

Viral video / The social search engine / AI explained /
How to TikTok / The power of attention / Top social channels

ICEF INSIGHTS

Technology Now

Respond faster and better to students
and boost recruitment results



2024



Student Applications, Simplified

ApplyBoard simplifies the study abroad search, application, and acceptance process by connecting international students, recruitment partners, and academic institutions on one trusted platform.



Recruitment Partners

Grow your business and give students the best chance for success with access to **1,750+** educational institutions in Canada, the United States, the United Kingdom, Australia, and Ireland.



Partner Institutions

Save time, receive higher quality applications, and diversify your campus by attracting qualified students from **150+** countries.

750,000

Students
Helped

140,000

Programs to
Explore

95%

Offer of
Admission Rate

ONE PLATFORM

A World of International Students

Learn more at applyboard.com

info@applyboard.com





Learn



Spanish



in Cádiz

- A New Opportunity

Top Reasons to Choose IBU

- Located in the heart of Toronto
- Post-Graduate Work Permit Eligible Programs
- Personalized learning experience with academic advising and small size classes
- Accelerated degrees with flexible delivery options



MBA - 16 months

Intakes - September, January, May

BCOM - Less than 3 years

Intakes - September, January, May



Login for more info

ibu.ca

DOWNTOWN CAMPUS:
9TH FLOOR, 80 BLOOR W
TORONTO ON M5S 2V1
CANADA

TORONTO CAMPUS:
SUITE 498,
700 LAWRENCE AVE W
NORTH YORK ON M6A

(416) 923-1111
Toll Free: 1 (866) 923-3111

International Business University has been granted a consent by the Minister of Colleges and Universities to offer this degree program for a seven year term starting December 4, 2020. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g. acceptable to potential employers, professional licensing bodies or other educational institutions).

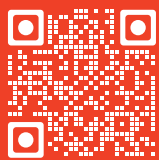


LanguageCert
Academic

Elevate study abroad!

The English test for success.
Anytime. Anywhere.

Find out more!



SENDING STUDENTS TO CANADA? -----

Set them up with a Canadian SIM card & phone number prior to arrival!

- ✓ Canadian phone number in advance
- ✓ Short & long term phone plans
- ✓ SIM card delivered to their home country
- ✓ Simple activation process



Contact Us

 **Trustpilot**

 | 4.9/5



www.canadiansim.com



inspired

Welcome to a world-class education

Inspired is the world's leading and most innovative education group, with over 100 premium private day and boarding schools spanning 6 continents.

Inspired students benefit from a range of enriching global opportunities, in schools that are anchored in their local community. With a holistic curriculum focusing on the three pillars of academic excellence, sport and performing arts, the unique individuality of every student is unlocked, giving Inspired students transformative opportunities to achieve their full potential and to flourish.

Inspired European Boarding Schools



Reddam House Berkshire
Wokingham, England
Boarding age 11-18



International School San Patricio
Toledo, Spain
Boarding age 14-18



St. Peter's International School
Palmera, Portugal
Boarding age 14-18



Sotogrande International School
Cadiz, Spain
Boarding age 10-18



International School of Milan
Milan, Italy
Boarding age 14-18



St. Georges International School
Clarens, Switzerland
Boarding age 11-18



St. John's International School
Brussels, Belgium
Boarding age 11-18



King's College School
Soto de Viñuelas, Madrid, Spain
Boarding age 11-18

Embracing Individuality. Preparing Leaders.

inspirededu.com

MONTREAL

The world's best city for international students

Contact us today and register for the

2024-2025 school year!

For more information about our programs visit:

www.international.emsb.qc.ca



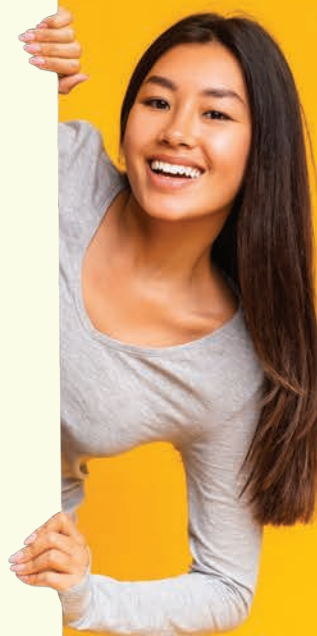
**Come and Study at a High School with
the English Montreal School Board**

• **92** % Graduation Success Rate,
Highest in Quebec

- Our Schools and City are: **Safe, Affordable, Multicultural, Nurturing and Welcoming**
- **Quality Education**
- **Dedicated Teachers**
- **English, French, Enriched IBO, Music, Sports-Études**



- ☎ 1+514 483-7200 ext.7258
- ✉ intstudent@emsb.qc.ca
- f [@emsbint.students](https://www.facebook.com/emsbint.students)
- @ [@emsbinternationalstudents](https://www.instagram.com/emsbinternationalstudents)





CONTENTS



FEATURES

AI Is Here... Are You Ready? 36

Three ways AI tools can help institutions to respond more quickly and personally to students and prevent promising leads from dropping out of the enrolment funnel.

Move Over Google: Social Media Is Also a Search Engine 46

Students love to scroll through video and photo-based posts to explore their options for travel and study abroad. It's essential for educators to have a strong presence on 1–3 social platforms.



DEPARTMENTS

WELCOME 13

ICEF CEO Markus Badde on the role of technology in international student recruitment.

NEW & NOW

16 A Matter of Time

When students send a query to your institution, it's a great opportunity you don't want to miss.

18 Social Media in 15 Countries

Fine-tune your outreach by knowing the most popular apps in target markets.

25 Viral Video and the International Student

Spike your strategy with catchy short-form videos.

30 Facts & Figures

Stats illuminating the international education landscape right now.



TRENDS

56 Focus on Sustainability

Educational brands gain a competitive edge when they commit to green campuses and listen to students' climate change concerns.

63 Student Accommodation Crunch

International students often don't find the housing they need, a pressing issue for education institutions and governments alike.

OUTREACH

72 Opportunity Alert: Better Landing Pages

Generate promising leads by designing a great website landing page for international students.

75 Rules of Engagement: Best Practices for Educator-Agent Partnerships

Check out the code of conduct agents must now endorse and comply with for eligibility for ICEF Agency Status and ICEF event attendance.

SPOTLIGHT 78

Quotes to inspire your thinking and business success in 2024.

AGENT VOICE 80

In what areas do surveyed agents spend most of their time when recruiting international students?



The power of viral video 25

AI in international student recruitment 36

Social media as search engine 46

Popular apps in 15 countries 18

Responding to students faster and better 16

PUBLISHER
Craig Riggs

EDITOR
Kiley Turner

PUBLICATION DESIGN
Director: Caren Watkins
Associate: Samantha Edwards
Production: Linda Kincaid

CONTRIBUTOR
Adriana Haytova

COPYEDITING
Donna Dawson

© 2024
ICEF GmbH
CEO: Markus Badde
Am Hofgarten 9
53113 Bonn
Germany
Tel: +49 228 201 19 0
contact@icef.com
www.icef.com

COVER: KATJA KIRCHER/PLAINPICTURE

Seneca

POLYTECHNIC

TORONTO  CANADA



STUDY, WORK AND LIVE IN CANADA

Learn
more:



GET READY *To Follow Your Passion*

DON'T JUST GET AN EDUCATION.

Immerse yourself in a school that combines higher education with real-world experience.

Get ready to seize every opportunity.

- Five campuses in **Toronto, Canada**
- Seven **specialized** academic schools
- Over **200** full-time programs
- More than **1,500** industry partners
- Opportunities for paid **co-op** work placements
- Partnerships with **135** institutions across **31** countries
- **Post-Graduation Work Permit (PGWP)** eligible programs

STUDY AND WORK IN
TORONTO, CANADA 

After successful graduation, international students may be eligible for a PGWP to stay and work in Canada for up to three years.

PARTNER WITH PURPOSE: POWER FUTURES WITH CENTENNIAL

Join us as we build powerful pathways to employment.

With engaged industry partners shaping our curriculum and learning outcomes, Centennial programs produce graduates who are ready to meet global industry demands.

**Read stories about
our graduates!**



We're not just developing career skills; we're shaping transformative pathways to success. Centennial College and our partners are united in purpose, launching graduates towards an empowered future.

Explore our programs at centennialcollege.ca



international@centennialcollege.ca



[centennial.international](https://www.facebook.com/centennial.international)



[centennialinternational](https://www.instagram.com/centennialinternational)



[centennialcollege](https://www.tiktok.com/@centennialcollege)

**CENTENNIAL
COLLEGE**

**GET
READY
TO CELEBRATE**
Grad



Thank you

40

YEARS OF INTERNATIONAL EDUCATION

We are immensely grateful to our partners for their unwavering support and collaboration, which has played a pivotal role in helping TRU achieve significant milestones throughout our 40 years in international education. Since 1983, TRU has been a welcoming home for students from around the world. TRU's legacy has been founded on building a diverse, innovative and community-minded environment for students from all perspectives and backgrounds. As we commemorate our 40th anniversary, we invite you to join us in reflecting on our shared past, and celebrate our present achievements while also looking forward to a promising future together.



**THOMPSON
RIVERS
UNIVERSITY**

Scan to join the
celebration



truworld.ca/40 years



WELCOME

I am pleased to welcome you to the latest issue of *ICEF Insights*, which focuses on the new technologies and digital platforms helping educators and agents to connect with international students, make work more efficient, and achieve greater recruiting and admissions results.

This year has been one in which artificial intelligence (AI) claimed a definitive place in our industry. Our community has been abuzz about its risks and benefits.

On one hand, AI is concerning because of the great extent to which it can mimic high-quality human writing and reasoning, a feature that is hardly lost on students working on school assignments.

On the other hand, AI is helping institutions to enrol best-fit students. AI technologies can be integrated into recruitment and admissions workflows in such a way that an AI can respond to initial student queries almost instantaneously, increasing the likelihood that students will apply rather than lose interest out of frustration at lengthy response times. Some AI applications can even determine which students are the most likely to be successful in their programmes and associated careers.

But AI, and all digital platforms for that matter, are tools. They are not replacements for people, whether those be agents or admissions staff or any other industry professionals. If there is anything to be taken away from this magazine, it is that once students have their basic, logistical, or essentially technical questions answered, they want to speak with humans. They cannot learn from AI whether they would feel at home on campus. They want to listen to an alumnus expressing the unique sense of triumph that comes from graduating from a university into a dream first job. Touchpoints like these can make all the difference.

Technology has its place, and that place is what this issue of *ICEF Insights* explores.

With best wishes,

Markus Badde
CEO, ICEF



ELEVATE YOUR DREAM INTO A PROFESSION!

HOTEL SCHOOL Hotel Management College is a European higher education institution offering 2-year programmes in:

- Hospitality Management
- Culinary Arts Management
- Business

We are accredited both in the EU and the UK, thus providing opportunity to get two diplomas at the same time.



All our students are offered paid internships in the most luxurious hotels and resorts in Italy, Spain, Germany, Greece, and Cyprus.

HOTEL SCHOOL graduates are welcomed at the best universities in the UK and Switzerland with a unique opportunity to continue their studies and get a bachelor's degree in just one year!

Study in the EU and earn the UK Higher National Diploma in Two Years!



More information:
admissions@hotelschool.lv



Visit our website:
www.hotelschool.lv



BE READY FOR UNIVERSITY

University Senior College is an independent co-educational school for Years 10, 11 and 12, located on The University of Adelaide campus. USC is different. Our students benefit from a strong culture of learning and inspired, passionate teachers who offer ongoing support and mentoring. Not only are our students enabled to achieve their best academic results, they are well prepared for university.

Experience the wonderful lifestyle of living and learning in Adelaide with University Senior College.

Enquiries: International Registrar
usc.international@adelaide.edu.au



University Senior College
The University of Adelaide, North Terrace, Adelaide SA 5005
T 08 8313 4988 | E usc@adelaide.edu.au | usc.adelaide.edu.au
CRICOS Provider Number: 023756



NEW & NOW

Social media in key markets, viral video, shrinking attention spans, and more!



OMAR ADEL/INSP.LAB

Al-Rifa'i Mosque in Cairo, Egypt, one of the 15 countries featured in our review of top social media channels beginning on page 18.



It's a matter of time

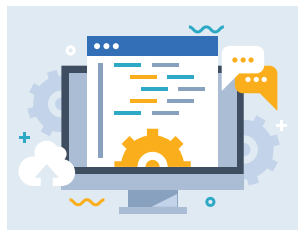
There's not a minute to lose when it comes to Gen Z (aka, the students you're trying to recruit right now!)

When students send a query to your institution, it's a great opportunity that you don't want to miss.

Don't rush so much in responding that you sacrifice thoughtfulness for speed, but do:

- Answer students' enquiries as soon as possible to reduce drop-off in the enrolment funnel;
- Communicate with students about expected timelines for decisions;
- Inform students promptly if something is taking longer than expected;
- Process applications quickly, and once a decision is made, don't delay in sending admissions offers.

Those goals are best achieved using a mix of personalised communications, human assistance, and marketing automation.



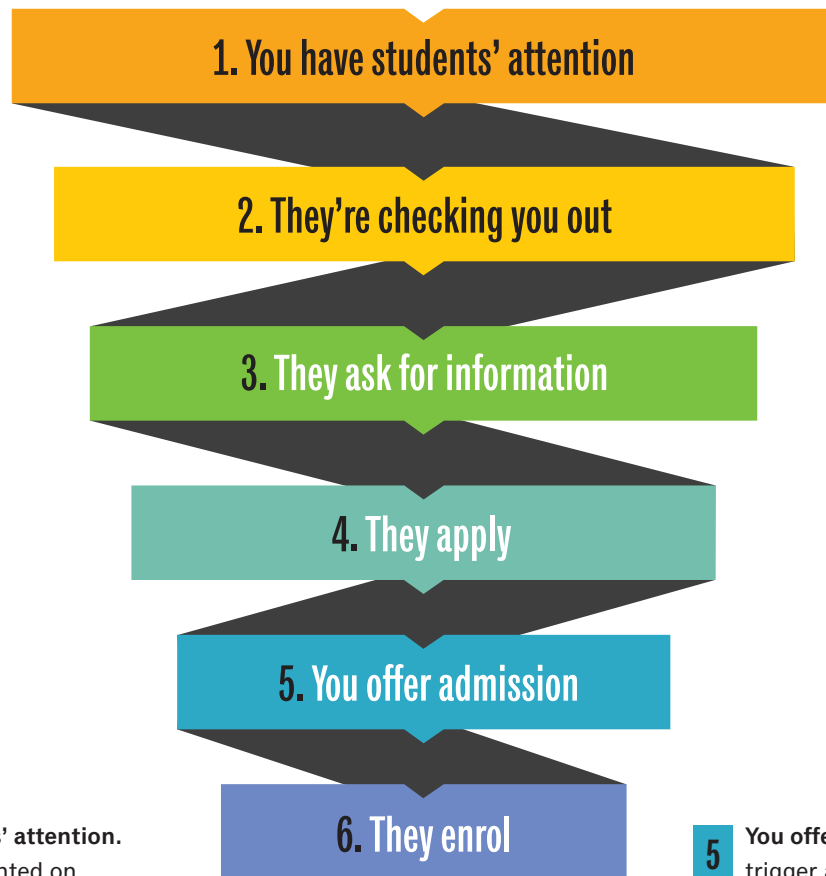
FAST FACTS

- ▶ In a 2023 "mystery shopping" research project involving 128 universities, 1 in 4 student enquiries received no response from a university (Source: Edified).
- ▶ Students who make enquiries before they apply represent 17% of all enrolments. And students experiencing "a great enquiry experience" accept admissions offers more than twice as often as others (Source: Uniquist).
- ▶ More than half of students now research their degrees abroad within six months of applying, up 23% since 2022. They don't like waiting for answers and information (Source: *Keystone Education Group's 2023 State of Recruitment Report*).
- ▶ When 23,800 students across 195+ countries were asked how a university could improve its communications, "speed of response" was a top three recommendation (24%), along with "availability of information" and "quality of response" (Source: *Keystone Education Group's 2023 State of Recruitment Report*).
- ▶ 62% of students expect a response from a university within 24 hours or less, an increase of 21% over 2022 (Source: *Keystone Education Group's 2023 State of Recruitment Report*).
- ▶ On average, it takes website users 0.05 seconds to form an opinion about a website (Source: Google).
- ▶ 61% of website users say that if they don't find what they are looking for within 5 seconds of landing on a webpage, they leave (Source: *Forbes*).



WHAT IS THE ENROLMENT FUNNEL?

The enrolment funnel describes the path students follow from initial interest in an institution towards “conversion” – that is, enrolling. At every stage, you have a chance to interact with students in a timely way so they don’t drop out of the funnel. For example:



1 You have students' attention. Have they commented on your social media posts? Respond quickly and meaningfully.

2 They're checking you out. They are making return visits to your website and/or your social channels and are taking a closer look at what you have to offer. Make sure your social posts and web content are up to date and full of need-to-know information, such as deadlines.

3 They ask for information. Have marketing automation in place so you reply right away and nudge students to another action (e.g., speaking with a student ambassador).

4 They apply. Is it easy for them to apply? Do you have strategies in place so that students can ask for help if needed (e.g., AI chat)?

5 You offer admission. Offers should trigger an information package being sent to help students apply for visas, find housing, connect with other students, etc.

6 They enrol. Keep them excited and spreading the word about their decision by sending them regular messages in the weeks or months between acceptance and arrival on campus.

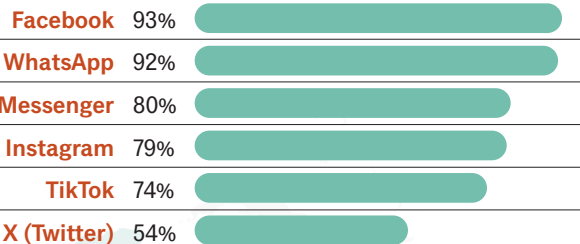


Social media and messaging giants in 15 countries

Fine-tune your digital outreach by knowing the most popular apps in target markets

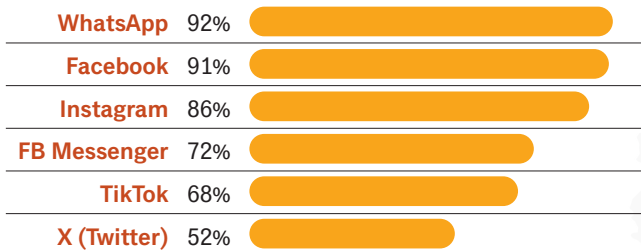
1

MEXICO



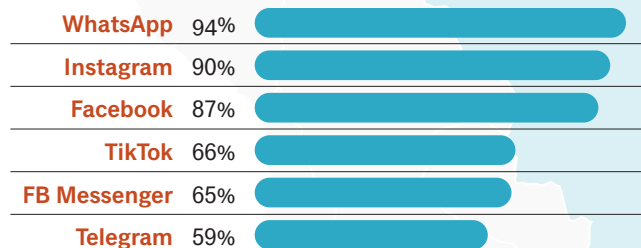
2

COLOMBIA



3

BRAZIL



Did you know?

Brazilians spend the most time of South Americans on social media: 229 minutes a day. Colombians and Mexicans are also among the most avid daily social media users in the world.

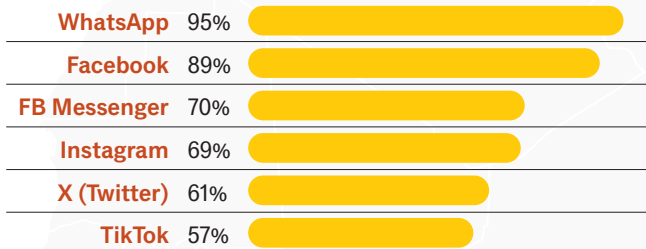
SOURCE: OBERLO

SOURCE: DataReportal's Digital 2023: Global Overview Report produced in partnership with Meltwater and We Are Social. Data represent percentage of Internet users aged 16 to 64 who use each platform each month.



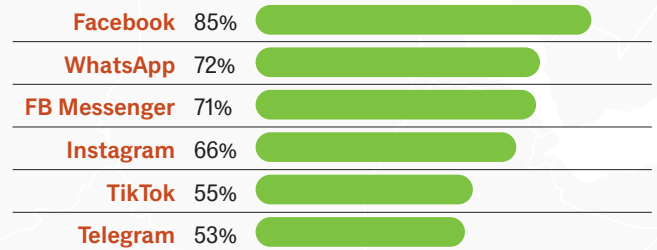
4

NIGERIA



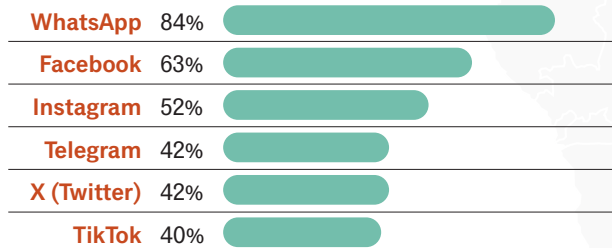
5

EGYPT



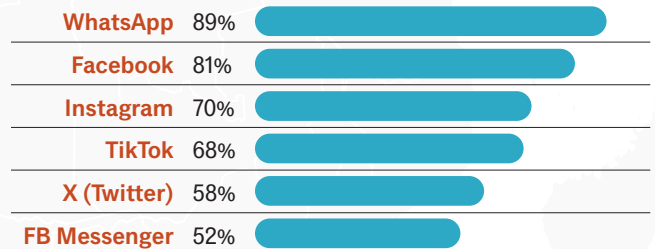
6

GHANA



7

KENYA

*Did you know?*

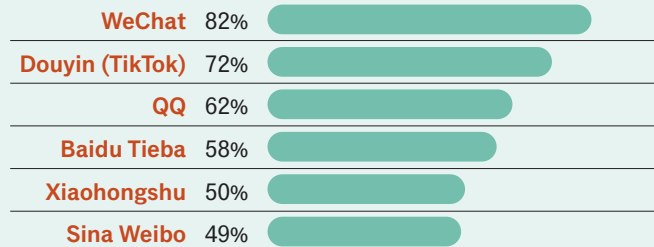
Africa is culturally diverse, so tailoring your website and social media content to appeal to the unique culture, religion, and language of students in your target regions provides a competitive edge.

More on these markets on page 22 ➔

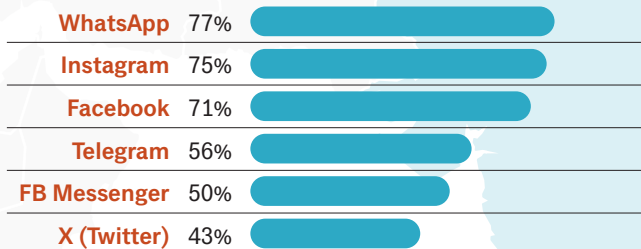
**Did you know?**

Leading social media apps in Asia deliver so many features that they integrate themselves into every aspect of students' daily lives.

8

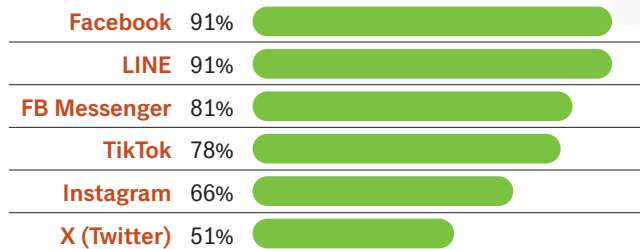
CHINA

9

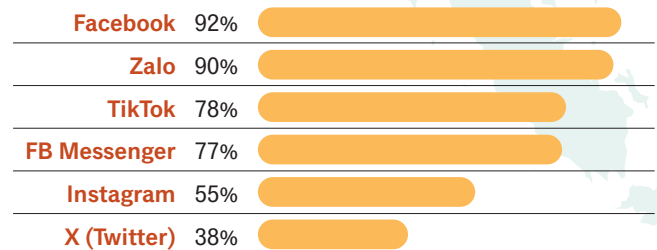
INDIA**Did you know?**

The majority of the world's social media users (57%) are in Asia. East Asians alone compose 29% of all daily users. *SOURCE: WE ARE SOCIAL 2023*

10

THAILAND

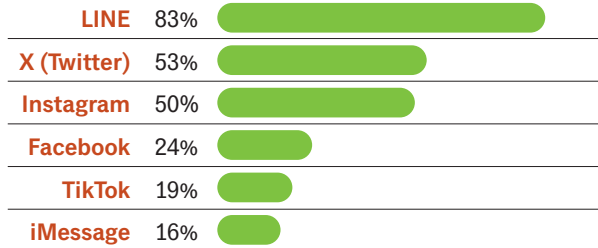
11

VIETNAM



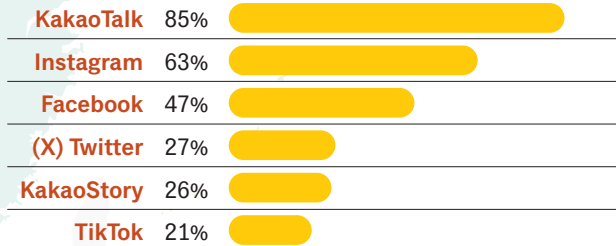
12

JAPAN



13

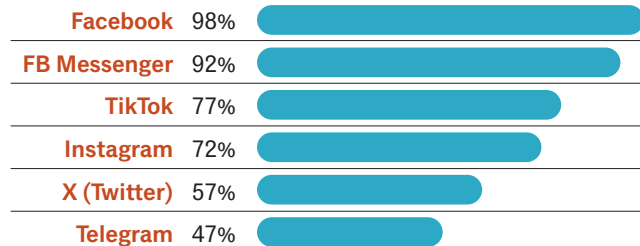
SOUTH KOREA

*Did you know?*

Japan and South Korea boast incredibly vibrant social media landscapes. Homegrown alternatives to giants like Facebook are very popular.

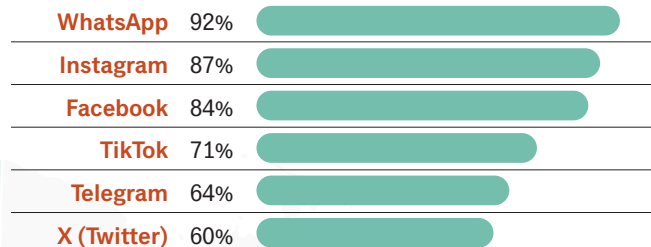
14

PHILIPPINES



15

INDONESIA

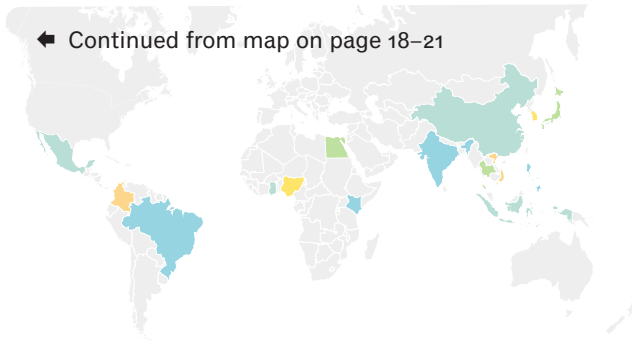


More on these markets on page 22 ➔



Unique social media habits across regions

Social media environments are as wide-ranging as countries and cultures



ASIA

Indonesia: Indonesia has the world's fourth highest number of active social media users (behind China, India, and the US). Indonesians spend about 3.3 hours a day on their favourite platforms — and they have a lot of those: 8.4 platforms on average!

Philippines: Meta, the parent company of Facebook, Instagram, Messenger, and WhatsApp, has a huge presence in the Philippines. Together, Facebook and Messenger dominate in a way we don't see elsewhere in the world.

Vietnam: WhatsApp is ubiquitous in many emerging markets, but not in Vietnam. Homegrown messaging app Zalo is the place to be, followed by FB Messenger. On social media, Vietnamese love funny posts and videos and they share the best ones with their friends — ask current Vietnamese students what's trending back home.

South Korea: South Koreans' attention is focused on a handful of platforms (they use 4.5 on average; the world average is about 7), especially Kakao's messaging app KakaoTalk and social networking service KakaoStory. Together, these channels include photo sharing, shopping, email, and wallet features and they are on almost every young Korean's phone.

Japan: Social media and messaging platform LINE was launched in Japan as a disaster response app during the 2011 Tohoku earthquake and tsunami. Its trademark stickers secured its lasting popularity in a country that loves anime and emojis. LINE is also big in Taiwan and Thailand.

India: Indians are world leaders in the share of online time they devote to social media — 45% — and how many platforms they use (an average of 8.7).

Thailand: Thais love Facebook for social media, but they prefer LINE over FB Messenger for chatting. LINE provides users

with newsfeeds, a cashless payment system, a games library, TV streaming, digital comics, and e-commerce. TikTok is huge in this country: 49% of Thais regularly access the platform, putting Thailand at the top of TikTok's global market penetration rankings.

China: Lifestyle platform Xiaohongshu (aka RED) has a massive following among affluent urban and overseas Chinese. Users share short videos or posts of their experiences of using products and services in sectors including beauty, fashion, travel, food, and education. Some Chinese tourists and students use RED more than Google to search for experiences to pursue.

AFRICA

Nigeria: Nigerians spend more time on social media than any other nationality — on average, more than 4 hours a day! Ghanaians are a close second.

Egypt: In Egypt, men are far more likely to be on social media than women (61% versus 39%). This gender gap is more pronounced than in Saudi Arabia, Jordan, Lebanon, and the UAE.

Ghana: While Meta apps claim the most Ghanaian users, young Ghanaians spend most of their time on TikTok and YouTube. Short-form dance videos are an art form in Ghana and across

Sub-Saharan Africa, and these often go viral in the diaspora around the world.

Kenya: Kenyans — followed by Thais and South Africans — spend more time on TikTok than any other nationality. TikTok's influence is most prominent in parts of Asia, Latin America, and Africa.

THE AMERICAS

Colombia: WhatsApp is valued for more than texting Latin American businesses use it to sell everything from houses and cars to bread and education. Edtech company Lys uses WhatsApp to deliver "microlearning" courses to hundreds of thousands of time-pressed students and workers across Latin America.

Brazil: Brazil is a crucial market for Meta — it holds the second largest user base for WhatsApp (after India), the third largest for Instagram (after India and the US), and the fourth largest for Facebook (after India, the US, and Indonesia).

Mexico: Mexico has more smartphones than households! The country ranks in the top 10 for smartphone penetration, and more than 96% of Mexicans on the Internet use their phone to access social media platforms.



Campus Berlin

Study in Germany

Degree programmes:
Bachelor's | Master's | MBA & DBA

New: Freemover semesters available

- Architecture
- Engineering and IT
- Data Science and Digitalisation
- International Business and Management
- Creative Industries
- Healthcare and Business Psychology

Our campuses:

Berlin | Cologne | Hamburg | Heidelberg | Hamm | Dresden | Fürth | Stuttgart

**Work
with us**



srh-berlin.de/work-with-us



MAPLE RIDGE PITT MEADOWS INTERNATIONAL PROGRAM

Study in Greater Vancouver!

School District 42 serves the cities of Maple Ridge and Pitt Meadows: safe, family oriented communities situated just 45 minutes east of Vancouver.



ACADEMIC PROGRAMS | DISTRICT MANAGED HOMESTAY PROGRAM WITH IN-SCHOOL HOMESTAY COORDINATORS

20575 Thorne Ave, Maple Ridge, BC, Canada V2X 9A6
Tel: (604) 466-6555 Email: inted@sd42.ca Instagram: [@maple_ridge_International](https://www.instagram.com/maple_ridge_International)

inted.sd42.ca



LONG BAY COLLEGE
Care, create, excel

New World New Thinking NEW ZEALAND

- Top Auckland School
- Wide range of subjects and activities
- Stunning location by the beach
- Strong culture of care in a safe environment

TALK TO US NOW:

International@lbc.school.nz
www.longbaycollege.com



Viral video and the international student

Spike your recruitment strategy with catchy short-form videos

TIKTOK'S MASSIVE popularity shows no signs of abating despite growing concern that its parent company, ByteDance, could share users' data with the Chinese government. The app is banned from government-issued phones in dozens of countries and is prohibited entirely in Pakistan and India. In the US, the possibility of a nationwide ban looms.

But young people in more than 160 countries continue to flock to TikTok, unable to tear themselves away from watching, sharing, and creating addictive short-form videos on the platform.

Even if TikTok ceased to exist, short-form videos would remain a powerful marketing opportunity for international student recruiters. Video is by far Gen Z's preferred type of social media content – students are also happy to indulge in Instagram Reels and YouTube Shorts. In fact, savvy marketers already use apps that optimise videos across TikTok, Reels, and Shorts to extend their audience reach and ensure their video strategy can withstand shifts in platform access or popularity.

The key to creating short-form videos that resonate with students is to be funny or brilliantly intriguing. TikTok requires a radically different tone than Facebook or X (formerly Twitter). Students will quickly dismiss boring, corporate, or overly promotional branded videos. They



will, in contrast, engage with and share videos from brands that create entertaining and trending content.

Long-term ROI

A major benefit of short videos is that they can gain new viewers at any point, so their value can increase over time. For example, a video might be picked back up by TikTok's For You Page (FYP) months after it was



originally published. Ad campaigns can be adjusted so that a video can reach new audiences, increasing the potential for it to go viral.

For international student recruiters, short-form videos are an efficient way of reaching multiple markets even across language barriers: the videos are so short and visual that it doesn't take an Einstein to get the gist, even if a viewer doesn't understand every word. Ideally, your institution can make videos in prospective students' first languages, but if not, any awesome video can make an impact because it's visual and effects-based first and foremost.

5 tips for reaching prospective students with short-form videos

1. Do your research

- First, check out what your competitors are doing. What's their approach and tone? How frequently are they posting? Is it working? The answers can inform your own strategy.
- Second, find out what's trending. Hit "Discover" when you open TikTok, Reels Trends in Instagram, and Trending on YouTube to see popular effects, hashtags, sounds, music, and topics.
- Third, consider the type of content your target students already watch. Top categories for Gen Z include fashion and skincare; fitness and motivation; music and pop culture; study abroad, travel, and budget-friendly tips; food and cooking; and humour. The great thing about marketing to students is that they're interested in so many things!



University student Haylie Jorden models the outfits she wears on typical university days and uses hashtags and music to boost her videos' chances of going viral.



2. Tap into what's trending in target markets

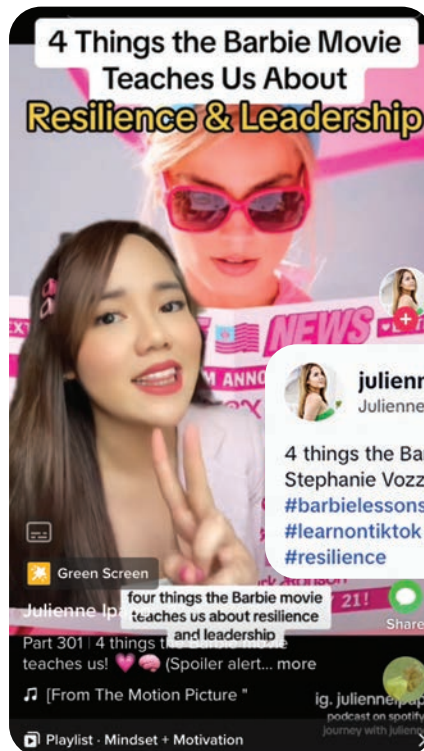
A global TikTok strategy can be challenging to execute given that TikTok's algorithm prioritises local content. In-country representatives, agents, and alumni who have returned home can be very helpful here because they can share your videos in target countries. Other tips:

- Create captions and on-video text in prospective students' languages;
- Interview current international students in their first language and have them share the videos with friends and influencers back home;
- Take part in TikTok challenges that are trending in target countries;
- Follow and engage with influencers in your top markets.

3. Don't lecture

Build your credibility and personality through videos that are as fun as they are informational. Create a friendship-like relationship with your fans rather than speaking "at" them. Check in with your current international students to see if anyone is already making great short-form videos, and ask if they will apply their talent for the benefit of their school, too.

Sometimes a trend is so global you don't need to worry too much about customisation (hello, Barbie!). Julianne Ipapo is a Manila-based creator with over 100 million TikTok views, 17m likes, and 670k followers. This video still shows how she combined Barbie hashtags with learning and women's empowerment hashtags to reach both Filipino and global followers.





Study International often uses this student star in their funny TikTok videos. Prospective medical students know their field of study is tough and that students cry sometimes from the pressure. They will feel included ahead of time by being “in” on the dark humour.



studyinternational
Study International · 4-19

Follow

We see your suffering, med students!!! Here's an updated list 🤯🤯
pls drink lots of water and take care of yourselves

#studyinternational #studentstruggles #lawstudents
#medicalstudents #actuariescience #biomedicalengineering
#engineeringstudents #studentmotivation #studentsbelike
#nursingstudents #computersciencestudent

4. Give it a hook

Gen Z's attention span is down to eight seconds, so you have very little time to convince students to check out your video. Here are some ideas for hooks to use in your video description:

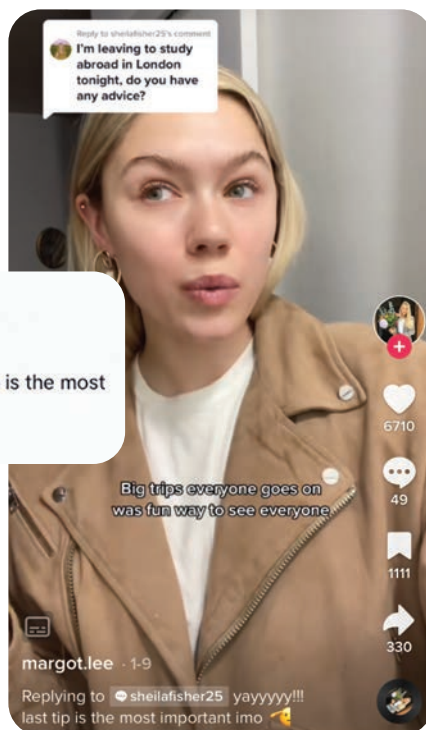
- Ask a question viewers really want the answer to;
- Begin with a problem and hint that you have the solution;
- Be a bit shocking or surprising;
- Share a secret (like an early-bird discount);
- Present a bold fact (e.g., “92% get a job within 6 months of graduation”).

5. Comment and encourage comments

TikTok's algorithm rewards frequent user engagement, and it looks for meaningful interaction. Take the time to respond thoughtfully to comments – TikTok ranks comments by how many “likes” they get, so boring responses won't get you anywhere. Comment on others' videos, too – it's another way of increasing your visibility and presence on the platform.



Influencer Margot Lee used the classic “ask a question” hook and made sure to respond to comments to help her video go viral.





10 video themes for student social media ambassadors

Your ambassadors can rock these themes and popular hashtags!

Scan the QR codes for video examples in each category.



A "day
in the life"



#typ
#pov
#studyabroad
#dayinthelife



Study
hacks



#studytok
#studytip
#studyhacks



Campus
food



#yum
#foodie
#universityfood
#campusfood



What to expect
Q&A



#internationalstudent
#studyabroad



Dorm-room
makeover



#dormroom
#dormdecor
#roominspo
#studentlife



TikTok
challenge



#tiktokchallenge



"Behind
the scenes"



#bts
#behindthescenes



A soothing
ASMR*



#asmr
#satisfying
#oddlysatisfying



Fitness
motivation



#gymlife
#fitnessmotivation
#workout



"Get ready
with me"



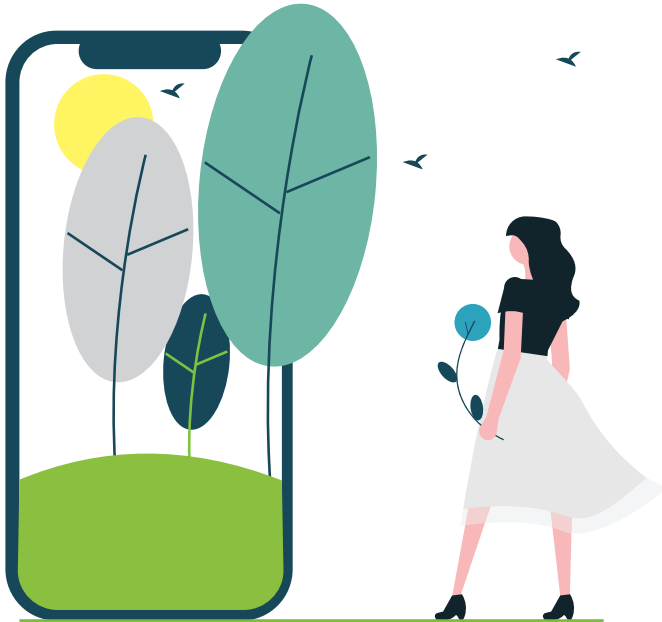
#unifashion
#grwm
#getreadywithme
#fashion

*autonomous sensory meridian response



Facts & Figures

Stats illuminating the international education landscape right now



6 TO 7

The average social media user is now on 6–7 platforms, highlighting the importance of a multi-channel approach to digital marketing (Source: Forbes Advisor).

TWO-THIRDS

Short-form videos are the most engaging type of social media, favoured by 66% of consumers — more than twice as engaging as long videos and more likely to be shared (Source: Forbes Advisor).

107 MILLION

Egypt is the most populous country in the Arab world (107 million); 20% of the population is aged 15–24 (Source: ICEF Monitor).

#1

“Future career impact” has, for five years, been the key factor for prospective international students in deciding where to study (Source: International Student Barometer 2022).

20+ MILLION

More than 20 million people were daily active users of language learning app Duolingo in Q1 2023, 4 million more than in the previous quarter and 63% more than in Q1 2022 (Source: Duolingo).

300,000

South Korea's goal for international enrolments by 2027 would be a 30% jump from current numbers (Source: South Korean government).

MORE THAN HALF

Of 23,800 prospective international students from 195+ countries surveyed in early 2023, 56% began researching study abroad options only 6 months — or even less — before applying to a university (Source: Keystone Education Group).

113

Women's participation in higher education is now significantly higher than men's: globally, there are 113 women for every 100 men in tertiary studies (Source: UNESCO).

DOUBLE

The proportion of Chinese undergraduate students who prioritise proximity to China when deciding where to study doubled between 2021 and 2023 (from 17% to 35%). Proximity is even more important for Chinese graduate students (40%) (Source: New Oriental).

65%

Two-thirds of 7,000 students surveyed in 19 countries in the Americas, Europe, Asia, and the Middle East who had studied online during the COVID-19 pandemic said they wanted some aspects of their learning to remain virtual (Source: McKinsey).

37%

Nearly 4 in 10 international students are studying in one of the “Big Four” destinations: Australia, Canada, the UK, and the US (Source: HolonIQ).

21%

The urban youth unemployment rate in China hit a record high in June 2023, which may be a factor in renewed Chinese student interest in studying abroad (Source: Chinese National Bureau of Statistics).

98%

Research shows that the average open rate for texts (98%) is more than 5× the average for emails (17%). The average response time for an email is 90 minutes — but 90 seconds for a text message (Source: Quic).

TOP 5

In order, London, Tokyo, Seoul, Melbourne, and Munich are the top five places in the world to study, according to the 2024 QS Best Cities Ranking (Source: QS).

+30%

Australia welcomed 30% more Brazilian students in 2022 than in 2021. Both Brazil (#8) and Colombia (#4) are now top 10 sending markets for Australia (Source: Australian government).



A World of International Education Insights at Your Fingertips

Did you know:



The number of UK study visas granted to dependants of students grew by **over 145% from 2021 to 2022?**



Or that for the **first time in a decade**, there are more international graduate students than undergraduates studying at American universities?

Learn these facts, and more like them—don't miss the latest sector data featured in our newest ApplyInsights articles.

Learn more at
applyboard.com/applyinsights





Collège LaSalle
Montréal



LaSalle College
Vancouver



LCI
Barcelona



LCI
Melbourne

The world is your classroom

Trusted by
over 20,000 learners
from more than
100 countries



MONTREAL



VANCOUVER

Schools and Faculties

- Business and Management
- Information Technology and Engineering
- Fashion
- Art, Design and Communication
- Gaming, Animation and VFX
- Hospitality, Tourism and Culinary
- Education and Social Sciences



BARCELONA



MELBOURNE



LCI
Education

Access our
Agent portal



Sponsored by



Canada's preferred educator
for international students

hansoncollegeon.com



Study and build your career in Canada

"Even after graduation, I have never been forgotten by the college," says Hanson alumna Elizabeth Nguyen. "That's what family stands for. Once you are connected with Hanson, there is no looking back. I made wonderful and amazing friends there who are still my friends today."

Elizabeth's experience reveals one of the true strengths of pursuing higher education at a smaller college. It is the close-knit and supportive community around the college that makes the experience so remarkable and rewarding.

Hanson College operates two such campuses in Toronto and in the nearby city of Brampton. The college focuses on delivering diploma and certificate programmes exclusively for international students in partnership with Cambrian College.

Based in Sudbury, Ontario, Cambrian is one of 24 public colleges in Ontario. Its partnership with Hanson dates back to 2005, making it the first public-private partnership among Ontario colleges.

The Cambrian programmes delivered by Hanson focus on Business, Information Technology,

and Tourism, and there are qualifications available in specialised subjects including Cloud Computing, Hotel and Restaurant Management, and Mobile Application Development.

Reflecting on his experience at the college, recent graduate Nishant Goel says, "As Valedictorian of the Class of 2023, I was privileged to learn from brilliant minds and have been supported by a remarkable faculty who have nurtured our intellectual curiosity."

Beyond the classroom, the Hanson campuses are active student communities with a wide range of clubs, activities, and events that allow students to explore their interests, make new connections, and experience new cultures.

"The campus experience and social practice I had with Hanson was full of joy and success. I kept challenging myself in order to lay a solid foundation for my future," says business graduate Opeyemi Kolawole.

To complement its professional qualifications, Hanson provides a full range of career support services, including work experience

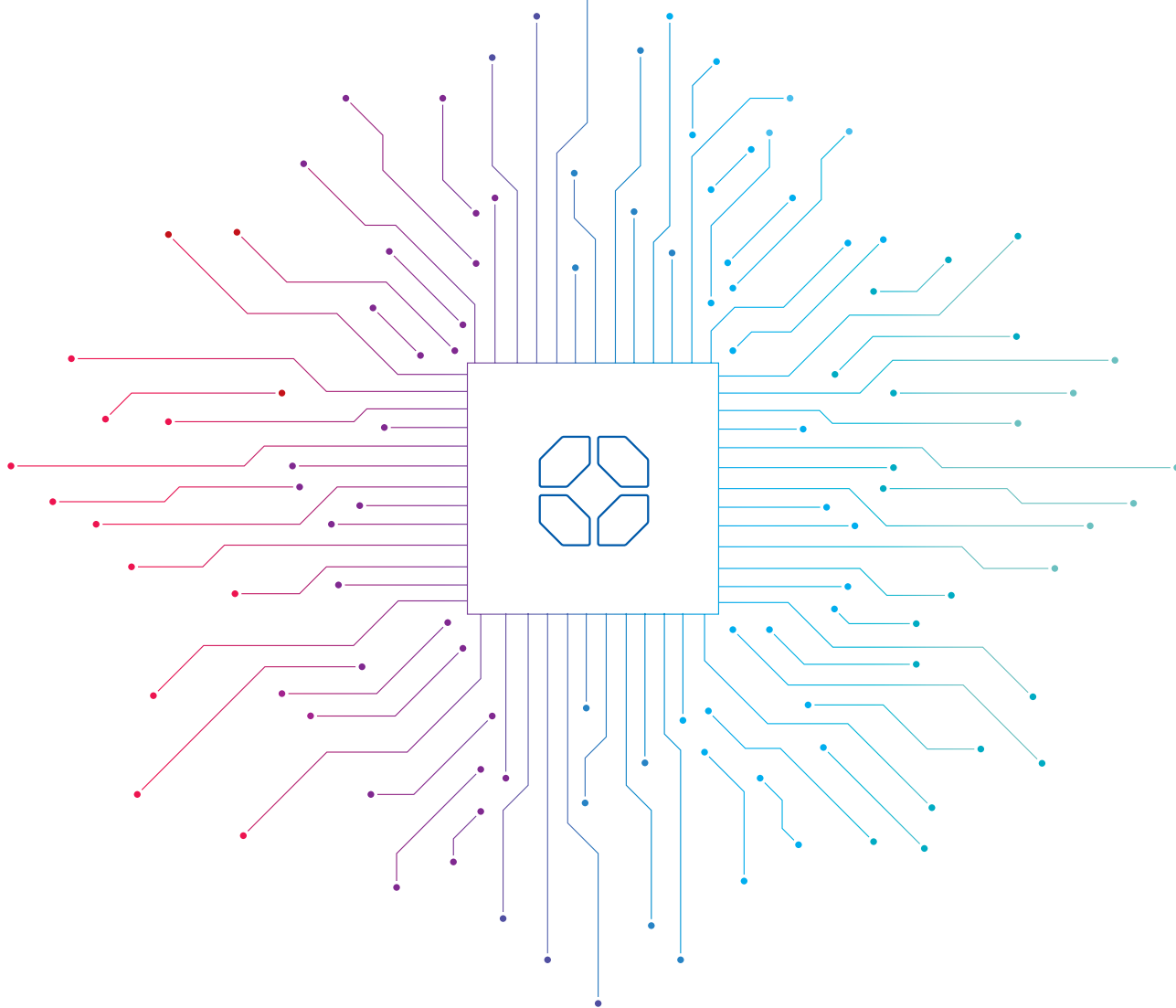
opportunities on campus, co-op placements, and career counselling services. "Studying business at Hanson has broadened my perspective and has given me a range of opportunities to easily start my

"Studying business at Hanson has broadened my perspective and has given me a range of opportunities to easily start my new life in this new country, Canada."

new life in this new country, Canada," says alumnus Himanshu Jangid.

Internal surveys show that satisfaction is high among students: 94.5% rate their experience as satisfying.

"My advice is to always follow your dreams," says graduate Kimberly Ines. "Remember the reason you are here: it's for a better future. With hard work, determination, and dedication to your goal, everything is possible."





Technology Now

The international students you hope to enrol **don't like waiting** for what they want. New AI-based technologies answer their queries instantly or even **anticipate their preferences** for ideas, information, and entertainment. Students still look at rankings and visit institutional websites when deciding where to apply, but they are **at least as influenced** by other international students posting on social media about life on campus. Both **AI technologies** and students' deep immersion in **social media** have massive implications for schools, institutes, colleges, and universities **recruiting abroad in 2024**. Those implications are the focus of the special feature package in this edition of *ICEF Insights*.

AI is here... Are you ready?

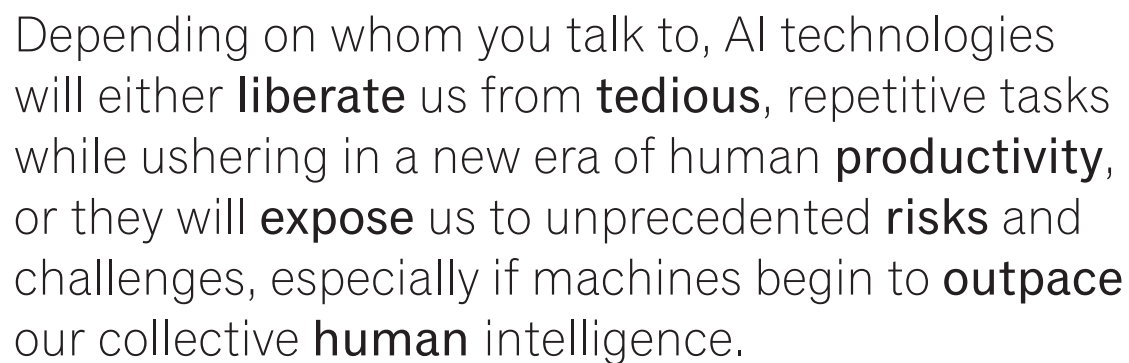
We are already in the midst of a **future** that, until quite recently, leading scholars and researchers – including Geoffrey Hinton, the so-called “Godfather of AI” – thought was decades away.

A new generation of artificial intelligence (AI) tools is quickly **reshaping** how we learn, work, search for information ... and even **interact** with each other.





The fact that AI has advanced so much more **quickly** than expected has presented us with a dilemma.



Depending on whom you talk to, AI technologies will either **liberate** us from **tedious**, repetitive tasks while ushering in a new era of human **productivity**, or they will **expose** us to unprecedented **risks** and challenges, especially if machines begin to **outpace** our collective **human** intelligence.

This much is clear: the technology is currently moving faster than we are, and scholars, governments, and pretty much everyone else is racing to catch up.



Artificial intelligence is hardly new. If you have ever asked Apple's Siri for directions to a restaurant or relied on Google's Alexa to queue up your favourite songs, you're already an AI user. And for years, students have used tools like chatbots and advanced study abroad search platforms to connect with institutions and find the programmes that are right for them.

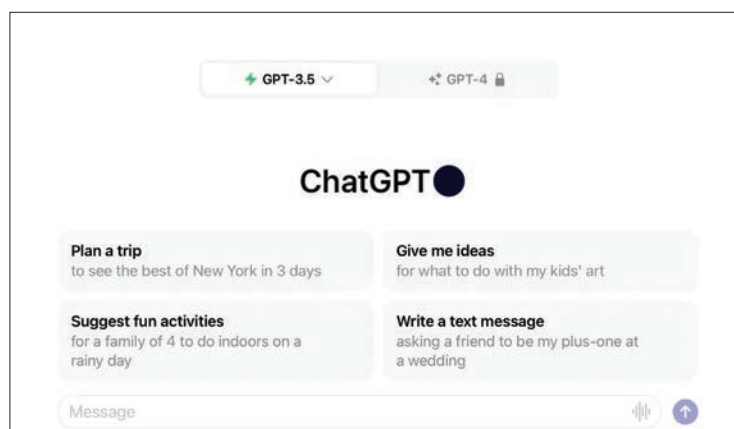
What is different today is the advanced capabilities we are seeing in a new generation of AI tools known as "generative AI," the best-known of which is OpenAI's ChatGPT. Fuelled by a combination of very large datasets (like, an entire internet's worth), powerful new algorithms (which translate language or images into numbers and then train the AI to use that knowledge), and immense computing power, ChatGPT and other generative AIs are quickly changing our ideas about what machine intelligence looks like and how it might be used.

Generative AI

ChatGPT is a very engaging early example for the new generation of AI. If you haven't tried it yet, visit chat.openai.com and ask a question – about anything at all.

For example, if you ask, "What are you?" ChatGPT will answer, "I am ChatGPT, a computer programme developed by OpenAI. I'm based on the GPT-3.5 architecture, and my purpose is to assist you by generating human-like text based on the input you provide. You can think of me as a text-based AI assistant that can answer questions, provide information, generate text, and engage in conversations on a wide range of topics. How can I assist you today?"

Lurking behind that answer is another one: ChatGPT stands for "Chat Generative Pre-trained Transformer," which is to say it is designed specifically to understand and produce human language.



The ChatGPT interface is very simple. You enter a question or prompt and the AI produces a response in seconds. The experience is like using a search engine, except that you can provide much more complex and detailed requests.

Think about that for a moment. When we talk about so-called "generative AI," we're describing software built to understand us and talk to us like another person. But it doesn't stop there. ChatGPT-3 was released in November 2022, and its much more powerful successor, ChatGPT-4, followed quickly in March 2023. In September 2023, OpenAI announced the release of a new version of ChatGPT that interacts with voice and images. Among the many other applications that will soon come into view, Spotify announced at the time that its podcasters will use this latest release to automatically translate their content into multiple languages.

That latest ChatGPT release serves to further stress the point that if you can convert human speech to machine code, you can also convert images or other content, and this, in turn, allows a generative AI to produce images, computer code, a full-length essay, video edits, and most other types of expression and content.

Recruitment implications

Generative AI is obviously a huge subject, and as we're already seeing, it's a field that's going to change very quickly. So we will be cautious in predicting how it may change international student recruitment. But even with that caution, there are clear and immediate applications for educators and agents working to attract students from overseas.



1

Search

There are at least three ways in which AI tools can make recruitment faster, easier, and better:

1. Supporting rich search prompts based on a student's profile;
2. Reducing response times for queries and admissions applications;
3. Personalising communications for individual students.

“Artificial intelligence would be the ultimate version of Google. The ultimate search engine that would understand everything on the web.”

—Larry Page, Co-Founder, Google

“I am actually quite optimistic that AI will be beneficial overall. But it won't be without challenges.”

—Andrew Ng, computer scientist and co-founder of both Coursera and DeepLearning.AI



If you can ask an AI any sort of question, then it follows that you can ask it to find information for you, just as you would any other search engine. Microsoft's Bing search engine already incorporates a language-trained generative AI, and Google is racing to bring its own AI-enhanced search product to market.

Those tech giants quickly rolling AI into their core search products is as good an indicator as any that AI is a powerful search mechanism all on its own.

It is remarkable to see how the generative AI environment already produces a very different kind of search experience. For example, you can use a tool like ChatGPT to get results for a much more complex query, or prompt, than you could normally attempt with a conventional search engine.

For instance, you could ask: “I am an Indian citizen with an undergraduate degree in computing science. I have a 3.0 GPA and an IELTS score of 6.0, and I want to know the best places to study for a master's degree in computing science in the United States. My annual budget is US\$45,000.” Try a few “mystery shopper” queries like that and see what comes back. And then just imagine how a generative AI-fuelled search might influence search optimisation for institutions and schools in the future.

“ChatGPT is already driving traffic to websites but the data it's trained on stops in 2021. Anyone who runs a website will need to decide what [content] ChatGPT should be able to crawl for the next update,” says digital marketing specialist Guus Goorts. He adds that future-proofing your search footprint should ensure that “what you publish comes from human experience. AI has made it easier to generate disembodied text, [but] people and search engines will value content from human beings who share lived experience even more.” In that sense, you can imagine that search optimisation might increasingly rely on long-form content, perhaps with a personal point of view, that is structured to answer key questions for prospective students as a way of further training AI-powered tools.



“AI is not a silver bullet. It’s a tool that, if used wisely, can help us amplify our creative and cognitive abilities.”

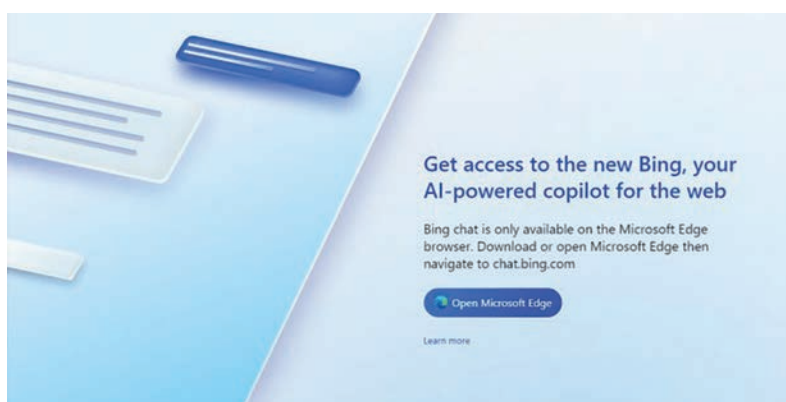
—*Fei-Fei Li, professor of computer science, Stanford University*

“AI is not a buzzword anymore; it is a necessity for any educator to use in recruitment.”

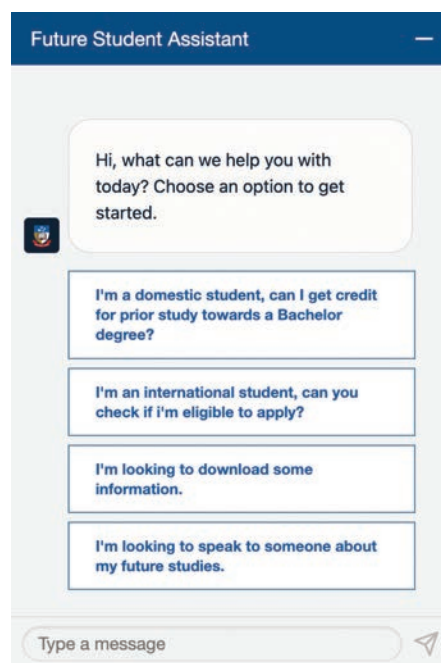
—*Priyank Mistri, digital recruitment specialist, Fanshawe College*

“The reality is this technology will enhance us. So instead of artificial intelligence, I think we’ll augment our intelligence.”

—*Ginni Rometty, former CEO and executive chairman, IBM*



In February 2023, Microsoft launched Bing Chat, an artificial intelligence chatbot based on the GPT-4 architecture and integrated directly into the search engine.



A specially designed chatbot helps international students determine if they would be eligible for admission to the University of Adelaide.

2

Better response times



One of the opening items in this magazine (see “It’s a matter of time,” page 16) highlights the critical point that student attention is fleeting. Students expect institutions and agents to be responsive – in fact, most expect a response to queries within 24 hours or less. There is a clear advantage for those who can answer questions and even process admissions applications more quickly.

The broader context for these trends is familiar to any international education professional: students have more access to information than ever before, they gather information for study abroad across an ever-widening field of channels, they are digital natives (with all the impatience that suggests), and they are applying to more institutions than ever. At the same time, various “mystery shopper” studies underline that many student queries are answered too slowly, and sometimes not at all.

The simple truth is that most institutions are struggling with rising volumes of student queries and admissions applications. Enquiries come in from students in multiple time zones, outside of regular office hours, and they tend to traverse several workflows and systems across student service and admissions functions. But the resulting sluggishness in responding is at odds with student expectations.

Admissions is an area where AI tools have something crucial to offer:

they can help to manage those very high volumes of student requests at the top end of the enrolment funnel.

Consider a conventional lead-generating process at a university or college. It might start with an enquiry sent by a prospective student at an education fair, or via the institutional website. If those first points of contact are not well integrated with a customer relationship management (CRM) system (or if the institution doesn’t use one), then it will often take days for the enquiry to be properly processed and followed up. The time interval from “student makes an enquiry” to “student gets a reply” can be 10–15 days.

Now compare that to a technology-led process that uses AI tools. Student enquiries are passed automatically from the institutional website (or via a mobile app used by recruitment staff at education fairs or other events) to a CRM system. The system provides an immediate response to the student, and then automatically triggers a series of scheduled follow-up messages over the following weeks. That all-important interval between enquiry and first response shrinks from 10+ days to 10–15 minutes.

You can imagine which of those two workflows would produce better results in terms of converting enquiries to applications and applications to enrolments. One is labour intensive and slow; the other



is heavily automated and very quick.

Importantly, none of this means that recruitment or admissions staff will be replaced by an AI. Instead, staff could be freed of the overwhelming task of trying to keep up with rising enquiry and applications volumes and would be better able to focus on converting the best-qualified and best-fitting students for their institution or school.

“The number of applications per international applicant is rising, driven by the ease of application via agent portals, and a post-covid appetite for considering multiple destinations,” says Wendy Alexander, vice-principal of International Dundee. She adds:

“Our response has been to ‘pivot to conversion’ to win a higher share of offer holders to our institution. This ‘pivot to conversion’ implies a focus on the speed of offer, the quality of applicant support, visibility of the student and campus experience, access to academic advisers, and easy student peer access. These service differentiators will be enabled by a new generation of AI products [with] the highest-impact face-to-face engagements focused further down the funnel. We have



a strong focus on working with expert partners many of whom have global reach and specialisation and are therefore more effectively able to deploy AI in the specialist niches they occupy in the student value chain. For example we use UniBuddy for peer-to-peer engagement. They are thinking deeply about how they analyse the data they capture around ambassador-applicant interactions. Likewise, many of the most prominent agents offer AI-enhanced matching for applicants. IDP, for instance, offers a Fastlane service for offers in principle.”

The University of Adelaide, meanwhile, has adopted a slightly different approach, with an AI-enhanced chatbot that provides students with a self-serve function to determine whether or not they would be eligible for

admission. The university's Future Student Assistant chatbot takes prospective students through a series of detailed questions and then either passes the student smoothly into an application process or recommends various upgrading options that the student could consider in order to qualify for degree study. The net effect of the Future Student Assistant is two-fold: (1) students get immediate feedback on their eligibility to apply and, as a result, (2) the admissions staff is better able to focus on well-qualified candidates in their application pipeline.

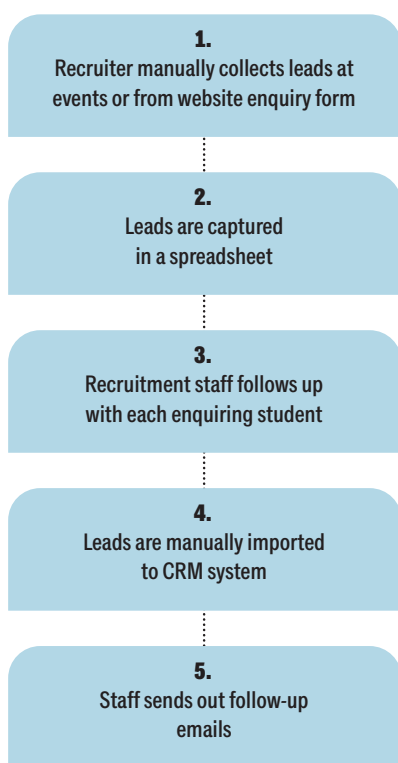
These examples illustrate strategies for using smart tools and marketing automation to manage and qualify high volumes of enquiries and to allow staff to better focus on engaging pre-qualified, best-fit prospects one-on-one.



Student Enquiry Case Study: Days to Minutes

The workflows illustrated here reflect a real-world case where one institution reduced its average response time to international student enquiries from 10+ working days to mere minutes. This was all accomplished with some simple automated tools, a bit of clever thinking, and a very modest monthly cost.

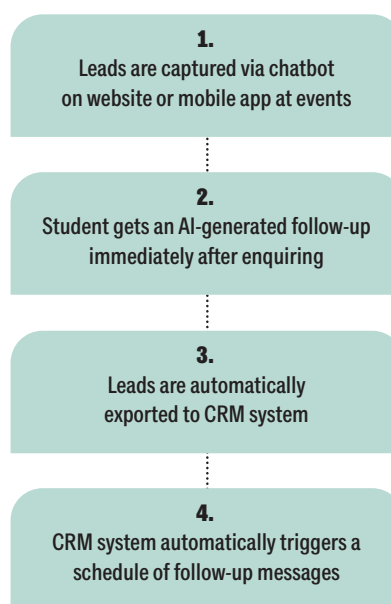
BEFORE: Days



Overall time for first response to student:
10-15 **days**



AFTER: Minutes



Overall time for first response to student:
10-15 **minutes**





3

Personalisation

Speedy automated responses are one thing, but what if you could also move beyond scripted emails to more meaningful, personalised responses to student queries? Here again, AI has something important to contribute: you can use it to automatically generate responses customised to the student or type of query.

“AI can be used to personalise chatbot interactions based on user data, such as user preferences or past behaviour,” says Global Admissions founder Richard Coward. He continues:

“By providing personalised responses and recommendations, chatbots can create a more tailored and engaging experience for users ... [AI-powered] chatbots can better understand the context of user queries and respond in a way that is appropriate for the situation. For example, if a user asks a question about a specific product, the chatbot can provide more detailed information about that product without the need for the user to provide additional context.”

The earlier Spotify example hints at another powerful aspect of personalisation: automated translation into multiple languages. This capability allows AI-boosted chat tools to reach a wider range of global students, and their families, in their first languages.

Finally, AI tools can use predictive analytics to crunch the data on prospective students' interests, profiles, and behaviour to allow institutions and agents to better tune their marketing and communication strategies to the needs of individual students.



Getting started

The types of AI we've discussed here may sound like a lot of new technology to adopt all at once, but the key for most recruiters will be to start to become familiar with AI tools and then to begin some early experiments. This doesn't need to be especially onerous, or even very expensive. Some institutions are combining ChatGPT with other low-cost tools to create a very effective automated marketing response setup with a monthly cost of under US\$100.

There are certainly some areas of larger institutions – admissions, in particular – where it will necessarily take more time and effort to integrate new tools. But there are other areas of the marketing effort, especially around qualifying and managing student enquiries and expanding translated content, that really do lend themselves to more agile experimentation.

If you want to get a sense of the breadth of possibility in this area, stop by the popular website [TheresAnAiForThat.com](https://theresanaiforthat.com). As of September 2023, this online directory listed nearly 8,200 AI tools “for 2,208 tasks and 4,847 jobs” – and those numbers are expanding with every passing week.

Get Evaluation Support That Makes the Grade.

Educational Credential Evaluators has over 40 years of experience helping applicants, institutions, and agents get fast, accurate credential assessments with less stress.

→ Reliable Reports

Rest easy with an evaluator trusted by over 2,000 institutions.

→ Fast Delivery

Save time with thorough reports delivered quickly.

→ Customer Service

Full-time support for applicants and institutions when you need it.

→ Competitive Costs

Save on high-quality credential evaluations with accessible prices.

→ ECE® Select Application

Your free customized landing page and URL gives applicants exactly what they need to order the report you need.

→ ECE® Pronto

Overwhelmed or understaffed? Deploy ECE® expertise in a way that makes sense for you.

→ Find Help at [ECE.org](https://www.ece.org)



ECE®

Educational Credential Evaluators
Unlocking the Promise of International Education®

©Copyright 2023 Educational Credential Evaluators, Inc. All rights reserved.

ONE STOP SOLUTION FOR HIGHER EDUCATION AT HOME AND ABROAD

100,000+
Successful Students

30 Years+
Experience

300+
Field Experts

32+
Countries



Plot 22, Gulshan Circle 2,
1212 Dhaka Bangladesh



+4407375311715;
+8801817040555



aarsh@bsbbd.com
bsb@bsbbd.com



@bsbglobalnetwork

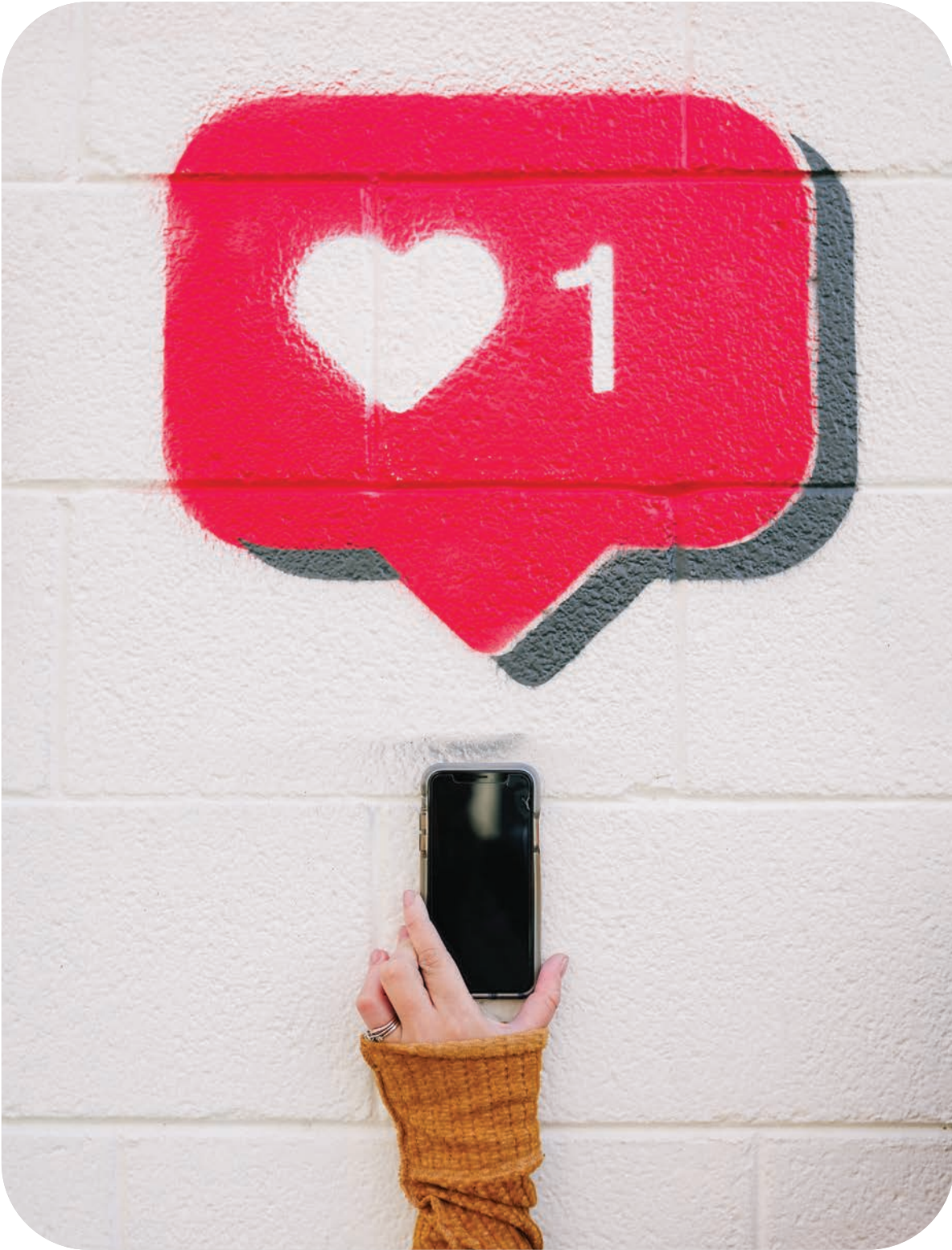
WHAT CAN WE DO FOR YOU?

- Admission Counseling
- Visa Counseling & Assistance
- Scholarship Guidance
- Personalised Solution
- Accommodation Support
- Career and Immigration Support
- Yearly Education EXPOS
- Free Partner Promotions
- Student Finance & Loan Support
- Free Spot Admission Seminars
- Visa and Insurance
- Student Engagement Workshops
- Spouse, Business & Tourist Visa Support
- Language Test Preparation & Exam

& More

VISIT US TODAY AT [WWW.BSBBD.COM](https://www.bsbbd.com)







Move Over Google: Social Media Is Also a Search Engine

As the digital
universe expands,
so do the ways in
which students
research study
abroad

If you're of a certain generation, you "just Google it" when you need to find something, whether it's a definition, the history of a country, or where to buy your favourite brand. But if you're a teen or twenty-something, Googling is just one of many searches you might perform every day.

In fact, research shows that people under 34 are now more likely to visit a visually based social media platform such as TikTok, Instagram, or YouTube to find or explore topics, people, places of interest, or ... schools that might be just the right fit for their goals and personality.

According to Google research, almost 40% of young people looking for dining or recreational options choose TikTok or Instagram rather than Google Maps or Search. Commenting on that finding, Prabhakar Raghavan, senior vice-president at Google, told an audience at Fortune's 2022 Brainstorm Tech conference that "We keep learning, over and over again, that new Internet users don't have the expectations and the mindset that we have become accustomed to. The queries they ask are completely different."

Intuitive recommendations

Often Gen Zers don't even "query." For example, when they open their TikTok app, their For You Page (FYP) serves them a delightful banquet of things they will probably love. Prospective international students will almost certainly have looked at schools and the posts of current international students, so their FYP will show them more of that kind of content because that's the way the TikTok algorithm works. Interviewed in the *New York Times*, Pennsylvania-based Jayla Johnson, 22, said, "[TikTok] knows what I want to see. It's less work for me [than] to actually go out of my way to search."

Ms Johnson's observation underlines a very important point. TikTok is mostly known for the buzzy, candy-like short video experience it provides. But underneath that is what is arguably one of the most sophisticated recommendation engines ever created. That engine is the



Did You Know?

“Current international students” emerged as the top resource for overseas student recruitment for US colleges responding to IIE’s Spring 2023 Snapshot on International Educational Exchange.



“TikTok is coming for Google’s gig, as the kids might say.”

—Nadia Tamez-Robledo,
writing in *EdSurge*

reason the algorithm is so successful at holding people’s attention and why the platform has such a significant impact on sales of music, film, TV, books, and a wide range of other products.

Sense of authenticity

Though TikTok’s algorithm masterfully manipulates content based on user data, younger users find it to be more authentic and trustworthy than Google. Alexandria Kinsey, 24, a communications and social media coordinator, told the *Times* that TikTok’s results “don’t seem as biased” as Google’s. She said that she “often wants ‘a different opinion’ from what ads and websites optimised for Google say.”

The success of apps such as Instagram and TikTok is due in large part to users’ sense that they are hearing recommendations from peers, rather than from corporate brands.

Show me, don’t tell me

Another reason students turn to social media for discovery is that they love learning through video and photo-based posts – especially when it comes to experiences like dining out, travel, and study abroad. This is key because QS global research has found that 70% of students’ exploration of the “feel” of a campus or city happens before they even submit an enquiry to a school.

What’s the implication for international recruiters?

Keep adjusting. Digital marketing budgets are made to be remade. Change is a constant in terms of student preferences and digital algorithms. As important as SEO remains for the institutional website (since prospective students almost always go there as part of their research), a strong presence on one to three social platforms is essential.

Choose platforms where you can establish a personality. If you look at the chart (bottom of page 49) depicting the top use cases for six social media platforms that emerged through *We Are Social’s 2023 Global Web Index* survey, you can see that TikTok, Instagram, and X (formerly Twitter) are favoured for product and brand research, making them likely contenders for one of your budget lines.



Students use social media before reaching out to schools to answer questions such as:

- Is this the right place for me?
- Can I see myself there?
- Will I fit in?

Top international recruitment strategies for US educators in 2023

Undergraduate

70%

Current international students

63%

International partnerships

61%

Online recruitment events

60%

Social media outreach

54%

Alumni

54%

In-person recruitment events

Graduate

66%

Current international students

60%

Online recruitment events

59%

Alumni

57%

Social media outreach

56%

International partnerships

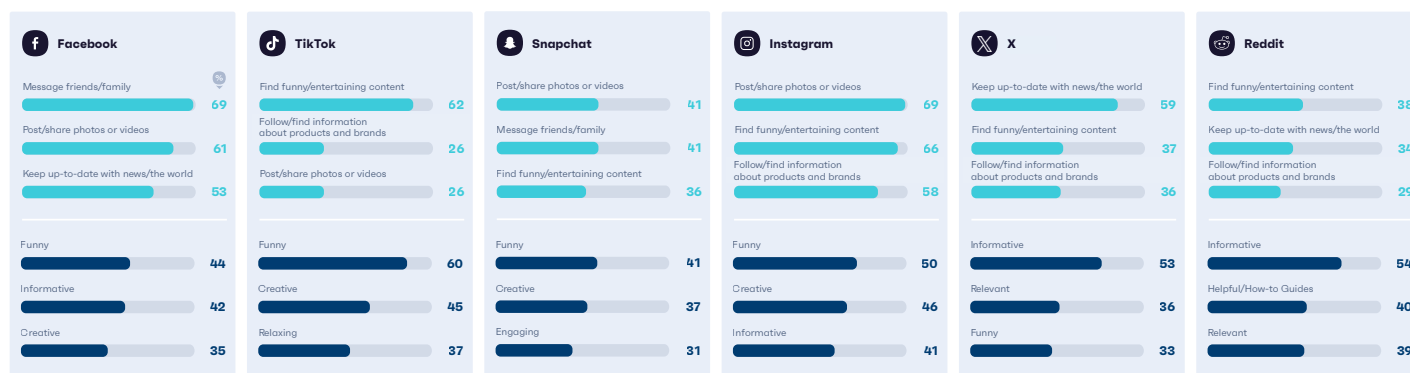
52%

In-person recruitment events

Source: IIE

According to 11,580 weekly users in 11 markets, TikTok, Instagram, and Reddit are valued for finding information about products and brands

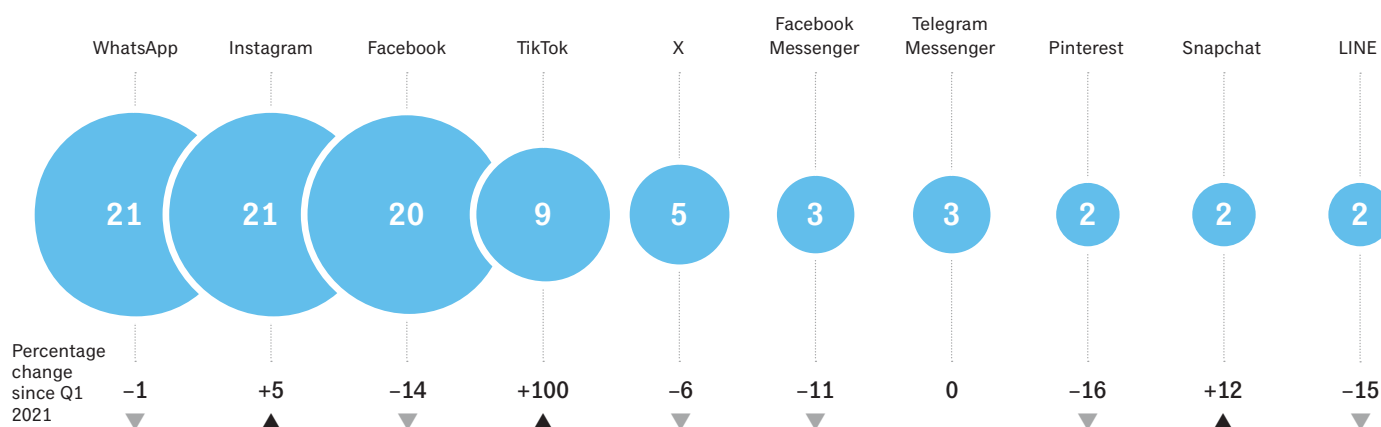
Top 3 use cases for each platform The content users most want to see on there



Source: We Are Social's 2023 Global Web Index Trends Report



Percentage of social media users outside of China who say the following is their favourite platform



Preferred social media platforms for more than 350,000 users outside China.
Source: We Are Social's 2023 Global Web Index Trends Report

Did You Know?

TikTok ranked fourth, behind WhatsApp, Facebook, and Instagram, as a preferred platform for 350,000 social media users outside China responding to *We Are Social's 2023 Global Web Index* survey. But year-over-year, TikTok's popularity grew by a whopping 100%, compared to negative trends for WhatsApp and Facebook and modest growth for Instagram.

Enlist the help of students. The chart at the bottom of page 49 also shows that TikTok and Instagram users are looking for fun, creative posts. This is where it makes all the sense in the world to have student social media ambassadors help your school with – or star in – posts and videos. More and more, major colleges and universities are leveraging current students in their overseas recruitment campaigns, and you can be sure that a good deal of their investment here is linked to social media.

Consider a third-party social media firm. School and university resources are often stretched thin, and creating a successful social strategy can be quite a lot of work. Many excellent social media marketing firms specialise in the education sector, and investing there could be wiser than overwhelming your staff, who may or may not have expertise in this area.

Back it up. If you have tweens or teens, you have probably heard something they learned on TikTok quoted as a “fact.” But TikTok and Instagram are fun/shocking trends first, accurate sources second. This is where an excellent institutional website comes in, along with accurate marketing materials and training for agents and in-country reps, and allowing students to talk with institution-vetted students on peer-to-peer platforms such as UniBuddy or The Ambassador Platform. Students can get a feel for your school on social media, but make sure they can get solid information on other channels.



Most **Trusted** Student Recruitment Partner

- ✓ 500+ Universities
- ✓ 20 + years of excellence in service
- ✓ Fastest offer letter and TAT
- ✓ Best AI assisted course finder & application portal
- ✓ Hot line for queries



Website:
www.megamindonline.com



Call/WhatsApp:
8882 255 001



Email:
care@megamindonline.com



Recruiting from India, Nepal, Vietnam, Bangladesh, Philippines, Srilanka & Gulf countries.



**Avon Maitland District
School Board**
Stratford, Ontario
+1-519-527-0111 ext.130
yourschoolsinCanada@
ed.amdsb.ca
www.yourschoolsinCanada.com

Come for the Education, Stay for the Experience

- Welcome to Stratford, the festival city, and the home of Justin Bieber.
- Avon Maitland unique Homestay Program.
- Beautiful schools with special ESL support and exceptional academic programs.
- A perfect mix of safe and caring sub-urban and rural communities.



**CALGARY CATHOLIC
SCHOOL DISTRICT**

**Calgary Catholic
School District**
Calgary, Alberta
+1-403-500-2469
international@cscsd.ab.ca
cscsd.ab.ca/international-
students

Why should you study with Calgary Catholic?

As the largest Catholic school district in Western Canada, CCSD provides high-quality education with excellent ESL supports in one of the most livable cities in North America.

Located less than an hour from the Canadian Rocky Mountains!



**Calgary Board
of Education**

Calgary Board of Education
Calgary, Alberta
+1-403-817-7711
internationalstudents@cbe.ab.ca
cbeinternational.ca

The Calgary Board of Education welcomes the world!

- The CBE consistently ranks among the top school districts in the world in academic achievement
- Offering a wide range of academic and complementary program choices
- ESL programming available at all levels
- One hour away from the Canadian Rocky Mountains
- Wide variety of outdoor activities, cultural attractions



INTERNATIONAL STUDENT PROGRAMS
Campbell River School District

**Campbell River School
District**
Campbell River, British
Columbia
+1-250-830-2338
international@sd72.bc.ca
www.studyincampbellriver.ca

- Exceptional Academics
- Outdoor Adventure Program
- High Performance Sports Academics
- Small intimate program with personal support
- ESL classes and support
- Amazing Host Families who want to share their life with you!

Located 40 minutes from Vancouver by plane, Campbell River is an outdoor paradise.



**Central Okanagan
Public Schools**
International Education

**Central Okanagan Public
Schools**
Kelowna, British Columbia
+1-250-470-3258
International.Education@sd23.
bc.ca
www.international.sd23.bc.ca

Learning. Experience

- Learn in one of Canada's top-performing school districts.
- Live in one of the top tourist destinations in Canada.
- Experience the Okanagan lifestyle.
- Large number of Advanced Placement (AP) and elective course offerings
- District approved and monitored homestay program
- ELL support as required.



Chilliwack School District
Chilliwack, British Columbia
+1-604-792-1321
email@isp.sd33.bc.ca
https://isp.sd33.bc.ca/

Come join our family!

Chilliwack offers strong academic programming with unique elective and extra-curricular opportunities, ELL support, school-based Coordinators, and an in-house Homestay Program. We invite you to experience a supportive, world class education and safe, welcoming community, surrounded by nature in the beautiful Eastern Fraser Valley.



**Cowichan Valley International
Student Program**
Duncan, British Columbia
+1-250-746-0744
isp@sd79.bc.ca
www.studyincowichan.com

Study in Canada's "Warm Land"!

- Safe & welcoming community
- Strong academics
- Short term, semester, full year, graduation programs
- Unique electives & courses
- ELL support
- Athletic & recreation opportunities
- Excellent homestays
- Surrounded by nature & wilderness



EDMONTON PUBLIC SCHOOLS

Edmonton Public Schools
Edmonton, Alberta
+1-780-429-8249
isp@epsb.ca
internationalprograms.epsb.ca

Come study with us at Edmonton Public Schools!

Edmonton Public Schools' International Student Program offers students excellent academic programming in Edmonton, Alberta's safe and vibrant capital city. Features include accredited Alberta curriculum, ESL, IB, AP, and university preparation.



**English Montreal
School Board**
Montreal, Quebec
+1-514-483-7200 ext. 7258
intstudent@emsb.qc.ca
www.emsb.qc.ca/
internationalstudents

Programs: English, French, Enriched, IBO, Music, Sports Études

- 92.4% Graduation Success Rate Highest in Quebec
- Our Schools and City are; Safe, Clean, Affordable,
- Multicultural, Nurturing, Welcoming, and Friendly
- Quality Education
- Dedicated Teachers



Golden Hills School Division
Strathmore, Alberta
+1-403-934-5121
communications@ghsd75.ca
ghsd-international.com

What makes Golden Hills International really incredible?

- High quality educational opportunities
- Rich with culture and diverse environments
- Communities so safe students can walk to school
- Dorm and Homestay accommodations
- Preparation for post-secondary success
- In House Accommodations Coordinators

Study in Canada

Your Assurance of Quality Kindergarten to Grade 12 Education



**Kamloops-Thompson
School District**
Kamloops, British Columbia
+1-778-471-6075
kbrewer@sd73.bc.ca
www.ispcanada.ca

A Natural Choice for Study in Canada

- Innovative educational excellence
- Pathway programs
- Individual support
- ELL and specialized educational programming
- Discover B.C through weekly activities (best in Canada)
- Amazing climate
- District managed homestays



Langley School District
Langley, British Columbia
+1-604-534-7891
isp@sd35.bc.ca
studyinlangley.com

Transforming Students to Global Citizens

Langley School District, located only 45 kilometers east of Vancouver, offers an excellent learning environment with year-long elementary and secondary programs. Full range of academic and elective courses, extra-curricular activities, full ESL support (beginner to advanced), dedicated International Student Coordinator at each secondary school and our own in-house homestay program.



**Lester B. Pearson
School Board**
Montreal, Quebec
+1-514-422-3000 ext.29900
martine.stpierre@lbpsb.qc.ca
lbpsb.qc.ca/international

Doing is believing – your journey awaits!

- Immersive learning
- Affordable tuition
- Guardianship service
- Dormitory accommodation for short term groups
- Community focused schools
- Culturally diverse city life
- ESL classes and language support
- Wide range of program choices
- Low ratio of international students



**Lethbridge School Division
International Services**
Lethbridge, Alberta
<https://www.lethsd.ab.ca/departments/superintendent/international-services/international-services2>

Succeed With Us!

- Excellence in Academics
- Visual and Performing Arts
- Athletics, IB, French Immersion
- Safe and caring urban community
- Established, supportive homestay families
- ESL support
- Short term, groups, academic programs
- Just over an hour drive to the Rocky Mountains



**Livingstone Range
School Division**
Fort Macleod, Alberta
+1-403-625-3356
globalstudents@lrds.ab.ca
www.lrds.ca/international

Welcome to the True Canadian Experience!

Where the mountains meet the prairies! Enjoy warm hospitality, incredible natural beauty, and caring homestay families. Experience cowboy culture, Rocky Mountain adventures & Indigenous culture.

- In-house homestay program
- Planned monthly excursions and activities
- Safe rural communities



Louis Riel School Division
Winnipeg, Manitoba
+1-204-257-7827
internationalstudent@lrds.net
isp.lrds.net

Thriving Learners Flourishing Communities

- English & French Immersion Programs
- Accredited Post-Secondary Technical/Vocational Programs
- Academic support in all schools
- Well-established and supportive Homestay Program
- Cultural & Extra-Curricular Activities



**Maple Ridge-Pitt
Meadows SD42**
Maple Ridge, B.C.
+1 604 466 6555
inted@sd42.ca
www.inted.sd42.ca

Come to Canada, Study in Maple Ridge ...An Authentic Canadian Experience

- 45 minutes from Vancouver
- 1 year or 5 month programs, or stay to Graduate
- Programs of choice: IB, Sports and Arts
- ESL support
- SD42 Homestay program



**Nanaimo-Ladysmith
Public Schools**
Nanaimo & Ladysmith,
British Columbia
+1-250-751-0197
ise@sd68.bc.ca
studyvancouverisland.ca

Love Learning in Nanaimo Ladysmith!

Experience the adventure and beauty of Vancouver Island:

- High quality academic and ELL programs
- Supportive in-house Homestay Program
- Peaceful and friendly seaside communities
- Athletics, Fine Arts, and Skilled Trades programs
- Exciting excursions and activities all year



**Niagara Catholic
District School Board**
Niagara, Ontario
+1-905-682-3360
International@ncdsb.com
www.niagaracatholicinternational.ca

Welcome to Niagara Falls, Canada

- Excellence in Canadian Education
- English immersion w/ local peers
- Full year, semester and short term
- AP and SHSM Programs
- Ontario High School Diploma
- ESL in all schools at no extra cost
- Highest standards in Homestay Accommodation and Services



Ottawa Catholic School Board
Ottawa, Ontario
+1-613-691-8805
discover@ocsb.ca
international.ocsb.ca

Where The World Meets

From Kindergarten - Grade 12, the OCSB offers world-class education. We are unique in our values and focus on student wellness, technology, extracurricular and academic success.

We offer:

- Immersive ESL experience
- Preparation for post-secondary education in North America
- Studying in the beautiful and safe city of Ottawa, the Capital of Canada

Study in Canada

Your Assurance of Quality Kindergarten to Grade 12 Education



**Ottawa-Carleton
School Board**
Ottawa, Ontario
+1-613-239-0314
ocenet@ocdsb.ca
www.studyottawa.ca

We Welcome the World

- Study in the Capital of Canada
- Academic Excellence
- ESL program
- Semester or Academic Year
- Summer Programs
- Arts High School
- Welcoming homestay families that speak English, French or they are Bilingual
- Safe city with many activities throughout the year



Palliser School Division
Lethbridge, Alberta
+1-403-328-4111
tom.hamer@pallisersd.ab.ca
www.pallisersd.ab.ca

Welcome to Southern Alberta - the Heart of Western Canada

- Leaders in academic student achievement
- Small class sizes in Safe and Caring communities
- Immersion in Western Canadian culture
- Strong student support systems
- Supportive and thoroughly screened host families
- Safe communities; urban or rural homestays
- Excursions



**Pembina Trails
School Division**
Winnipeg, Manitoba
+1-204-488-1757
tcordeiro@pembinatrails.ca
www.pembinatrails.ca/isp

'Accomplish Anything' in the heart of Canada – Winnipeg

- Quality education at a very affordable price
- Academic/ESL support
- Well established Homestay Program with very experienced staff
- Full-time Activities Facilitator
- Enjoy all four seasons
- Safe communities; urban or rural Homestays
- Excursions



**Powell River
School District**
Powell River, British Columbia
+1-604-414-7701
Brin.L.Bymin@sd47.bc.ca
www.sd47.bc.ca

Powell River eco-education "where learning comes naturally"

- High School graduation and college credits
- 100% Canadian English speaking
- One international student in each class of 25 Canadian students
- 100% of graduates attend universities!



Qualicum School District
Parksville, British Columbia
+1-250-951-0857
isp@sd69.bc.ca
www.schoolincanada.ca

Imagine yourself here! On beautiful Vancouver Island

- Academic/ELL support/Tutors
- Extensive student activity and excursion calendar
- Supportive, English speaking homestay families
- Year round moderate climate
- World class outdoor education program
- Year round Golf Academy
- Close proximity to spectacular Alpine ski mountains



**Red Deer Catholic
School Board**
Red Deer, Alberta
+1-403-341-4423
international@rdcrs.ca
www.international.rdcrcs.ca

Plan to join us in the heart of beautiful Alberta!

- Live in a safe and caring community
- Attend leading English academic schools
- Experience renowned Canadian Tourist destinations
- Enjoy stay immersed in Alberta culture and friendly home
- Take comfort in top rated International Homestay program administration



**Simcoe County District
School Board**
Simcoe County, Ontario
+1-249-388-2981
studyinsimcoecounty@scdsb.on.ca
www.studyinsimcoecounty.ca

Study in Simcoe County - Learn Here, Succeed Anywhere!

- Academic Year, Semester & Short-Term Programs
- Academic Excellence
- ESL Support
- Designated Guidance Counsellor
- Athletic Teams & Clubs
- Safe Communities
- Supportive Homestay Families
- One Hour North of Toronto
- Orientation Program and Student Excursion



**Sudbury Catholic
District School Board**
Sudbury, Ontario
+1-705-673-5620 ext.239
www.cometostudy.ca

Education for Life. Experiences that Excite!

- Located in the beautiful "City of Lakes", Sudbury Catholic fosters creativity and curiosity through an educational curriculum that welcomes every student. Pack your bags and explore:
- An authentic Canadian experience
 - High-quality education
 - A safe and caring community
 - Experiences to support strong English-Proficiency



Toronto District School Board
Toronto, Ontario
+1-416-395-8120
studytoronto@tdsb.on.ca
www.studytoronto.ca

Find What Inspires You.

- Largest school board in Canada
- Best ESL programs at all levels
- Full range of courses to choose from
- 4-week integrated orientation and summer school program
- Large program selection
- Direct guidance support
- Short-term cultural immersion programs for groups



**Waterloo Catholic
District Schools**
Waterloo Region, Ontario
+1-519-578-3660
info@wcdsb.ca
international.wcdsb.ca

Success For Each, A Place For All

- Excellent Graduate Results
- Comprehensive ESL Support
- School District Custodianship
- Welcoming Homestay Families
- One Hour to Toronto International Airport
- Established College & University Pathways
- Thriving and Safe Community



TRENDS

Sustainable campuses, green jobs, and affordable housing



DEEPOUL/PLAINPICTURE



Focus on Sustainability

Research shows that international students now actively evaluate institutions' environmental records



This year has been one in which more people, in more countries, have felt the harmful impacts of climate change. NASA research shows that July 2023 was the hottest month recorded since 1880. Around the world, humans and animals reeled from devastating floods, wildfires, droughts, storms, and intense heat waves.

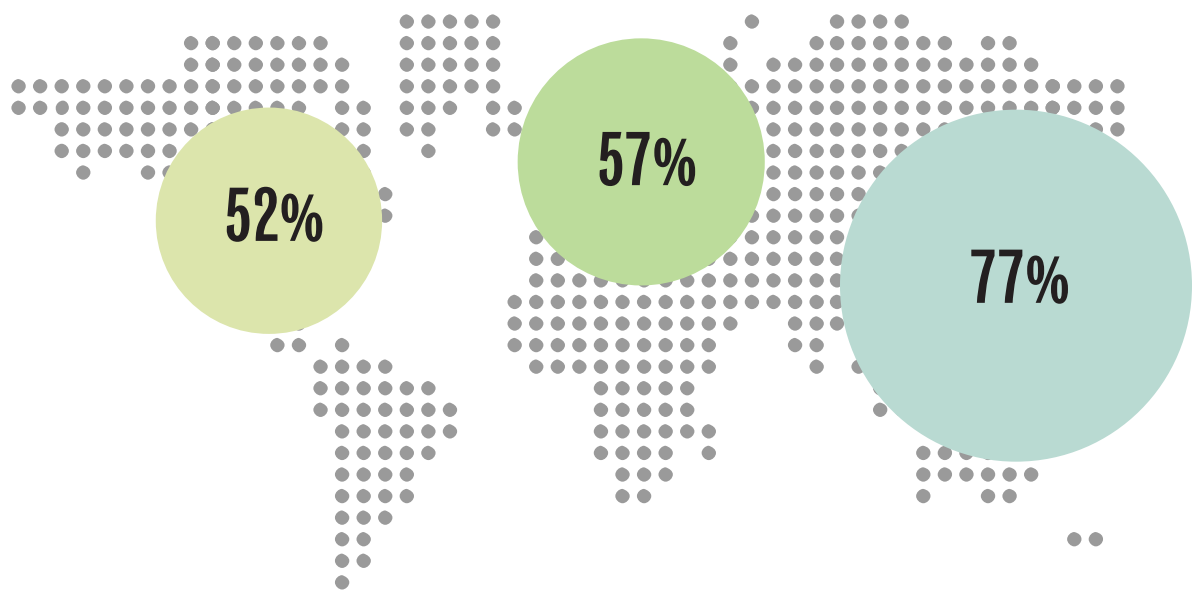
More than half of youth have climate anxiety

People under the age of 30 are the most likely to consider global warming a matter of utmost urgency. Emma Lawrance, mental health innovations fellow at Imperial College London's Institute of Global Health Innovation, notes, "Children born today will experience seven times the number of heat waves as their grandparents. At the same time, they are not yet in traditional positions of power to make the changes that are urgently needed to safeguard their future."



Demand for Green Jobs Varies According to Region

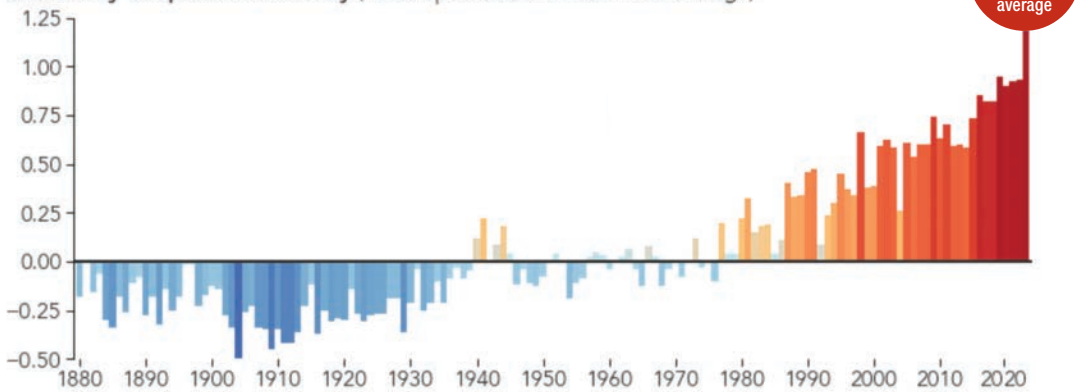
In 2022, a global Accenture youth survey found that 77% of 15–39-year-olds in the Asia-Pacific region are hoping to get a green job within the next 10 years (compared with 57% in Europe and 52% in the US).



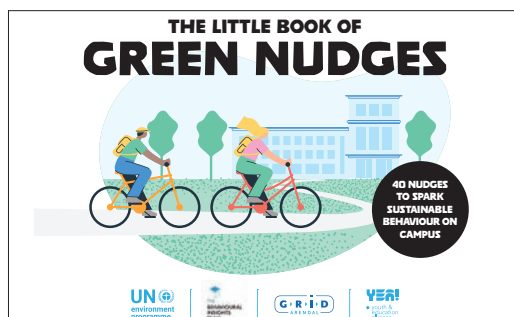
SOURCE: ACCENTURE'S 2022 REPORT YOUTHQUAKE MEETS GREEN ECONOMY

July 2023: The Hottest Month on Record

Global July Temperature Anomaly (°C compared to the 1951-1980 average)



Average July temperatures over time. SOURCE: NASA



Nudging students and staff along

The UN Environment Programme (UNEP) has a very helpful “Little Book of Green Nudges” to help students and staff on higher education campuses adopt sustainable behaviours. The UNEP explains the concept like this:

“When a university provides easy bicycle parking and repair stations, it nudges students to bike to campus. When a university makes plant-based food the default dish, it nudges students towards environment-friendly diets. These ‘green nudges’ are positive and gentle persuasions to influence behaviours on campus and to instil environmental values that can last a lifetime.”

Examples of nudges include:

“Food: Using appealing descriptions for plant-based dishes, for example ‘spicy chickpea curry.’ A study in a university cafeteria found that describing vegetables in indulgent terms resulted in 25% more diners choosing them.

Recycling: Making recycling bins eye-catching and easy to use. One study found that bins with specialised lids increased the recycling rate for beverage containers by 34%.

Waste: In cafeterias, offering smaller plates and no trays, to discourage food waste.

Sharing: Setting up a system to share leftover food from meetings or events. A group of students at one university set up a food-sharing group that has prevented more than 7,000kg of food from going to waste.”

A global survey conducted by *Lancet* of 10,000 youth aged 16–25 in 10 countries found that youth are experiencing significant levels of anxiety about climate change:

- 83% of respondents said people have failed to take care of the planet;
- 75% said the future is frightening;
- 59% were very or extremely worried and 84% were at least moderately worried;
- More than half reported feeling sad, anxious, angry, powerless, helpless, and guilty;
- More than 45% said their worry negatively affected their daily life and functioning.

Protests for change

Young people are clearly frustrated, and they are holding brands to account, including those in higher education. In 2019, the QS Environmental Concerns Survey found that 94% of students felt that universities could do more to reduce their environmental impact.

Last March, University of Toronto student protesters insisted that their university stop accepting research funding from fossil fuel companies. They were not the first in Canada to make such demands: in 2021, University of Victoria students and artist Emily Thiessen painted a 14-foot mural featuring salmon, a wind turbine, and words urging the new university president to divest from fossil fuels. Soon after, the university did just that, eliminating CDN\$256 million in funding from fossil fuel businesses from the Working Capital Fund.

More broadly, in May 2023, students occupied schools and universities across Europe in climate protest, the latest wave of this type of mass protest.



Sustainable schools and universities have an edge

There's no longer any doubt that educational brands gain a competitive edge when they commit to environmental sustainability. QS's 2023 International Student Survey found that when considering study abroad, 4 in 10 international students "actively researched [a school's] environmental sustainability strategy or efforts."

In presenting the findings, QS insights manager Alex Berka reiterated the "active" part of the finding: "This isn't passive absorption of information or something they regard as a hygiene factor in their deliberations. It's something they are really homing in on."

Separately, *Times Higher Education* research has found that 82% of prospective international students say sustainability is an important factor in decision-making, and nearly 3 in 10 (27%) already use sustainability indicators to inform their study abroad decisions.

Measuring sustainability

QS, whose World University Rankings are closely read by students and institutions around the globe, also has an increasingly important sub-brand: the QS Sustainability Index. But QS isn't the only organisation helping students and institutions to gauge campuses' environmental commitment. Other rankings include:

- The Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainable Campus Index
- *Times Higher Education* Impact Rankings
- The UI Green Metric World University Ranking

"We are the first generation to feel the impact of climate change and the last generation that can do something about it."

—Barack Obama

A growing list of companies are devoted to helping higher education institutions to mitigate their climate impact. In Australia, for example, International Education Sustainability Group (IESG) launched its Climate Action Barometer for international education™ this summer to help institutions benchmark their environmental performance. So far, participating institutions include Charles Darwin University, Curtin University, University of Auckland, The University of Newcastle, The University of Sydney, University of Tasmania, Western Sydney University, and Flinders University.

Choosing hope over fear

Students want to play a significant role in the health and future of our planet, and an expanding menu of institutions and programmes are in line with that goal.

Some of the most exciting higher education institutions in the world right now have green programming as a competitive advantage. At Wageningen University in the Netherlands, for example, all six bachelor's and 37 post-graduate degree programmes revolve around the environment, agriculture, and sustainability. QS ranks Wageningen among the world's top 200 universities.



What about jobs?

Sustainability-focused programmes should lead to post-graduation work opportunities. As much as students want to protect our planet, research shows that most put job outcomes first. There is a clear role for career services to reach out to green employers and for communications staff to convey the practical, as well as philosophical, benefits of sustainability-oriented programmes.

The World Economic Forum’s *Future of Jobs Report 2023* found that “nearly a

quarter of all jobs (23%) globally will change in the next five years,” and that “roles from renewable energy engineers, solar energy installation and systems engineers to sustainability specialists and environmental protection professionals will be in high demand.”

Opportunities everywhere

Green jobs can also be found in sectors seemingly unconnected to the environment. For example, Jack Reicherts, who recently graduated from the University of Illinois, Urbana-Champaign with a civil and environmental engineering degree, landed an incredible position as the first-ever sustainability adviser of a major entertainment company. He will work to reduce the impact that the company’s film production and travel has on the environment. He told *The Nation* in June 2023 that “one does not always need to have a direct match between their background expertise and the role in front of them; indeed, for [me], having expertise from a different industry was an asset ... opportunities pop up in unexpected places.”

This suggests a clear role for career advisers to help graduating students who want their work to have a sustainable orientation to network, connect with alumni, and adopt a wide lens when searching for jobs.

If you’ve got it, flaunt it

Virtually all international students (98%) responding to the 2019 QS Environmental Concerns Survey agreed that universities should publicise their sustainability efforts on social media channels, on the institutional website, at student fairs and events, and in their brochures.

As we move through the decade, sustainability is taking its rightful place alongside graduate outcomes, value for money, rankings, and location as a top factor influencing where international students choose to study.



Top 10 Most Sustainable Universities (QS 2023)

- 1. University of California, Berkeley (US)
- 2. University of Toronto (Canada)
- 3. University of British Columbia (Canada)
- 4. University of Edinburgh (UK)
- 5. University of New South Wales (Australia)*
- 5. University of Sydney (Australia)*
- 7. University of Tokyo (Japan)
- 8. University of Pennsylvania (US)
- 9. Yale University (US)
- 10. University of Auckland (New Zealand)

*TIED

Sponsored by

Seneca
POLYTECHNIC
TORONTO  CANADA

To learn more:

senecacollege.ca/international



Diverse international student community with 24,600 students from 150+ countries.

Seneca is a polytechnic for the 21st century

As societies move into a new era of technological innovation and artificial intelligence, just imagine the new types of skills and knowledge that will be required. Already, there is increased demand for advanced technological expertise, technical competency, and information literacy around the interpretation, management, and use of massive amounts of machine-generated data. This Fourth Industrial Revolution, many believe, places a fresh importance on uniquely human skills such as creativity, cultural adaptation, empathy, and problem solving.

Higher education is being called on to think carefully about this emerging set of essential skills and to adapt by placing a greater emphasis on experiential learning, links between the classroom and work, and a lifelong learning model where new skills can be readily acquired and adapted over time.

In the case of Canada's Seneca Polytechnic, that call has contributed to a rebranding of the institution, and, more importantly, to a reimagining of what the higher education institution of the future will look

like. This rebranding opens the door to a new depth in programme offerings and a new approach to teaching and learning – one in which the student is at the centre of the polytechnic's expanding portfolio of degrees and diplomas and its global network of more than 1,000 partner organisations.

Seneca Polytechnic's continuing development is now being guided by three strategic pillars. We are building a more equitable, sustainable, and virtual Seneca. Equity has a particular meaning in an international education context: it carries with it important ideas about diversity and inclusion, and also of ensuring access to education through a variety of means and of being closely engaged with partners and stakeholders. "It's about belonging," says Keith Monrose, Seneca's executive director for international. "We really want to understand who you are and to deliver a uniquely tailored experience for each student."

The idea of a more virtual Seneca also has special relevance for international students and partners. There is a greater emphasis on (1)

multi-modal teaching and learning in classrooms, online, and/or through hybrid or flexible programme models; and (2) digital delivery of student services that are "just in time, just enough, and just for me."

The third pillar in the Seneca model is sustainability. This relates

"It's about belonging. We really want to understand who you are and to deliver a uniquely tailored experience for each student."

to our global environment and our collective role in reducing negative environmental impacts, as well as to our commitment to sustaining relationships with students and partners over the long term. "One size doesn't fit all," adds Monrose. "We're coming at this from a person-to-person perspective, and "with a strong focus on global citizenship and the core skills that will serve our students for the future."

UNLOCKING DREAMS, ONE CLICK AT A TIME



First Meeting

Getting to know you!



The Plan

Personalized, step-by-step

- ✓ Language Acquisition
- ✓ Secondary Academic Programs
- ✓ Blended Learning
- ✓ Summer Programs
- ✓ University Pathways
- ✓ Exam Preparation
- ✓ University Counseling
- ✓ Post-Secondary Academic Programs
- ✓ Career Assessment
- ✓ Internship Placement



Achieve

Your dreams!




Support

We will be right by your side throughout your journey

Imani came to us with a dream - to make health care easily accessible in small communities like hers. She shared her passion and together we created the pathway to unlock her dream = **high school dual diploma + AP + internship + exam preparation + University.**

At Educate Online, we believe in the transformative power of education, and we're here to make that journey as accessible as a single click.

 Since 2018, we have been on a mission to offer borderless education to young people, ages 4-25. Since then, we have supported more than 10,000 students from 25+ countries to achieve their academic and career dreams.

It's time to
Educate Online



educate-online.org



EDUCATE ONLINE



Student Accommodation Crunch

Attracting and retaining international students can be challenging in the midst of an affordable housing crisis



Let's say you're a well-ranked university in a desirable city in a major study abroad destination. Your programmes are on point, your marketing is phenomenal, and you have scholarships to offer the most promising students. But ... wait ... is there anywhere for incoming international students to live?

This quandary is one that admissions and recruitment staff at hundreds of language schools, colleges, and universities have been coping with recently, especially if their institution is in a leading destination.

Rents skyrocketing around the world

In London, UK, there were about four higher education students for every purpose-built student bed available for the 2021/22 academic year. More than 344,000 full-time university students were studying in a city with fewer than 92,000 purpose-built student accommodation (PBSA) spaces. *The Guardian* reports that "According to



Cushman & Wakefield [real estate brokers], fewer than one in 10 beds in major university cities are now affordable to the average student in receipt of maintenance loans and grants.” Data from accommodation listing agency StuRents suggest that the student accommodation shortage could grow from an estimated 5,000 beds in 2018 to more than 600,000 beds by 2026.

The return of large numbers of international students to Australia this year is contributing to rental costs in major cities there going up by 10–20%. Construction of new PBSAs is lagging. Currently, nearly 80,000 students live in an estimated 200 buildings that are mostly full, and around one-third of the beds are rented by local students.

The same trend is happening in many North American cities. *CBC News* reported this fall that, on average across Canada, “rent went up by more than \$100 a month between May and August 2023, with the average new tenant now being asked to pay \$2,117 a month [for a one-bedroom unit].”

The Toronto Star reports that “students are now paying 25% more for housing than the average Canadian renter.” Similarly, in the US, real estate software company RealPage found that from November 2022 to May 2023, student housing rents jumped by 8.8% year-over-year; in comparison, multi-family rents increased by 4.5%.

No room to move

Too many international students are unable to rent a decent place with enough room to live comfortably. In extreme cases, students crowd themselves with three to five other tenants into apartments meant to hold one. They sleep on couches or on the floor if necessary and put up makeshift privacy curtains. Others resign themselves to unacceptable housing and delinquent landlords. Many find it necessary to work too many hours outside of study time to cover higher living costs.

Then there are the international students who drop out of programmes because their rental fees have shot up since they arrived at their destination, and the prospective students who dreamed of studying abroad but who decide they no longer can because of the cost of living. These cases equate to lost enrolments of often best-fit students.

Are international students to blame?

Some critics argue that there is a link between surging international student numbers in places like North America, Australia, and the UK and a general housing affordability crisis. It’s a complex situation, but in brief, many institutions do not have enough housing on campus (e.g., dormitories or residences) to accommodate rising enrolments, and there are too few PBSAs off campus to house those who can’t get lodging on campus. Students have no choice but to rent private apartments if they want to attend a programme, and this

BUSINESS PROGRAMS IN ENGLISH

- **Audencia:** A top-ranked European Business School in France
- **25+ English-taught programs**
Undergraduate, Graduate, Executive Education

OVER

7,200
STUDENTS

130+

NATIONALITIES

34,000 + ALUMNI

200

ALUMNI +
COMMUNITIES
(London, New York,
Shanghai...)

800

CORPORATE
PARTNERS
(in France and
worldwide)





No Bed? No Thanks

In a global IDP survey conducted in early 2023, nearly two-thirds (64%) of Chinese student respondents said they wanted to secure lodgings before leaving for study abroad, and 72% said they would not travel at all without having accommodation arranged and confirmed. Only 5% said they would stay the course and travel even if they did not have accommodation in place.

is pushing up rent prices in general for all residents.

This is hardly the fault of international students. If accepted to a foreign institution, they should be able to, well, *live* somewhere while they study. Not only that, they should also be able to live somewhere that doesn't cost them so much they have to scrimp on food and other essentials. International students have not caused the lack of housing, but the problem does need to be solved for both their sake and for other residents.

Are enrolment caps the answer?

When senior Canadian government officials mused publicly, in summer 2023, that capping the number of new international students coming to Canada might take the pressure off rental prices, their idea was met with scepticism among educators in the country. Colleges and Institutes Canada (CICan), which represents the publicly funded post-secondary sector, issued a statement that "international students are not to blame for Canada's housing crisis; they are among those most impacted." The association continued, "a cap on international students may seem to provide temporary relief, but it could have lasting adverse effects on our communities, including exacerbating current labour shortages."

Yet the federal officials' notion, amplified by media coverage, is resonating with Canadians. More than half (55%) of Canadians polled in late summer said they want the federal government to accept fewer international students in the future.

Action needed ASAP

Clearly, post-secondary institutions characterised by rising international student numbers and inadequate on-campus housing need to consider:

- Constructing more on-campus accommodation;



Learn more

Industry-leading professional training from **ICEF Academy**

Courses designed for both education agents and institutions to give you the competitive edge. Learn more at icef.com/academy



- Working with third-party PBSA firms to build more convenient off-campus housing;
- Providing more housing support services for students.

Many colleges and universities already have action plans in place. For example, in Ontario, Canada:

- **McMaster University** is constructing a CDN\$100 million “academic hub” in downtown Hamilton featuring 600 graduate student housing spaces and is investing another \$150 million in creating 1,366 spots for undergraduates. The new project will include support spaces and services for students, such as fitness centres.
- **Trent University** is providing tens of thousands of dollars in emergency rental support for students facing unforeseen circumstances, has expanded its team of full-time staff and student employees dedicated to helping students to secure off-campus housing, has commissioned a residential development company to build and operate a new building with approximately 324 student beds, and has bought four houses close to campus to devote to student housing.

It is also incumbent on city and federal governments that have actively supported an increase in international students as part of an immigration strategy to invest in student housing. There is already a case study to learn from: The Netherlands’ National Action Plan for Student Housing. That plan called for 60,000 affordable student homes by 2030, and as of September 2023, arrangements were in place for more than a third of that target.

“Building more student housing residences and incentivising investors [and] developers ... is the right approach to the partial solution of the housing crisis rather than losing an opportunity to attract young talented people, who can facilitate countries’ development.”

—*Samuel Vetrak, CEO at BONARD, speaking with The PIE News*

In British Columbia, Canada, the provincial government has pledged to invest CDN\$450 million to provide 5,000 additional student housing spaces and to allow colleges and universities to take on debt to enable their own student housing projects. Institutions are also asking the government to help them cover the costs of building more student housing: in September 2022, Vancouver Island University announced it would begin work on a 266-bed on-campus residence, at a cost of CDN\$87.8 million, \$87 million of which will be paid for by the BC government.

The BC example underlines that the regulatory environment around construction of purpose-built accommodation must evolve to solve the crisis. Amber, a student accommodation booking service working in cities across the globe, notes that:



"Governments have supported Built to Rent (BTR) developments as part of the housing mix, and governments must view PBSAs similarly. PBSA is a separate asset class; governments must provide clear planning approval pathways. Moreover, the government should consider extending the generous land tax and regulatory treatment afforded to BTR developments."

In the meantime

Destinations, smaller cities, and individual institutions that can offer students secure, safe, and affordable housing have a distinct competitive advantage. Institutions in places where housing is a problem that will not be solved in the near term must take steps to:

- Support students in finding housing and if necessary, allocate more staff resources for this task.
- Inform prospective students about the cost of living – too many online resources detailing costs of living are outdated.
- Manage enrolments in line with housing scarcity. For example, Cape Breton University in Nova Scotia, Canada, decided to cap admissions to its two-year post-baccalaureate programme because of an inadequate housing supply (Sydney, the university's town, has fewer than 20,000 residents). It was an unfortunate but responsible decision. The post-bac programme is exceptionally popular with international students.

**Elevate your assessments
with iTEP Exams**

English testing solutions

- Online & available 24/7
- Results in 24 Hours
- Secure Platform
- CEFR Aligned
- Trusted by thousands of institutions worldwide

Try the iTEP Pilot Program

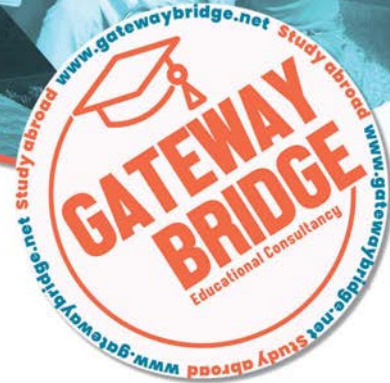
www.itepexam.com

iTEP
Your stepping stone to success

**BORDERLESS EDUCATION
BOUNDLESS POSSIBILITIES**

Study in

Australia | Canada | New Zealand



Australian Company Number: 636 076 830

**UNLOCK GLOBAL
EDUCATION**



**CRAFTING STUDY ABROAD
SUCCESS FOR OVER 14 YEARS**



**Comprehensive
Test Prep**



**10,000+
Students
Empowered**



**99.98%
Student Visa
Success**

Maven Consulting Services
The Future of Study Abroad Consultation

Visit our Website:



**C
O
N
T
A
C
T**

☎ : +91 89711 38370 | +91 80 40916818
✉ : contact@mavenconsultingservices.com
🌐 : www.mavenconsultingservices.com

OUR BRANCHES:
Bangalore | Chennai | Belgaum



OUTREACH

Best practices in website design and educator-agent partnerships

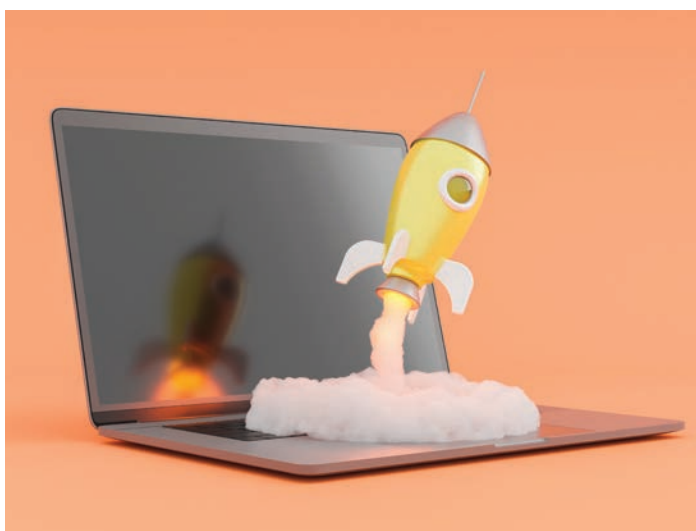


Jewel Changi Airport, Singapore



OPPORTUNITY ALERT:

Better landing pages



There's a good chance you already know where a lot of your best prospects are right now. Need a hint? Take a quick flip back through the magazine to page 18 and you'll see the social media platforms international students are spending hours on every day. Those students are exploring where they want to study, and they're following the links savvy institutions are incorporating into posts and videos.

When students click on one of those links, where do they go? In many cases, to an institutional website. This is good, but not always ideal. That's because prospects could instead be directed to a landing page designed to:

- Answer their top questions;
- Intrigue them;
- Persuade them to take an action that leads them closer to enrolment.

What is a landing page?

A landing page is a focused webpage designed for a segment of prospective students (e.g., international students in general, students from a particularly important target country, or students interested in a specific programme).

A landing page is meant to generate the most promising leads for an educational institution. Defining a clear goal to guide the design is essential. For example, you might want students to submit an application on the page, connect with a student ambassador, or fill out a contact form to request more information.

Institutions can also create a landing page for a specific campaign. This has the benefit of allowing a school to measure the success of a marketing initiative. For example, did the Facebook campaign in West Africa drive students to take an action on an associated landing page? Did a student fair in Bangladesh result in Bangladeshi students submitting contact forms on the landing page linked to the event?

Wanted: Personalised content

Research from Scoir, a company that simplifies the applications process for US colleges, reveals that the biggest challenges for students exploring college options are not being able to find what they need on college websites and lack of personalisation in communications.



Anatomy of a good landing page

UCLA developed an effective landing page for one of its continuing education programmes: its Certificate in Small Business Management and Technology. This is an example of a landing page targeted at a segment of students interested in developing a particular skill and certification to give them a boost in their current career as a small business owner or employee.

The page designers clearly knew:

- What kinds of questions and goals target students would have;
- What kinds of students should – and importantly, should not – apply to the course;
- What calls to action (CTAs) should be on the page: Apply Now and Contact Us.

1. Succinct explanation of benefits

This program is perfect for...

- Existing small-business owners and managers who wish to refresh and update their skills
- Career changers who have business experience but are preparing to go into business for themselves
- Owners or participants in family-owned businesses who need additional preparation and know-how
- Military personnel with administrative, purchasing, logistics, or related experience who want to start their own business

2. Brief presentation of details

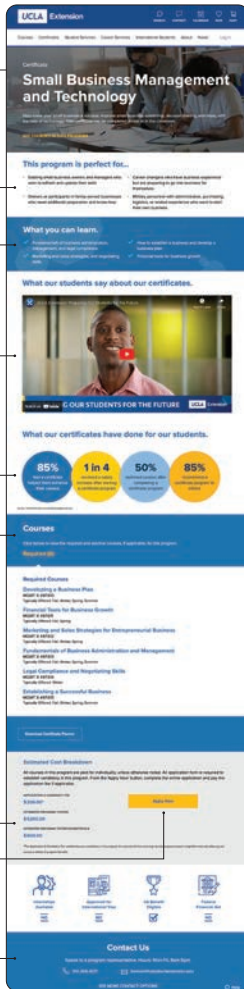
What you can learn.

- ✓ Fundamentals of business administration, management, and legal compliance
- ✓ Marketing and sales strategies, and negotiating skills
- ✓ How to establish a business and develop a business plan
- ✓ Financial tools for business growth

3. All-important video testimonial

What our students say about our certificates.





1

2

3

4

5

6

7

What our certificates have done for our students.



Source: UCLA Extension Certificate Graduates Survey

4.

Proof of graduate outcomes

Courses

Click below to view the required and elective courses, if applicable, for this program.

Required (6)

Required Courses

Developing a Business Plan

MGMT X 497610

Typically Offered: Fall, Winter, Spring, Summer

Financial Tools for Business Growth

MGMT X 497611

Typically Offered: Fall, Spring

Marketing and Sales Strategies for Entrepreneurial Business

MGMT X 497612

Typically Offered: Fall, Winter, Spring

Fundamentals of Business Administration and Management

MGMT X 497613

Typically Offered: Fall, Winter, Spring, Summer

[Download Certificate Planner](#)

Estimated Cost Breakdown

All courses in this program are paid for individually, unless otherwise noted. An application form is required to establish candidacy in this program. From the 'Apply Now' button, complete the online application and pay the application fee if applicable.

APPLICATION & CANDIDACY FEE

\$200.00*

ESTIMATED PROGRAM TUITION

\$5200.00

PROGRAM TEXTBOOK/MATERIALS

*Candidacy Fee establishes your candidacy in the program for a period of time covering normal progress toward completion and may allow you to

[Apply Now](#)

5.

Info to weed out unqualified leads (e.g., if students do not have required courses or adequate funds, they will not apply)

6.

Call to action: Apply Now

Contact Us

Speak to a program representative. Hours: Mon-Fri, 8am-5pm.

310-206-4271

bamcertificate@uclaextension.edu

[SEE MORE CONTACT OPTIONS](#)

7.

Secondary call to action: Contact Us

The link to efficiency

As our article on page 16 highlights, students want to find the exact information they're looking for quickly, and they want their questions answered immediately. A good landing page can serve their needs. Similarly, a well-designed landing page allows admissions staff to persuade best-fit students to press onward on the path towards enrolment.



RULES OF ENGAGEMENT:

Best practices for educator-agent partnerships



The international education marketplace is more complex than ever. A greater number of destinations – and education institutions – are competing for students' attention. The range of available study programmes has expanded and now includes online and hybrid modalities. Students consider not only course content, but also scholarships, internships, and post-study work and permanent residency opportunities.

As a result, both students and educators are increasingly turning to agents for support. Students rely on agents to help them to plan study abroad, compare options, and apply to institutions. Institutions appreciate the local expertise and connections of agents when diversifying their markets, promoting a wider variety of programmes, and communicating across languages, religions, and cultures.

Greater use of agents has underscored the need for improved quality standards for institution-agency collaborations. Several best practice



Educator-agent best practice resources

- ➔ The London Statement framework (formally, The Statement of Principles for the Ethical Recruitment of International Students by Education Agents and Consultants);
- ➔ The Guide to International Student Recruitment Agencies from the National Association for College Admission Counseling (NACAC);
- ➔ The National Code of Ethical Practice for UK Education Agents from British Universities' International Liaison Association (BUILA);
- ➔ The Australian Agent Code of Ethics (ACE);
- ➔ Best Practice Guidelines for Institutional Members from the American International Recruitment Council (AIRC);
- ➔ Best Practice Guidelines for Education Providers and Agents from The Association of Language Travel Organisations (ALTO).

guidelines now exist, some developed by governments and peak bodies and some created by other stakeholders.

Despite having been developed at different times and in different contexts, the resources listed to the left all aim to codify best practices for educators and agents alike. Persistent themes include honesty, accountability, and transparency in agency-educator partnerships and in communications and transactions with students.

A new code of conduct governing ICEF-approved agencies

For the past year, ICEF has been engaged in a process of deep reflection on these important themes, leading to the development of our own Code of Conduct. This is a code of practice that agencies are now required to endorse and comply with in order to establish or maintain their ICEF Agency Status and their eligibility to attend ICEF events.

The complete code appears on the opposite page, and we hope it will be helpful both for educators working with agents and for agents who aim to distinguish themselves in an increasingly competitive marketplace.





ICEF Code of Conduct for the Ethical Recruitment of International Students

Agency owners and executives are straightforward, transparent, and accountable at all times and in all dealings with staff, institutions, students, parents, and other stakeholders. This includes ensuring that they and their staff are:

- | | | | |
|---|---|--|--|
| <p>1 Acting fairly and in the best interests of both students and institutional partners.</p> <p>2 Providing current, accurate, and honest information.</p> <p>3 Providing realistic and appropriate information that is tailored to the individual student, particularly in relation to language ability, financial capacity, and intended study programme.</p> <p>4 Ensuring that visa and admissions applications are free of any fraudulent or misleading documents or representations.</p> <p>5 Being transparent in all business dealings and advisory services, including avoiding any conflicts of interest or misrepresentation.</p> <p>6 Prioritising the use of signed agreements or contracts between the agency and the institution and being transparent with both students and receiving institutions in cases where a student may be referred outside of any such formal agreement.</p> | <p>7 Disclosing to partner institutions whether any contracted subagents may play a role in recruitment and ensuring appropriate oversight or quality assurance measures to monitor subagent compliance with this code of conduct.</p> <p>8 Preserving the confidentiality of all personal and business information.</p> <p>9 Ensuring that minor students have adequate representation and support from a parent, guardian, and/or legal counsel.</p> <p>10 Representing accurately the rights and responsibilities of the student in their intended destination country.</p> <p>11 Complying with all relevant laws and regulations in both the agent's home country and the student's intended destination.</p> | <p>12 Promoting a government or industry endorsement – including the use of any official brand marks – only with the approval of the endorsing body.</p> <p>13 Using an institution's officially approved material, including branding or any official marks, only in cases where a written agreement with that institution provides for such use.</p> <p>14 Ensuring that all advertising and marketing materials are free of misrepresentation and comply with both local advertising standards and the brand guidelines of partner institutions.</p> <p>15 Ensuring the quality of the student experience through effective mechanisms to gather feedback and otherwise monitor a student's progress in their study abroad destination.</p> <p>16 Establishing clear processes for handling complaints and resolving disputes.</p> | <p>17 Participating in appropriate industry training programmes where possible and appropriate, as well as training and site visits specific to individual institutions.</p> <p>18 Maintaining membership in appropriate professional associations and other standards-based bodies, where possible and appropriate.</p> <p>19 Working with stakeholders and colleagues to advance industry standards and best practices.</p> <p>20 Maintaining all required business licences and/or registrations.</p> |
|---|---|--|--|



For additional background on the ICEF Agency Status programme, please see www.icef.com/ias.



SPOTLIGHT

Insightful quotes to inspire your thinking in 2024

“ People now expect to be assisted everywhere, and that means it's critical that you're measuring and understanding the impact of your media touchpoints on the consumer journey.”

Think with Google

“ Prospective students are walking away from institutions if they're not satisfied with the level of responsiveness. On the other hand, our data shows that those who have a good enquiry experience with reciprocal engagement from the institution are three times more likely to convert to enrolment.”

*Rachel Fletcher,
co-founder and
CEO of UniQuest*

“ Gen Z is the most diverse generation in history, and when it comes to messaging, one size does not fit all. Use data intelligently to determine how to segment and communicate with the various groups.”

*Erik Huberman, founder and CEO of
Hawke Media, writing in Rolling Stone*

“ Students across many non-sustainability and environmental science majors are thinking about environmental and sustainability issues. The thing about this silo is that it's not vertical, it's horizontal. It cuts across all these other disciplines.”

*Ken Lindeman, professor of ocean
engineering and marine sciences
at Florida Institute of Technology,
interviewed in Inside Higher Ed*

“ If your business is truly unique in the value it adds to the world and leads with purpose, your marketing campaigns will resonate, or you'll get key feedback to encourage change.”

*Arthi Rabikrisson, founder
and managing director, Perna
Advisory, writing in Forbes*

Gujarat's Most EMINENT VISA and Immigration Consultant



8 Years of Experience



2000+ Students Enrolled



100+ Sub-Agents Network



97% Visa Approval Rate

Studying abroad offers Transformative experiences and lifelong opportunities.

Gravitate Overseas ensures a clear path to the dream university, so scholars can focus on education and personal growth.

**JOIN US FOR A MEMORABLE
IMMIGRATION JOURNEY**



+91 82000 81687



Info@gravitateoverseas.com



www.gravitateoverseas.com



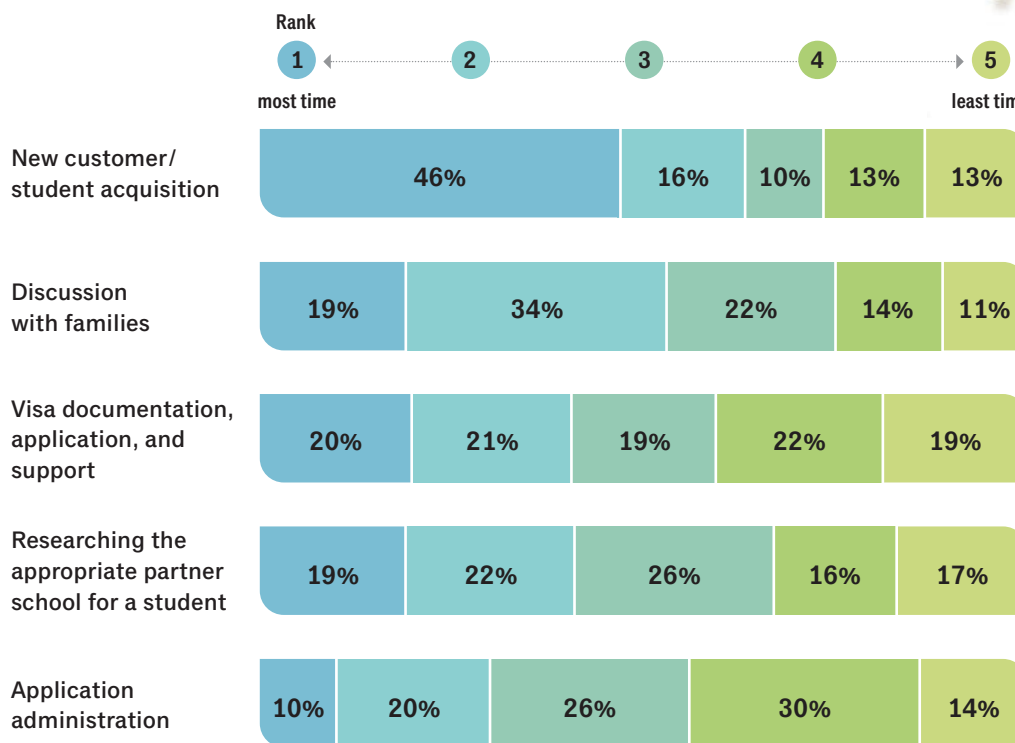
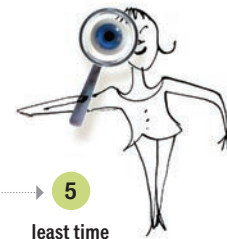


AGENT VOICE

Where do agents spend most of their time?

The 2023 edition of the ICEF Agent Voice survey included new questions exploring the most significant demands on agents' time.

Based on nearly 700 completed surveys from agents across 92 countries, the following chart summarises the top-ranked responses to the question, "When recruiting and assisting students, which of the following accounts for most of your time?"



SOURCE: ICEF AGENT VOICE SURVEY 2023

If you are an agent, how well do these responses match your experience?

If you are an educator, how could you best support your agent partners to reduce the time they spend in any of these areas?



NOIC
ACADEMY

NOIC ACADEMY



Ontario
Secondary
School Diploma



IB Diploma
Programme



On-Campus and
Online Programs

19 YEARS OF PROVEN SUCCESS IN THE GREAT TORONTO AREA CANADA

Welcome to NOIC Academy, a premier private secondary school where high standards, exceptional academic achievement and personalized programming are at the heart of our educational philosophy.

- **9~12** Grades
- **800+** Students (2022~2023 Academic Year)
- **4,000+** Alumni Worldwide
- **1:15** Class Size
- **100+** Certified Teachers
- **80%+** University of Toronto Acceptance Rate
- **75%+** Graduates Received Scholarships
- **\$1,991,453:** the Average Annual Scholarships Received



Admissions: info@noic.ca
Partnership: partnership@noic.ca



www.noic.ca
50 Featherstone Ave, Markham, ON L3S 2H4

your story begins here.



COQUITLAM

SCHOOL  DISTRICT

internationaled.com