

A world map rendered in a light blue, dotted pattern against a solid blue background. The map shows the outlines of continents and major landmasses.

PRESENTATION

Beyond the Horizon

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ICEF

Connect. Recruit. Grow.

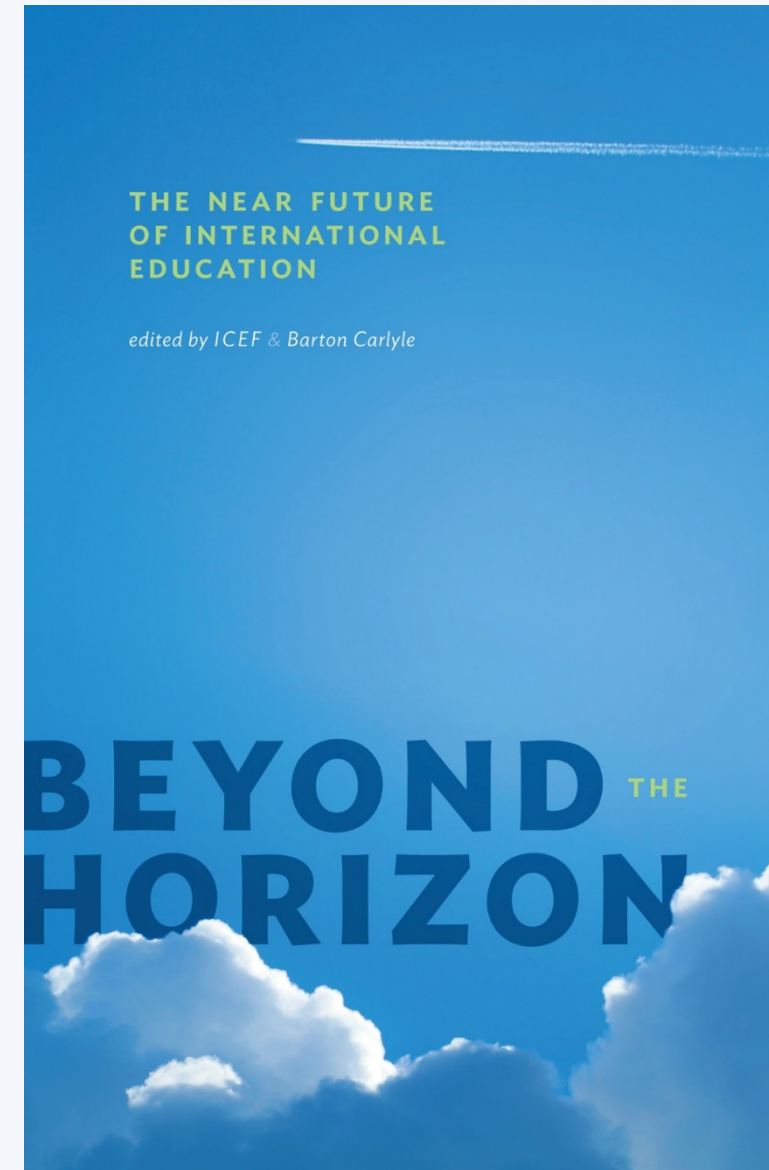
Publication

Beyond the Horizon

A look at the trends and challenges shaping international education for the next 5 years.

Free Download:

<http://www.icef.com/beyondthehorizon>



What we'll talk about: The changing landscape



Competition



Pathways



Technology



Risk



This Moment in Time (And What Happens Next)

Landscape

Change

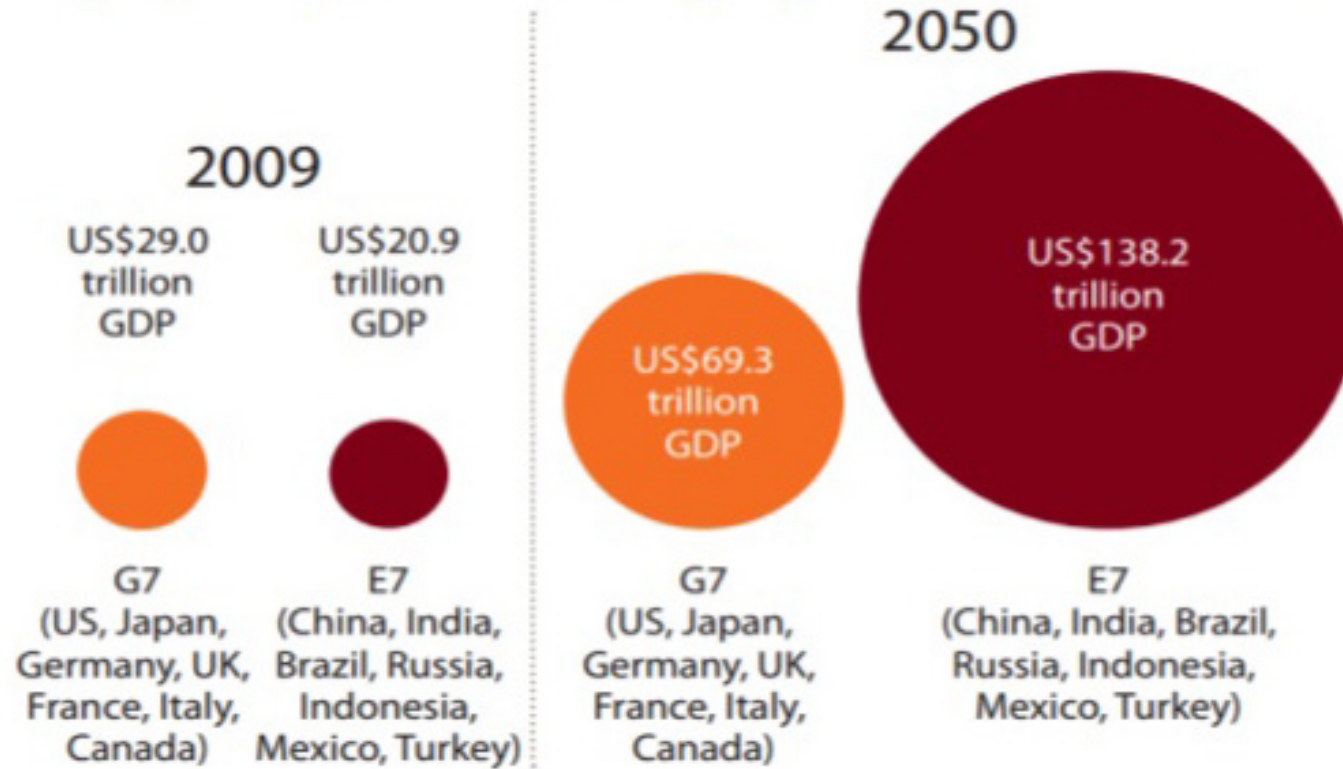


Landscape

China and...



GDP of G7 and E7 countries is shifting in unprecedented scale and pace



Landscape

International Education



Landscape

Canada



Landscape

Maturity



Landscape

Crossroads



Competition

Standing Out

1. Who are you?
2. Start with experience
3. Think different



Competition

Relationships

“Agents send students to people that they like”

1. Focus on fit
2. Think long term
3. KISS
4. Offer support
5. Make it personal



Pathways

Pathways as a competitive advantage

- ▶ **The pathway market has expanded considerably and further growth is anticipated**
- ▶ **Pathways link preparatory and academic studies at one or more institutions**
 - For institutions, pathway programme providers offer additional recruiting networks and marketing channels
 - For students, pathways offer a structure progression path to the student's ultimate degree programme and often lower entrance requirements



The Age of Digital Recruitment

Students are online and institutions are following

- ▶ The importance of unbranded search
- ▶ Mobile is a must
- ▶ Different channel for different times and markets
- ▶ Listen well, respond quickly



1. GETTING STUDENTS' ATTENTION

2. THEY'RE CHECKING YOU OUT

3. THEY ASK FOR INFO

4. THEY APPLY

5. YOU OFFER
ADMISSION

6. THEY
ENROL

Technology

Digital Marketing

Ways to make prospect management more effective.



Technology

Online Learning

We are seeing mainstream adoption of online learning by students.

- ▶ **500 universities offered programs via MOOCs in 2015**
- ▶ **Seeing an emergence of Online Programme Managers (OPMs)**
- ▶ **MOOCs are moving away from free offerings to paid credentials**



Technology

So you say you are innovative?!

Students have growing expectations on having new, flexible learning options.

- ▶ **Getting personal**
- ▶ **Becoming competent**
- ▶ **Gamification**



Risk

The Corporate View of Risk

“Many institutions have built their financial plans on continued growth in international students and this is not sustainable in my view” Mike Rowley, partner and head of Global Education Practice with KPMG.

- ▶ **Strategic**
- ▶ **Environmental**
- ▶ **Financial**
- ▶ **Program Management**



- Social Media ROI

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