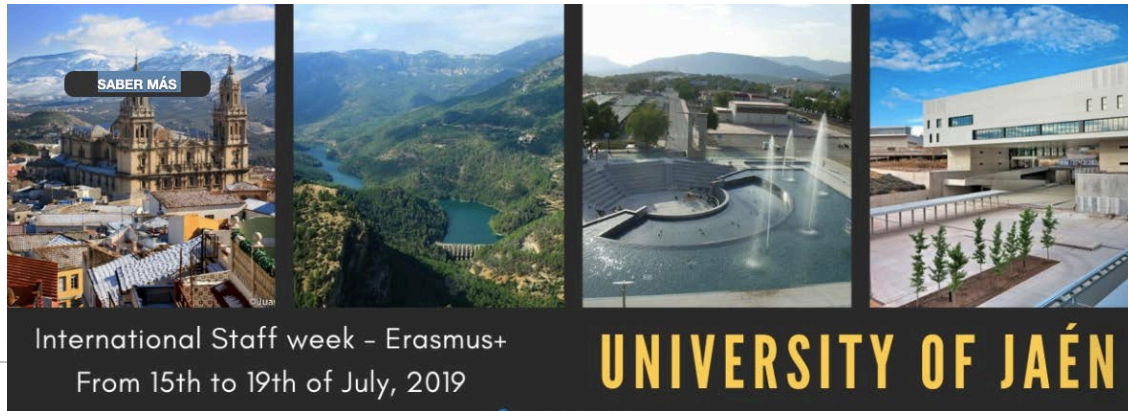


# NEW TRENDS IN INTERNATIONALIZATION



**UNIVERSIDAD DE JAÉN. I STAFF WEEK. JULY  
2019**



Universidad  
de Jaén

# AGENDA

## SECTION I: Internationalization trends

- Mobility: The UE model vs. the Anglosaxon model
- Anglosaxon model for exchanges
- Internationalization at home (IaH)

## SECTION II: An overview of student flows and It'I Promotion

- International trends in recruitment in the world
- Intra-Asia student flows
- International student flows in Western Europe
- International Projections of Student Recruitment for the upcoming future in Asia and Europe/Spain
- What to do next regarding Int'I Recruitment?
- Insights and suggestions

## CONCLUSIONS

# SECTION I. GLOBAL TRENDS IN INTERNATIONALIZATION



# MOBILITY: THE EU MODEL VS. THE AMERICAN/ANGLOSAXON MODEL

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Int'l trends

- EU mobility based on European Funds.
  - Erasmus+ Ka103
    - Stable horizon & trends.
  - Erasmus+ Ka107
    - Maintained or increased funds.
    - Increasing competition from non HEI.
    - Eastern European countries and Latin-American countries: Highest ratio for rejected projects.
    - Getting harder to maintain mobilities in some areas such as Western Balkans and East Neighbouring countries.
  - New boost for Internship mobility and university-Company interaction.

# MOBILITY: AN OVERVIEW OF OUR ERASMUS+ KA107 PROJECT 2019

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Int'l trends

- Selected countries for Universidad de Jaén
  - Montenegro, Albania, Bosnia & Herzegovina, Georgia, Azerbaijan, Ukraine, Egypt, Palestinian Territories, Iran, Tunisia, Liberia and Nigeria
- 277 mobilities for students, staff for teaching and training
- 1,2 million euros in overall budget



# MOBILITY: THE EU MODEL VS. THE AMERICAN/ANGLOSAXON MODEL

- American/Anglo-Saxon model based on one-to-one exchange
  - Calculating balances and imbalances.
  - Need to provide additional advantages to International students such as language courses, combined mobility experiences (SSAP, FLP, Internships, Tourism or Experiential Activities, Cultural Immersion elements).
  - UK moving to a kind of a mixed situation due to Brexit?



# NON-MOBILITY INTERNATIONALIZATION: CROSS-SECTIONAL AND IA H

- The meaning of Internationalization at Home (IaH)
  - Creating International cohorts of students (Recruiting).
  - Internationalization of the curriculum (not just electives).
  - Supported by informal co-curriculum activities.
  - Inclusive learning, teaching and assessment in class.
  - Involving all staff, not only academics and International staff.
  - Detaching Internationalization from actual presence of International students.
  - Virtual Mobilities.
  - Next step for IaH: **From multiculturalism to interculturalism.**

# A NEW TOOL FOR INTERNATIONALIZATION: EUROPEAN UNIVERSITIES INITIATIVE

- European Universities Initiative
  - Macron's speech 2017. Network of universities that allow to study abroad and attend classes in at least two languages. These European Universities will be drivers of educational innovation and the quest for excellence (...). These universities should have real European semesters and real European diplomas.



# A NEW TOOL FOR INTERNATIONALIZATION: EUROPEAN UNIVERSITIES INITIATIVE

- European Universities Initiative

- Integration: governance structures, strategies, IT systems, academic structures and agendas.
- Widening access and inclusion of students from different backgrounds.
- Improving the quality of student learning.
- Increasing entrepreneurship and regional/international engagement.
- Fostering research management and support in a common way.
- Boosting Global engagement.

# A NEW TOOL FOR INTERNATIONALIZATION: EUROPEAN UNIVERSITIES INITIATIVE

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Int'l. Trends

## LAS NUEVAS UNIVERSIDADES EUROPEAS



# A NEW TOOL FOR INTERNATIONALIZATION: EUROPEAN UNIVERSITIES INITIATIVE

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Int'l. Trends

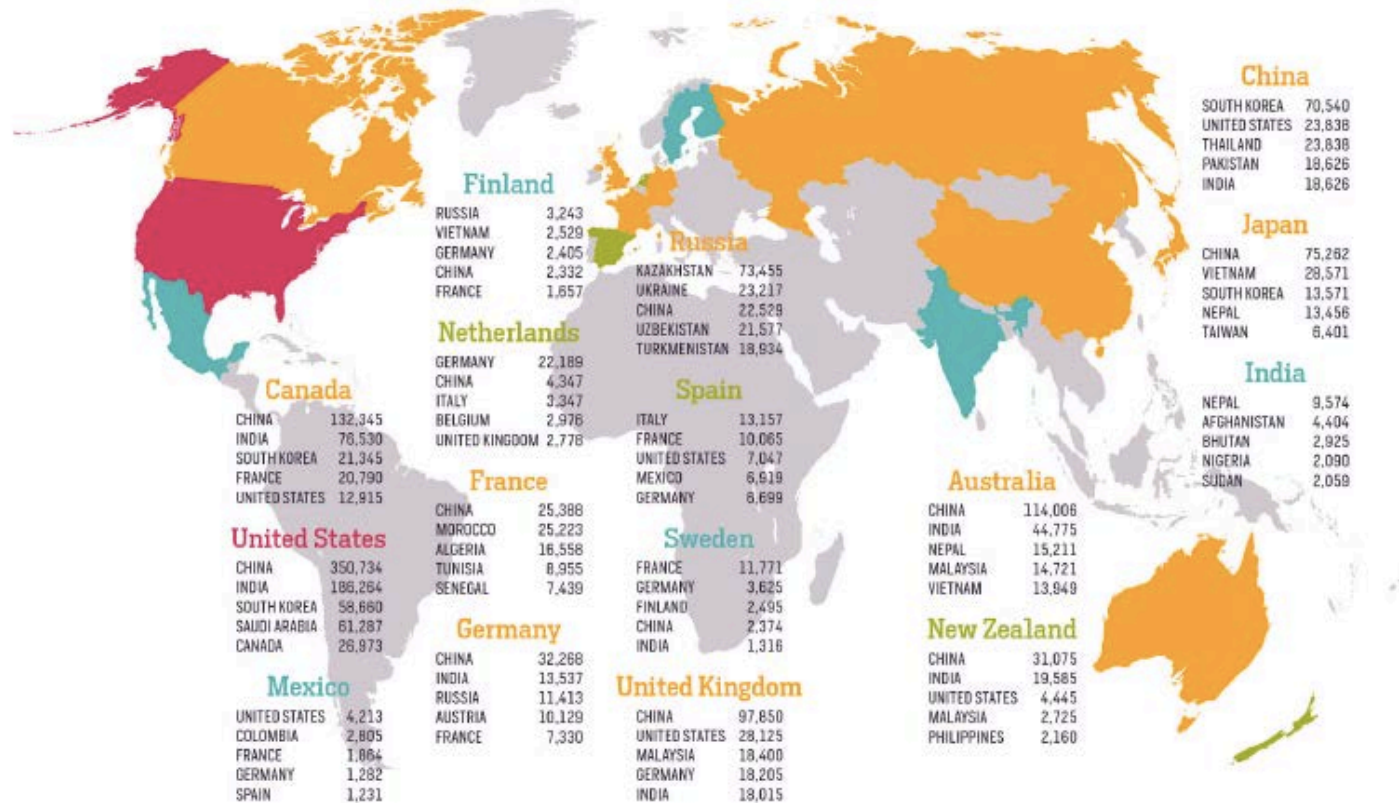
- UJA Initiative: **NEOLAiA**
  - Medium sized universities in France, Ireland, Portugal, Germany, Sweden, Slovenia, Czech Republic, Italy and Greece.
  - Located in mid-sized cities (mostly Inland locations).
  - Young Universities (<50 years; Y generation).
  - Strongly engaged with the environment.
  - With technological-related strengths.
  - Located in relevant International rankings (THE, ARWU).

# **SECTION II. INTERNATIONAL TRENDS AND DIRECTIONS IN INTERNATIONAL RECRUITMENT**

# WHICH COUNTRIES/UNIVERSITIES ARE FOCUSING ON INT'L STUDENT RECRUITMENT?

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Int'l. Trends



Total number of international students in host country:



Source: Project Atlas, 2017

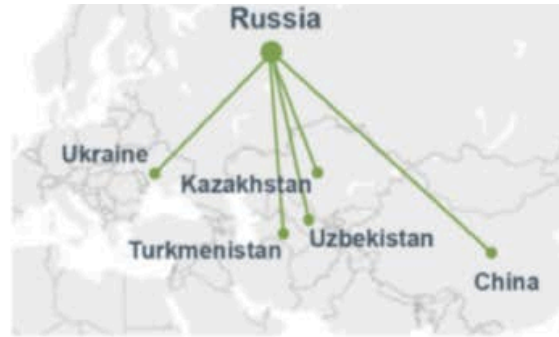
Project Atlas® is an initiative of the INSTITUTE OF INTERNATIONAL EDUCATION and also receives support from partner countries and the Bureau of Educational and Cultural Affairs of the U.S. Department of State. Online at: [www.iie.org/projectatlas](http://www.iie.org/projectatlas)

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# WHICH COUNTRIES/UNIVERSITIES ARE FOCUSING ON INT'L STUDENT RECRUITMENT?

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Int'l. Trends

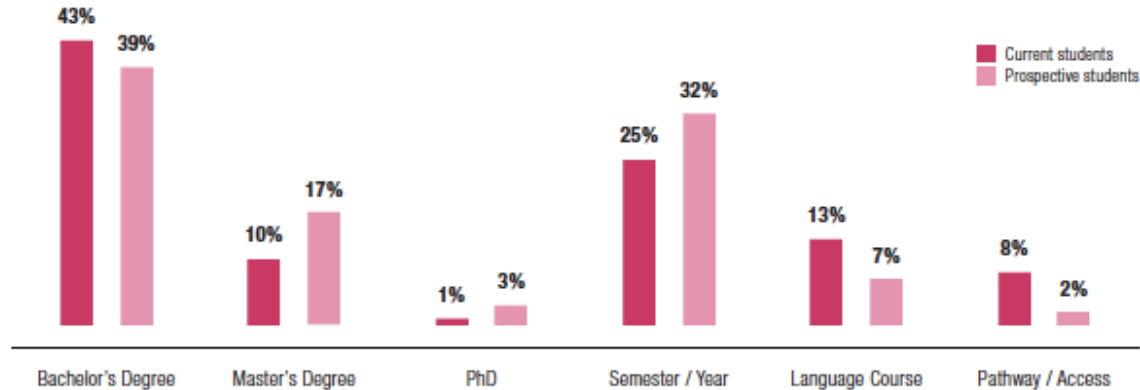


1) Source : Open Doors, IIE Power of International Education

# TRENDS IN (WESTERN) EUROPE

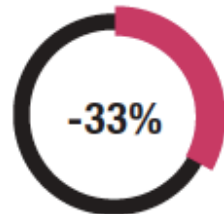
## INTEREST BY LEVEL OF STUDY

While Bachelor's degrees may undergo a slight dip in interest, semester abroad programs, Master's degrees, and PhDs are gaining traction with prospective Western European students.

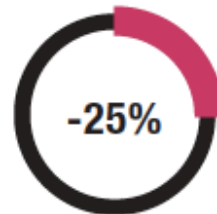


## INFLUENCES TO STUDY ABROAD

Western European students show a growing disinterest in using study abroad as an opportunity to study for free. They are also less inclined to see it as a means of getting away from their country of origin. They do, however, show an increasing interest in getting a visa to work in another country upon graduation.



**33%** less likely to cite opportunities to study for free as an influence



**25%** less likely to cite leaving their country of origin as an influence



**100%** more likely to cite getting a work visa after graduation as an influence

# TRENDS IN (WESTERN) EUROPE

## KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN WESTERN EUROPE:

- If the United Kingdom is a target market, be prepared for increasing concerns about student visas and eligibility for work visas after graduation.
- Give international students a platform to review your university including their experience of the country. What the family and friends of students' think about your country brand isn't as important as what former international students have to say about your locale.
- Create study abroad guides and articles. They are playing an increasingly important part in helping Western European students go abroad for studies and are a great way to intercept students early in their study abroad journey.
- Western European students are more interested in university brand than many other regions and the trend is growing. Placing your university at the forefront of marketing campaigns before programs and country may work well.
- Focus social marketing on YouTube and Instagram to reach the most students.



**75%**  
increase in  
concern over  
safety



**82%**  
increase in  
concern over  
cost of living

## WHERE DO WESTERN EUROPEAN STUDENTS DREAM OF STUDYING ABROAD?



**#1**  
United States



**#6**  
France



**#2**  
Spain



**#7**  
Japan



**#3**  
Australia



**#8**  
United Kingdom



**#4**  
Canada



**#9**  
Mexico



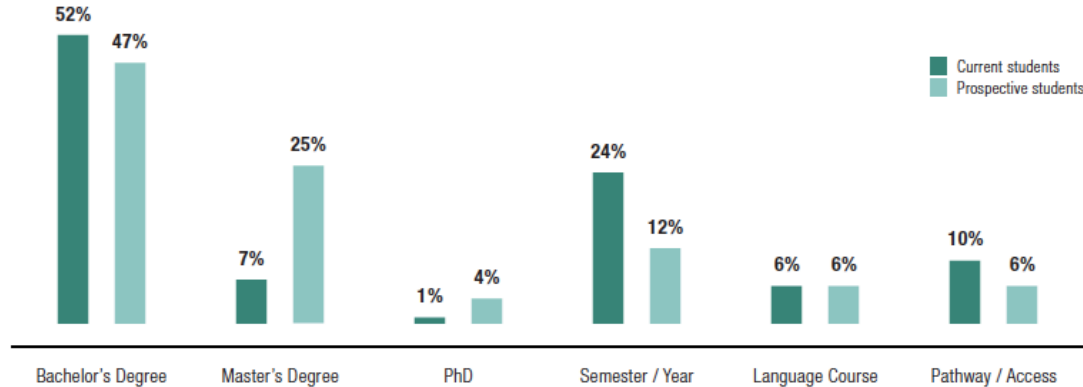
**#5**  
Germany



**#10**  
Netherlands



# TRENDS IN SOUTHEAST ASIA



## KEY TAKEAWAYS FOR INTERNATIONAL STUDENT RECRUITMENT IN SOUTHEAST ASIA:

- Promoting a semester abroad program? This region could be difficult for you. Universities targeting Southeast Asia for Master's and PhD programs will find a rising interest in postgraduate programs.
- Do you offer scholarships? Awareness level campaigns about scholarships available to international students can be a strong influencer in their decision to study abroad.
- When marketing to prospective Southeast Asian students, lead with programs first. The majority of students choose programs before university or country of study.
- Highlight quality of teaching and help meeting career goals, and place less emphasis on cultural opportunities.
- Concern over visa eligibility is growing. Make it easy for students by offering a transparent look at visa regulations on your university website.

# TRENDS IN SOUTHEAST ASIA



**25%**  
decrease in  
concern over  
school ranking



**22%**  
increase in  
concern over  
tuition fees



**27%** chose the  
**country** first



**20%** chose the  
**school** first



**53%** chose the  
**program** first

Fewer Chinese students going abroad for Bachelor studies

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Int'l. Trends

Source: Educations (2018): International Higher Education Report: Student Trends, 2018.

The Economist (2019).

# TRENDS IN SOUTHEAST ASIA

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## INFLUENCES TO STUDY ABROAD

Prospective Southeast Asian students are less likely to study abroad for access to more programs of study. Instead, they are more interested in work visa opportunities after graduation. Access to higher quality teaching is also a strong influencer on their decision to study abroad.



22% less likely to cite **additional study options** as an influence



30% more likely to cite **making new friends** as an influence



63% more likely to cite **getting a work visa after graduation** as an influence

## WHERE DO SOUTHEAST ASIAN STUDENTS DREAM OF STUDYING ABROAD?



#1  
United Kingdom



#6  
Singapore



#2  
United States



#7  
Japan



#3  
Australia



#8  
China



#4  
South Korea



#9  
France



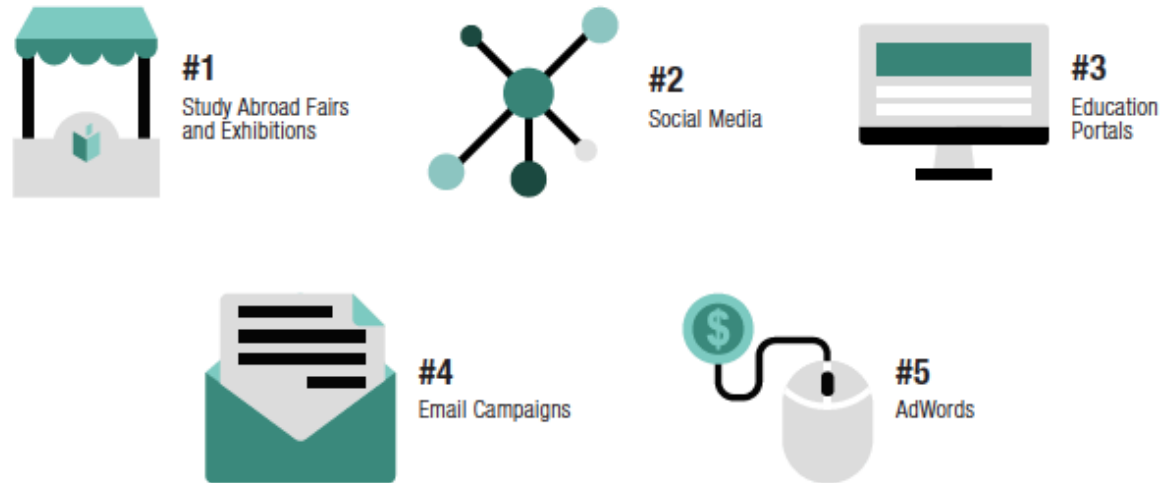
#5  
Canada



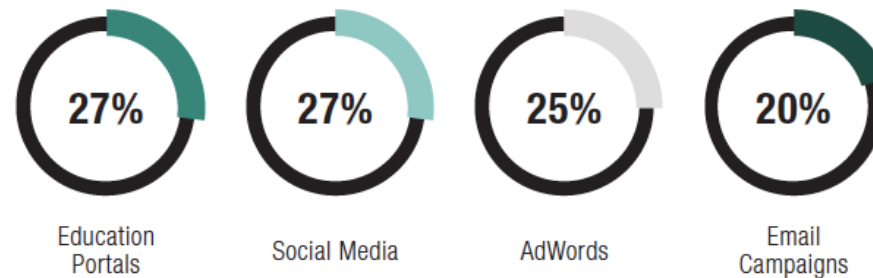
#10  
Germany

# INTERNATIONAL MARKETING & RECRUITMENT STRATEGY

## TOP CHANNELS USED TO GET IN FRONT OF INTERNATIONAL STUDENTS



## MARKETING CAMPAIGNS WITH THE GREATEST RETURN ON INVESTMENT



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# WARNING! CASH-COWS AND LACK OF REPUTATION



Artwork by Mei Zheng

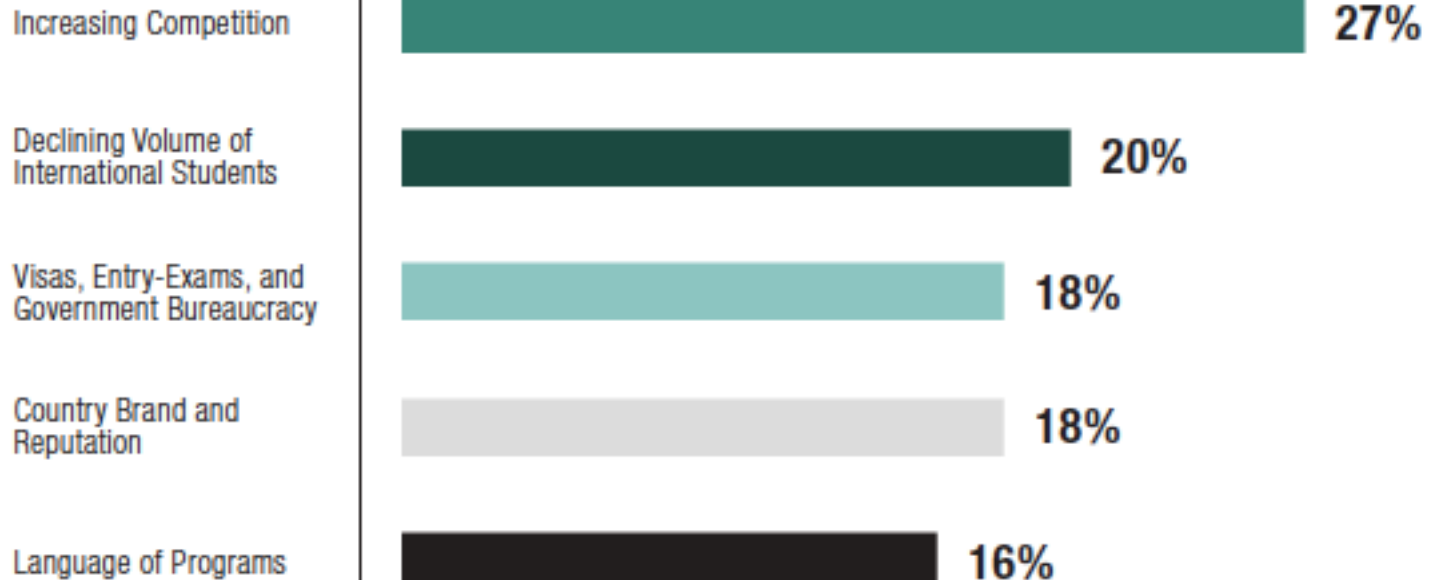
- Focus on Quality rather than in Quantity.
- Best language skills and selection procedures.
- Spain not a country for cows?
- Several regions with low or free fees.
- Language and screening as key elements.
- University and country reputation.

# TOP CHALLENGES EXPECTED IN 3-5 YEARS

## TOP CHALLENGES EXPECTED IN THE NEXT 3-5 YEARS

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# CONCLUSIONS & DIRECTIONS

- New trends to reinforce mobility
- European vs. North-American mobility
- Europe: KA103 and KA107
- European Universities
- The Anglosaxon Model
- Changes and shifts in International Recruitment
- An opportunity for emerging countries in Higher Education

Thanks!

Gracias!



Universidad de Jaén



[sbruque@ujaen.es](mailto:sbruque@ujaen.es)