



# Generational Change and Evolving Motivations for Studying Abroad

What are the implications for leaders?

## Panelists:

**Britta Baron** (Vice-Provost and AVP (International), University of Alberta)

**Hristo Banov** (Manager of Business Analytics, AFS Intercultural Programs)

**Jonathan Lembright** (Regional Director, Southeast Asia, IIE)

## Chair:

**Andrea Kammerer** (Senior Business Analyst)





# In This Session

1. Evolving motivations for studying abroad
2. How external realities affect motivations
3. Audience discussion



# Evolving motivations for studying abroad

# AFS: Mapping Generation Z

## Mapping Generation Z:

Attitudes Toward  
International  
Education Programs



### Scope

Reach: **27 COUNTRIES**

Number of responses: **5,255**



### Data Collection

Online: **89%**

Paper-based: **11%**

Timeline: **MAR' 16 - DEC' 16**



### Surveys

Translations: **16 LANGUAGES**

Content was kept the **SAME** across countries



### Respondents

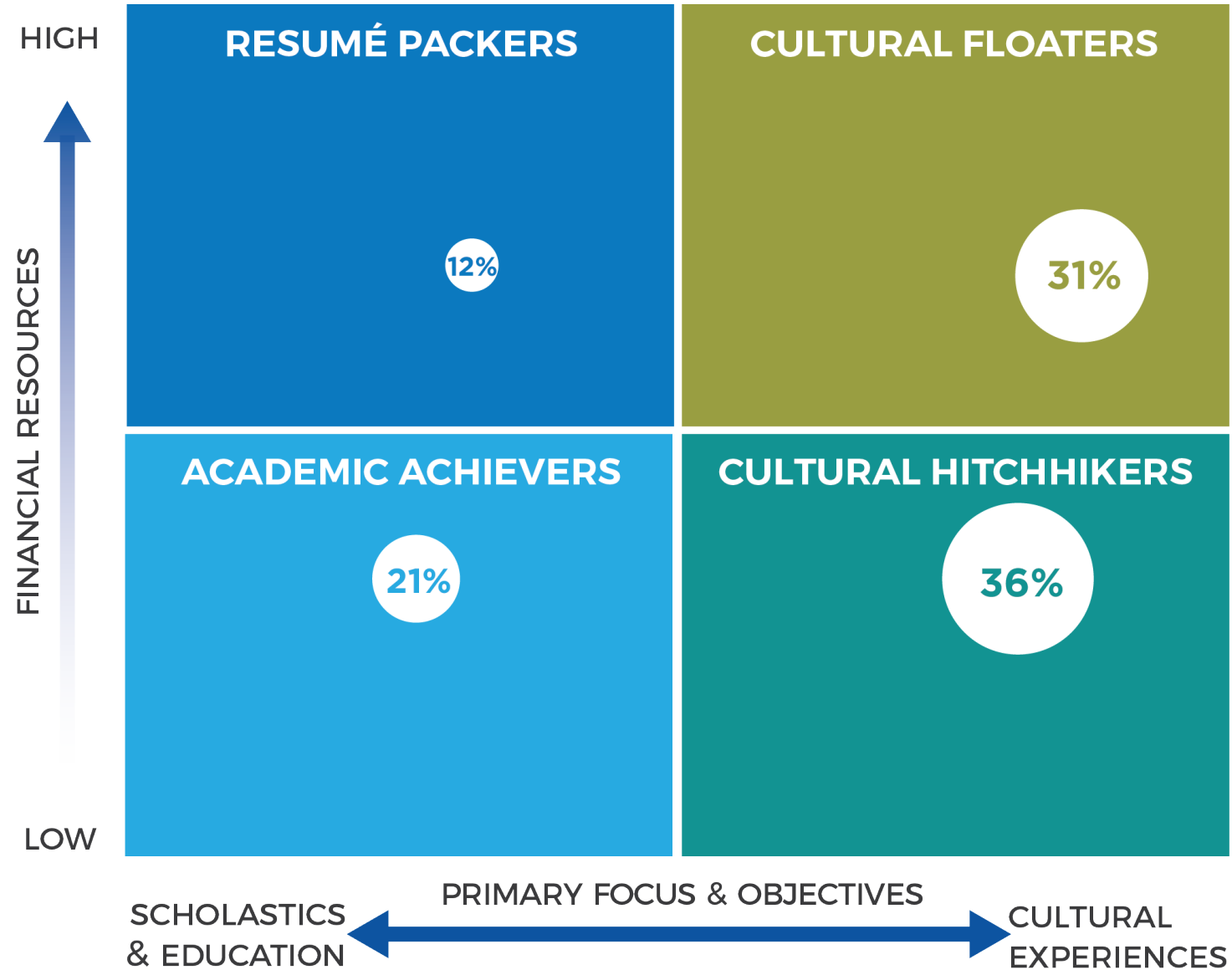
Ages: **13 - 18**

Been on exchange: **0%**

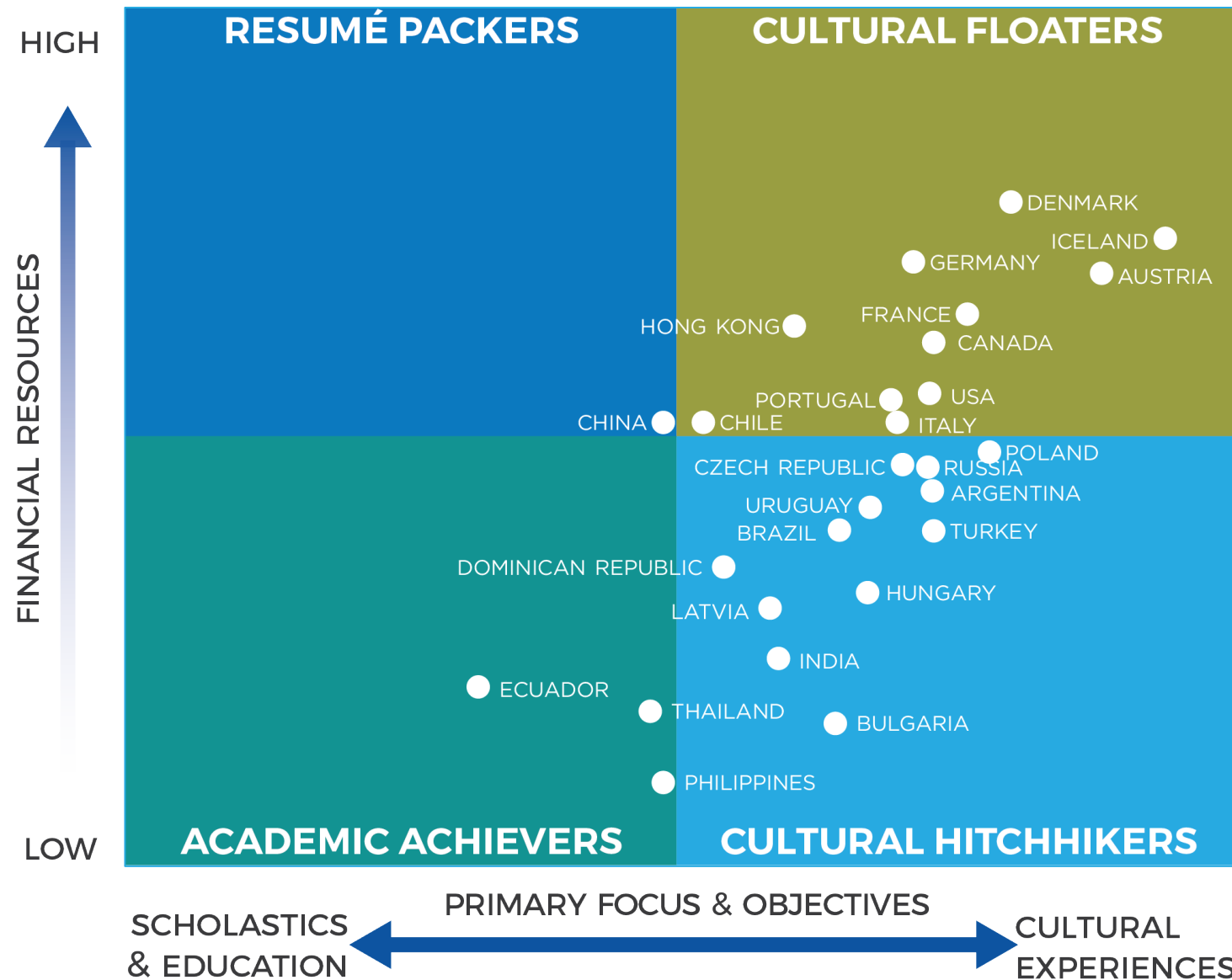
Considered exchange before: **60%**



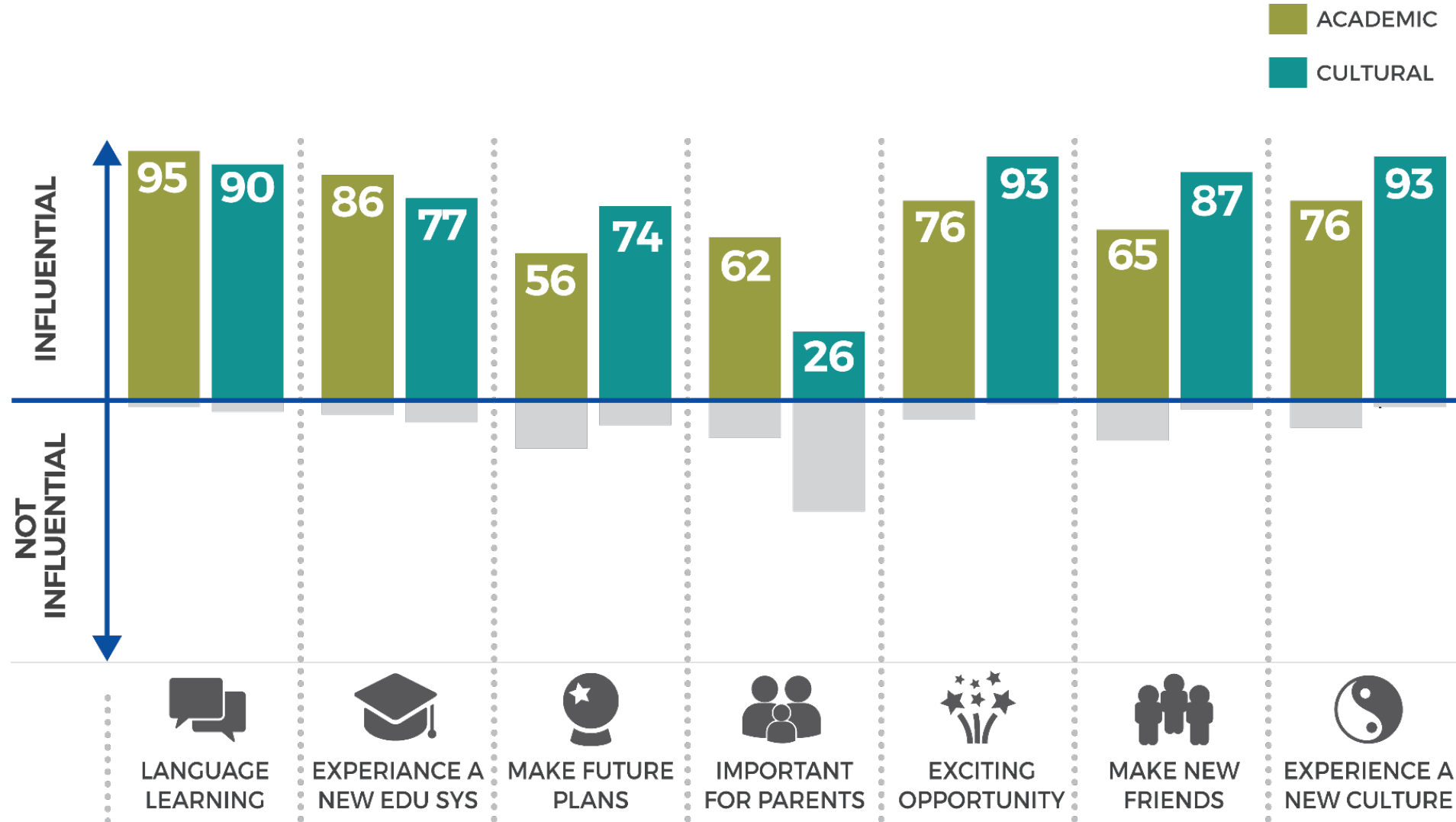
# Main motivation: Cultural exploration



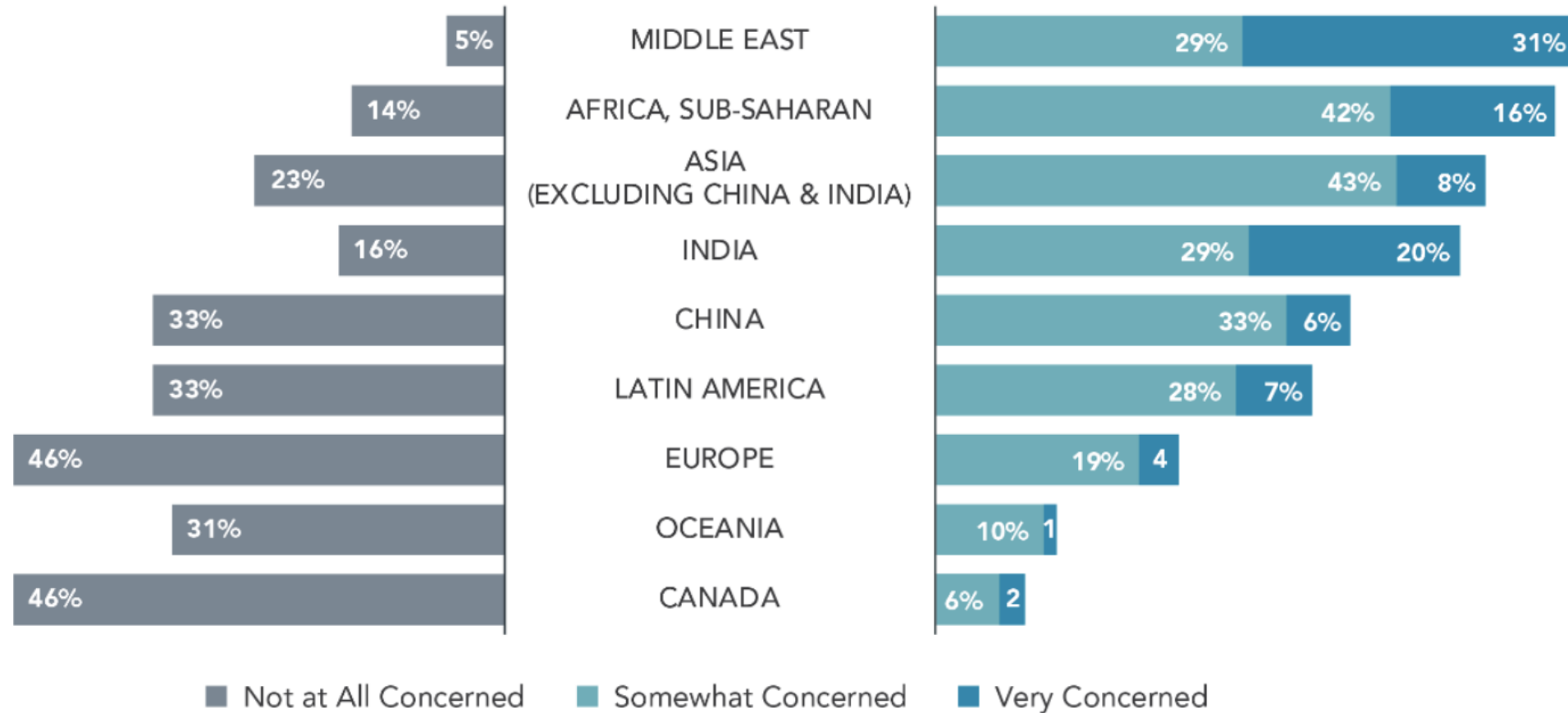
# Main motivation: Cultural exploration



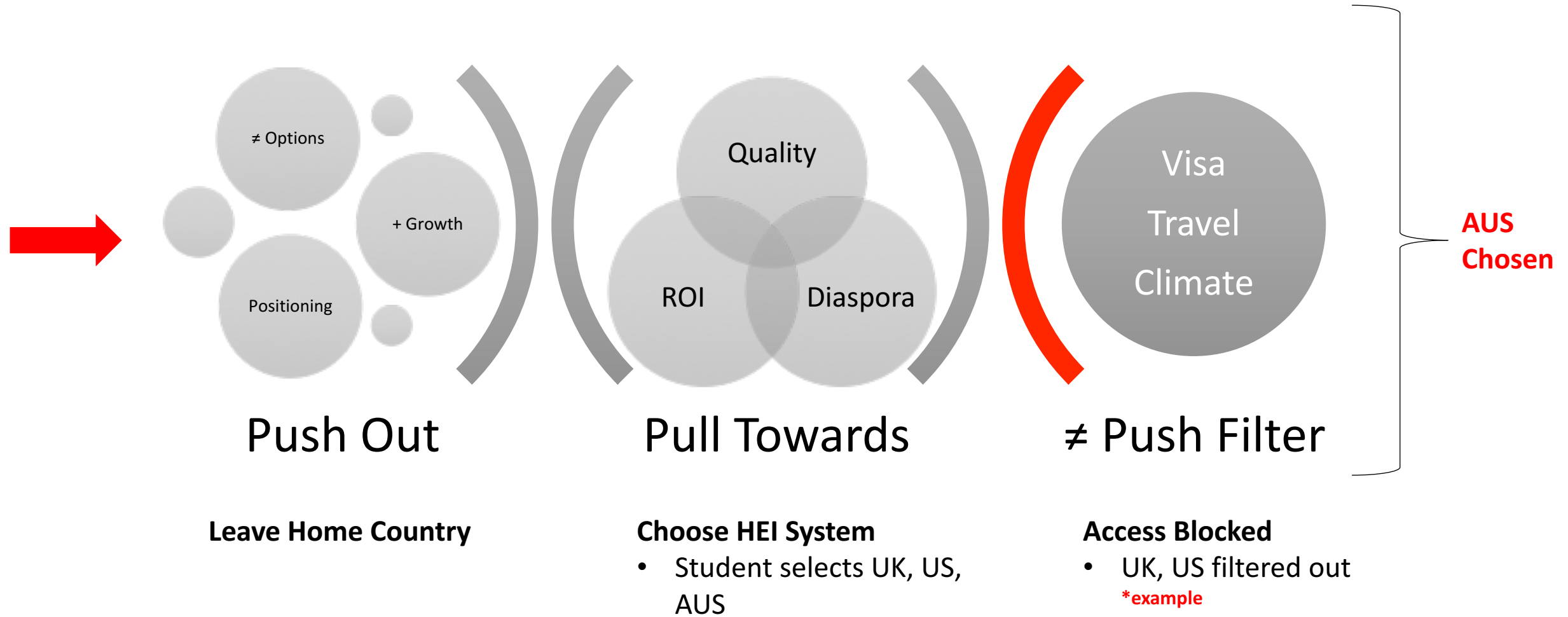
# Underlying motivation



# IIE: HEIs and Student Motivations



# Motivations Framework





# Prospective Student Impressions

Characteristic	U.S.	Australia	U.K.	Canada	France	Germany
Wide range of schools and programs	78.3	19.5	33.5	25.9	21.2	21.1
High quality higher education system	77.0	18.9	49.1	31.8	32	33
Welcomes international students	67.7	33.8	29.8	39.6	26	28.1
Tuition is expensive	61.9	18.1	51.1	21.6	22.9	17.2
Many scholarship opportunities	59.4	14.7	16.7	20.3	13.3	17.4
Good student support services	56.8	19.3	24.7	30.4	18.7	23.5
Difficult or complex visa procedures	50.3	12.7	24	14.6	12.2	10.4
Safe place to study	45.6	33.3	35.9	43.9	42.4	40.7
High cost of living	41.8	16.7	55.4	15.7	35.2	23.1
Language barrier	14.1	8.7	12.7	6.9	67.2	74.5

16,000 prospective students from 19 countries

- Read as “67.7% of prospective students agree that the U.S. is...”



# Prospective Student Priorities

## **'Safety first' say international students – Intead/FPP study**

Posted on Jan 18, 2018 by Claudia Civinini

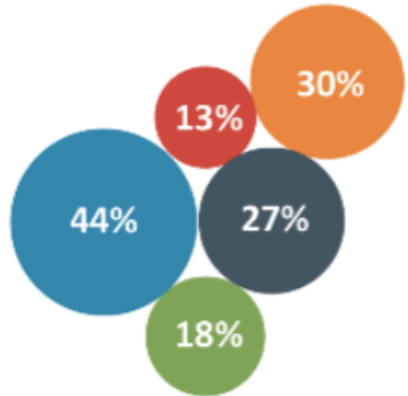
Posted In News, Research, under North America.

A major jump in students flagging up safety concerns as influencing their study abroad decisions has been noted in a **new report** by Intead and FPP EDU Media.

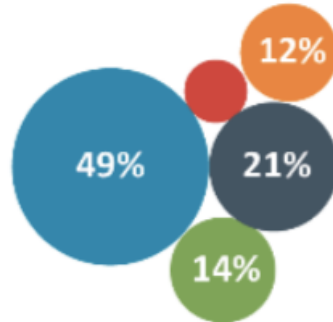
- **For U.S. study, in 2016, 23% of students indicated personal safety was a strong factor in their decision making. This jumped to 88% in 2017.**
- For all destinations, 69% noted importance of strong international student services, and 56% reported that international faculty were a powerful draw.

# Admitted Student Concerns

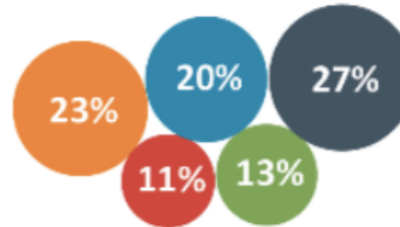
ASIA (EXCLUDING CHINA & INDIA)



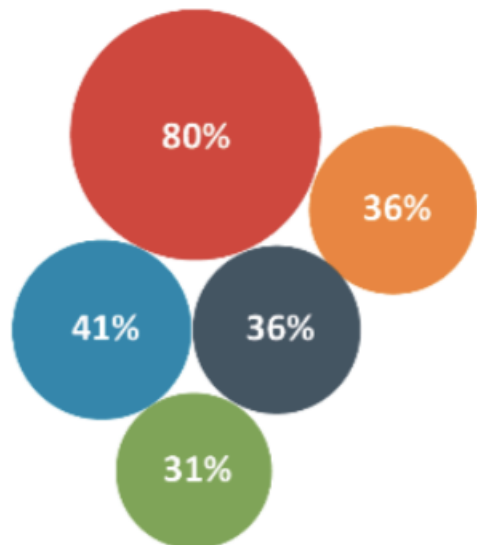
LATIN AMERICA & CARIBBEAN



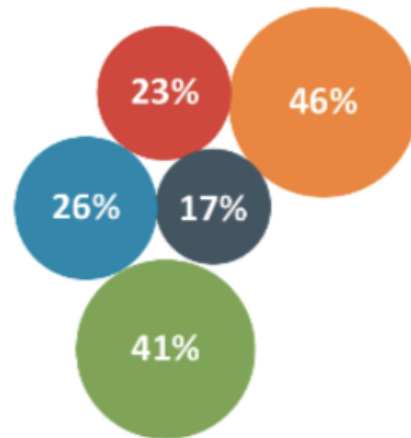
CHINA



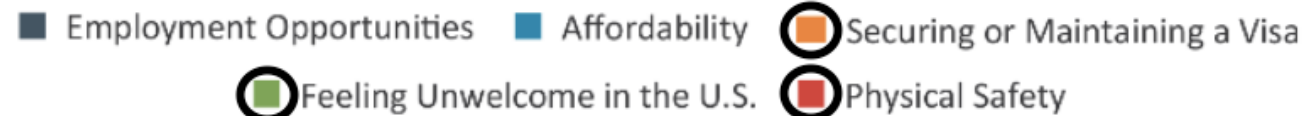
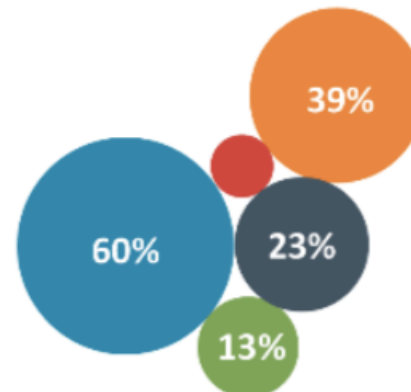
INDIA



MIDDLE EAST



AFRICA, SUB-SAHARAN



- Students from Asia (including China, but not India) are mainly concerned with post-grad **employment** opportunities and program **affordability**, rather than safety and feeling unwelcome
- Indian students - 80% of institutions responded that **physical safety** was their most pronounced concern
- MENA students - 50% reported **visa** concerns and feeling **unwelcome** as their top concern

*IIE: Understanding International Student Yield for Fall 2017, Farrugia & Andrejko*



# UAlberta's experience around motivations

# University of Alberta

A background image showing a diverse group of students, likely from the University of Alberta, smiling and waving. The image is partially obscured by the text at the top.

- 38,000+ students
- 7,000 international students from 133 countries
- Now aiming at quantity and diversity for international students – no longer quantity
- Need for quality/diversity focused strategy requires sophisticated data

A background image showing a diverse group of students, likely international, smiling and waving. The image is partially obscured by a green and yellow gradient overlay.

# International students expect positive career impact

- Start career information with pre-departure briefings & on campus orientation
- Address challenges for international students with co-op placements
- Activate international alumni as resource for career advice/mentoring
- **Need to be specific and evidence based when presenting UAlberta value proposition**

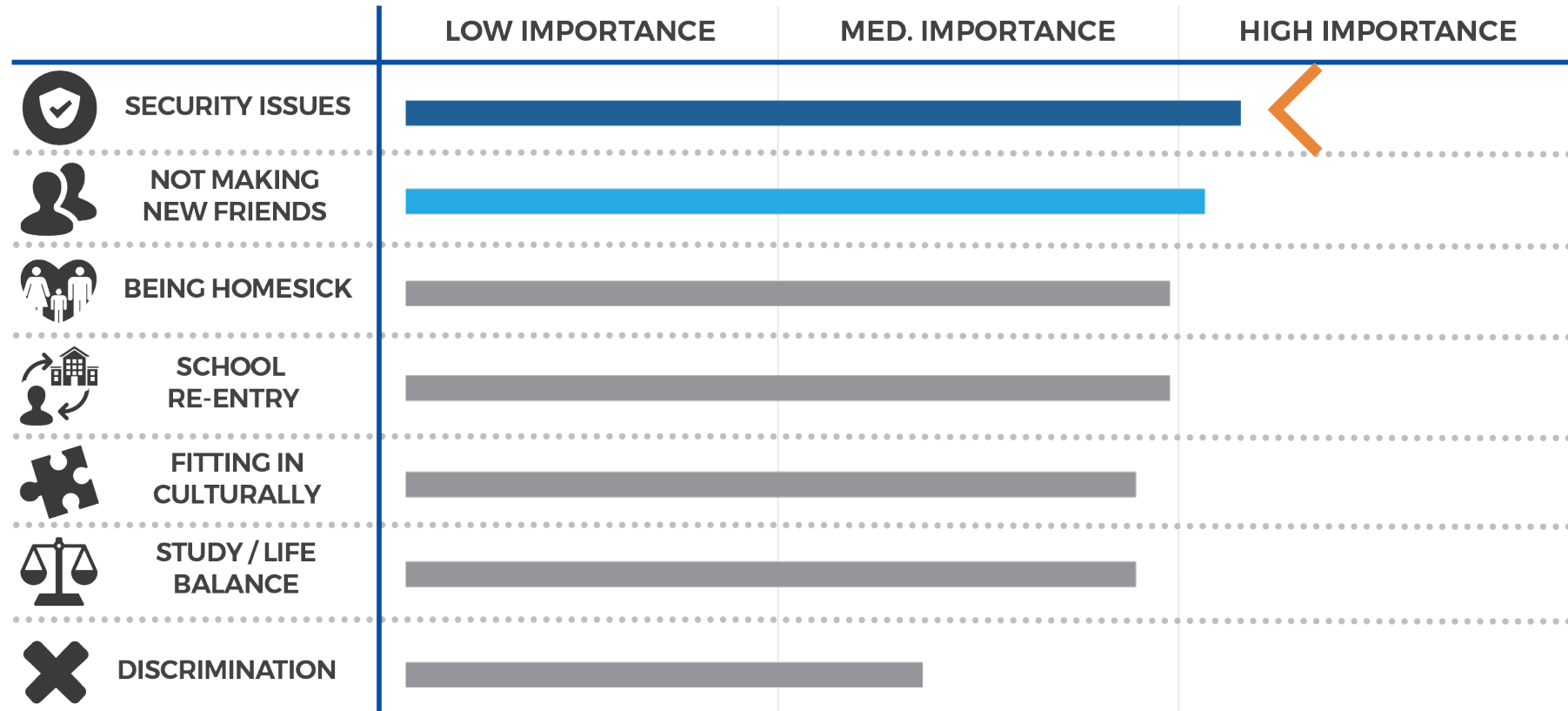




# External realities affecting international education



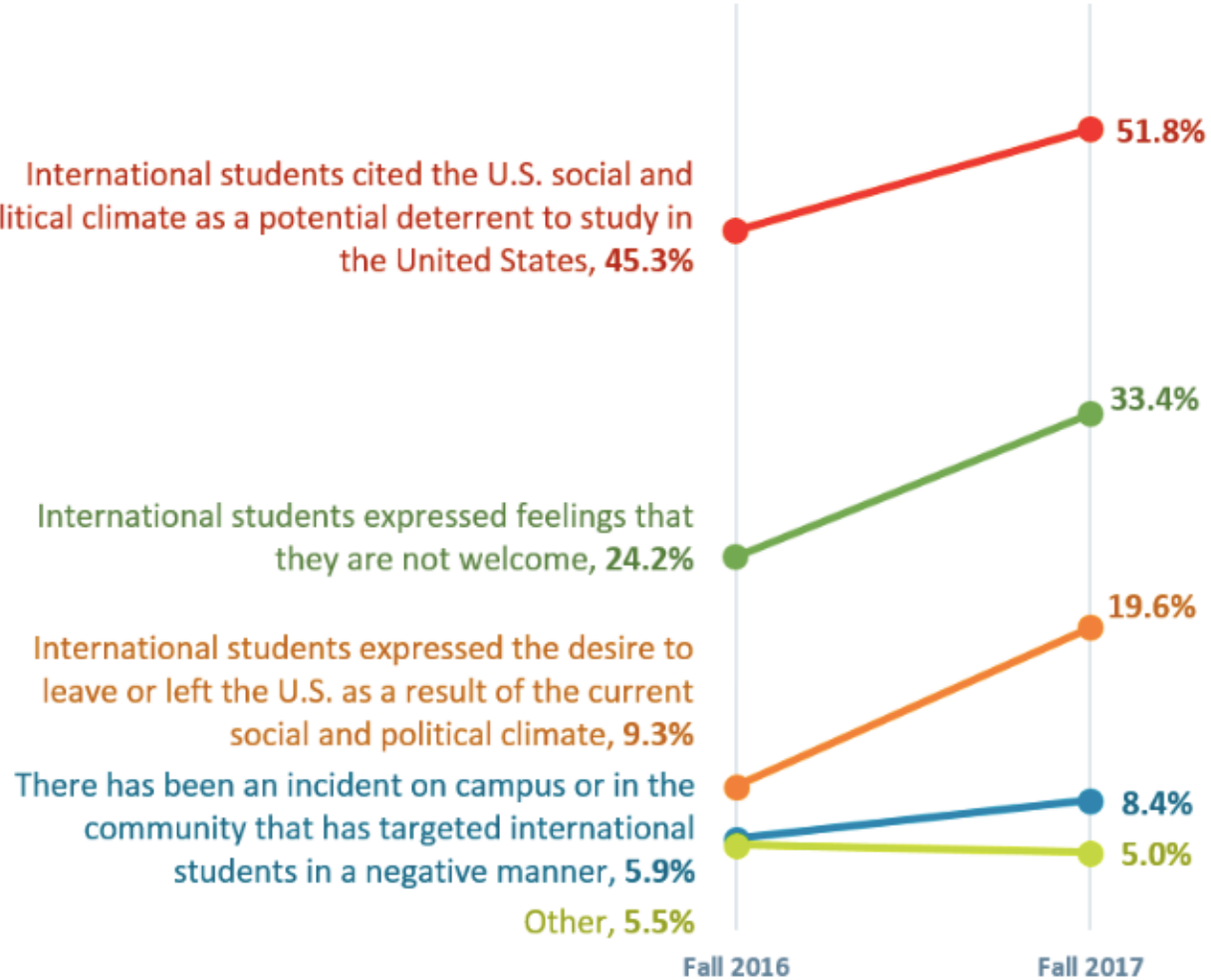
# Turbulent external realities - GenZ



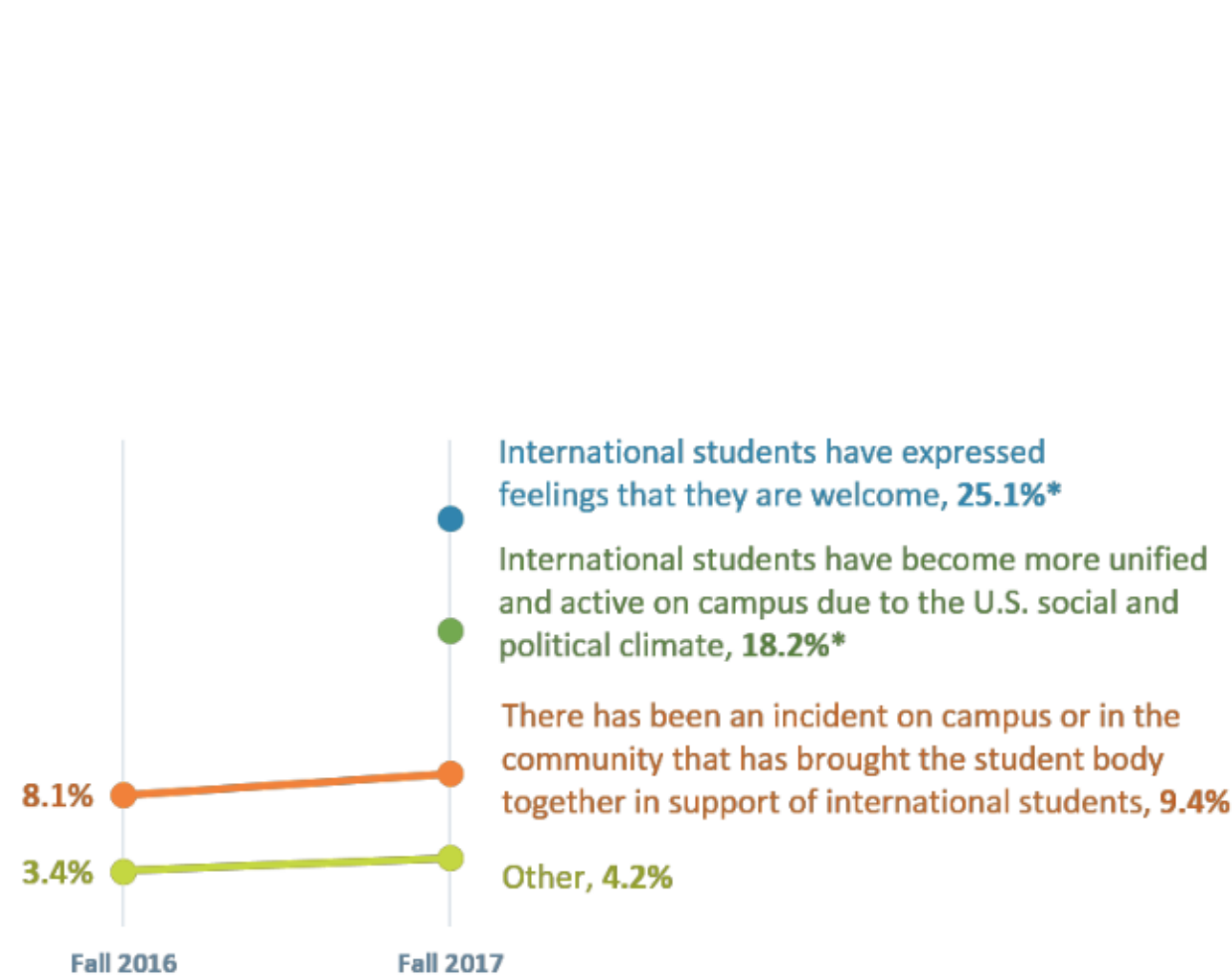
Significant increase in mindfulness of GenZ toward risk and security issues

# IIE: HEIs & the Sociopolitical Climate

## Negative Impacts



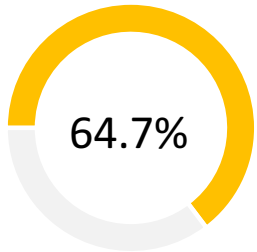
## Positive Impacts



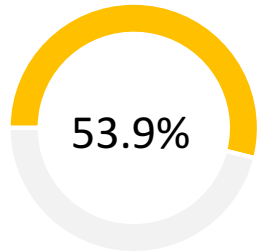


# HEI Responses to the Climate

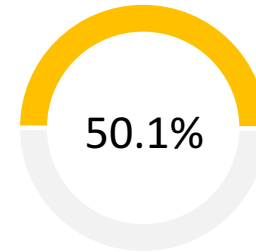
## 1) On-campus Outreach



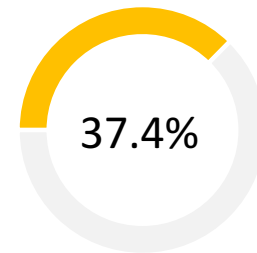
Alerted students to changes in U.S. policies



Created opportunities for int'l students to discuss U.S. social and political events

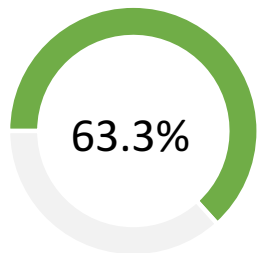


Provided counseling services for int'l students

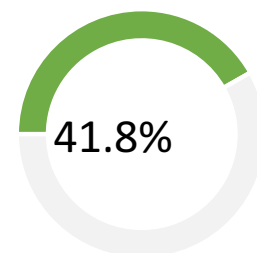


Provided or connected students to legal counsel regarding U.S. policies

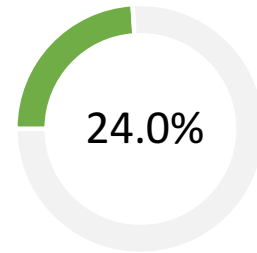
## 2) External Outreach



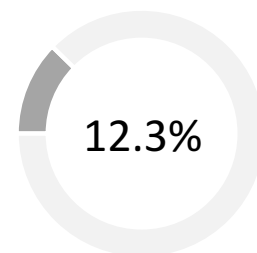
Issued statements supporting int'l students



Generated social media that int'l students are welcome



Engaged with policymakers to educate and urge support for int'l students



Not initiated any additional programs or issued any statements

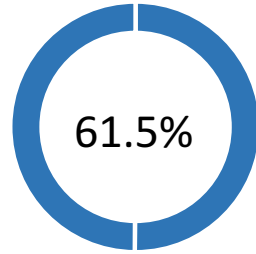
# Behind the Declining Numbers



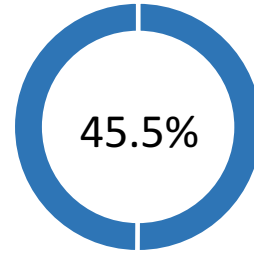


# Behind the Increasing Numbers

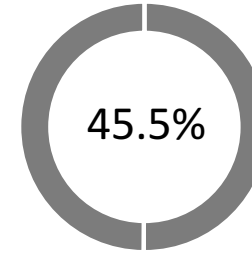
## Top 5 Factors



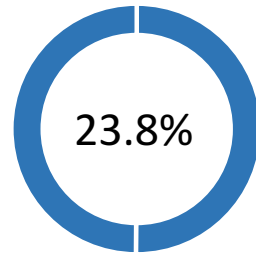
More active recruitment efforts by institution



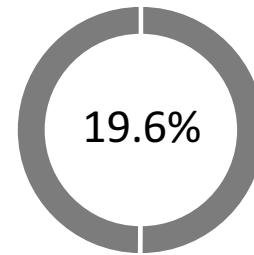
More active outreach to admitted students



Growing reputation and visibility of institution abroad

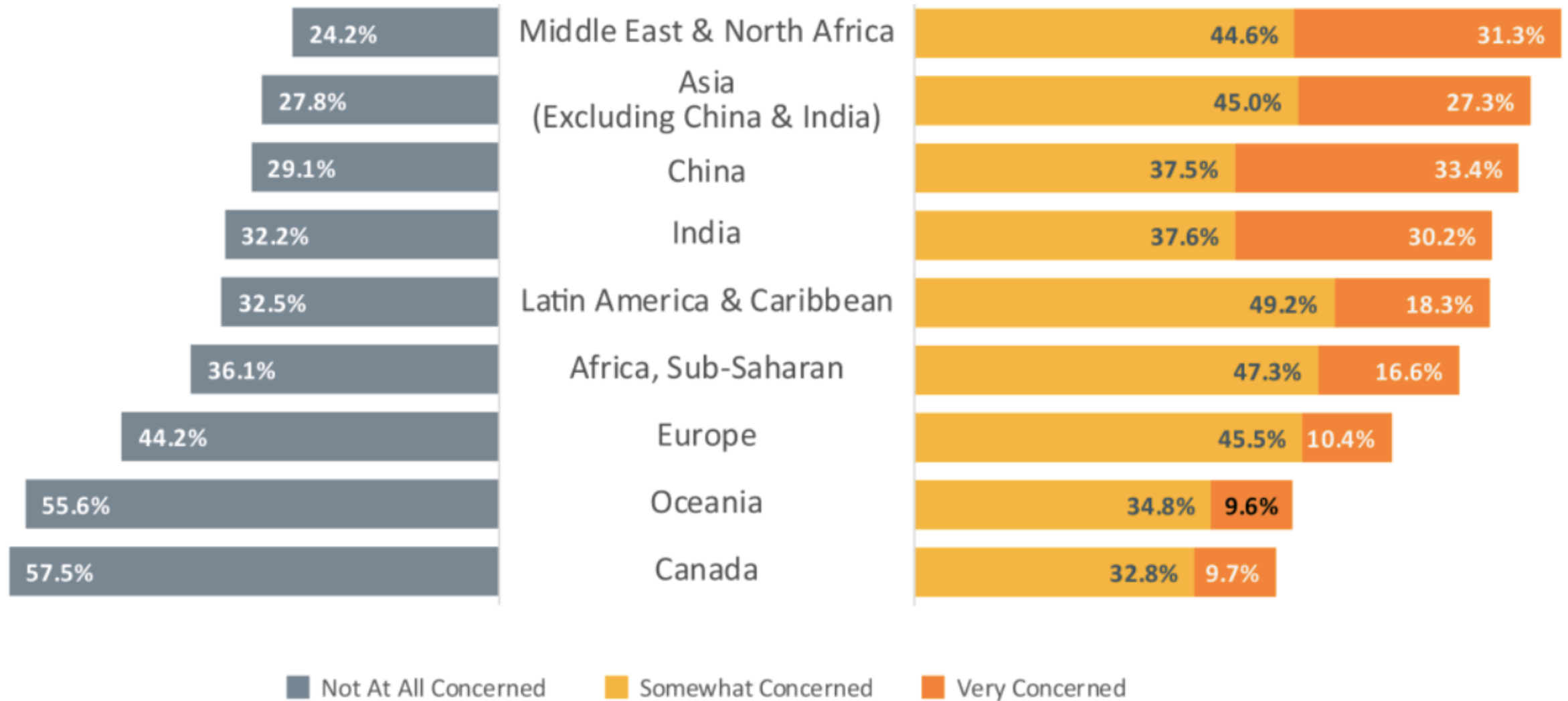


Increased institutional support staff for recruitment and admissions



Growth of institutional scholarship opportunities for int'l students

# Concern for Fall 2018 Recruitment



IIE: Fall 2017 International Student Enrollment Hot Topics Survey, Julie Baer





# Turbulent external realities - UAlberta



# “Canada’s Moment”

- Positive Canadian attitude to international students
- Immigration policies offer opportunity into permanent residency
- International students considered to be ideal fit for Canada’s immigration needs

# Building a welcoming culture

- Multicultural environment with generally open and accommodating attitude to people from other countries
- Still need to understand international students not as marginal community, but as integral members of our university environments
- Lack of social integration perceived as one of three most pressing concerns of international students
- Need to update and improve international student services and integrate seamlessly with overall student services



# Concerns for safety

- Canada benefits from image as safe country
- Not just safety from terrorism, but also from other threats such as mental health challenges, traffic safety, etc.
- Many enhanced policies and services to ensure international student safety and integrity



# Questions & Answers





## AFS

International, voluntary, non-governmental, non-profit education organization

Program activity in **99** countries

**59** AFS Network Organizations

12,600 participants annually

40,000 active AFS volunteers

Visit our Research Website &  
Download the Complete Study:  
[Research.afs.org](http://Research.afs.org)



## IIE

IIE has been a world leader in international education and works to build more peaceful and equitable societies by advancing scholarship, building economies and promoting access to opportunity.

IIE collaborates with a range of corporate, government and foundation partners across the globe to design and manage scholarship, study abroad, workforce training and leadership development programs.



## University of Alberta

Major Canadian research university

**31,000** undergraduate students

**388** undergraduate programs

Education abroad programs in over  
**50** countries

**15%** undergraduate students participate in education abroad