Your gateway to next generation international education

WEBINAR:

A New Vision for International Student Recruitment

Monday, March 14, 2022 | 1pm ET
MEET OUR TEAM

Leading Next Generation International Education

ANTHONY C. OGDEN
FOUNDER & MANAGING DIRECTOR

Dr. Anthony C. Ogden is a well-known and respected educator with over 25 years of experience in international higher education. He has held senior leadership positions at Pennsylvania State University, the University of Kentucky, Michigan State University and the University of Wyoming. Dr. Ogden has produced over 50 professional and scholarly publications focused on international higher education.
Gateway Solutions provides professional consulting services and support to higher education institutions focused on:
1. elevating the next generation of international education leaders,
2. elevating key institutional performance metrics related to education abroad programming, international student and scholar services, and international partnerships, and
3. elevating institutional standing internationally by providing assistance and expertise with complex operational matters.

Gateway Learning Abroad supports higher education institutions around the world through a range of bespoke programming and services aimed at promoting greater access to international learning and engagement by:
1. integrating virtual international learning into residential instruction,
2. enhancing mobility-based programming through expanded modalities, and
3. customizing international programming that accentuates discipline-specific study and primary research.

Gateway Resources provides a range of resources and information aimed at supporting the daily work of international educators and scholars around the world, including foundational reading lists for new practitioners, research agenda on international education scholarship, announcements of fellowships and awards, and news, events, and developments related to international higher education.
Special Thanks
Gateway Leadership Institute
Participating Organizations

ApplyBoard
applywave
Concourse
idp connect
instead
StudyMe
Special Thanks
Gateway Leadership Institute
Sponsoring Organizations

SHORELIGHT

VerifyEd
Leading Next Generation International Education

MEET OUR TEAM

George Kacenga
Assistant Vice President of University Partnerships
M Square Media (MSM)
Dr. George F. Kacenga is an award-winning scholar and practitioner with a successful career in international higher education and enrollment management that spans two decades.

Rosa Almoguera
Director of EDUALAMO
Dr. Rosa Almoguera is an experienced consultant in US International Education based in Europe. Her areas of expertise are partnerships, programming, and student services. She currently services as the managing partner for EduAlamo in Madrid, Spain.

Jiyi Choi
Gateway Intern
Jiyi Choi is an intern for Gateway International Group, working specifically on Gateway Leadership Institute. She is an M.A. Candidate of International Education from The George Washington University in Washington, DC.
PANELISTS

International Enrollment Management for a New Generation

David Adler
Founder & CEO at ApplyWave

David Adler is the Founder and CEO of Ustudy Global (2000, AIRC-certified student recruitment agency) and applywave (2020). David’s own experience as an international student has given him the advantage that has been key to his company culture and success. David is a pioneer, having successfully grown his business from a niche Israeli agency to an international corporation with global impact, through innovating and embracing change.

Colin Lumsden
Vice President of Partner Relations at ApplyBoard

Colin Lumsden is VP, Partner Relations at ApplyBoard and oversees the Partner Relations teams in Canada, the US, UK, Ireland, and Australia. Colin has over 20 years of strategy, operations, and partnership experience in education technology organizations including Pearson, 2U, and Learning Tree International. He is a passionate advocate for access, achievement, and affordability in education and is pursuing his PhD in Higher Education at University of Toronto.

Ryan Fleming
Associate Head of Client Success at IDP Connect

Ryan Fleming serves as Associate Head of Client Success at IDP Connect, a sector-leading international education services company offering data consultancy, digital marketing and student recruitment services. He is focused on optimizing and implementing recruitment strategies for IDP Connect’s institutional client portfolio in the US. Ryan studied abroad in Spain as an undergraduate and believes deeply in the transformative growth of international study experiences.

Lisa A. Maroni
Senior Associate Director-International Outreach at Shoreline Community College

Lisa helps lead strategic international enrollment management initiatives to ensure her Seattle-based institution remains in the top 20 community colleges in the country for international student enrollment. She has lived, traveled, and worked in over 60 countries and regularly presents at conferences including NAFSA, EducationUSA Forums, and International ACAC.
David Adler
Founder & CEO
Our Story

In a Nutshell

A timeline of our history

2000

Our founder, David Adler, started his international student recruitment agency in Israel, called Ustudy Global.

2013

Ustudy Global became accredited by AIRC (American International Recruitment Council). We are now AIRC certified through 2028.

2014

Ustudy Global started recruiting globally with a focus on LATAM, Africa & MENA.

2020

In 2019, Ustudy Global switched gears and began creating a platform for international students. On January 1st, 2020, we officially launched applywave.com.

2021

Allowed a curated list of agents around the world to use applywave to boost their business and streamline their student processes.
What is applywave?

International Student Recruitment Pathway:

End to End solution: From a Lead to Enrolment
Powered by Technology & Enhanced by Humans

(Current: +700 partner schools | applications from 88 countries)
Challenge # 1
Who else is out there?

Agents, Super-Agents, Aggregators, HS counselors, consultants, Pathways, Virtual fairs, In-person events Platforms, Portals, Marketplaces, Lead generators, Lead nurturers Organizations, associations Online exams, Credential services Enrolment/admission software, CRM's etc
Challenge # 2
Which one should you use?

What purpose does each provider serve?
What territories do they cover?
What services overlap?
Which services compliment your tasks?
What ROI to expect?
Will it take assignments off my plate... or create new ones?
Challenge # 3
How do you stay competitive?

- More schools around the world are joining the game
- Virtual recruitment & online events leveled the playing field
- Students have many more options than in the past
- Differences b/w schools are more blurry than ever
Challenge # 4

How to maintain the knowledge?

Change of leadership, Change in positions, Staff layoffs: creates voids, expired agreements, no communications. International network dissolving or moving elsewhere. Drop in applications and enrolments.
How to Decide?

Who am I?
- Public/Private/Affordable/competitive
- What differentiates me?
- Location/programs/affiliations
- What's my budget?
- Do I have support from leadership?
- How big is my team?
- How much we can/want to handle internally vs. what can we outsource?

Who are my students?
- What are my institute objectives?
- Increase numbers and/or Diversity?
- What are my institute targets?
- What regions to recruit from OR what regions NOT to recruit from?
- Are you looking for high achievers or PM's (Pulse & Money)
Takeaways

Industry professionals need to become experts, and constantly acquire knowledge and embrace changes.

Outsourcing is inevitable!

Use multiple providers. Trial & error is key to finding the best combination for your institute.

A few simple rules: Identity who you are, identify who can help, embrace change and share the knowledge with your colleagues.
Gateway Leadership Institute

A New Vision for International Student Recruitment

Colin Lumsden
VP, Partner Relations

March 2022
Education is a Right, Not a Privilege

We empower people around the world to access the best education. We are passionate about making a difference.

At the heart of everything we do, we put our students first. We believe that everyone should have access to the best education available.
Comprehensive Offering for Partner Institutions

Student Diversity
We actively market and recruit in 110+ countries

Flexible Platform
Your programs are only presented to eligible students

Quality Applications
You only receive qualified, complete applications

No Up-Front Fees
You only pay when a student successfully enrolls and arrives

Managed Recruiter Network
We partner with 10,000+ trained recruiters globally
Our Impact

300,000+ Students Helped

$50M in Scholarships Secured

1,500+ University, College, and High School Partners

10,000+ Recruitment Partners

1500+ Team Members Globally
Why Technology Matters for Education?

- Expectations
- Experience
- Access
- Cost
- Speed
- Flexibility
- Efficiency
- Effectiveness
- Scale/Reach
- Branding
- Resources: Capital/Talent
- System(s) Management & Integration
What Does This Mean for IEM?

- International student recruitment is a perfect vehicle for education technology.
- For students and institutions, it is about creating a clear, positive, quick, and integrated experience.
- Ideally, it is done holistically to support each step of the student journey.
- Must be thought of as a part of the solution, but needs to be human-supported.
- An ecosystem of solution/services/products matched to the needs of the students and institution.
Examples of Technology Solutions

- Online Platforms & Portals
- Program Matching
- Document Verification
- Student Financing
- English Testing Discounts and Integrations
- Dashboards
- Visa Calculators
- Student Ambassador Programs
- Online Tutoring
- Mental Health Services
ApplyBoard Links

- Document Verification
- Visa Calculator
- Financing
- English Exams & Prep
- Insights & Dashboards
#EducateTheWorld

ApplyBoard

applyboard.com
Ryan Fleming
Associate Head of Client Success
OUR STORY

Significant milestones

1969
IDP established as Australian Asian Universities Cooperation Scheme (AAUCS) to deliver development assistance to universities in SEA.

1986
IDP introduces counseling to prospective students planning studying in Australia.

1989
IDP, British Council and Cambridge Assessment launch IELTS exam.

2017
IDP acquires the Hotcourses Group, forming the world’s largest physical & digital network in international education.

2019
Institution-facing digital and in-person recruitment partnerships launched under unified brand, IDP Connect.
OUR GLOBAL REACH

100M+ Site visits per year

40+ Connected websites

1 in 4 Enrollments from leads generated on our digital platforms

50,000+ Student enrollments in FY2020
TRUSTED HUMAN CONNECTIONS

1,300+
Student counselors

140+
Offices

30+
Countries

8+ of 10
Students recommend IDP to friends and family
Capability mapping in the funnel

Who on campus owns each stage in-house?
(e.g., Who is responsible for generating awareness of the institution among prospective students? Who fields inquiries when they come in or reaches out to prospects? etc.)

What stages are we good at?

What stage could we do better at?

What providers, or provider types, offer products and services for external support at each stage?
You can have it fast, you can have it **good**, you can have it **cheap**: pick two.
GOOD
- More expensive

FAST
- Will take time to deliver
- They're dreaming
- Not the best quality

CHEAP
The triple-constraint triangle

Consider your organization’s strength at each point of the triangle, low-middle-high (rather than yes/no).
Microconversions

- Students initially discover you
- Students have heard of every school on their shortlist
- Each applicant shortlisted you
- Each offer holder successfully applied
- Every enrolled student accepted an offer

ENROLLED
Picking the right tools for the job

Digital tools: better at large-scale information sharing, “growing the tent,” introducing efficiencies

In-person, “old-school” human connections still craved at certain stages of process

Don’t fall into supply-side thinking...
Meet students where they are

Let tomorrow’s students identify the tools, platforms, and spaces that they want to use to connect with us.
Campus Conversations:

• Leveraging technology while maintaining institutional identity
• Cultural responsiveness to students we serve (re: change)
• Increasingly global virtual services requires management of partner overlap/expectations/exclusivity requests
• Institutional Priorities and Bandwidth
Study for **2 years** at Shoreline – 90 Credits

- Associate of Arts
- Associate of Science

Graduate, transfer and study for **another 2 years** at a university – 90 Credits

- Bachelor of Arts
- Bachelor of Science
Thank you!

Watch for the upcoming IEM Survey

Webinar Reminder:

Virtual International Student Recruitment in the Metaverse

Monday, April 18, 2022
1-2pm ET

814.574.0120
617.658.808z6

Carlisle, PA

gatewayinternational.org