

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2016

What really matters?
Searching for silver linings in tumultuous times

Matt Durnin

Regional Head of Research and Consultancy, East Asia

#siem2016

www.britishcouncil.org/siem

Sponsored by



GeoXoLabs

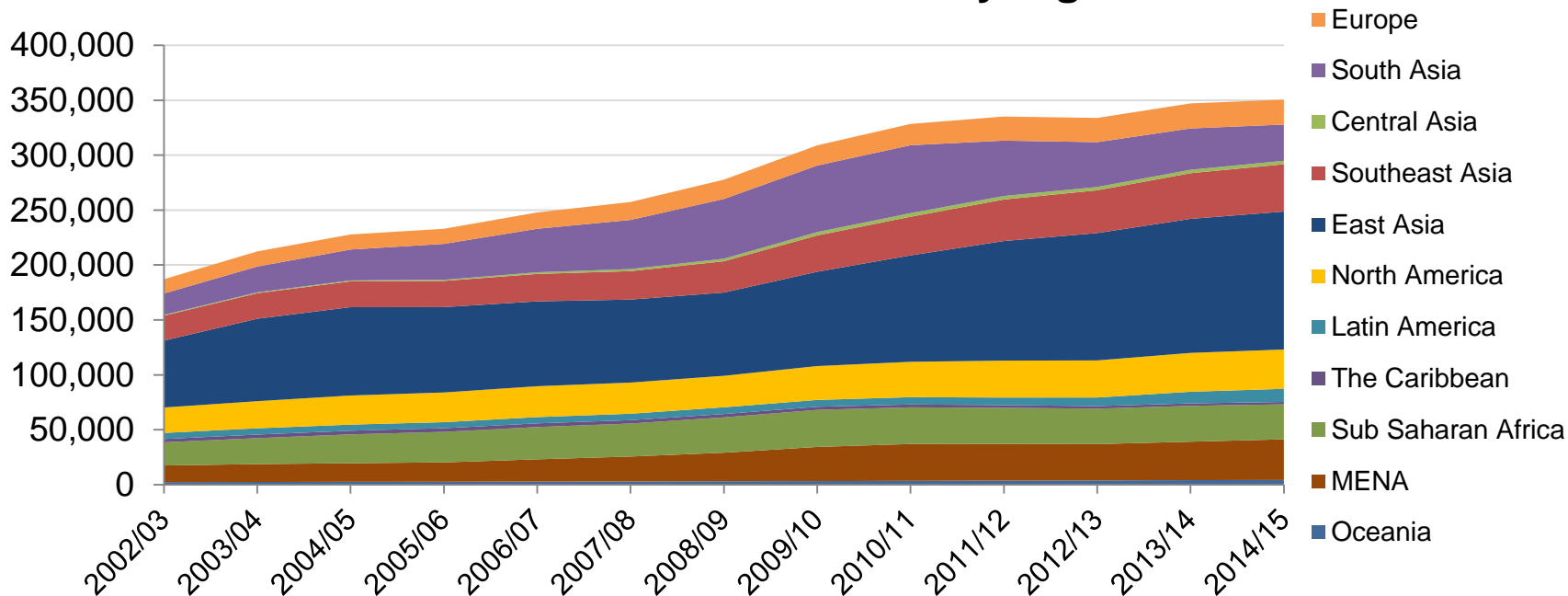




Wikimedia Commons

The gloom

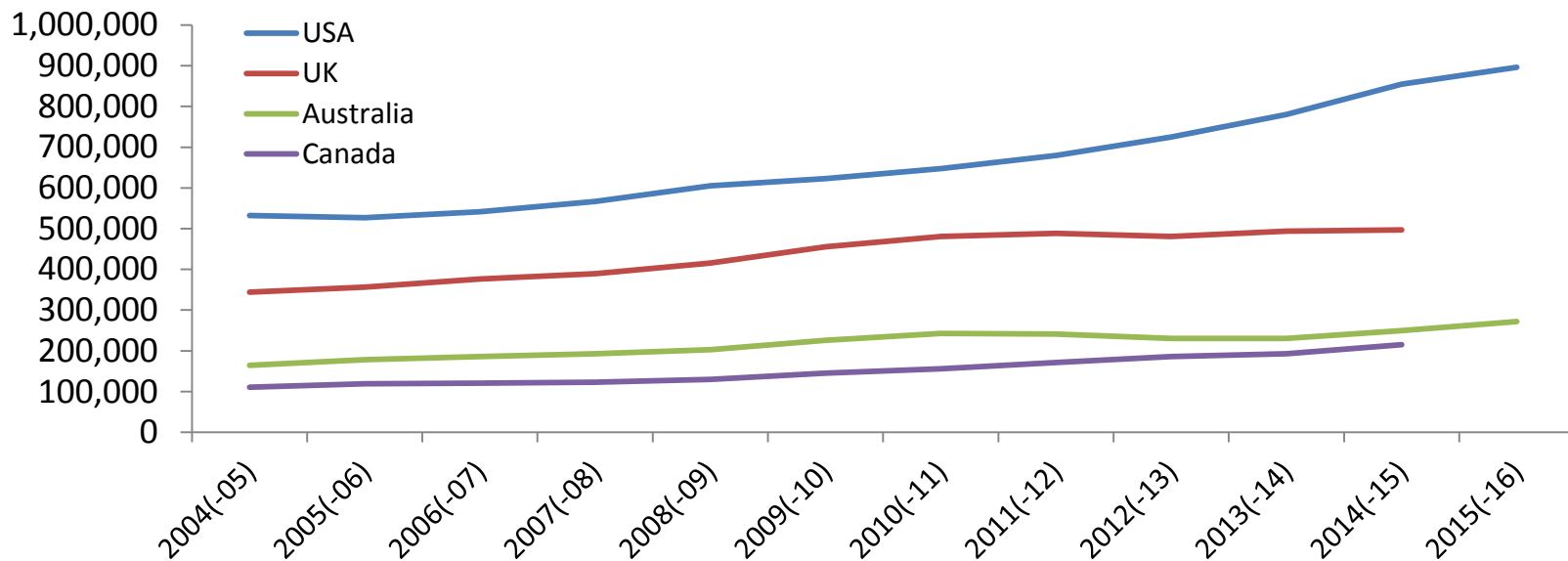
UK international students by region



Source: HESA

The gloom

International HE enrolments

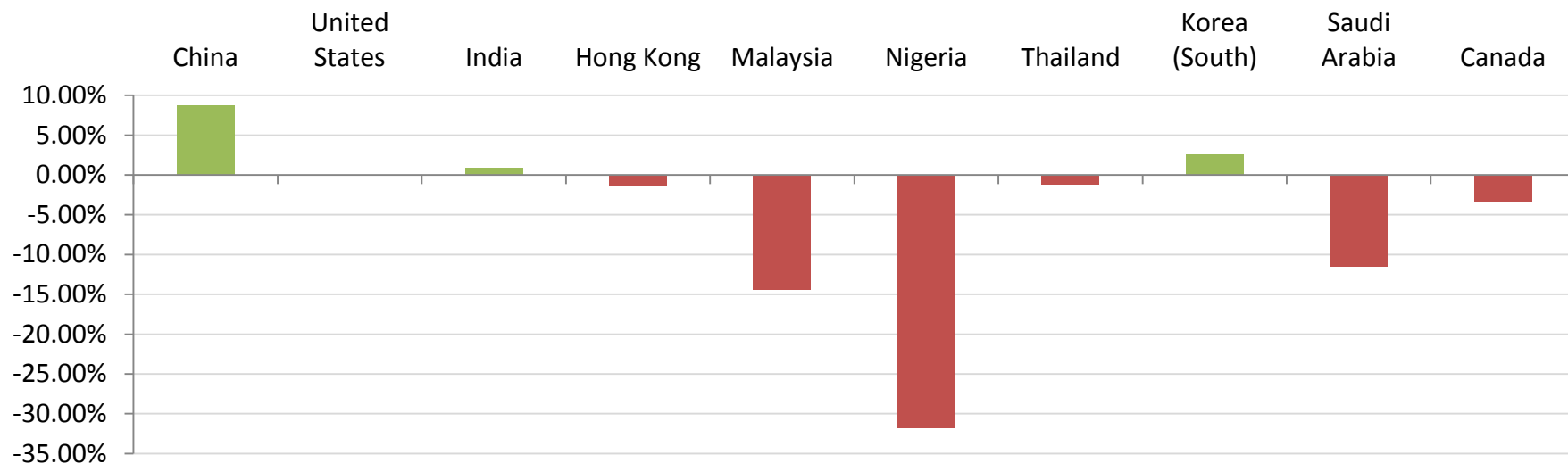


Sources: HESA, IIE, AusTrade, Citizenship & Immigration Canada

Note: Numbers refer to total HE enrolments. US data excludes OPT. Full-year data for Australia is matched against other countries' data for the academic year starting in that year (e.g. Australia 2014 is matched against UK/US/CA 2014-15).

The gloom

YoY change in top-10 UK study visa issuance markets



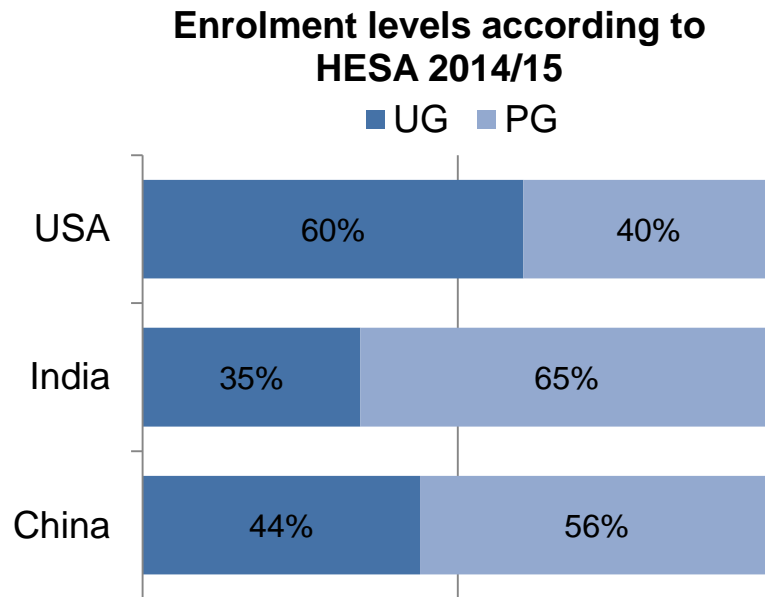
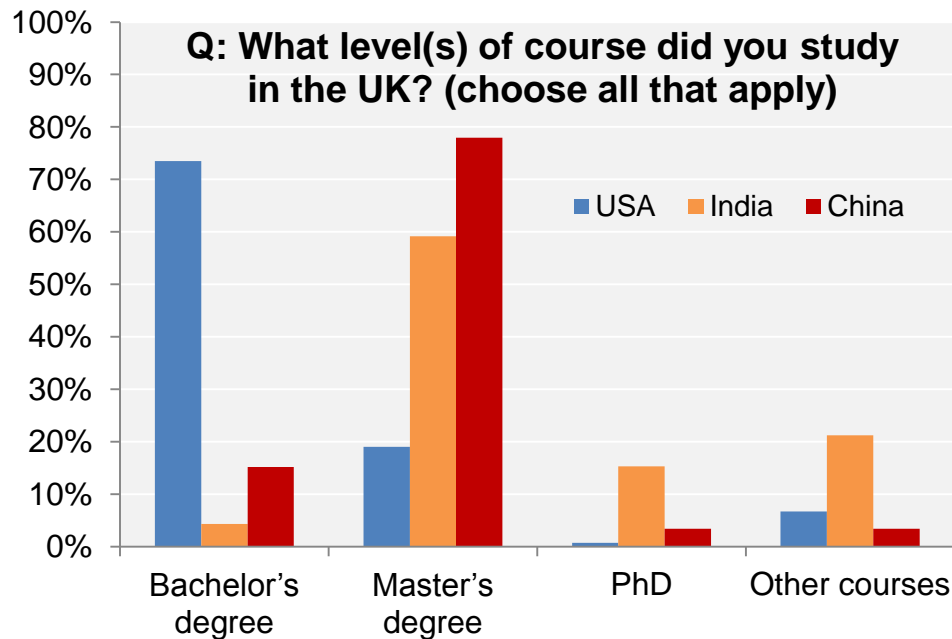
Source: Home Office

What matters to our graduates?

Survey questions

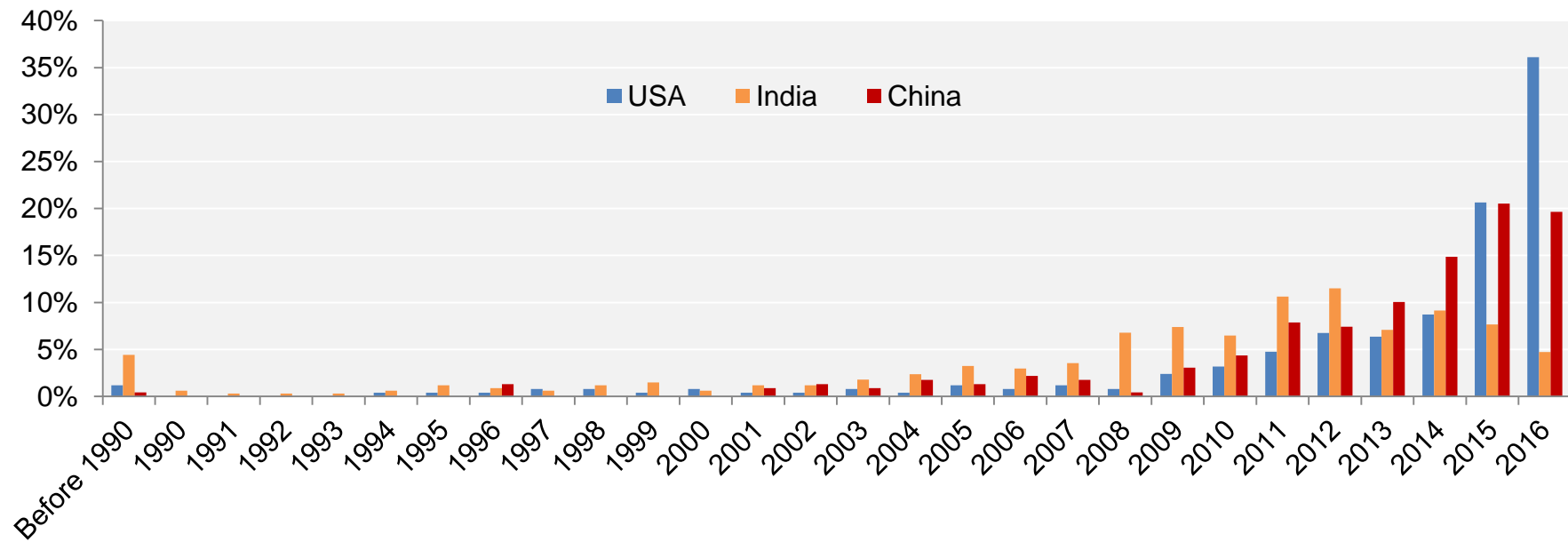
1. When you decided to study in the UK, what was the most important factor in your decision?
2. Compared to your peers who did not study abroad, how has your UK study influenced your career?
3. Looking back on your study in the UK, what was the most important thing you gained?
4. What was the biggest factor in helping you secure your first job after graduation?

What matters to our graduates?



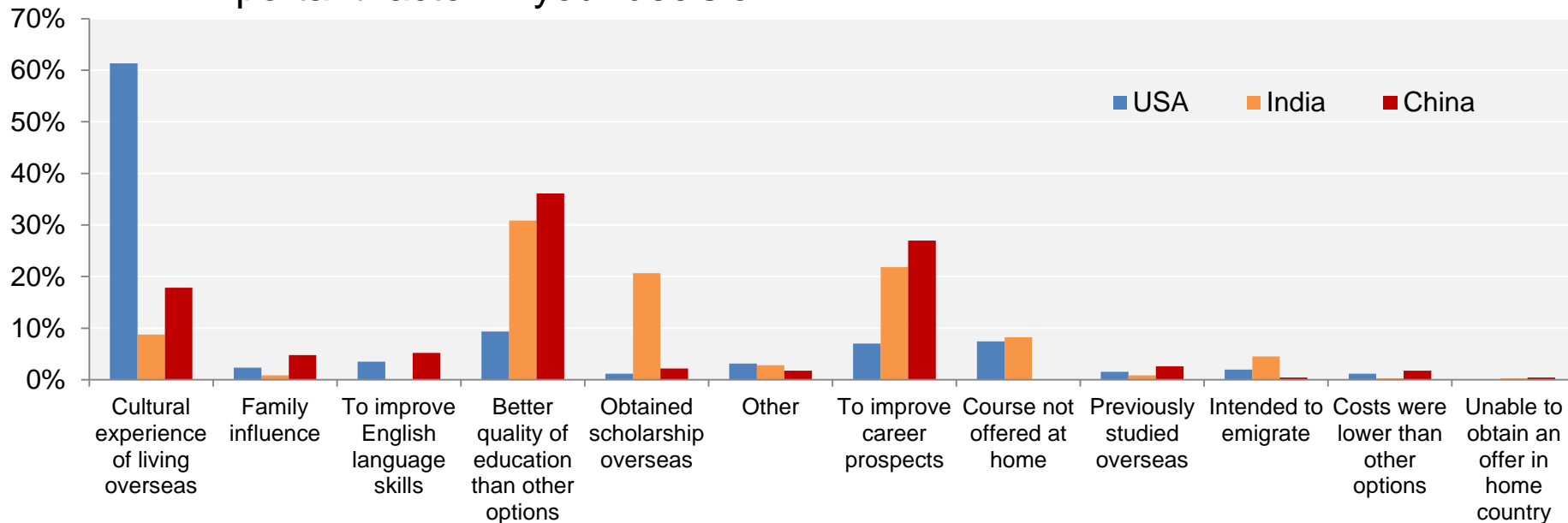
What matters to our graduates?

Q: What year did you graduate from the final course you studied in the UK?



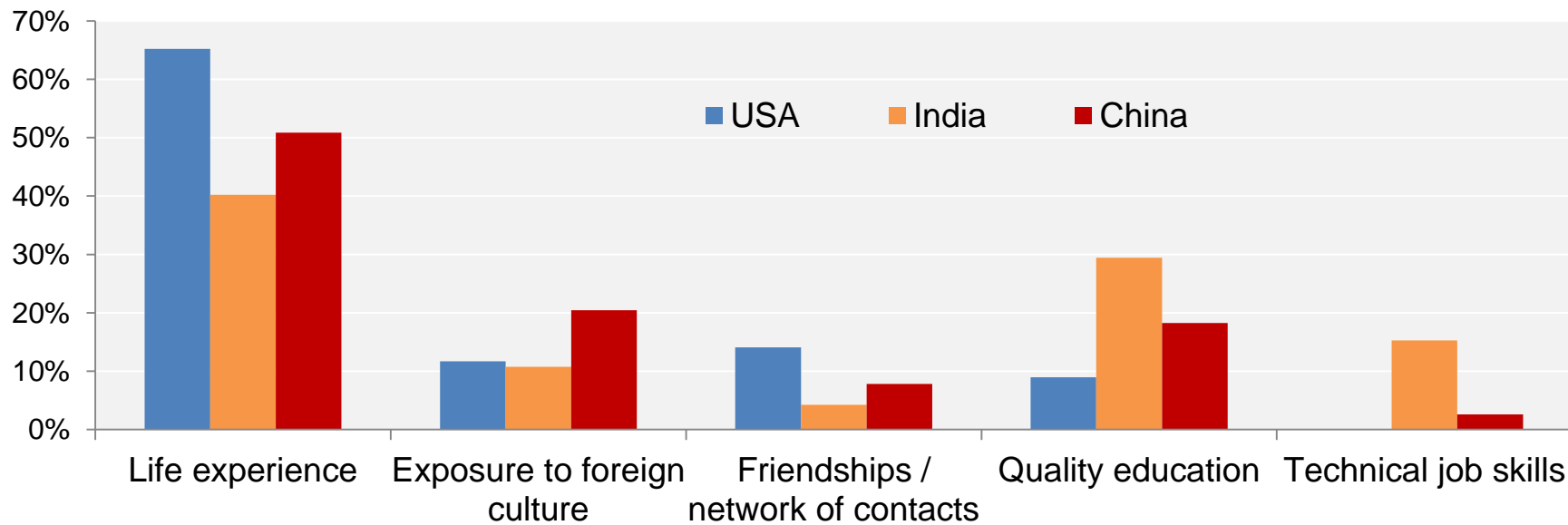
What matters to our graduates?

Q: When you decided to study in the UK, what was the most important factor in your decision?



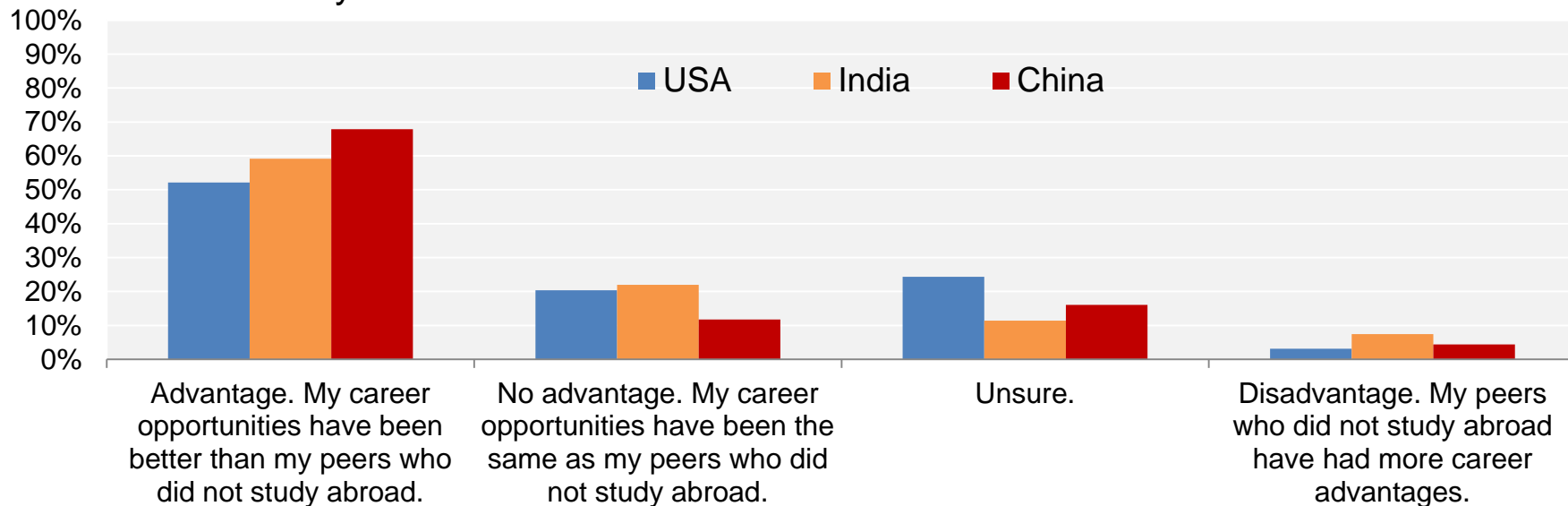
What matters to our graduates?

Q: Looking back on your study in the UK, what was the most important thing you gained?



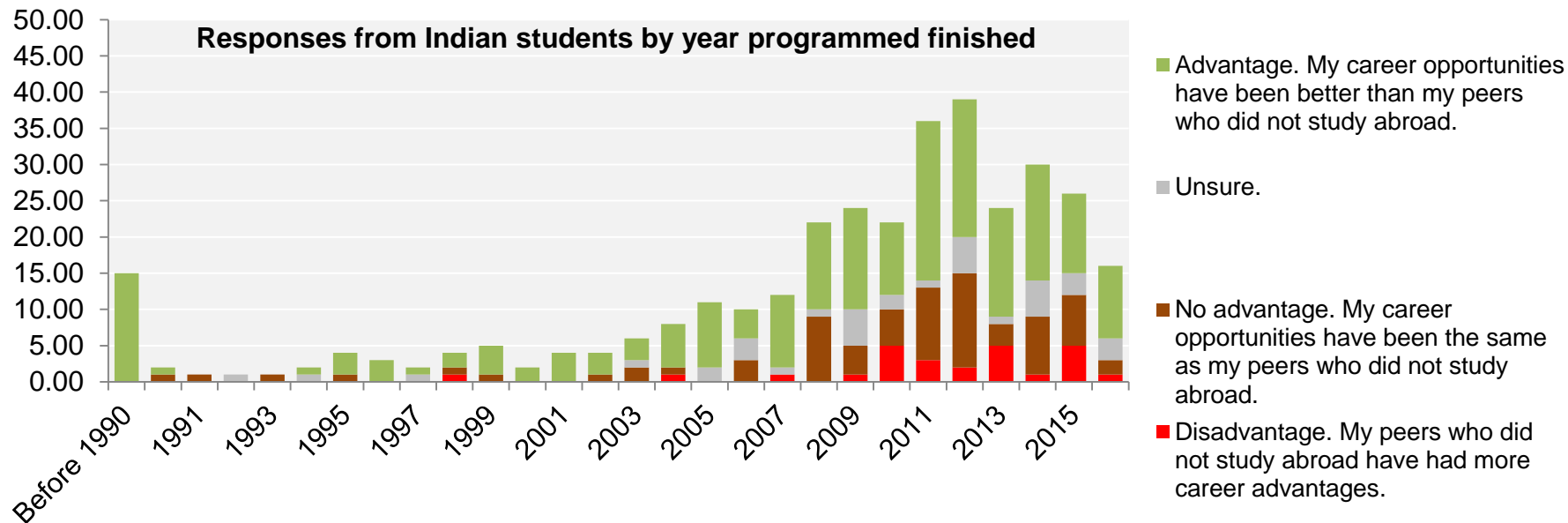
What matters to our graduates?

Q: Compared to your peers who did not study abroad, how has your UK study influenced your career?



What matters to our graduates?

Q: Compared to your peers who did not study abroad, how has your UK study influenced your career?



What matters to our graduates?

