

INTERNATIONAL EDUCATION CONFERENCE

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From Zero to Hero:
A non-traditional university's journey into the USA

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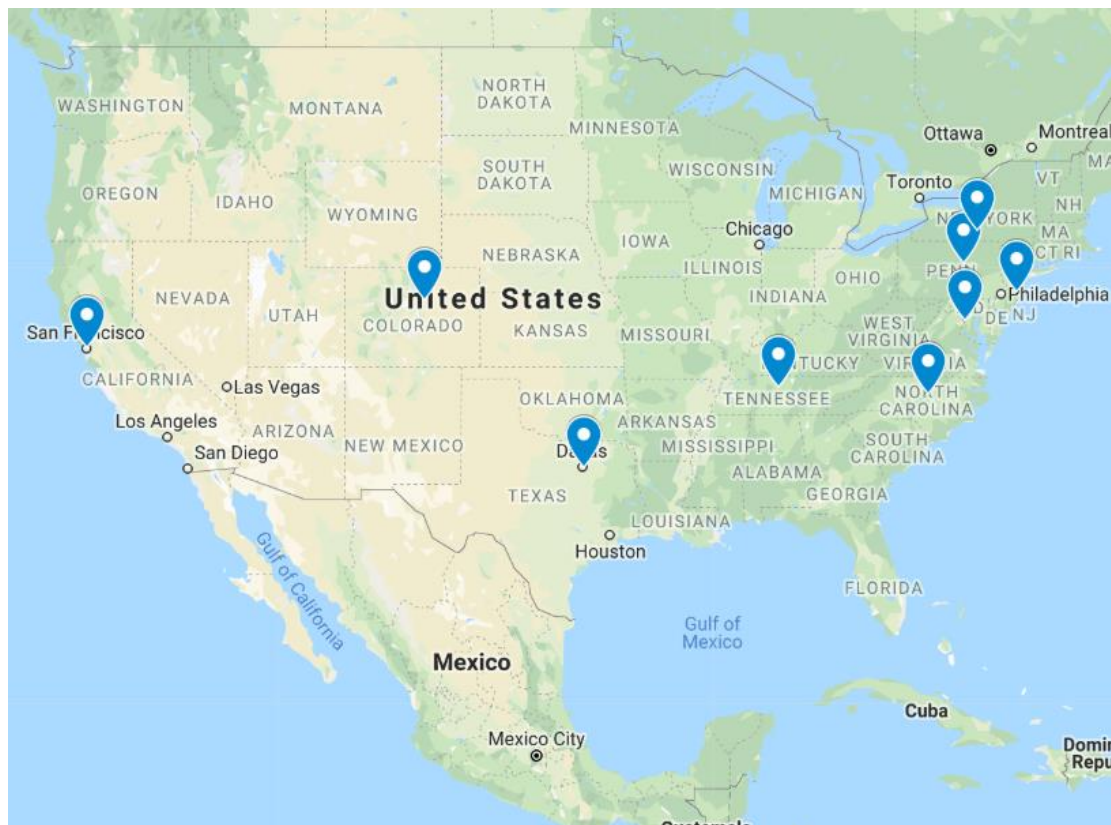


Oxford
International
Education Group

Sannam S4 in the US

2016 – opened office
4 UK clients
7 states and DC

Publication with ACE, 2017
NAFSA
NACAC
WIEC
CBIE
AIRC
AIEA



Domestic Policy

- **Varsity Blues** – a very public spotlight
“Society is looking at various types of privilege, whether that be white privilege, financial privilege or the privilege to have access to information about how college admissions works.” IHE, Sept 2019
- **Loan debt** – a top tier issue
Education debt in the U.S. has eclipsed credit card and auto debt.
- **NACAC CEPP** – balancing fairness and ethics

- **Fairs – generalist v specialist**

Increasing competition means ...

... Understanding the states

... Finding the niches

... Getting off the beaten track

Applicants

Long lead times and increased applications mean...

...Thorough nurture tracks

... Audience-specific collateral

Stakeholder engagement

Staying fresh means...

- ... Collaboration between colleges
- ... Squeezing networks
- ... Looking for tiny gaps

Marketing v Sales

UK as recruiters, US as marketers

How does this change the dynamic?

The Strategy

Finding the right fit:

- People
- Partnerships
- Personalisation

Enabling Factors

Building Capacity:

- Staff
- Partners
- Alumni

Targeting:

- Geographic
- Market segmentation
- Study Abroad

What's it like out there?



Successes to date

- Over 50 full degree recruitment events attended
- Over 700 personal engagements with prospective full degree students
- 6% increase in autumn enrolments 2017/18 – 2018/19 after May start
- 12.5% increase in offer acceptance for spring entry
- 11% increase in offers to date for autumn 2020/21 entry (compared to entire of last year)

Lessons Learned

Have a clear plan

Ask partners what they want

Take time to do it right

Grow with your infrastructure:

- Admissions
- Visa compliance
- Accommodation

Q&A



Thank you!

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