



AIEA 2014 Annual Conference
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Washington, DC

UNIVERSALIZING GLOBAL LEARNING IN THE 21ST-CENTURY ACADEMY

Niche markets in India and China

Achieving “second generation” institutional goals
through a better understanding of students and
niche markets

Kim Morrison, CEO, Grok Education Services
Lakshmi Iyer, Education Sector Head, Sannam S4

About Grok Education Services

- Field engagement services for higher education institutions in the world's most important international education markets.
 - Founded 2005, we have served more than 80 institutional clients.
 - Currently provide in-market representation using dedicated staff for more than 30 clients in China and India, with Southeast Asia coming in 2014.

Leveraging dedicated staff in-country, we provide:

- Strategy and advisory services
 - Recruitment oversight and support (manage agents, high schools, etc.)
 - Academic partnership management
 - Project and event management
 - Brand and reputation building via Chinese social media channels
 - Chinese website development
 - Virtual marketing / applicant services
 - Alumni community building
- Today's presentation will draw on:
 - Internal research agenda includes annual 100 Chinese families project.
 - Our experience in representing dozens of institutions in the field.

About Sannam S4

- Sannam S4 supports international organizations with their market entry and business development activities in India and China
- We offer a single window to support an organisations needs as part of their journey of entering the Indian market.
- Education is by far the largest single sector that we support
- Supported over 75 education organisations with entry into India
- Our team
 - Blend of UK/US/Canadian originated staff (with deep Indian experience) and local delivery specialists
 - 80 employees in India
- Offices: New Delhi, Mumbai, Bangalore, Chennai and Pune

What are “second generation” institutional goals?

Objectives beyond increasing the number of international students, such as:

- Refining Recruitment Outcomes
 - Addressing program mix
 - Many institutions seek increased enrolment in humanities & social sciences and/or STEM programs
 - Improving the quality of enrolled international students
 - Improved completion rates; improved student satisfaction; improved classroom experience; fewer concerns from faculty; maintenance or elevation of ranking and reputation
- Reducing Institutional Risk Factors
 - Diversify recruitment channels
 - Better manage recruitment channels
 - Protect applicants, police brand use / misuse, reduce credential fraud, better applicant screening
 - Diversify regionally
 - Avoid permanent establishment tax risk
- Better Managing Institutional Partnerships
 - Increase conversion of prospects to productivity / eliminate unproductive partnerships
 - Ensure quality of students and integrity of program delivery through academic partners
 - More closely manage and better support productive partners

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Achieving Second Generation Goals in China

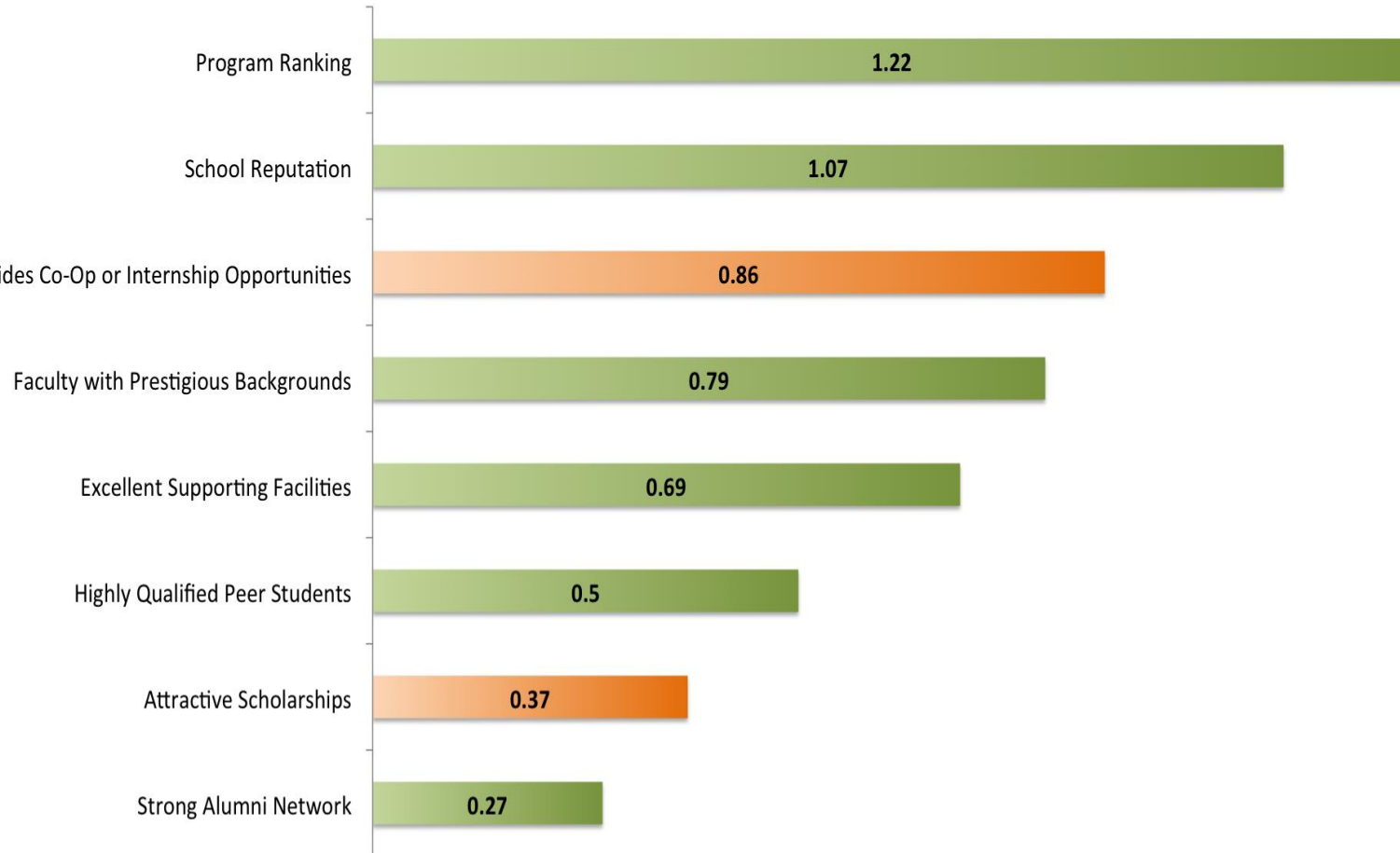
Refining recruitment outcomes through a better understanding of various international student niche markets

Chinese students have an increasing diversity of needs and dreams

- Moving beyond building recruitment volume to achieving second generation recruitment goals requires a better understanding of the diverse communities within the Chinese audience
- Doing so gives you the opportunity to fine tune your market messaging, international student services, (perhaps even your academic program content) to better appeal to the needs and dreams of the desired market

The Criteria For International Study Destination

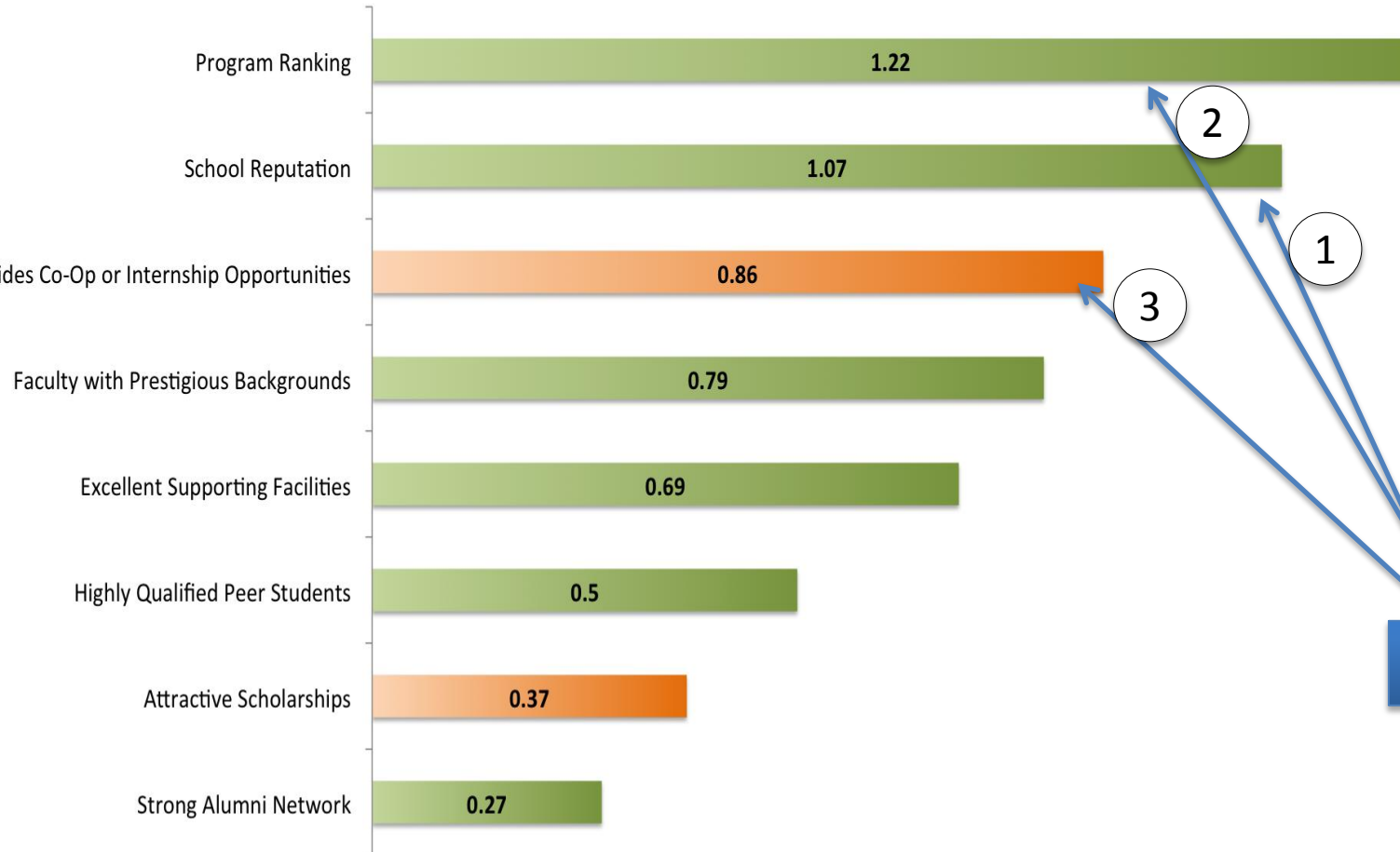
The Importance of Various "Characteristics" in a Family's Decision Making



Source: Grok's 2012 100 Chinese Families Project

The Criteria For International Study Destination

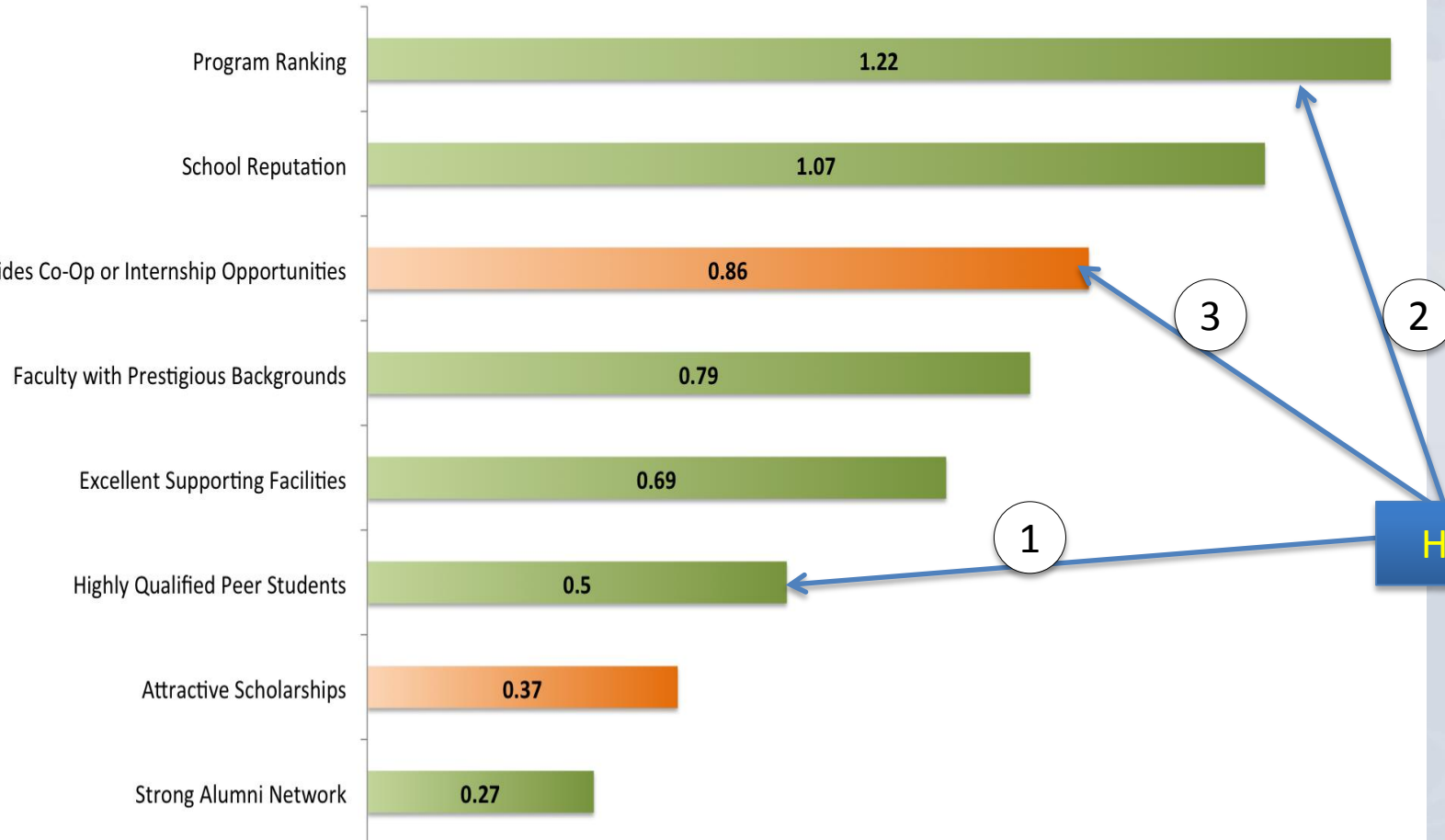
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Commercial

The Criteria For International Study Destination

The Importance of Various "Characteristics" in a Family's Decision Making

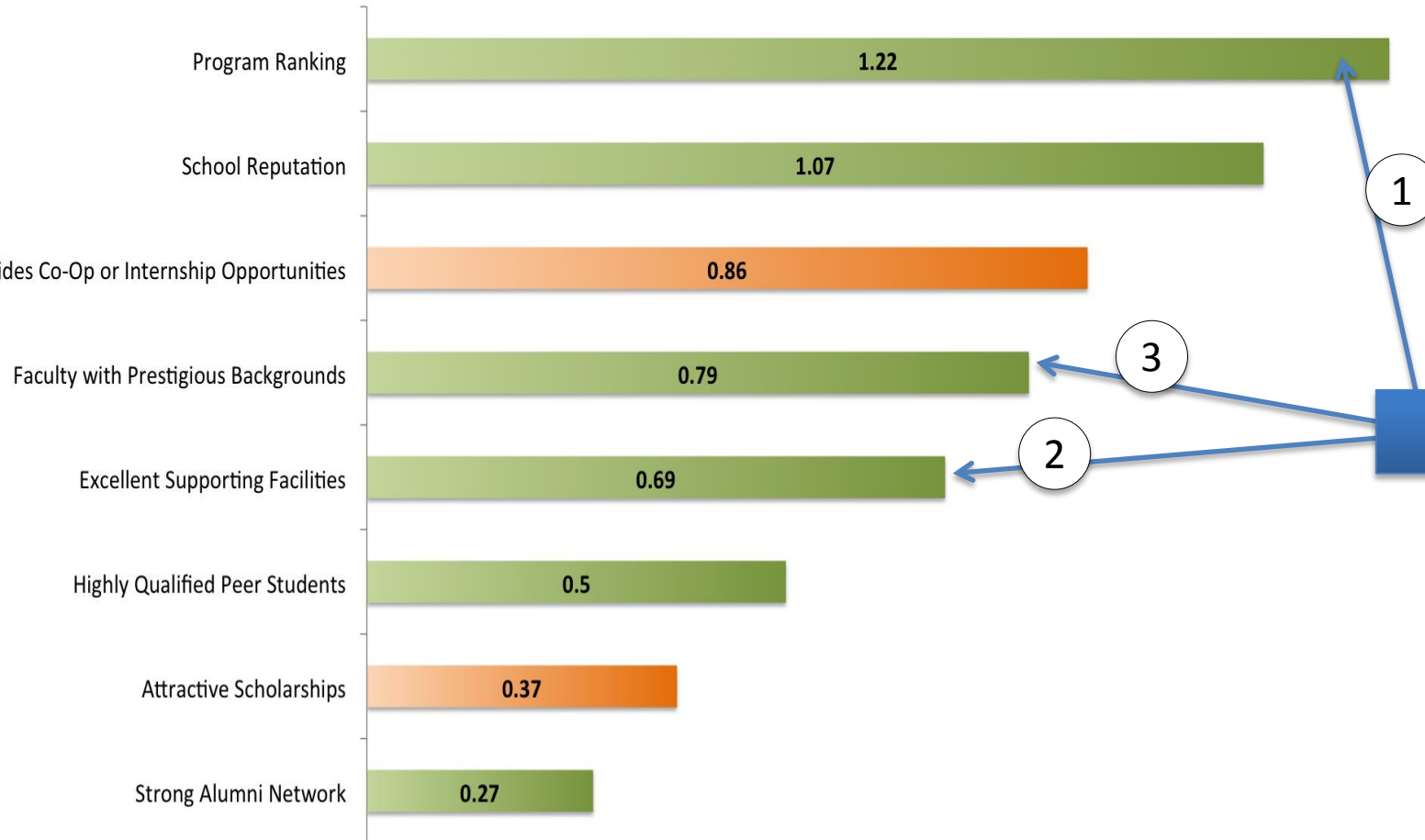


Hum / Soc Sci

Source: Grok's 2012 100 Chinese Families Project

The Criteria For International Study Destination

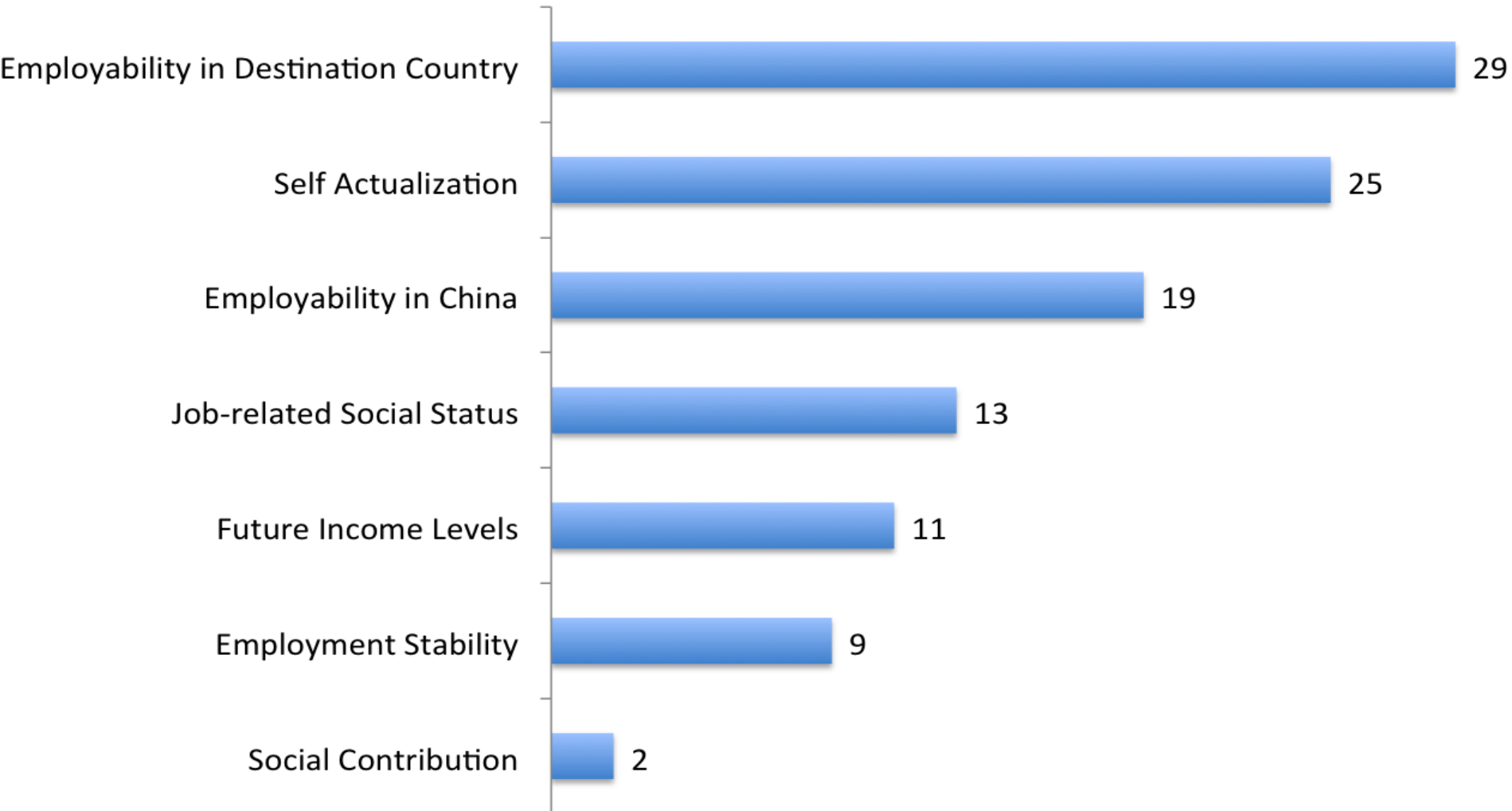
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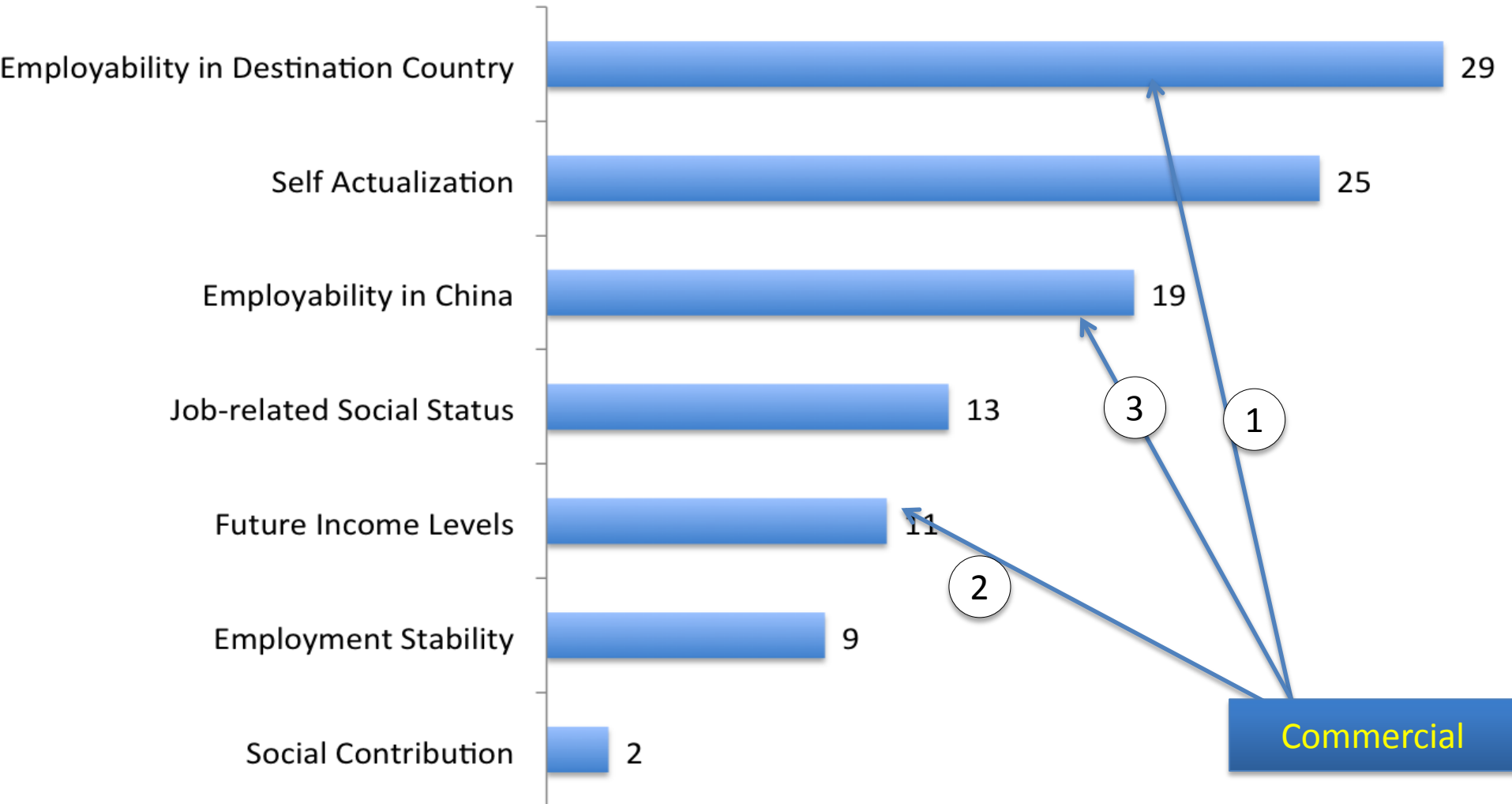
The Desired Outcome of Foreign Study

The # of Respondents Ranking Each Outcome as Most Important



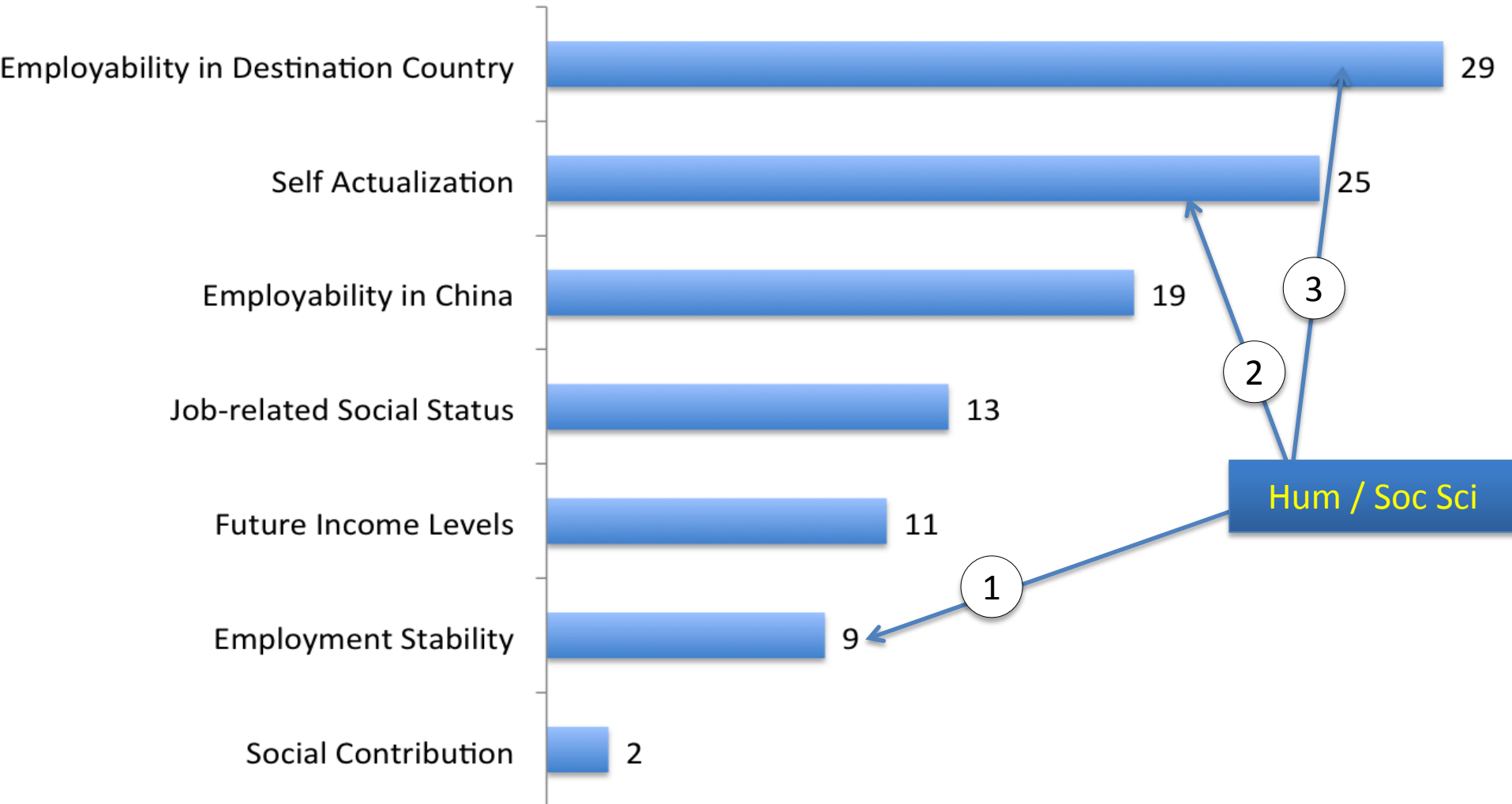
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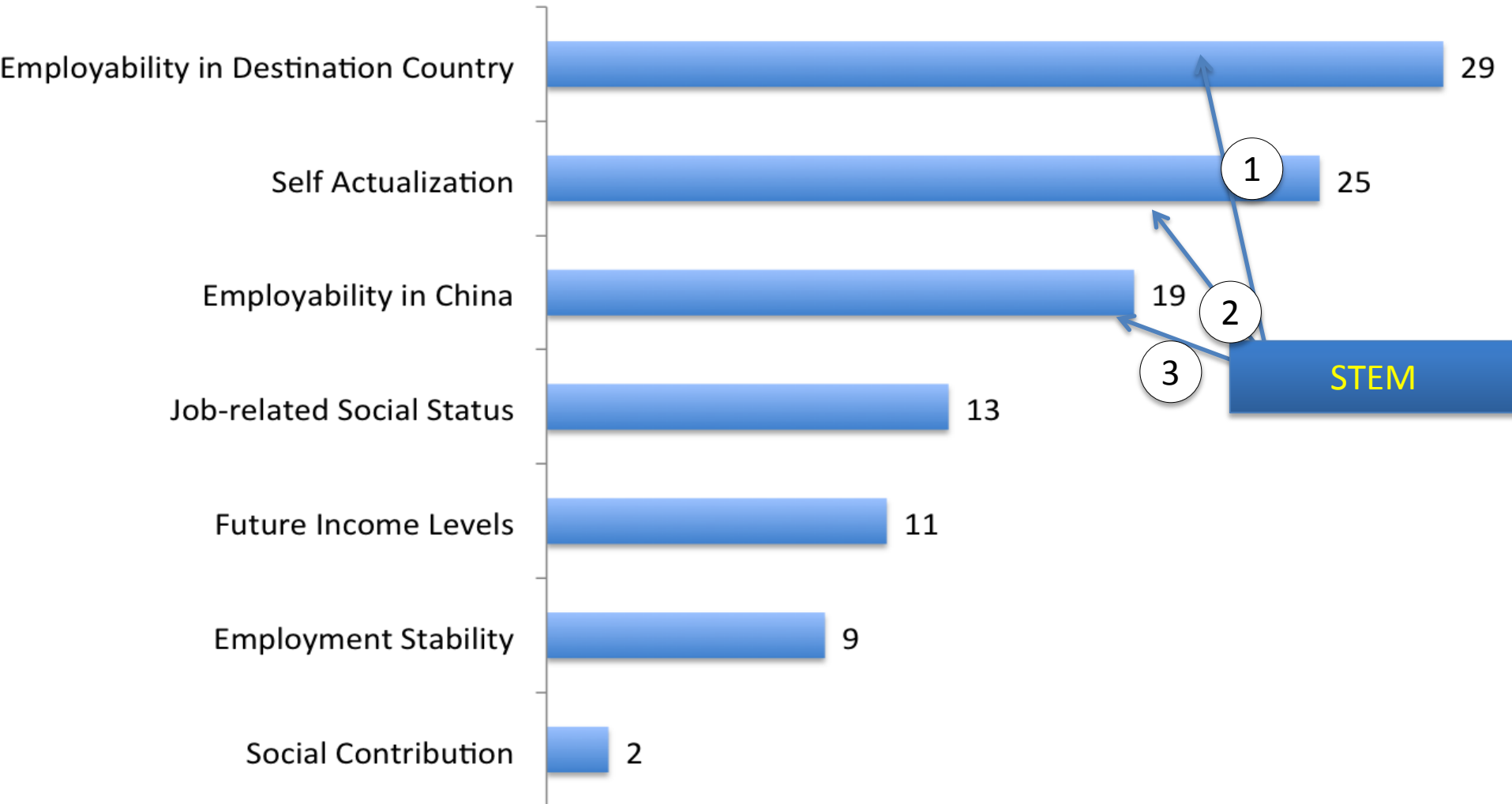
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The Desired Outcome of Foreign Study

The # of Respondents Ranking Each Outcome as Most Important



Typical commercial program brochure

Message Focus

1. Institutional Rank
2. Program Rank

Marketing Elements



Typical commercial program brochure

Message Focus

1. Institutional Rank
2. Program Rank
3. Employment after graduation
 1. In country

Marketing Elements



Distinguished Alumni



James Wang
CEO, Psi-Soft
New York, NY

ABC University
BBA, Class of '08

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Typical commercial program brochure

Message Focus

1. Institutional Rank
2. Program Rank
3. Employment after graduation
 1. In country
 2. In China (primary cities)

Marketing Elements



Distinguished Alumni



Li Xiaofei
 Distribution
 Director
 SinoPec
 Beijing, China
 ABC University
 MBA, Class of '03

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Typical commercial program brochure

Message Focus

1. Institutional Rank
2. Program Rank
3. Employment after graduation
 1. In country
 2. In China (primary cities)
4. Real world experience

Marketing Elements



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Internships

Typical commercial program brochure

Message Focus

1. Institutional Rank
2. Program Rank
3. Employment after graduation
 1. In country
 2. In China (primary cities)
4. Real world experience
5. Financial outcomes

Marketing Elements



Distinguished Alumni



Li Xiaofei
Distribution Director
SinoPec
Beijing, China
ABC University
MBA, Class of '03

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Did you know?
Over 90% of ABCU's Actuarial program graduates find work in their field within six months. Their reported average salary is \$62,000, which exceeds the US average by more than 15%!



Internships

Humanities / Social Sciences program brochure

Message Focus

- Program Rank

Marketing Elements



Humanities / Social Sciences program brochure

Message Focus

- Program Rank
- Classroom / Peers

Marketing Elements



Humanities / Social Sciences program brochure

Message Focus

- Program Rank
- Classroom / Peers
- A Stable Future

Marketing Elements



BEST GRAD SCHOOLS
A WORLD REPORT
US News
 SOCIAL SCIENCES & HUMANITIES
 2014

2014 Best Social Sciences & Humanities Schools

With a graduate degree in humanities, students may work in a variety of sectors and specialties.

96%
Record Job Placement Rate

Apply at Philadelphia University where 96 percent of the 2012 class are working in their field of study or were accepted to a graduate school of their choice.

Many universities say they prepare their graduates for the real world, but with PhilaU, it's a fact — we will prepare you to be a responsible and nimble problem-solver with relevant skills for the 21st-century workplace. You will be ready to identify opportunities, hit the ground running and demonstrate leadership at every level of your career.



Humanities / Social Sciences program brochure

Message Focus

- Program Rank
- Classroom / Peers
- A Stable Future
- Experience / Actualization

Marketing Elements



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Humanities / Social Sciences program brochure

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- A Stable Future
- Experience / Actualization
- Employment in country

Marketing Elements



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Jason Li
Associate
Florida Bright Futures Program
ABC University
MA, Class of '11

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Humanities / Social Sciences program brochure

Message Focus

- Program Rank
- Classroom / Peers
- A Stable Future
- Experience / Actualization
- Employment in country
- Graduate study

Marketing Elements



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Did you know... Alumni of our social science programs have gone on to complete graduate studies at Harvard, Yale, Oxford, and MIT.



aieworld.org

STEM program brochure

Message Focus

- Scientific achievement

Marketing Elements



STEM program brochure

Message Focus

- Scientific achievement
- Distinguished faculty

Marketing Elements



Distinguished Faculty



Dr. John Dyke Lorem ipsum dolor sit
 Professor amet, consectetur
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STEM program brochure

Message Focus

- Scientific achievement
- Distinguished faculty
- Facilities

Marketing Elements



Distinguished Faculty



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STEM program brochure

Message Focus

- Scientific achievement
- Distinguished faculty
- Facilities
- The pursuit of fascination

Marketing Elements



Distinguished Faculty



Dr. John Dyke
 Professor
 ABC University
 Dept of Physics

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Distinguished Alumni



Zhao Li
 Sr. Researcher
 NASA

ABC University
 M.Sc., Class of '07

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STEM program brochure

Message Focus

- Scientific achievement
- Distinguished faculty
- Facilities
- The pursuit of fascination
- US and China

Marketing Elements



Distinguished Faculty



Dr. John Dyke
 Professor
 ABC University
 Dept of Physics

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Distinguished Alumni



Zhao Li
 Sr. Researcher
 NASA

ABC University
 M.Sc., Class of '07

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Distinguished Alumni



James Wang
 Scientist
 Ministry of Environment,
 Beijing
 ABC University
 M.Sc., Class of '10

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Other tactics to adjust program mix in China

- Differential agent commission based on program
- Intensive partnerships with specialized “key” high schools and universities
- Use of social media to strengthen association between your institution's brand and that field
 - Both specialized campaigns and ongoing message broadcasting
- Targeted conversion campaign for desirable applicants
- Targeted programs that build brand and can lead to recruitment
 - Science summer camps, national science competition, faculty exchange in social sciences
- Regional focus
 - Social Science students are more likely to come from primary cities
 - STEM students slightly more likely to be from secondary cities

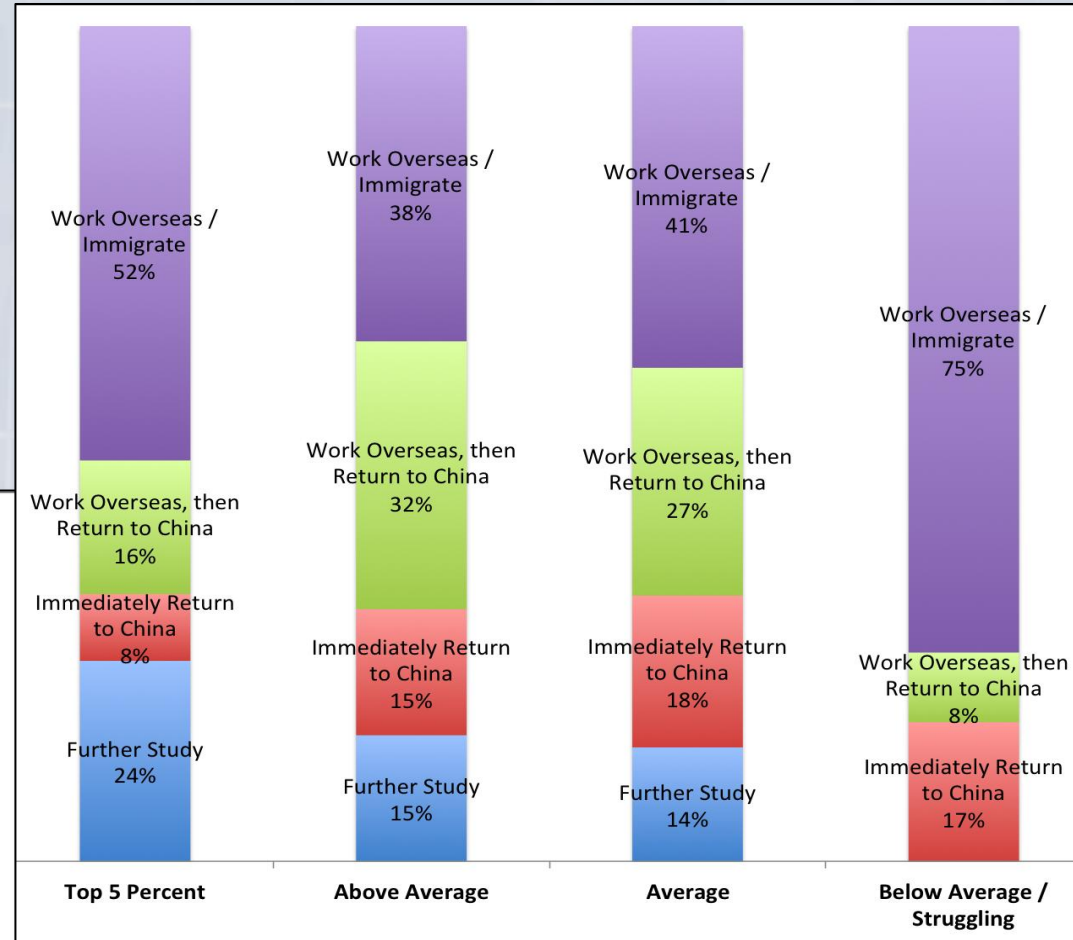
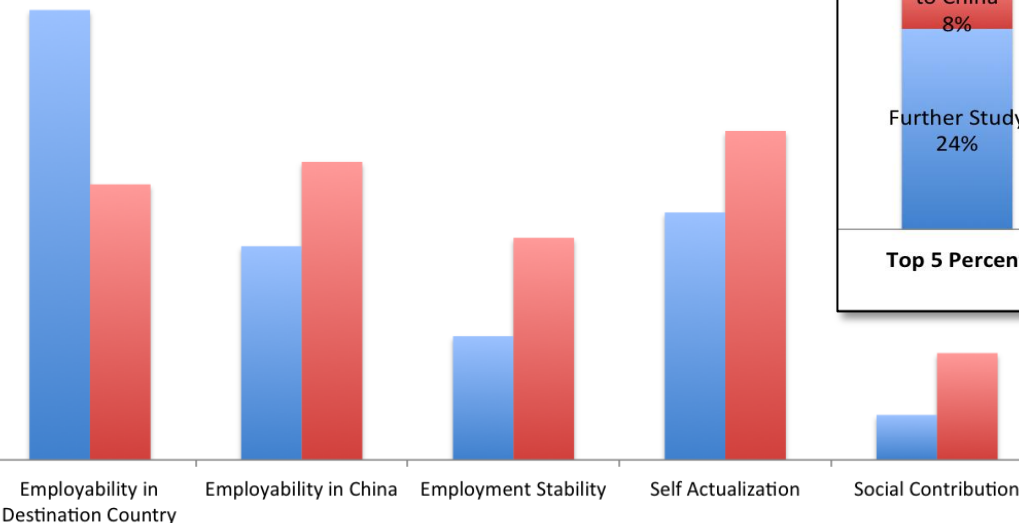
Increasing the quality of enrolled Chinese students over time

- Assess which level of students you can realistically convert and be sure your communications “speak” to *that* audience
- Implement a more sophisticated program of agent tracking and management over time
 - Tracking student outcomes long run, tied to agent
 - Coupled with a tiered structure that rewards conformity with institutional goals
- Credential checking, even on a spot check basis
 - Tie that in to the tiered management structure of agents
- Increased admission standards or use of enhanced screening
- Profile building programs with “key” high schools and universities
- Use of social media to heighten perception of your institution’s rigor
- Conversion campaign for desirable applicants

Understanding “next level” academic performers

- A few examples of how academic level differentiates students

■ Top 5 Percent ■ Above Average



Next: Lakshmi Iyer, Indian niche
markets and second generation
goals.

(insert Lakshmi's slides here)

Thank you!

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