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# Canada's Competitive Advantage - Insights from International Students



## Presenters

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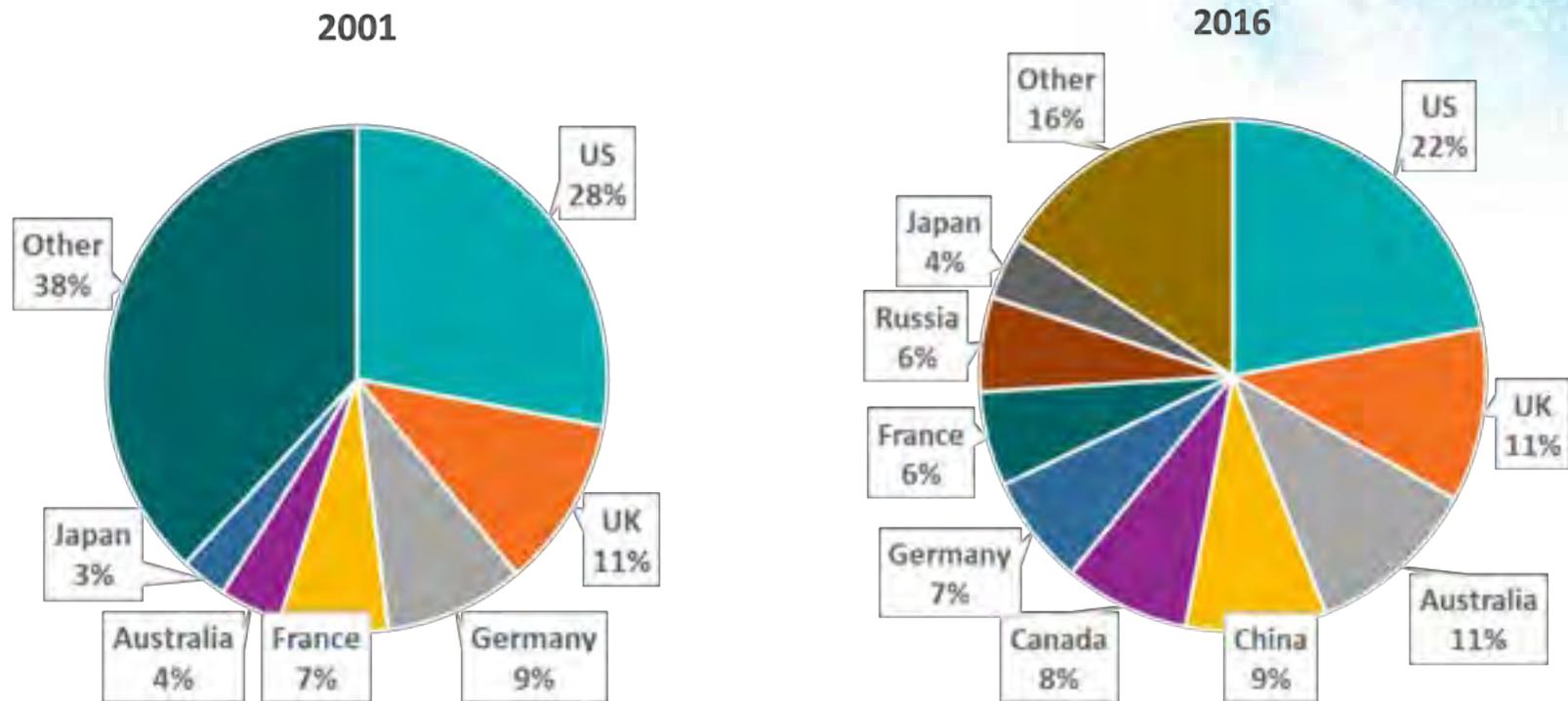
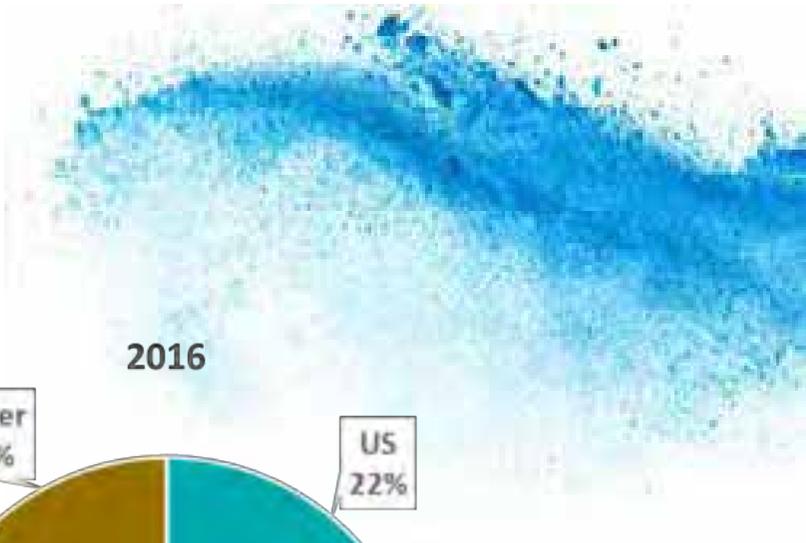
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# International Student Market Share

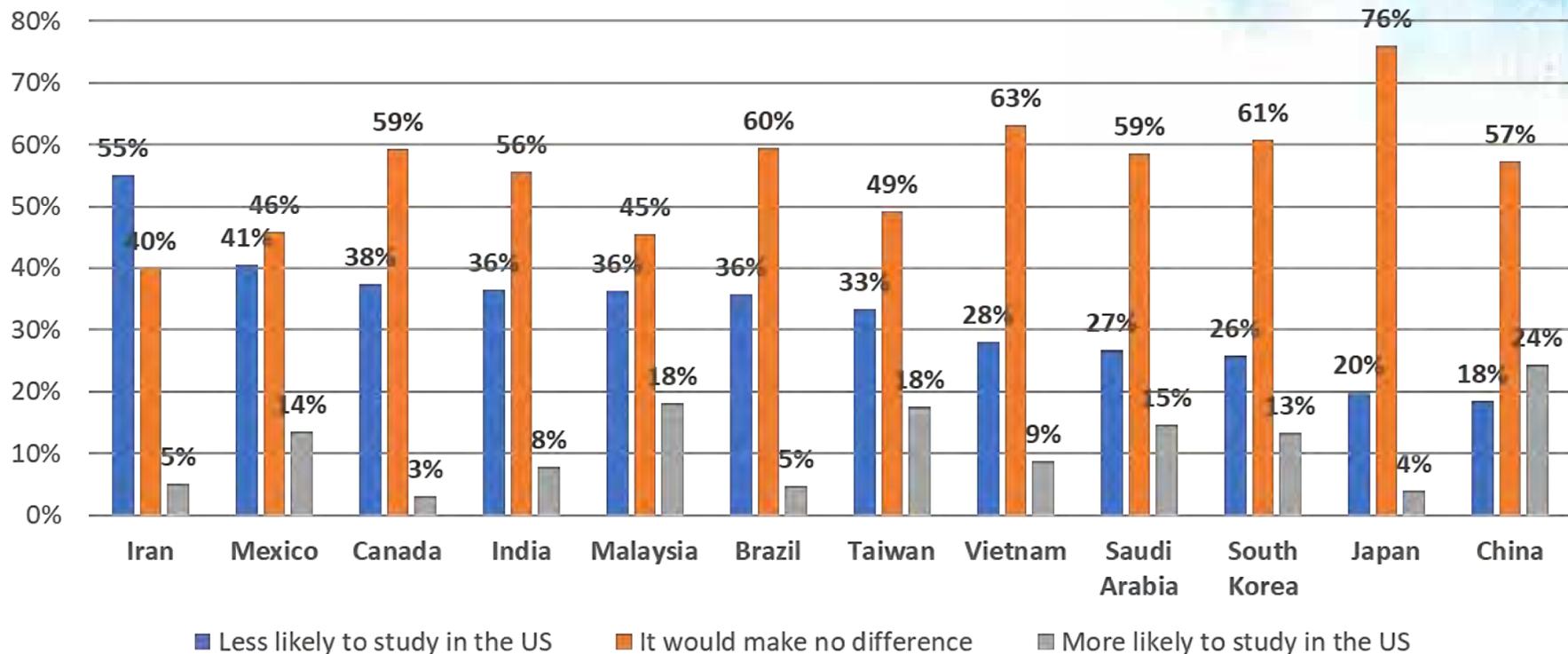


Global market share of internationally mobile students for leading study destinations, 2001 and 2016. Source: IIE/Project Atlas (2001)





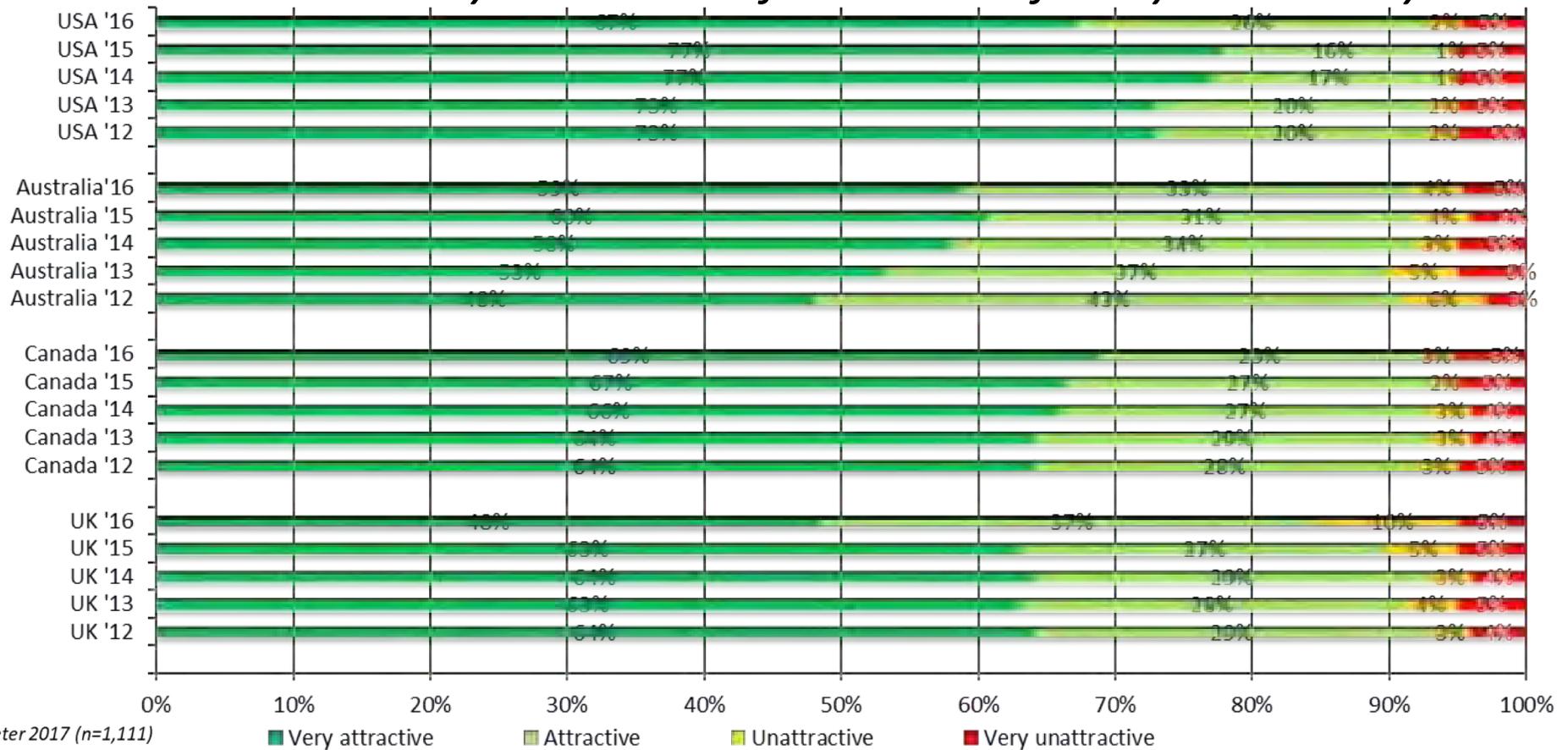
*After the change of political climate following the 2016 United States presidential elections, would you be more likely or less likely to choose the US as a study destination, if you made the decision again?*



International Student Barometer 2017 (n=7,484)

## Agent Perceptions

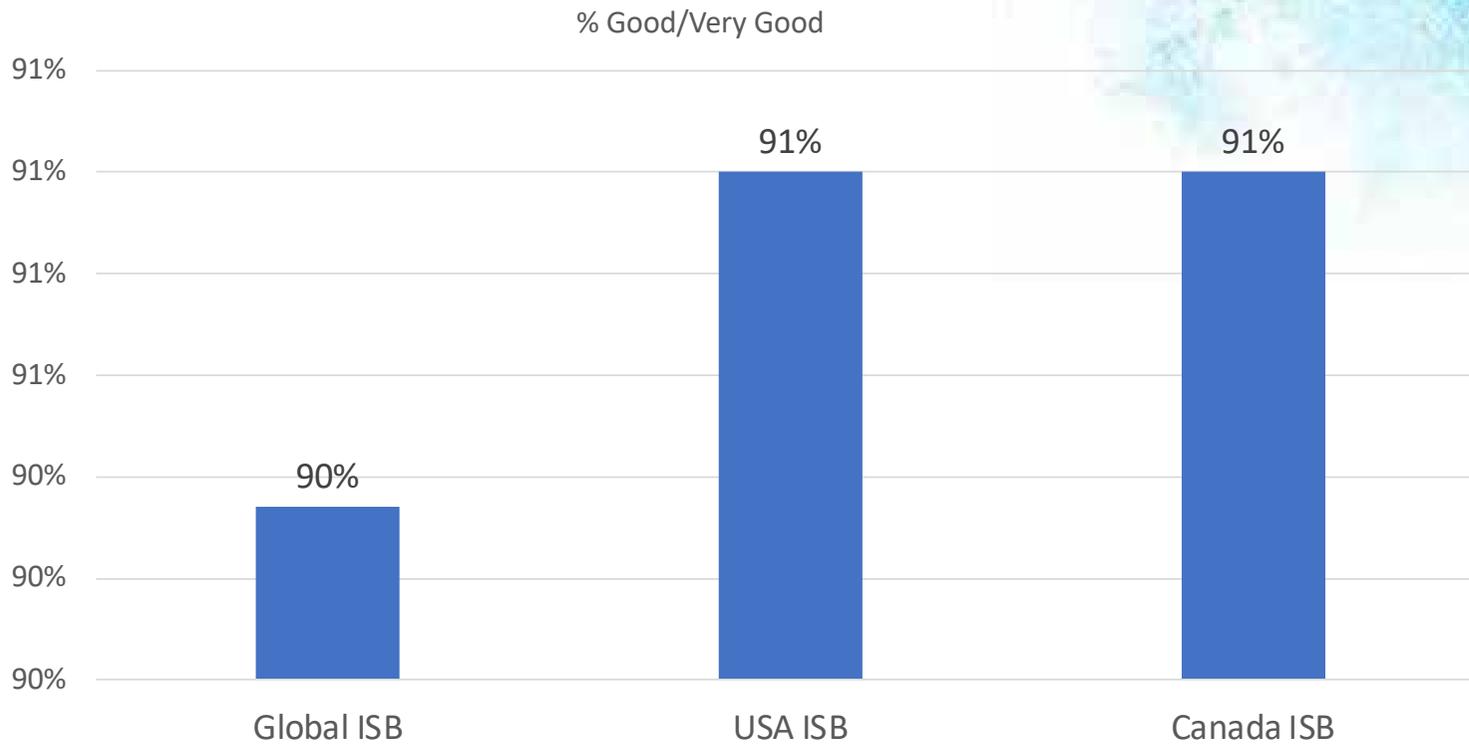
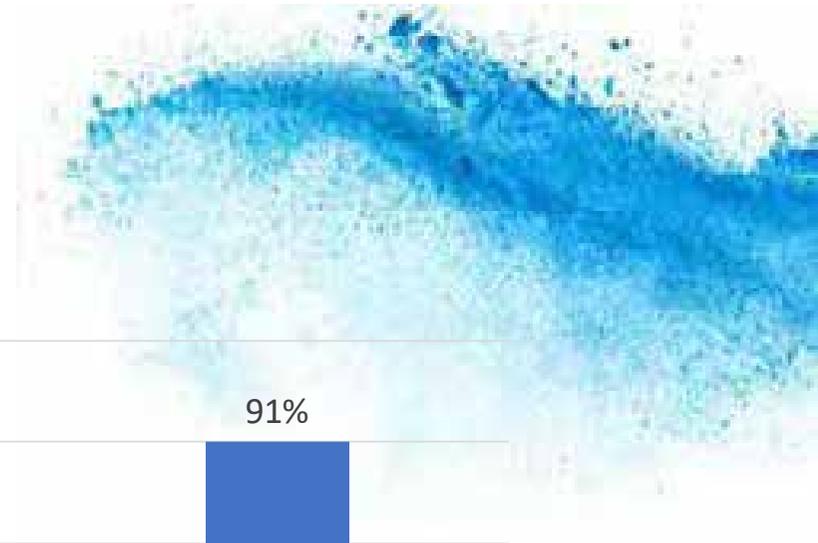
Please give your opinion on the overall attractiveness of the following countries as a study destination for students from your country.



ICEF Agent Barometer 2017 (n=1,111)

Very attractive    Attractive    Unattractive    Very unattractive

# Student satisfaction with agents



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

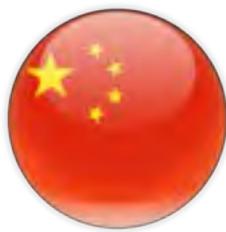


## Ambitious Enrolment Targets in Fast Growing Markets



**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**

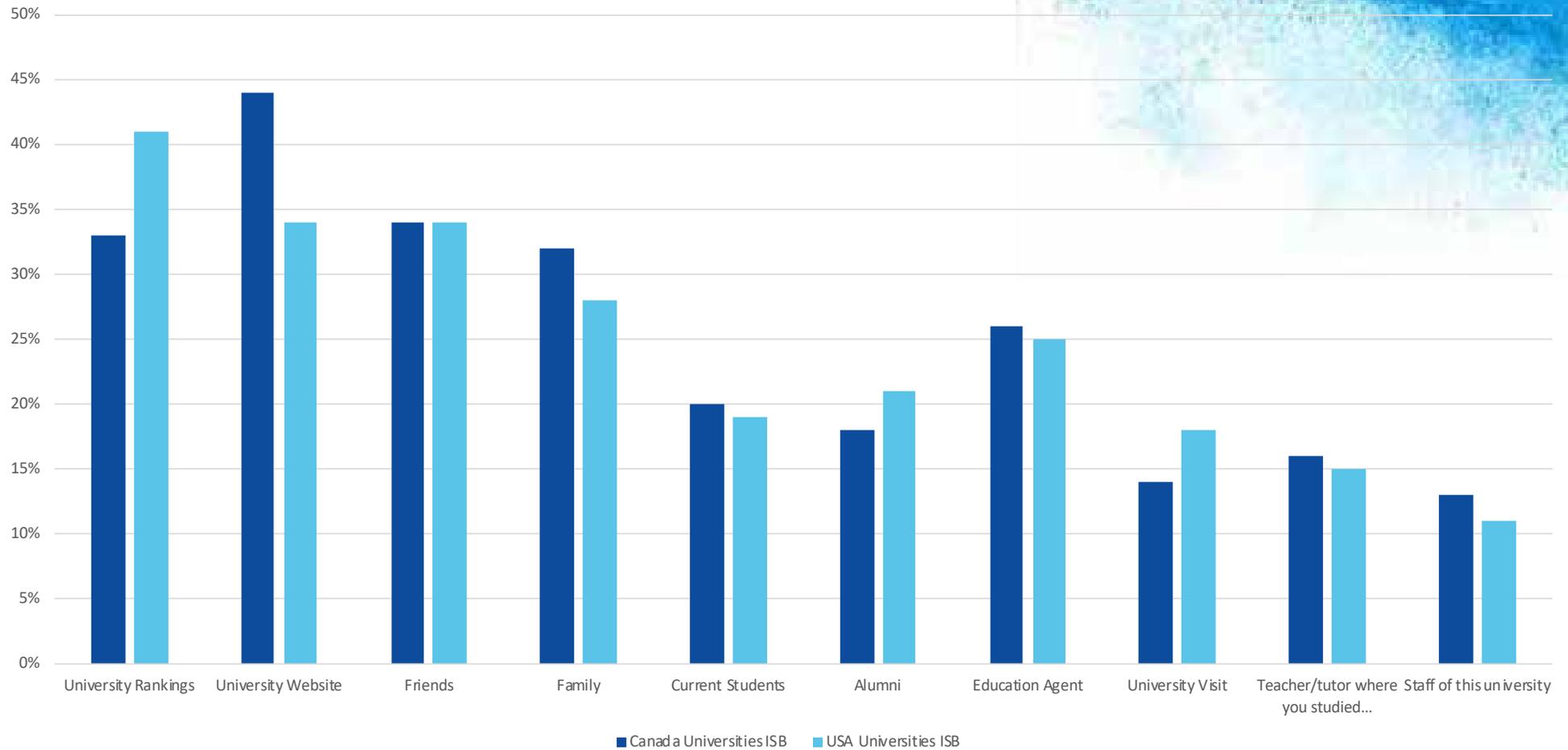
already  
reached in  
2017  
(DAAD)



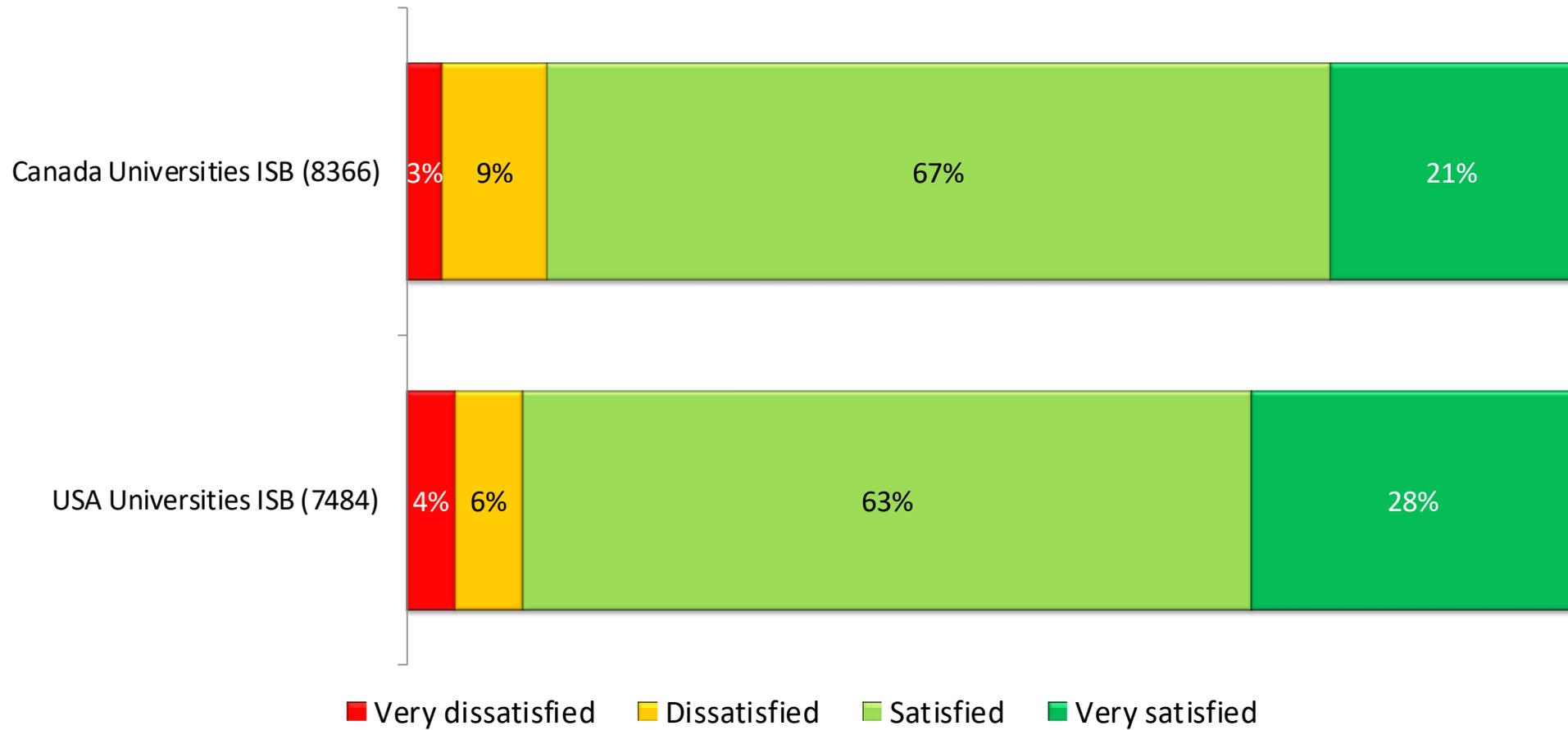
**250,000  
international  
students by  
2025**

(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 %
<b>DAY TO DAY LIFE</b>			
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

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## 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*



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## 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

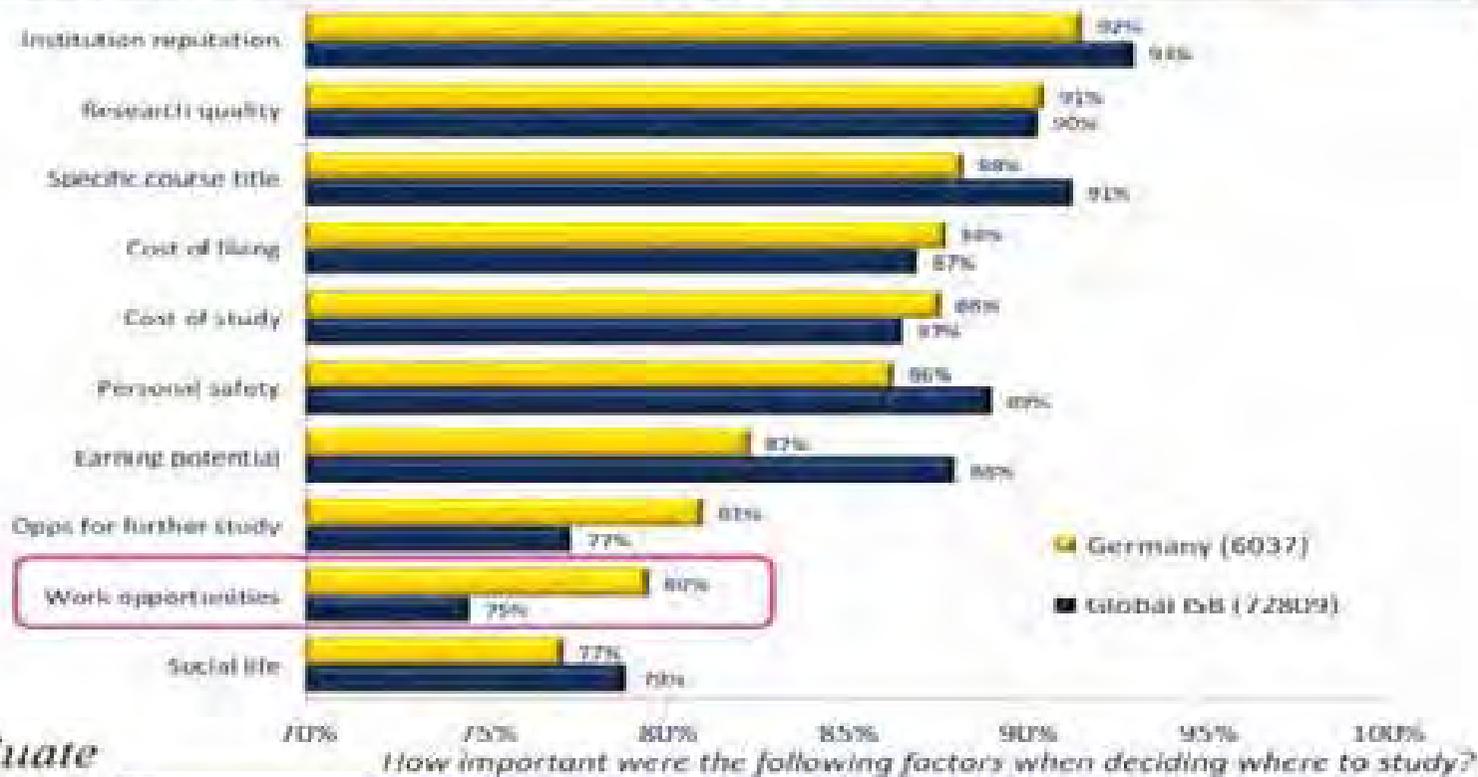


# Top 10 factors in study decision (% important)



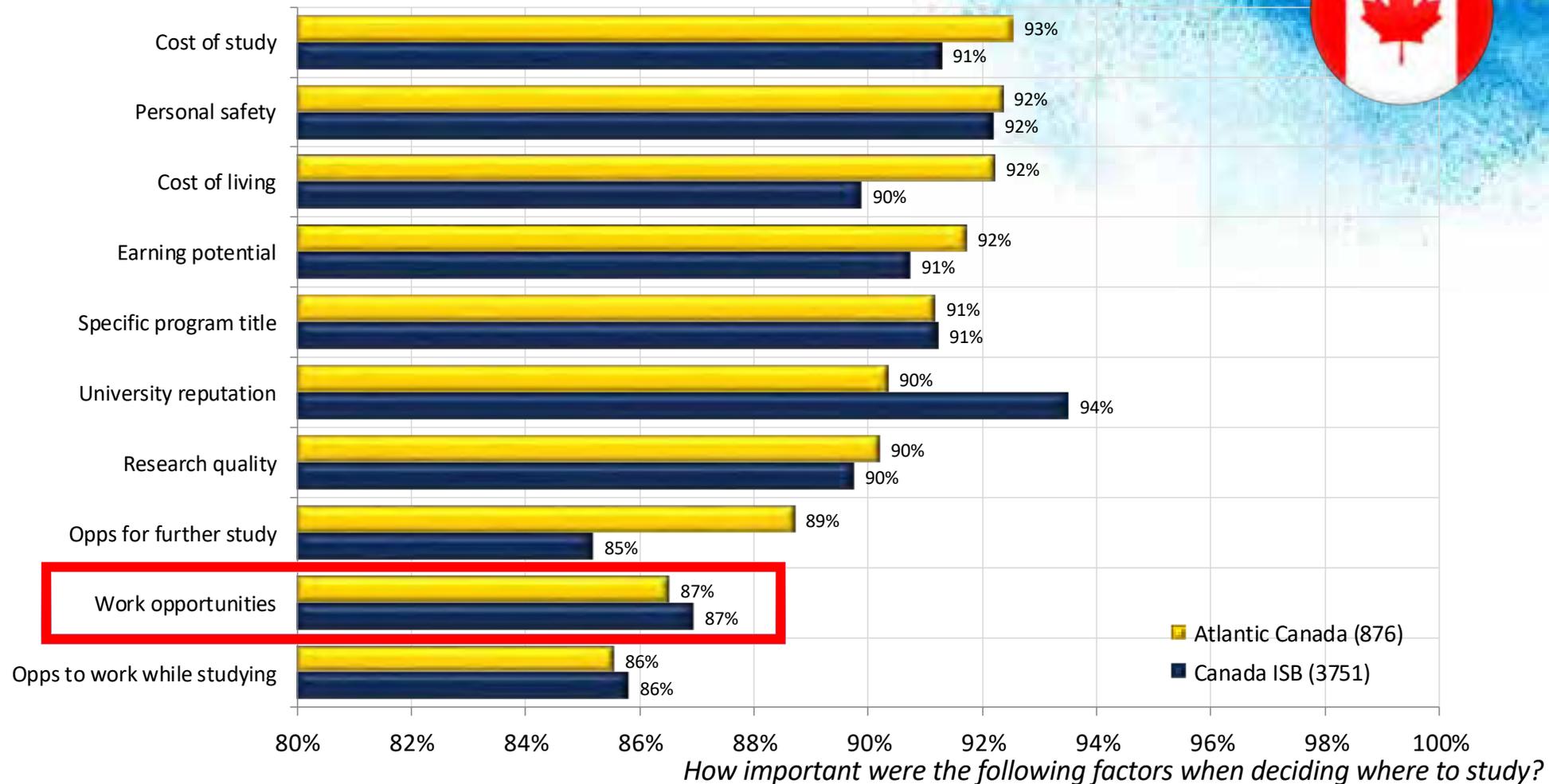
Top 10 factors in study decision (% important)

HRK DAAD  
GATEWAY

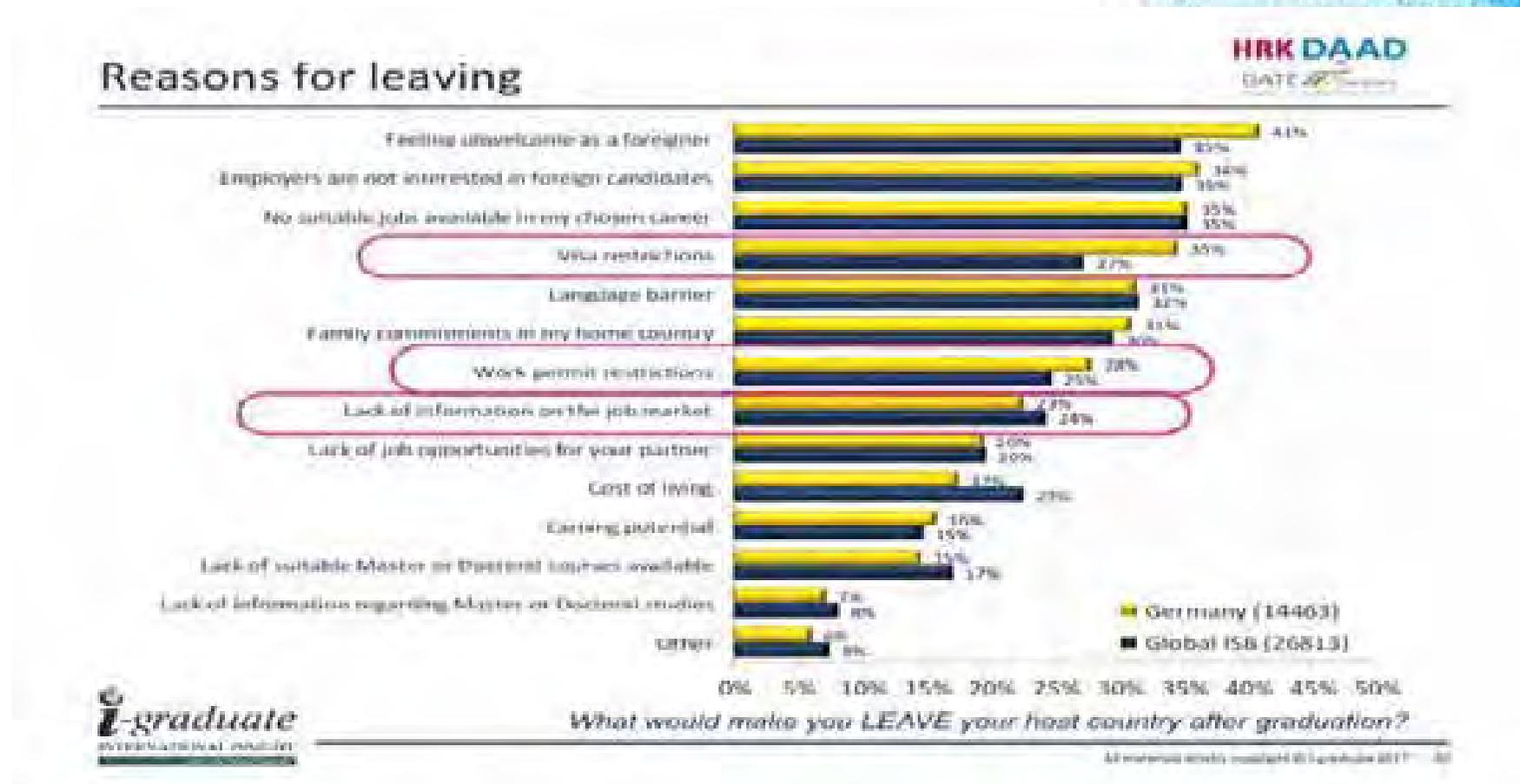


How important were the following factors when deciding where to study?

# Top 10 factors in study decision (% important)

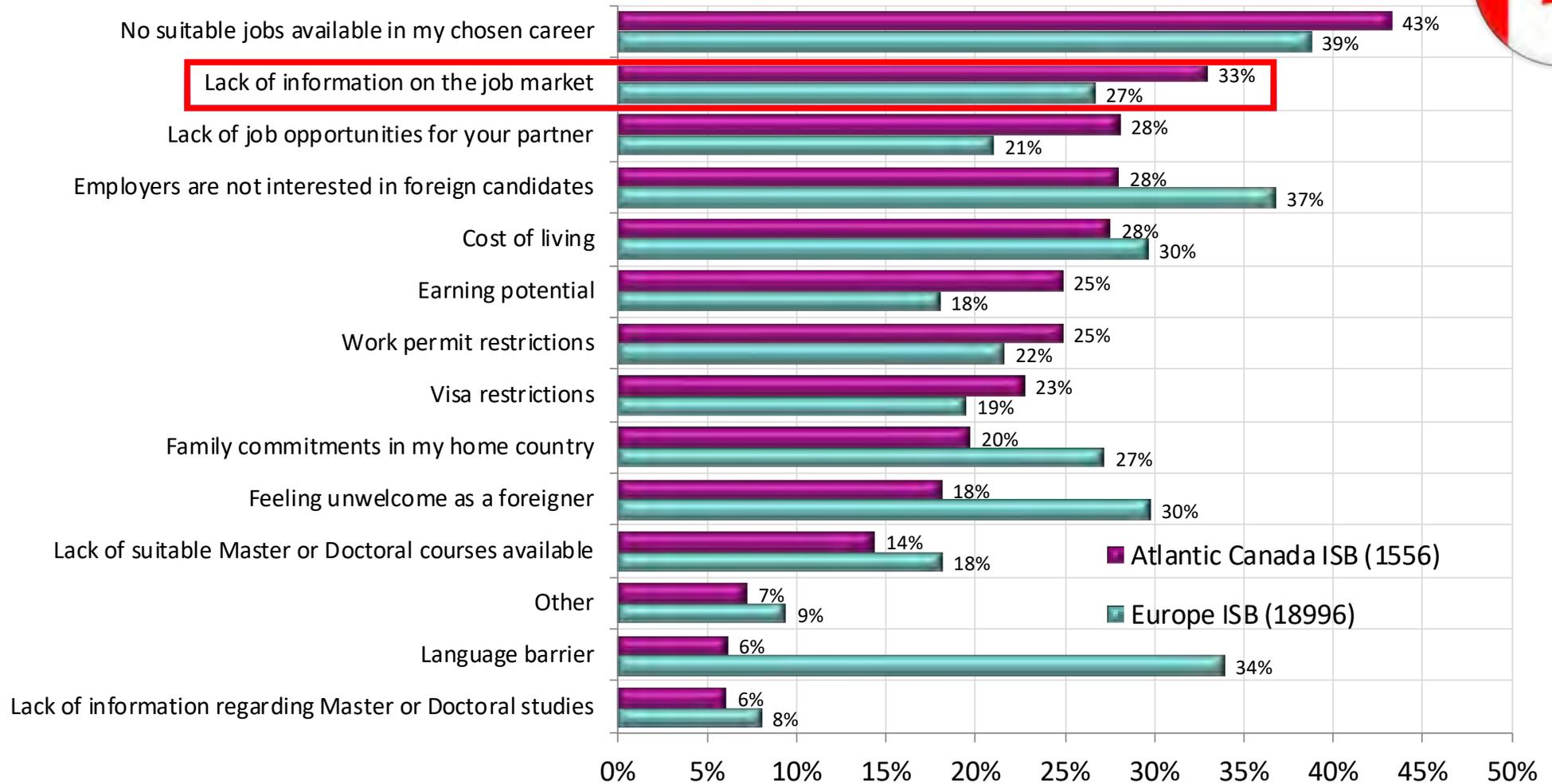


# Reasons for leaving after completion study



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

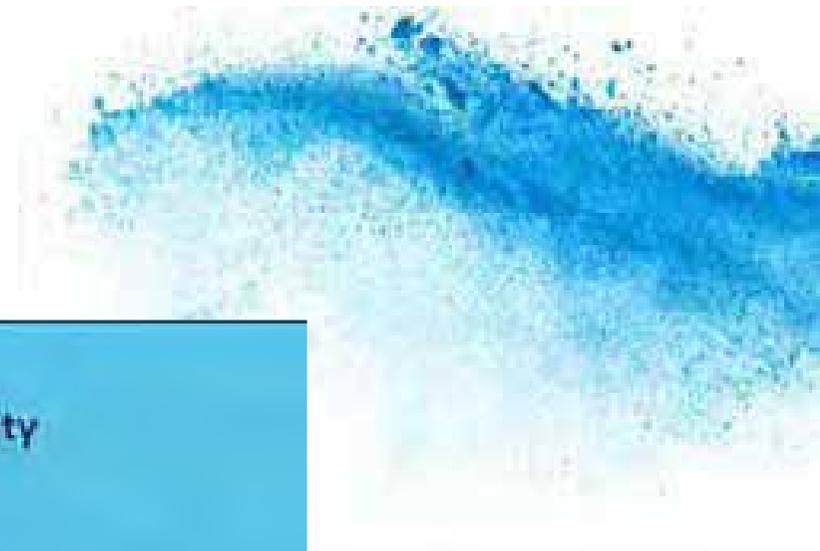
- Help students maximize employability / future opportunities

### 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

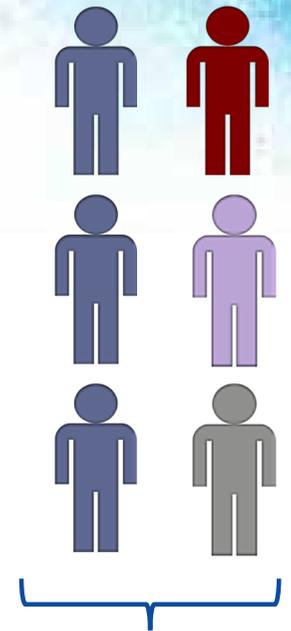
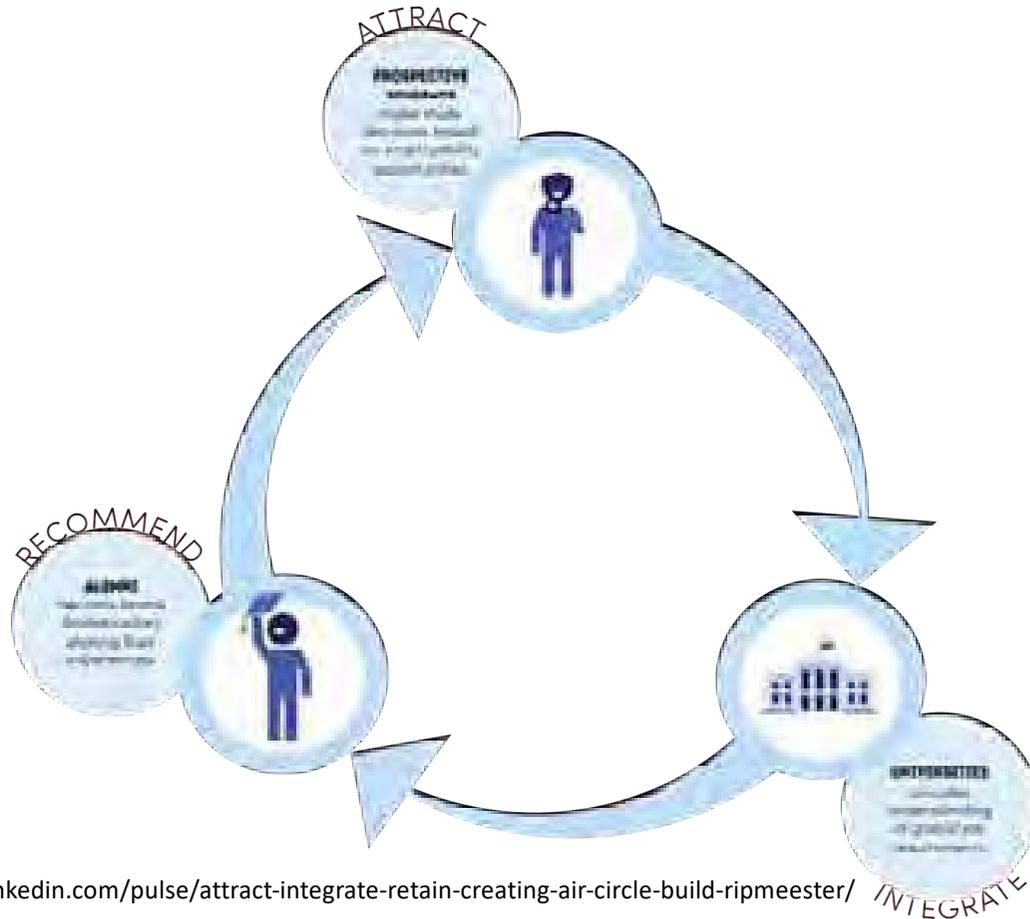


Managing expectations around cost of living (& transport)



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/](http://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

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Broadening my  
experience  
**95%**



Improving my  
career prospects  
**95%**



Improving my language  
skills **93%**

# Challenge: from highered to world of work



CareerProfessor.works™

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**Thank you for your attention!  
Any questions?**

