



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

## Making the most of your Education Intelligence subscription

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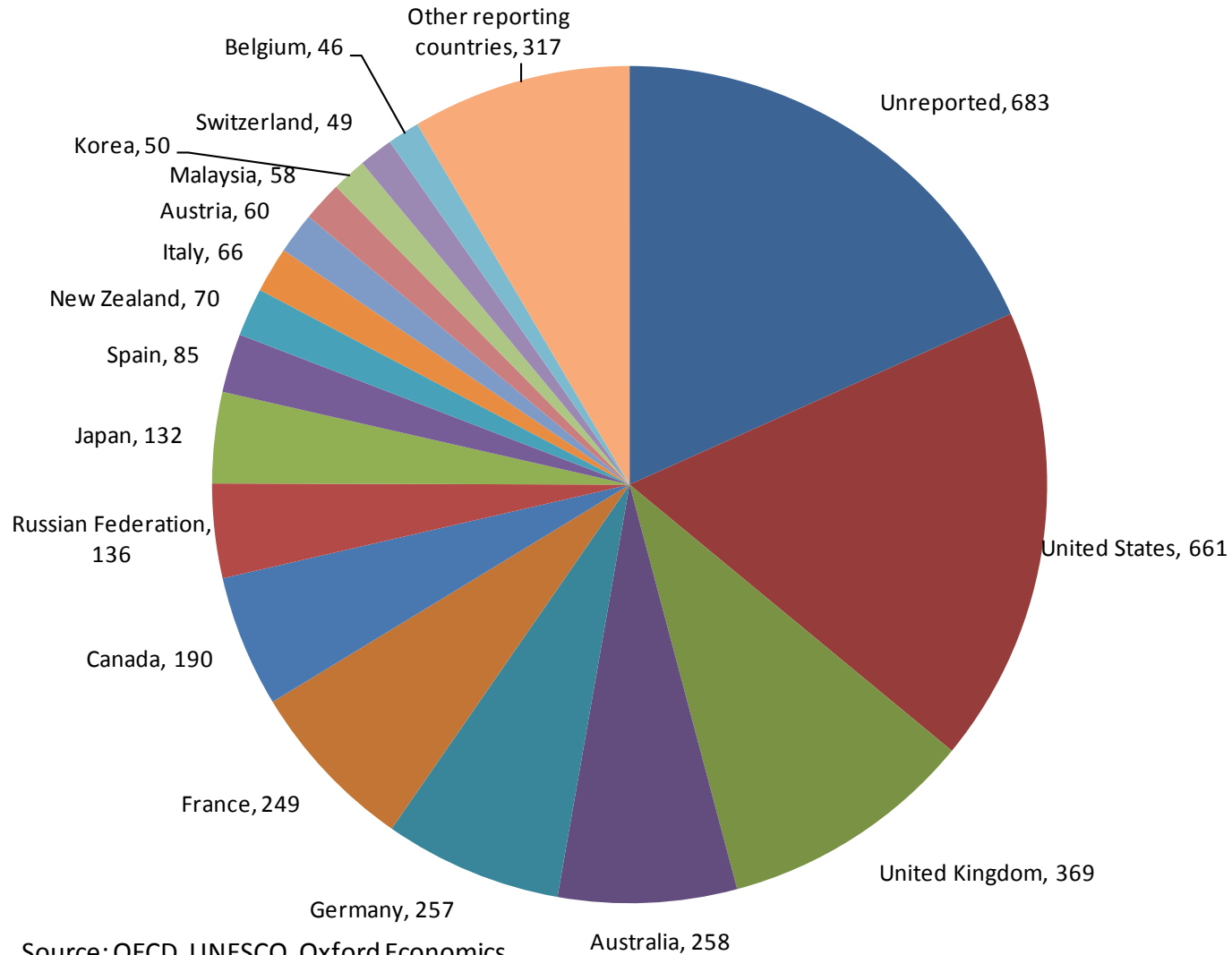
**IELTS™**

# The importance of data

“The ability to take data – to be able to understand it, to process it, to extract value from it, to visualise it, to communicate it – that is going to be a hugely important skill in the next decades...”

*Hal Varian, Chief Economist, Google (2009)*

### Inbound mobile students by destination market (2009, 000s)

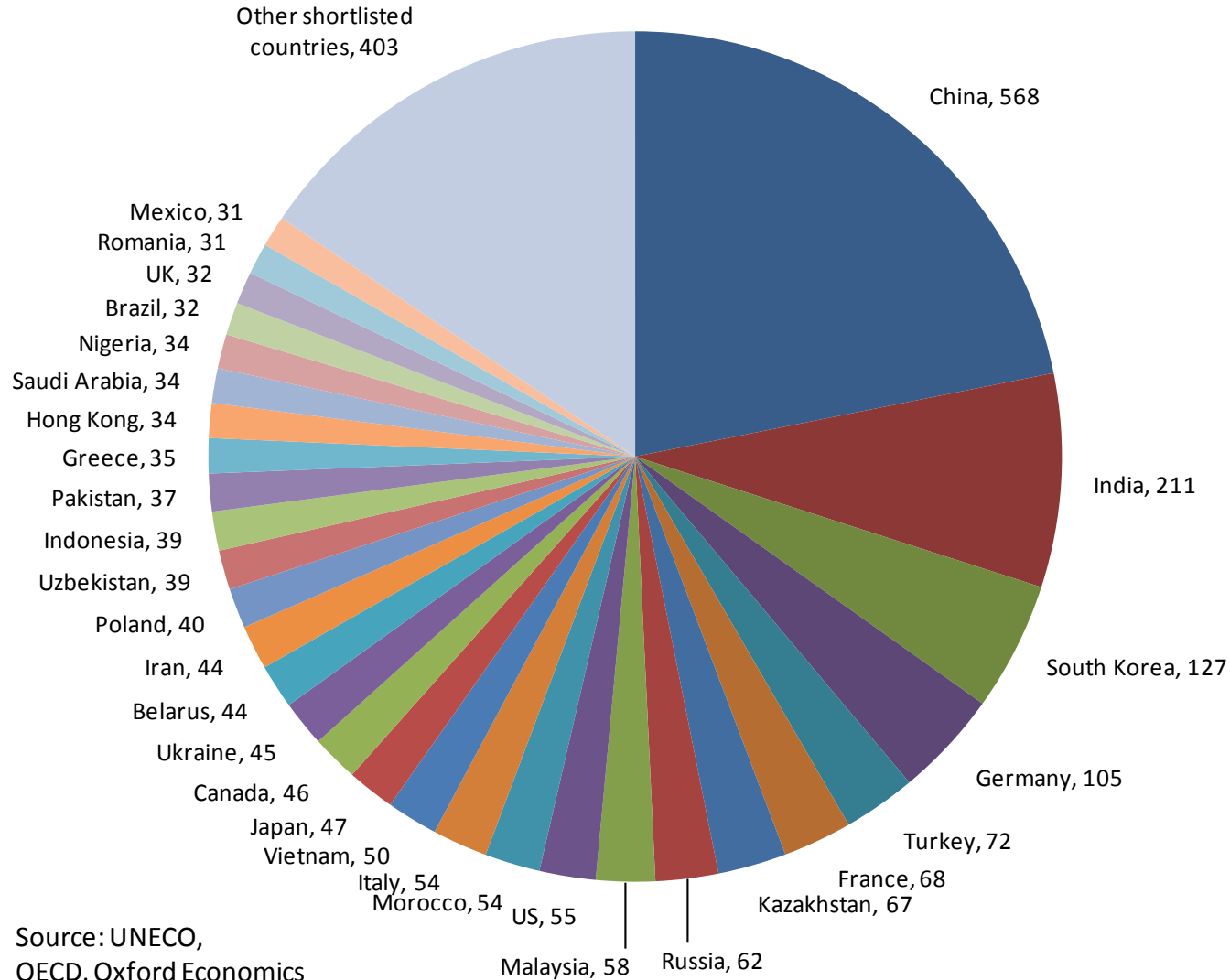


Source: OECD, UNESCO, Oxford Economics

Australia, 258

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### Outbound mobile students by origin market (2009, 000s)



Source: UNESCO,  
OECD, Oxford Economics

## United Kingdom: Changes in international enrolments (2006-10)

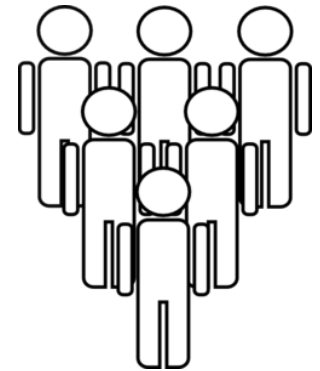


Source: Higher Education Statistics Agency 2011

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Sustainable growth in an international student market is dependent on two drivers:

1. The number of **people** of relevant age



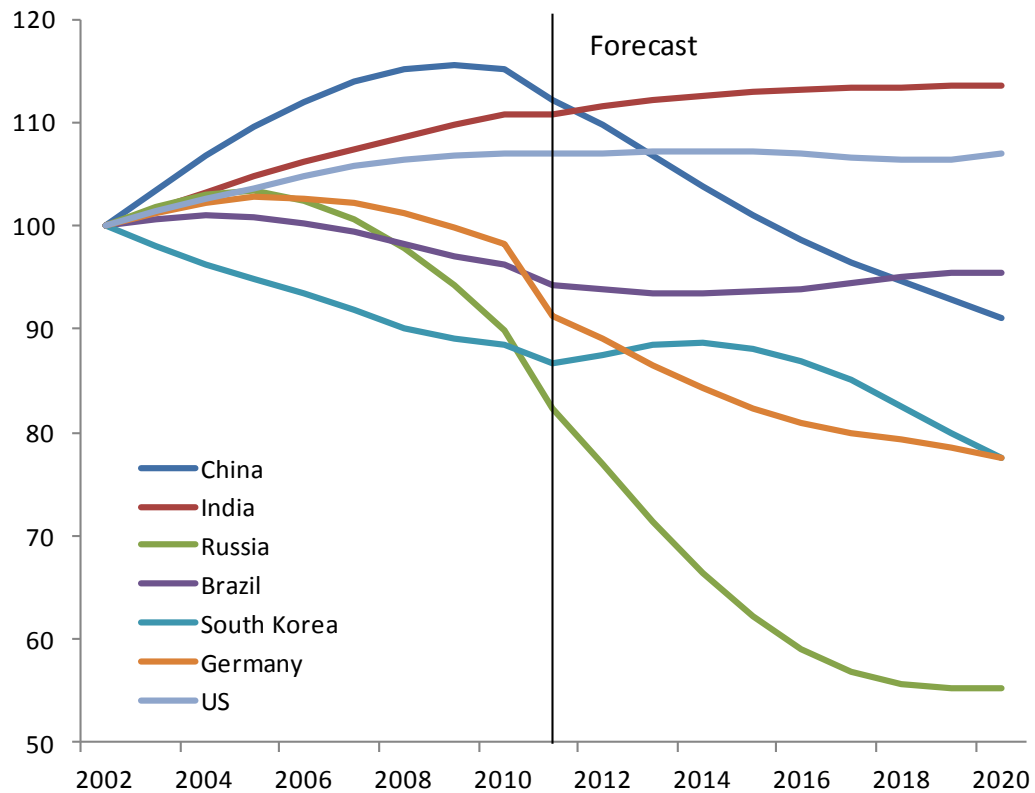
2. The proportion of that population that can **afford** higher education



## China's forecast population – in decline

### Tertiary age (18-22) population

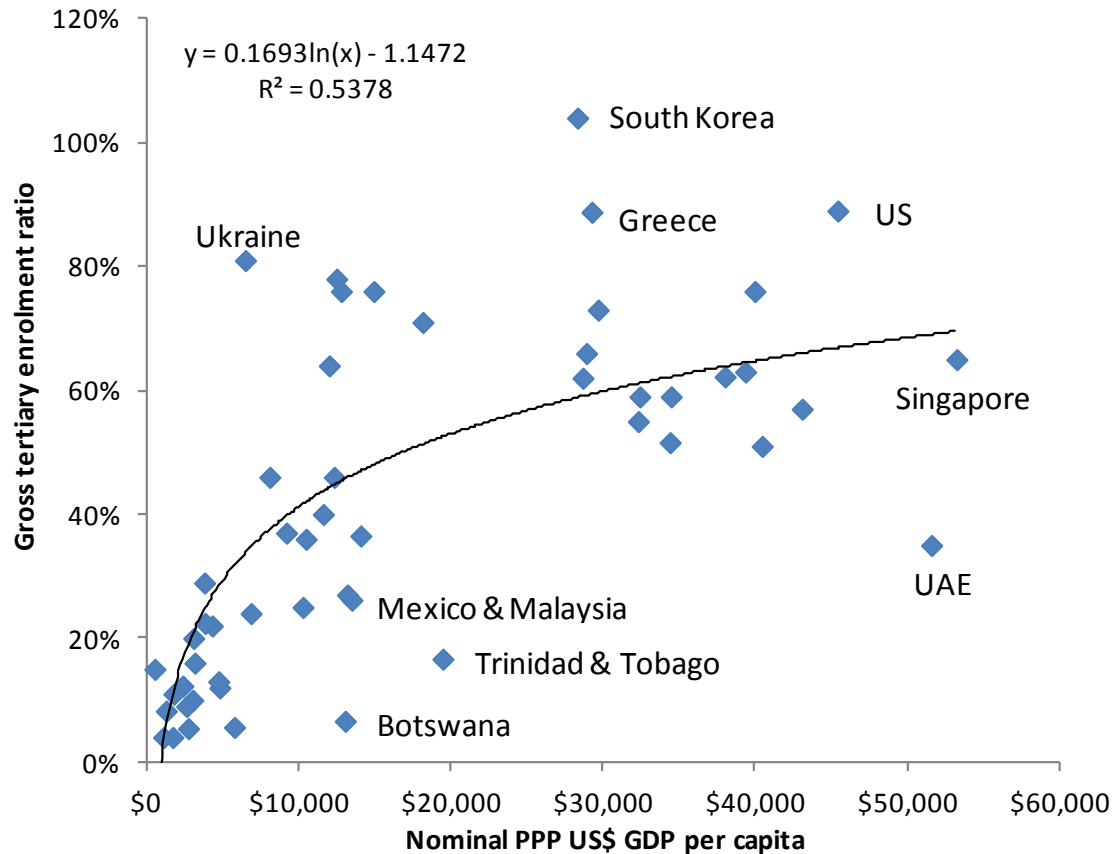
2002=100



Source: UN Population Division, Oxford Economics

# Relationship between GDP per capita (PPP) and tertiary enrolments

**PPP GDP per capita and tertiary enrolment ratio (2009)**

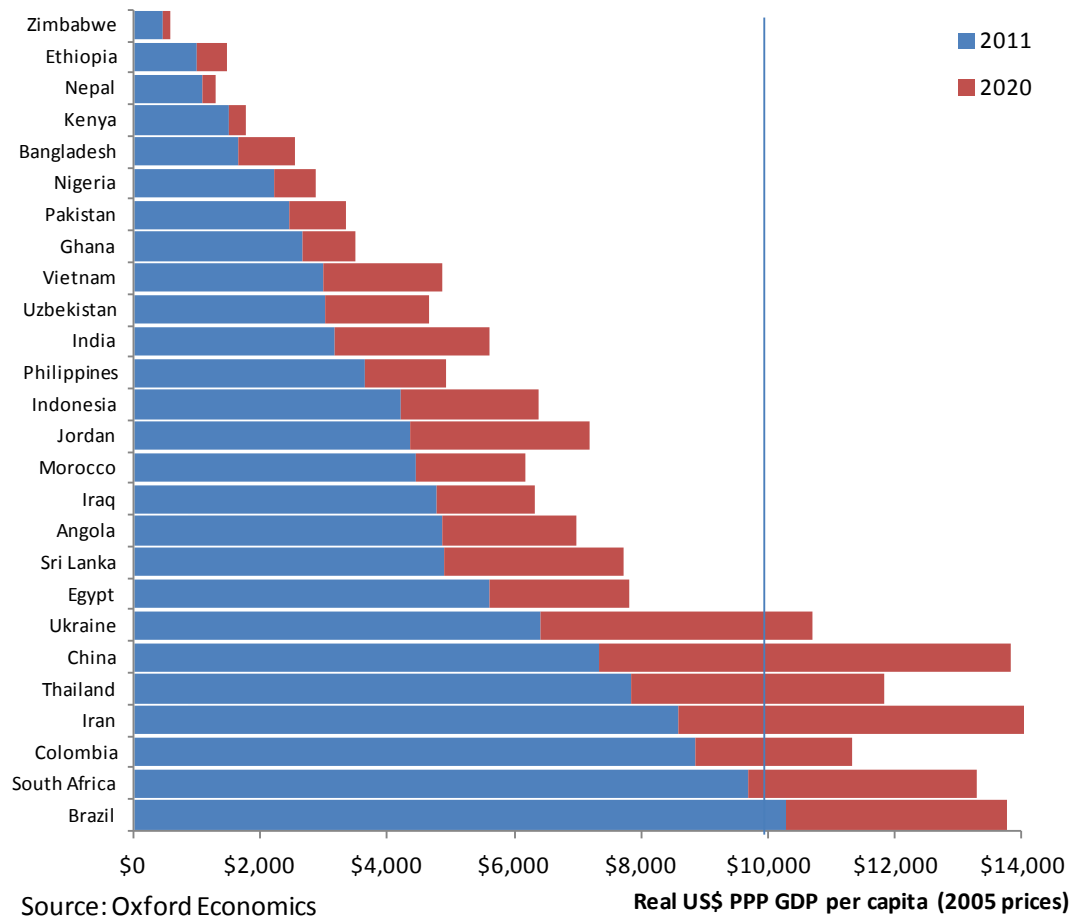


Source: Haver Analytics, Oxford Economics, UNESCO



## Global GDP per capita (PPP) growth to 2020

PPP GDP per capita (2011 and 2020)



Source: Oxford Economics

Real US\$ PPP GDP per capita (2005 prices)

## The outlook for China?

- Population of 18 to 22-year olds will **decline**
- GDP growth will **slow**, but not become negative

## The impact on international education strategies?

- Strategy needs to focus on **market diversification**
- China **should not** be sole source country; real risk associated with this strategy

## The China factor

- Do you agree with us regarding China?
- How important is China to your internationalisation strategy? Has this changed over time?

## Looking to 2013

- What are your internationalisation goals in 2013?
- How have these goals changed from year to year?

## Decision-making

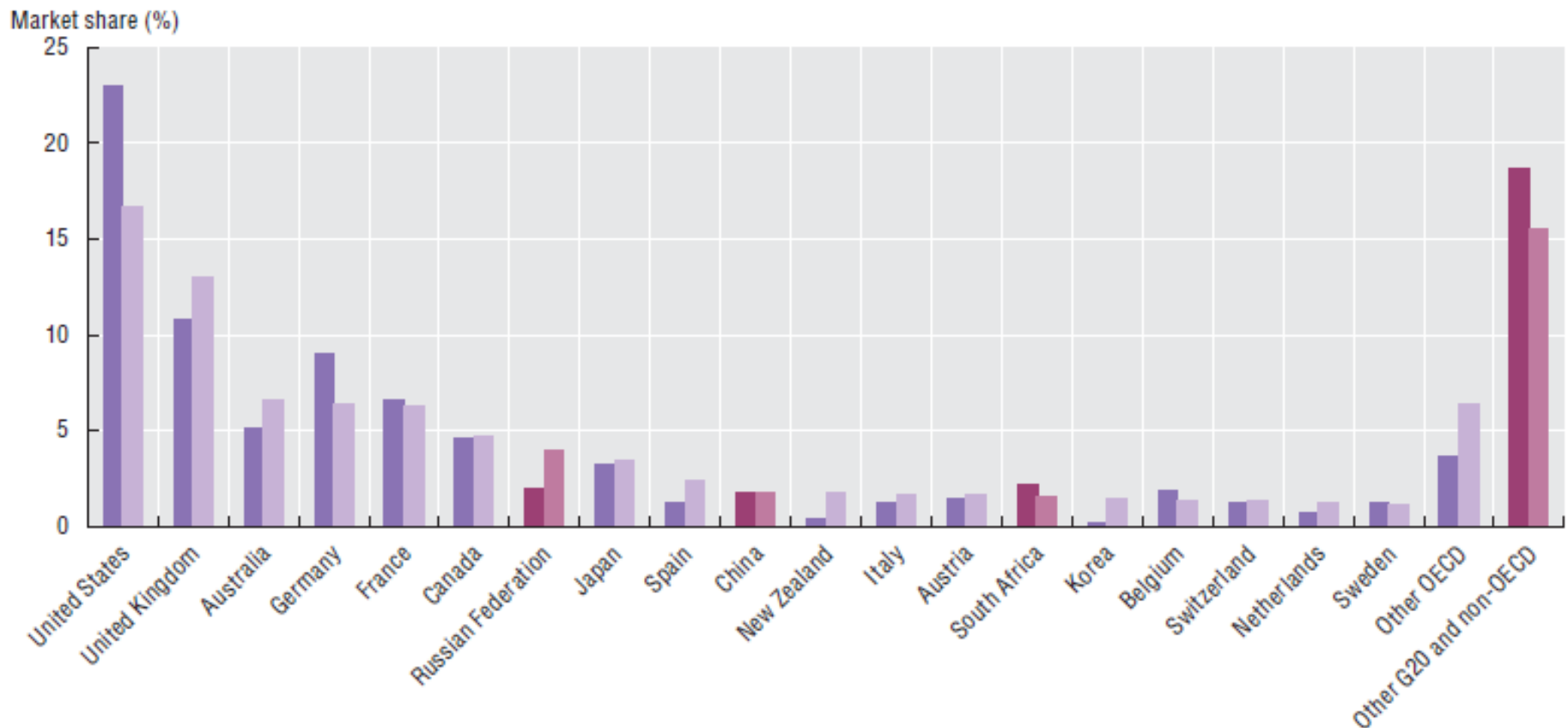
- How do you decide on your international goals and strategy?
- What information & data do you use?

## Tertiary education in the UK

- Quality of teaching & education
- Internationally recognised qualifications
- Prestige/rankings
- Multiethnic society
- Safety
- Prevalence of English language
- Iconic culture

# Student mobility in tertiary education

Percent of foreign/international students in tertiary education, by destination, 2010

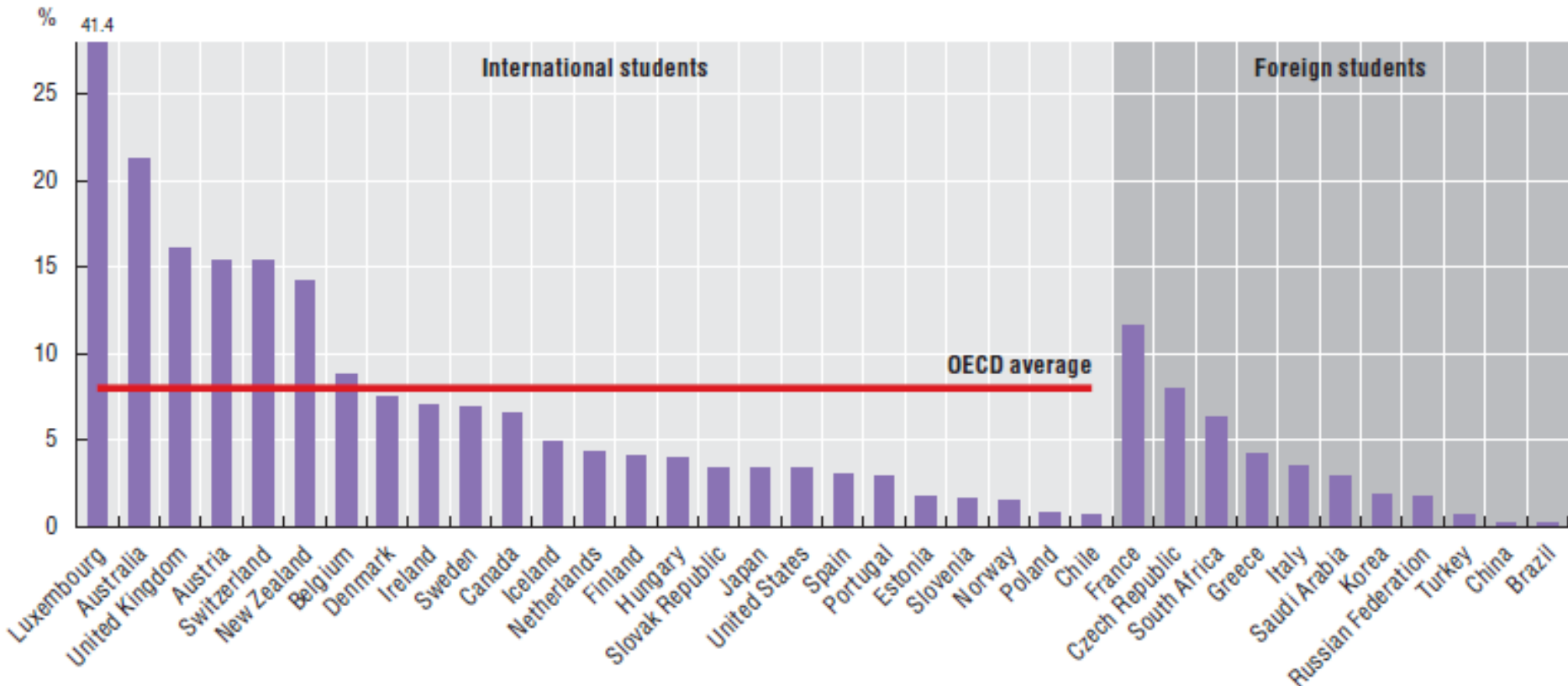


Source: OECD Education at a Glance, 2012

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# Student mobility in tertiary education

Percent of international students in tertiary education in each country



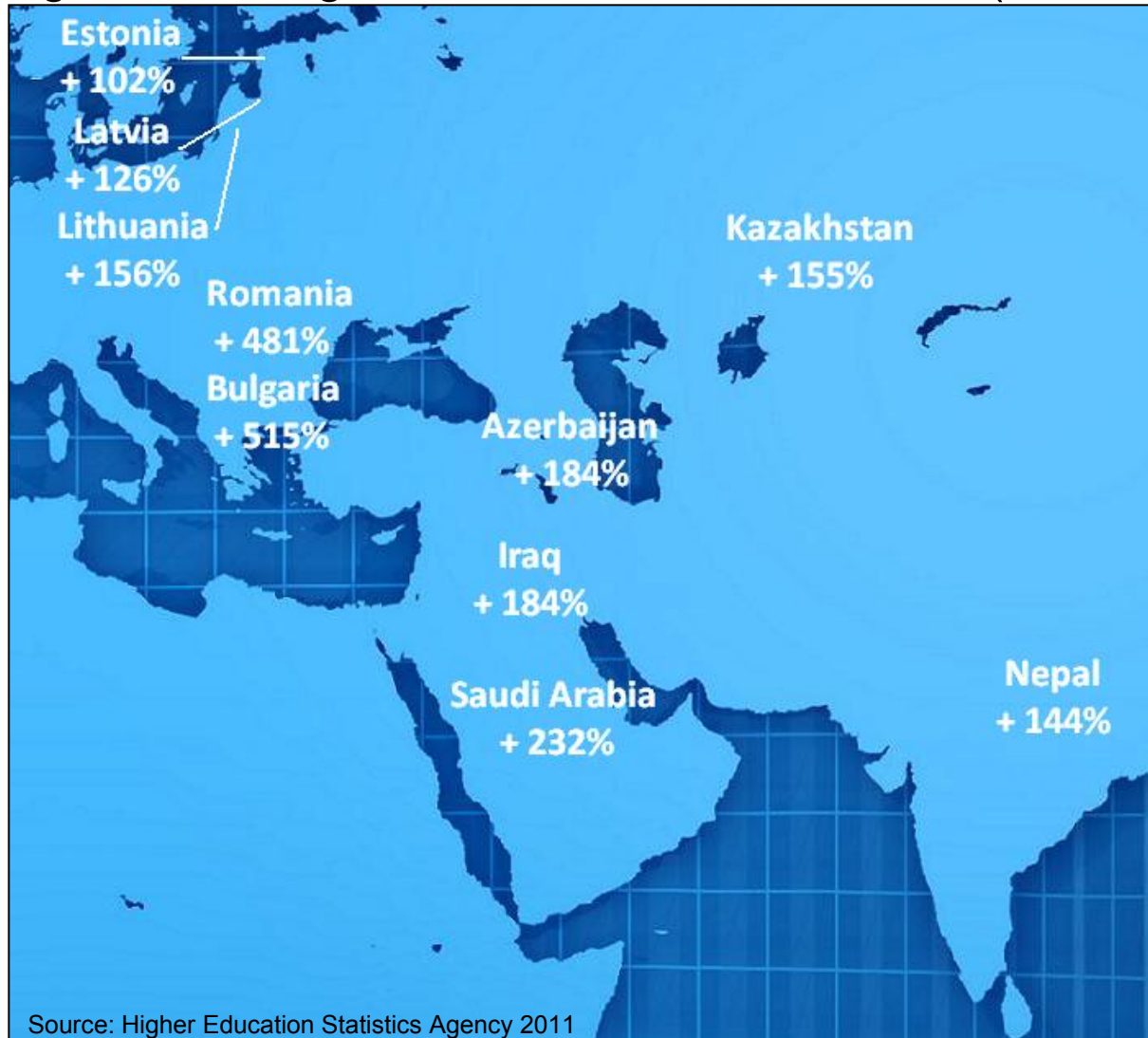
Source: OECD Education at a Glance, 2012

## United Kingdom: Over 100% increase in enrolments since 2006



Source: Higher Education Statistics Agency 2011

## United Kingdom: Changes in international enrolments (2006 to 2010)





## Top 10 factors defining the UK as a first-choice study destination

	2007	2012
1	Quality of education	Quality of education
2	Internationally recognized qualification	Internationally recognized qualification
3	Career prospects	Career prospects
4	University reputation	University reputation
5	Qualification recognized in my home country	Safe country to live in
6	Opportunity for employment while studying	Opportunity to learn a new language
7	Multicultural society	Opportunity for employment while studying
8	Country reputation	Multicultural society
9	Low tuition fees	Country reputation
10	Opportunity to learn a new language	Low tuition fees

Source: Student Insight: Global Plus data, 2012

## Top 5 factors when choosing an institution in the UK

1. Quality of the course
2. It offers scholarships
3. Career prospects
4. Institution reputation
5. It has world-class academics



Source: Student Insight: Global Plus data, 2012

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## Qualitative...adding a **personal** dimension

- Gives you confidence when discussing quantitative data
- Real insight behind numbers
- Depth
- Value
- Significance

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## **A personal take: views on the UK as a study destination**

### *What defines the UK as a study destination?*

'The UK is the home of the English language, and the best place to go to get a good accent', pre-university school student

### *What has influenced your opinion about the UK?*

'The UK has the best radio, TV and journalism in the world, I want to go there to learn about it so I can be a journalist', pre-university school student

'I have seen lots of adverts on the subway for universities and fairs', pre-university school student

### *Do you see the UK as a safe place to study?*

'I think the UK is quite safe, people don't have guns', pre-university school student

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## Group discussion

### • Resources

- What data do you use to inform your strategies? Where do you obtain it?
- How often do you use these resources?
- What would you change about them (e.g. format, availability, ease of use)?

### • EI research

- What EI reports have you found useful? Not useful?
- What research reports or services could EI provide that would be useful?
- Have you considered using EI to conduct bespoke research?
- Do you use any of the EI data mining tools? If so, which ones?
- Do you find the data mining tools easy to use? If not, why?

### • Subscriptions

- Will you continue with your BC SIEM subscription? If so, are you considering upgrading it for more complete access to research and data mining tools?
- If you are planning to discontinue your subscription, what resources will you use as an alternative?

# Thank you!