SUSTAINABLE INTERNATIONAL ENROLLMENT GROWTH: INSIGHTS FROM CANADA

AIEA Conference
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Introduction

Trends in Major International Student Destination Countries

International Student Enrollments in Canada

Canada’s International Recruiting Strategy (DFATD)

Competitive and Strategic Implications

Discussion
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INTRODUCTION
Guiding Questions and Perspectives for this Presentation

• Place Canada in the global context of student mobility since 2000.

• Highlight different trends amongst both sending and receiving countries.

• Share data on particular issues such as sending country concentration levels.

• Discuss the growth and balance objectives of Canada’s international education strategy (DFATD).

• Illuminate the competitive dynamics in international student recruiting and point to sustainability concerns.
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INTERNATIONAL HIGHER EDUCATION STUDENTS IN SELECT DESTINATION COUNTRIES

International Higher Education Student Enrollment in Select Destination Countries (Total, 2000-13)

Canada & US growing, Australia & Germany & NZ leveled out, UK stalling

Notes: Select 2000 to 2002 data are not displayed owing to breaks in time series (here: Australia and New Zealand).
Source: AEI, CIC, DAAD/HIS, ENZ, HESA, IIE.

ICG © 2014 AIEA: Canada Sustainable Enrollment Growth – 14 02 17
Canada’s growth rate has outpaced competitors since 2009

Notes: Index is set at 100 for 2003.
Source: AEI, CIC, DAAD/HIS, ENZ, HESA, IIE.
International Enrollment as a Percentage of Total PSE 
Select Countries (2000-13)

Source: AEI, CIC, DAAD/HIS, HESA, IIE, NZ MoE.

Canada still enrolls at lower levels than other countries

Source: AEI, CIC, DAAD/HIS, HESA, IIE, NZ MoE.
Australia’s China dependency is unhealthy on multiple levels
Germany has flat-lined despite a no-tuition value proposition.
A loss of traction in a number of key markets

Note: International fee-paying students only.
Source: ENZ.
International Higher Education Student Enrollment by Source Country in the United Kingdom (2000-12)

Early 2013 indicates a drop of around 2 percent

Source: HESA.
Enrollments are up notably, but…

Source: IIE (includes “other” such as OPT).
INTERNATIONAL STUDENTS IN THE UNITED STATES
The U.S. Juggernaut is a Mirage

International Higher Education Student Enrollment in the United States (2001-2013)

... more than 100 countries sent fewer students to the US in 2012 than in 2009

Source: IIE (includes “other” such as OPT).
• USA: Strong recovery from post 9/11 enrollment losses starting in 2007. Recent growth has been driven by China and Saudi-Arabia.

• UK: Balanced recruiting operations produced strong enrollment gains. The 2012/13 slow down/drop reflects visa regime changes.

• Germany: Most flat enrollment from 2004 to 2010. Recent enrollment growth owes much to European mobility patterns.

• Australia: After two decades of growth, Australia experienced a sharp reversal across most sectors in recent years.

• Canada: After 2008, strong growth patterns have manifested themselves, largely driven by Chinese and Indian enrollment gains.

• New Zealand: Enrollments are at lower levels than 10 years ago owing to an initial surge and then roll-out of Chinese students.
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International Student Intake by Sector
(Totals, 2000-12)

Intake growth is driven by the (total) post-secondary sector

Notes: Excludes the “Level of study not stated” and “Gender not stated” categories.
Source: CIC.
Universities drive enrollments, colleges are growing strongly

Notes: Excludes the “Level of study not stated” and “Gender not stated” categories.
Source: CIC.
China and India account for 82.3 percent of intake growth since 2009.
China’s enrollment share has increased from 9.7 to 30.4 percent
International Student Intake minus Stock in Canada
All Sectors (YoY Growth, 2001-12)

Intake growth slow down presages stock growth slow down

Notes: Bars depict year-over-year intake growth rate minus stock growth rate.
Source: CIC.
• Canada is experiencing source country trends not dissimilar from past trends in Australia, New Zealand, and the United States.

• China has become the dominant source country, accounting for 3 in 10 international students. India has strongly emerged, while South Korea has been declining.

• The intake of Saudi Arabian students sharply accelerated starting in 2007, but by 2011 intake started to notably regress.

• Only six countries enroll more than 10,000 students each in Canada across all sectors.

• Canada has become subject to increasing concentration levels, with a small number of countries accounting for a very large and growing share of all international students.

• Please note that no sector-specific analysis can be undertaken owing to a lack of CIC data.
Nearly half of international students come from China alone.

Notes: Data is modified.
Source: University X.
Notes: Data is modified.
Source: University Y.

Strong Chinese population evident, but diversity in other lead markets
International Student Enrollment at University Z
Concentration Level by Source Country (2012)

Top 2: 41.4%
Top 5: 56.3%
Top 10: 68.7%

Notes: Data is modified.
Source: University Z.

Notable Chinese and US populations, but a healthier distribution overall
• Canada’s increasing dependence on a small number of source countries is often reflected in international student enrollment patterns at colleges and universities.

• Institutions expose themselves to significant risk by relying on a select few countries to meet international enrollment goals.

• Diversification of the international student population will be an important imperative for institutions in the next few years.

• The following are examples of source country concentration levels at Canadian institutions. Data reflect on actual institutions but have been modified to ensure no institution can be identified.
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• Comments from DFATD go here.
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International Student Enrollment from China in Select Destination Countries (2000-12)

Divergent growth dynamics – The US is the lead destination by far

Notes: Data unavailable for some years. For countries with an asterisk (*), data shows higher education enrollment only.
Source: AEI, CIC, DAAD/HIS, ENZ, HESA, IIE.
The Indian market is characterized by rational volatility

Notes: Data unavailable for some years. For countries with an asterisk (*), data shows higher education enrollment only.
Source: AEI, CIC, DAAD/HIS, ENZ, HESA, IIE.

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South Korea has become a maintenance market, at best

Notes: Data unavailable for some years. For countries with an asterisk (*), data shows higher education enrollment only.
Source: AEI, CIC, DAAD/HIS, ENZ, HESA, IIE.
• China. No longer a question of whether risk applies, but what disconcerting levels of risk(s) are being reached.

• Classroom experiences. Still balanced, challenging, and worth the money being charged?

• Cost. How much is too much for a Bachelor’s Degree (incl. cost of living)? USD 150,000? USD 350,000?

• Competition focus. Western countries’ intakes are growing much less than global mobility is growing. Yet many policies are still drawn up as battle lines between western countries. Does this still apply?

• Online learning. Today’s impact is next to zero. The impact ten years from now will be transformative.
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