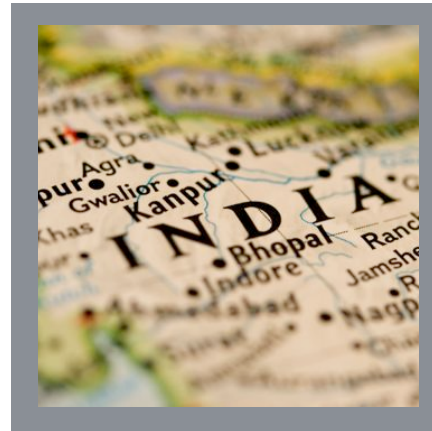


Strategic recruitment in India:

An insight into
innovative institutional
practices and
experiences



NAFSA Fall 2013
Regional Conference
REGION XI
October 2013

SWARAJ NANDAN

KICUnivAssist[®]
enabling education

MICHELLE KOWALSKY

WESTERN NEW ENGLAND | **WNE**
UNIVERSITY

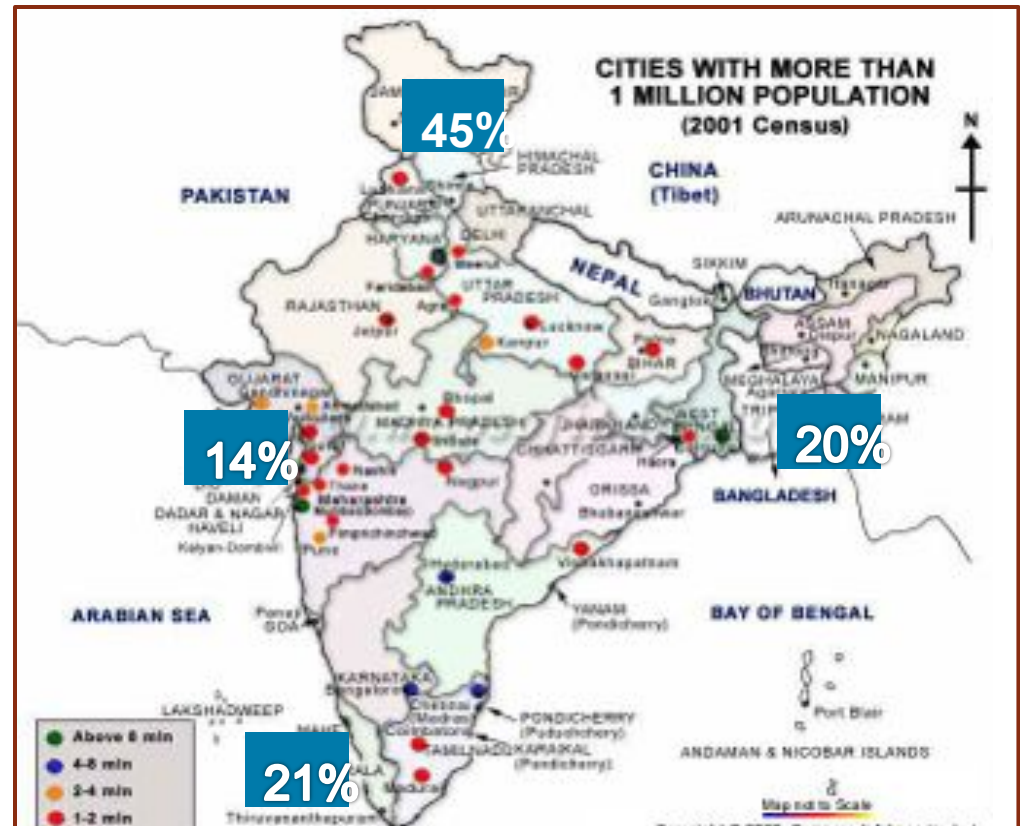
SESSION OBJECTIVES

- **Macroeconomic trends** that make India a key strategic market
- **Research data:** student, parent, and counselor perspectives
- **Institutional experiences** in India- a discussion
 - Western New England University
- **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)



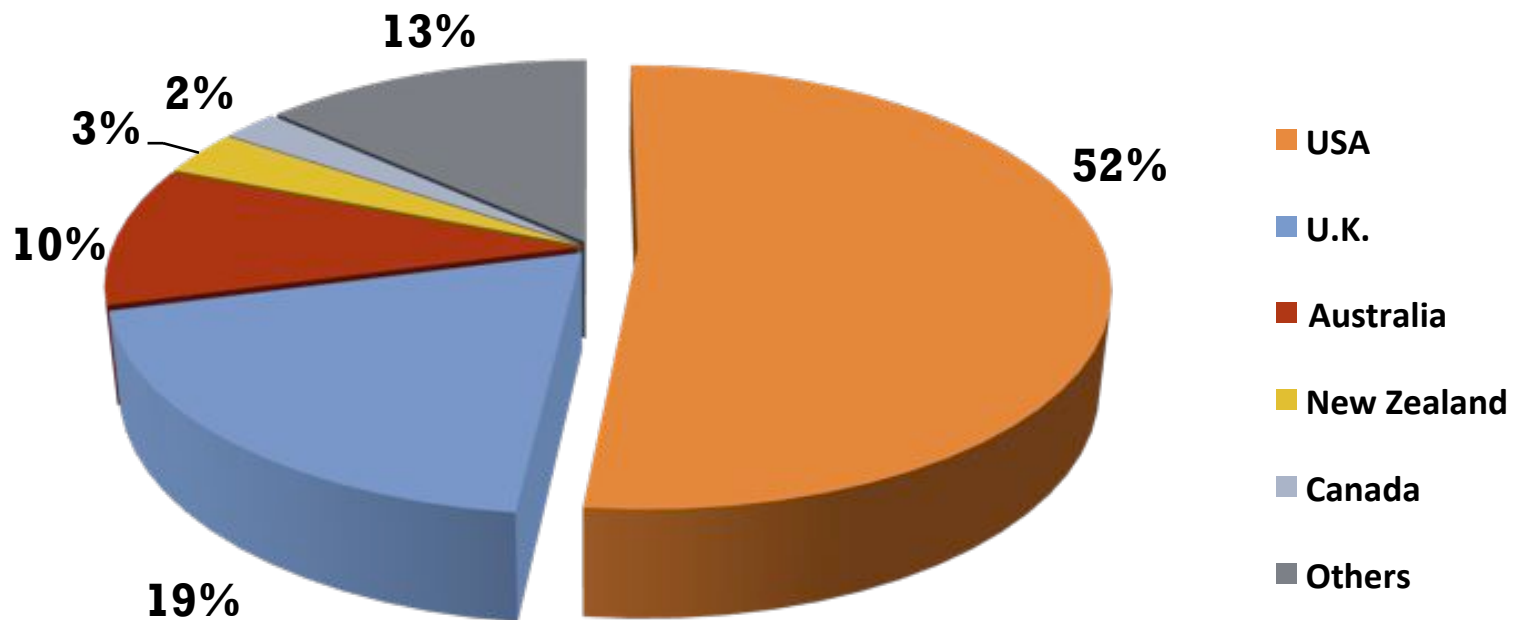
INDIA – A LAND OF OPPORTUNITY

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



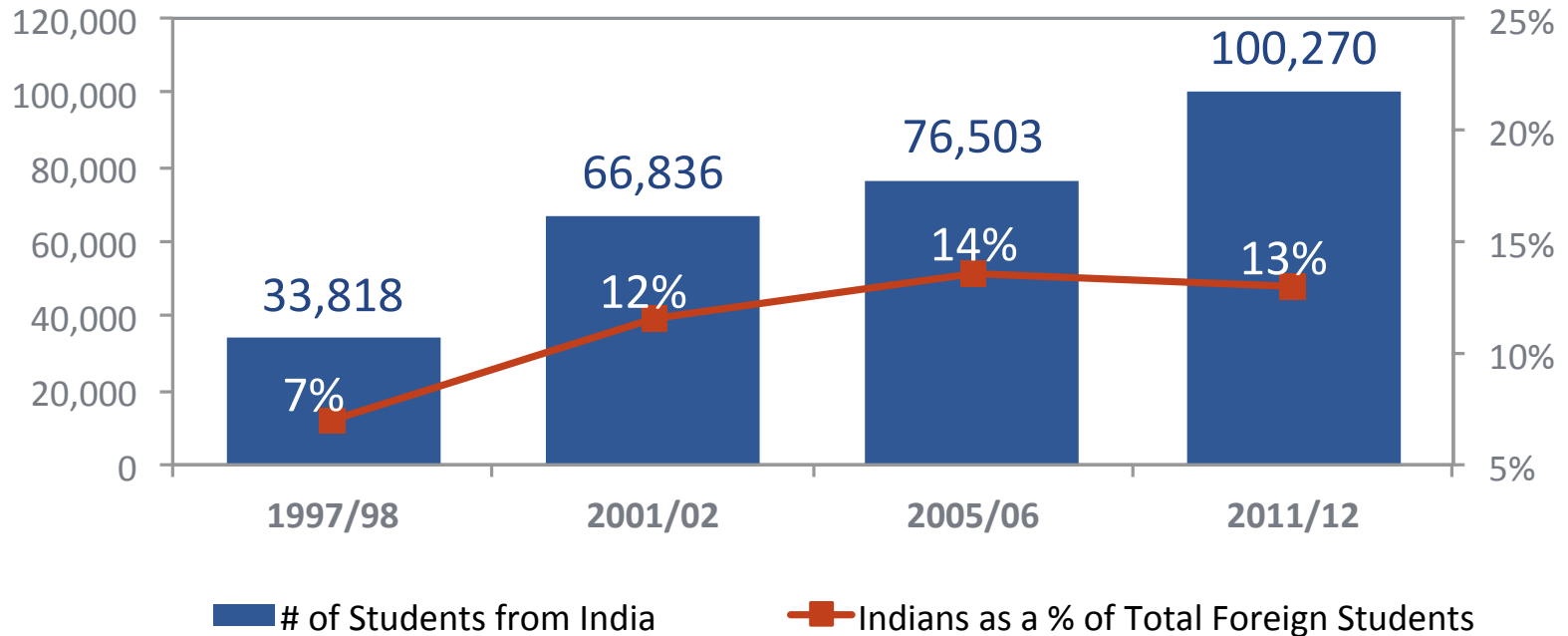
INDIAN STUDENTS' MOBILITY

- 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 XI OVERVIEW

- International students account for ~61K students in Region XI
- Students from India now make up ~11% of all foreign students in Region XI

REGION XI 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
CONNECTICUT	10137	9350 	25.4%	22.5%	2575	2104 	1	2
MAINE	1158	1250 	6.3%	5.4%	73	68 	3	4
MASSACHUSETTS	38698	41258 	12.1%	11.6%	4683	4786 	2	2
NEW HAMPSHIRE	2626	2912 	11.6%	13%	305	379 	2	2
RHODE ISLAND	4911	5054 	6.7%	6.6%	329	334	3	3
VERMONT	1078	1114 	6.9%	5.5%	74	61 	4	3
TOTAL	58608	60938	13.7% (AVERAGE)	12.7% (AVERAGE)	8039 (APPROX.)	7732 (APPROX.)	2.5 (AVERAGE)	2.7 (AVERAGE)

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

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

CONNECTICUT			
Foreign students in the state	2011	#21 in the U.S.	10,137 TOTAL (up 9.4%)
	2012	#23 in the U.S.	9,350 TOTAL (down 7.8%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	21.9	22.8	+ 0.9%
INDIA	25.4	22.5	- 2.9%
SAUDI ARABIA	3	6.5	+ 3.5%
CANADA	4.1	4.5	+ 0.4%
SOUTH KOREA	4.6	4.5	- 0.1%

University of Bridgeport (~750) and University of Connecticut (~250) had sharp declines in number of international students

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

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

MAINE			
Foreign students in the state	2011	#48 in the U.S.	1,158 TOTAL (down 6.1%)
	2012	#48 in the U.S.	1,250 TOTAL (up 7.9%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CANADA	20.3	17.5	- 2.8%
CHINA	14.2	16.6	+ 2.4%
SAUDI ARABIA	4.9	6.7	+ 1.8%
INDIA	6.3	5.4	- 0.9%
UNITED KINGDOM	not in top 5	3.5	N/A
NEPAL	3.4	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

MASSACHUSETTS

Foreign students in the state	2011	#2 in the U.S.	38,698 TOTAL (up 9.6%)
	2012	#4 in the U.S.	41,258 TOTAL (up 6.6%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	21.4	23.8	+ 2.4%
INDIA	12.1	11.6	- 0.5%
SOUTH KOREA	7.4	6.7	- 0.7%
CANADA	5.8	5.4	- 0.4%
TAIWAN	3.1	3	- 0.1%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

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

NEW HAMPSHIRE

Foreign students in the state	2011	#42 in the U.S.	2,626 TOTAL (up 12.6%)
	2012	#42 in the U.S.	2,912 TOTAL (up 10.9%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	27.8	28.2	+ 0.4%
INDIA	11.6	13	+ 1.4%
SAUDI ARABIA	5.9	9.1	+ 3.2%
CANADA	8	6.7	- 1.3%
SOUTH KOREA	6.1	4.8	- 1.3%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

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

RHODE ISLAND			
Foreign students in the state	2011	#33 in the U.S.	4,911 TOTAL (up 13.7%)
	2012	#33 in the U.S.	5,054 TOTAL (up 2.9%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	28	31.8	+ 3.8%
SOUTH KOREA	12.9	8.5	- 4.4%
INDIA	6.7	6.6	- 0.1%
CANADA	5.2	4.5	- 0.7%
TAIWAN	3.9	3.4	- 0.5%

LEADING PLACES OF ORIGIN FOR FOREIGN STUDENTS

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

VERMONT			
Foreign students in the state	2011	#50 in the U.S.	1,078 TOTAL (up 6%)
	2012	#49 in the U.S.	1,114 TOTAL (up 3.3%)

COUNTRY	2011 % TOTAL	2012 % TOTAL	% INCREASE/DECREASE
CHINA	18	22.6	+ 4.6%
CANADA	11.1	10.2	- 0.9%
INDIA	6.9	5.5	- 1.4%
SOUTH KOREA	5.6	4.8	- 0.8%
JAPAN	7.7	3.8	- 3.9%

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

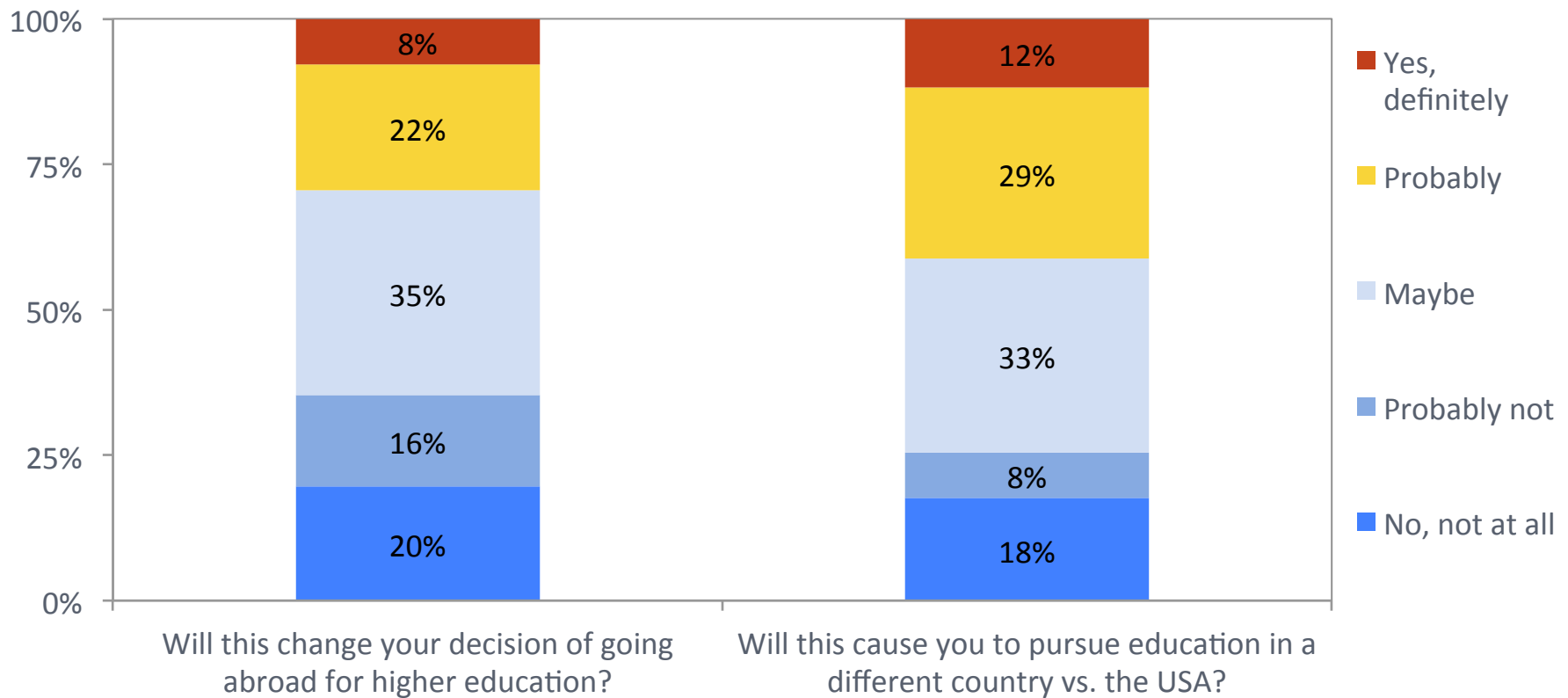
STUDENT EXPECTATIONS: SURVEY RESULTS

- 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

Western New England University in India

Michelle Kowalsky
Director of International Admissions



Why India?

- ▶ Large sending country
 - Open Doors Report
 - Demographics
 - Previous interest from India
- ▶ Lots of interest in Engineering
- ▶ Both undergraduate and graduate market
- ▶ Better handle on English

Recruitment Efforts

▶ International Travel



Use of Agents

- ▶ Signed first agreement in 2010
- ▶ Currently have 5 agents of which 3 are very active
- ▶ Monitoring and updating are very important
- ▶ Relationship building is also key



Other Resources

- ▶ Hotcourses
 - Internet based resource
 - Abroad sites gets a number of Indian visitors
- ▶ EducationUSA offices
- ▶ Faculty Connections



Obstacles & Challenges

- ▶ Difficult market to travel
- ▶ English language
 - Perception vs. reality
- ▶ Transfer out issues
 - Using I-20 to enter US
 - Require a deposit?
- ▶ Large graduate market
- ▶ Lots of processing



The Results

- ▶ Large increase in applications
 - 2/3 of the apps for the winter semester
- ▶ Small increase in our population (both undergraduate and graduate)
- ▶ Excellent word of mouth promotion



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

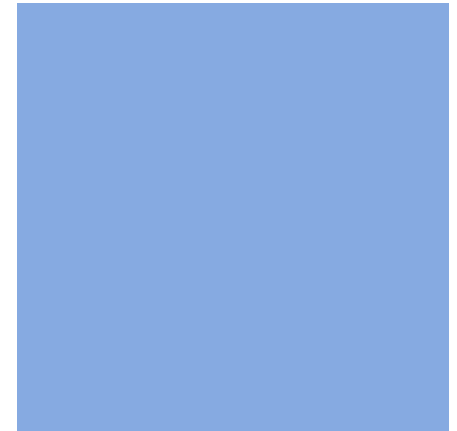
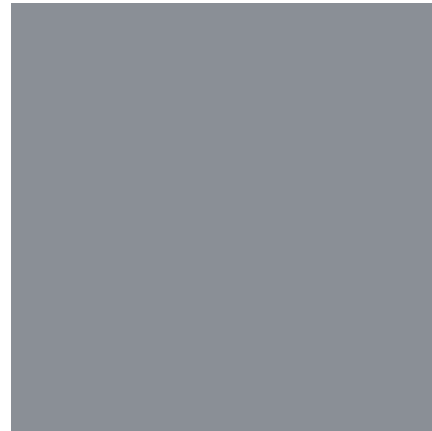
- FACEBOOK
- Student ambassadors
- Scholarships
- Yield

INDIA PLAN

APPLICATION STAGE

- Communication plan
- Use social media wisely
- Video Tour

ACCEPTANCE STAGE



Q & A

and Discussion

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