

Harnessing Language Schools as University Pathways

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2017 Annual Conference, Washington, DC

Speakers / Agenda

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Agenda

1. Perspective on Recruiting Goals and Data from the Field
2. Salem State – A Public Institution Reimagines its Long-Standing Language Program
3. Niagara – A Private Institution Launches a New Language Program
4. Recruitment Marketing Tools & Tips



Who is here?

Knowing me

Knowing you



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Perceptions and Realities

- Election rhetoric as “unwelcoming” and language programs as canaries in the coal mine
- Currency fluctuations (stronger USD)
- Conditional admission policies (US & Canada)



Understanding Recruiting Goals

The value of language programs

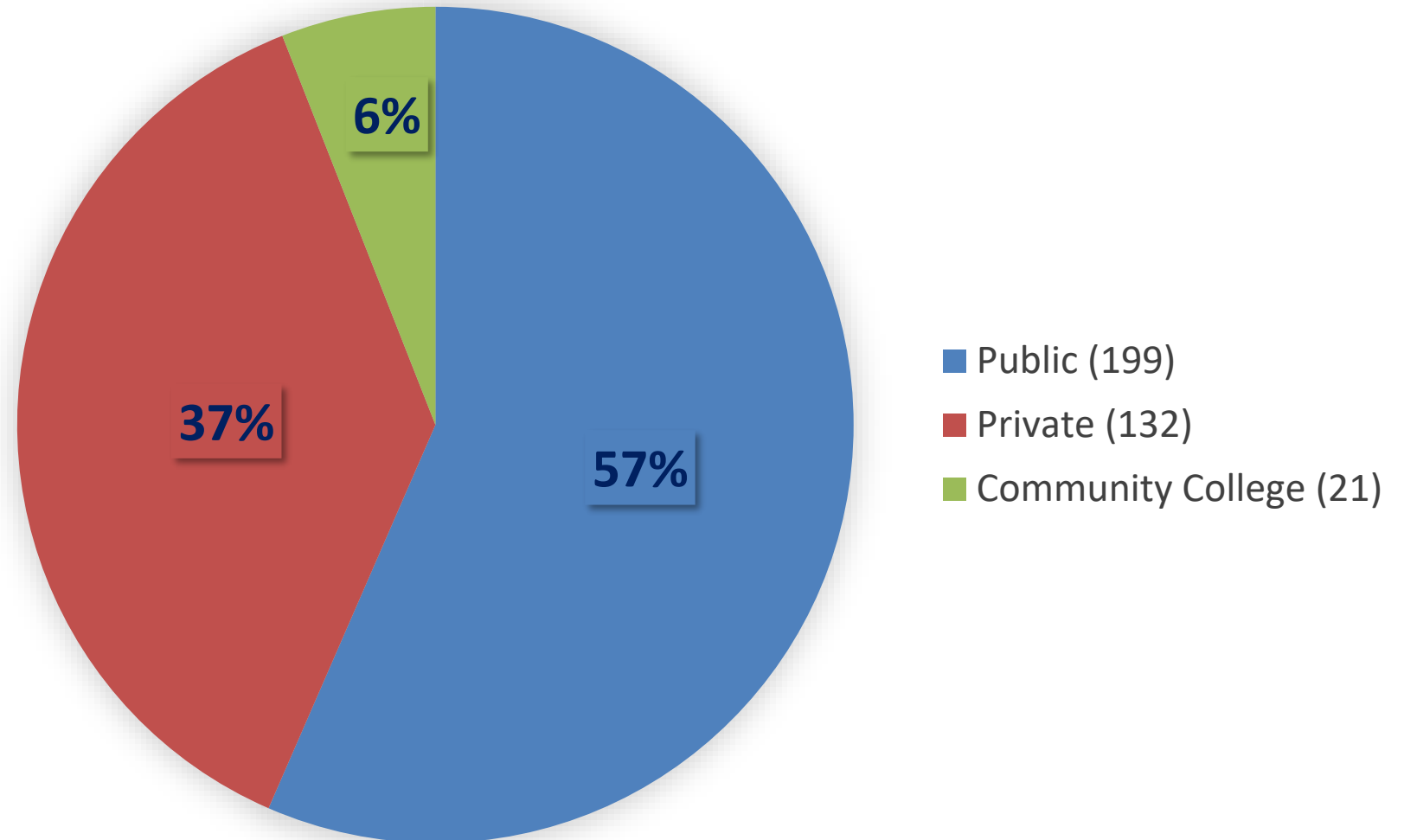
Knowing your recruiting goals

Knowing what you want to achieve

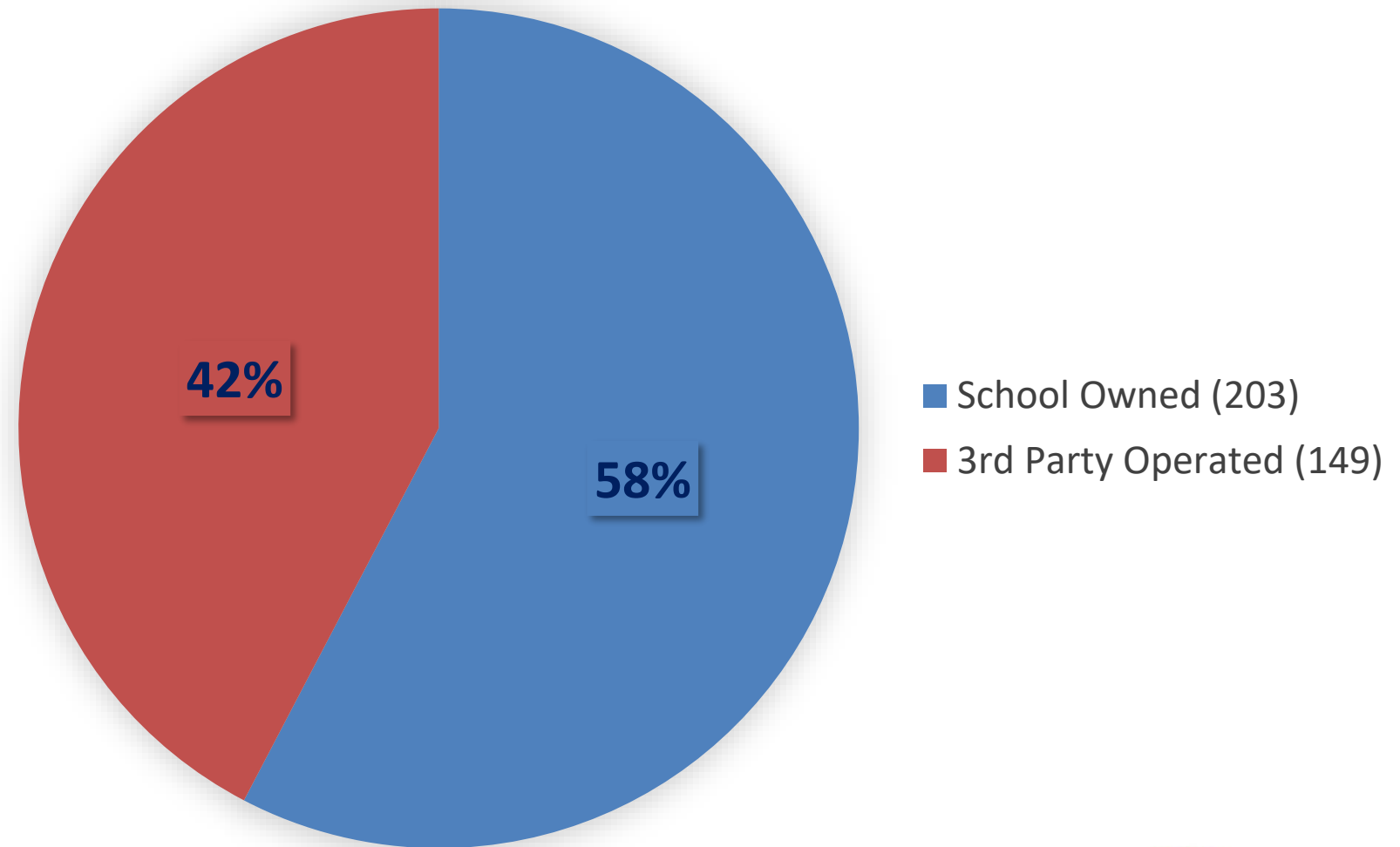


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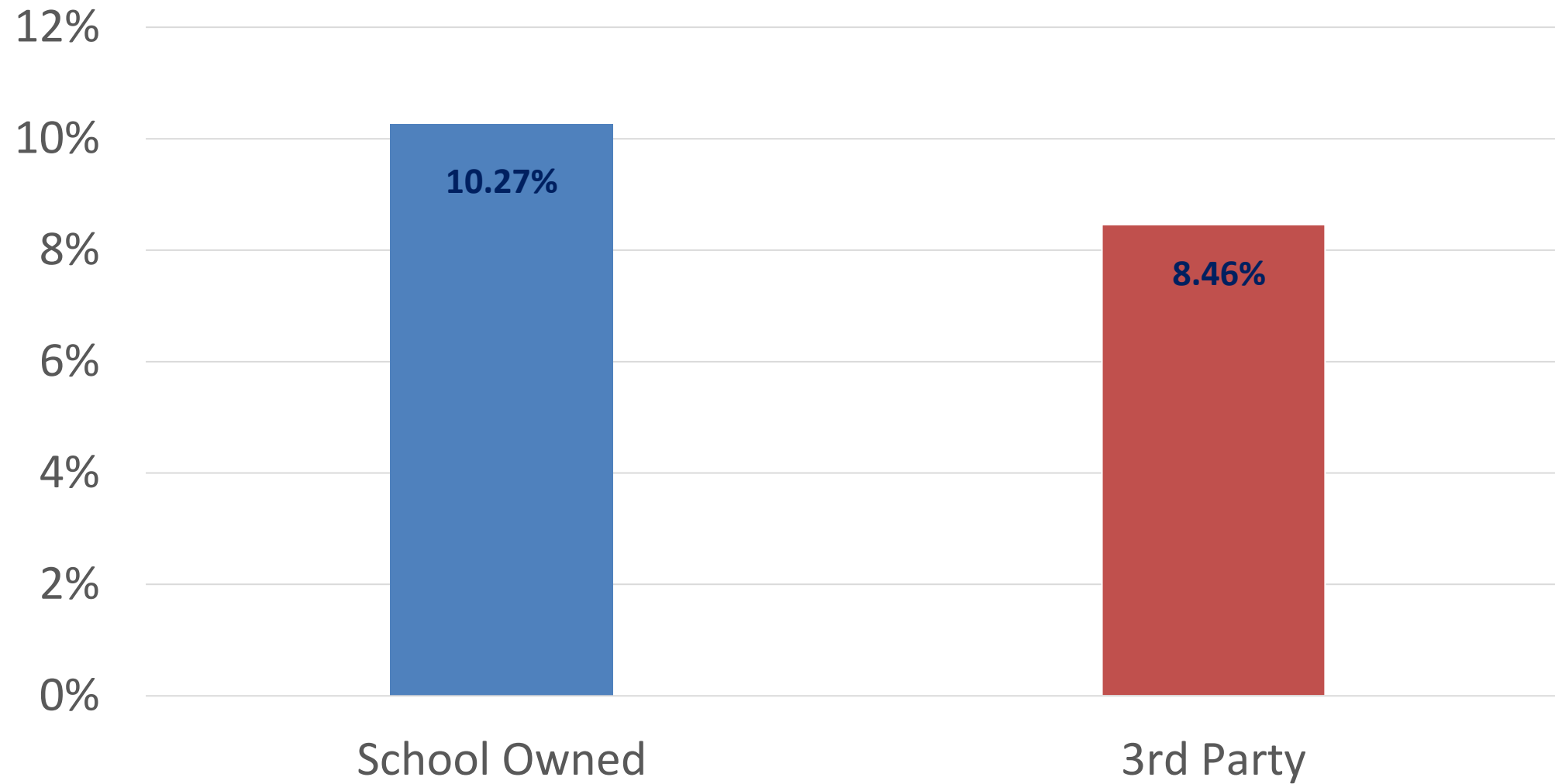
352 Institutions with an On-Site Language School Analyzed



352 Institutions with an On-Site Language School Analyzed



Ave % of Int'l students on campus: School Owned vs. 3rd Party Operated

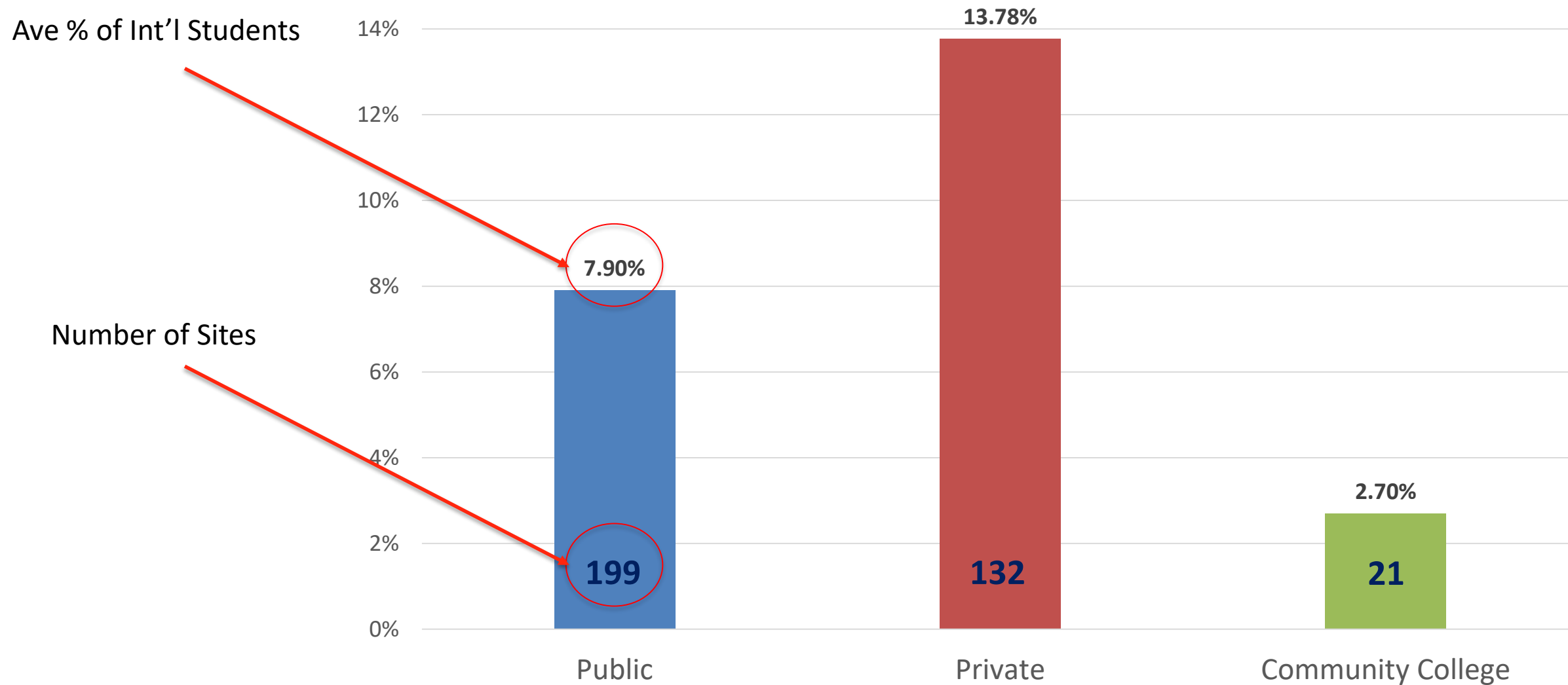


Intead analysis of 352 institutions paired with 2015/2016 IIE Open Doors Data



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Ave % of Int'l students on campus per Institution Type

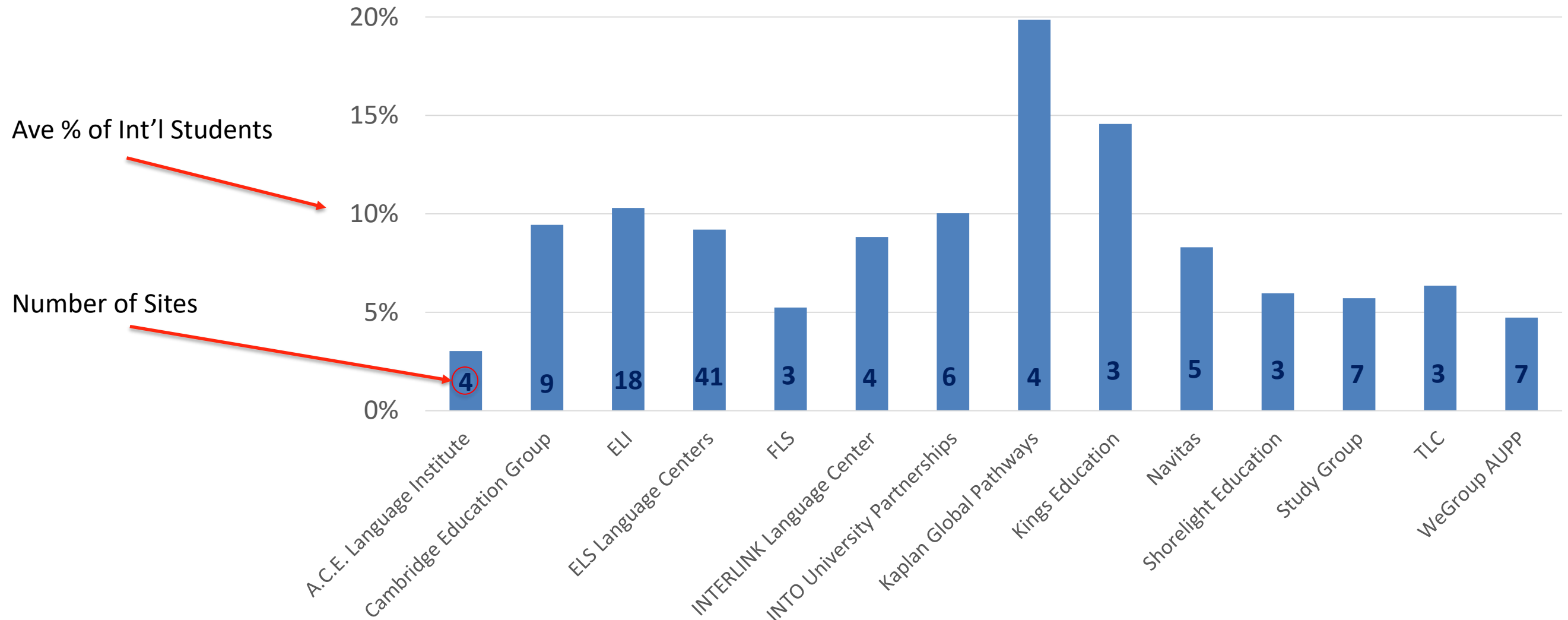


Intead analysis of 352 institutions paired with 2015/2016 IIE Open Doors Data



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Ave % of Int'l students on campus per 3rd Party Operators



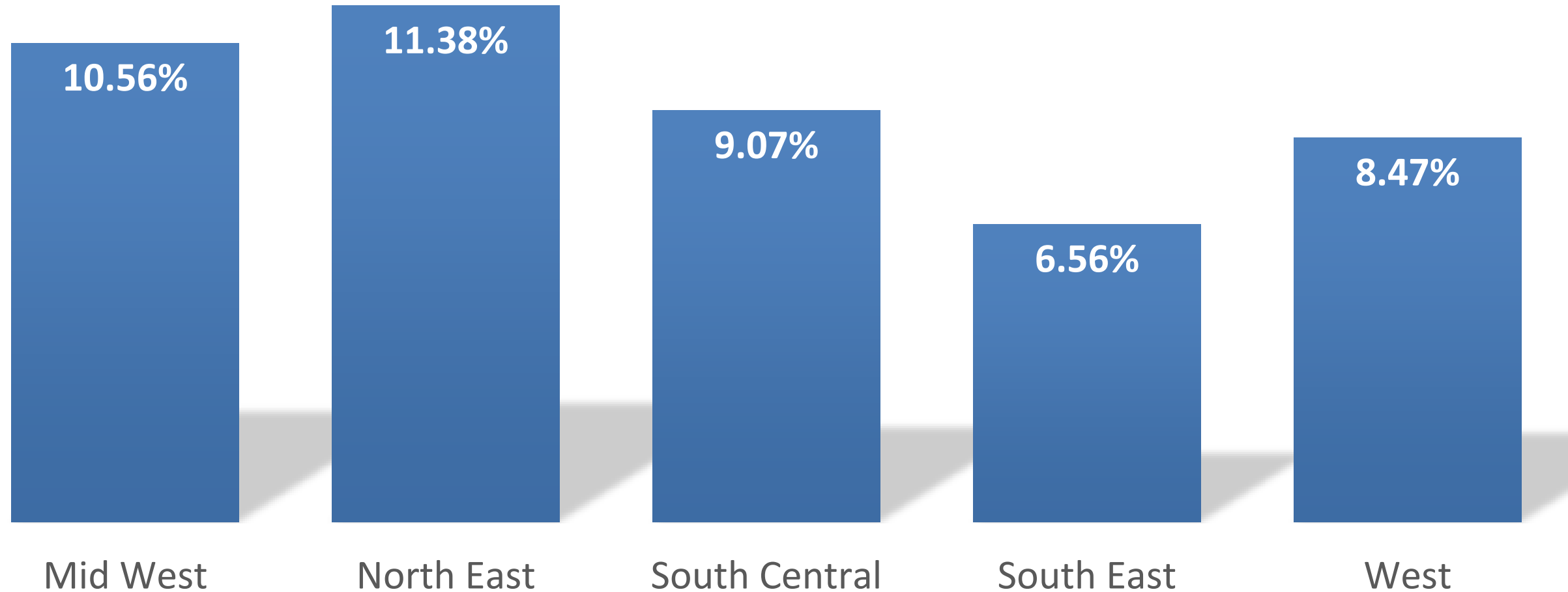
Intead analysis of 352 institutions paired with 2015/2016 IIE Open Doors Data



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Ave % of Int'l students on campus per region

School Owned and 3rd Party (352 Institutions)



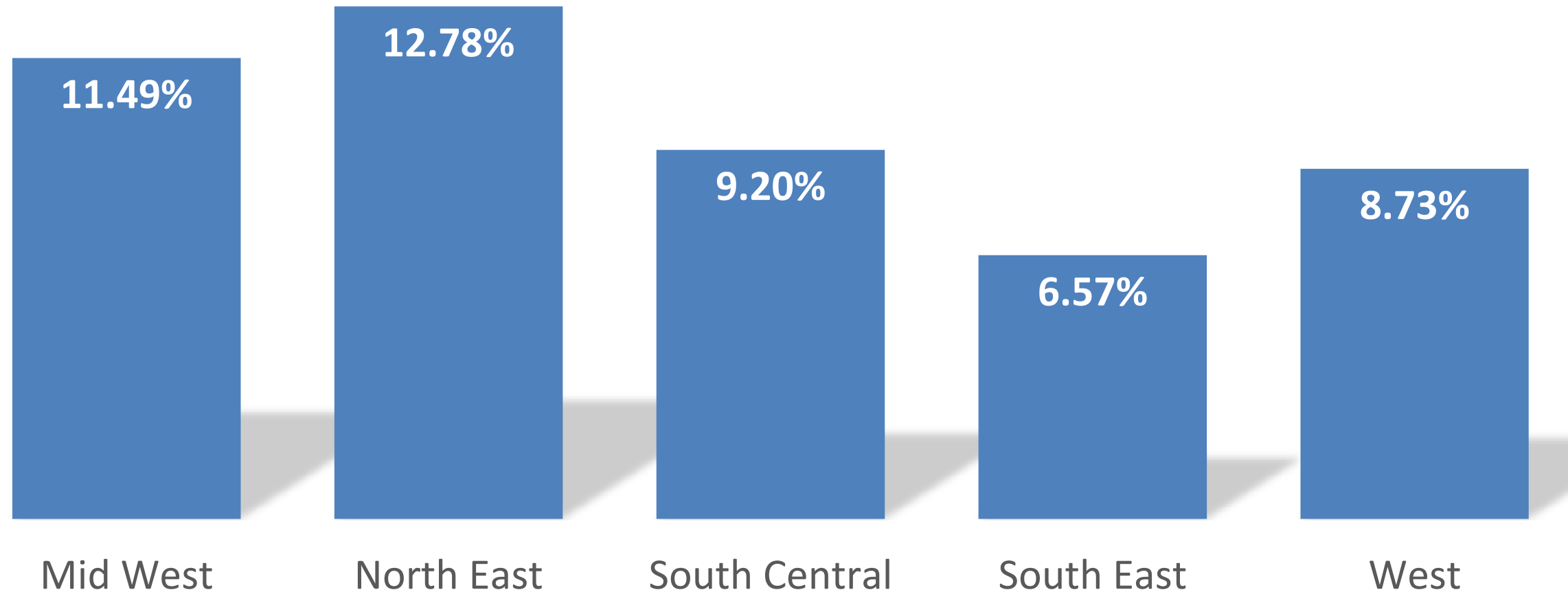
Intead analysis of 352 institutions paired with 2015/2016 IIE Open Doors Data



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Ave % of Int'l students on campus per region

School Owned (203 Institutions)



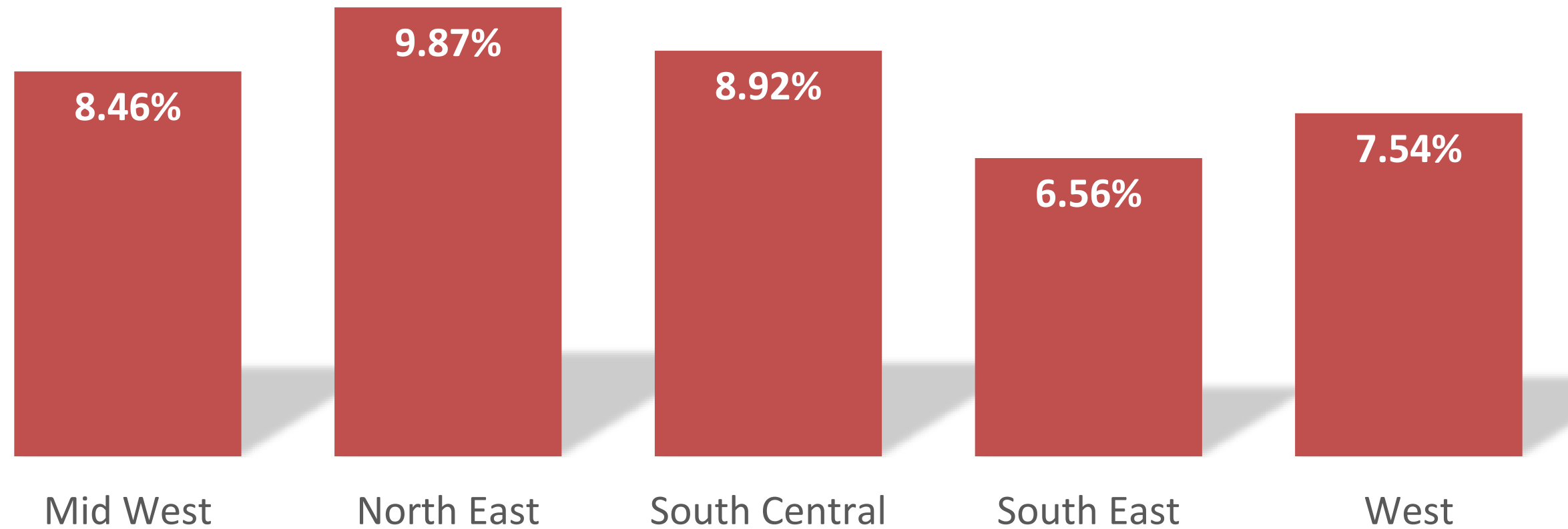
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Ave % of Int'l students on campus per region

3rd Party Operated (149 Institutions)



Intead analysis of 352 institutions paired with 2015/2016 IIE Open Doors Data



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A Public Institution Reimagines a Long-Standing Language Program



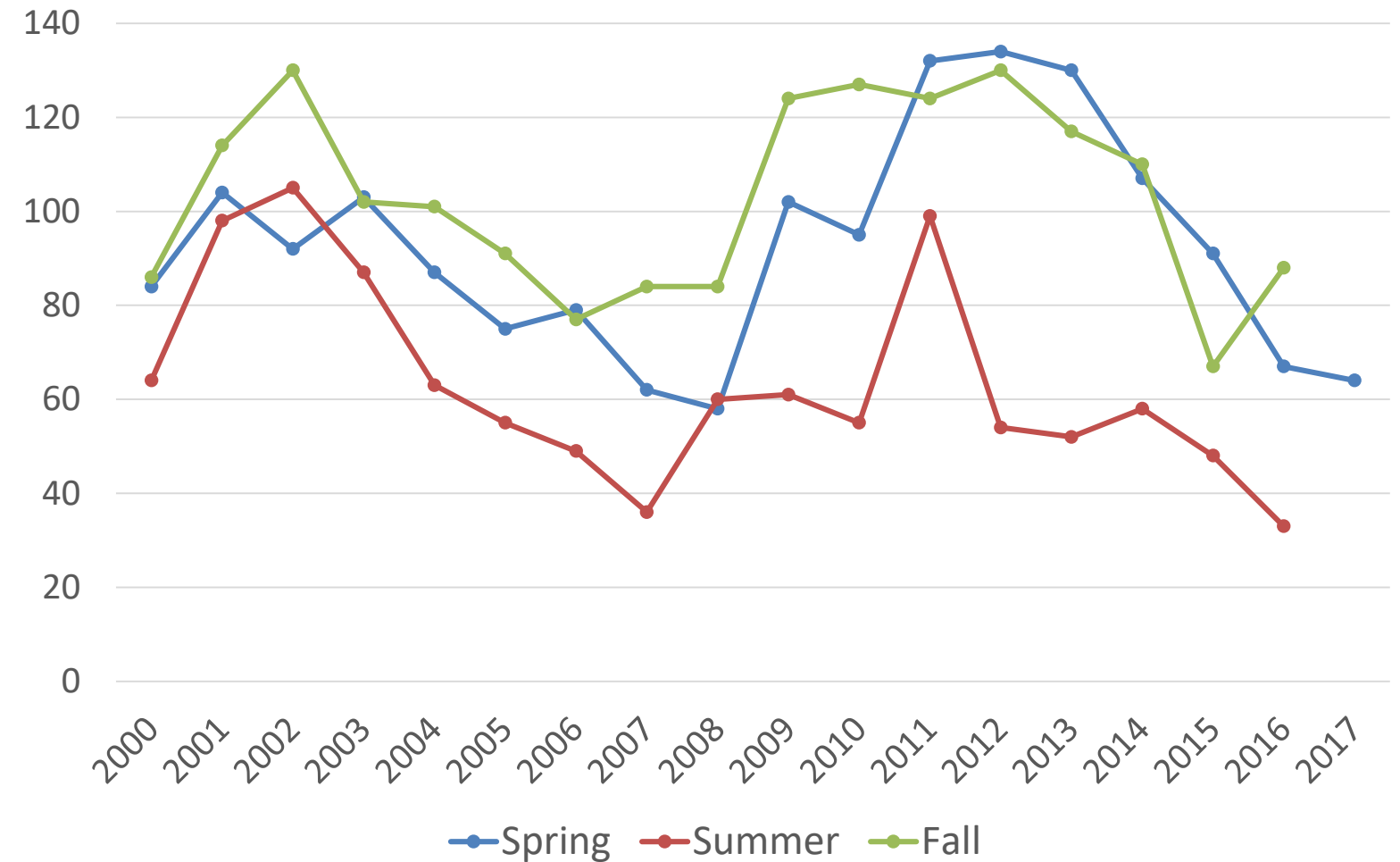
David Silva | Provost
Salem State University



IEP at Salem State University – An Overview

- Began in 1993 with 12 students (24 years)
- Spring 2017
 - Enrollment: 64 students
 - 20 countries
top 4: Brazil, Vietnam, PRC, Albania
 - 63% hold F-1 visa
20% are permanent residents

Intensive English Program Enrollment Trends (2000-present)

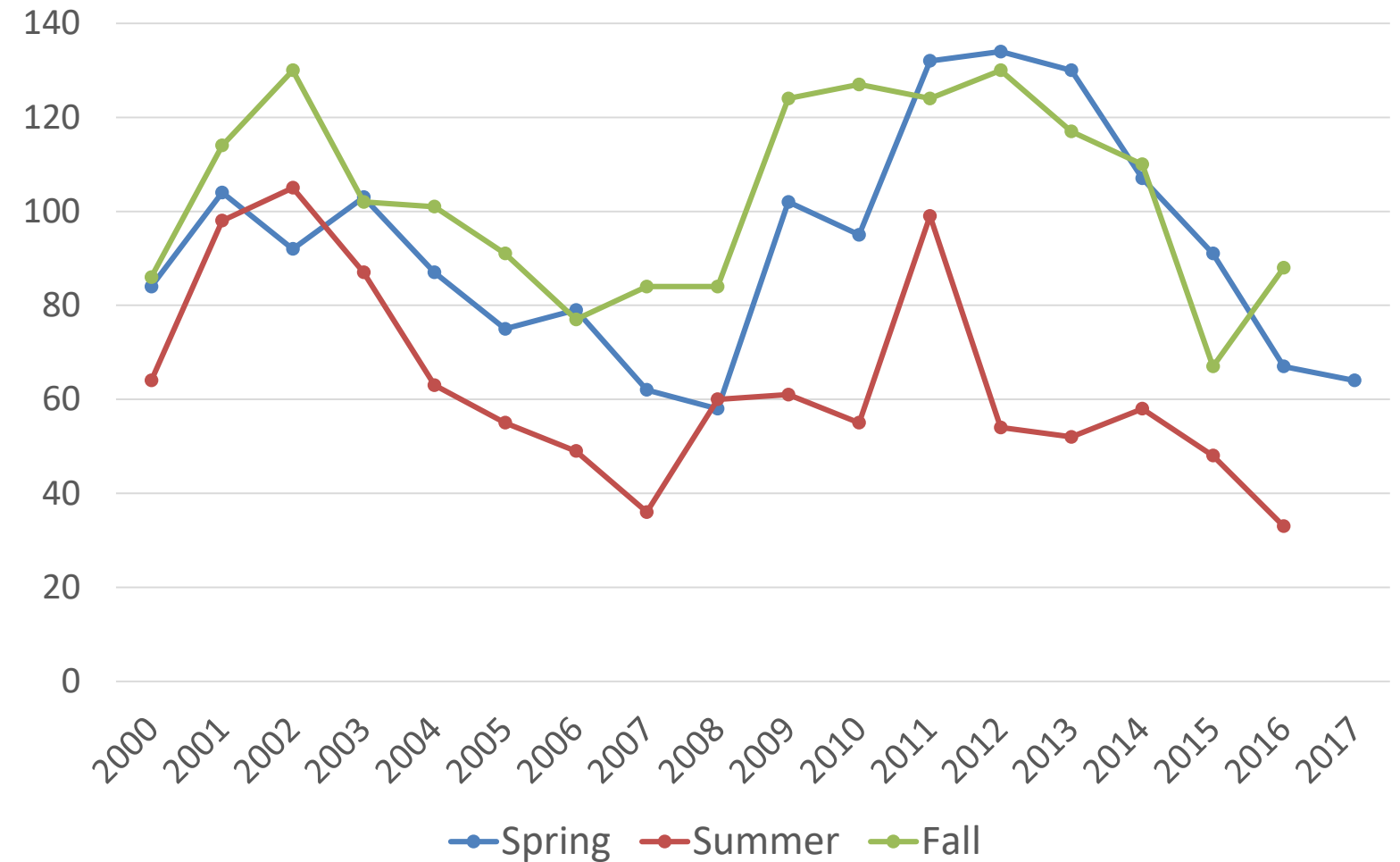


IEP at Salem State University – An Overview

Current Capacity

- Staff: 3.7 FTE
 - 1 FT director
 - 6 PT instructors
- Current capacity: ~ 70%
- Most common post-IEP majors
 - Business
 - Computer Science
 - Education

Intensive English Program Enrollment Trends (2000-present)



- **Strengths**

- Personnel
- Facilities
- Commitment to Internationalization
- Location

- **Weaknesses**

- Resource allocations
- Underdeveloped pathways to credit study



- **Opportunities**

- Robust relationships with overseas institutions (institutional / individual)
- New experiential learning partnerships

- **Threats**

- Local competitors (including CCs)
- Political uncertainties



A Private Institution Launches a New Language Program



Deborah Curtis | Director,
Center for Language, Culture & Leadership
Niagara University



ESL Program at Niagara University- An Overview

- Received Approval from SEVIS June 27, 2016- started September 2016!
- Spring 2017
 - Enrollment: 11 students
 - 4 countries
Vietnam, China, Turkey and Mexico
 - 82% hold F-1 visa
1 is a permanent resident



ESL Program at Niagara University- An Overview

- Spring 2017
 - Staff:
 - 1 FT director
 - 2 PT instructors
 - Current capacity:
lots of room to grow
 - Most common post-IEP majors
 - Finance and Accounting
 - Education
 - MBA



- **Strengths**

- Growing success in International Marketplace - students from 38 countries on campus; International faculty
- Ability to conditionally admit students
- Location

- **Weaknesses**

- New- unknown center
- Resource allocations
- Location



- **Opportunities**

- Build stronger relationships with International partner Universities
- Build/Market on Program strength- Language, Culture and Leadership

- **Threats**

- New and current competitors
- Political uncertainty



Brennan Center

Language, Culture
and Leadership



Recruitment Marketing Tools & Tips

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Ben Waxman | Chief Executive Officer
International Education Advantage, LLC



Approaches to Marketing to Language Students





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Using Mobile: The Satisfaction of Search







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Global Mobile: Quick Perspective

	BEST MARKETS	OPPORTUNITIES	CHALLENGES
	<ul style="list-style-type: none"> ◆ US ◆ India ◆ Brazil ◆ Indonesia ◆ Mexico ◆ UK <ul style="list-style-type: none"> ◆ Japan ◆ Egypt ◆ Turkey ◆ Spain ◆ Growing in India and Nigeria 	<ul style="list-style-type: none"> ◆ Paid ads available ◆ Strong tracking tools (metrics) 	<ul style="list-style-type: none"> ◆ Ads and tracking are a time sink ◆ Blocked in China ◆ Sort of blocked in Vietnam ◆ Russia considering blocking ◆ Older demographic overall ◆ Posting in local language
	<ul style="list-style-type: none"> ◆ South Africa ◆ Malaysia ◆ Argentina ◆ Brazil <ul style="list-style-type: none"> ◆ Singapore ◆ Hong Kong ◆ Spain ◆ India 	<ul style="list-style-type: none"> ◆ 900M users worldwide ◆ 17% of users are 18–24 yrs old ◆ Roughly 50% are Hispanic ◆ Recently purchased by Facebook ◆ Growing at 1M new users/day ◆ Interesting tracking tools 	<ul style="list-style-type: none"> ◆ Does not take advertising (that might change) ◆ Not as prevalent in Asia (see WeChat) ◆ Skews a bit older – largest % of users is 26 and older ◆ Posting in local language
	<ul style="list-style-type: none"> ◆ China ◆ Malaysia ◆ Taiwan <ul style="list-style-type: none"> ◆ Singapore ◆ India 	<ul style="list-style-type: none"> ◆ 45% of users in China are 18–25 yrs old ◆ 500M daily users in China ◆ 70M daily users outside China ◆ Payments (application fees) can be processed through app 	<ul style="list-style-type: none"> ◆ Does not take advertising until you have 100,000 followers ◆ Posting in local language

Global Mobile: Quick Perspective

	BEST MARKETS	OPPORTUNITIES	CHALLENGES
	<ul style="list-style-type: none"> ◆ Everywhere 	<ul style="list-style-type: none"> ◆ Users who opt-in are truly engaged ◆ Maintaining engagement beyond recruitment (enrolled students, alums) 	<ul style="list-style-type: none"> ◆ Opt-in required ◆ Users are charged per text in many countries
<p>Paid Search</p> 	<ul style="list-style-type: none"> ◆ Everywhere Google works (not China) ◆ Baidu in China 	<ul style="list-style-type: none"> ◆ Target audiences very specifically ◆ Track results very specifically 	<ul style="list-style-type: none"> ◆ Time sink to do it well ◆ Regular (daily) monitoring is important ◆ China is costly and hugely challenging
<p>Mobile Website</p> 	<ul style="list-style-type: none"> ◆ Everywhere 	<ul style="list-style-type: none"> ◆ Must have this to engage international students 	<ul style="list-style-type: none"> ◆ Converting current site ◆ Maintaining content
<p>Proprietary App</p> 	<ul style="list-style-type: none"> ◆ Everywhere 	<ul style="list-style-type: none"> ◆ Develop strong connection with users who opt-in (download app) 	<ul style="list-style-type: none"> ◆ Small percentage of prospects will be interested in an app/take the time to download an app ◆ ROI calculation is important ◆ Cost

Messaging Apps: Quick Perspective

Platform	Active User Accounts*	Bonus Notes	Age Breakdown	Region to Use It/ Global Usage
<u>WhatsApp</u> 	1 billion**	<u>70% of WhatsApp users use the application daily</u>	<u>32% of millennials use WhatsApp (outside of China)</u>	<ul style="list-style-type: none"> • <u>South Africa has the highest percentage of users on WhatsApp</u> • <u>93% of Brazilians use WhatsApp</u>
<u>Facebook Messenger</u> 	900 million**	<u>Globally, 35% of smartphone users use Facebook at least once a week</u>	<ul style="list-style-type: none"> • <u>35% of millennials use Facebook Messenger (outside of China)</u> • <u>27% of the high school class of 2015 use Facebook Messenger daily</u> 	<ul style="list-style-type: none"> • <u>The Philippines has the largest percentage of Facebook Messenger users of any country: 59%</u> • <u>40% of UK mobile users chat through Facebook Messenger</u>
<u>Tencent QQ</u> 	853 million**	<u>70% of QQ users are on the mobile application</u>	Not available	<u>In China, 59.5% of internet users aged 16–65 use QQ</u>
<u>WeChat</u> 	650 million	<ul style="list-style-type: none"> • <u>The average age of a WeChat user is 26</u> • <u>48% of internet users in China use WeChat</u> 	<ul style="list-style-type: none"> • <u>2% of WeChat users are under 18</u> • <u>45.4% are between 18–25</u> • <u>40.8% 26–35</u> • <u>9.5% 36–50</u> • <u>0.3% over 60</u> • <u>0.6% unknown</u> 	<u>Asia-Pacific region</u>



Where to find these free resources



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Student Segments and Motivations – the Value of Personas



Persona Development Worksheet

Attributes	Persona A	Persona B
Job Role	Prospective Student	Parent / Agent
Role in Decision Making Process		
Academic Strength		
Financial Strength		
Age		
Location		
Influencers		
Sources of information		
Main goals		
Motivations		
Challenges/Frustrations		
Buyer Role Type		
Interaction Preferences		
Watering Holes		



Let's consider your next steps

1. Provide a great experience to your current students (always)
2. Set realistic internal expectations; seek internal buy-in/alignment
3. Create goals per target audience; know your differentiators
4. Choose the target regions that have a high affinity for those features (consider local, use data)
5. Choose the engaging content and dissemination channels that reach your target audience (mobile)
6. Track the results
7. Modify tactics based on data (review your data)
8. Provide a great experience to your current students (always)

