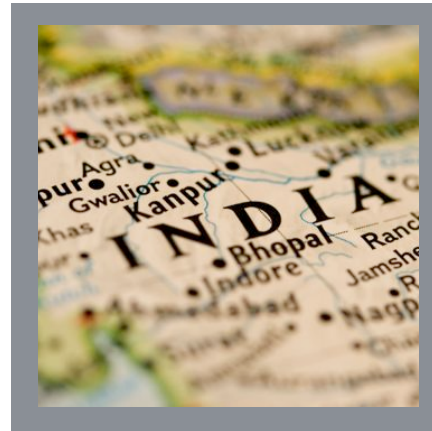


Strategic recruitment in India:

An insight into
innovative institutional
practices and
experiences



NAFSA Fall 2013
Regional Conference
REGION II
October 2013

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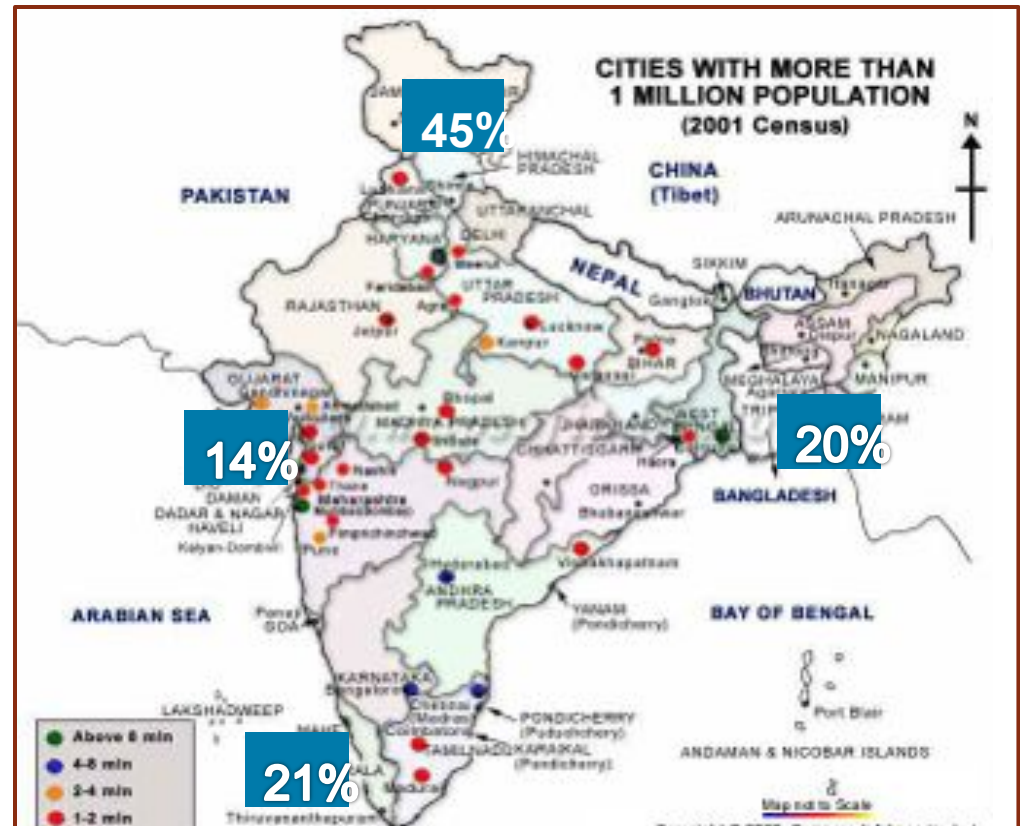
SESSION OBJECTIVES

- **Macroeconomic trends** that make India a key strategic market
- **Research data:** student, parent, and counselor perspectives
- **Institutional engagement** in India- future outlook
- **Recruitment plan** suggestions



INDIA

Capital	New Delhi
Population	1.22 billion +
No. of Households	207 million
Land Area	3.3 million sq kms
Coast line	7,600 kms
States	28
Union Territories	7
Languages	Hindi, English, >20 major regional languages
Major Religions	Hinduism (80.5%)
	Islam (13.4%)
	Christianity (2.3%)
	Sikhism (1.9%)
	Others (1.9%)
Adult Literacy	61%
Gender Ratio	1.08 male(s)



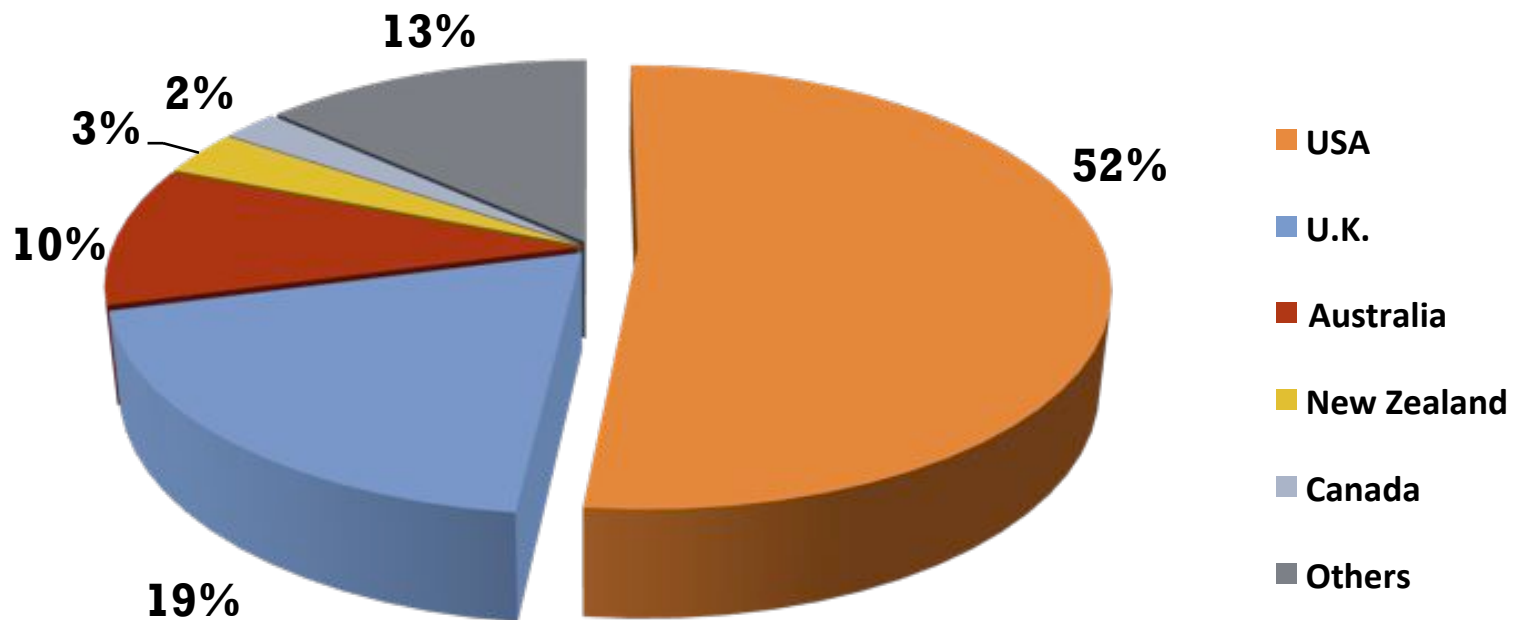
INDIA – A LAND OF OPPORTUNITY

- Large and growing population
- Huge demand for higher education
- Growing middle and affluent classes
- High willingness, and ability, to pay
- English proficiency



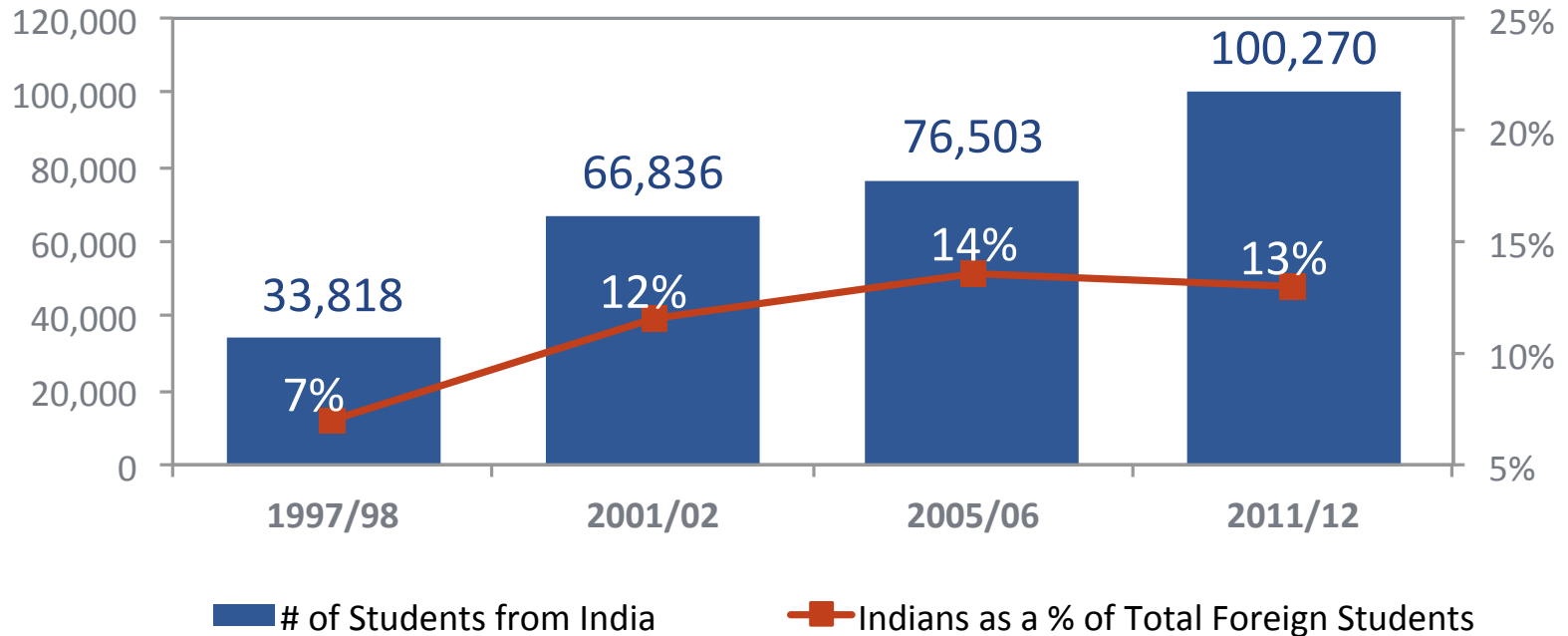
INDIAN STUDENTS' MOBILITY

- India is second among countries sending students abroad to pursue higher education, with ~200,000 students
- The U.S. continues to be the destination of choice for Indian students













U.S. ENROLLMENTS

- Students from India make up more than **13% of all foreign students in the USA**
- Recent report by CGS mentions a 22% increase in graduate applications and admission offers up 27% from India



REGION II OVERVIEW

- International students account for ~48.5K students in Region II
- Students from India now make up ~10.3% of all foreign students in Region II

REGION II STATE	TOTAL FOREIGN STUDENTS		% TOTAL INDIAN STUDENTS		NUMBER OF INDIAN STUDENTS (APPROX.)		INDIA'S RANK IN PLACES OF ORIGIN	
	2011	2012	2011	2012	2011	2012	2011	2012
ARIZONA	11389	12738 	15.3%	15.6%	1743	1987 	2	2
COLORADO	7688	8445 	9.8%	8.9%	753	752	3	3
KANSAS	9389	9277	9.1%	8.6%	855	798 	2	2
MONTANA	1301	1323	5.4%	6%	70	79 	5	5
NEBRASKA	4194	4372 	9.8%	8.6%	411	376 	2	3
NEW MEXICO	2724	3419 	16.7%	13.3%	455	455	1	2
UTAH	7203	7761 	not in top 5	6.3%	not in top 5	489	not in top 5	4
WYOMING	1087	1072	7	7.4%	76	79 	3	2
TOTAL	44975	48407	(N/A)	10.3% (AVERAGE)	(N/A)	5015 (APPROX.)	(N/A)	2.9 (AVERAGE)

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

ARIZONA			
Foreign students in the state	2011	#19 in the U.S.	11,389 TOTAL (up 6.8%)
	2012	#18 in the U.S.	12,738 TOTAL (up 11.8%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	25	27.8	+ 11.2%
INDIA	15.3	15.6	+ 1.9%
SAUDI ARABIA	6.9	9.2	+ 33.3%
SOUTH KOREA	8	6.6	- 17.5%
MEXICO	4.2	4.7	+ 11.9%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

COLORADO			
Foreign students in the state	2011	#27 in the U.S.	7,688 TOTAL (up 10.1%)
	2012	#26 in the U.S.	8,445 TOTAL (up 9.8%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	21.5	25	+ 16.2%
SAUDIA ARABIA	14.6	13.7	- 6.1%
INDIA	9.8	8.9	- 9%
SOUTH KOREA	6.1	5.1	- 16.4%
LIBYA/QATAR	not in top 5	2.9	N/A
TAIWAN	3.5	not in top 5	N/A

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

KANSAS			
Foreign students in the state	2011	#22 in the U.S.	9,389 TOTAL (up 5.2%)
	2012	#24 in the U.S.	9,277 TOTAL (down 1.2%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	37.6	39.7	+ 5.6%
INDIA	9.1	8.6	- 5.5%
SAUDI ARABIA	7.1	7.8	+ 9.8%
SOUTH KOREA	7.9	6.7	- 15.2%
JAPAN	3.2	2.7	- 15%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

MONTANA

Foreign students in the state	2011	#46 in the U.S.	1,301 TOTAL (up 6.1%)
	2012	#47 in the U.S.	1,323 TOTAL (up 1.7%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
SAUDI ARABIA	18.1	17.1	- 5.5%
CANADA	15.1	14.3	- 5.3%
CHINA	9.2	9.9	+ 7.6%
JAPAN	9	7.9	- 12.2%
INDIA	5.4	6	+ 11.1%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

NEBRASKA			
Foreign students in the state	2011	#36 in the U.S.	4,194 TOTAL (up 1.3%)
	2012	#36 in the U.S.	4,372 TOTAL (up 4.2%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	26.2	30.2	+ 15.2%
SAUDI ARABIA	7.5	9.2	+ 22.6%
INDIA	9.8	8.6	- 12.2%
NEPAL	5.2	4.6	- 11.5%
MALAYSIA	not in top 5	4.1	N/A
SOUTH KOREA	4.7	not in top 5	N/A

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

NEW MEXICO			
Foreign students in the state	2011	#41 in the U.S.	2,724 TOTAL (down 6%)
	2012	#39 in the U.S.	3,419 TOTAL (up 25.5%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	14.9	16.5	+ 10.7%
INDIA	16.7	13.3	- 20.3%
MEXICO	10	10.7	+ 7%
SAUDI ARABIA	not in top 5	3.7	N/A
SOUTH KOREA	3.2	3.5	+ 9.3%
GERMANY	3	not in top 5	N/A

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

UTAH			
Foreign students in the state	2011	#29 in the U.S.	7,203 TOTAL (down 4.7%)
	2012	#28 in the U.S.	7,761 TOTAL (up 7.7%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	12.8	20.7	+ 61.7%
SOUTH KOREA	12.7	13.4	+ 5.5%
SAUDI ARABIA	not in top 5	7.1	N/A
INDIA	not in top 5	6.3	N/A
BRAZIL	5.3	not in top 5	N/A

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

Top five countries of origin for foreign students 2011 and 2012: per state

WYOMING

Foreign students in the state	2011	#49 in the U.S.	1,987 TOTAL (up 7.6%)
	2012	#50 in the U.S.	1,072 TOTAL (down 1.4%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	18.9	21.5	+ 13.7%
SOUTH KOREA	8.2	not in top 5	N/A
INDIA	7	7.4	+ 5.7%
NEPAL	5.8	6.6	+ 13.7%
SAUDI ARABIA	5.2	5	- 3.8%
CANADA	not in top 5	4.6	N/A

THE ONE-THIRD PHENOMENON



**The
STUDENT**

- Quality of program
- Rankings
- Cost/scholarships
- Internship opportunities



**The
PARENT**

- Safety
- Career prospects
- Rankings/prestige
- Quality of program
- Costs
- Input from friends



**The
COUNSELOR**

- Quality of program
- Institutional fit
- Ranking
- Scholarships

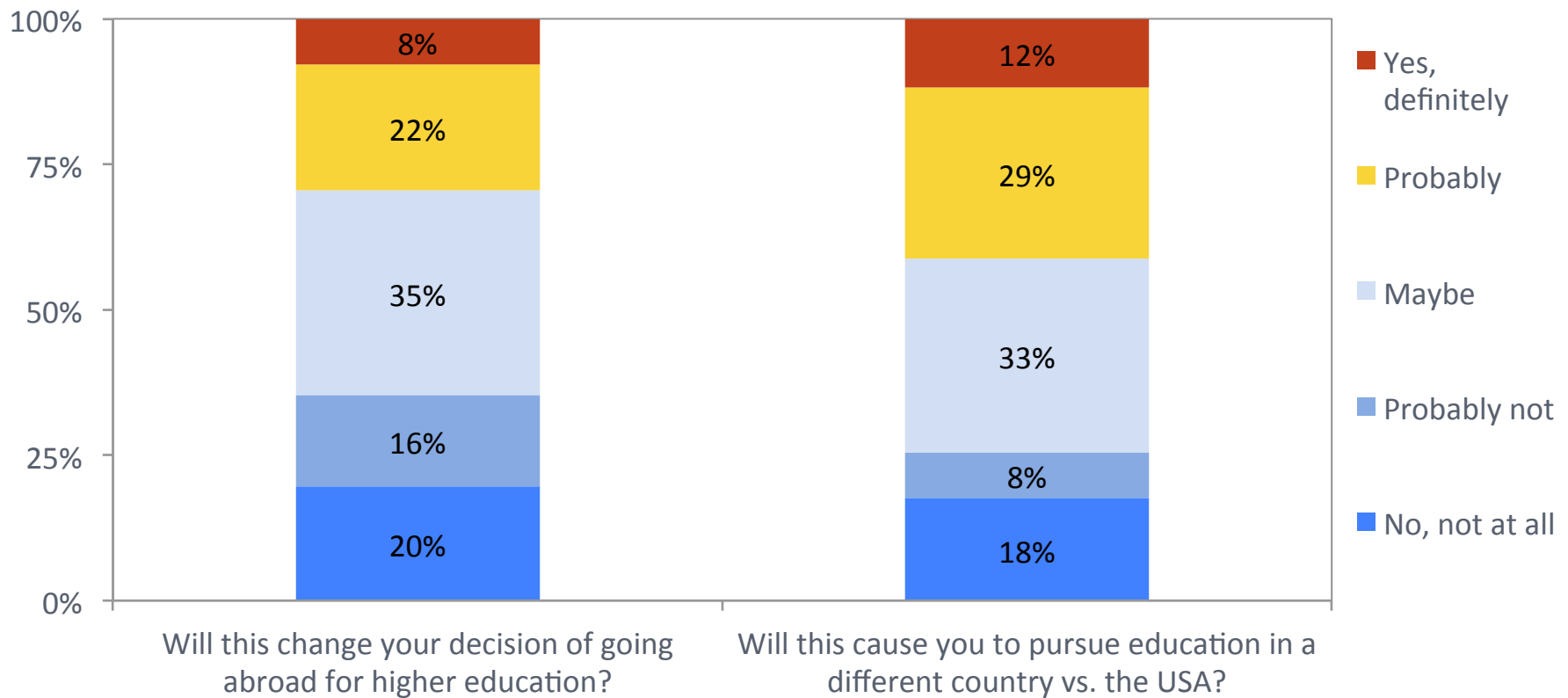
STUDENT EXPECTATIONS: SURVEY RESULTS

- Survey administered online to 152 Indian students interested in pursuing higher education abroad
- U.S.A. remains the favorite destination, followed by U.K.
- Engineering, Business top programs
- 59% of students will apply to 6 or more institutions, 20% will apply to 9 or more
- Over 63% willing to spend over \$17K annually and 28% to spend over \$25K in tuition
- Academic quality and career prospects were the most important factors of selection
- Students seem to prefer traditional modes of communication (email, phone). WhatsApp is an emerging new mobile messaging service that is gaining popularity
- Student prefers universities to interact with them and their parents primarily face-to-face or over email to answer questions
- Quality of academic program is the most important factor in selecting a university
- **The majority of respondents identified sources of information that offer human interaction as being important to their decision making process**



INDIAN RUPEE LOSING VALUE

- Considering the recent Indian rupee to U.S. dollar foreign exchange rate fluctuation, **undergraduate** students responded...



INDIA CHANGING AND WHAT IT MEANS FOR YOU

Change

Response

More Indian students going abroad to study

Focus on engagement e.g. through quality high school and college visits

Increasing interest in a broader range of undergraduate majors

Talk about these majors – help prospective students understand the careers

Decision makers more suspicious of information from third parties

Travel; engage in face-to-face interaction, and provide hard facts and comparisons

Greater competition from around the world

Focus on relationship building with all decision makers

RECOMMENDATIONS FOR AN INDIA RECRUITMENT PLAN

- University website
- On-the-ground support
- Alumni engagement
- Faculty, student visits
- Partnerships

PRE-APPLICATION STAGE

- 3-5 year plan, investment/ initiatives
- School visits (fall/spring), individually or small groups
- List buying
- External website presence

YEAR-ROUND ENGAGEMENT

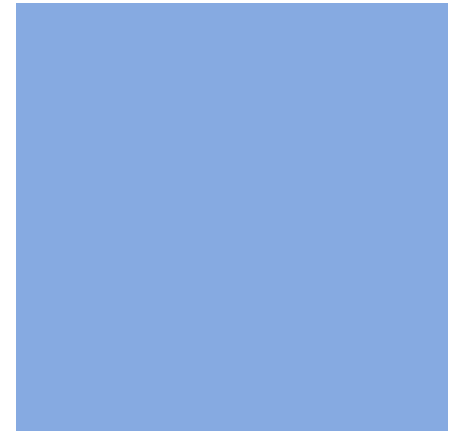
- FACEBOOK
- Student ambassadors
- Scholarships
- Yield

INDIA PLAN

APPLICATION STAGE

- Communication plan
- Use social media wisely
- Video Tour

ACCEPTANCE STAGE



Q & A

and Discussion

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