

i-graduate

Canada's Competitive Advantage - Insights from International Students



Presenters

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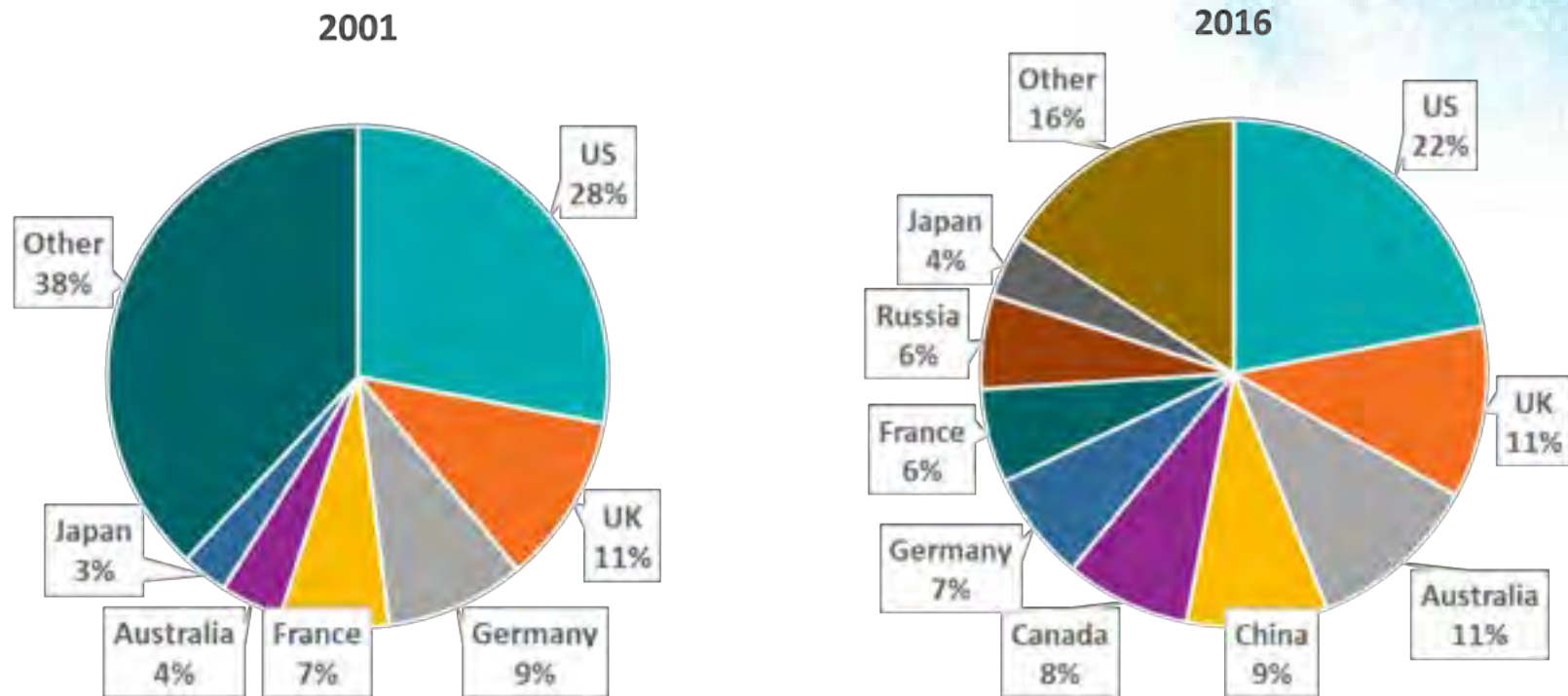
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International Student Market Share

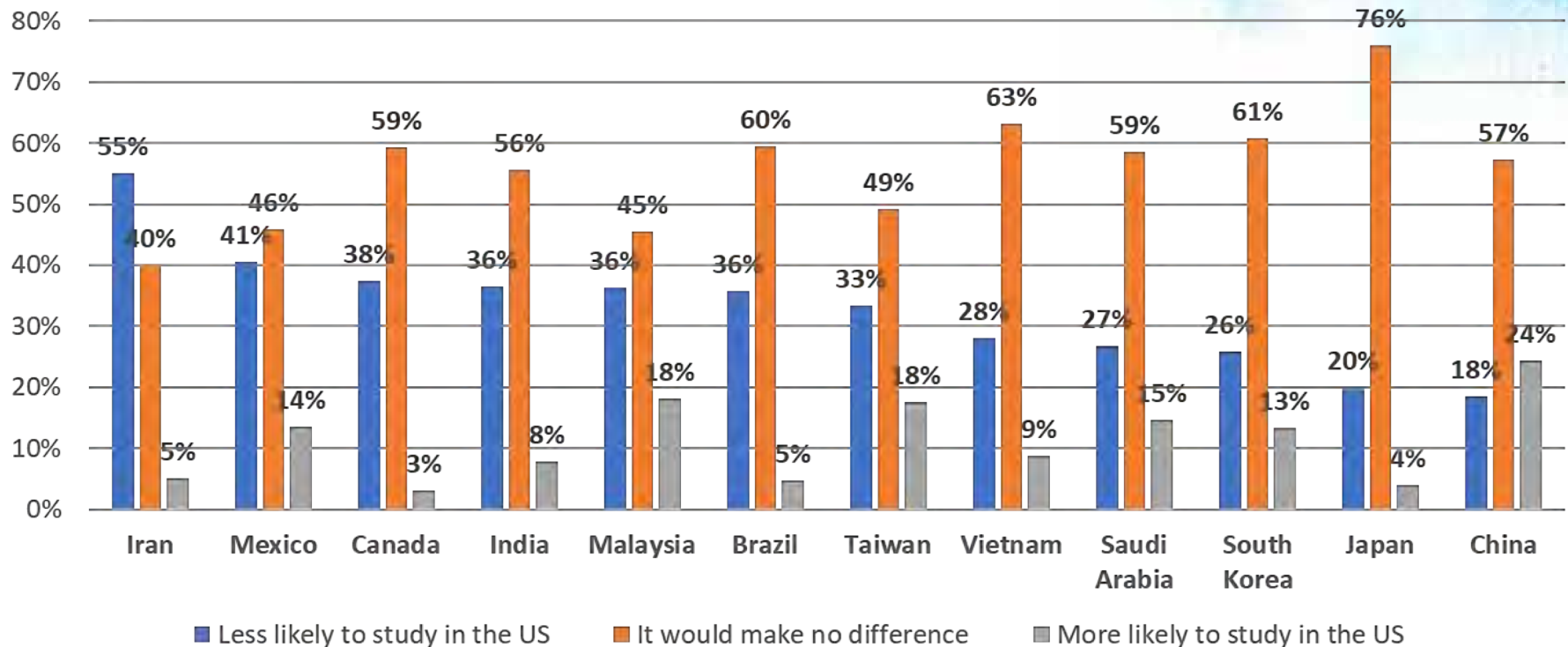


Global market share of internationally mobile students for leading study destinations, 2001 and 2016. Source: IIE/Project Atlas (2001)





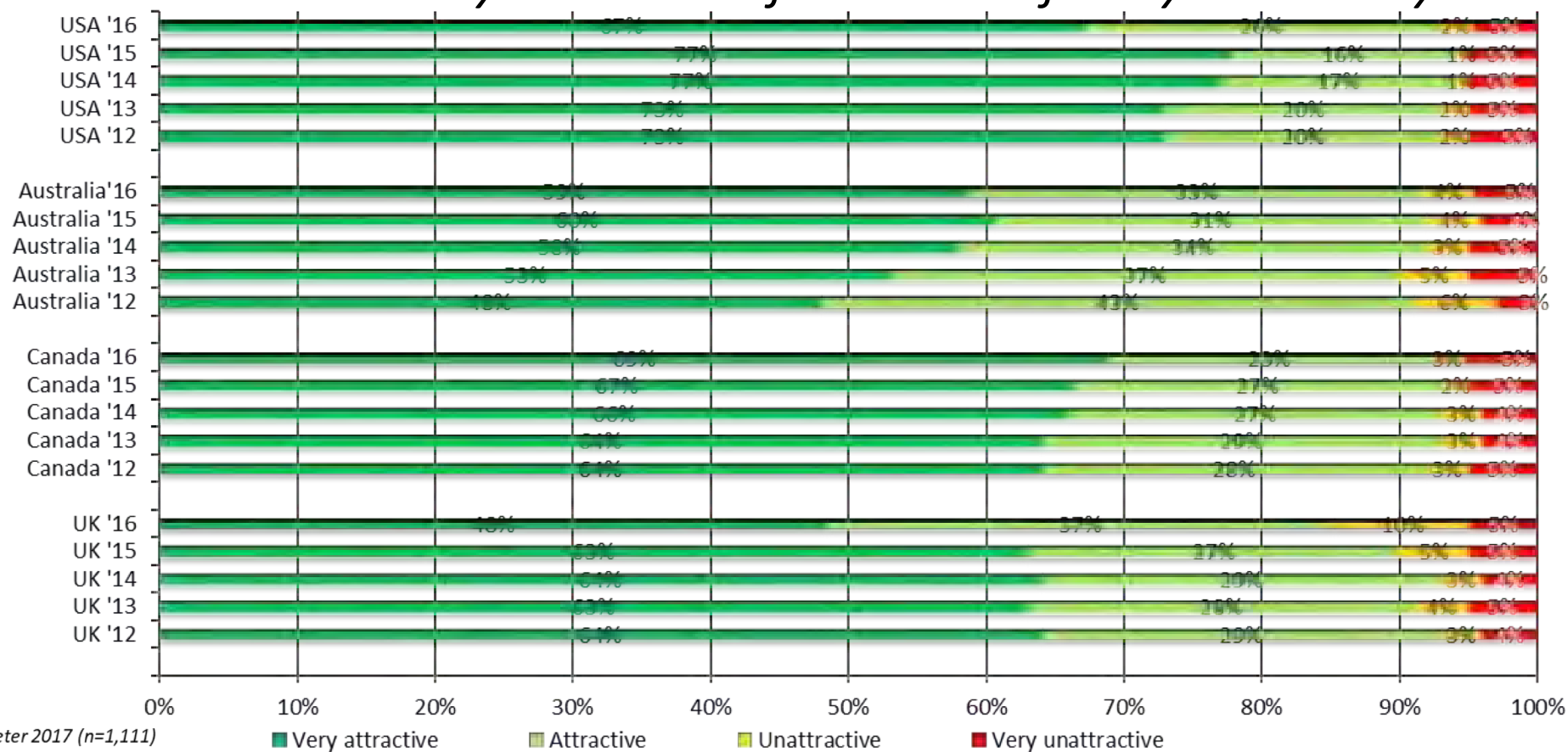
After the change of political climate following the 2016 United States presidential elections, would you be more likely or less likely to choose the US as a study destination, if you made the decision again?



International Student Barometer 2017 (n=7,484)

Agent Perceptions

Please give your opinion on the overall attractiveness of the following countries as a study destination for students from your country.



Student satisfaction with agents



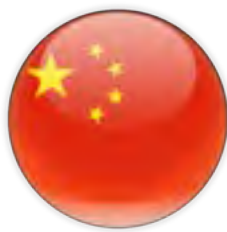
Please rate the service you received from the agent/representative office:

Ambitious Enrolment Targets in Fast Growing Markets



**720,000
international
student by
2025**

(Australian
International
Education
Roadmap 2025)



**500,000
international
students by
2020**

(MOE)



**470,000
international
students by
2025**

(France
Stratégie 2015)



**450,000
international
students by
2022**

(Global
Markets
Action Plan
2013)



**350,000
international
students by
2020**

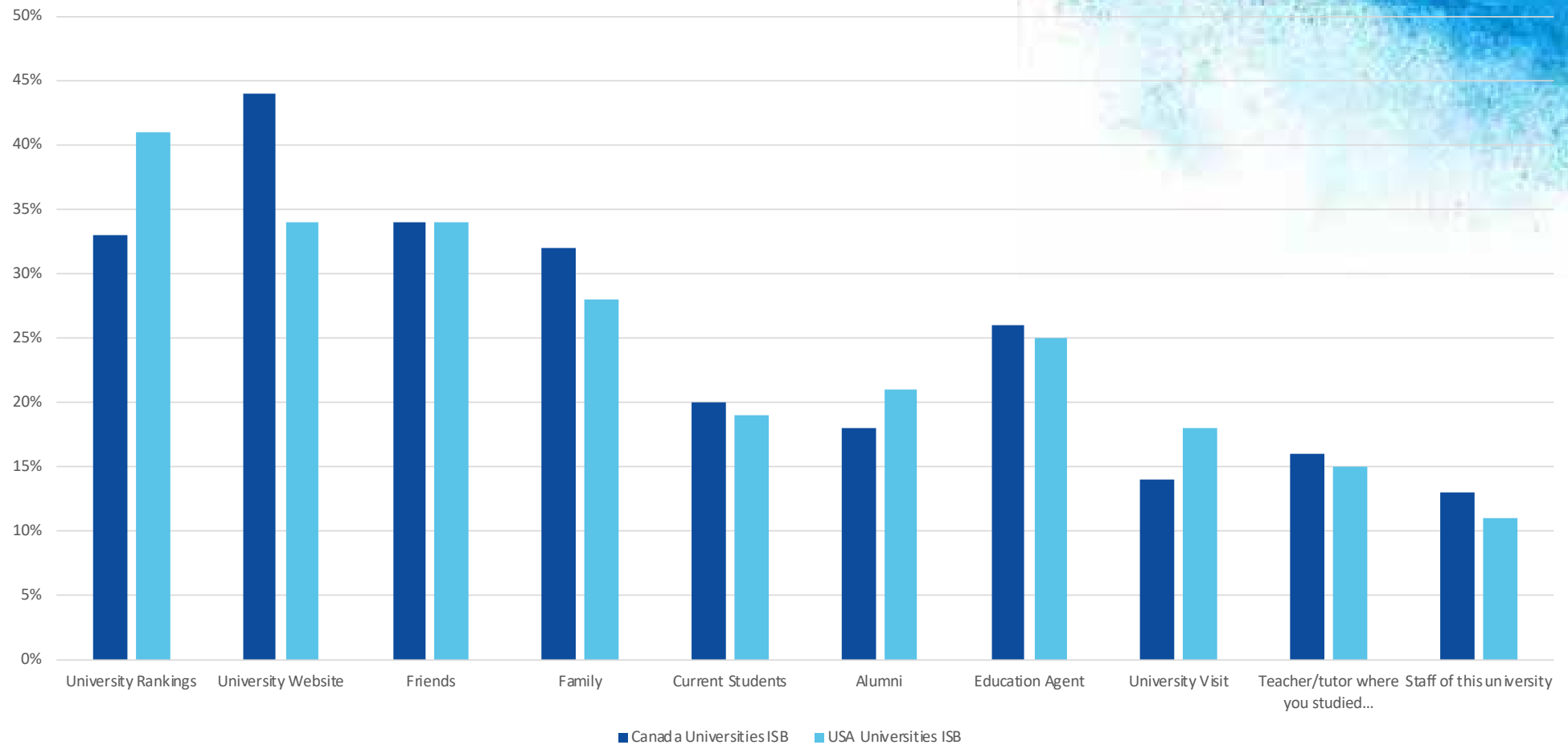
already
reached in
2017
(DAAD)



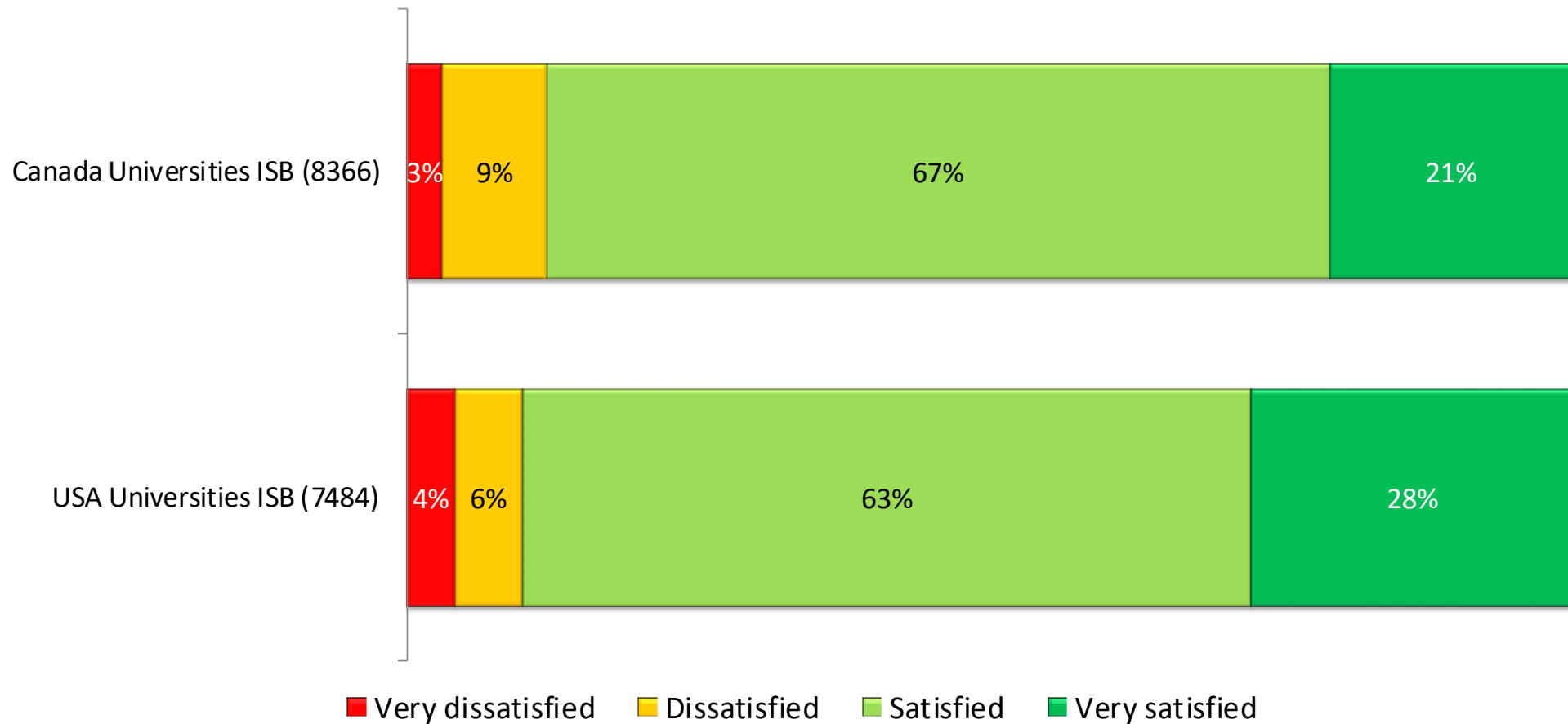
**250,000
international
students by
2025**

(The Malaysia
Education
Blueprint
2015-2025)

Decision Making Factors



Overall Satisfaction



Propensity to Recommend

	Canada Universities ISB (8366)	USA Universities ISB (7484)	Global ISB (89199)
I would actively encourage people to apply	35%	37%	38%
If asked, I would encourage people to apply	45%	46%	44%
I would neither encourage nor discourage people to apply	15%	13%	13%
If asked, I would discourage people from applying	4%	2%	3%
I would actively discourage people from applying	1%	1%	1%

Benchmarking Living – Day to Day Life

	Global ISB %	USA Universities ISB %	Canada Universities ISB %
DAY TO DAY LIFE			
Campus environment	91.2%	92.9%	89.7%
Campus buildings	89.3%	90.4%	85.8%
Transportation links at university	83.8%	85.6%	74.1%
Transportation links	81.6%	72.8%	67.9%
Eco-friendly attitude	89.2%	91.8%	90.6%
Visa advice	82.5%	86.9%	82.0%
Worship facilities	85.6%	87.6%	84.6%
Safety	92.9%	88.2%	93.6%
Good place to be	91.2%	89.2%	89.8%

What do international students want?

Academic quality

- Support positive learning outcomes and foster academic quality

Good jobs

- Help students maximize employability / future opportunities

Engagement

- Facilitate integration in learning community and socially

Support

- Provide support/information with visa processes, career advice and work experience

In the US

Opportunities for further study, work opportunities, visa and scholarships are more important than they are globally

NANNETTE RIPMEESTER

Client Service Director Europe **i-graduate**,
*responsible for the ISB in the Atlantic Provinces in
cooperation with EduNova*

Director **Expertise in Labour Mobility**,
responsible for the educational app CareerProfessor.works



Two examples



450,000 international students by 2022. **Talent retention is key** – let's look at Atlantic Provinces as example



350,000 international students by 2020. **Talent retention is key** – let's look at Germany as example

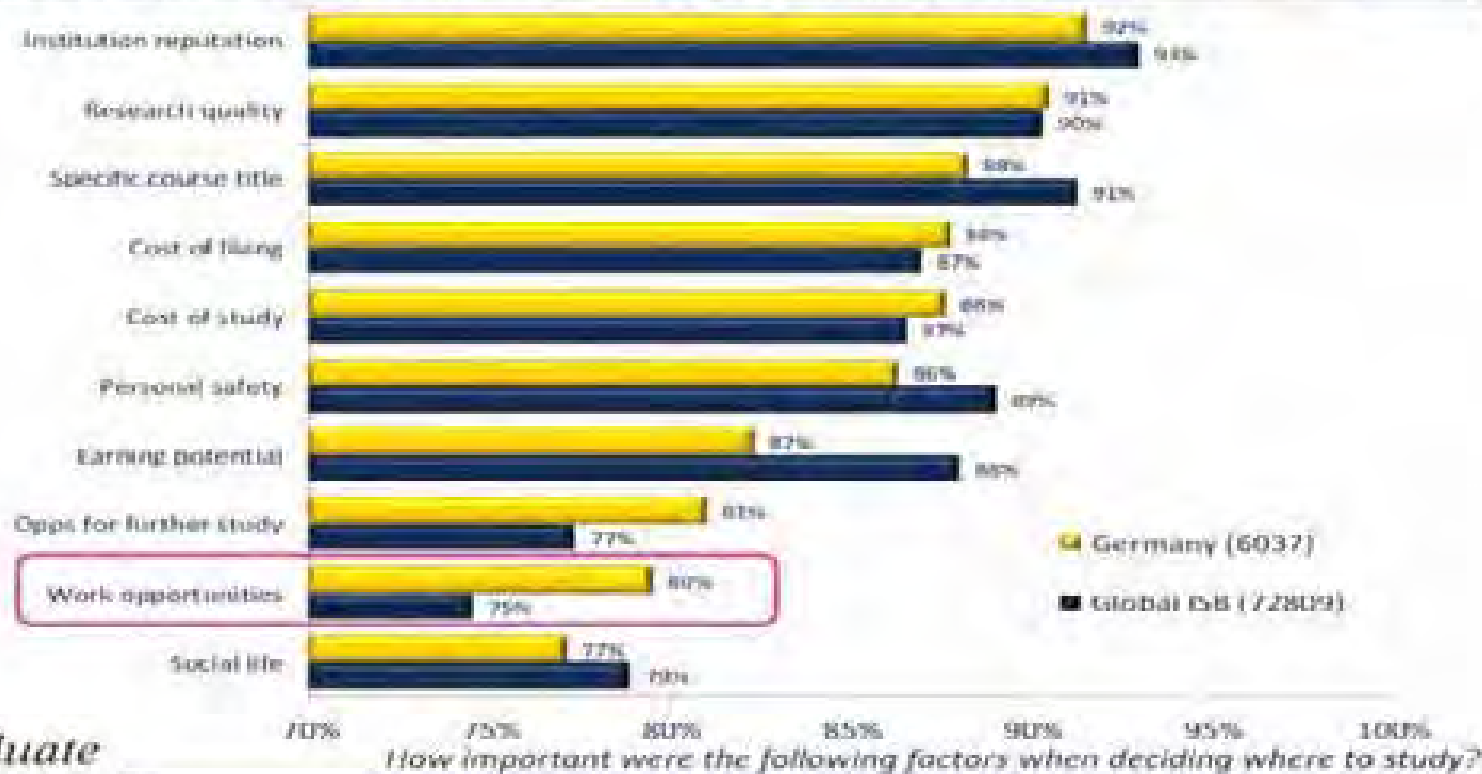


Top 10 factors in study decision (% important)



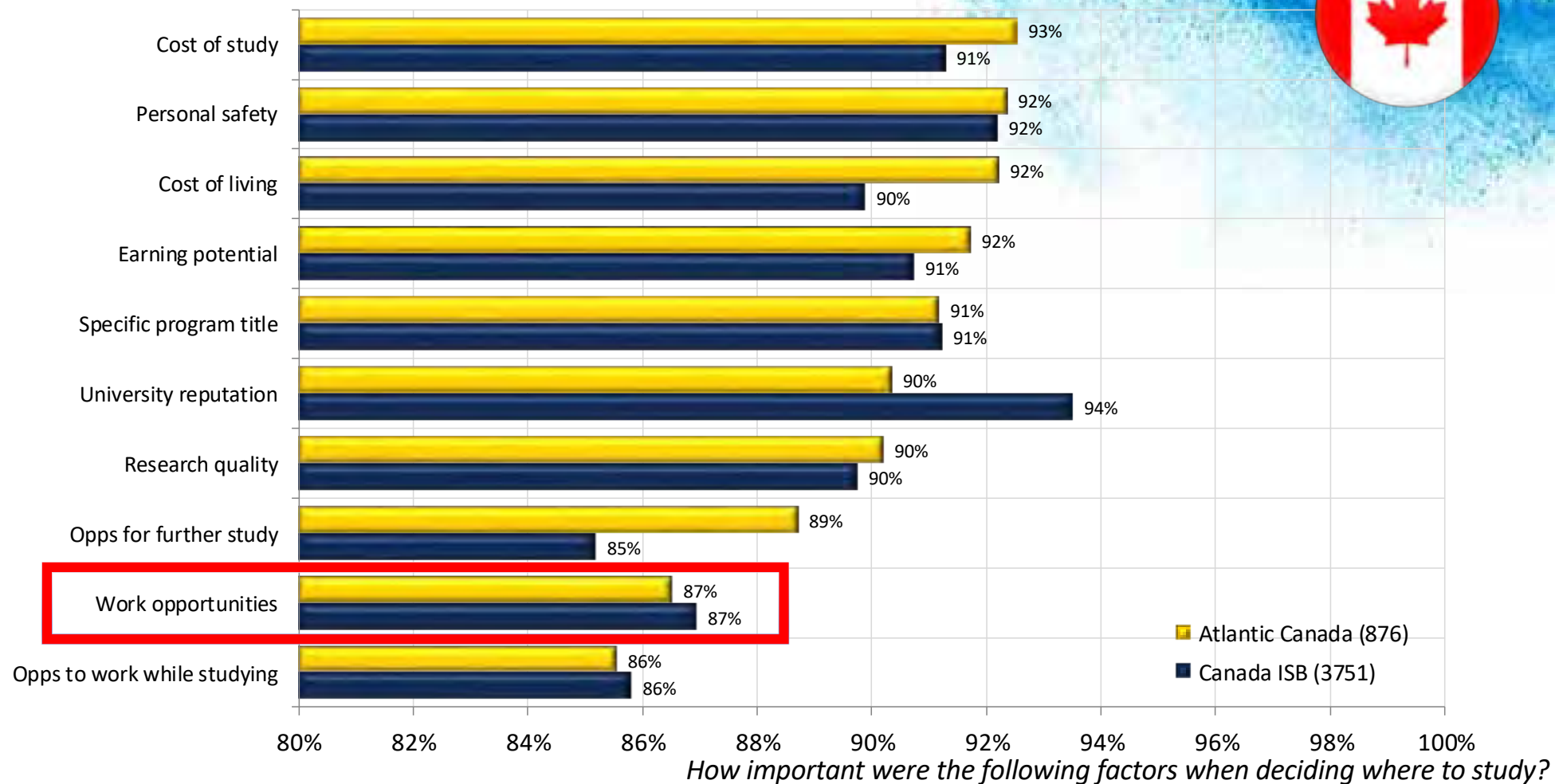
Top 10 factors in study decision (% important)

HRK DAAD
GATE 2018



How important were the following factors when deciding where to study?

Top 10 factors in study decision (% important)

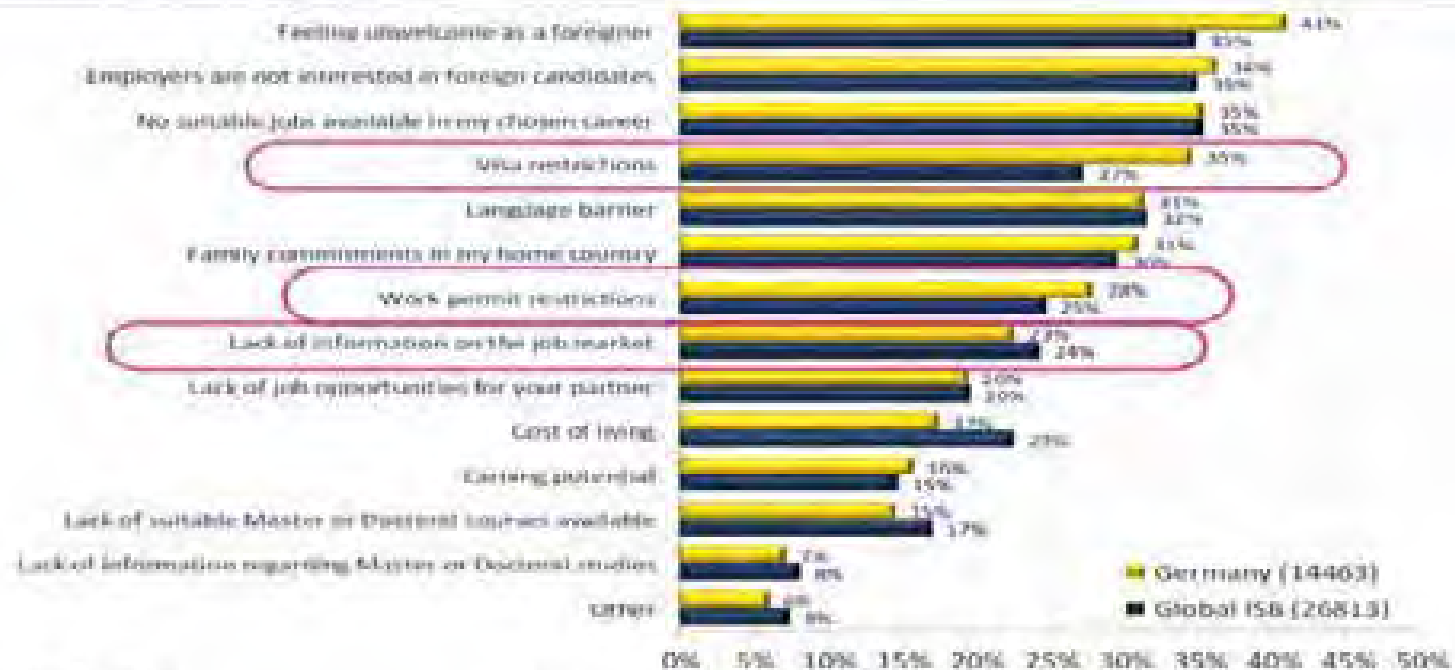


Reasons for leaving after completion study



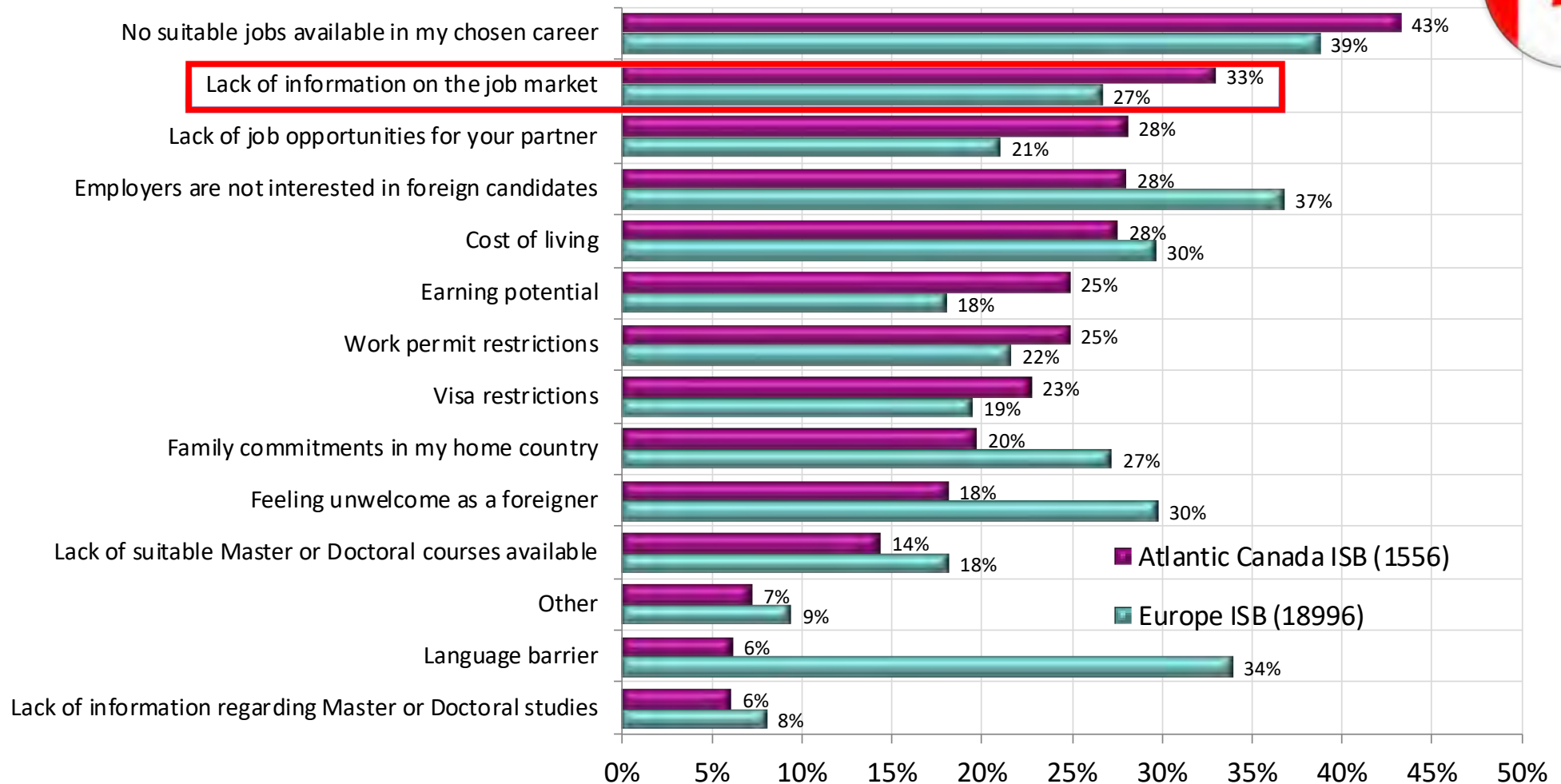
Reasons for leaving

HRK DAAD
DATE 2017



How important were the following factors when deciding where to study?

Reasons for leaving (compared to Europe)



What do international students want?

Academic quality

- Support positive learning outcomes and foster academic quality

Good jobs

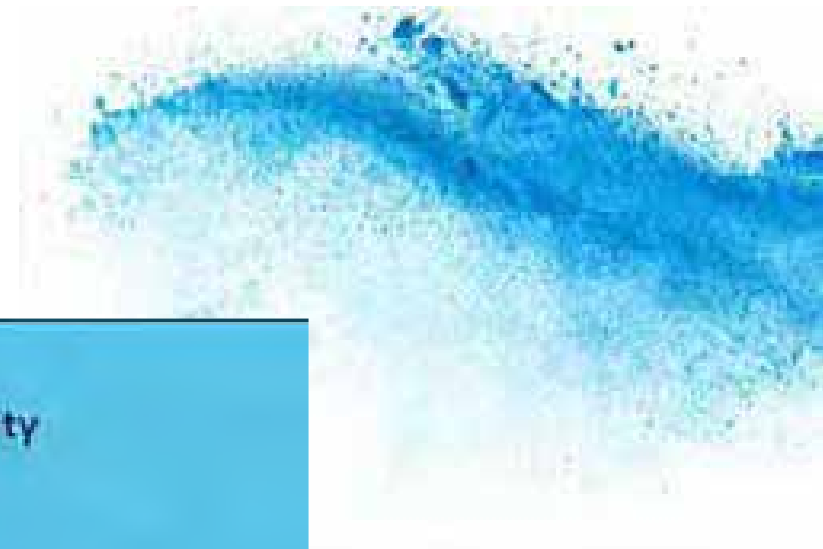
- Help students maximize employability / future opportunities

Engagement

- Facilitate integration in learning community and socially

Support

- Provide support/information with visa processes, career advice and work experience



What do international students value most?



Employability matters! In decision making & learning



Arrival: arriving, making friends & airport greetings



Supporting faculty in teaching international classroom

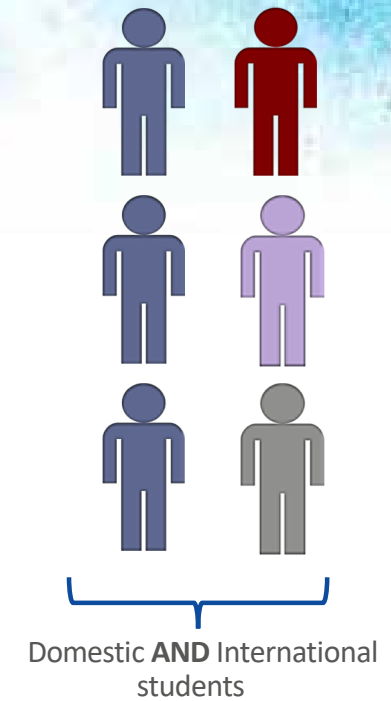
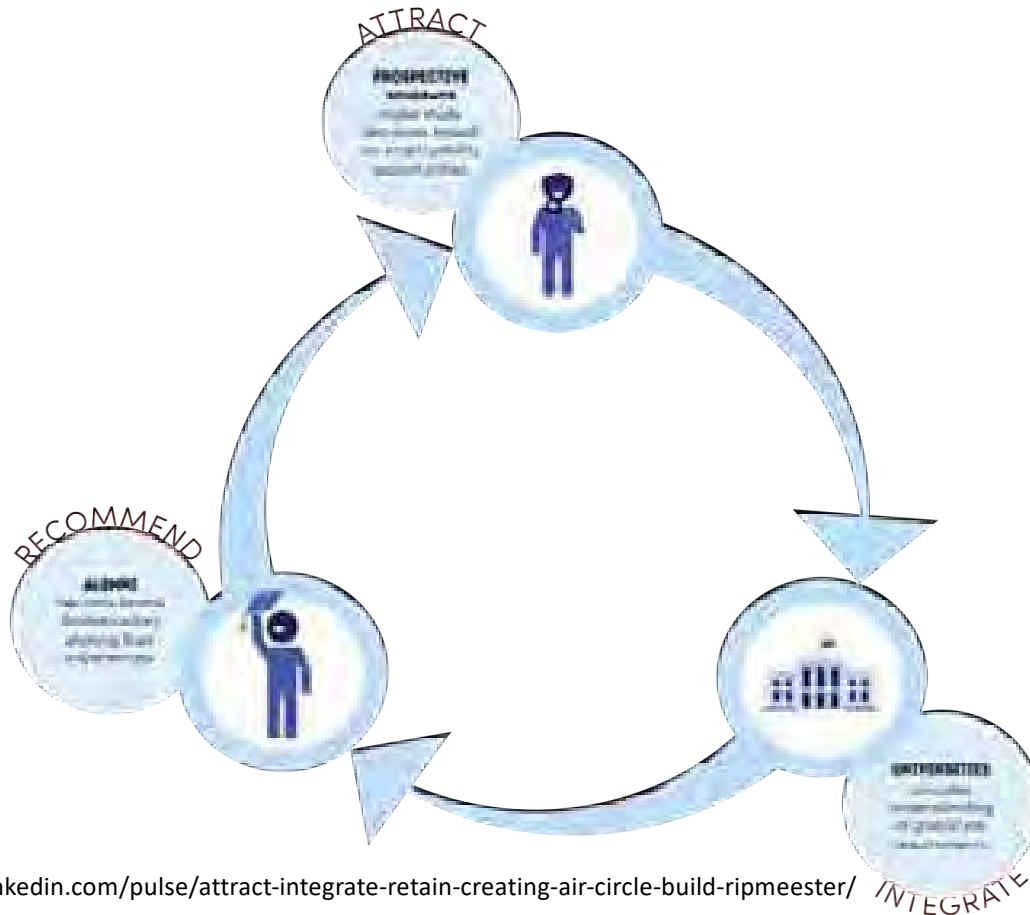


Managing expectations around cost of living (& transport)



Connecting students to world of work is key

Employability = key driver for student satisfaction



Source: www.linkedin.com/pulse/attract-integrate-retain-creating-air-circle-build-ripmeester/

Employability matters



Career prospects have reached **TOP 3** reasons for choosing a University abroad



Broadening my
experience
95%

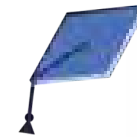


Improving my
career prospects
95%



Improving my language
skills **93%**

Challenge: from highered to world of work



CareerProfessor.works™





Thank you for your attention!
Any questions?

