2016 Intl-Student-Insights-2016-FPP-Intead-Research

FPPEDUMedia

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Know Your Neighborhood

International Recruiting Fueled By Regional Insights

Winter 2016
Where Your Digital Footprint Meets Your Ground Game

Intead builds effective global marketing strategies as a holistic blend of on-the-ground recruiting efforts and digital marketing. This strategy requires global marketing expertise and digital tools. Our approach enhances the communication, branding and marketing of academic institutions using a culturally appropriate and accessible digital platform. We support our customers and products with sophisticated analytics services, ultimately improving results and decreasing costs over time.

Contact: info@intead.com

Who we are

Over the last 15 years, FPP EDU Media has grown to become the world’s largest international student recruitment organization. In 2015, FPP hosted 3,500 exhibition booths and 172,000 pre-screened students, at 109 days of fairs across 24 countries. In addition, 2015 saw the one-millionth student register for a profile on FPP’s student network—EduFindMe.com. At FPP we understand both the challenges in international recruitment and the realities of a limited budget. It is for these reasons that during the early days of the company, FPP developed a unique pre-screening process that benefits educational institutions and international students, which is still used to this very day. This innovation is one of the keys to success for our clients, and therefore our organization. Simple, yet bold beginnings have defined FPP as it has grown and developed into the top provider of high-quality, innovative international student recruitment solutions.

Contact: talkto@fppedumedia.net

Where Your Digital Footprint Meets Your Ground Game

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Contact: info@intead.com
Acknowledgements

The initial results of this research were presented at the NAFSA 2015 Conference in Boston by Julio Ronchetti, President of FPP EDUMedia, and Ben Waxman, CEO, International Education Advantage. We would like to thank the team that dove in and developed this final report.

The effort involved:

- Developing a first-rate survey tool to gather the information;
- Translating the content from English into seven other languages;
- Employing the massive FPP student database and social media connections to prospective students around the world;
- Crunching the numbers (and crunching them again);
- Analyzing the data and developing clear marketing insights;
- Writing the report; and
- Designing a beautiful document to share with all of you.

No simple set of tasks there. We’d like to thank everyone involved and make a special note of the efforts made by: Elizabeth Frederick, Daniela Locreille, Colleen Cushing, Jean-Marc Alberola (Bridge Education Group), Marianne Murphy, and Christopher Clark.

Julio Ronchetti  
President  
FPP EDUMedia Inc

Benjamin Waxman  
Chief Executive Officer  
Intead, LLC
Know Your Neighborhood
*International Recruiting Fueled By Regional Insights*

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Know Your Neighborhood
International Recruiting Fueled By Regional Insights

Executive Summary
In student recruitment, the university that succeeds is the one that best delivers its message in the way their target audience wants to receive it.

Understanding your target audience and how to reach those individuals poses a particular challenge in international student recruitment.

Limited resources often lead an institution to take short cuts such as creating one set of messages for their domestic recruitment program and another set of messages for their international recruiting program. Yet messaging that might work well in Brazil is not necessarily going to be effective in Vietnam.

Seems obvious when stated, but how many institutions have you seen create a single “international” brochure for use around the world?

You have likely seen too many international recruitment efforts miss the mark to think that a one-size-fits-all approach could be effective at convincing students across the globe to enroll at your institution.

Our research sought to tease out some of the regional differences in motivations, goals, and behaviors of students seeking to study internationally. We asked a very large set of prospective students a set of questions we had not seen asked before.

What We Did
We surveyed more than 807,000 students in 94 countries. All those surveyed have an expressed interest in pursuing education abroad. We wanted to gain insights into key influencers, motivating factors and behaviors that inform their decision to study far from home. The 22-question survey was sent in English, Spanish, Portuguese, Italian, Arabic, Indonesian, Thai, and Vietnamese.

In just two days we heard from more than 35,000 students from around the world, who shared how universities can best deliver messages in a way that would make them take notice. Given the number of emails and social media posts streaming out from university admissions offices, this voice of the customer information is extremely valuable.

An investment in knowledge always pays the best interest.
~Benjamin Franklin
Who Responded
Respondents were predominantly female—approximately 2/3—and so are not representative of the general population in terms of gender. Respondents were largely undergraduates—also approximately 2/3. Yet our insights were also gathered from a substantial group of males, pre-university students, and graduate students.

807,719 Students
22 Questions
35,390 Responded
2.5 Days

- Mexico
- Peru
- Brazil
- Venezuela
- Colombia
- Chile
- Ecuador
- Italy

- Spain
- Indonesia
- Malaysia
- Philippines
- Thailand
- Vietnam
- Middle East (regional profile)

70%
You Can Use What We’ve Learned
We gained geographic insights that will help you tailor your recruitment message for its intended audience. Look for these boxes through the report for concrete marketing suggestions.

• Section I: Surveying the Landscape for International Student Recruitment gives an overview of observed similarities and differences by topic across regions.

• Section II: Know Your Neighborhood – Marketing Profiles by Country provides a country snapshot for the 14 countries with the most significant response rates from our research as well as for the Middle East region. This data can inform your recruitment strategy in your target countries.
SECTION I: Surveying the Landscape for International Recruitment

Key Influencers
Our survey asked about key influencers who play a role in students’ decision-making processes about where to study abroad.

Admissions Representatives from Universities
Admissions representatives tended to have more influence in Central and South American countries, especially in Venezuela and Colombia. Respondents shared that admissions representatives tended to have less influence in Italy, Spain, and some Southeast Asian countries – Indonesia, Thailand and Vietnam.

In our conversations with some international students we have heard the perspective that admissions representatives are “paid to promote their institution.” Their thinking is: Given this paid position, they are biased and will not provide trustworthy information. Recruiting agents, on the other hand, represent many universities and therefore have more perspective on the benefits of a variety of schools. In addition, local recruiting agents are often well connected to the community and may be considered a more trustworthy source of information than a “foreigner.”

We have encountered this perspective more often in Asian countries than elsewhere. It runs counter to many US universities’ perspectives that recruiting agents are often unreliable sources of information while university admissions representatives have far more integrity and insight into their institution. And so we see the immediate and wonderful challenge of cross-cultural communication and the barriers that must be overcome. Trust is clearly an important issue.

Whom Do You Trust?

<table>
<thead>
<tr>
<th>Admissions Representatives</th>
<th>GREATER INFLUENCE</th>
<th>LESSER INFLUENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>
Academic Advisor Who Knows Me
Academic advisors and family members were shown to be powerful sources of influence most often for students in Asian countries in our research, with the exception of Vietnam.

Whom Do You Trust?

“Academic advisor who knows me”

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>39%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>40%</td>
</tr>
<tr>
<td>Philippines</td>
<td>39%</td>
</tr>
<tr>
<td>Thailand</td>
<td>48%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>19%</td>
</tr>
</tbody>
</table>

A Student Who Currently Studies in My Target Country
A student currently studying in the target country was a popular influencer, although less so in Thailand, Venezuela and Colombia. Students from these three countries found admissions representatives most influential, while in Thailand respondents cared a lot about advice from an academic advisor who knew them.

Whom Do You Trust?

“Student who currently studies in my target country”

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>46%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>44%</td>
</tr>
<tr>
<td>Philippines</td>
<td>47%</td>
</tr>
<tr>
<td>Thailand</td>
<td>33%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>42%</td>
</tr>
</tbody>
</table>
What This Means for Your Marketing

We look at key influencers by region to find the messenger—who is the best person to share what your university has to offer?

As you can see, the answer is not the same across the globe. In most locations students responded that they were influenced by other students studying in their target country, so student testimonials, video, or other communications can be effective. If you are focusing your recruitment efforts on South and Central America, representatives from your university will likely be more trusted than they would be in some Asian countries, where an agent or other “impartial” third party advisor may be more influential.

Such insights help you plan how to use your resources, where to send your travel team, where you may want to rely on recruiting agents and who signs outgoing emails to prospective students.

Role of Family/Other Influencers

In some countries more than others, parents and other family members clearly influence student decision making regarding international study. However, our research showed that overwhelmingly, across all countries, respondents indicated that the idea to study abroad was their own.

Whose Idea to Study Abroad?

<table>
<thead>
<tr>
<th>Country</th>
<th>My idea (average): 96%</th>
<th>My parents’ (average): 3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>91%</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>98%</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>99%</td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>88%</td>
<td></td>
</tr>
</tbody>
</table>
What This Means for Your Marketing

Your prospects, worldwide, want to be addressed as decision-makers who have a sense of ownership over their decisions and plans.

That’s not to say that parents and other family will not weigh in and have a say in the ultimate decision. In most cases they will and they will be significant influencers – especially since they will likely be paying the tuition bill. But when you are communicating with the students themselves they want to be addressed as the author of this unfolding study abroad story—empowered and in charge.

Role of Digital Marketing

The obvious complexity of recruiting internationally places even more pressure on digital communication tools to help us connect and persuade prospective students who are very far away. These students simply cannot visit your campus to learn about how wonderful it is.

Digital marketing allows us to cross borders with ease and also closely monitor what we are doing and the results our marketing produce. Digital marketing offers great tools to help us learn from our mistakes and make nimble adjustments to our communication plans. It also gives us a lot of data to support our decisions and show our colleagues what works. Nothing justifies budget requests better than data documenting success.

Email

Our research explored student email use to see if regional similarities and differences in email behavior could inform plans for recruitment emails.

When asked when they were most likely to respond to a non-personal email, most students chose the morning or late evening as likely times, although times varied—particularly in Brazil, Indonesia and Malaysia.

Social media

Likewise, when questioned about social media use, across all countries students were more likely to explore social media in the late evening than at any other time of day.

Email Marketing
Explore Social Media

Most likely to check social media streams

<table>
<thead>
<tr>
<th>Country</th>
<th>Morning</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td></td>
<td>54%</td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>16%</td>
<td>45%</td>
</tr>
</tbody>
</table>

What This Means for Your Marketing
We have all had the experience of message overload in email in-boxes or rapid-fire deleting of non-personal “junk” messages at busy times of day. The better we understand patterns of technology use in target countries, the better able we are to orchestrate communications to have the most impact. See Section II of this report for statistics on each country we analyzed.

Role of Past Experience
Past experience has a strong influence on all of us, shaping our goals and dreams and guiding our decisions.

A significant insight from our research was that **74% of students interested in studying abroad had international travel experience** and felt it influenced their interest in studying abroad.

```
Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior.
~Marshall McLuhan, Sociologist
```
International Travel Influences Decision to Study Abroad

What This Means for Your Marketing
Your hottest prospects at fairs and other recruitment settings are students who have already traveled abroad.

As in retail, where a clothing store worker is taught to spend the most time serving shoppers who walk in with shopping bags on their arms—which shows the shopper’s willingness to buy—you are wise to engage with students who have previously traveled abroad. Past travel experience is an indicator of financial capacity as well as likelihood that the prospective student has arrived at their decision to study abroad based on experience more than wishful thinking.

This is not to say that those who have not yet had the opportunity to travel abroad should be ignored—not at all. This group will also include very motivated, good prospects.

But if you have limited time at a busy college fair with many students to talk to, we recommend you choose to spend that time with the students most likely to act on their inclination to study abroad. Students with international travel experience are more likely to act on their desire to study abroad.
Also of note in past experience is when the students’ dream of studying abroad began. While 60% of respondents shared that they first wanted to study abroad between the ages of 15–19+, a significant number (40%) began thinking of plans to study abroad when they were between the ages of 5–14.

**First Dreamed of Study Abroad**

<table>
<thead>
<tr>
<th>Country</th>
<th>Ages 5–14</th>
<th>Ages 15–19+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Peru</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Brazil</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>Colombia</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Chile</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Italy</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Spain</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Philippines</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Thailand</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Ages 5–14 Average: 40%**

**Ages 15–19+ Average: 60%**

**What This Means for Your Marketing**

Admissions teams should consider ways to expose potential students to their brand and begin building relationships early.

**Motivations/Goals/Interests**

Why do students want to study abroad in the first place? What do they hope studying outside their country will help them achieve? And what do they evaluate when they make their decisions? As you might expect, students in different regions shared different motivators, goals and criteria. How well you anticipate and honor those differences in your communication efforts may determine your success at driving international student enrollment.

**Motivations**

“*To get a good education*” was a popular reason to study abroad everywhere, except in Italy and Thailand, where more people responded that they wanted to “achieve important things” (68% Italy; 58% Thailand.)
Another reason some students said they wanted to study abroad was to achieve a different lifestyle. The overall average across all regions for this response was 40%.

Indonesia and the Philippines were outliers on this question, with very few people seeking a change in lifestyle based on studying abroad.
Achieving important things was another goal for some students wishing to study abroad. This goal was of greater interest to students in some Asian countries as compared to other regions of the world, where this was not the way students directed their aspirations.

**Reasons to Study Abroad**

"Achieve important things"

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines</td>
<td>52%</td>
</tr>
<tr>
<td>Thailand</td>
<td>58%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>66%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>38%</td>
</tr>
</tbody>
</table>

Finally, studying abroad to honor one’s family was, in general, of interest to few respondents worldwide—except for a notable few.

**Reasons to Study Abroad**

"To honor my family"

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>3%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>23%</td>
</tr>
<tr>
<td>Thailand</td>
<td>36%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>49%</td>
</tr>
</tbody>
</table>

Indonesia had by far the highest percentage of respondents choosing this as a goal—one of their top three reasons to study abroad.
Goals
Overall, the most common goal among students across the globe was to speak English fluently. This was a more important goal in Venezuela, Chile, Colombia and Thailand—and less important as compared to other goals of respondents in other countries. Clearly in the Philippines, where English is commonly spoken, this was not a primary reason to seek an opportunity to study abroad.

Students from different countries prioritized goals in different ways, but five goals were consistently cited across the globe.

Goals in the Next 7 Years

“Speak English fluently”

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>61%</td>
</tr>
<tr>
<td>Chile</td>
<td>60%</td>
</tr>
<tr>
<td>Thailand</td>
<td>65%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>28%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>29%</td>
</tr>
<tr>
<td>Philippines</td>
<td>7%</td>
</tr>
</tbody>
</table>

Top 5 Goals – Generally Common to All

1. Speak English fluently
2. Achieve or pursue advanced degree
3. Get a personally satisfying job
4. Live in another country
5. Make a difference in the world
However, one interesting note was that “making a difference in the world” did not resonate with many students as a top desire.

While many of us working in the field of international education may be in the field with this goal in mind, this concept does not necessarily resonate with our target audience—only 19% cited “making a difference in the world” as a goal.

**Goals in the Next 7 Years**

<table>
<thead>
<tr>
<th>Country</th>
<th>Goal Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE</td>
<td>19%</td>
</tr>
<tr>
<td>Peru</td>
<td>24%</td>
</tr>
<tr>
<td>Thailand</td>
<td>14%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>10%</td>
</tr>
<tr>
<td>Philippines</td>
<td>32%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>31%</td>
</tr>
</tbody>
</table>

**Interests**

Not surprisingly, scholarships and academic programs were the top criteria students evaluate when choosing a university. What is most interesting about this data set is how the responses per country cluster at one end of the spectrum or the other (see graphic next page).

On the other hand, geography and rankings were of surprisingly low influence among respondents from the countries participating in this survey. Remember, China is not among the countries surveyed for this report. There, ranking is often a top consideration.
Respondents from some countries showed interest in well-known faculty in their academic fields, such as Peru, where 35% of respondents selected this as an influential factor. In other countries, such as the Philippines, this did not loom large—only 6% of respondents used this as a factor in evaluating a destination.

A general observation from responses was that students from Asian countries surveyed were more likely than others to look for a safe location, as well as student clubs and activities.

What This Means for Your Marketing

Taking into account what students are trying to achieve by studying abroad—beyond the basics of getting a good education—can provide nuance and direction as you consider messaging and communication efforts in certain parts of the world. It may make the difference between a subject line that inspires students to open your emails and read them instead of passing them over.

So if you are recruiting in Malaysia, touching on the lifestyle impact of studying at your university—or in Indonesia appealing to students’ interest in honoring one’s family—might inspire action. But if you are recruiting in Spain, appealing to those same interests will likely fall flat.

How you frame the potential your university represents in different regions makes all the difference. You may offer the same education to all, but your target audience will want it—and choose it or not choose it—for different reasons.
SECTION II: Know Your Neighborhood—Marketing Profiles by Country

Where Section I provided an overview of insights from a global view, this section of our report gets specific. If you are trying to attract students from a certain country or region...

...here’s what you really need to know.

In this section we provide a snapshot of each country, and one region, in which our survey had the most responses.

Our regional snapshots help you tailor your communications to produce the highest yield in the regions where you focus your recruitment.

Consider this your tailoring toolkit. Use these insights to consider what features of your university might play well in certain areas, and how best to deliver your message.

The key to an effective marketing strategy is differentiation. How you position your educational offering as compared to the many competitors also trying to reach your target audience is critical. If everyone is using the exact same offer with the same email subject lines, you can be sure prospective students will be rolling their eyes and tapping “delete.”

The 14 featured countries and one region profiled in the following pages include:

- Italy
- Spain
- Brazil
- Chile
- Colombia
- Equador
- Mexico
- Peru
- Venezuela
- Indonesia
- Malaysia
- Philippines
- Thailand
- Vietnam
- Middle East (regional profile)
ITALY
Your Top Prospects
• Are less likely to be focused on academics and education as motivators to study abroad—they evaluate institutions based on academic programs
• Have a goal to pursue an interesting and personally satisfying career
• Want to expand their horizons and realize their potential
• Will be influenced by professionals in their field of interest and students currently studying in their target country

How to Engage Them
• Feature alumni working in their field of interest or current students in testimonials, video and other content
• Messaging should reflect interest in careers and personal growth
• Share clear information about academic programs and career services

EXPERIENCES & INFLUENCES
Traveled Outside Home Country
YES 99%
NO 1%
Whose Idea to Study Abroad
MY OWN 91%
OTHER 9%

82%
who traveled internationally reported that it strongly influenced their decision to study abroad

Top Reasons for Studying Abroad
To achieve important things 68%
For a different lifestyle 45%
To get a good job in another country 45%
To get a good education 42%
To pursue my specific academic interests 36%

Top 3 Things Used to Evaluate University
Academic programs 73%
Scholarships 36%
Career services for students 34%
Rankings 22%
Research opportunities 21%

59%
Report that affording the costs of studying abroad is biggest concern

GOALS & ASPIRATIONS
Goals in Next Seven Years
Pursue an interesting career 51%
Speak English fluently 44%
Get a personally satisfying job 42%
Achieve or pursue an advanced (graduate) degree in my field 25%

Most Care About Achieving
Expanding my horizons and myself 30%
Realizing my potential to do great things 25%
Seeing the world 12%
Becoming an expert in my field 10%
Giving my family a better life 6%

SOCIAL MEDIA & EMAIL
Favorite Time to…
Browse Social Media
NIGHT 4%
LATE EVENING 35%
EARLY EVENING 12%
AFTERNOON 8%
LATE MORNING 12%
EARLY MORNING 8%
TIME VARIES 4%

Read Email
19%
12%
9%
25%
10%
25%

Preferred Email Subject Line
66%
Relates to academic interests
30%
Relates to why I want to study abroad
SPAIN

Your Top Prospects

- Are more likely to solicit recommendations on where to study from a peer or a friend than respondents from other countries
- Are highly influenced by professionals in their career of interest and students currently studying in their target country
- Strive to land a satisfying job and improve English skills
- Aspire to expand their horizons and realize their potential
- Are looking for a good education abroad, choosing based on academic programs available

How to Engage Them

- Feature alumni working in their field of interest or current students in testimonials, video and other content
- Consider focused social media campaign to encourage peer-to-peer sharing of your message
- Messaging should reflect interest in careers, personal growth, and academic programs

EXPERIENCES & INFLUENCES

Traveled Outside Home Country

- YES 97%
- NO 3%

Whose Idea to Study Abroad

- MY OWN 97%
- OTHER 3%

Trusted Sources

- Someone who works in the profession that interests me 58%
- A student who currently studies at a university in my target country 48%
- My peer/friend 40%

GOALS & ASPIRATIONS

Goals in Next Seven Years

- Get a personally satisfying job 62%
- Speak English fluently 55%
- Achieve or pursue an advanced (graduate) degree in my field 31%
- Live in another country for a while before returning to my home country 29%

Most Care About Achieving

- Realizing my potential to do great things 34%
- Expanding my horizons and myself 33%
- Seeing the world 10%
- Becoming an expert in my field 6%
- Giving my family a better life 6%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad

- To get a good education 63%
- To pursue my specific academic interests 52%
- For a different lifestyle 48%
- To get a good job in another country 41%
- To achieve important things 36%

Top 3 Things Used to Evaluate University

- Academic programs 60%
- Scholarships 47%
- Famous faculty in my field 32%
- Career services for students 28%
- Research opportunities 23%

64% Report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

Favorite Time to…

- Browse Social Media: NIGHT 4%, LATE EVENING 38%, EARLY EVENING 12%, AFTERNOON 9%, LATE MORNING 12%, EARLY MORNING 4%, TIME VARIES 21%
- Read Email: NIGHT 2%, LATE EVENING 22%, EARLY EVENING 14%, AFTERNOON 7%, LATE MORNING 26%, EARLY MORNING 6%, TIME VARIES 23%

Preferred Email Subject Line

- 71% Relates to academic interests
- 26% Relates to why I want to study abroad

Know Your Neighborhood: International Recruiting Fueled By Regional Insights – Winter 2016
**BRAZIL**

**Your Top Prospects**
- Are interested in improving English skills, finding a satisfying job and pursuing advanced degrees in the near-term
- Worry about the cost of studying abroad
- Are more likely than respondents from many other countries to use career services as a criterion for choosing an institution

**How to Engage Them**
- Feature alumni working in their field of interest or current students in testimonials, video and other content
- Consider focused social media campaign to encourage peer-to-peer sharing of your message
- Messaging should reflect interest in careers, scholarships and other affordability measures, and academic programs

### EXPERIENCES & INFLUENCES

- **Traveled Outside Home Country**
  - YES 55%
  - NO 45%

- **Whose Idea to Study Abroad**
  - MY OWN 97%
  - OTHER 3%

### GOALS & ASPIRATIONS

- **Goals in Next Seven Years**
  - Speak English fluently 47%
  - Achieve or pursue an advanced (graduate) degree in my field 38%
  - Get a personally satisfying job 38%
  - Live in another country for a while before returning to my home country 23%

- **Most Care About Achieving**
  - Expanding my horizons and myself 28%
  - Realizing my potential to do great things 17%
  - Giving my family a better life 12%
  - Becoming an expert in my field 10%
  - Seeing the world 10%

### INTERESTS & EVALUATIONS

- **Top Reasons for Studying Abroad**
  - To get a good education 60%
  - To pursue my specific academic interests 54%
  - To achieve important things 44%
  - For a different lifestyle 41%
  - To get a good job in another country 32%

- **Top 3 Things Used to Evaluate University**
  - Scholarships 60%
  - Academic programs 49%
  - Career services for students 38%
  - Reputation of university in my home country 33%
  - Research opportunities 25%

65% Report that affording the costs of studying abroad is biggest concern.

### SOCIAL MEDIA & EMAIL

- **Favorite Time to…**
  - Browse Social Media:
    - LATE EVENING: 31%
    - AFTER NOON: 10%
    - LATE MORNING: 8%
    - EARLY MORNING: 6%
    - TIME VARIES: 33%

  - Read Email:
    - LATE EVENING: 17%
    - AFTER NOON: 11%
    - LATE MORNING: 17%
    - EARLY MORNING: 8%
    - TIME VARIES: 34%

**Preferred Email Subject Line**
- **Relates to academic interests** 54%
- **Relates to why I want to study abroad** 41%
CHILE

Your Top Prospects
- Are interested in improving English skills and pursuing advanced degrees in the near future
- Worry about the cost of studying abroad
- Will be influenced by students currently studying in their target country and admissions representatives
- Are more likely than students from many countries to want to live in another country before ultimately returning home

How to Engage Them
- Feature current students, professors and alumni working in their field of interest in testimonials, video and other content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect high value of reputable institution with high profile faculty

EXPERIENCES & INFLUENCES

Traveled Outside Home Country
- YES 73%
- NO 27%

Whose Idea to Study Abroad
- MY OWN 96%
- OTHER 4%

Goals in Next Seven Years
- Speak English fluently 60%
- Achieve or pursue an advanced (graduate) degree in my field 43%
- Get a personally satisfying job 43%
- Live in another country for a while before returning to my home country 30%

Most Care About Achieving
- Expanding my horizons and myself 37%
- Realizing my potential to do great things 28%
- Giving my family a better life 9%
- Seeing the world 7%
- Making a difference 7%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad
- To get a good education 63%
- To pursue my specific academic interests 54%
- To achieve important things 49%
- For a different lifestyle 48%
- To get a good job in my country 24%

Top 3 Things Used to Evaluate University
- Scholarships 64%
- Academic programs 52%
- Famous faculty in my field 34%
- Reputation of university in my home country 28%
- Alumni with jobs in my field 23%

66% Report that affording the costs of studying abroad is biggest concern

GOALS & ASPIRATIONS

Goals in Next Seven Years
- Speak English fluently 60%
- Achieve or pursue an advanced (graduate) degree in my field 43%
- Get a personally satisfying job 43%
- Live in another country for a while before returning to my home country 30%

Most Care About Achieving
- Expanding my horizons and myself 37%
- Realizing my potential to do great things 28%
- Giving my family a better life 9%
- Seeing the world 7%
- Making a difference 7%

Social Media & Email

Favorite Time to…
- Preferred Email Subject Line
  - NIGHT 27%
  - LATE EVENING 35%
  - EARLY EVENING 12%
  - AFTERNOON 10%
  - LATE MORNING 18%
  - EARLY MORNING 7%
  - TIME VARIES 15%

58% Relates to academic interests
36% Relates to why I want to study abroad
COLOMBIA

Your Top Prospects
- Are interested in improving English skills, pursuing advanced degrees in the near future, and are focused on getting a good education
- Worry about the cost of studying abroad
- Are less likely to seek recommendations from students currently studying in their target country than other survey respondents; admissions representatives are highly influential

How to Engage Them
- Feature alumni working in their field of interest in testimonials, video and other content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect interest in careers, scholarships and other affordability measures, research opportunities and academic programs

EXPERIENCES & INFLUENCES

Traveled Outside Home Country
- YES 50%
- NO 50%

Whose Idea to Study Abroad
- MY OWN 96%
- OTHER 4%

Trusted Sources for Recommendations in Studying Abroad
- A university admissions representative 57%
- Someone who works in the profession that interests me 40%
- A student who currently studies at a university in my target country 38%

INTERNETS & EVALUATIONS

Top Reasons for Studying Abroad
- To get a good education 70%
- To pursue my specific academic interests 64%
- For a different lifestyle 45%
- To achieve important things 40%
- To get a good job in another country 26%

Top 3 Things Used to Evaluate University
- Scholarships 67%
- Academic programs 66%
- Research opportunities 30%
- Career services for students 25%
- Reputation of university in my home country 22%

66% Report that affording the costs of studying abroad is biggest concern

GOALS & ASPIRATIONS

Goals in Next Seven Years
- Speak English fluently 61%
- Achieve or pursue an advanced (graduate) degree in my field 57%
- Get a personally satisfying job 36%
- Live in another country for a while before returning to my home country 25%

Most Care About Achieving
- Realizing my potential to do great things 37%
- Expanding my horizons and myself 23%
- Giving my family a better life 14%
- Becoming an expert in my field 9%
- Making a difference 6%

SOCIAL MEDIA & EMAIL

Favorite Time to…
- Browse Social Media 3%
- Read Email 2%

Preferred Email Subject Line
- NIGHT 28%
- LATE EVENING 17%
- EARLY EVENING 15%
- AFTERNOON 11%
- LATE MORNING 10%
- EARLY MORNING 13%
- TIME VARIES 14%

68% Relates to academic interests
28% Relates to why I want to study abroad
ECUADOR

Your Top Prospects
- Are interested in a good education at an affordable cost
- Want to improve English skills
- Trust admissions representatives and find professionals working in their field and students studying in their target countries as good sources of information
- Are looking for scholarships and academic opportunity

How to Engage Them
- Feature professors, alumni working in their field of interest in testimonials, and current students in video and other content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect high value of education, academic resources

Experiences & Influences
- Traveled Outside Home Country: YES 64%, NO 36%
- Whose Idea to Study Abroad: MY OWN 97%, OTHER 3%

Goals & Aspirations
- Goals in Next Seven Years
  - Achieve or pursue an advanced (graduate) degree in my field: 67%
  - Speak English fluently: 52%
  - Get a personally satisfying job: 39%
  - Live in another country for a while before returning to my home country: 23%

- Most Care About Achieving
  - Realizing my potential to do great things: 36%
  - Expanding my horizons and myself: 24%
  - Giving my family a better life: 10%
  - Becoming an expert in my field: 9%
  - Making a difference: 8%

Interests & Evaluations
- Top Reasons for Studying Abroad
  - To get a good education: 68%
  - To pursue my specific academic interests: 65%
  - To achieve important things: 45%
  - For a different lifestyle: 42%
  - To get a good job in my country: 25%

- Top 3 Things Used to Evaluate University
  - Scholarships: 71%
  - Academic programs: 61%
  - Career services for students: 29%
  - Research opportunities: 28%
  - Famous faculty in my field: 24%

- Your Top Prospects
  - Are interested in a good education at an affordable cost
  - Want to improve English skills
  - Trust admissions representatives and find professionals working in their field and students studying in their target countries as good sources of information
  - Are looking for scholarships and academic opportunity

Social Media & Email
- Favorite Time to...
  - Browse Social Media: 38% LATE EVENING, 17% EARLY EVENING, 9% AFTERNOON, 14% LATE MORNING, 7% EARLY MORNING, 11% TIME Varies
  - Read Email: 32% LATE EVENING, 17% EARLY EVENING, 8% AFTERNOON, 18% LATE MORNING, 11% EARLY MORNING, 11% TIME Varies

Prefered Email Subject Line
- 67% Relates to academic interests
- 29% Relates to why I want to study abroad
MEXICO

Your Top Prospects

- Are more likely to view professionals in their field of interest as a trusted source of information than respondents in other countries
- Are influenced by admissions representatives, alumni and students studying in their target country
- Worry about cost
- Are more likely to have pursuing an advanced degree as a near-term goal than respondents from other countries

How to Engage Them

- Feature alumni working in their field of interest or current students in testimonials, video and other content
- Messaging should touch on careers and pursuing advanced degrees, being able to achieve a different lifestyle, and scholarship or other cost-related messages

EXPERIENCES & INFLUENCES

Traveled Outside Home Country

- YES 62%
- NO 38%

Whose Idea to Study Abroad

- MY OWN 97%
- OTHER 3%

79% who traveled internationally reported that it strongly influenced their decision to study abroad

Trusted Sources for Recommendations in Studying Abroad

- A university admissions representative 55%
- Someone who works in the profession that interests me 50%
- A student who currently studies at a university in my target country 48%

GOALS & ASPIRATIONS

Goals in Next Seven Years

- Achieve or pursue an advanced (graduate) degree in my field 55%
- Speak English fluently 41%
- Get a personally satisfying job 41%
- Live in another country for a while before returning to my home country 28%

Most Care About Achieving

- Realizing my potential to do great things 37%
- Expanding my horizons and myself 27%
- Making a difference 9%
- Giving my family a better life 7%
- Becoming an expert in my field 6%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad

- To get a good education 64%
- To pursue my specific academic interests 56%
- To achieve important things 43%
- For a different lifestyle 41%
- To get a good job in another country 34%

Top 3 Things Used to Evaluate University

- Scholarships 71%
- Academic programs 62%
- Famous faculty in my field 26%
- Career services for students 25%
- Research opportunities 25%

71% Report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

Favorite Time to...

- Browse Social Media
  - NIGHT 3%
  - LATE EVENING 38%
  - EARLY EVENING 17%
  - AFTERNOON 11%
  - LATE MORNING 16%
  - EARLY MORNING 5%
  - TIME VARIES 9%

- Read Email
  - 3%
  - 26%
  - 16%
  - 8%
  - 27%
  - 10%
  - 10%

Preferred Email Subject Line

- 65% Relates to academic interests
- 30% Relates to why I want to study abroad

Know Your Neighborhood: International Recruiting Fueled By Regional Insights – Winter 2016
PERU

Your Top Prospects
• Want to study abroad to find a good education and pursue their academic interests to the fullest
• Are more likely than students in other countries surveyed to view professionals in their field as trusted sources of information
• Pursuing an advanced degree ranks among top near-term goals

How to Engage Them
• Feature alumni working in their field of interest or current students in testimonials, video and other content
• Admissions reps are also influential to this audience and can be compelling messengers
• Messaging should reflect interest in academics, careers and cost

EXPERIENCES & INFLUENCES

Traveled Outside Home Country
YES 51%
NO 49%

Whose Idea to Study Abroad
MY OWN 96%
OTHER 4%

Trusted Sources for Recommendations in Studying Abroad
Someone who works in the profession that interests me 53%
A university admissions representative 50%
A student who currently studies at a university in my target country 46%

63% who traveled internationally reported that it strongly influenced their decision to study abroad

GOALS & ASPIRATIONS

Goals in Next Seven Years
Achieve or pursue an advanced (graduate) degree in my field 61%
Speak English fluently 41%
Get a personally satisfying job 39%
Make a difference in the world 24%

Most Care About Achieving
Realizing my potential to do great things 36%
Expanding my horizons and myself 23%
Giving my family a better life 13%
Becoming an expert in my field 8%
Making a difference 8%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad
To get a good education 70%
To pursue my specific academic interests 60%
To achieve important things 46%
For a different lifestyle 42%
To get a good job in another country 28%

Top 3 Things Used to Evaluate University
Scholarships 65%
Academic programs 48%
Famous faculty in my field 35%
Research opportunities 31%
Career services for students 30%

67% Report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

Favorite Time to…
Browse Social Media
Read Email
NIGHT 5%
5%
LATE EVENING 37%
33%
EARLY EVENING 14%
13%
AFTER NOON 12%
11%
LATE MORNING 13%
17%
EARLY MORNING 7%
9%
TIME VARIES 13%
13%

Preferred Email Subject Line
63% Relates to academic interests
27% Relates to why I want to study abroad
VENEZUELA

Your Top Prospects
• Want to study abroad for a good education
• Are interested in improving English skills, pursuing advanced degrees in the near future, getting a satisfying job, giving their family a better life
• Worry about cost
• Are less likely to seek recommendations from students currently studying in their target country than other survey respondents; admissions representatives are highly influential

How to Engage Them
• Feature alumni working in their field of interest in testimonials, video and other content
• High profile faculty should also be featured in content
• Consider communications from official university sources: admissions representatives, professors
• Messaging should reflect interest in careers, scholarships and other affordability measures, and academic programs

EXPERIENCES & INFLUENCES

Traveled Outside Home Country
YES 75%
NO 25%

Whose Idea to Study Abroad
MY OWN 95%
OTHER 5%

72% of VENEZUELA students who traveled internationally reported that it strongly influenced their decision to study abroad

Trusted Sources for Recommendations in Studying Abroad

A university admissions representative 65%
Someone who works in the profession that interests me 44%
A student who currently studies at a university in my target country 35%

GOALS & ASPIRATIONS

Goals in Next Seven Years
Speak English fluently 58%
Achieve or pursue an advanced (graduate) degree in my field 57%
Get a personally satisfying job 38%
Settle down in my country 27%

Most Care About Achieving
Realizing my potential to do great things 40%
Expanding my horizons and myself 24%
Giving my family a better life 16%
Becoming an expert in my field 7%
Making a difference 5%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad
To get a good education 64%
To pursue my specific academic interests 55%
To get a good job in another country 49%
For a different lifestyle 44%
To achieve important things 38%

Top 3 Things Used to Evaluate University
Scholarships 66%
Academic programs 57%
Career services for students 35%
Research opportunities 27%
Alumni with jobs in my field 22%

75% of VENEZUELA students report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

Favorite Time to...
Browse Social Media
NIGHT 2%
LATE EVENING 41%
EARLY EVENING 11%
AFTERNOON 13%
LATE MORNING 12%
EARLY MORNING 11%
TIME VARIES 11%

Read Email
2%
29%
10%
8%
18%
17%
16%

Preferred Email Subject Line
63% Relates to academic interests
33% Relates to why I want to study abroad

Know Your Neighborhood: International Recruiting Fueled By Regional Insights – Winter 2016
INDONESIA

Your Top Prospects
- More likely than respondents from other countries to have altruistic goals, such as making a difference in their country or providing family with a better life
- Unlike in most other countries, previous international travel may not indicate seriousness
- Want to study abroad to pursue academic interests and to honor their family
- Are concerned about language skills

How to Engage Them
- Have someone actively engaged in the academic environment deliver your message: current students, professors, academic advisors—they are less likely to be convinced by advice from an admissions rep
- Messaging should reflect interest in academic and altruistic goals
- Share clear information about language skill development and support

EXPERIENCES & INFLUENCES

- Traveled Outside Home Country
  - YES 39%
  - NO 61%
- Whose Idea to Study Abroad
  - MY OWN 98%
  - OTHER 2%
- Trusted Sources for Recommendations in Studying Abroad
  - A student who currently studies at a university in my target country 46%
  - A professor in my academic field 43%
  - An academic advisor who knows me 39%

GOALS & ASPIRATIONS

- Goals in Next Seven Years
  - Achieve or pursue an advanced (graduate) degree in my field 37%
  - Make a difference in my country 36%
  - Pursue an interesting career 34%
  - Make a difference in the world 31%

- Most Care About Achieving
  - Giving my family a better life 28%
  - Expanding my horizons and myself 21%
  - Realizing my potential to do great things 21%
  - Becoming an expert in my field 10%
  - Making a difference 9%

INTERESTS & EVALUATIONS

- Top Reasons for Studying Abroad
  - To get a good education 70%
  - To pursue my specific academic interests 55%
  - To honor my family 49%
  - To achieve important things 38%
  - To get a good job in my country 26%

- Top 3 Things Used to Evaluate University
  - Scholarships 78%
  - Academic programs 58%
  - Career services for students 38%
  - Rankings 22%
  - Research opportunities 21%

32% Report that strength of language skills is biggest concern

SOCIAL MEDIA & EMAIL

- Preferred Email Subject Line
  - NIGHT 4%
  - LATE EVENING 24%
  - EARLY EVENING 6%
  - AFTERNOON 3%
  - LATE MORNING 3%
  - EARLY MORNING 4%
  - TIME VARIES 55%

2% Read Email

- NIGHT 2%
- LATE EVENING 19%
- EARLY EVENING 6%
- AFTERNOON 7%
- LATE MORNING 7%
- EARLY MORNING 5%
- TIME VARIES 54%

62% Relates to academic interests

33% Relates to why I want to study abroad
MALAYSIA

Your Top Prospects

- More than in any other country surveyed, students want to study abroad to achieve a different lifestyle
- Are most likely to follow recommendations of admissions representatives, professionals in their career of interest, and students currently studying in their target country
- Interested in rankings and concerned about cost

How to Engage Them

- Feature professionals in the prospective student’s field of interest and current students in testimonial, video or other content
- Use admissions representatives to deliver important information—receptiveness will be high
- Feature scholarships and career services information and outcomes: cost is a top concern, and career services a main criterion

EXPERIENCES & INFLUENCES

Traveled Outside Home Country

- YES 81%
- NO 19%

Whose Idea to Study Abroad

- MY OWN 96%
- OTHER 4%

GOALS & ASPIRATIONS

Goals in Next Seven Years

- Achieve or pursue an advanced (graduate) degree in my field 40%
- Pursue an interesting career 40%
- Get a personally satisfying job 35%
- Speak English fluently 28%

Most Care About Achieving

- Realizing my potential to do great things 23%
- Expanding my horizons and myself 18%
- Giving my family a better life 16%
- Seeing the world 13%
- Becoming an expert in my field 10%

INTERESTS & EVALUATIONS

Top Reasons for Studying Abroad

- To get a good education 74%
- For a different lifestyle 53%
- To pursue my specific academic interests 49%
- To achieve important things 42%
- To get a good job in another country 32%

Top 3 Things Used to Evaluate University

1. Scholarships 62%
2. Academic programs 59%
3. Rankings 33%
4. Career services for students 31%
5. Research opportunities 24%

64% Report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

Favorite Time to…

- Browse Social Media
  - NIGHT: 3%
  - LATE EVENING: 26%
  - EARLY EVENING: 4%
  - AFTERNOON: 5%
  - LATE MORNING: 13%
  - EARLY MORNING: 7%
  - TIME VARIES: 41%

- Read Email
  - NIGHT: 2%
  - LATE EVENING: 14%
  - EARLY EVENING: 4%
  - AFTERNOON: 10%
  - LATE MORNING: 22%
  - EARLY MORNING: 7%
  - TIME VARIES: 41%

Preferred Email Subject Line

- 69% Relates to academic interests
- 28% Relates to why I want to study abroad
PHILIPPINES

Your Top Prospects
- Are highly focused on academics and achieving important things
- Show a greater likelihood than respondents from other countries to evaluate universities based on career services
- Are cost-conscious

How to Engage Them
- Have admissions representatives deliver your message—they are a key influencer here
- Feature professionals in the prospective student’s field of interest in testimonial, video or other content
- Feature scholarships and career services information and outcomes: cost is a top concern, and career services a main criterion

Experiences & Influences
- Traveled Outside Home Country
  - YES 71%
  - NO 29%
- Whose Idea to Study Abroad
  - MY OWN 95%
  - OTHER 5%
- Trusted Sources for Recommendations in Studying Abroad
  - A university admissions representative 59%
  - Someone who works in the profession that interests me 50%
  - A student who currently studies at a university in my target country 47%

Goals & Aspirations
- Goals in Next Seven Years
  - Achieve or pursue an advanced (graduate) degree in my field 60%
  - Pursue an interesting career 44%
  - Get a personally satisfying job 35%
  - Make a difference in the world 32%
- Most Care About Achieving
  - Expanding my horizons and myself 23%
  - Realizing my potential to do great things 21%
  - Giving my family a better life 17%
  - Making a difference 15%
  - Becoming an expert in my field 8%

Interests & Evaluations
- Top Reasons for Studying Abroad
  - To get a good education 76%
  - To pursue my specific academic interests 64%
  - To achieve important things 52%
  - To get a good job in another country 39%
  - For a different lifestyle 25%
- Top 3 Things Used to Evaluate University
  - Academic programs 77%
  - Scholarships 67%
  - Career services for students 47%
  - Geographic location: safe 22%
  - International community on campus 22%

Social Media & Email
- Favorite Time to…
  - Browse Social Media
    - Night 2%
    - Late Evening 26%
    - Early Evening 13%
    - Afternoon 10%
    - Late Morning 11%
    - Early Morning 6%
  - Read Email
    - Time Varies 32%
    - Night 3%
    - Late Evening 18%
    - Early Evening 13%
    - Afternoon 11%
    - Late Morning 21%
    - Early Morning 8%

- Preferred Email Subject Line
  - Relates to academic interests 66%
  - Relates to why I want to study abroad 33%
**THAILAND**

**Your Top Prospects**
- Are interested in advice from trusted authorities: academic advisors and professors in their academic field especially
- Want to develop fluency in English, find high paying jobs, and pursue advanced degrees

**How to Engage Them**
- Academic advisors should be among primary targets of your communications—inspire the influencer so they represent you well
- Feature scholarships, money saving measures, value: cost is a top concern
- Highlight information about career services and career outcomes

### EXPERIENCES & INFLUENCES

<table>
<thead>
<tr>
<th>Traveled Outside Home Country</th>
<th>Whose Idea to Study Abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES 65%</td>
<td>MY OWN 99%</td>
</tr>
</tbody>
</table>

**Trusted Sources for Recommendations in Studying Abroad**
- 48% An academic advisor who knows me
- 42% Someone who works in the profession that interests me
- 41% A professor in my academic field

### GOALS & ASPIRATIONS

<table>
<thead>
<tr>
<th>Goals in Next Seven Years</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Speak English fluently</td>
<td>65%</td>
</tr>
<tr>
<td>Get a high paying job</td>
<td>32%</td>
</tr>
<tr>
<td>Achieve or pursue an advanced (graduate) degree in my field</td>
<td>31%</td>
</tr>
<tr>
<td>Get a personally satisfying job</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Most Care About Achieving**
- 40% Giving my family a better life
- 14% Realizing my potential to do great things
- 12% Becoming an expert in my field
- 8% Getting a high paying job
- 7% Making a difference

### INTERESTS & EVALUATIONS

<table>
<thead>
<tr>
<th>Top Reasons for Studying Abroad</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To achieve important things</td>
<td>58%</td>
</tr>
<tr>
<td>To pursue my specific academic interests</td>
<td>44%</td>
</tr>
<tr>
<td>For a different lifestyle</td>
<td>41%</td>
</tr>
<tr>
<td>To get a good education</td>
<td>36%</td>
</tr>
<tr>
<td>To honor my family</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 3 Things Used to Evaluate University</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td>69%</td>
</tr>
<tr>
<td>Academic programs</td>
<td>64%</td>
</tr>
<tr>
<td>Career services for students</td>
<td>34%</td>
</tr>
<tr>
<td>Geographic location: safe</td>
<td>21%</td>
</tr>
<tr>
<td>Clubs and activities for students</td>
<td>20%</td>
</tr>
</tbody>
</table>

50% Report that **affording the costs of studying abroad** is biggest concern

### SOCIAL MEDIA & EMAIL

**Favorite Time to…**

<table>
<thead>
<tr>
<th>Browse Social Media</th>
<th>Read Email</th>
<th>Preferred Email Subject Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIGHT</td>
<td>3%</td>
<td>3% 78% (Relates to academic interests)</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>41%</td>
<td>36% 17% (Relates to why I want to study abroad)</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>AFTERNOON</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>LATE MORNING</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>EARLY MORNING</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>TIME VARIES</td>
<td>32%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Your Top Prospects**

- Are interested in advice from trusted authorities: academic advisors and professors in their academic field especially
- Want to develop fluency in English, find high paying jobs, and pursue advanced degrees

**How to Engage Them**

- Academic advisors should be among primary targets of your communications—influence the influencer so they represent you well
- Feature scholarships, money saving measures, value: cost is a top concern
- Highlight information about career services and career outcomes
VIETNAM

Your Top Prospects
• Don’t necessarily have international travel experience—only 39% respondents had traveled outside country; international travel may not be a key indicator of serious prospects in Vietnam
• Want to “achieve important things” and find a “personally satisfying job” more than respondents from other countries surveyed

How to Engage Them
• Feature current students, especially Vietnamese, or alumni in the prospective student’s field of interest in testimonial videos or other content
• Feature scholarships, money saving measures, value: cost is a top concern

EXPERIENCES & INFLUENCES

- Traveled Outside Home Country
  - YES 39%
  - NO 61%

- Whose Idea to Study Abroad
  - MY OWN 88%
  - OTHER 12%

- Trusted Sources
  - A student who currently studies at a university in my target country: 42%
  - Someone who works in the profession that interests me: 34%
  - A professor in my academic field: 33%
  - A friend or family member who traveled internationally reported that it strongly influenced their decision to study abroad: 58%

GOALS & ASPIRATIONS

- Goals in Next Seven Years
  - Get a personally satisfying job: 46%
  - Speak English fluently: 43%
  - Achieve or pursue an advanced (graduate) degree in my field: 32%
  - Get a high paying job: 23%

  - Most Care About Achieving
    - Expanding my horizons and myself: 37%
    - Realizing my potential to do great things: 16%
    - Giving my family a better life: 15%
    - Becoming an expert in my field: 10%
    - Seeing the world: 6%

INTERESTS & EVALUATIONS

- Top Reasons for Studying Abroad
  - To achieve important things: 66%
  - To get a good education: 63%
  - To pursue my specific academic interests: 48%
  - For a different lifestyle: 39%
  - To get a good job in another country: 28%

- Top 3 Things Used to Evaluate University
  - Scholarships: 68%
  - Academic programs: 59%
  - Alumni with jobs in my field: 48%
  - Career services for students: 22%
  - Clubs and activities for students: 21%

  - 66% Report that affording the costs of studying abroad is biggest concern

SOCIAL MEDIA & EMAIL

- Favorite Time to…
  - Browse Social Media: 40%
  - Read Email: 29%

  - Preferred Email Subject Line
    - NIGHT: 5%
    - LATE EVENING: 81%
    - EARLY EVENING: 4%
    - AFTERNOON: 9%
    - LATE MORNING: 8%
    - EARLY MORNING: 15%
    - TIME VARIES: 40%

  - 81% Relates to academic interests
  - 15% Relates to why I want to study abroad
MIDDLE EAST*

Your Top Prospects

- Are much more altruistic in focus than respondents from other regions: more concerned with helping others and making a difference in the world
- Want to study abroad to give their family a better life and to get involved in global issues
- Are influenced by professionals in their field of interest and by peers currently studying abroad

How to Engage Them

- Feature current students, professors and alumni working in their field of interest in testimonials, video and other content
- Messaging should reflect altruistic goals

EXPERIENCES & INFLUENCES

- Traveled Outside Home Country
  - YES 93%
  - NO 7%

GOALS & ASPIRATIONS

- Whose Idea to Study Abroad
  - MY OWN 87%
  - OTHER 13%

Top Reasons for Studying Abroad

- To get a good education 70%
- To pursue my specific academic interests 47%
- To achieve important things 47%
- To get a good job in another country 36%
- For a different lifestyle 28%

Top 3 Things Used to Evaluate University

- Academic programs 56%
- Scholarships 49%
- Career services for students 39%
- Rankings 34%
- Research opportunities 29%

- Report that affording the costs of studying abroad is biggest concern

GOALS & ASPIRATIONS

- A university admissions representative 45%
- Someone who works in the profession that interests me 43%
- A student who currently studies at a university in my target country 42%

Most Care About Achieving

- Giving my family a better life 20%
- Making a difference 17%
- Getting involved with global issues 15%
- Expanding my horizons and myself 10%
- Realizing my potential to do great things 10%

SOCIAL MEDIA & EMAIL

- Browse Social Media
  - NIGHT 27%
  - LATE EVENING 17%
  - AFTERNOON 11%
  - EARLY MORNING 9%
  - TIME VARIES 27%

- Read Email
  - NIGHT 2%
  - LATE EVENING 18%
  - EARLY EVENING 16%
  - AFTERNOON 10%
  - EARLY MORNING 19%
  - TIME VARIES 24%

Favorite Time to...

- Preferred Email Subject Line
  - Relates to academic interests 71%
  - Relates to why I want to study abroad 20%

*Note that the Middle East is presented as a region due to smaller number of survey respondents from these countries: Afghanistan, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, Syria, UAE, Yemen.