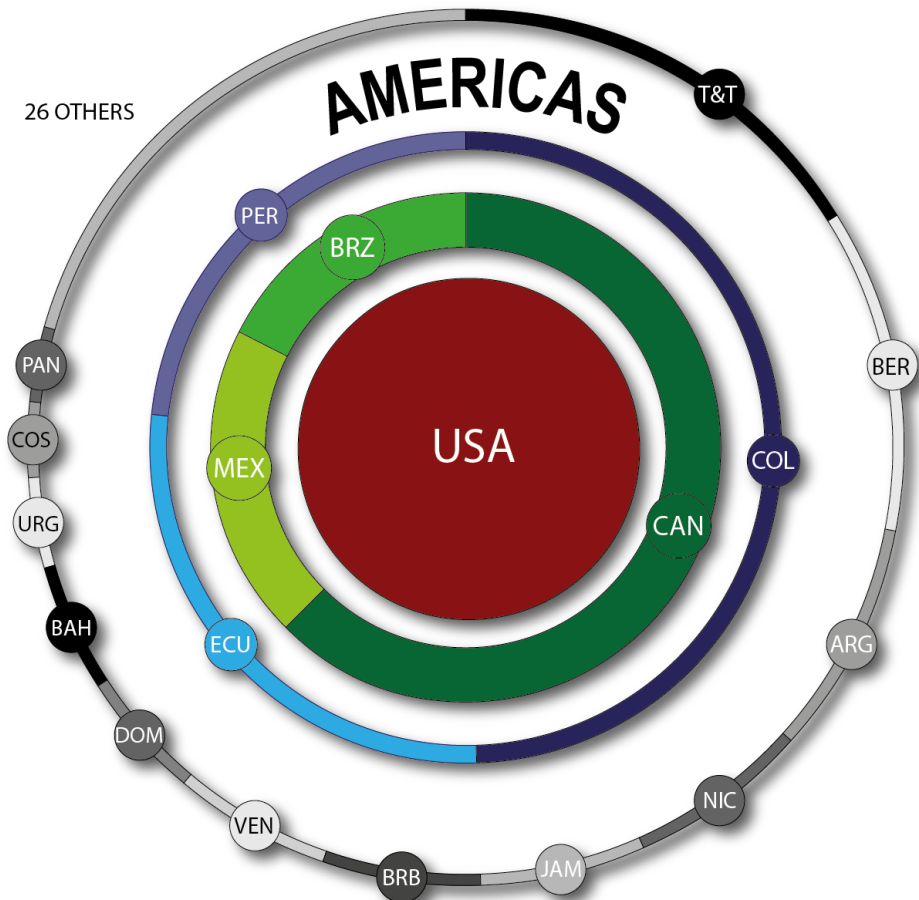


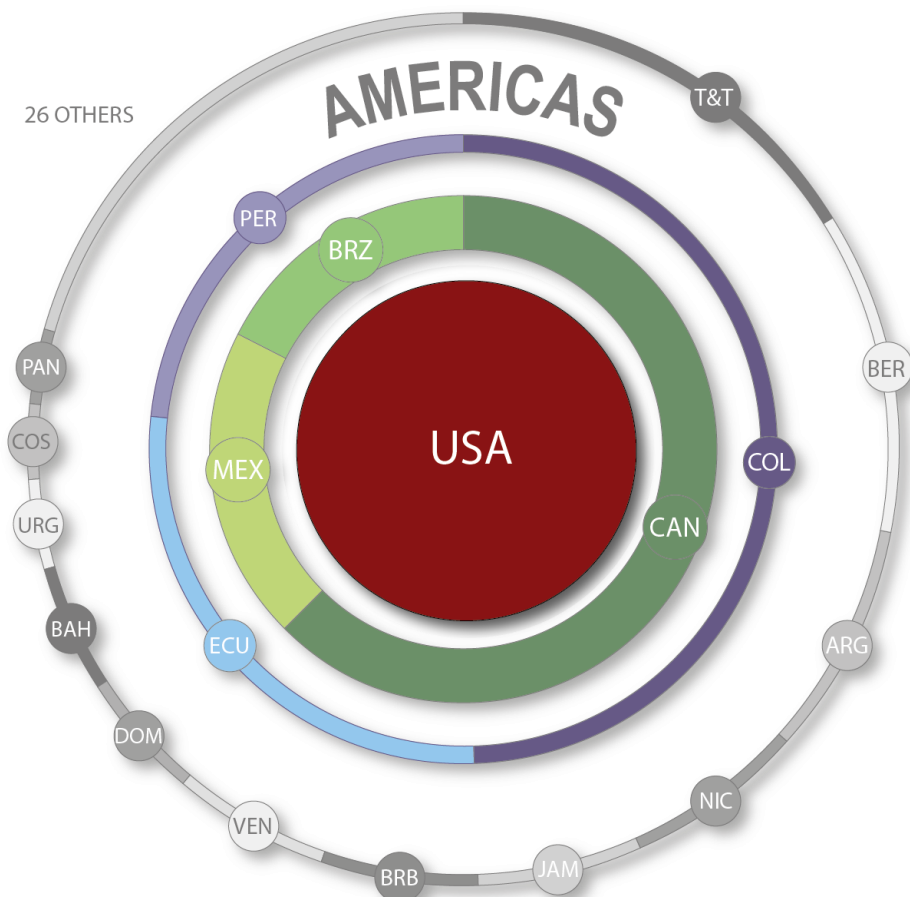
Wider Europe: Russia

Study visas issued to Russian nationals

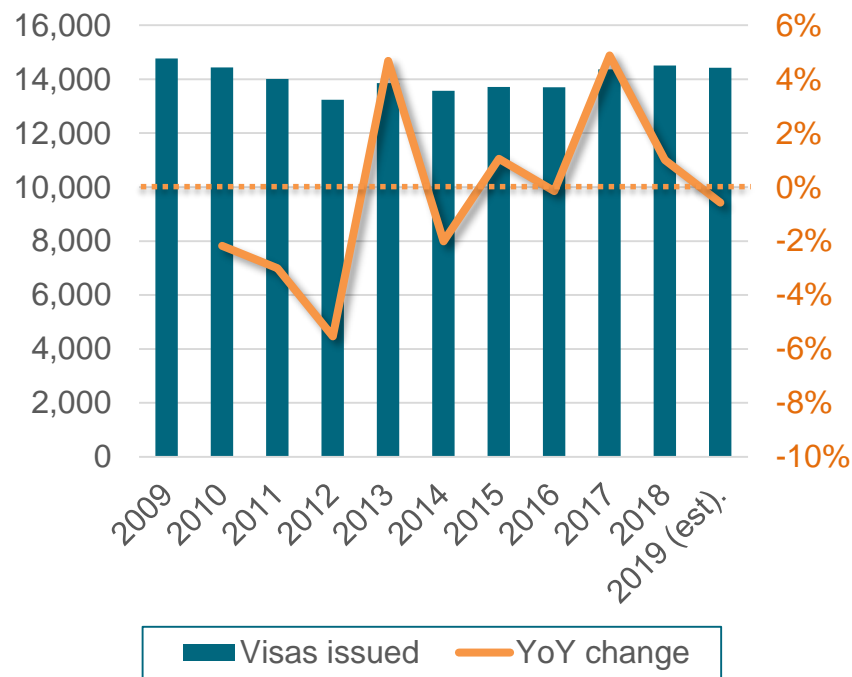


Source: Home Office

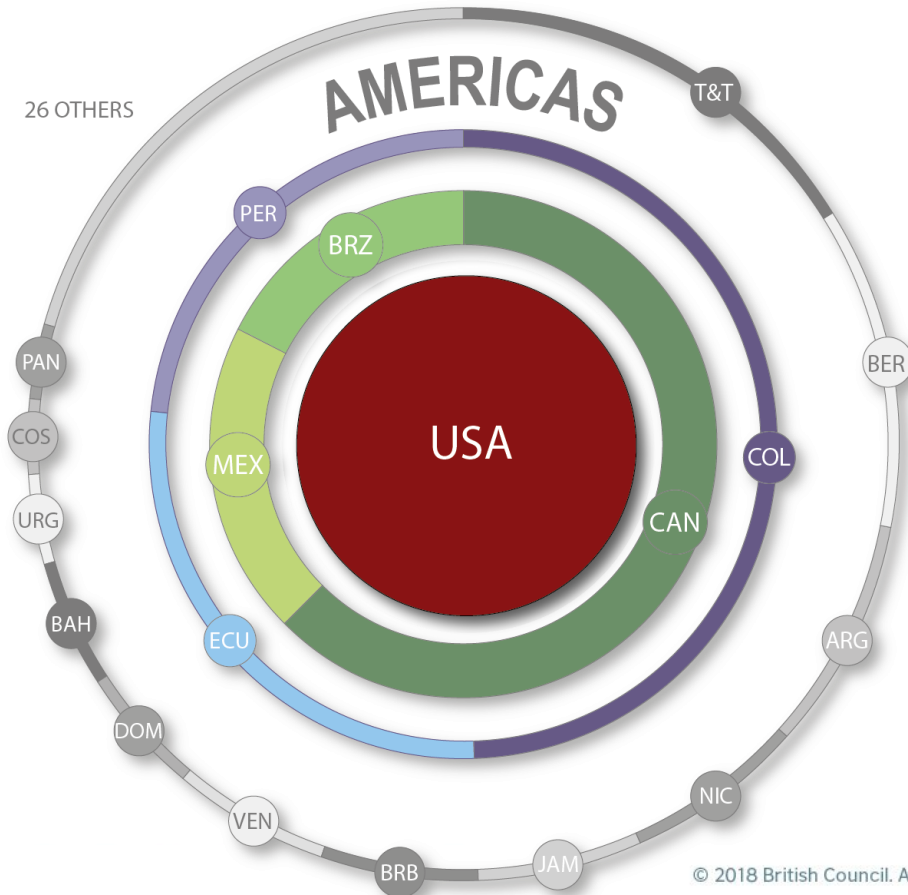




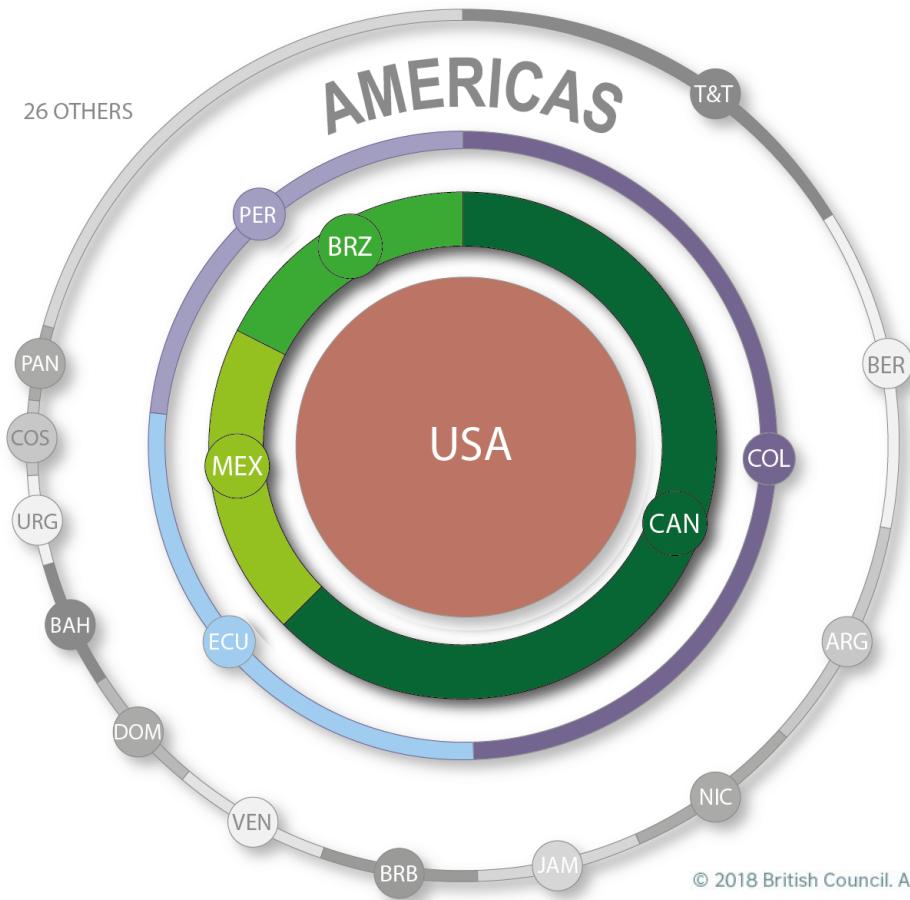
UK T4 visa issuance to American nationals (main apps)



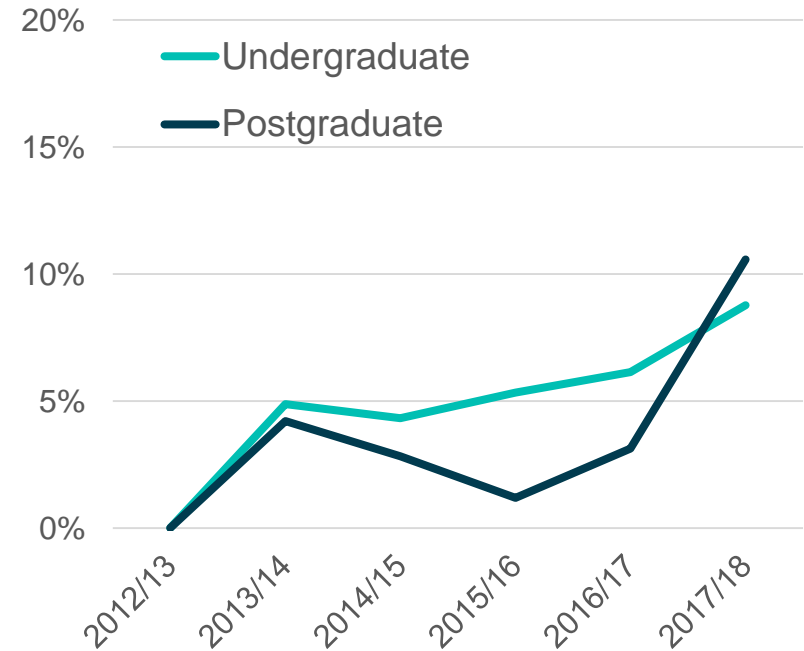
Source: Home Office

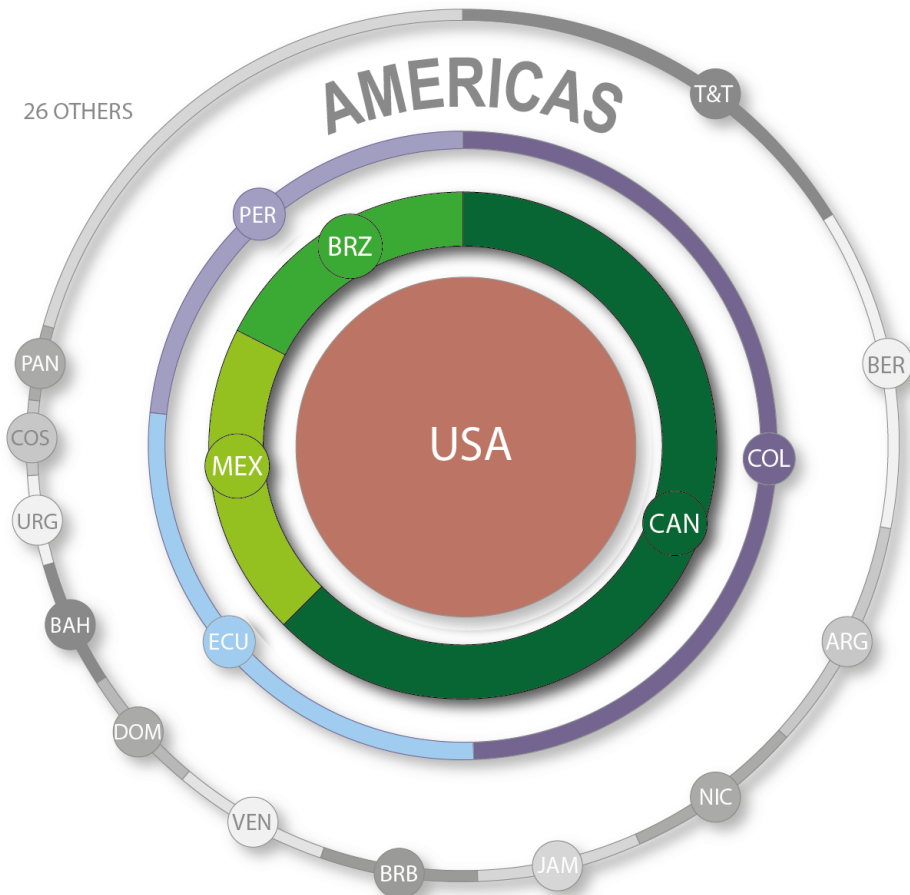


- Americans tend to rate UK universities as slightly better than their own.
- But familiarity with UK institutions and system is very low.

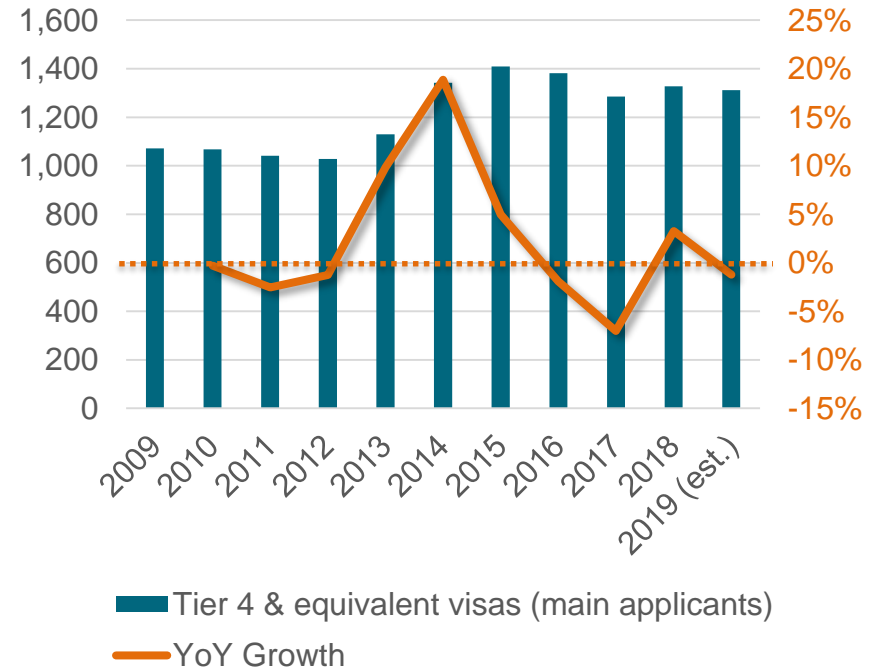


Canada: Cumulative growth in UK new enrolments by study level

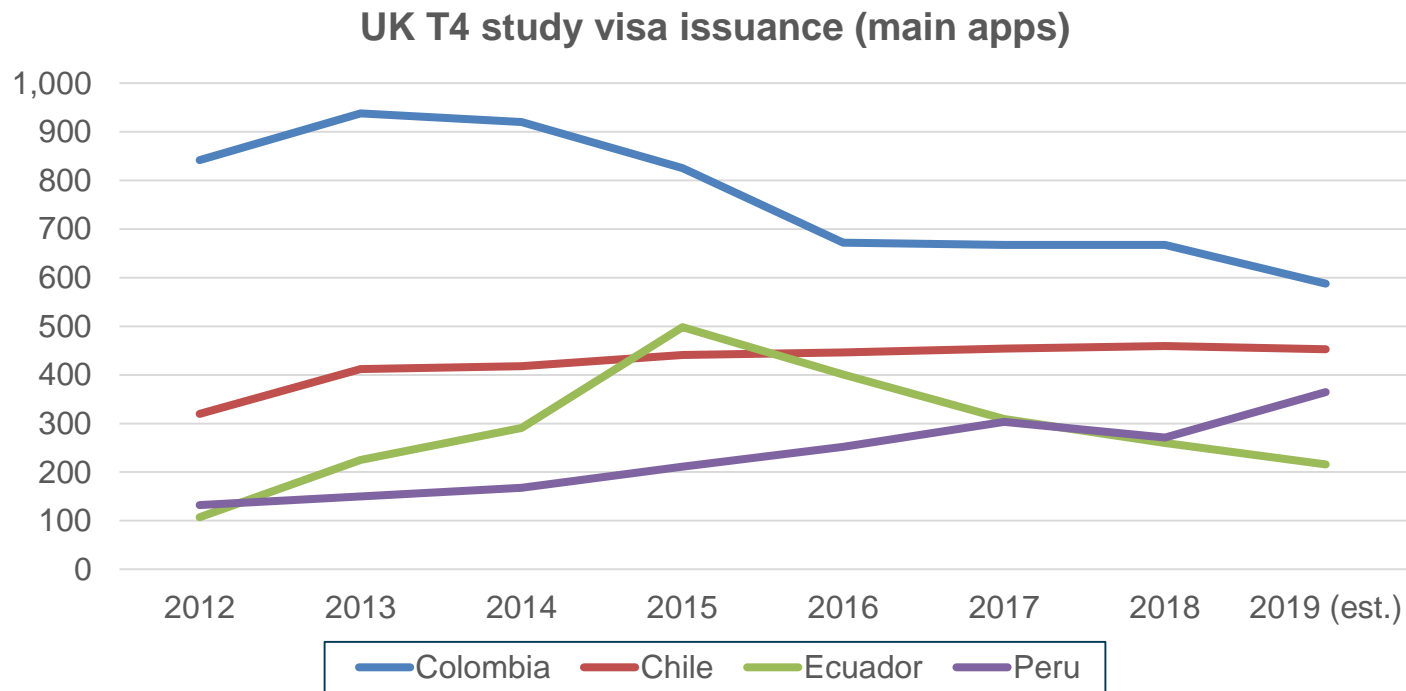




UK T4 visa issuance to Mexican nationals



South America





Recruitment takeaways

- Even more China?
- Weak growth in SEA, but a couple of bright spots
- India is back, but what about the rest of S. Asia?
- Commodity-dependent economies are back in the mix, though far short of their pre-crash levels
- Near-term opportunities, but what can we build on them for the longer-term?

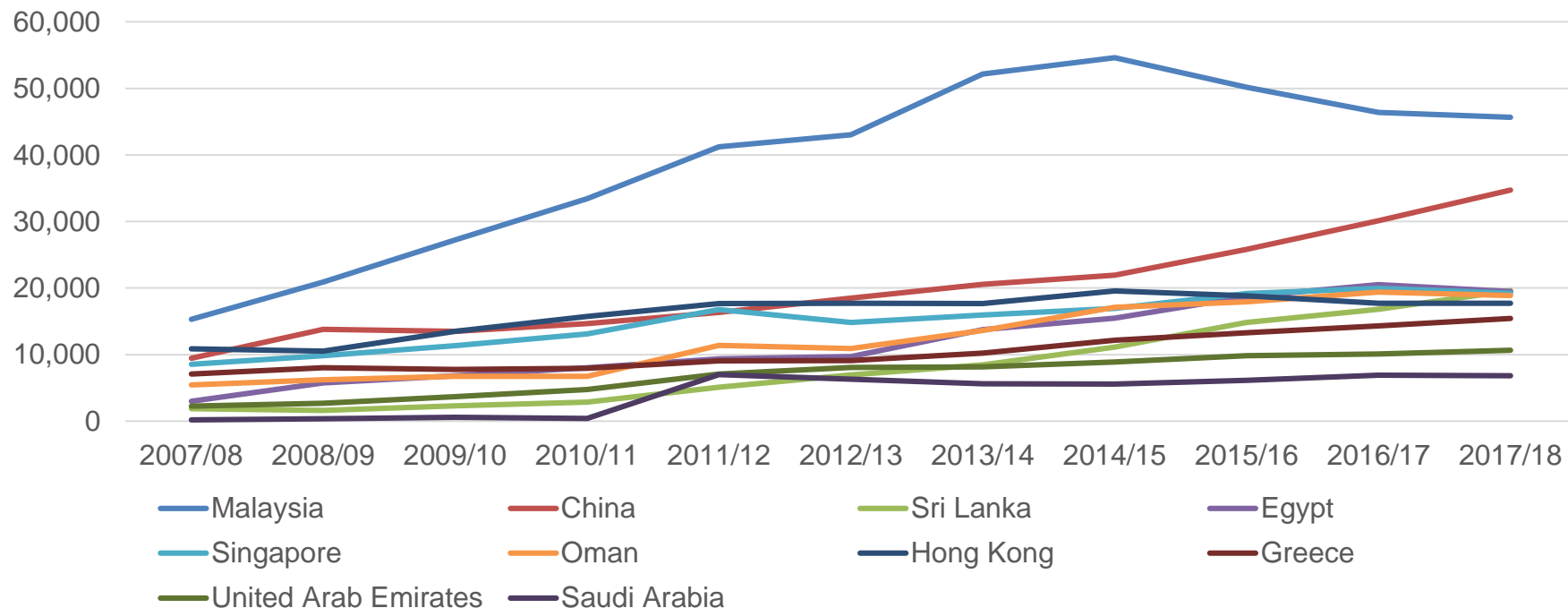
Partnerships



Where is transnational education headed?



Top 10 markets UK overseas enrolments*



Source: HESA

*Excluding distance learning and Oxford Brookes

Four scenarios for the future of TNE (McBurnie & Ziguras)

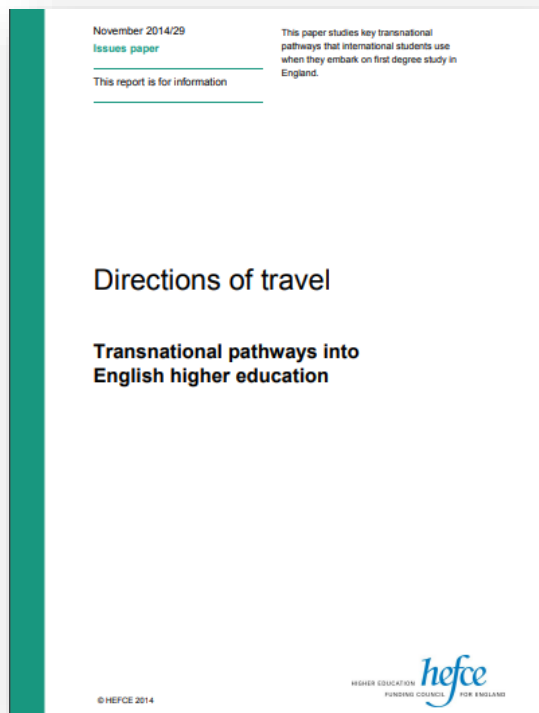
<p>HE becomes more foreign</p>	<ul style="list-style-type: none"> • Importer countries embrace as means of meeting student demand, and less costly than mass expansion of domestic infrastructure • Exporters attracted to revenue and perceived reputational benefits • QA frameworks to facilitate growth in scale and quality 	<p>Strong growth</p>
<p>As the world churns</p>	<ul style="list-style-type: none"> • TNE enrolments sequentially grow, peak, and then decline, according to the phase of development and demand in the host nation 	<p>Modest overall growth</p>
<p>Branch campus clusters</p>	<ul style="list-style-type: none"> • TNE develops into a limited number of international ‘branch campus clusters’ of prestigious institutions, concentrated in major cities serving as ‘regional education hubs’ in Asia 	<p>Growth for a select few</p>
<p>Raising the bar</p>	<ul style="list-style-type: none"> • Host governments raise quality assurance requirements and demand greater (and more expensive) commitments from foreign providers. • Exporter governments place stricter regulations on provider institutions, in order to weed out low-quality offerings that may damage the nation’s reputation and market share. 	<p>Enhancement of quality, decline in quantity</p>

Source: Grant McBurnie and Christopher Ziguras, “Global Trends in Quality Assurance for Transnational Education”, Quality Assurance of Transnational Higher Education: The Experiences of Australia and India, Australian Universities Quality Agency and the National University of Educational Planning and Administration (2011).

Motivating factors for TNE

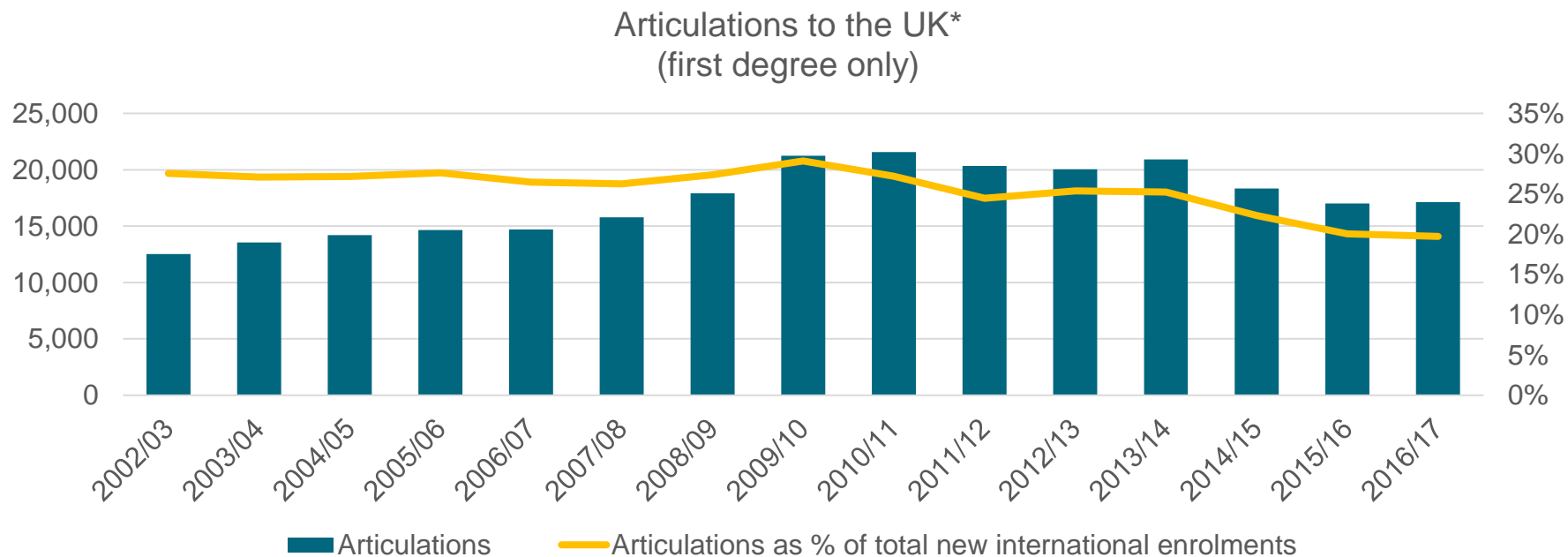
- Broadening access
- Building foreign capacity
- Building UK HE brand
- Building global brand, reputation and footprint
- Student pathways
- Income

Justifications for TNE



- Over a third of all international first degree entrants were recruited from transnational courses delivered overseas by UK HE providers, or partners working on their behalf.
- More than half of all first degree students from China and Malaysia commence their first degree directly from UK transnational education delivered overseas
- Transnational students provided a cushion in areas where decline was experienced in the direct entry of international students to first degree programmes in 2012-13

Is mobility through TNE dwindling?



Source HESA, British Council analysis

Starting with China as a case study

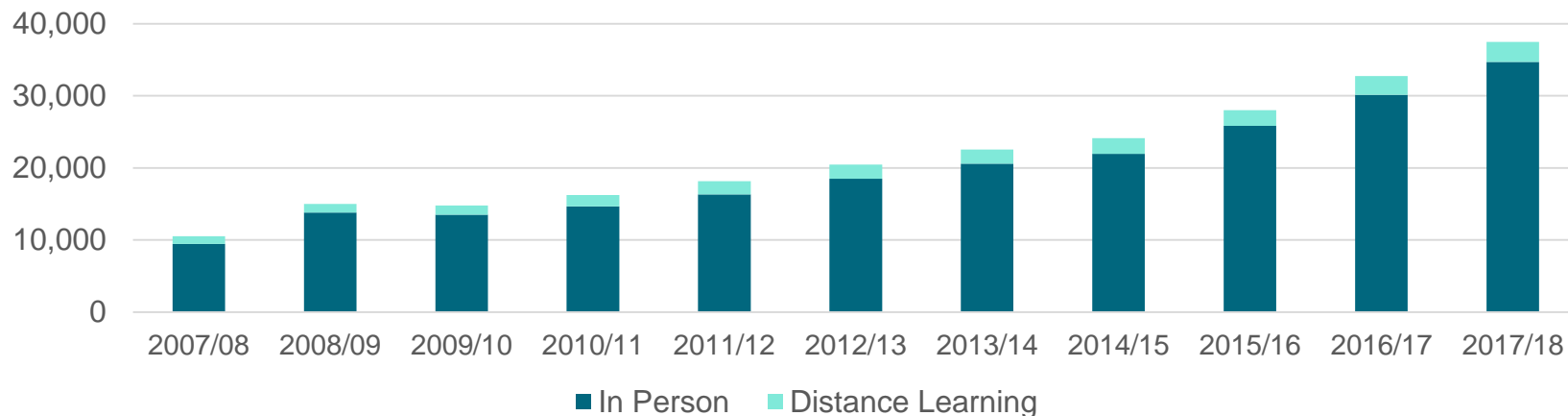


- One of the largest and fastest growing TNE markets in the world.
- By far the world's largest market for international education, with over 600k students leaving to study abroad last year.
- Over 1,200 joint programmes and joint institutes approved over the past decade.

UK offshore enrolments

Almost 35,000 students were following in-person UK TNE programmes in China in the 2017/18 academic year, making it the UK's second largest TNE market behind only Malaysia.

Students enrolled on offshore UK higher education programmes* in China by year

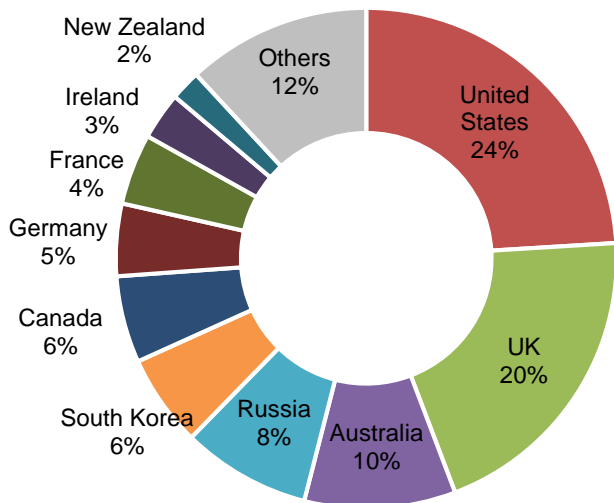


Source: HESA

*This figure excludes students registered with Oxford Brookes University through partners. Distance learning students are also excluded.

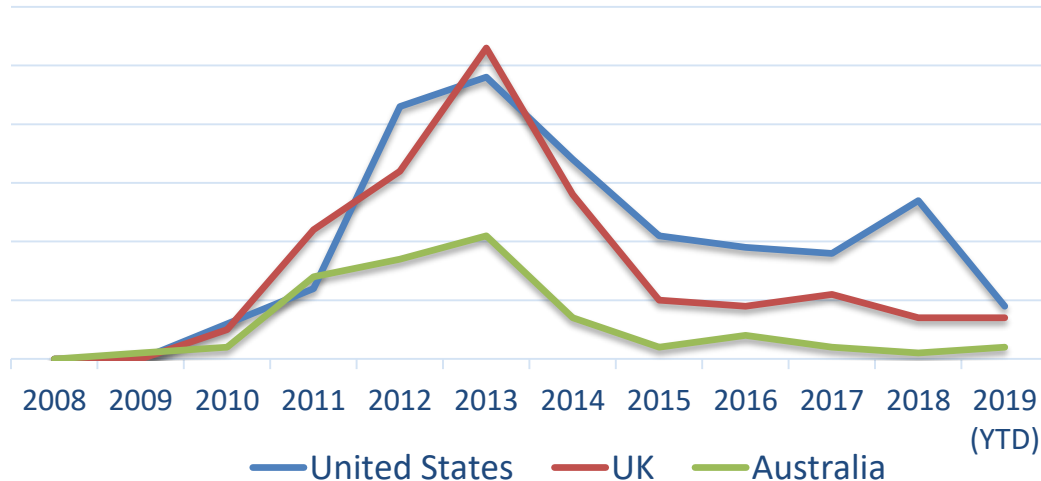
China TNE activity by the big three

Total approvals



Source: Chinese MoE, British Council

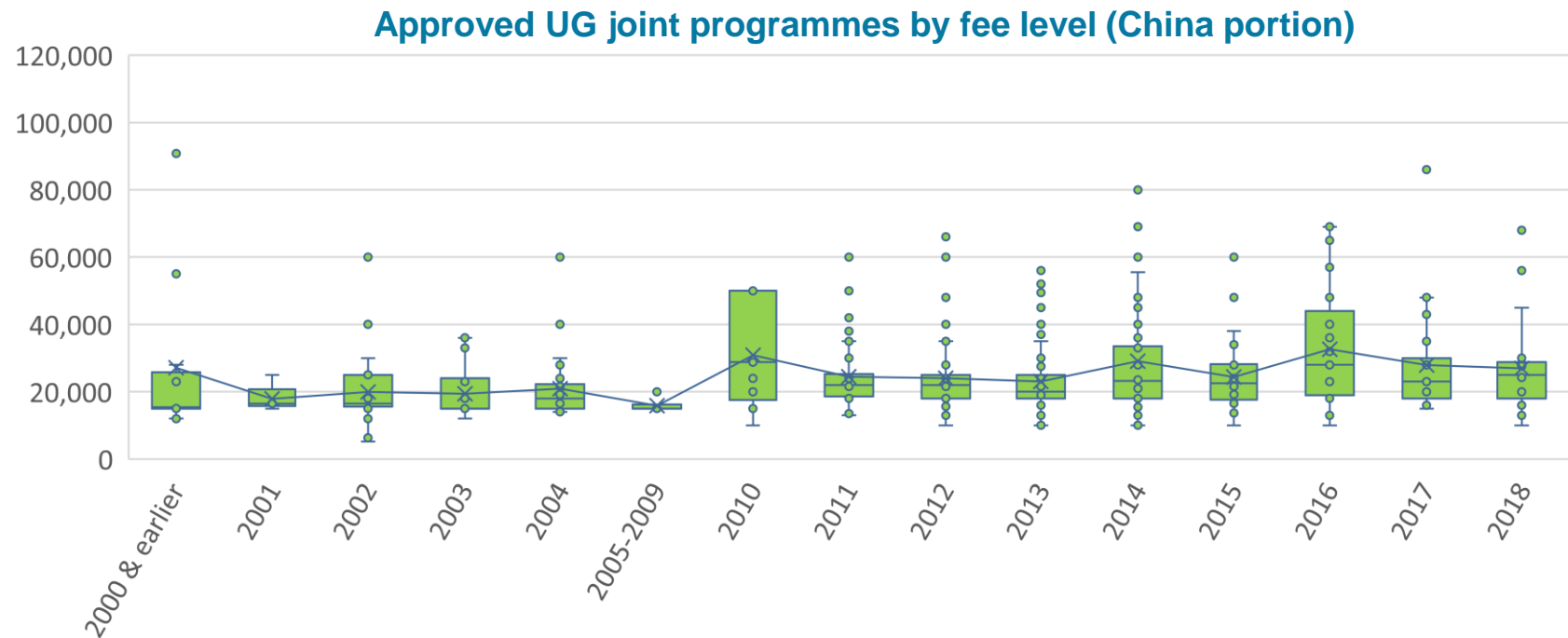
China new TNE approvals by overseas partner country



Source: Chinese MoE, British Council

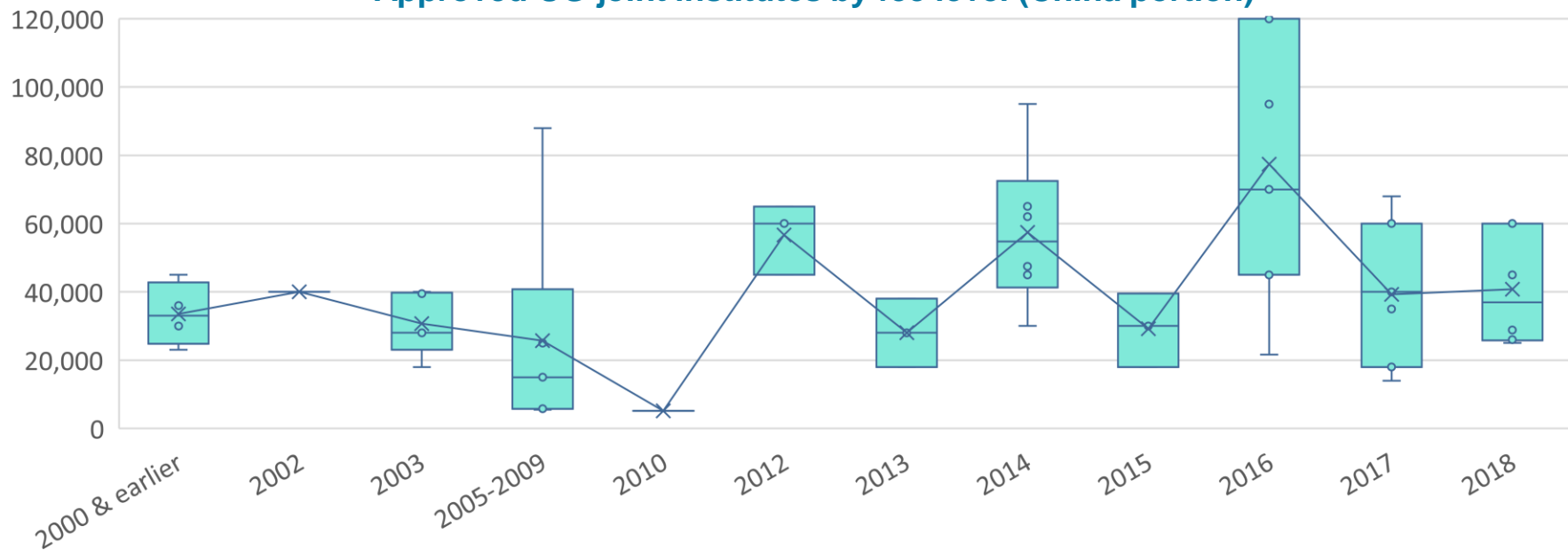


The struggle for cost recovery



The struggle for cost recovery

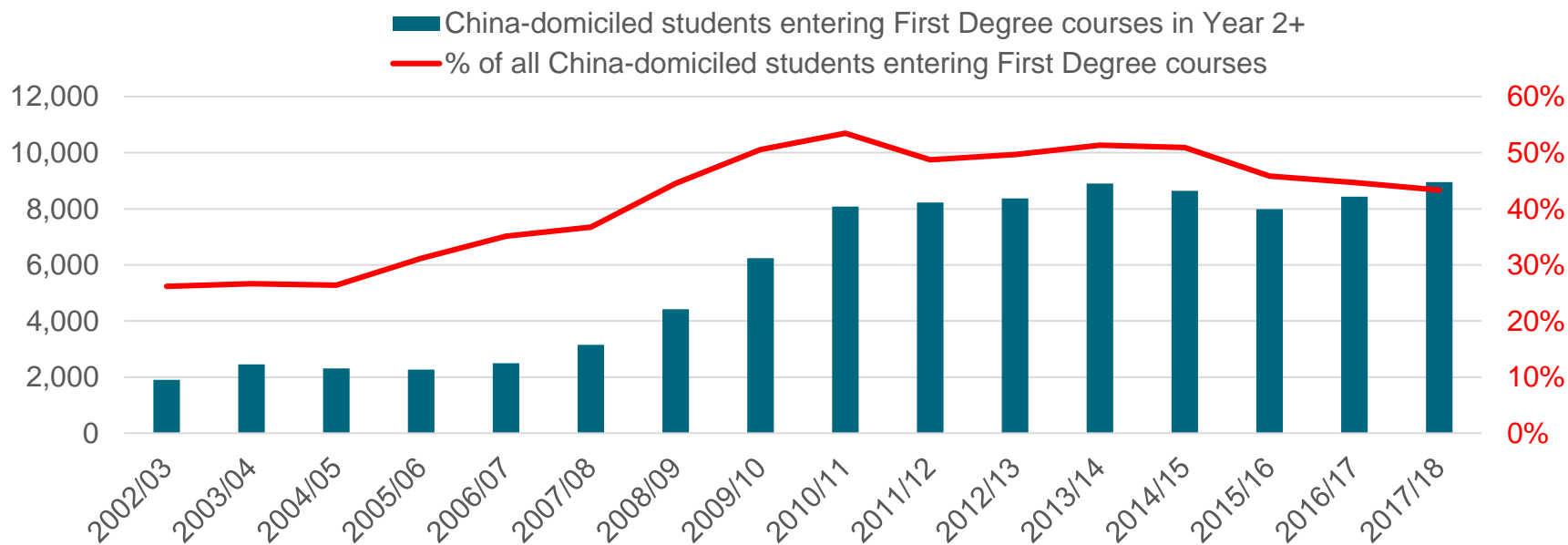
Approved UG joint institutes by fee level (China portion)



TNE as a pathway to mobility



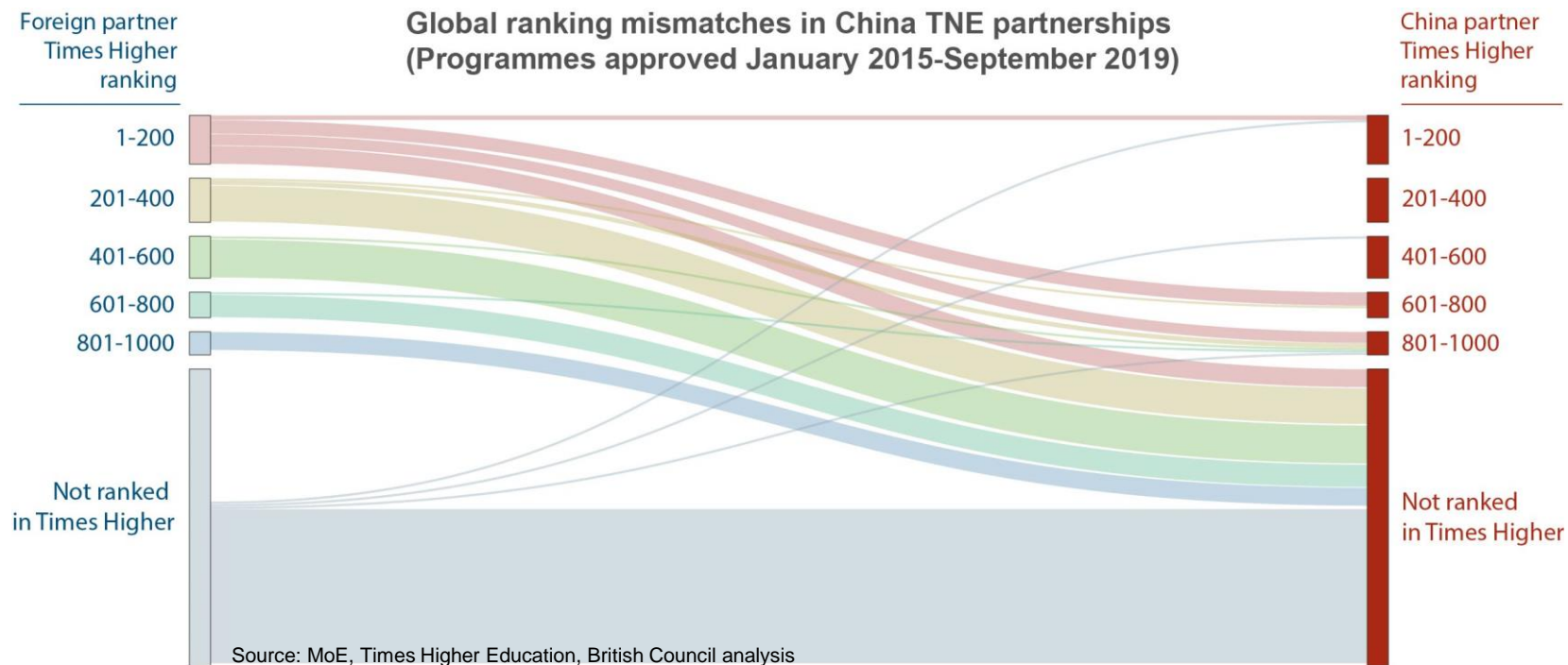
Is mobility through TNE dwindling?



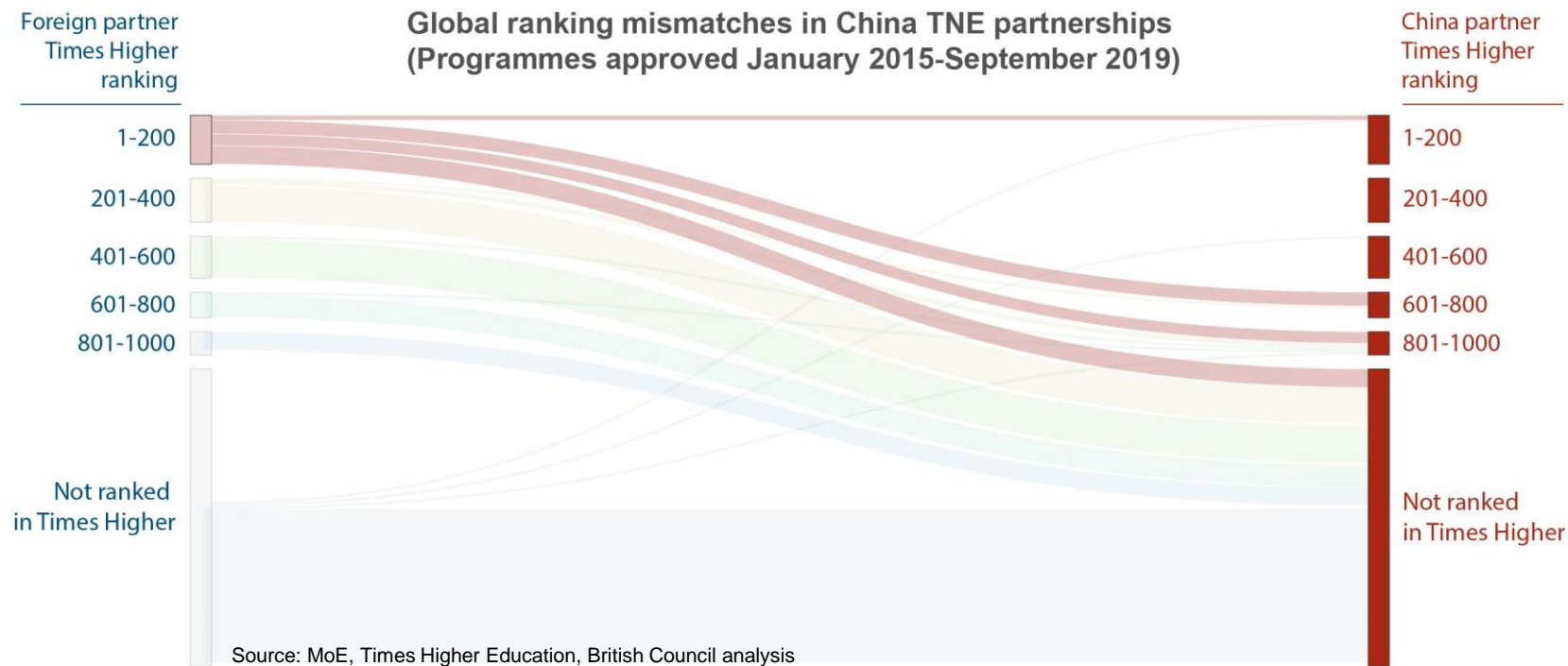
Source HESA, British Council analysis



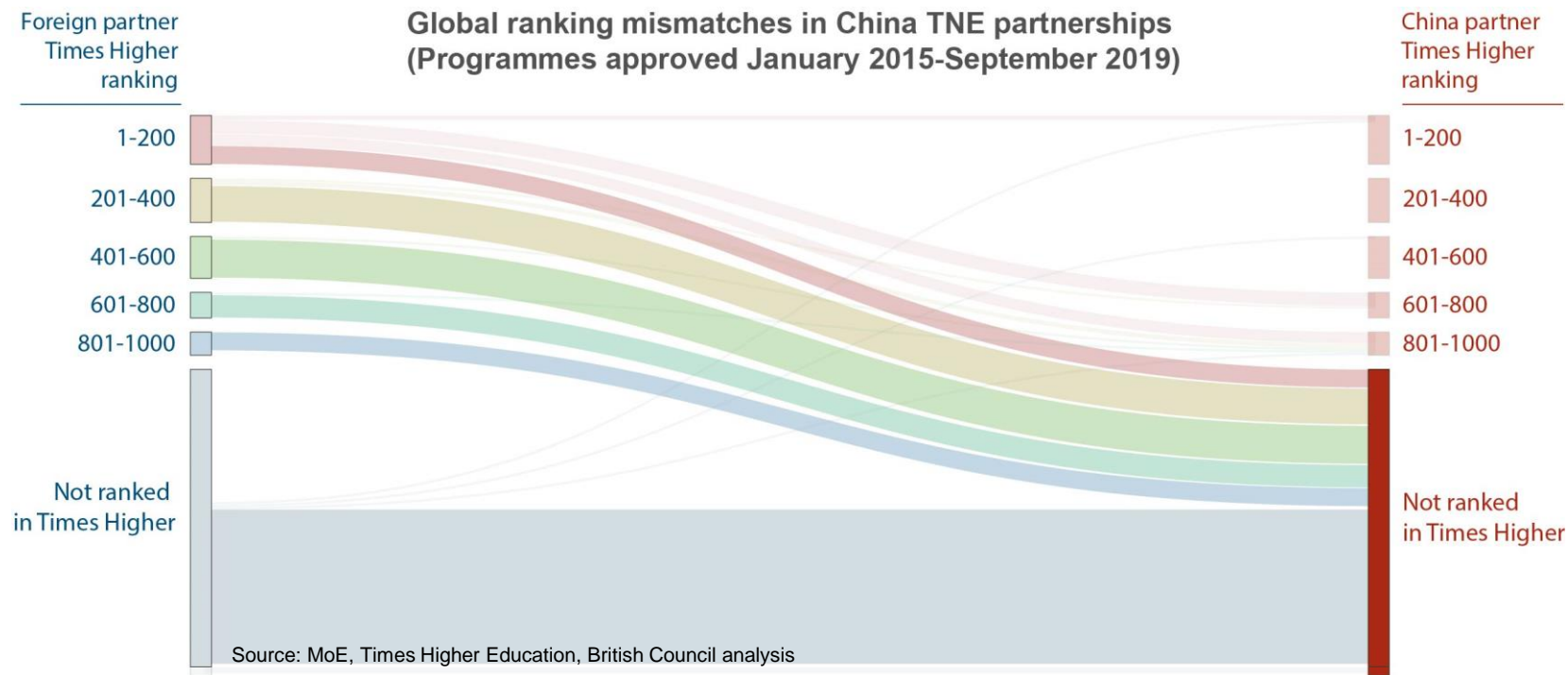
Mismatched marriages



Mismatched marriages

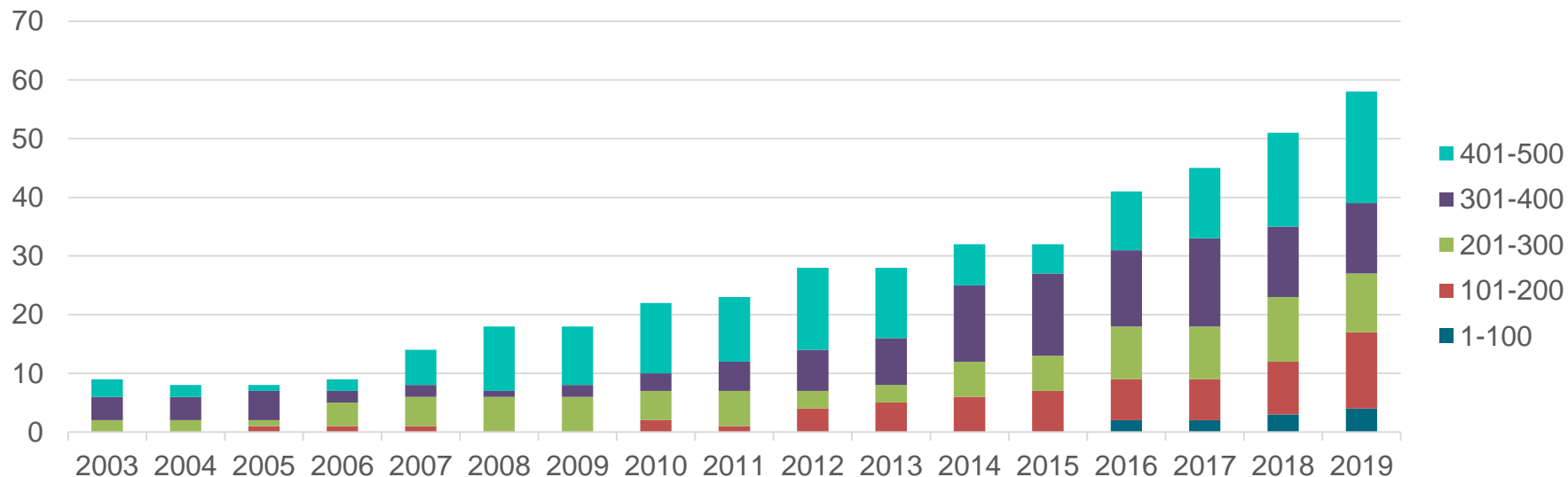


Mismatched marriages

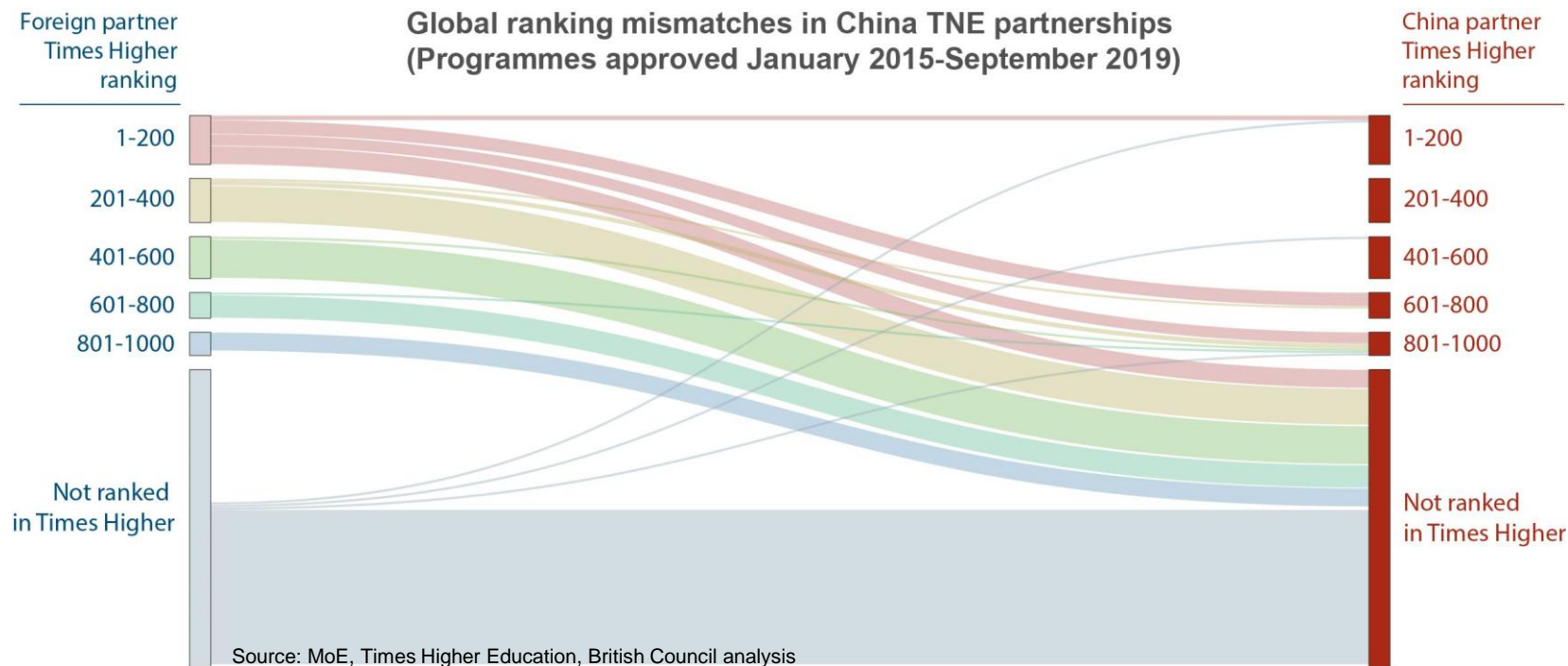


Chinese universities climbing the rankings

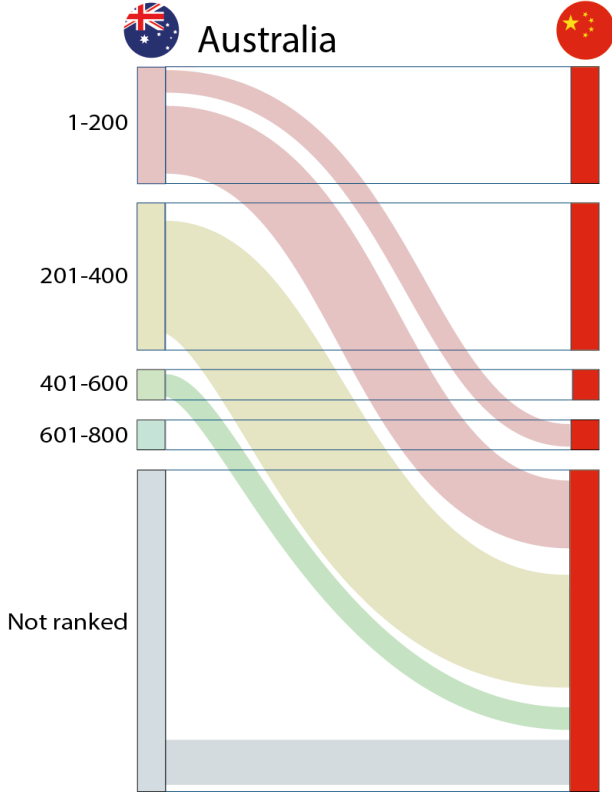
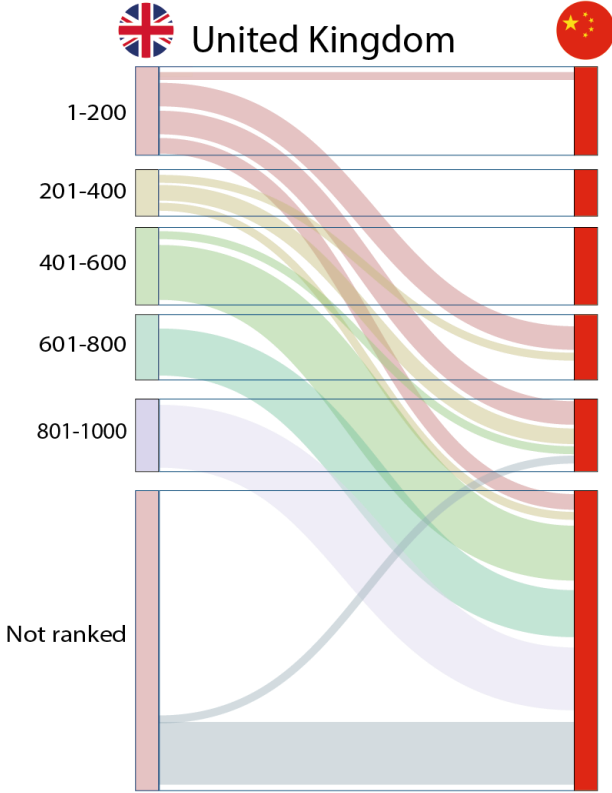
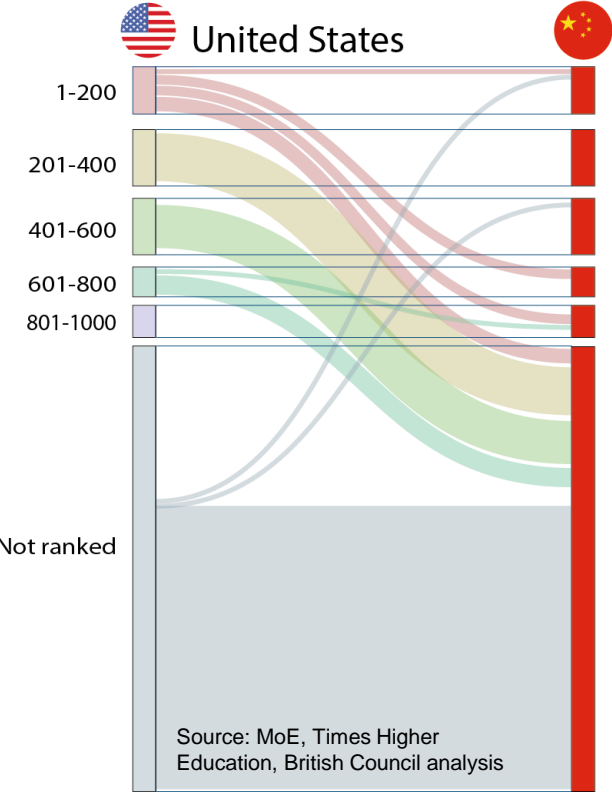
Number of Chinese universities in Annual Ranking of World Universities (top 500)



Mismatched marriages



Mismatched marriages: comparing the big three



Conclusions



- Broadening access to quality HE
- Building foreign capacity
- Building UK HE brand
- Building global brand, reputation and footprint
- Student pathways
- Income



Conclusions



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Preliminary findings

US

- Indications that flagship state universities are pulling back from overseas delivery.
- But low-ranking institutions very active.

UK

- Increased scrutiny on financial sustainability of TNE, particularly on mobility outcomes.
- However, still a lot of activity, particularly in China.
- Lots of dedicated global partnership teams established lately. Most of those that don't have them are in process of setting up.

Australia

- TNE activity in China dominated by top- and mid-ranking universities.
- Mismatches in ranking more common at these levels than in UK or US.

Four scenarios for the future of TNE (McBurnie & Ziguras)

<p>HE becomes more foreign</p>	<ul style="list-style-type: none"> • Importer countries embrace as means of meeting student demand, and less costly than mass expansion of domestic infrastructure • Exporters attracted to revenue and perceived reputational benefits • QA frameworks to facilitate growth in scale and quality 	<p>Strong growth</p>
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Concluding thoughts

