

INDIA: Changing recruitment landscape and emerging innovative practices

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Presenters

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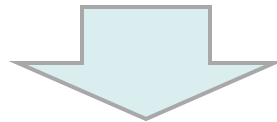
India – An Introduction

Capital	New Delhi
Population	> 1 billion
# 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 regional languages
Major Religions	Hinduism (81.3%)
	Muslim (12.0%)
	Christian (2.3%)
	Sikhs (1.9%)
	Others (2.5%)
Adult Literacy	57%
Gender Ratio	1.06 male (s)

- **Strong GDP growth and healthy economic indicators**
 - 2010 GDP growth estimated at 9.7%
 - Sustained 8% CAGR over the next decade
 - Exports at \$175 Bn in 2009. On track to grow by 14% to \$200 bil in 2010
- **Demographics driving increasing demand for education**
 - 235 Million people in the age group 15-24
 - Over 600 million people under the age of 25
- **Not enough supply**
 - Education minister aims to have another 800 universities over next 10 years
- **Rapid Education spending growth expected**
 - Education spending expected to grow at 11.1% annually taking total consumption to ~\$128 Bn by 2025

Rising Incomes will drive consumption

- Incomes expected to grow by 6-8% till 2025
- 291Mn people will move out of poverty
- By 2025 middle class¹ will be 583Mn strong
 - 41% of the overall population
 - 10 times the size of the middle class in 2005
- By 2015
 - Over 3 Mn rich² households
 - Country's wealth expected to double to \$6.4 trillion³
- Continued population growth increases labor force



Rapidly growing labor force and rising incomes will fuel a quickly expanding consumer base

Education in India Overview

- Higher Education

- Third largest in the world
- Growth over 5 years
 - Universities 61%
 - Colleges 45%
- Gross Enrollment Ratio currently 12.4

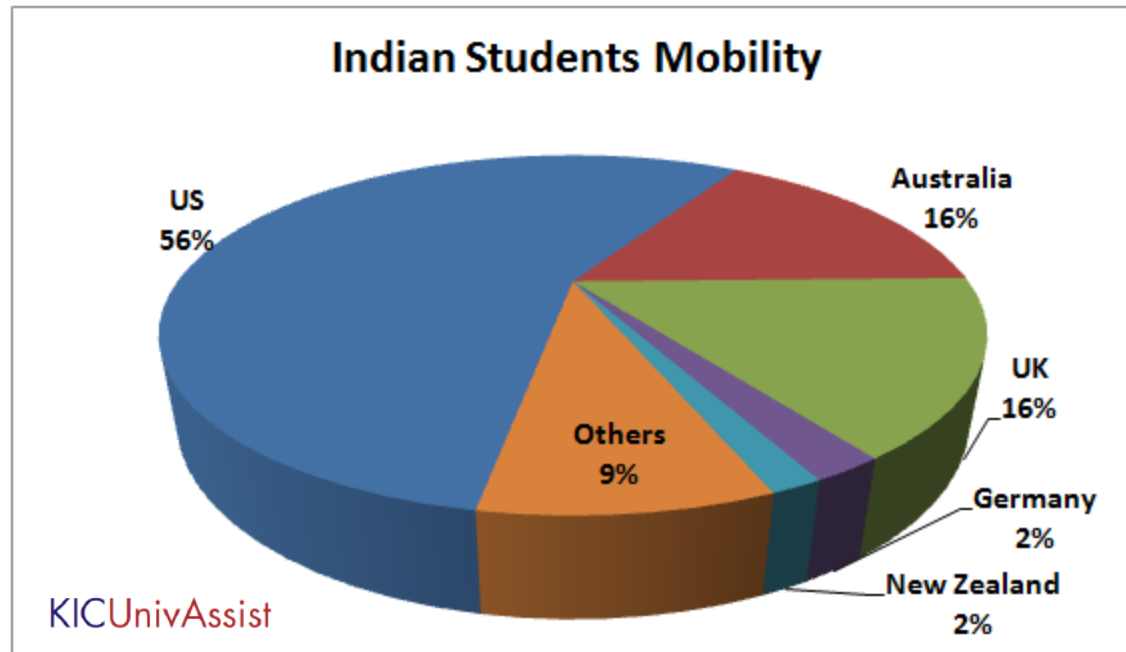
- Education Reform

- Regulate entry and operation of foreign educational institutions in higher education

- Education Loan Schemes

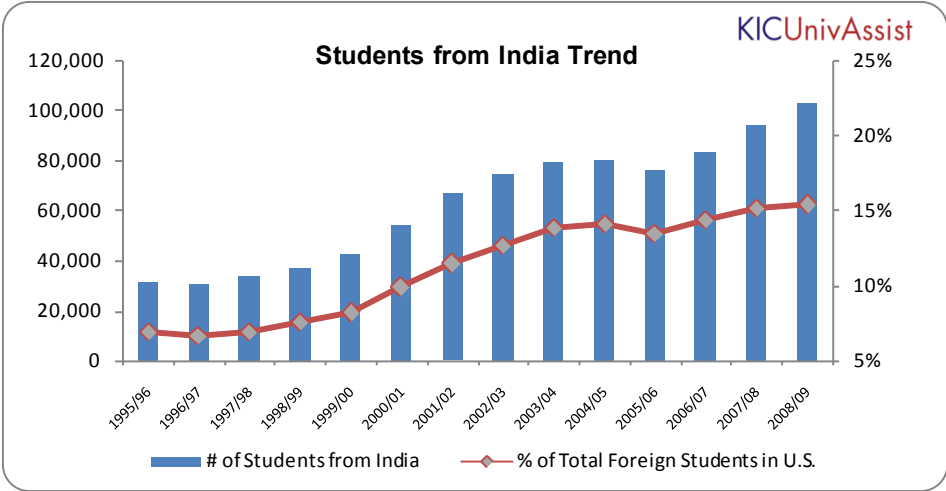
International Education

- India is second among countries sending students internationally to pursue higher education – 153,000 students

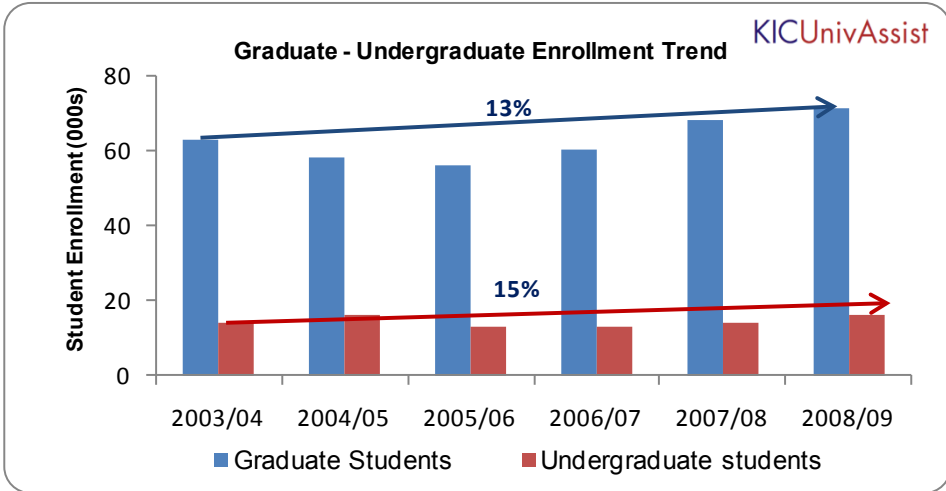


USA continues to be the destination of choice for Indian Students

Enrollment to US Universities



- Enrollment increased 9.2% to over 103,000 students
- Exceed 15% of all foreign students



- Undergraduate and graduate enrollments have increased since 2003/04 by 15% and 13%
- Share of graduate students has decreased over the years and expected to fall further in 2010

Source: IIE Open Doors Report 2009

KIC UnivAssist student survey results

- 104 students surveyed, 69% prospective graduates, 31% prospective undergraduates
- US remains the top favorite destination followed by UK and Canada
- Engineering and Business remain top programs to be pursued
- Number of applications
 - 68% will apply to 6 or more institutions
- Willingness to spend
 - 67% willing to spend over 10 Lakh rupees (~\$22,700)
- Factors affecting selection of university
 - Quality of academic program is the most important factor
 - The state of the global economy may have led to the high importance given to placements and internships
- Sources of information
 - University website is the top source followed by interaction with existing students, admissions officer interaction, Univ. visit to school/ college. Articles in newspapers ranked higher as compared to advertising.
- Email and phone were still the preferred modes of communication followed by Facebook and Skype.

Current Issues

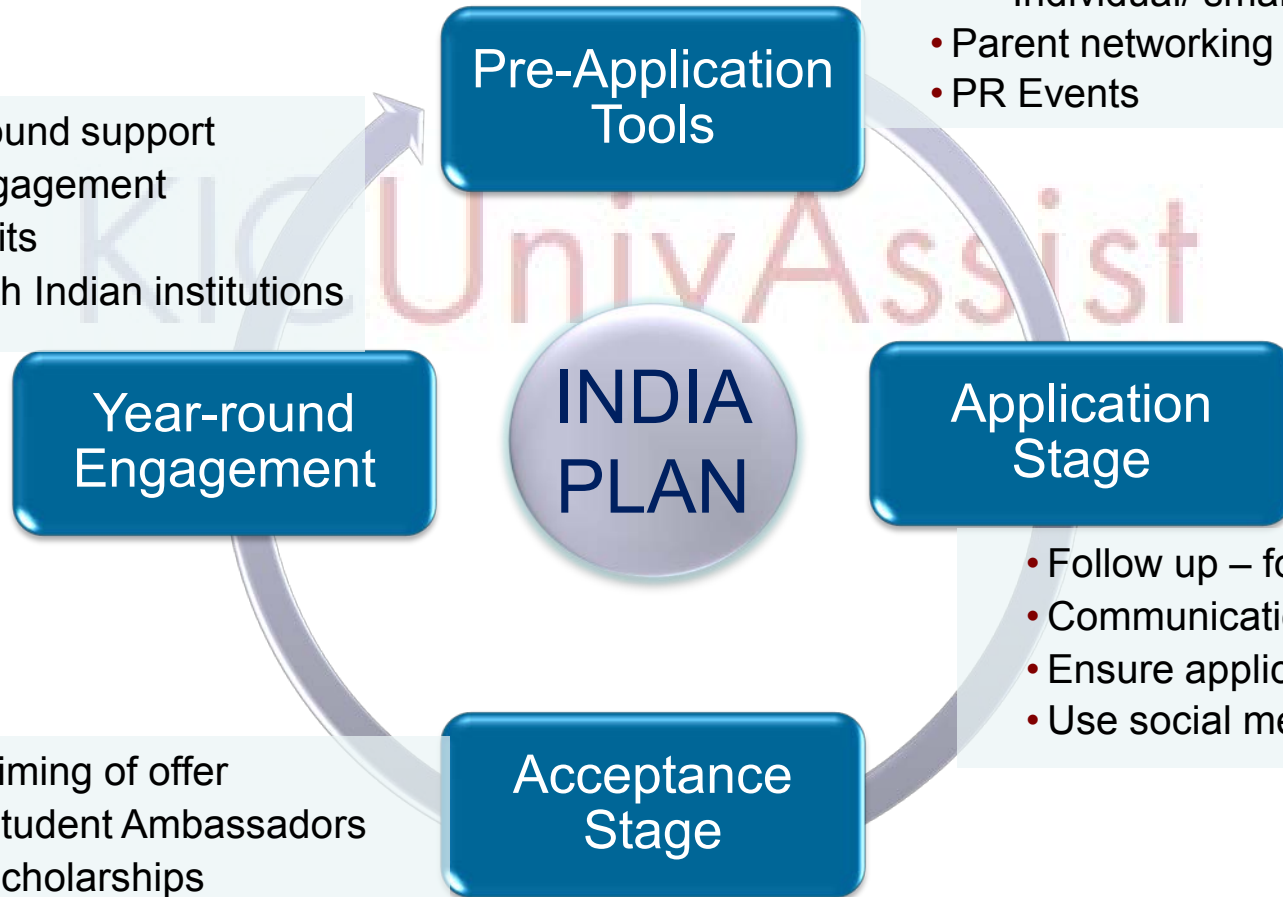
- **STUDENTS**
 - Delay in communication by universities to the queries of students
 - The appropriate time to call considering the time difference
 - Not clear about criteria of admission

- **PARENTS**
 - Need streamlined application and admission process
 - Information at different places on website
 - Universities don't speak directly with parents

- **HIGH SCHOOL COUNSELORS**
 - Would prefer that universities come in a small group to visit
 - Need university personnel to provide more detail about international students on campus
 - At times universities don't explain what they are looking for in a student
 - Universities don't follow up with students after taking their email addresses

Recommendations for an India recruitment plan

- On-the-ground support
- Alumni engagement
- Faculty visits
- Partner with Indian institutions



- Start with a 3-5 yr plan
- School/college visits
 - Individual/ small groups
- Parent networking
- PR Events

- Timing of offer
- Student Ambassadors
- Scholarships
- Yield focused events

- Follow up – follow up
- Communication plan
- Ensure application is complete
- Use social media wisely

For questions/ feedback/ comments:

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Undergraduate Student Recruitment in India

IUPUI Office of International Affairs

NAFSA Region VI 9 November 2010

Sara Kurtz Allaei

Asst Dean & Director for International Enrollment and Services

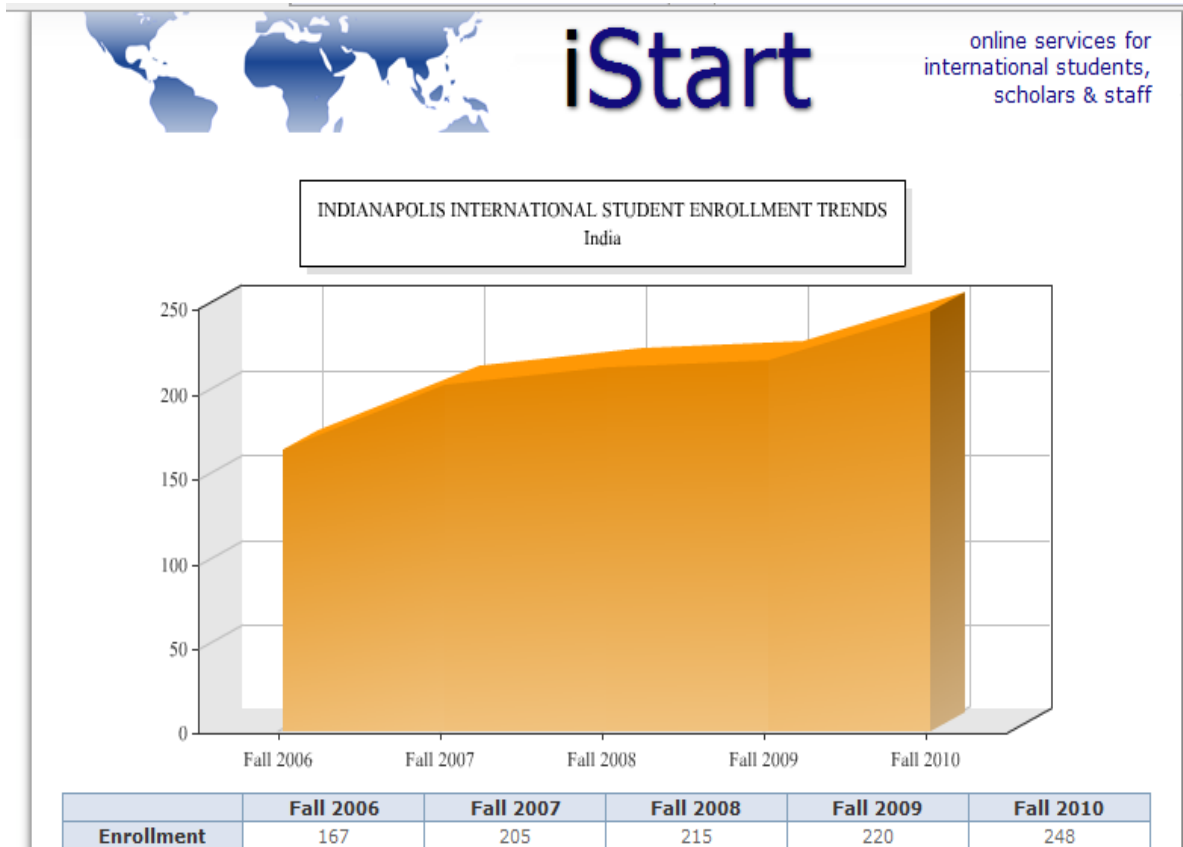
IUPUI

**OFFICE OF
INTERNATIONAL AFFAIRS**

INDIANA UNIVERSITY-PURDUE UNIVERSITY

Office of Academic Affairs
Indianapolis

IUPUI Indian Student Enrollment Trends 2006-2010



Recruitment Outreach-early 2000's

Travel with Recruitment Tours

- e.g. Linden, ISN, etc.

Armchair Recruitment

- Referrals of current students, alumni, faculty, Indianapolis residents
- Find us on the web

Making Scholarships available to Indian undergraduate students

Strengthen Recruitment Infrastructure

Expand Undergraduate Scholarship Opportunities

- Competitive Programs
- Admissions-Based Scholarships

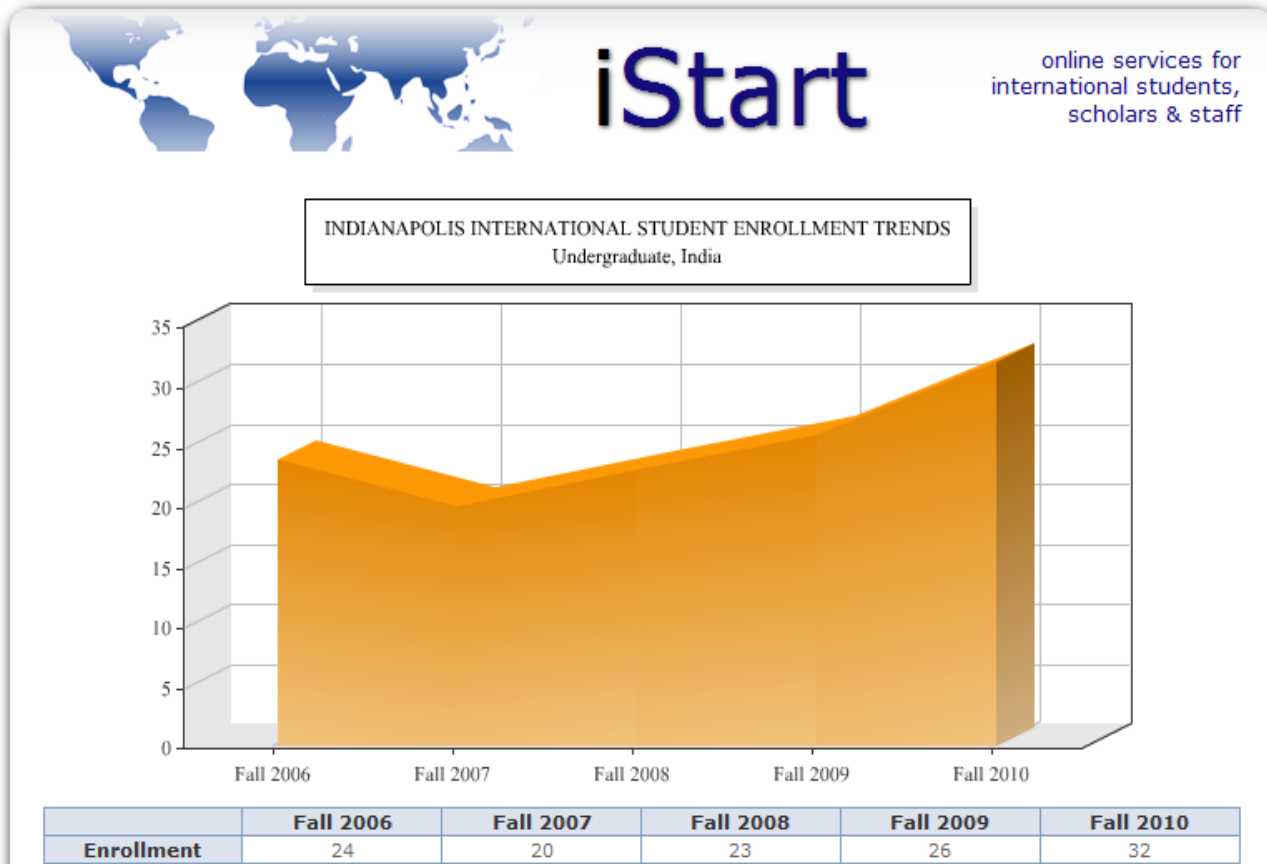
Review English proficiency requirement

- Eliminate TOEFL requirement for Indian undergraduate students

Recruitment Outreach-late 2000's

- Shift travel to focus on high school visits rather than large education fairs, cultivate relationships with high school counselors
- Engage Indian media to highlight new programs & scholarships
- Expand web profiles on third-party sites
- Initiate yield events
- Involve current students through Student Ambassador program outreach

Undergraduate Enrollment Trends 2006-2010



Questions?

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UC in India

Charlie Schwartz
International Admissions

NAFSA Region VI Conference
Tuesday, November 9, 2010

Why India?

- Other than the obvious reasons...
- Largest international student population at UC- but starting to decline
- Generally positive perceptions of Indian students – strong work ethic, academically strong, etc.
- Strong English skills – helps balance out recruitment from countries with weaker English skills

Obstacles in India

- Other than the obvious obstacles...
- Agent network not as effective as hoped
- Relationships with high schools take time to build
- Very substantial graduate market, but our focus is undergraduate

Quick Overview of UC

- Large Public University in Cincinnati, Ohio
- Top 25 Public University for Research Funding
- Around 200 undergrad programs and 200 grad programs
- Predominately Ohio students – actively pursuing out of state and international enrollment efforts

International Efforts

- Began international recruitment efforts in 2006
- Efforts originally centered on “infrastructure” and agents
- Focused on undergraduate enrollment
 - Around 250 international undergrads in fall 2007; almost 600 in fall 2010

Infrastructure:

- Created an International Admissions Office
 - Developed first International Prospectus
 - Clarified admissions procedures for international undergrad applicants
 - Increased staff from single person operation to seven full time staff
- UC Global Scholarship for undergraduate students
- Host the Cincinnati ELS Center

Agents

- Leader in the “agent movement” of universities establishing commission-based agent relationships
- Network of over 20 agents operating in over 30 countries with over 200 individual offices
- Work with 6 agents in India who have almost 100 combined offices

Expanding Efforts

- Moving beyond agent-only approach, particularly in India
 - Country Coordinator based in Mumbai
 - Developing brand recognition – media tour in August 2010
 - Much more attention on relationships with high schools
 - Better leveraging of scholarship dollars

Media Tour – August 2010

- Main purpose was to help university build brand recognition, especially with high school students and their parents
- Highlighted UC points of pride, activities in India, and new scholarship initiatives
- Result was 20 print articles and 28 on-line articles promoting UC

Questions? Comments?

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