

# DATA FOR CHANGE

## USING DATA TO RECRUIT, PROMOTE AND PERSUADE

Simon Emmett, CEO, IDP Connect  
@SMEmmett

Annie Bell, Acting Assistant Director for External  
Affairs, UUK International  
@UUKIntl

Douglas Proctor, Director, UCD Global  
@douglasproctor



# CONTENTS

1. Overview of the policy landscape and focus of lobbying efforts in the UK
2. The use of real time data to stay ahead of the curve and inform your university strategy
3. Using data to shape an internationalisation strategy
4. Questions and discussion



# UNIVERSITIES UK INTERNATIONAL



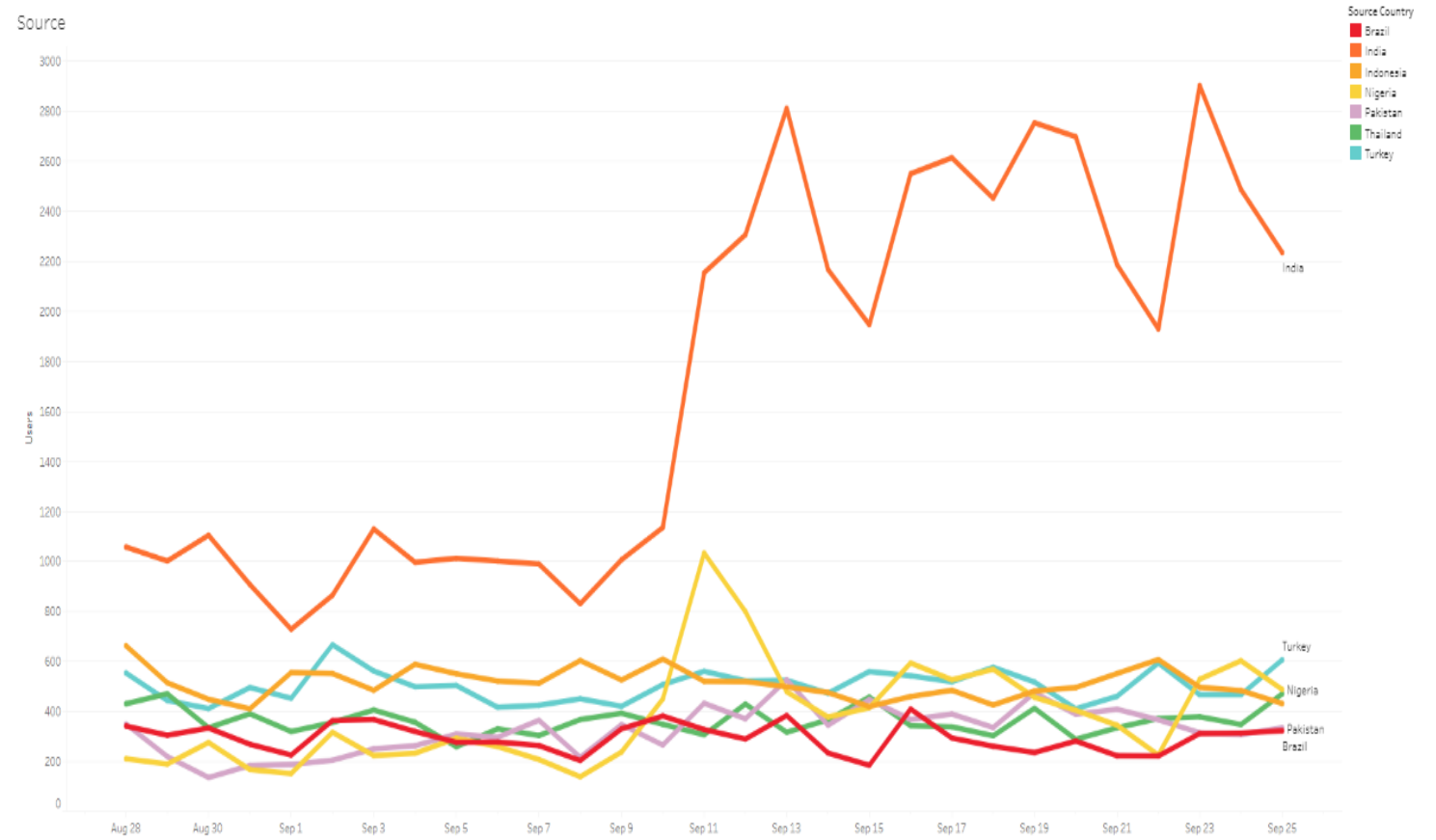


# INTERNATIONAL STUDENTS COMING TO THE UK: THE POLICY LANDSCAPE

# STRENGTHS AND OPPORTUNITIES

## Post-study work visas:

- Announcement of new two-year post-study work visa route
- Guaranteed to be in place for anyone graduating from summer 2021 onwards
- Huge uptick in interest from India and some from Nigeria
- Not without challenges, eg students starting one year masters in January 2020



# STRENGTHS AND OPPORTUNITIES

## International education strategy:

- Target to increase international student numbers to 600,000 by 2030
- Focus on improving international student experience
- Focus on employability
- Focus on improving the visa application process
- Cross-government approach



# STRENGTHS AND OPPORTUNITIES

## New government:

- Big focus on 'global Britain'
- New announcements supporting this: not only post-study work, but also expansion of Tier 1 'exceptional talent' visa route to position the UK as a 'research superpower'
- New focus on the international student experience and improving data on international students

## PM vows to 'supercharge' UK science with fast-track visas

By Pallab Ghosh  
Science correspondent, BBC News

8 August 2019



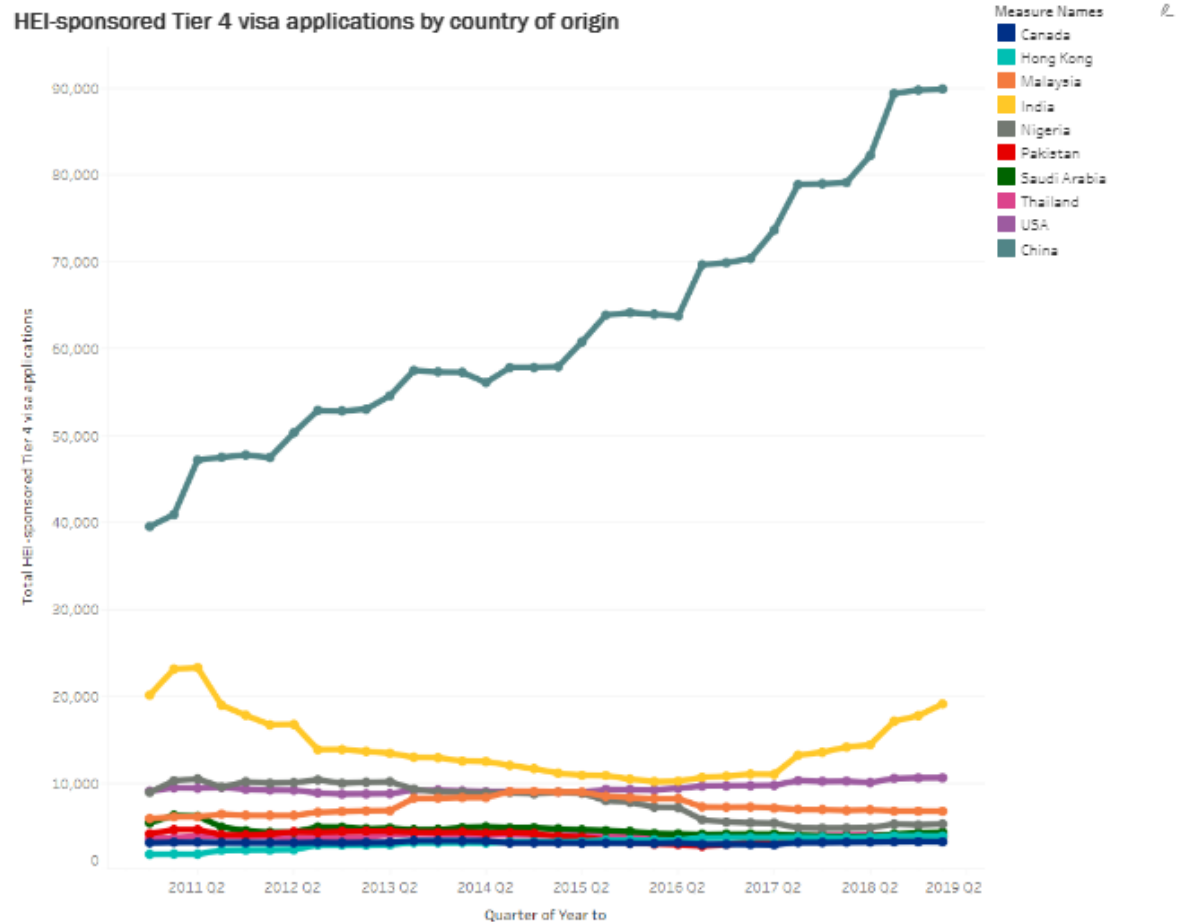
Brexit



# THREATS

- Overreliance on China and, to a lesser extent, India
- The B word...

HEI-sponsored Tier 4 visa applications by country of origin







Universities UK  
International



# LOBBYING: THE DEVIL'S IN THE DATA

# DATA AND POST-STUDY WORK

Step 1: disprove government data:

- Showed issues with international passenger survey data
- Encouraged Home Office to develop exit check data

## Theresa May under fire as student visa myth exposed

**Prime minister left looking isolated as figures show fewer than 5,000 foreign students stayed on in UK after visas expired**

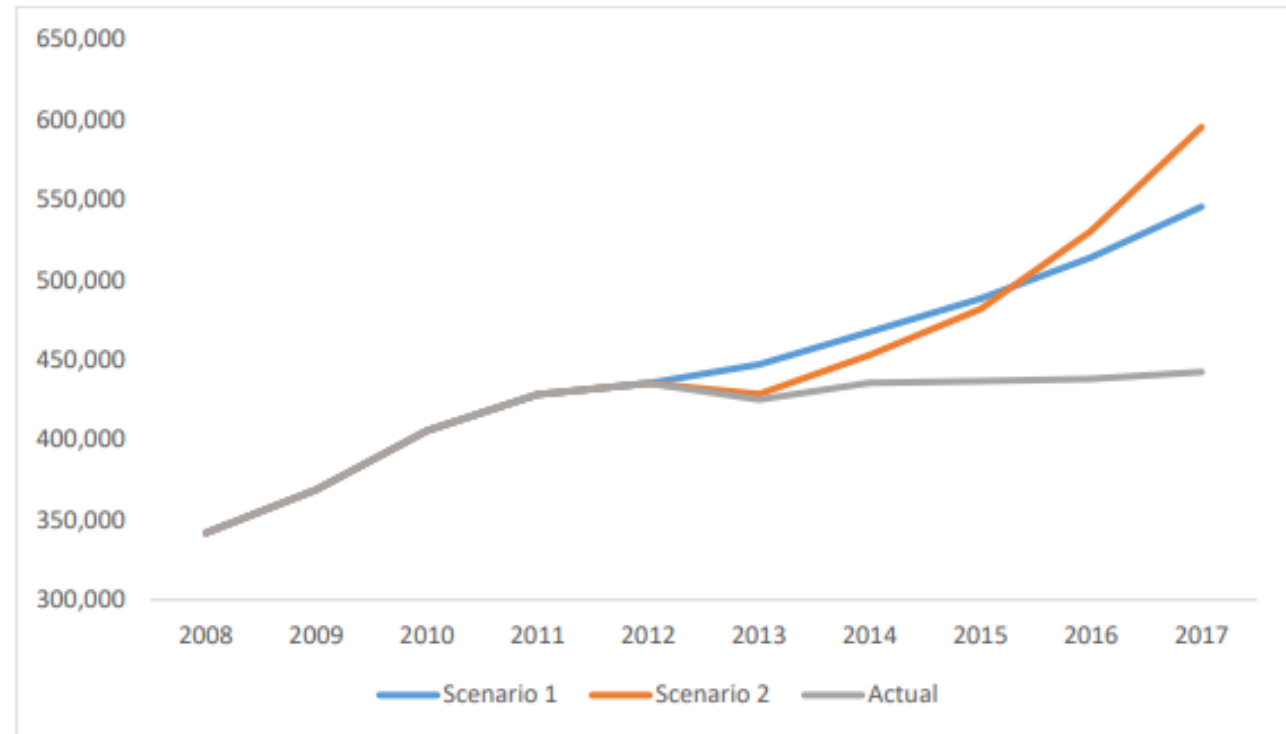


# DATA AND POST-STUDY WORK

Step 2: show what we're missing:

- Showed that growth in student numbers had slowed
- Developed 'lost exports' data

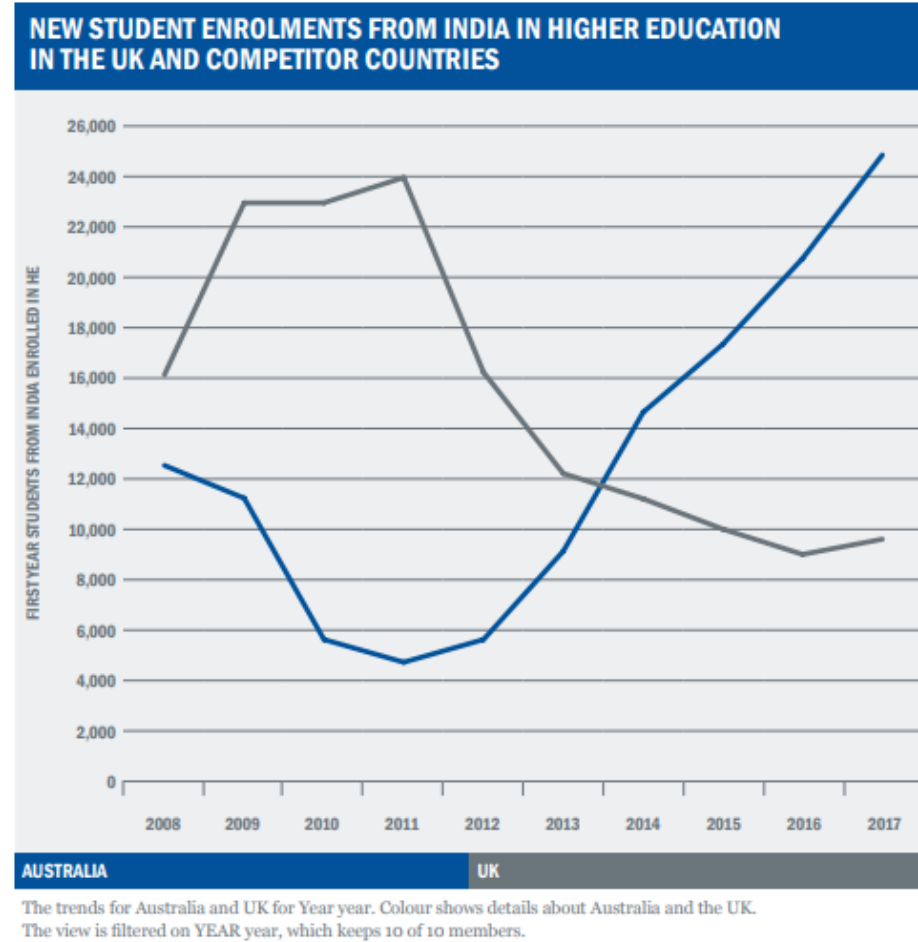
LOST STUDENT NUMBERS



# DATA AND POST-STUDY WORK

Step 3: demonstrate that post-study work is the key:

- Proved that the scrapping of post-study work was responsible for the stagnation in growth of international student numbers



# DATA AND POST-STUDY WORK

---

Step 4: show that international students are central to government agenda

- International graduate outcomes report linked international graduates to the 'Global Britain' agenda

# 77%

## **UK HIGHER EDUCATION DEVELOPS GLOBAL LINKS FOR THE UK.**

77% of international graduates say they are more likely to do business with the UK. 81% will develop professional links with UK organisations. 88% of respondents plan to visit the UK for holiday or leisure.

# DATA AND POST-STUDY WORK

Step 5: success!

## Indian students will be allowed to stay in UK for two years after graduating

NAOMI CANTON | TNN | Updated: Sep 11, 2019, 06:17 IST



A-

A+

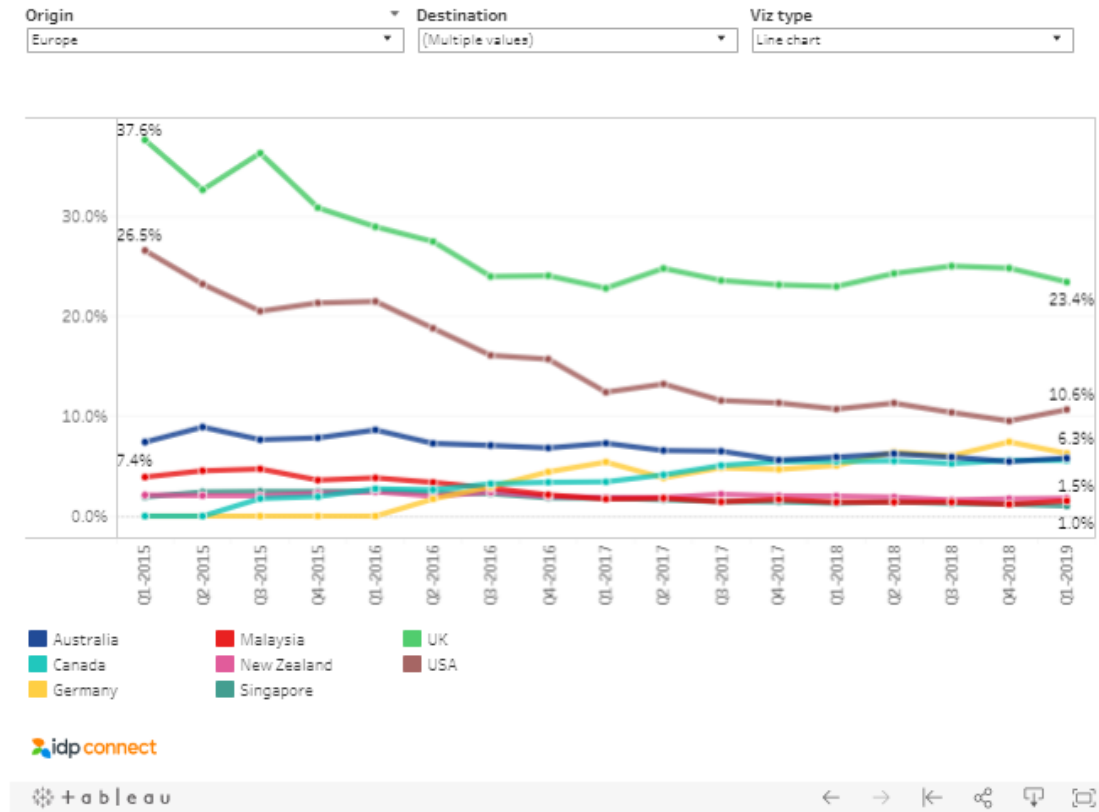


### HIGHLIGHTS

- UK Prime Minister Boris Johnson announced the return of the two-year post-study work visa for international students
- Currently, most international students reading bachelor's and master's degrees can stay and work for only four months and those at 27 universities on a pilot scheme get six months

# DATA AND BREXIT

- Use of IDP Connect data to evidence student recruitment cycle when lobbying for EU fee announcement
- Use of IDP Connect data to show decline in interest from the EU
- Use of HEPI modelling to show possible impact of decline in EU students





## WHAT NEXT?

- Post-study work implementation and creating a stable immigration environment**
- Improved student 'user journey'**
- Euro TLR and certainty for EU students**
- Expanding the Study UK campaign**
- Improving the international education strategy: getting target countries right**



**THANK YOU!**

# IDP CONNECT



# WORLD LEADING GLOBAL PLATFORM AND CONNECTED COMMUNITY

> Delivering world-leading services...



World's best course search



Leading office network



Global contact centre



Virtual Agency



Leading CRM and CMS



Digitising student expos



Student Essentials Services



Career support

> ...on a global platform...

IDP.com

Hotcourses International

IELTS

Other Partners



# GLOBAL DATA & INSIGHTS

## REAL-TIME HELICOPTER VIEW OF TRENDS IN HIGHER EDUCATION



Real-time search trends



IDP application, conversion and enrolment data



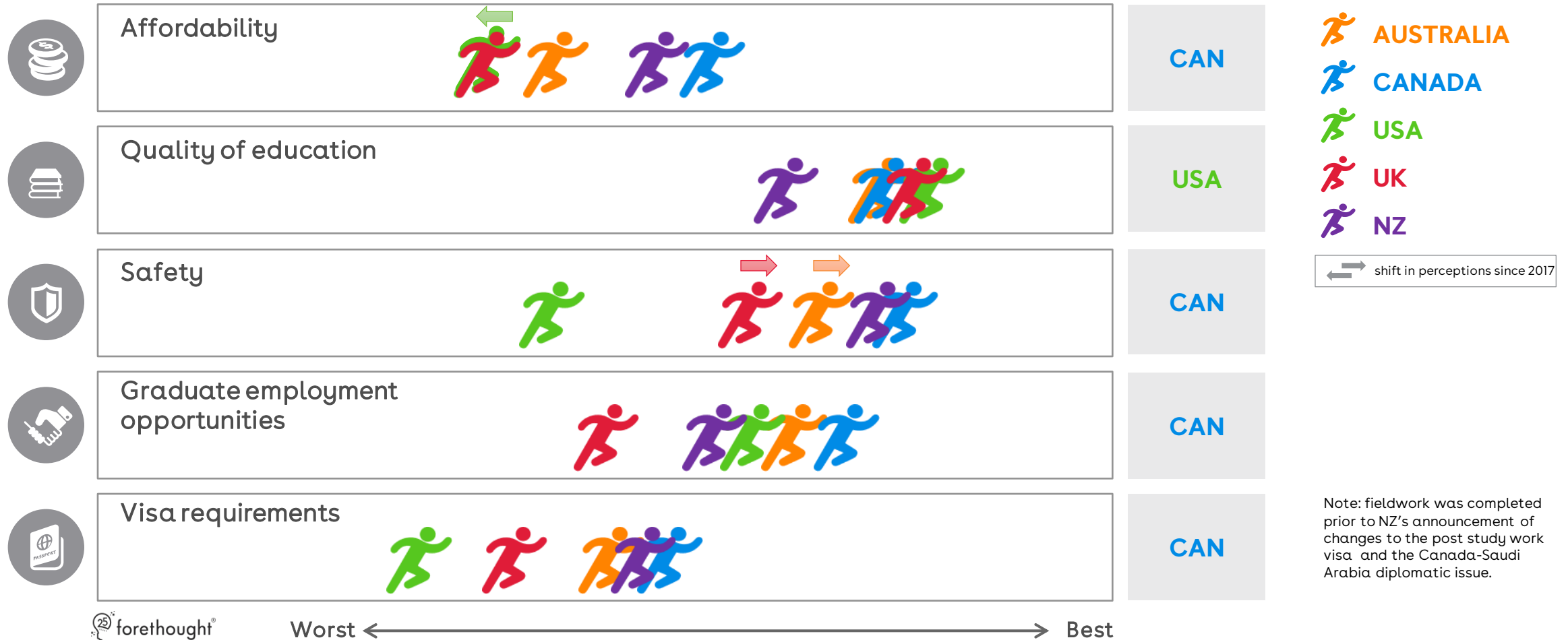
Primary research



Sector data

# IDP STUDENT PERCEPTIONS OVERALL: 2018

 student perceptions of each destination on the following attributes:



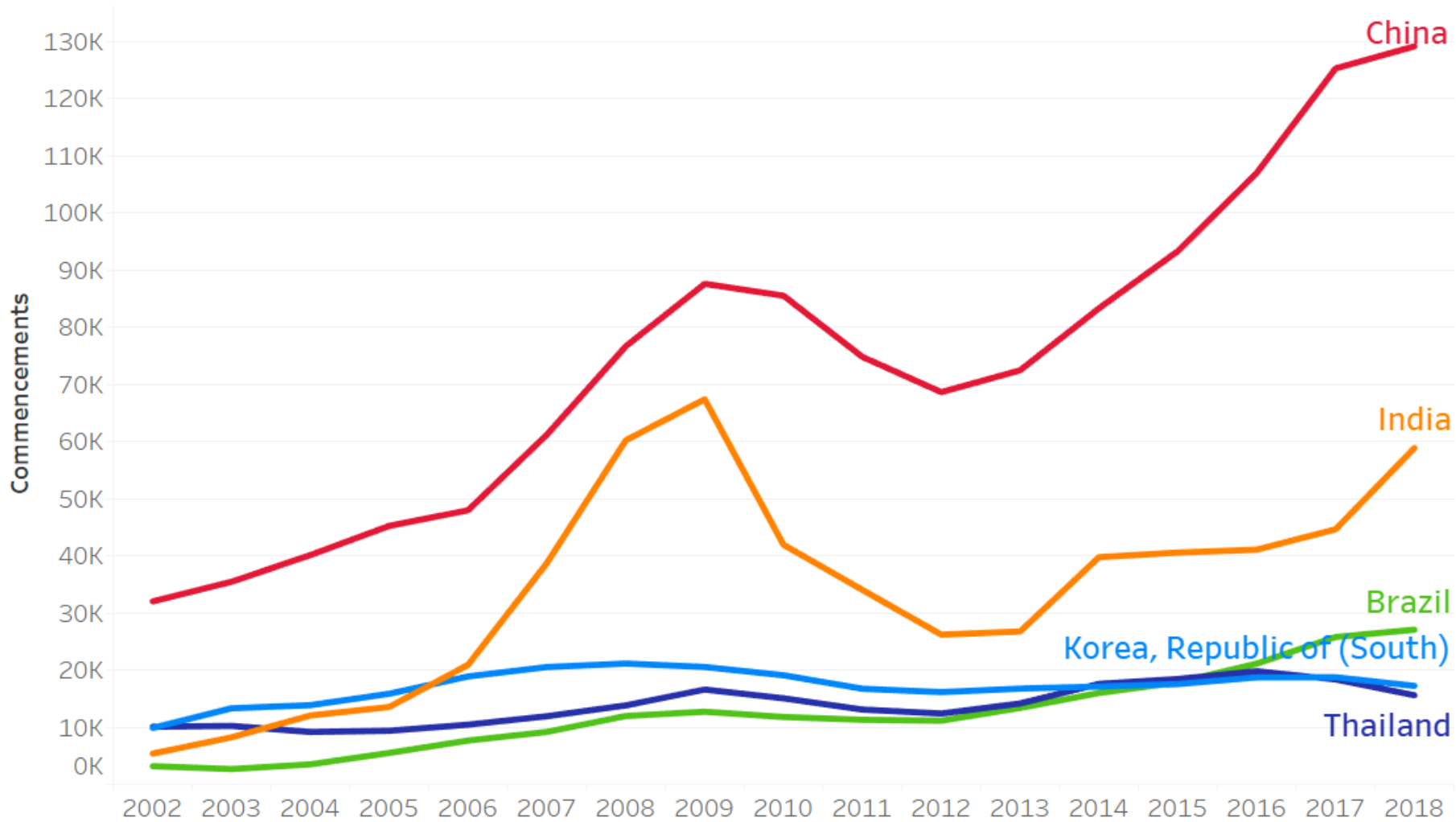
IDP student respondents who had at least some knowledge of study destination (2018): Australia n=2556, Canada n=2213, NZ n=1454, UK n=2170, US n=2406

IDP Connect Research Presentation - AIEC | Oct 19

Commercial in Confidence 2019

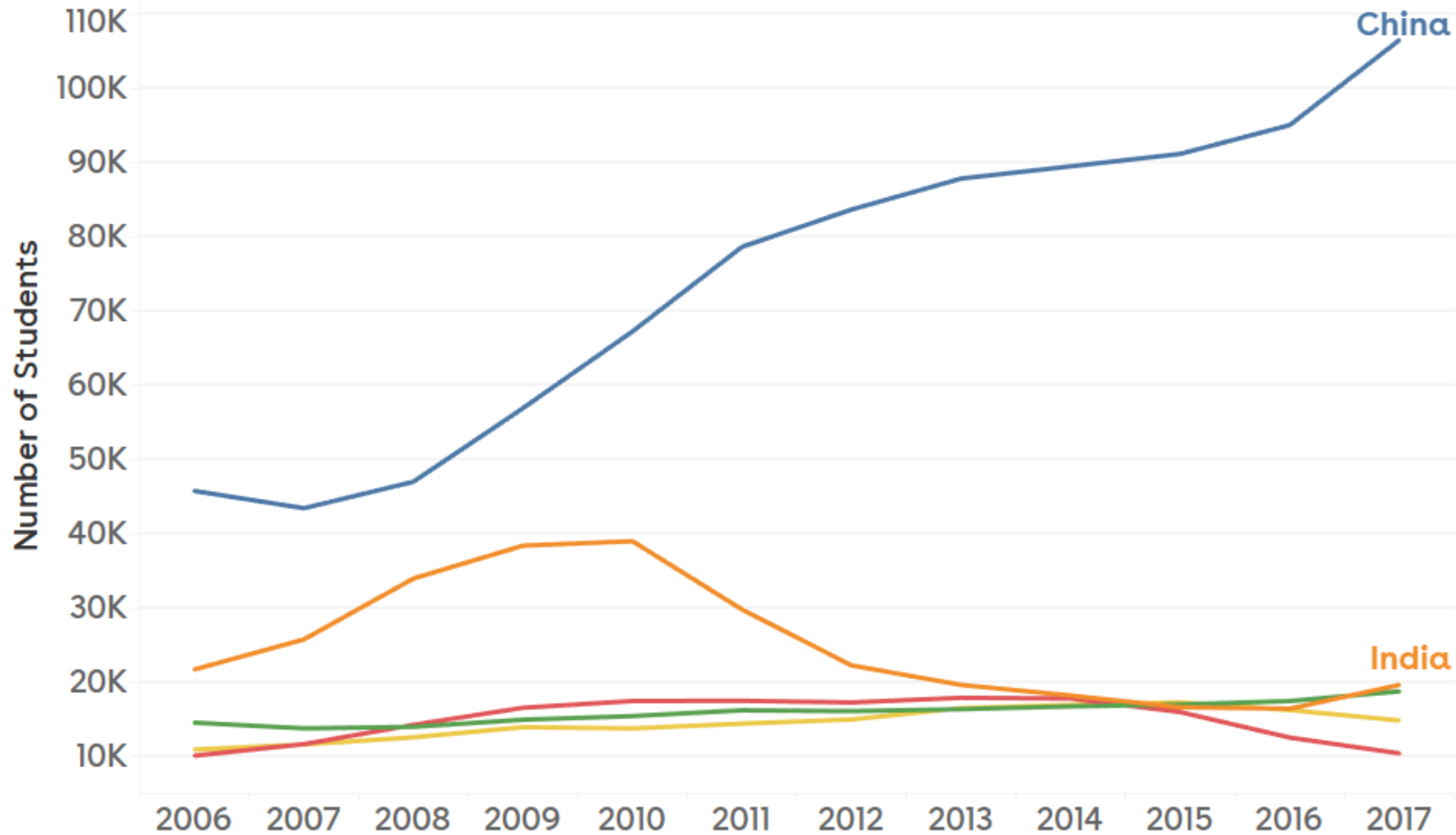
# HISTORICAL ENROLMENT DATA

## GUESS THE DESTINATION COUNTRY



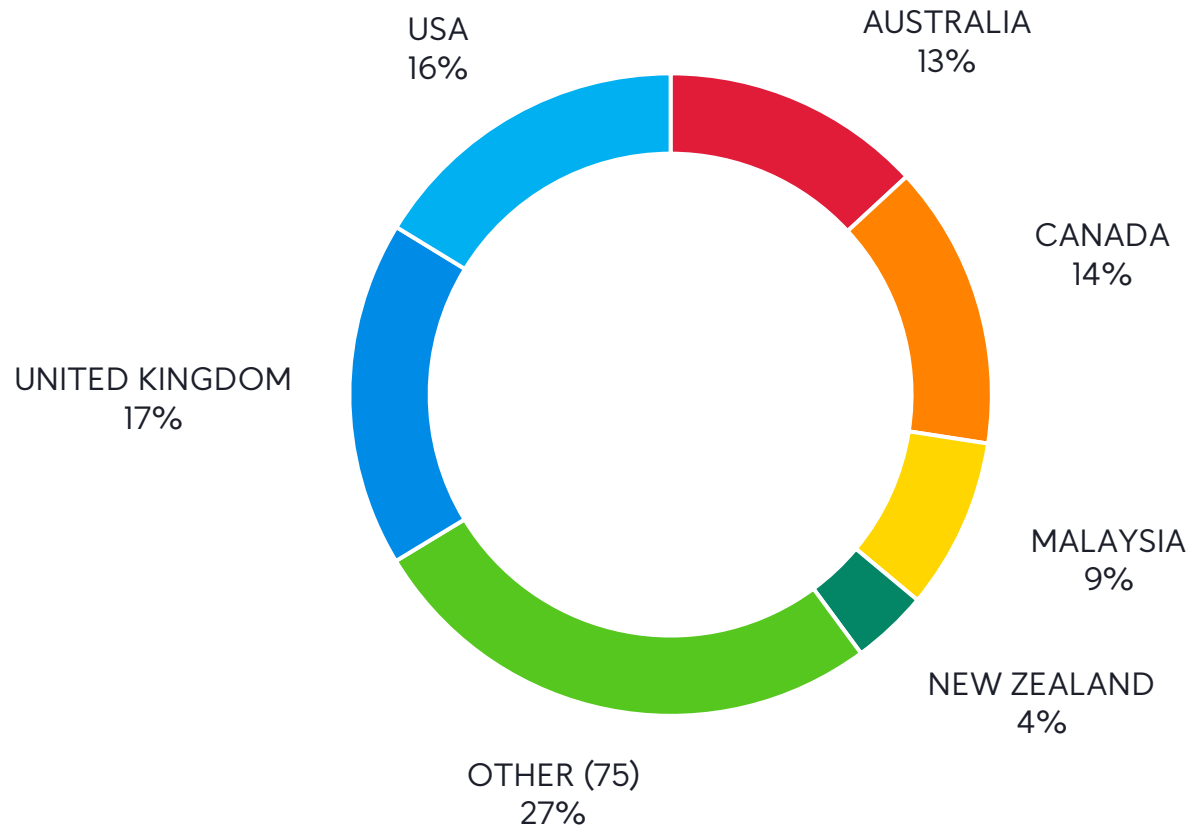
# HISTORICAL ENROLMENT DATA

## GUESS THE DESTINATION COUNTRY



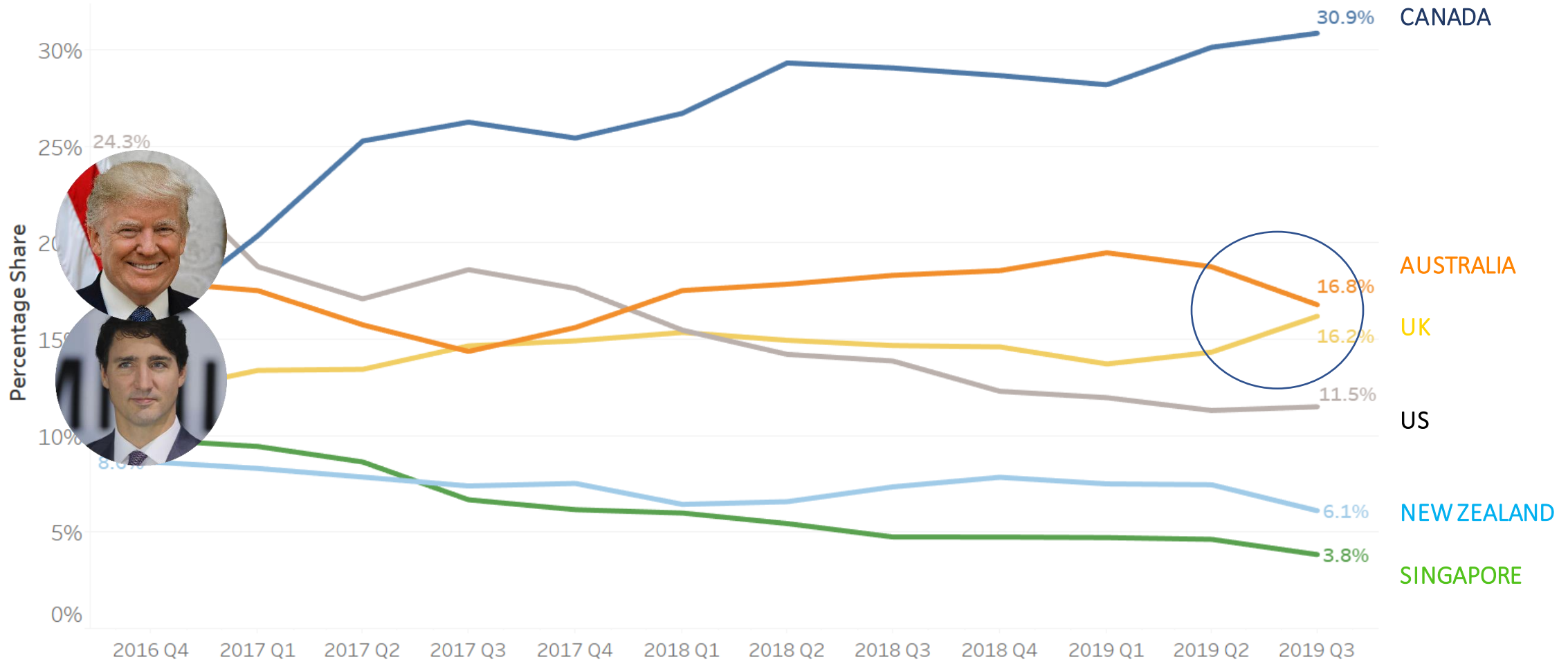
# REAL-TIME DEMAND

## WHICH DESTINATIONS ARE STUDENTS RESEARCHING FROM HOTCOURSES INTERNATIONAL WEBSITES?

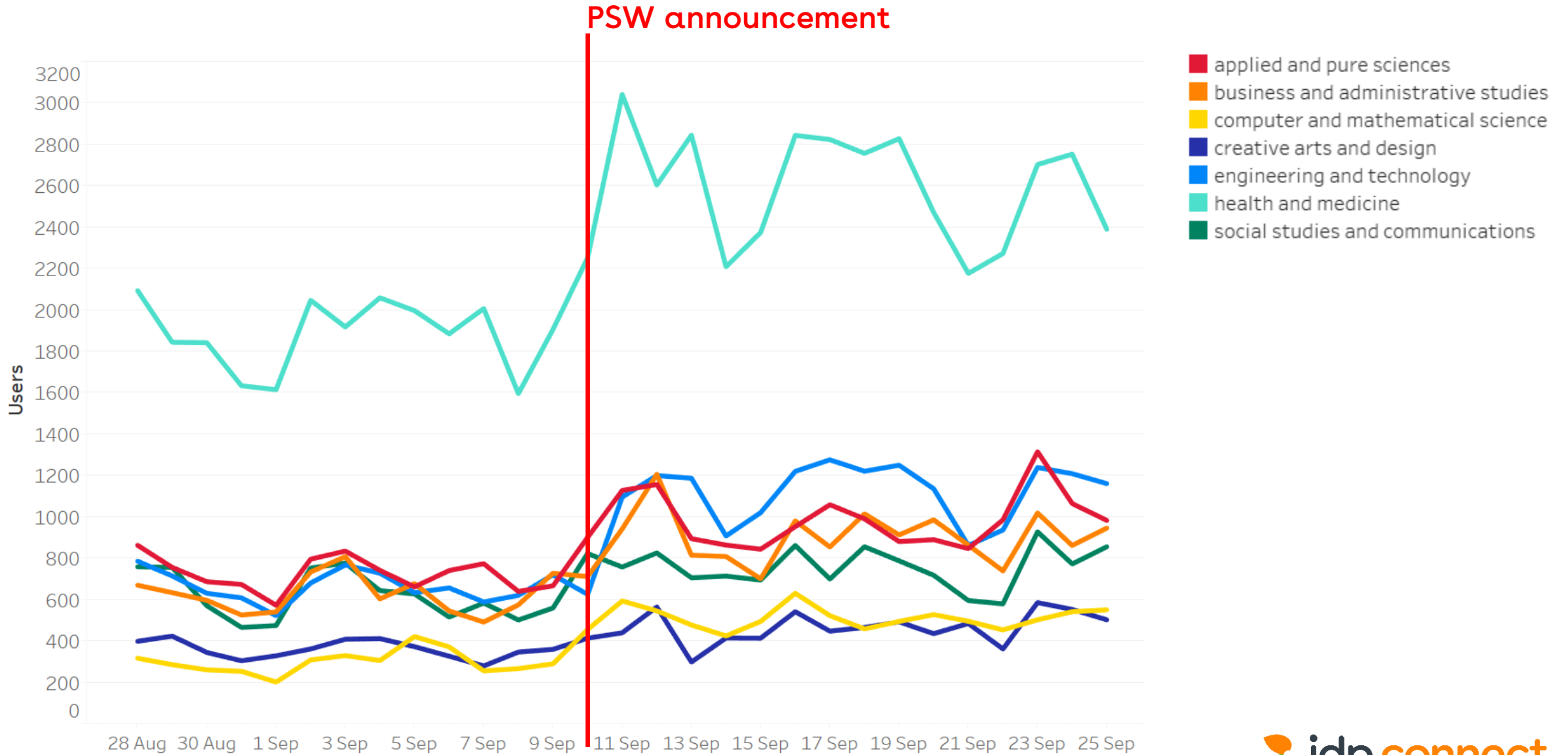




# PROSPECTIVE STUDENT DEMAND FROM INDIA

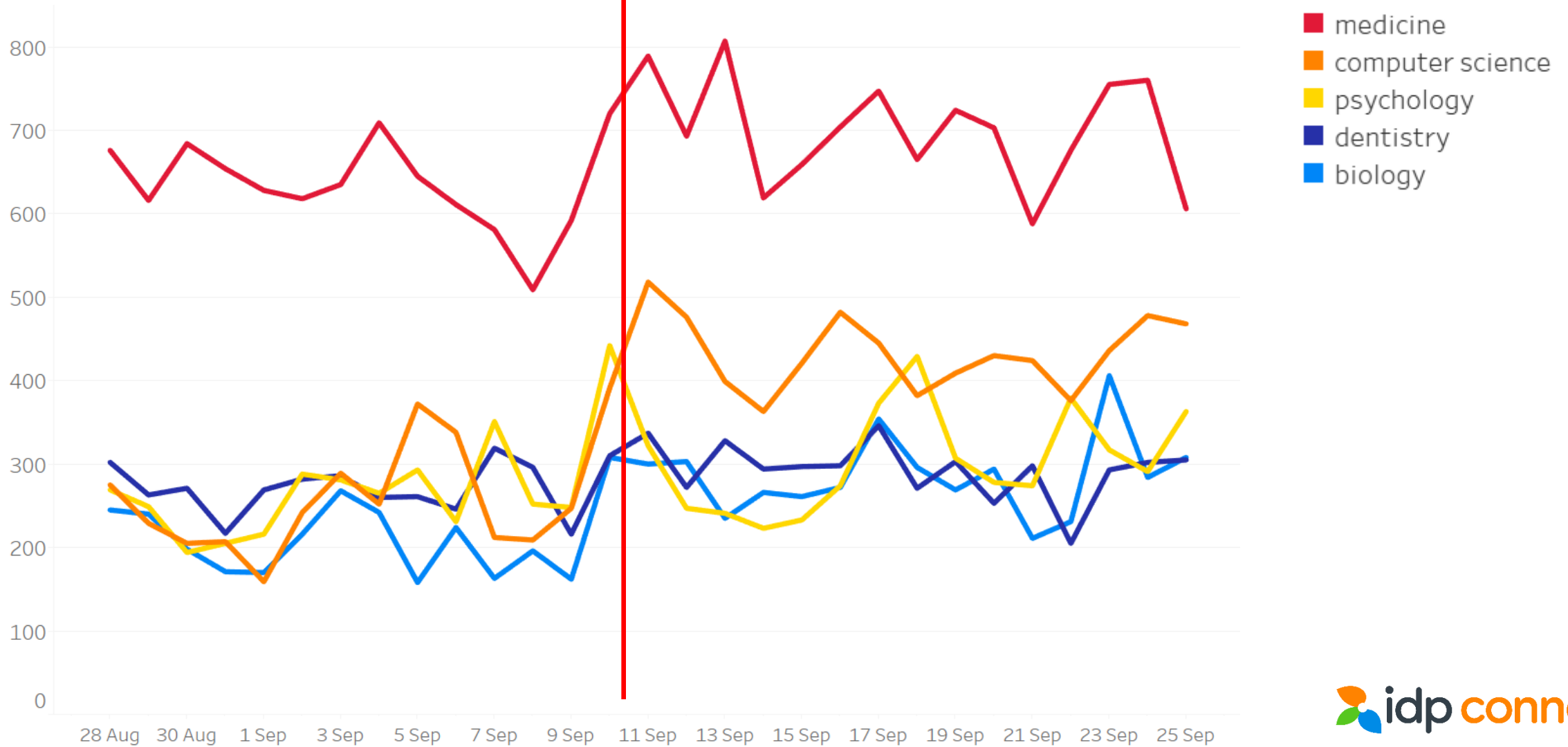


# IMPACT OF PSW ON SUBJECT CHOICES - BROAD

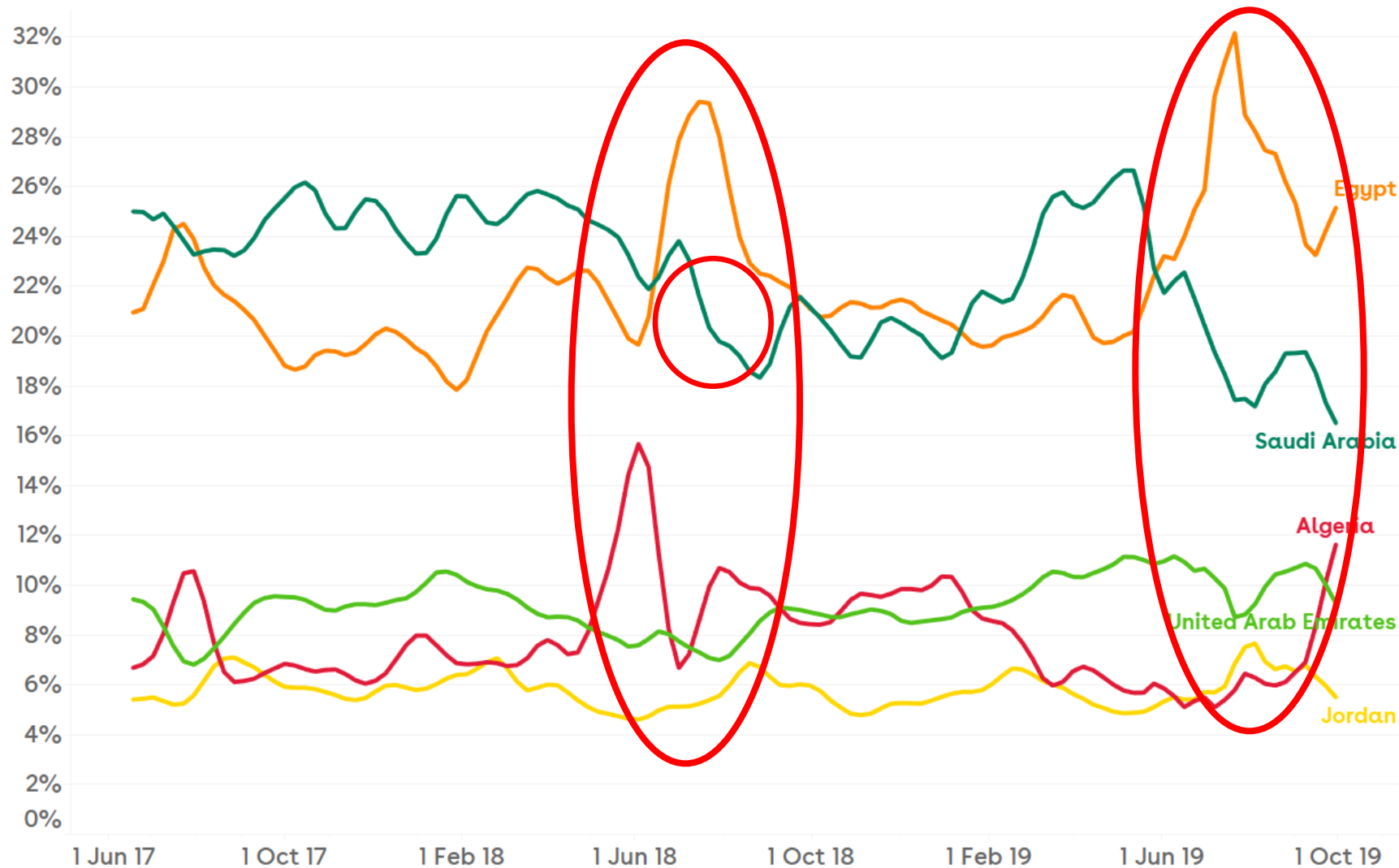


# IMPACT OF PSW AREA OF SUBJECT CHOICES - NARROW

PSW announcement

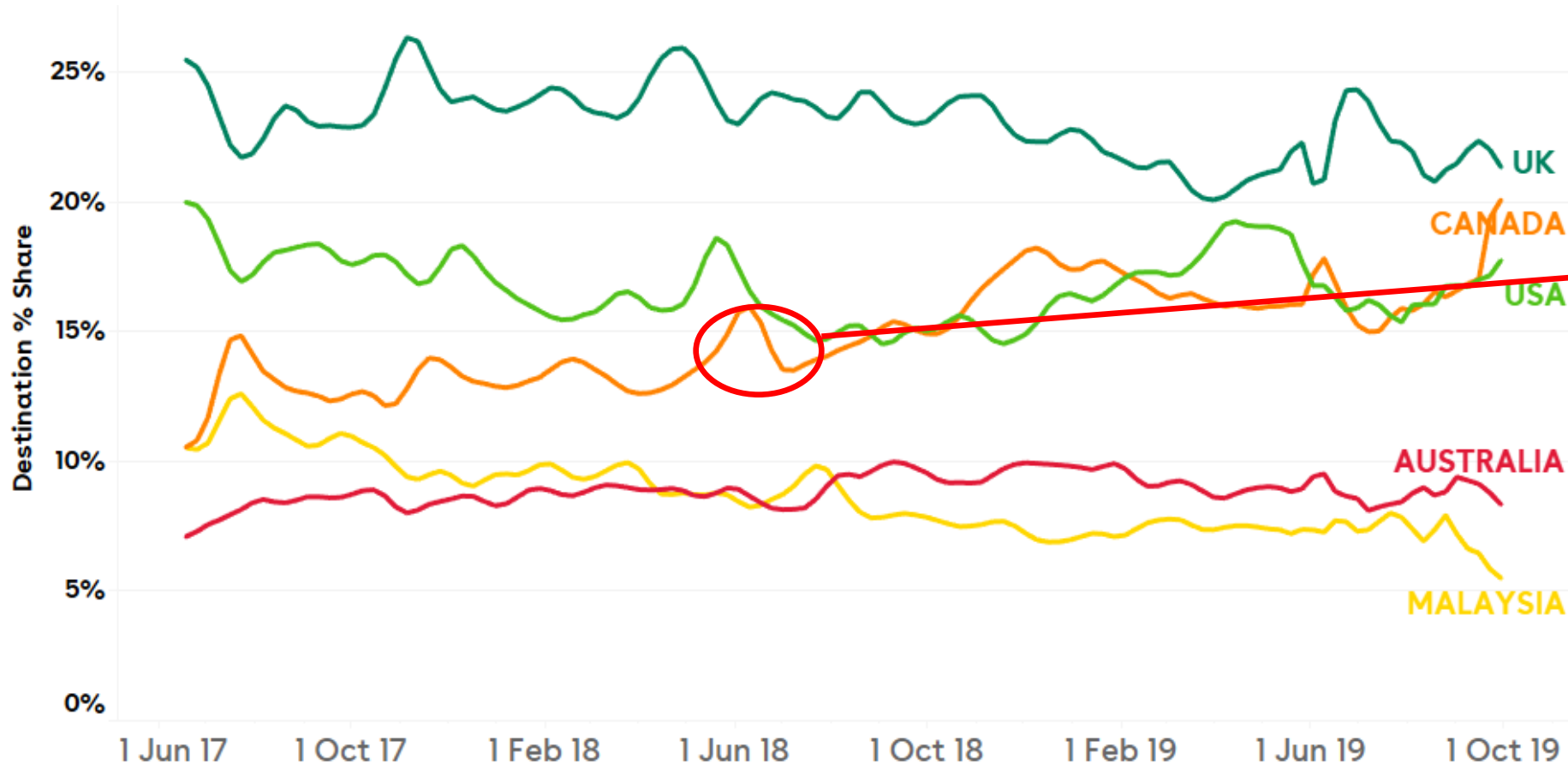


# DEMAND FROM MIDDLE EAST 2017-19



- Regional examination results released in June each year, which results in a significant peak in traffic.
- In summer 2018, political tensions between Saudi and Canada heightened, and resulted in a drop in interest to study abroad (especially in Canada).

# MIDDLE EAST STUDY DESTINATION TRENDS

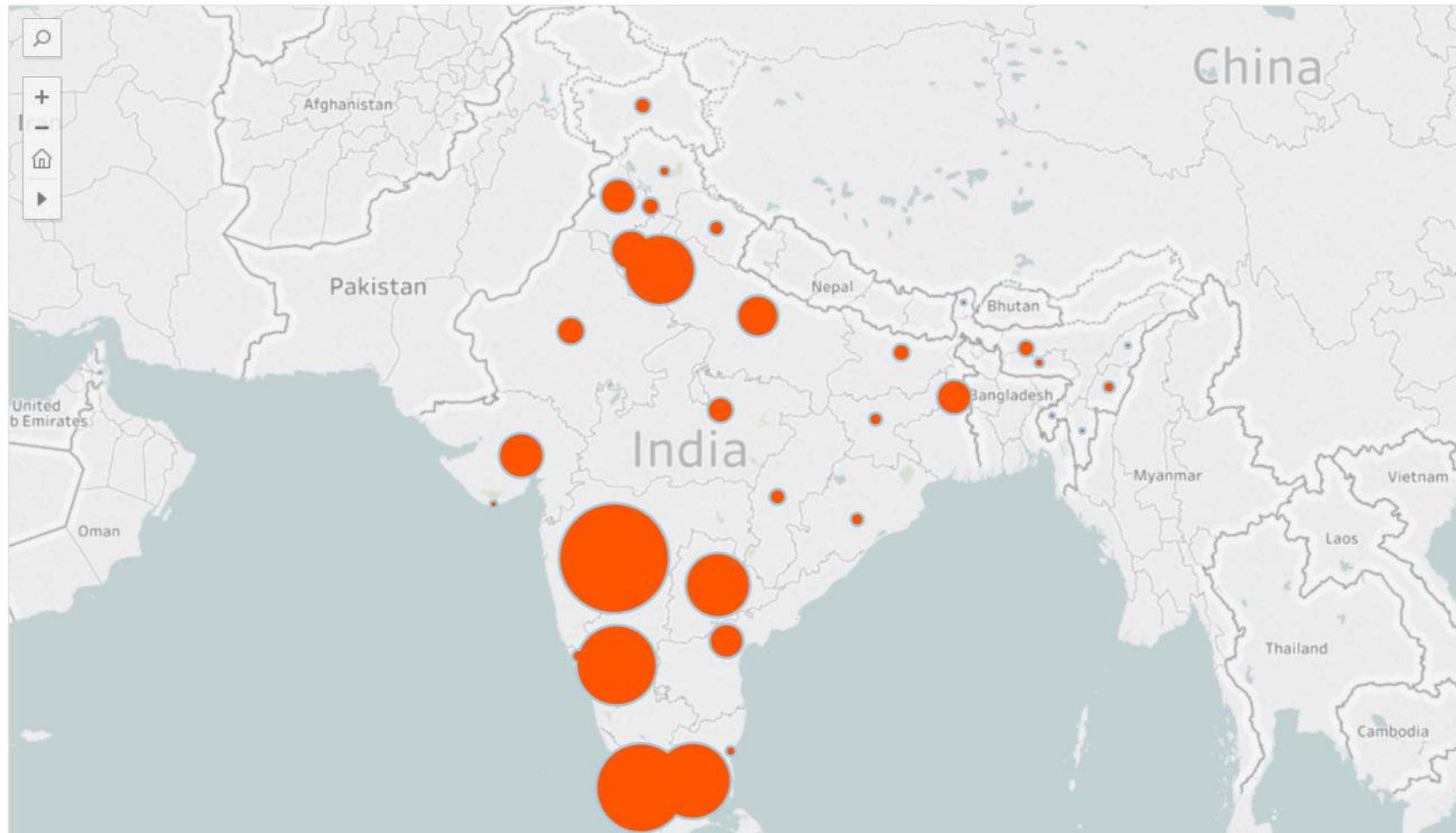


- UK still in top spot (just).
- Saudi-Canada tensions
- The US has managed to recover back to pre travel ban (Jun 2018)
- Australia modest increase over the period.

# REGIONAL DEMAND ANALYTICS

INFORM TRAVEL AND OTHER MARKETING AND RECRUITMENT PLANS

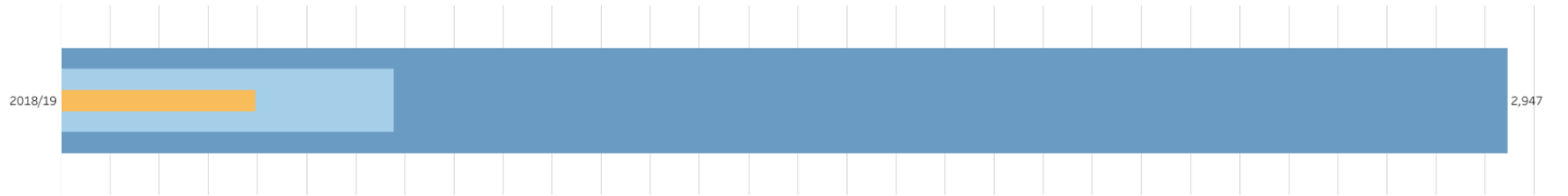
Start date	End date	Origin country	Study level	Subject	Destination country	Your institution
<input type="text" value="July 01, 2019"/>	<input type="text" value="September 30, 2019"/>	<input type="text" value="(All)"/>	<input type="text" value="(All)"/>	<input type="text" value="(All)"/>	<input type="text" value="Republic of Ireland"/>	<input type="text" value="University College..."/>



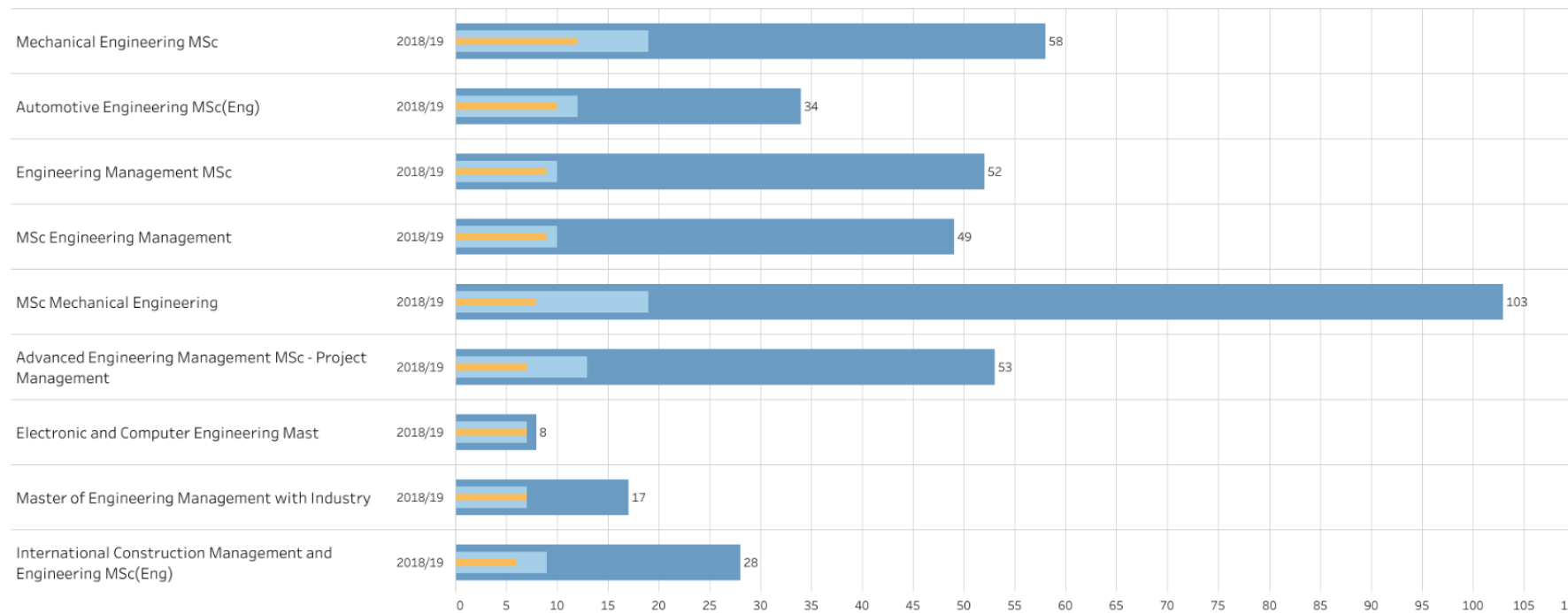
# COURSE LEVEL CONVERSION ANALYTICS

## MAP DEMAND TO CONVERSION PROPENSITY AT COURSE LEVEL

Courses



Status  
 ■ Applications  
 ■ Offers  
 ■ Acceptances  
 ■ Enrolments



Filter by Status

- (All)
- Applications
- Offers
- Acceptances
- Enrolments

Sort by Status

- Applications
- Offers
- Acceptances
- Enrolments

Data updated 09/07/19



## CONCLUSION

Real-time analytics highlight impact of external events on student study choices, creating short-term behavioral change and impacting longer term trends.

Use real-time demand data, in market knowledge and propensity modelling to be strategic about attracting a global diverse student cohort



# UNIVERSITY COLLEGE DUBLIN IRELAND'S GLOBAL UNIVERSITY

Using data to shape an  
internationalisation  
strategy





**8,100** international students in Dublin – **28%** of all Dublin enrolments



**30% of staff** (academic & professional) are from outside Ireland – **50% of research staff** are international



**59.9% international research collaboration** – Scival 2016-2018



**4,000** international students overseas – China, Hong Kong, Singapore, Sri Lanka & Malaysia



Increase of **5.6%** y/o/y in outbound student mobility



University College Dublin  
Ireland's Global University

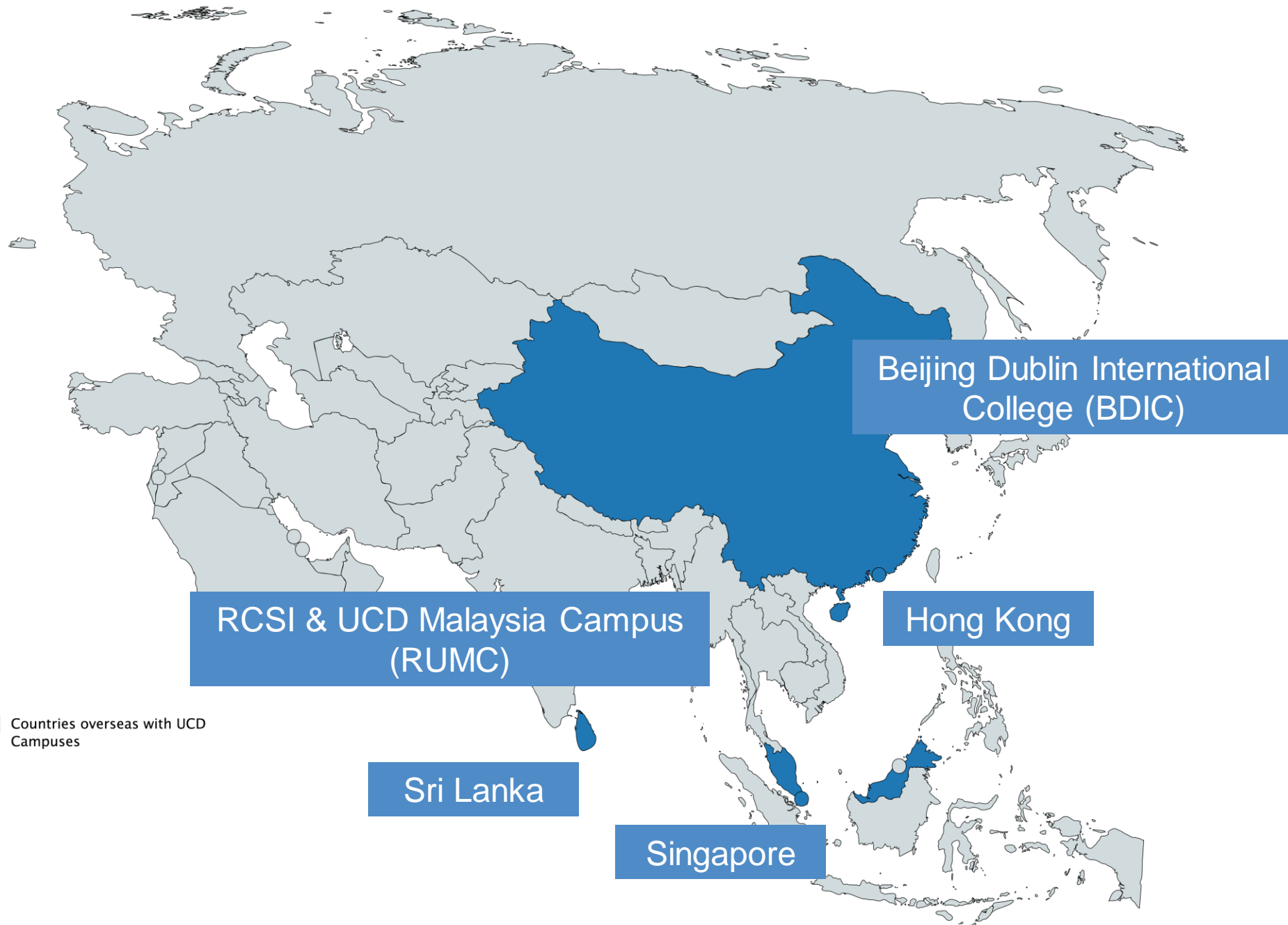


**30%** of all alumni live overseas – **40 global chapters**

# UCD in numbers

---

# UCD overseas campuses & programmes



University College  
Ireland's Global Unvers

# UCD Global Centres

- UCD Global Centres
- Ireland

North America  
(NY, Chicago, LA)

India  
(New Delhi)

China  
(Beijing)

Middle East  
(Dubai)

Asia-Pacific  
(Kuala Lumpur)



University College Dublin  
Ireland's Global University

# Case study – University College Dublin

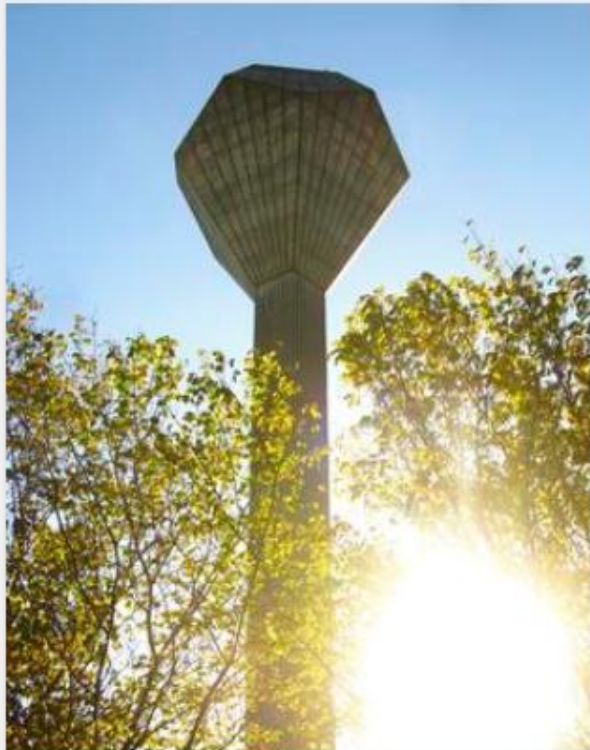
- Global engagement @ UCD – multi-stranded
- Data important in all areas, with some formal KPIs
  - Data in support of student recruitment
  - Data in support of outbound mobility
  - Data in support of global partnerships
  - Data in support of international research collaboration
  - Data in support of alumni engagement overseas
  - ...

# Data – international student recruitment

- Integrated in-house CRM & application system
  - Enquiry > lead > application > admission > registration & enrolment
- Reporting & analytics
  - Ready online access to top level analysis - market/region & programme/School/College
  - Year on year comparative data
  - More detailed analysis available via Excel download
- Issues & concerns
  - Drowning in data – what investment in analytic capability?
  - In-built resistance to outsourcing



## International Students



### › Email International Student by Nationality

View breakdown of international students by citizenship with an ability to email these students ☆

### › Registered Students by International Indicators

Provides a summary of registered students according to fee rate, permanent address, and country of citizenship ☆

### › Registered Students Paying Non-EU Fee Rate - Census Data

Provides a summary of registered students who are paying the non-eu fee rate. Report is based on the university's

### › Trend Reporting

International Students Trend Reporting ☆

### › Applications Administration

International Office Administration tasks ☆

### › Scholarships Reporting

Scholarships Reporting ☆

### › Erasmus, Exchange and Study Abroad

Erasmus, Exchange, Outlook Exchange Lists & Study Abroad ☆

# College View

Select College: College of Science

## by Market

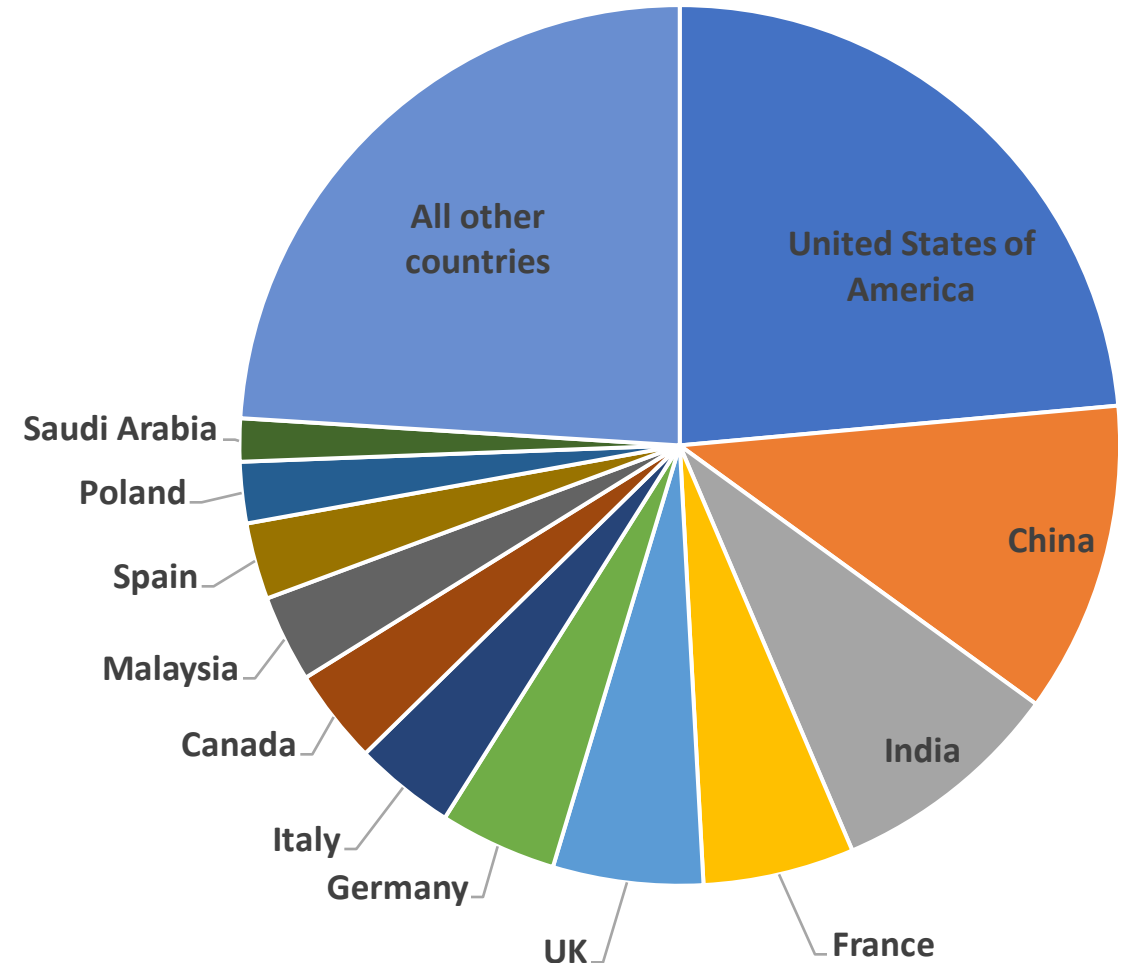
Click on the links below to view breakdown by Market

	Number of Students					% Total for College				
Market	Mar 15	Mar 16	Mar 17	Mar 18	Mar 19	Mar 15	Mar 16	Mar 17	Mar 18	Mar 19
Caribbean			2	1	2			1.0	1.1	1.1
China	84	82	124	151	182	8.4	7.4	7.3	7.6	7.7
EU/EEA	438	449	473	502	497	12.0	13.8	12.5	13.0	14.3
East Asia (excl China)	5	5	9	8	11	3.6	4.3	4.2	6.5	6.6
Former Soviet Union	25	21	19	15	14	8.4	7.4	6.3	4.3	5.5
Latin America	41	37	16	21	18	7.2	9.6	5.2	7.6	7.7
Middle East	69	80	96	74	71	10.8	9.6	8.3	7.6	6.6
North Africa	11	11	8	6	5	4.8	3.2	5.2	5.4	4.4
North America	125	164	236	203	223	8.4	8.5	12.5	9.8	7.7
Oceania	21	12	10	14	19	4.8	6.4	5.2	4.3	4.4
Other Europe	2	4	13	3	3	2.4	2.1	3.1	3.3	3.3
Rest of World	27	32	29	28	42	9.6	9.6	10.4	9.8	9.9
South Asia	94	110	150	222	287	10.8	9.6	10.4	9.8	12.1
South East Asia	19	37	40	45	48	8.4	8.5	8.3	9.8	8.8
<b>Total</b>	<b>961</b>	<b>1,044</b>	<b>1,225</b>	<b>1,293</b>	<b>1,422</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>



# International recruitment - UCD

- Largest international student cohort in Ireland
  - Lead non-EU markets – USA (full degree & Study Abroad), China, India, Canada, Malaysia, Saudi Arabia...
  - Largest fee-paying Study Abroad programme in Ireland
- More TNE/offshore students than any other Irish HE provider

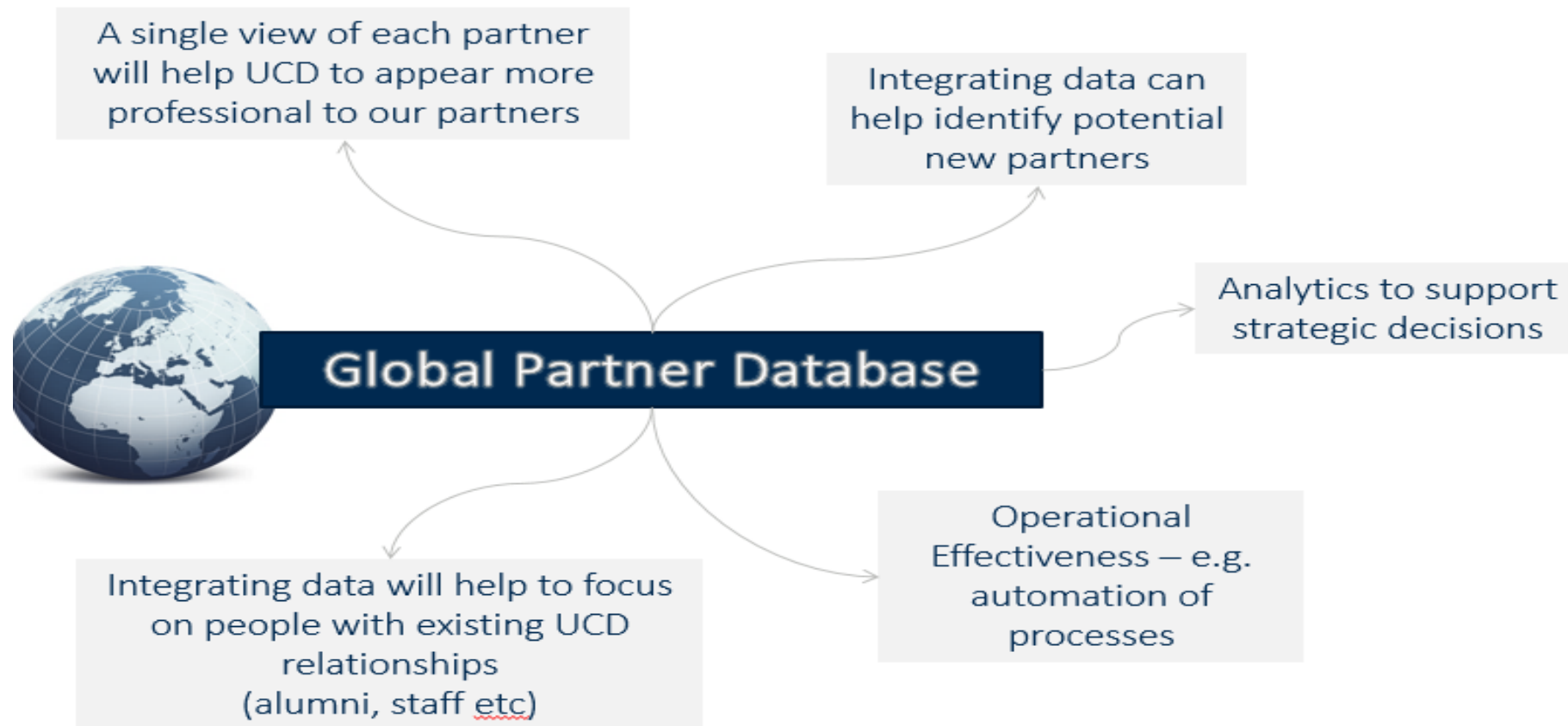


# Data – outbound mobility

- Earlier benchmarking via StudyMove
- Poor national data collection & weak data at UCD
- Outbound Mobility Working Group – 2018/19
- 2019/20 plan - “Design and implement an integrated mobility system within InfoHub to monitor, track and report on outbound mobility initiatives”

# Data – global partnerships

- Rowan - integrated in-house partnership database



Rowan

# Welcome to Rowan

Click here to find out more about the background to the Global Partnership Database, what it can do and how it fits into the UCD strategy

## My Organisations



My Favourite Organisations  
Quickview of all Interactions with My Favourites ☆



My College Dashboard  
View Organisation Interactions at College Level ☆

## Activities within the last 2 months





## The University of Melbourne

- [★ Add to Favourites](#)
- [📄 Documents](#)
- [📄 Characteristics](#)
- [✎ Edit Organisation](#)
- [👤 Agency Admin](#)



**Size:** 30,000 - 49,999

**QS World Ranking:** 41

**TH World Ranking:** 33

**Region:** Oceania

**Postal Address:** 





[📅 Activities](#) +

[🤝 Collaborations](#) +

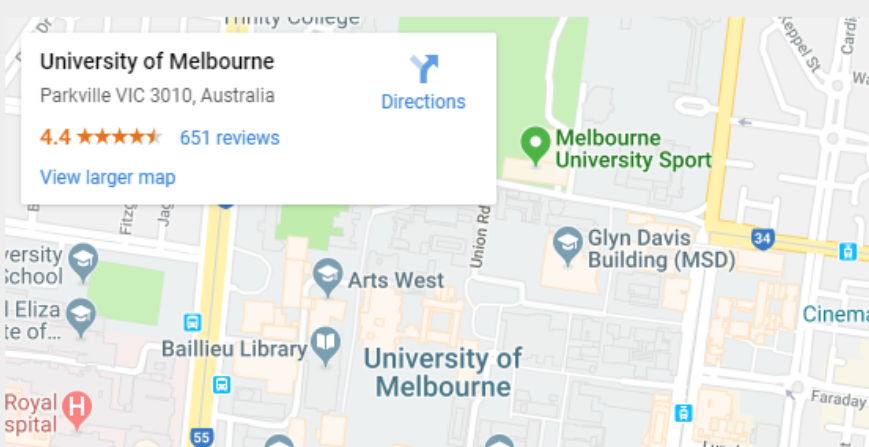
[👤 Contacts](#) +

[☰ Classifications](#) +

[🎓 Related Student Mobility](#) -

Student Type	No. of Registered Students		
	2017/18	2018/19	2019/20
Graduate Conversion	4	2	5
Incoming Non-EU Exchange	7	6	10
Outgoing Non-EU Exchange	1	3	

[📄 Related Research Collaborations](#) +



# Data reflections

- 2019/20 - key focus on re-development of Global Engagement Strategy for UCD
  - Data in support
  - Data gaps
  - Big questions re. KPIs
- Opportunities & threats
  - Brexit
  - Two-year PSW in UK
  - Cost of living & accommodation
  - Buoyant US economy
  - Dealing with double digit growth...

# KEEP IN TOUCH

Simon Emmett  
[Simon.Emmett@idp-connect.com](mailto:Simon.Emmett@idp-connect.com)

 @SMEmmett

Annie Bell  
[Annie.Bell@international.ac.uk](mailto:Annie.Bell@international.ac.uk)

 @UUKIntl

Douglas Proctor  
[douglas.proctor@ucd.ie](mailto:douglas.proctor@ucd.ie)

 @douglasjproctor



# BREXIT: RISK ASSESSMENT





# BREXIT: RISK ASSESSMENT

## KEY ISSUES

### Fees:

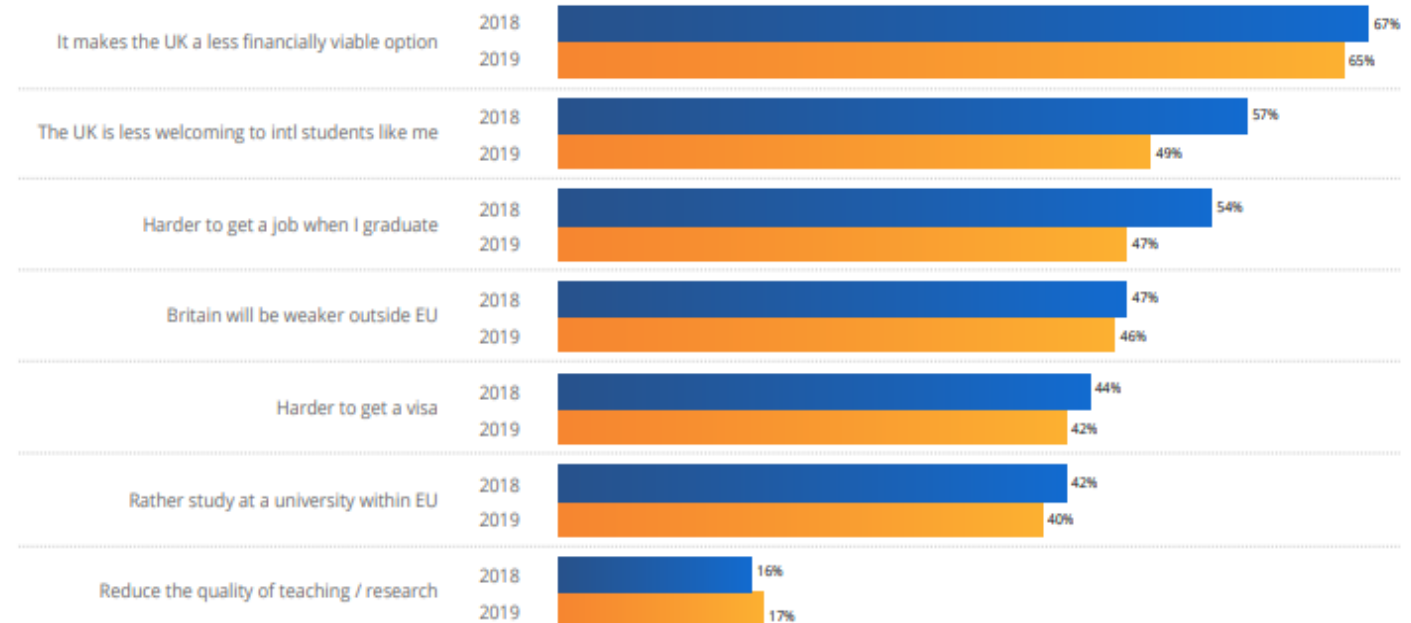
- Fee 'harmonisation' with non-EU international students
- No more funding support for EU students
- Fees are a devolved issue

### Visas and immigration:

- Move to Tier 4 visas
- Euro TLR
- Post-study work options
- Uncertainty and feeling unwelcome

Why has the UK's decision to leave the EU made you less interested in studying in the United Kingdom?

Prospective EU students



# BREXIT: RISK ASSESSMENT

Modelling by the Higher Education Policy Institute:

- The best available economic modelling forecasts a sharp drop (a possible 57%) in the number of students from other EU countries after Brexit, due to the ending of their loan entitlement and the imposition of higher fees
- This could be offset by an increase in recruitment from outside the EU due to a depreciation of the pound
- **The impact varies from institution to institution**

## The determinants of international demand for UK higher education

Gavan Conlon, Rohit Ladher  
and Maike Halterbeck



HEPI Report 91

# BREXIT: RISK ASSESSMENT

It's not all doom and gloom:

- Viewed positively by students in some countries
- HEPI have also pointed to a historical precedent from the 1980s, shows that the abolition of subsidies for international students from outside the EEC led – against expectations – to an increase in their numbers.

Has the UK's decision to leave the European Union (Brexit) affected your interest in studying in the United Kingdom as an international student?

