BRITISH COUNCIL

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

Overcoming the data dearth – using data sources
to develop school marketing strategies
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Anna Esaki-Smith, British Council
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Let's take a poll…

- How many countries do you invest in?

- What area of the world are you currently most invested in?

- What do you think are the big emerging countries of interest?

- How have your recruitment and engagement activities been affected by recent world events?

- Were you prepared for these events?

What data do you currently use, if any, in your international recruitment strategy?

- What are your current data sources?

- How do you apply the data that you find?

How have you prepared yourself for the current state of global affairs?

- Weakness in Chinese economy

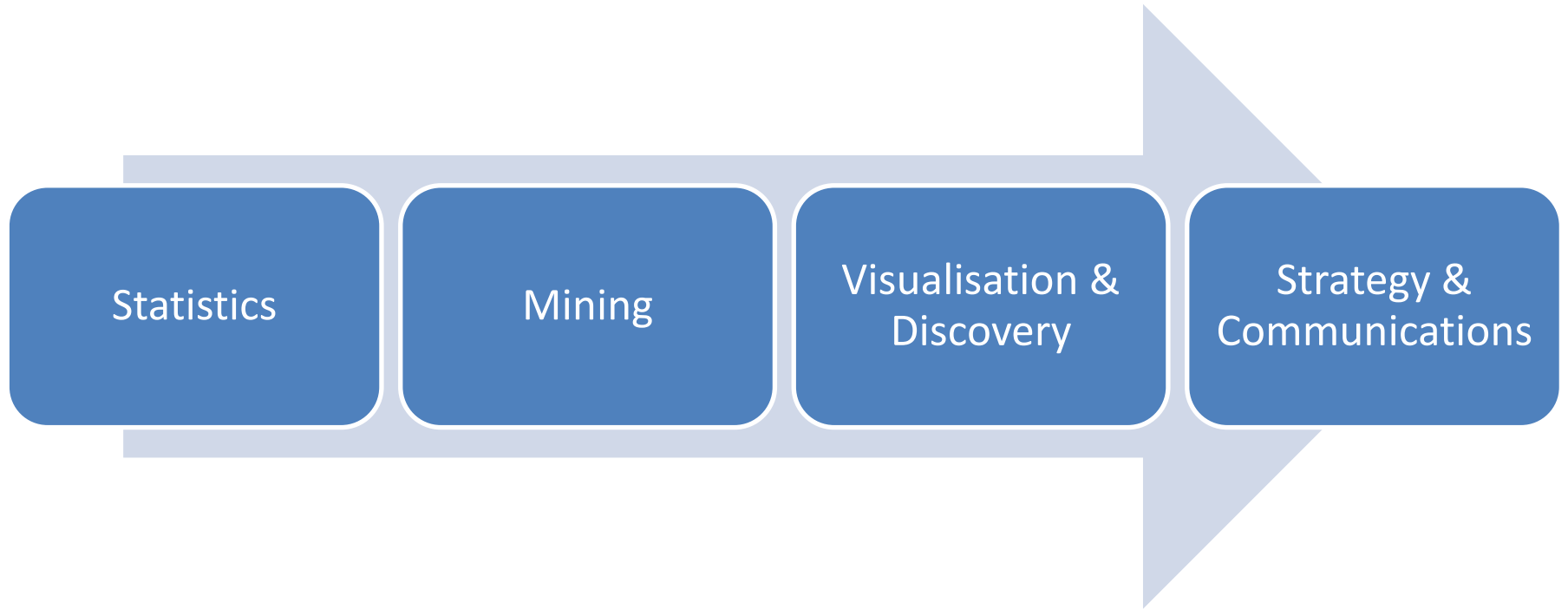- Global political unrest

Road map

- The importance of data

- Key indicators and data sources
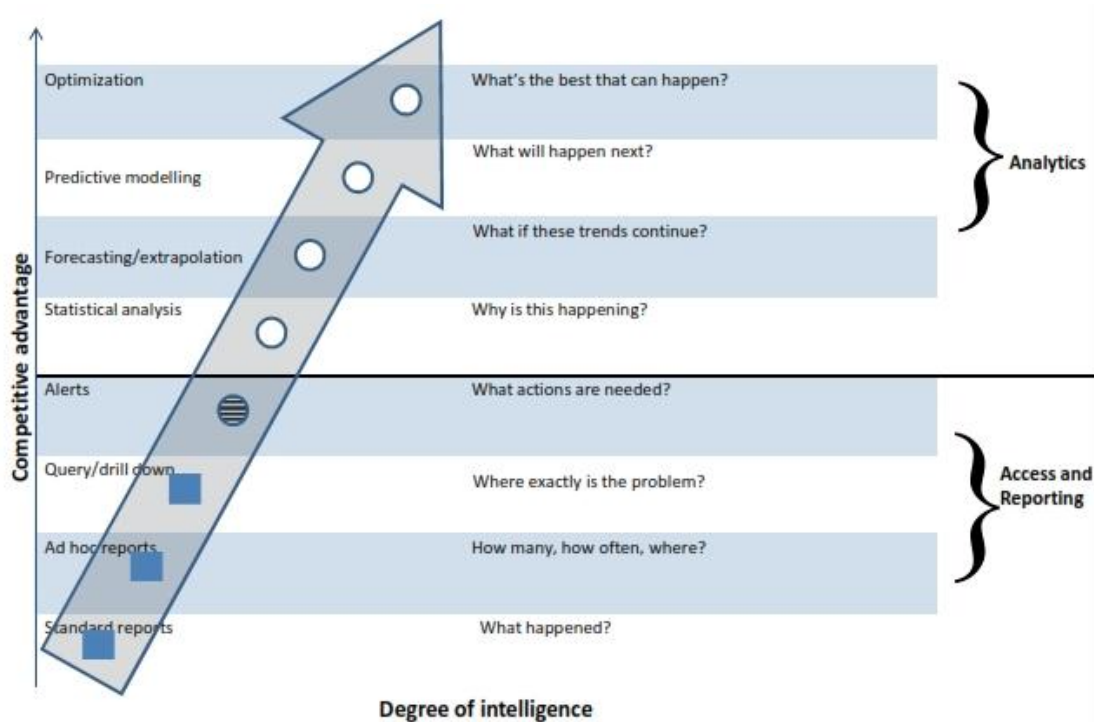
- Using what you now know

- Q & A

Session goals

- Identify relevant data and information sources

- Use data to better understand and select markets with the best potential for a school

The importance of data

Statistics → Mining → Visualisation & Discovery → Strategy & Communications

The importance of data

Source: Davenport, T. Harris, J (2007), "Competing on Analytics", Harvard Business School Press, Boston, MA, p. 8

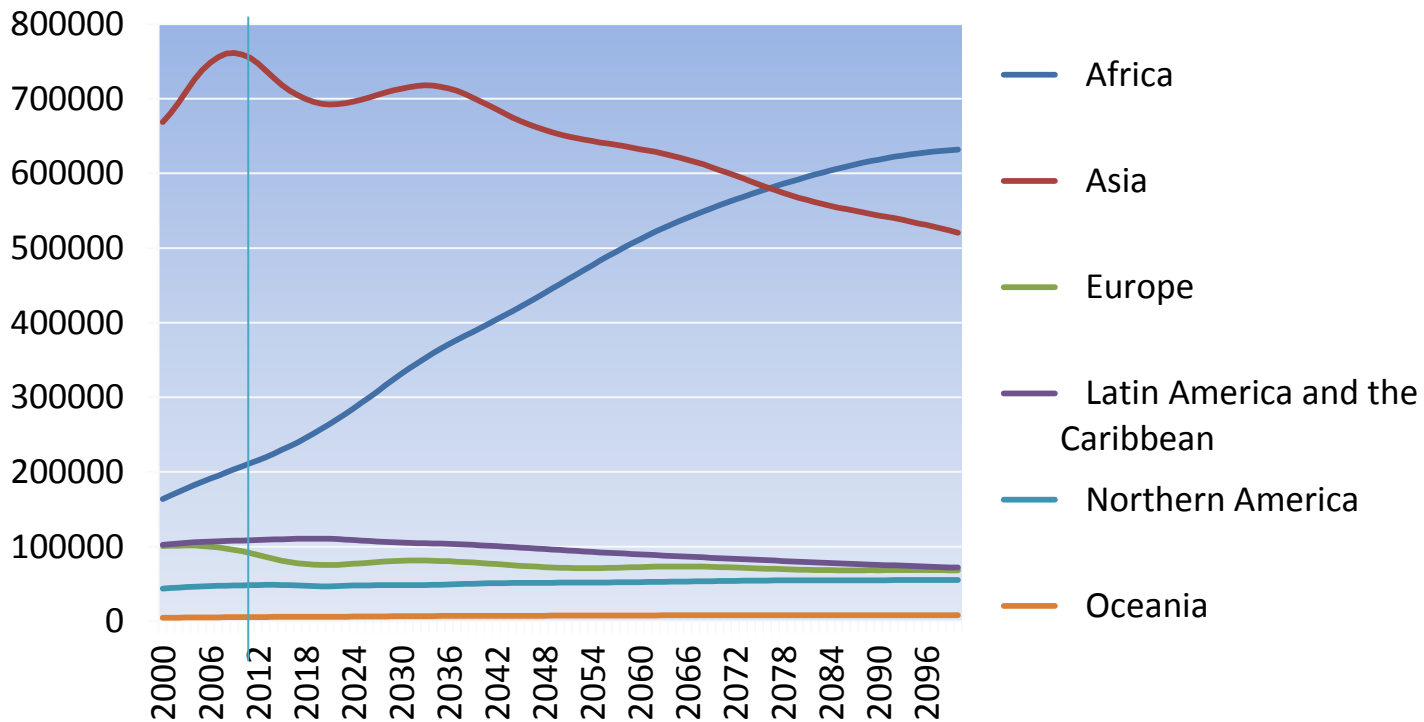# Indicators and data sources

Macroeconomic data

Mobility indicators

Local information

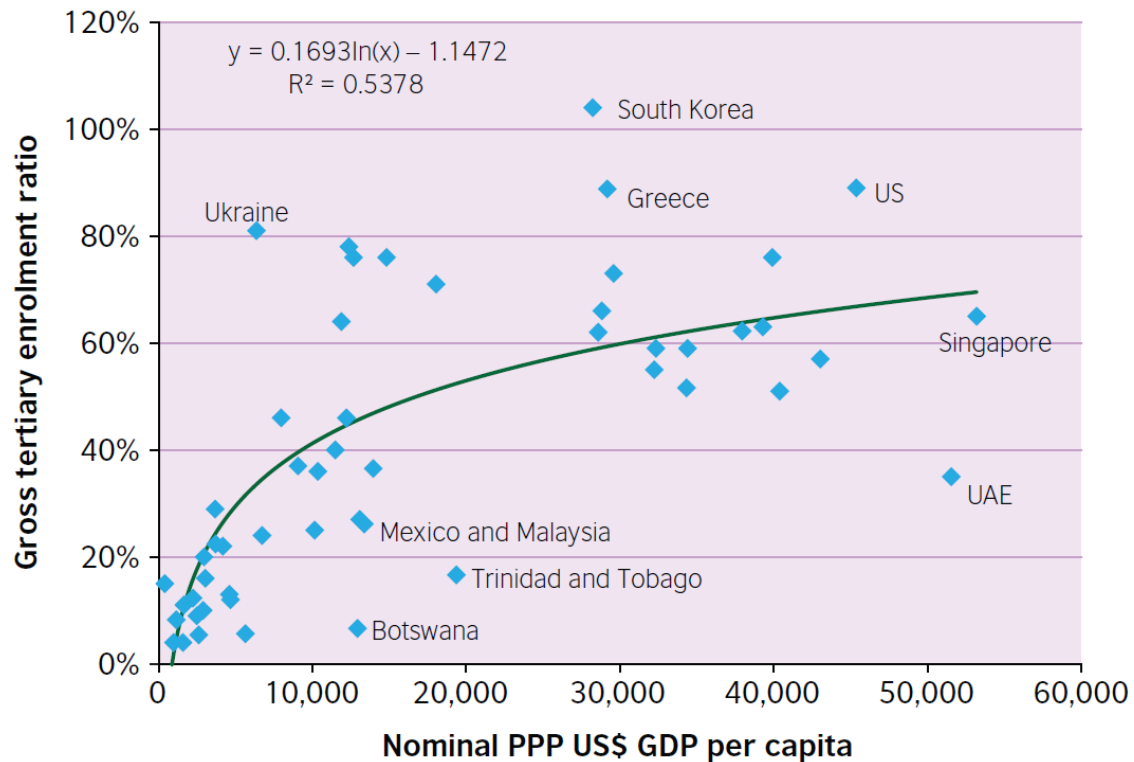Institutional data

Primary data

Youth demographics

- UNPD
- UNESCO
- OECD
- World Bank
- British Council

Economic data

- GDP per capita (PPP)
- Exchange rates
- Urban/rural divide
- Consumption

$$y = 0.1693\ln(x) - 1.1472$$
$$R^2 = 0.5378$$

Economic data

- OECD
- World Bank
- IMF
- ILO
- Euromonitor
- British Council

China	Sri Lanka	Colombia	Indonesia	Egypt	Jordan
Ukraine	Morocco	Angola	Uzbekistan	India	Philippines
Vietnam	Kenya	Nepal	Ethiopia	Zimbabwe	
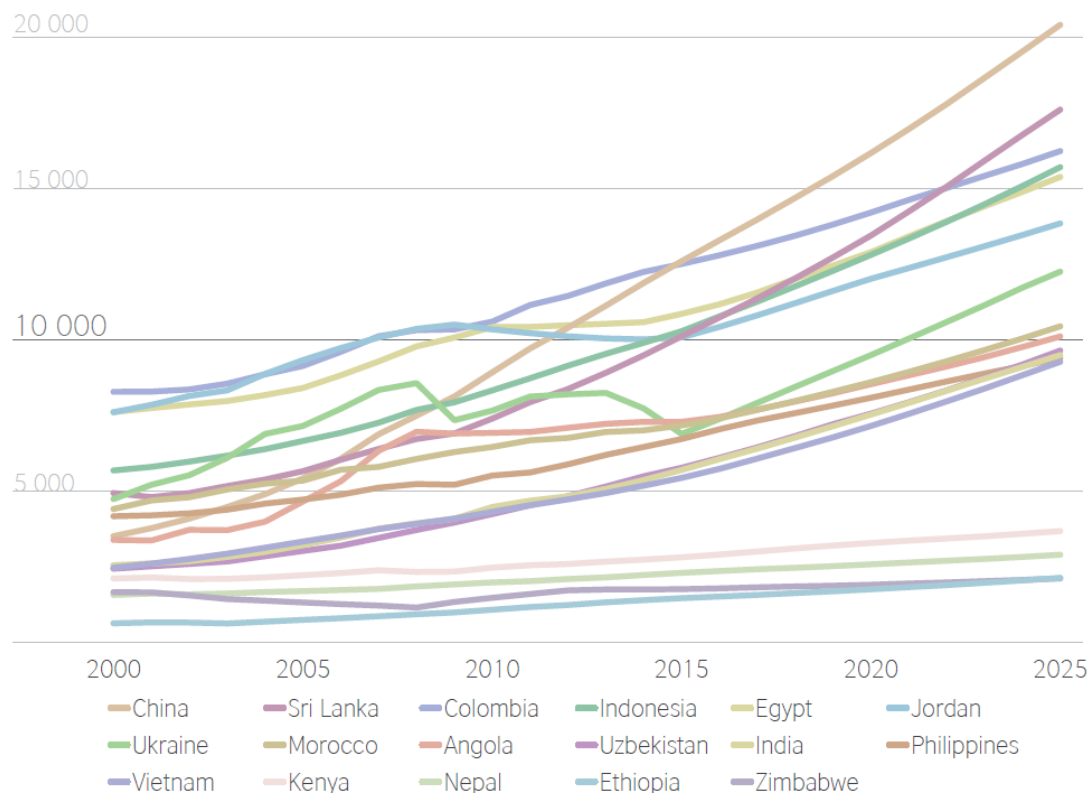
Enrolment rates

China gross enrolment ratio (%)

- Gross enrolment ratio, primary, both sexes (%)
- Gross enrolment ratio, secondary, both sexes (%)
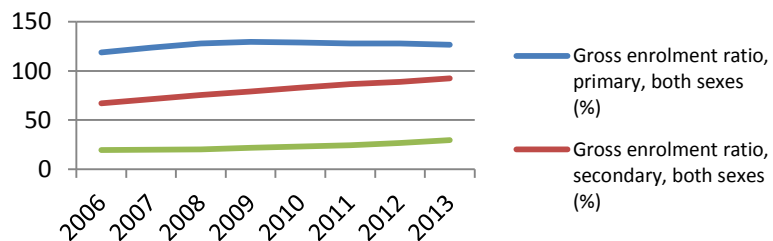
Indonesia gross enrolment ratio (%)

- Gross enrolment ratio, primary, both sexes (%)
- Gross enrolment ratio, secondary, both sexes (%)
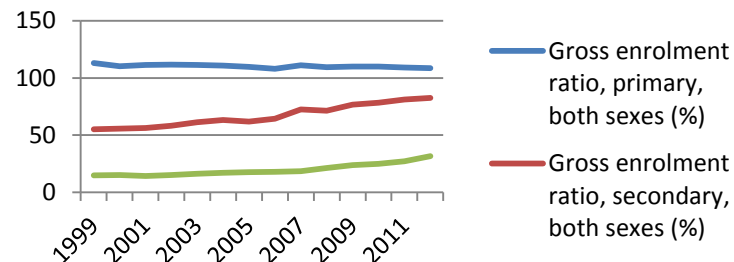
Thailand gross enrolment ratio (%)

- Gross enrolment ratio, primary, both sexes (%)
- Gross enrolment ratio, secondary, both sexes (%)
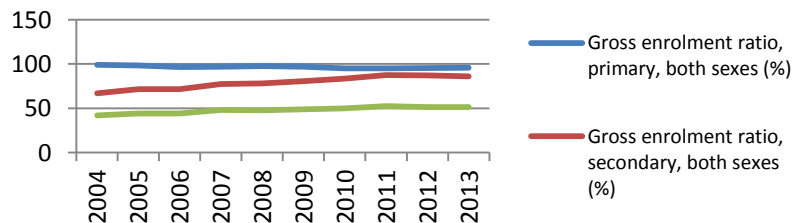
Sri Lanka gross enrolment ratio (%)

- Gross enrolment ratio, primary, both sexes (%)
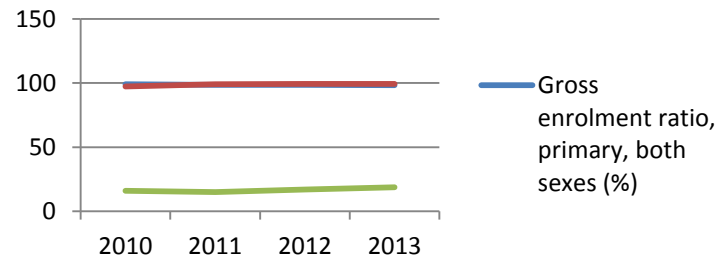
Schools-level mobility to the UK
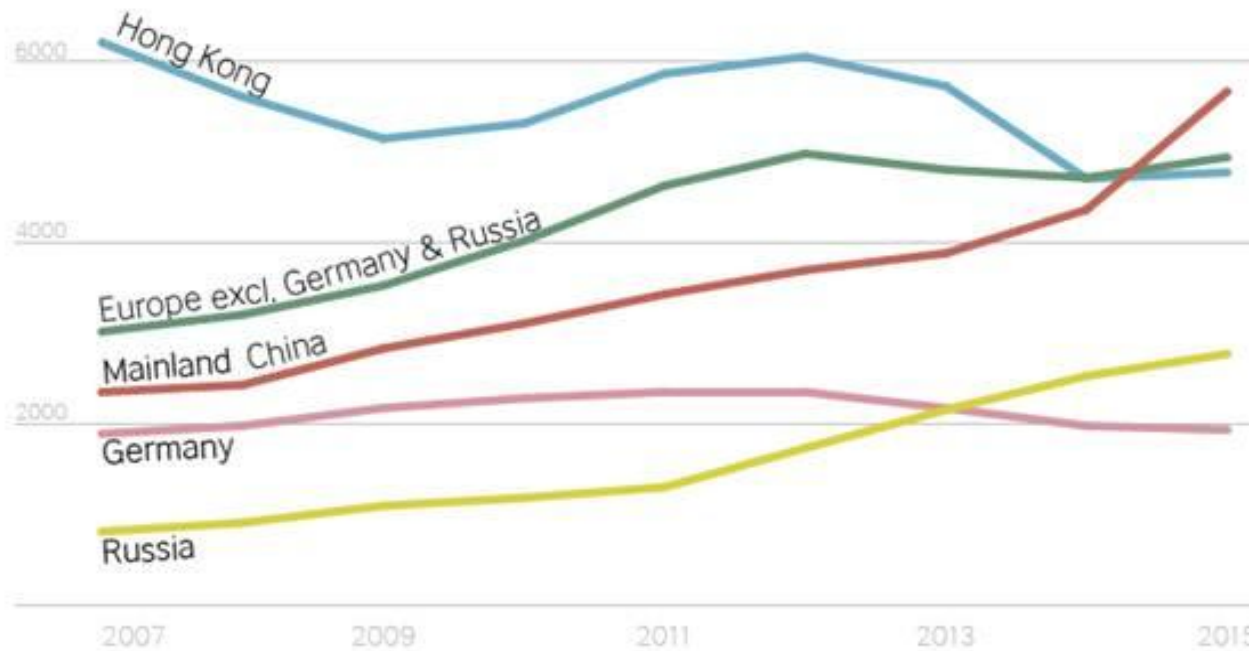
Schools-level mobility to other destinations

Tertiary-level mobility to the UK

Tertiary-level mobility to other destinations

TOP TEN PLACES OF ORIGIN OF INTERNATIONAL STUDENTS

CANADA 3%

CHINA 31%

JAPAN 2%

SAUDI ARABIA 6%

SOUTH KOREA 7%

MEXICO 2%

INDIA 14%

TAIWAN 2%

VIETNAM 2%

BRAZIL 2%

58% of international students
come from China, India, South Korea, and Saudi Arabia.

European student mobility

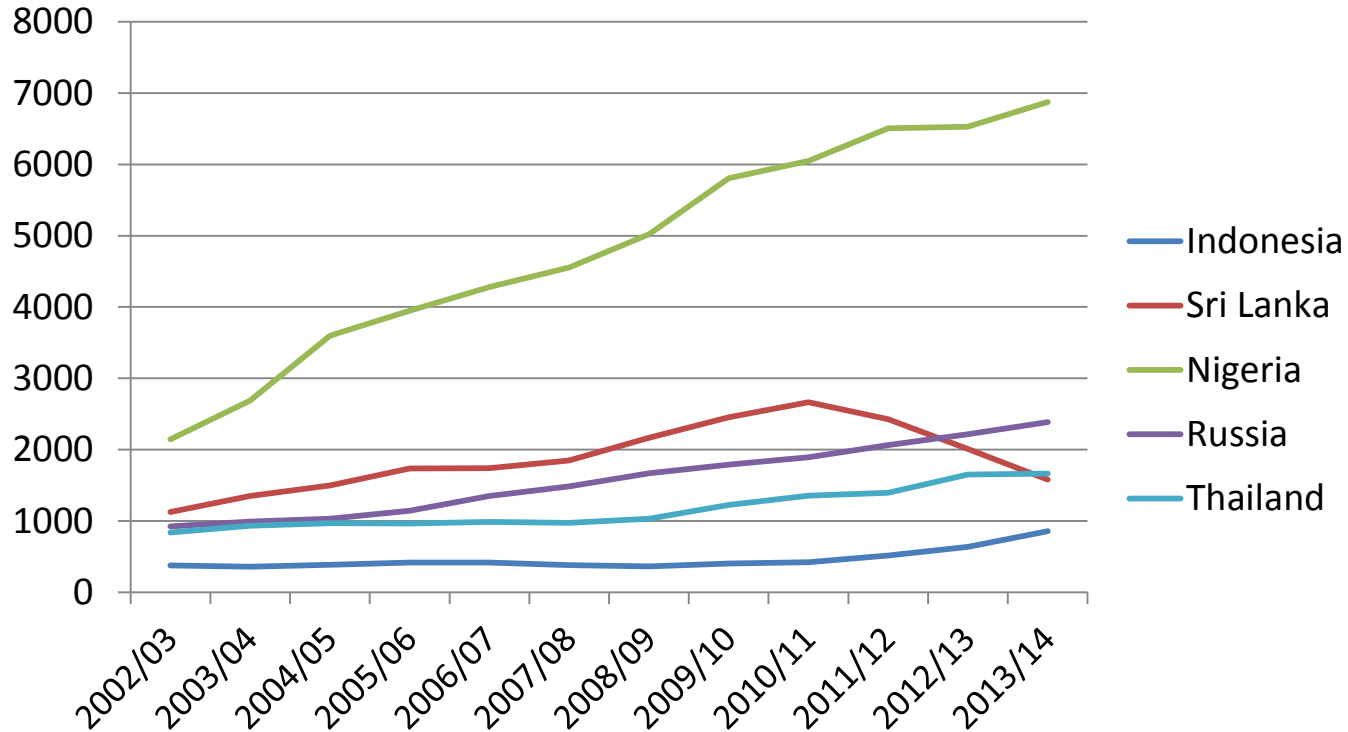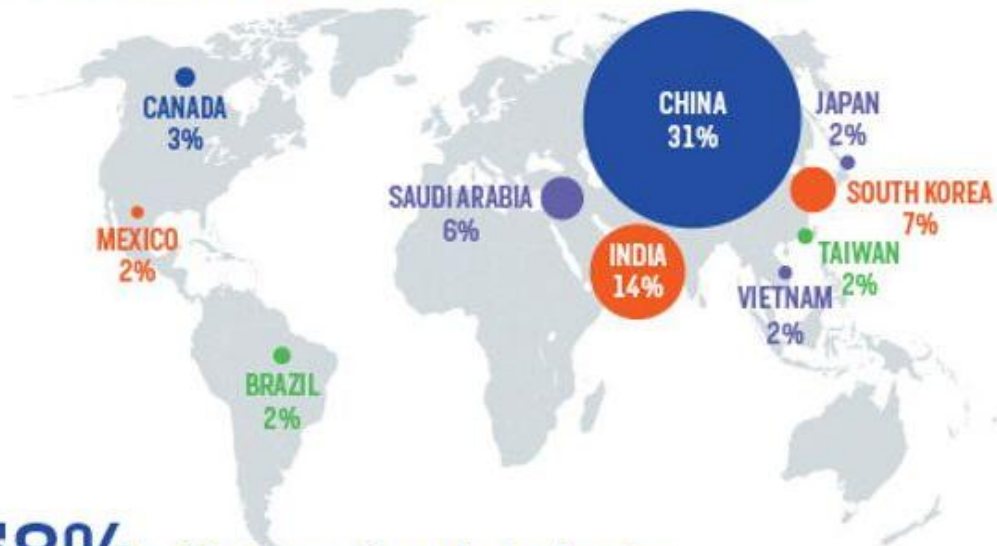|		BE	BG	CZ	DK	DE	EE	GR	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE	UK	IS	LI	NO	TR	HR	CH	MK	Totals	
	BE	0	20	125	238	582	17	33	1.527	1.155	190	505	22	17	45	120	93	38	497	184	118	312	32	54	4	313	308	656	10	3	141	175	8	193	0	7.741	BE
	BG	87	0	107	30	380	20	81	180	191	9	108	2	21	17	0	30	15	32	75	127	60	22	11	35	28	23	133	0	2	8	119	13	6	0	1.952	BG
	CZ	314	37	0	190	1.145	80	102	702	720	101	278	40	39	88	9	52	28	285	382	167	342	18	179	158	420	273	582	22	7	205	230	29	97	0	7.299	CZ
	DK	75	38	42	0	567	23	22	414	383	78	104	32	48	59	0	37	29	252	95	47	85	48	22	8	28	85	650	38	2	160	119	2	76	0	3.646	DK
	DE	622	51	508	938	0	214	167	6.373	5.450	1.181	1.842	53	139	143	88	557	110	1.083	885	874	669	117	101	71	1.341	2.735	4.428	148	11	1.108	1.849	45	1.194	0	34.891	DE
	EE	26	7	40	39	151	0	15	135	77	7	68	20	26	15	1	21	21	49	38	14	70	2	10	4	128	54	64	2	0	26	20	0	5	0	1.153	EE
	GR	183	24	237	118	565	10	0	493	619	25	315	124	8	25	5	81	6	185	118	139	189	36	24	27	122	114	272	3	0	31	137	12	44	0	4.249	GR
	ES	1.892	130	915	849	4.938	101	241	0	4.534	967	7.425	57	128	284	18	487	247	1.542	630	2.688	2.838	385	206	208	961	1.098	4.178	66	4	588	346	71	381	0	39.249	ES
	FR	1.289	78	795	921	4.218	137	218	8.654	0	1.949	1.909	48	105	228	194	519	264	1.272	461	895	450	415	128	120	1.187	1.907	6.826	77	3	779	594	65	806	0	38.311	FR
	IE	108	8	49	53	329	4	0	493	589	0	65	5	1	1	26	19	38	173	85	25	19	0	5	0	63	116	454	10	1	14	3	0	28	0	2.762	IE
	IT	1.187	33	290	409	2.715	117	110	8.040	3.649	414	0	25	51	143	22	270	160	867	409	630	1.277	219	86	75	481	672	2.296	42	1	269	453	32	361	0	25.805	IT
	CY	13	0	10	5	9	0	107	83	13	0	25	0	0	4	0	2	2	4	4	9	9	3	2	1	6	11	40	0	0	0	8	0	0	0	350	CY
	LV	57	51	89	81	239	89	111	195	93	4	88	35	0	184	5	38	26	79	48	100	96	11	28	20	110	80	60	12	9	89	58	18	12	0	2.149	LV
	LT	88	50	130	142	234	55	174	282	191	20	199	88	108	0	2	94	118	104	79	129	255	20	57	54	157	159	159	5	0	81	257	18	28	0	3.529	LT
	LU	34	0	7	0	161	0	0	10	108	0	10	2	0	1	0	5	0	3	9	3	12	0	0	0	3	9	6	0	0	0	0	0	22	0	405	LU
	HU	195	20	81	80	1.012	42	99	352	338	46	274	19	15	17	3	0	7	284	265	212	128	107	39	55	178	75	221	5	4	42	104	25	45	0	4.387	HU
	MT	21	0	2	3	12	1	0	7	1	18	43	0	0	0	0	0	0	5	2	8	1	0	5	0	2	1	89	0	0	9	0	0	0	0	208	MT
	NL	673	18	107	371	1.180	33	59	1.599	817	258	394	8	28	40	6	193	78	0	242	95	196	20	22	14	324	678	1.821	34	1	311	479	5	181	0	10.061	NL
	AT	127	5	99	204	935	30	20	770	528	174	338	4	17	29	10	51	17	258	0	84	136	14	30	30	303	433	497	42	1	157	140	39	212	0	5.714	AT
	PL	481	311	584	411	2.374	86	398	2.811	1.191	125	1.427	102	93	167	10	257	129	452	350	0	1.284	106	213	338	275	324	807	28	5	206	623	161	114	0	16.221	PL
	PT	254	23	395	113	361	23	41	1.887	351	29	817	6	21	114	6	189	11	282	99	946	0	160	131	66	135	123	338	3	0	44	151	22	100	0	7.041	PT
	RO	181	16	72	136	564	4	190	563	1.020	17	604	46	14	29	0	373	57	106	118	188	260	0	22	31	30	28	127	3	1	25	164	3	19	0	5.011	RO
	SI	55	1	97	32	274	12	7	278	108	18	84	5	1	15	0	17	20	73	145	54	168	1	0	13	38	34	94	6	1	23	42	82	25	0	1.821	SI
	SK	78	17	515	35	398	18	40	281	234	23	142	8	34	35	0	76	40	57	154	240	128	9	47	0	112	58	100	12	0	46	47	18	10	0	3.008	SK
	FI	184	8	181	108	948	72	58	728	493	163	163	25	15	16	2	141	38	448	300	53	135	8	74	27	0	219	643	20	6	52	48	20	109	1	5.496	FI
	SE	118	1	75	101	487	7	11	391	570	97	179	1	2	8	3	28	7	382	131	37	76	4	6	0	20	0	630	11	0	55	84	7	201	0	3.728	SE
	UK	283	34	186	244	2.112	23	58	3.435	4.458	194	1.001	48	14	15	14	43	120	637	284	82	142	25	12	23	228	358	0	25	0	143	95	8	228	0	14.572	UK
	IS	3	0	14	29	33	1	7	37	15	2	18	0	0	0	0	0	1	10	9	5	1	0	0	0	4	37	29	0	0	0	0	0	0	0	255	IS
	LI	1	0	2	2	4	0	0	3	0	1	1	2	0	0	0	0	0	0	1	1	0	0	0	0	6	0	2	0	0	0	0	0	0	0	26	LI
	NO	45	1	31	173	218	0	6	173	256	46	81	0	1	0	0	12	17	138	39	12	72	0	13	2	18	99	258	0	0	0	0	0	0	0	1.707	NO
	TR	388	64	615	232	2.472	89	125	1.059	657	86	1.207	0	179	612	0	616	12	558	303	2.705	585	383	194	150	143	401	617	0	0	0	0	0	0	0	14.412	TR
	HR	34	11	43	8	140	3	6	102	86	7	120	2	5	9	0	28	3	21	132	87	82	2	109	21	10	25	30	0	0	0	0	0	0	0	1.124	HR
	CH	90	1	14	111	823	3	3	369	418	68	132	2	6	3	2	13	2	184	133	22	41	2	0	1	2	85	254	297	0	0	0	0	0	0	2.860	CH
	Totals	9.124	1.056	6.437	6.400	30.368	1.274	2.507	40.202	29.293	6.277	19.964	827	1.134	2.326	546	4.318	1.655	10.298	6.187	10.772	9.894	2.149	1.920	1.553	7.255	10.791	27.182	620	62	4.610	6.145	701	4.295	1	255.143	
		BE	BG	CZ	DK	DE	EE	GR	ES	FR	IE	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE	UK	IS	LI	NO	TR	HR	CH	MK		

The table shows the total number of Erasmus students sent abroad from the home country (vertical axis) to the destination country (horizontal axis) in the academic year 2012/2013.
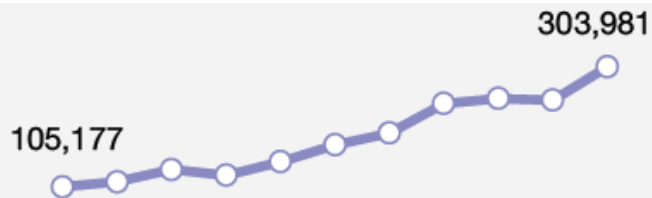For example, Belgium sent 7741 students to other participating countries and received a total of 9124 students, while it sent 1155 students to France and received 195 students from Hungary.
Source: European Commission

Mobility for other programmes

ITALY — 68% — 105,177 → 303,981

TURKEY — 60% — 38,218 → 90,691

SAUDI ARABIA — 9% — 28,799 → 124,215

CHINA/ HONG KONG — 10% — 99,506 → 85,130

THAILAND — 21% — 17,384 → 43,215

POLAND — 51% — 30,643 → 14,118

English language levels

COMPARATIVE ANALYSIS OF LANGUAGE TESTS		
CEFR (Common European Framework of Reference for Languages)	TOEFL iBT	IELTS Academic
C2	120	9
C2	110	8
C2	105	7.5
C1	100	7
C1	90	6.5
B2	84	6
B2	80	6
B2	71	5.5
B1	61	5
B1		Between 4.5-5
A2		Less than 4

Local education updates

Student sentiment

Course type	Total
A Levels	119
Foundation course	90
International Baccalaureate	35
Other course	12
Vocational qualification (e.g. BTec, HND, HNC, City & Guilds etc.)	96
Total	352

Country	Total
Bangladesh	30
Vietnam	14
Pakistan	12
Colombia	9
Italy	7
Egypt	5

British Council resources

Student Insight data tool

Global expansion of UK boarding schools: a study of branch campuses
December 2015

COUNTRY BRIEF

Welcome to education intelligence: interactive access

Education intelligence: interactive access offers a fresh, simple way to gather, sort and analyse data that impacts international higher education. As a subscriber to British Council Services for International Education Marketing, you now have exclusive access to an impactful interactive tool that allows for easy browsing of country-specific information on a wide range of economic indicators, from population to personal disposable income to number of students enrolled in higher education.
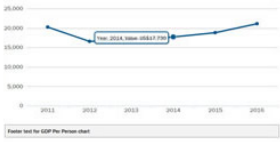
This new, visually appealing data delivery method moves away from traditional modes of data representation. EI data's graphic display of macroeconomic and socioeconomic factors on national, regional, and global levels helps users identify patterns and trends, understand global higher education markets and create recruitment strategies.

Map overview
Explore interactive maps for quick comparisons of global markets

Country profiles & data
Explore national trends with country specific profiles and data

Comparative analysis
Directly compare the data for up to 6 countries, an indicator at a time

-- Please select a country --

Institutional data
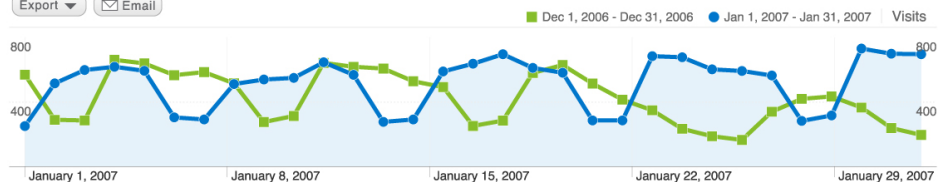
Create your own data!

Sentiment analysis

Alumni survey

Student surveys

Parent surveys

Focus groups

Activity!

Review and analyse the data provided to produce a series of recommendations about your region:

- Which markets do you consider to show good potential, and why?
- Which markets do you consider to show weak potential, and why?
- What other information do you need to make a strategic decision about these markets?