



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

## Direct recruitment for boarding schools

Hilary Moriarty, Boarding Schools Association  
Toby Belfield, Ruthin School  
Elizaveta Utolina, British Council

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

**IELTS™**



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

## Direct recruitment in Russia

Elizaveta Utolina

Partnership and Projects Manager, Russia

British Council

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

**IELTS™**

# 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 5 schools 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 ([www.britishcouncil.ru](http://www.britishcouncil.ru) **45000** and more than **5000** in [www.educationuk.ru](http://www.educationuk.ru)) 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

**BRITISH COUNCIL** Russia

Education English Projects Discover the UK About us

**BRITISH COUNCIL** Education UK

**ВЫСТАВКА БРИТАНСКОГО ОБРАЗОВАНИЯ**

**EDUCATION UK FAIR 2012**

- GENERAL PROGRAMME
- PRESENTATIONS AND LECTURES
- CONTESTS**
- PARTICIPANTS

**CONTEST**  
Education UK Fair, Moscow, 29-30 September 2012

- 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 UK life and learning!

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 IELTS lessons, and go on two excursions to nearby places of interest.

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 **satisfactory English level.**

And to win you should write a Russian slogan for EducationUK exhibition 2013 and/or create EducationUK logo in any technique and send it in jpg to [britishcouncilrus@gmail.com](mailto:britishcouncilrus@gmail.com) not later than **18.00 14.09** with subject A-level. Do not forget to include your contact details!

- 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](http://www.dnevnik.ru)  
**900** children took part;  
**48009** read about the competition

# 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!**

Lisa Utolina +7963 622 4934

[Elizaveta.utolina@britishcouncil.ru](mailto:Elizaveta.utolina@britishcouncil.ru)

# Questions