Studying in China and Student Recruitment Trends Of Chinese Higher Education Institutions

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An Overview
350,000+ overseas students from 200+ countries and regions

Overseas students in recent 5 years of China

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount of overseas students (unit: ten thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>23.8</td>
</tr>
<tr>
<td>2010</td>
<td>26.5</td>
</tr>
<tr>
<td>2011</td>
<td>27.5</td>
</tr>
<tr>
<td>2012</td>
<td>32.8</td>
</tr>
<tr>
<td>2013</td>
<td>35.6</td>
</tr>
</tbody>
</table>
WHY CHINA

3 Superiorities + 2
I. Relatively low cost compared to developed countries

Study cost for foreign students (cost in USD)

- Australia
- United States
- United Arab Emirates
- Canada
- United Kingdom
- Singapore
- Japan
- China

China  Japan  Singapore  United Kingdom  Canada  United Arab Emirates  United States  Australia
II. Diversity of universities and programs, compared to other Asian countries

- 746 Chinese universities
- 13 subject fields, 6 types of study
III. More career opportunities

- Rapid economic growth and ascending comprehensive national power of China
- Foreign invested enterprises
WHY CHINA

3 Superiorities + 2 Supports
“Plan for Study in China”

- In 2020
- 500k
- Largest study abroad destination in Asia
I. Scholarship scheme

Chinese Scholarship Strategy
- Chinese Government Scholarship
- Provincial Government Scholarship
- University Scholarship

Overseas Scholarship Strategy
- U.S. 100,000 Strong Initiative
- Erasmus Mundus Program
- Brazil "Science without Borders" Initiative
II. Part-time job policy
<table>
<thead>
<tr>
<th>Year</th>
<th>Universities accepted overseas students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>619</td>
</tr>
<tr>
<td>2010</td>
<td>620</td>
</tr>
<tr>
<td>2011</td>
<td>660</td>
</tr>
<tr>
<td>2012</td>
<td>690</td>
</tr>
<tr>
<td>2013</td>
<td>746</td>
</tr>
</tbody>
</table>
HOW TO CHOOSE PARTNER UNIVERSITY

- 985
- 211
- Economic ally developed region
- Low tuition

[Diagram with question marks]
HOW TO CHOOSE PARTNER UNIVERSITY

- 985
- 211
- Low tuition
- Economic ally developed region

Recruitment plan
Brand courses
Quality of education
Student service
Offerings of Chinese University
Offerings of Chinese University

Programs & Courses

2

3
30,000+ programs and courses from 100+ universities

- Science & Engineering, 14,710
- Economics & Management, 5,280
- Literature & Art, 2,760
- Chinese Language, 2,583
- Western Medicine, 2,315
- Sociology, 2019
- Agriculture, 1,247
- TCM, Law, 751, 732
- Education, 1,415
- Agriculture, 1,247
- TCM, Law, 751, 732
- Education, 1,415
PLEASE NOTE

40% Courses

It depends

60% Courses

Available
Key Points Need to Know

1
2
3
4
Key Points Need to Know

Teaching Language

2 3 4
Popular English-Taught Programs

- 95% Chinese-taught programs
- 5% English-taught programs

- Science & Engineering
  - Mechanical Engineering
  - Architecture
  - Computer Science
  - Communications Engineering

- Economics & Management
  - Management
  - Economics

- Western Medicine
  - Clinical Medicine
  - Pharmacy

- Chinese Medicine
  - Traditional Chinese Medicine

- Law
  - (International) Law

- Sociology
  - International Relations

- Education
  - Education

- English-taught programs, applied programs are more popular
Make clear about teaching language before sending students

Foreign teachers

Chinese teachers (with translator)
Key Points Need to Know

- Teaching Language
- Tuition Fees
  - 3
  - 4
By Subject Fields

- Medicine, Art Programs
  - U: USD3300-7000
  - P: USD3500-8000
  - D: USD5000-8000

- Other programs
  Much lower than Medicine, Art programs (USD1100-2500)
More Conclusions

North China is higher

Teach in
Chinese? English?

English-taught > Chinese taught (USD500-1000)
Key Points Need to Know

- Teaching Language
- Tuition Fees
- Entry Requirement
- 4
### ENTRY REQUIREMENT

<table>
<thead>
<tr>
<th>Age</th>
<th>Highest Degree</th>
<th>Language Ability</th>
</tr>
</thead>
<tbody>
<tr>
<td>B: 18-30</td>
<td>B: High school</td>
<td>B: HSK4</td>
</tr>
<tr>
<td>M:&lt; 40</td>
<td>M: Bachelor</td>
<td>M: HSK5</td>
</tr>
<tr>
<td>D:&lt; 45</td>
<td>D: Master</td>
<td>D: HSK6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IELTS: 5.5</td>
</tr>
</tbody>
</table>

#### Please Note

- **Universities with large scale of overseas students, Popular programs:**
  Optimize international students’ country of origin, requires higher academic score; or require interview

- **Beginners:**
  Lower entry requirement
Key Points Need to Know

- Teaching Language
- Tuition Fees
- Entry Requirement
- Application Documents
APPLICATION DOCUMENTS

General requirement

- Application form
- Passport
- Degree certificate
- Transcripts
- References
- Study plan

To avoid visa fraud and disease infection
Offerings of Chinese University

Programs & Courses

Student Service

3
Student Accommodation

Room type

Price

Attention
Student Accommodation

Twin-bed Room

Room type

Price

Attention
Student Accommodation

- **Twin-bed Room**
- **Single room:** USD200/month
  - **Double room:** USD100/month
  - **Economically developed city:** X3
- **Attention**
Student Accommodation

**Twin-bed Room**

- **Room type**

**Price**

- Single room: USD200/month
- Double room: USD100/month
- Economically developed city: X3

**Attention**

- Dormitories in Beijing Shanghai Guangzhou regions are always in great demand
Pick-up Service

University pick-up

Outsourcing

Information guide
Offerings of Chinese University

- Programs & Courses
- Student Service
- Scholarships
Chinese Government Scholarship Allocation

Graduates

Chinese-taught Programs
University Scholarship Allocation

New Programs

For Specific Country
3 Barriers

1. Human Resource Limits
HUMAN RESOURCE LIMITS

- Staff Shortage
- Not Professional
Outsourcing

- Consulting services
- Application guide
- Documents collection
- Admission feedback
- Help on arrival
Training & Sharing

Jiangsu University

Liaoning Medical University

Beijing Foreign Studies University

Xi’an Shiyou University
3 Barriers

1. Human Resource Limits

2. Imperfection of Recruitment System
Inconvenient International Payment
RESOLUTIONS

Student in China

European & American

Asian & African

Payment Methods:
- UnionPay
- PayPal
- MoneyGram
- Western Union
Long Admission Process
Provincial JW202 verification system: http://hb202.at0086.com
3 Barriers

1. Human Resource Limits
2. Imperfection of Recruitment System
3. Inadequate Student Source
Difficult to set up a new program

- High input
- Lack of enrollment

Notice
This class has been canceled due to a lack of enrollment
Single country of origin (e.g. MBBS Program)

Inadequate student source

Up 90% < 10%
Scholarships

- For freshman
- For specific country/region
Joint promotion and recruitment
Traditional recruitment methods
3 Traditional recruitment channels

International Education Fair

Joint Education

Education Agency
**Worries**
- High input, low gain
- Limited coverage

**Prefers**
- Different agents
- Different regions
JOINT EDUCATION

⚠️ Worries

• Long approval process

• Uncertainty of degree authentication

💡 Prefers

• Universities with high reputation

• Reliable programs
Worries

- Authenticity
- Scattered students
- Single country of origin

Prefers

- Large & Credible
- Experienced
- Diverse
Student recruitment trends
Internet recruitment with professional service
Social Media Marketing: Once an Option, Now a Must

- Preferred communications channel by students
- Low cost
Build up independent recruitment brand

- Global competition
- Differentiation
ONLINE RECRUITMENT PLATFORM

Build English online platform for student recruitment

- Make it more convenient for students submitting applications
- Promote to attract more potential students
Service Personnel

- Application guide
- More engagement with students
Provincial joint promotion and recruitment

- Among factors of choosing a Chinese university, Province & City accounts for 14%
Regional promotion & application platform

- Display provincial feature and superiority
- Joint promotion for brand courses
- Provincial scholarship application and verification
Public-private cooperation

- Government
- Universities
- Social organization
Reference data for government research
Design unified application form

- Standardization
- Easy access to data collection and analysis
Construction standard of online recruitment platform
Build regional promotion website worldwide
IN CONCLUSION

1. Economic power determines the impact of the nation

2. Focus on student service and brand courses when seeking for cooperation

3. Better understand of the university, better cooperation

4. High quality of students & agents are on demand of high-quality universities

5. Diverse recruitment channels and promoting mode is on demand
THANKS FOR YOUR TIME!

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