



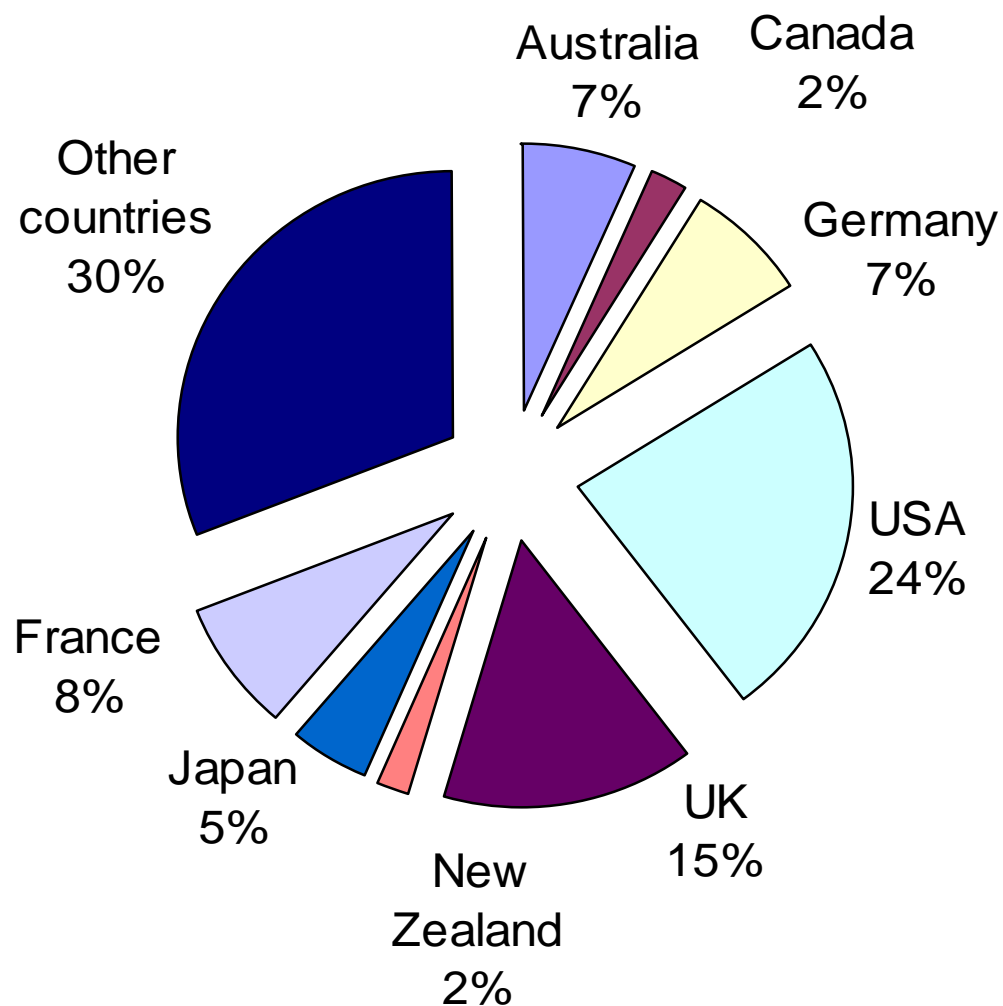
Current trends in the international student market

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UKCGE, May 2009

Outline

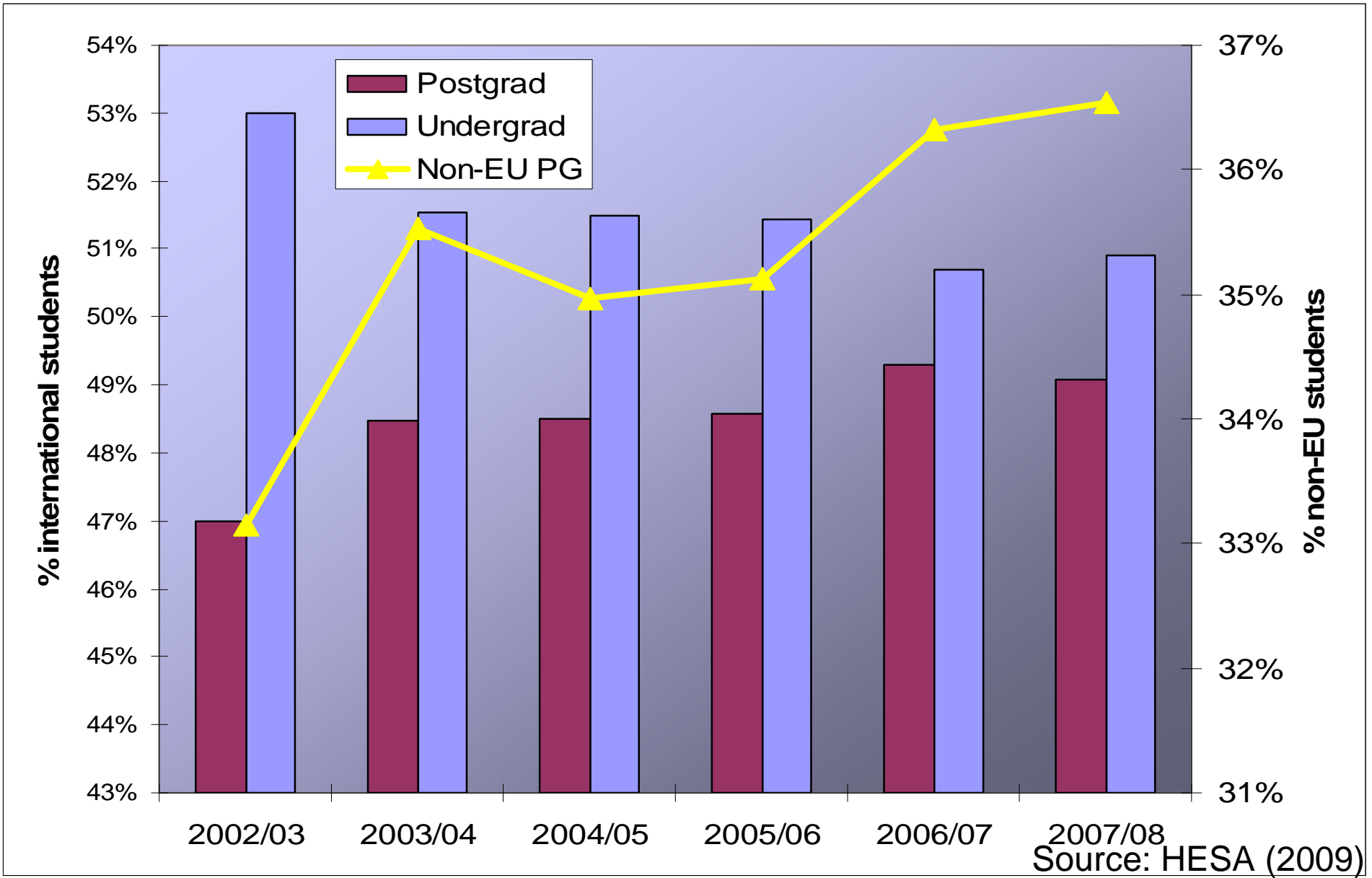
- Global market picture
- International PG students in the UK
 - Major source countries
 - Top subject areas
 - Implications for the UK
- What to expect in the future
 - Subject areas in demand
 - How do we market to these students?
- Measuring the employability of students with a UK qualification

UK share of global market 2007-08

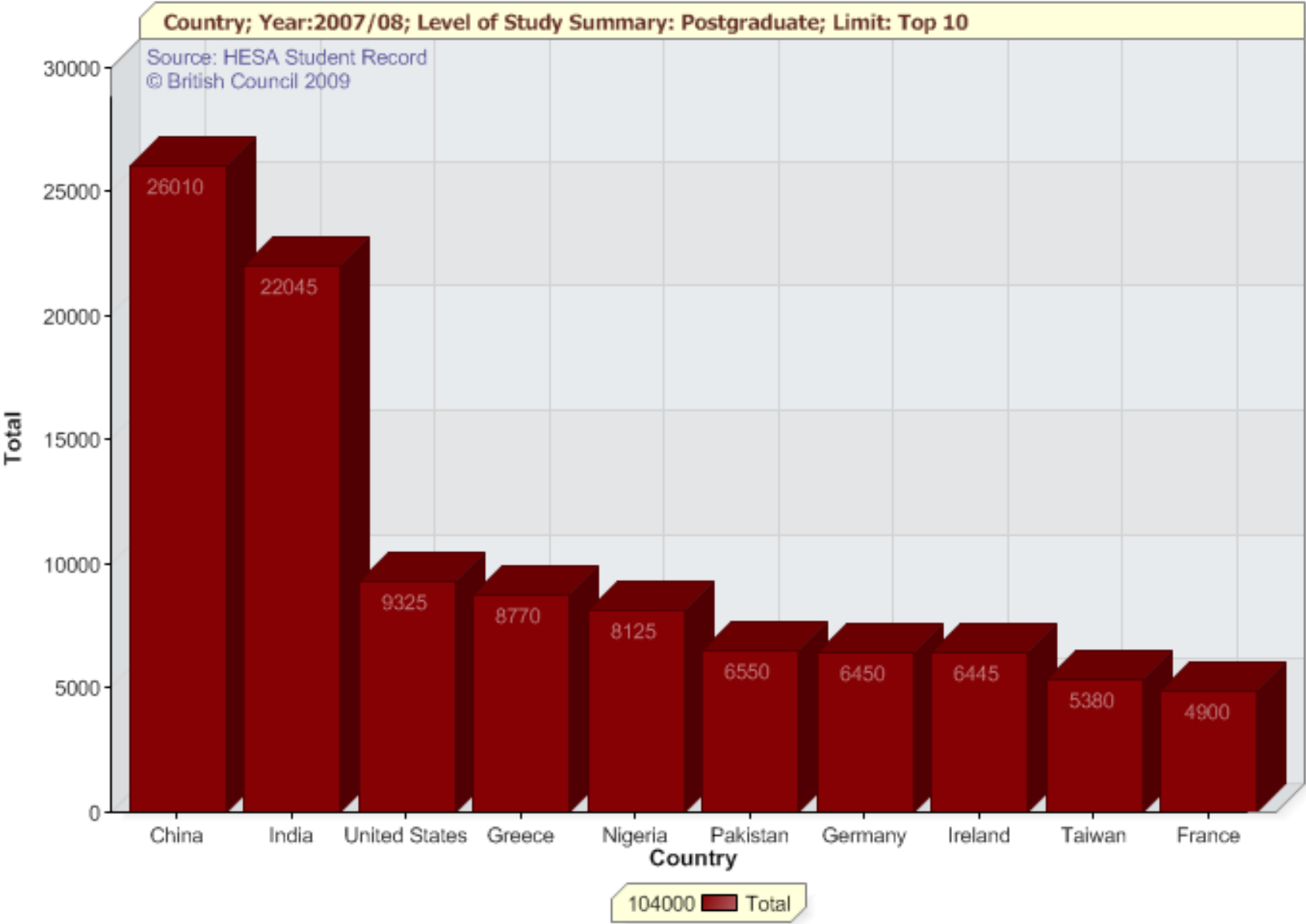


Sources: HESA, AEI, IIE, JASSO, MOHE (Malaysia), DAAD, Campus France, Statistics Canada. Other countries from UNESCO. Data for 05-06, 06-07, or 07-08 academic year depending on source

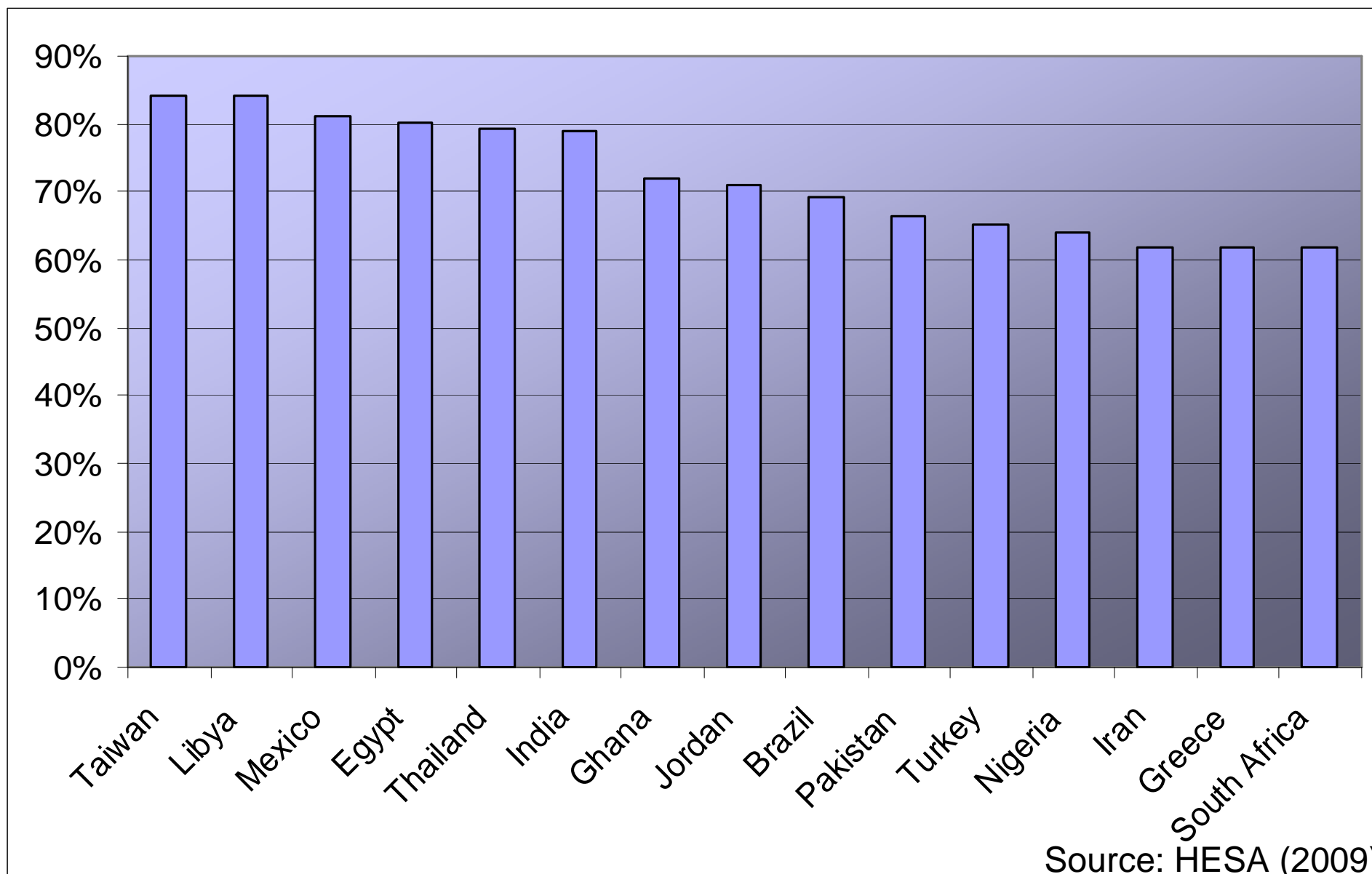
Proportion of international PG students



Top sending countries for PG students



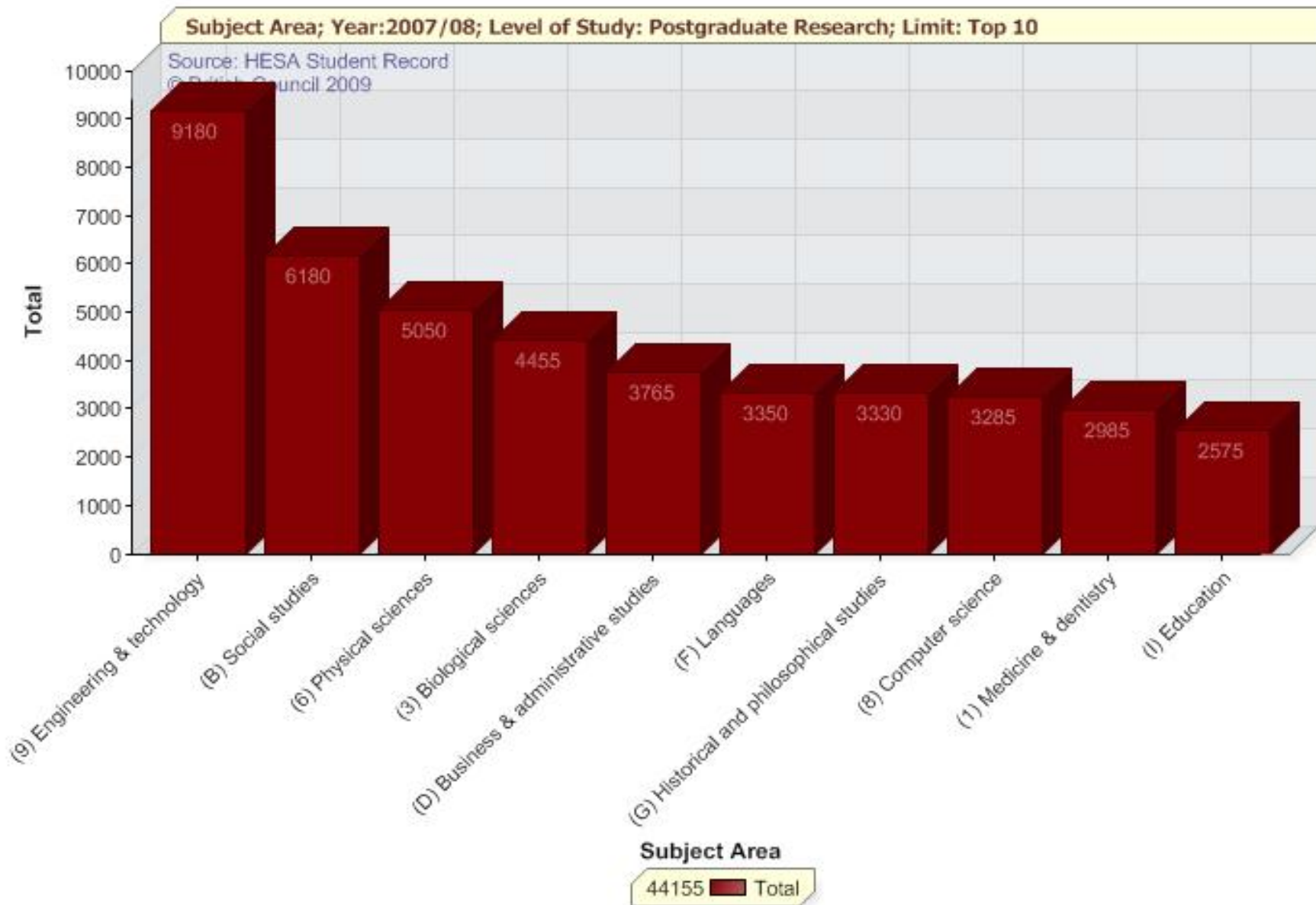
Proportion of students in UK at PG level



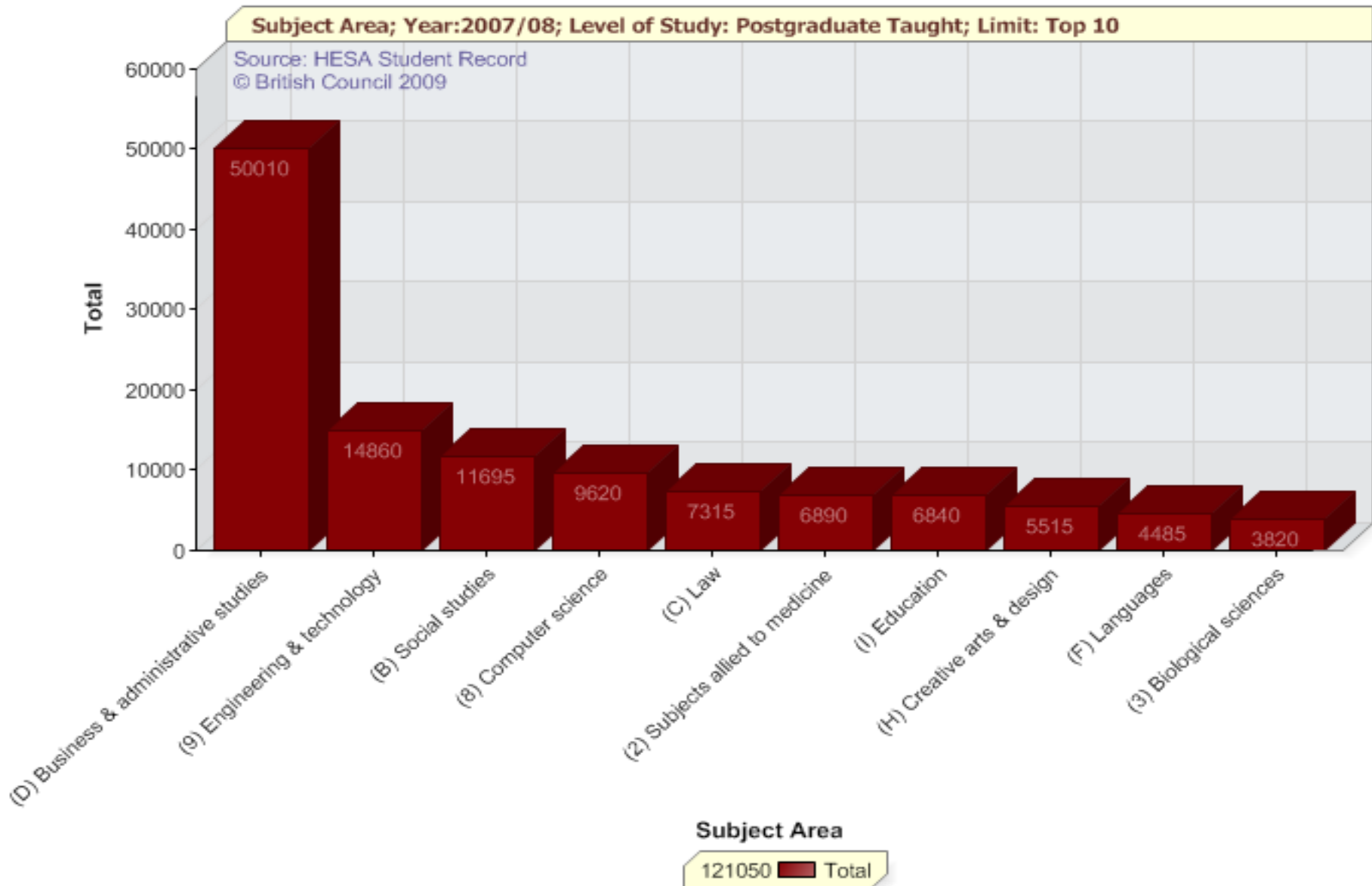
Why are PG student numbers increasing?

- Improved in-country provision of HE (especially at UG level)
- Increased participation rate across the world
- UK PGT degree is well recognised
- Value for money
- Expecting demand to continue to rise

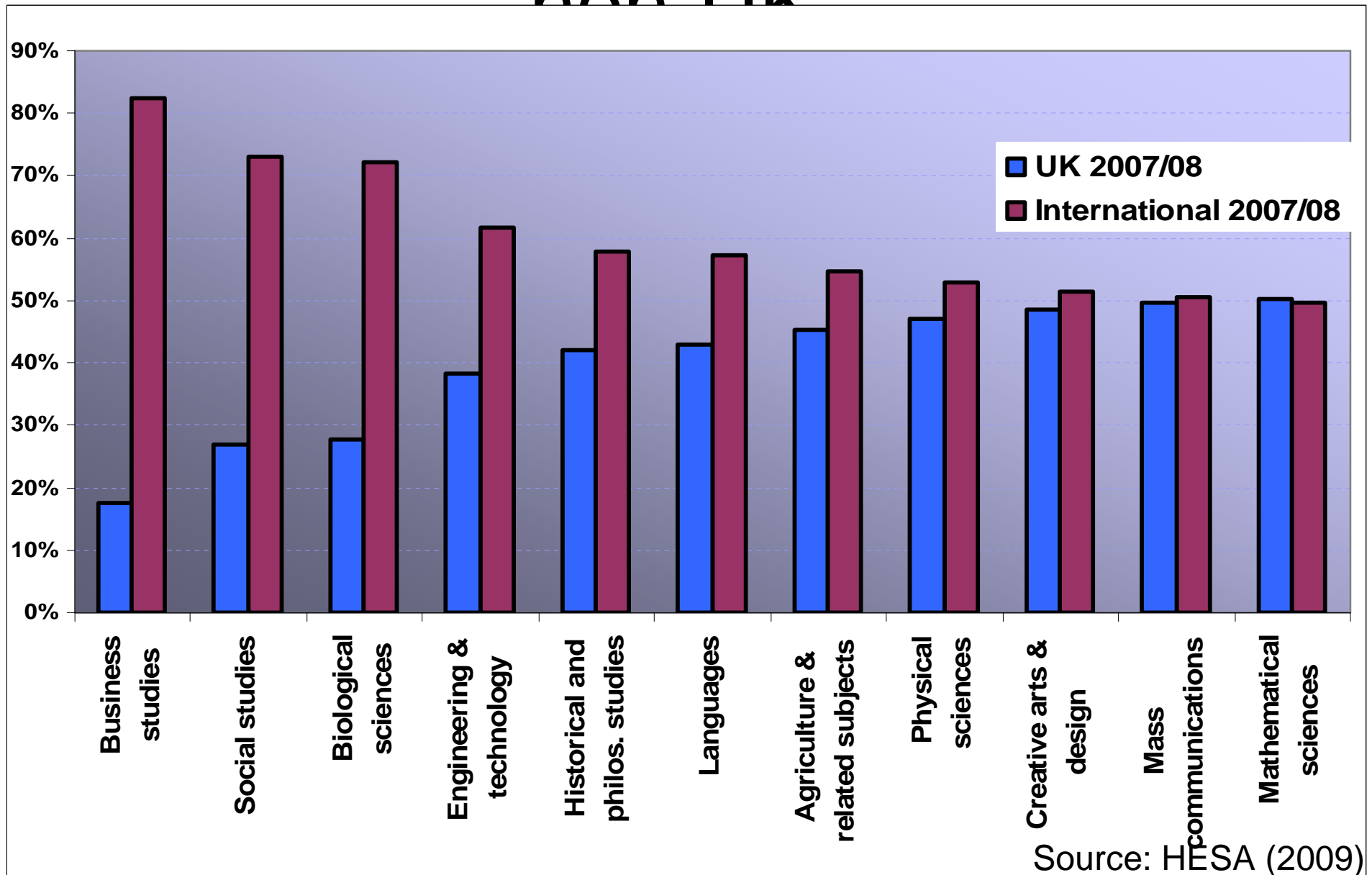
Popular subject areas - Research



Popular subject areas – PGT



Full time PG students: UK vs. non UK



Implications for the UK



PGT:

- Without non-UK students many subjects quite possibly would only be taught on a part time basis

Research:

- Overseas talent contributes massively to globalisation of research
- Gives UK academia access to the best talent
- UK connects and reaches other countries

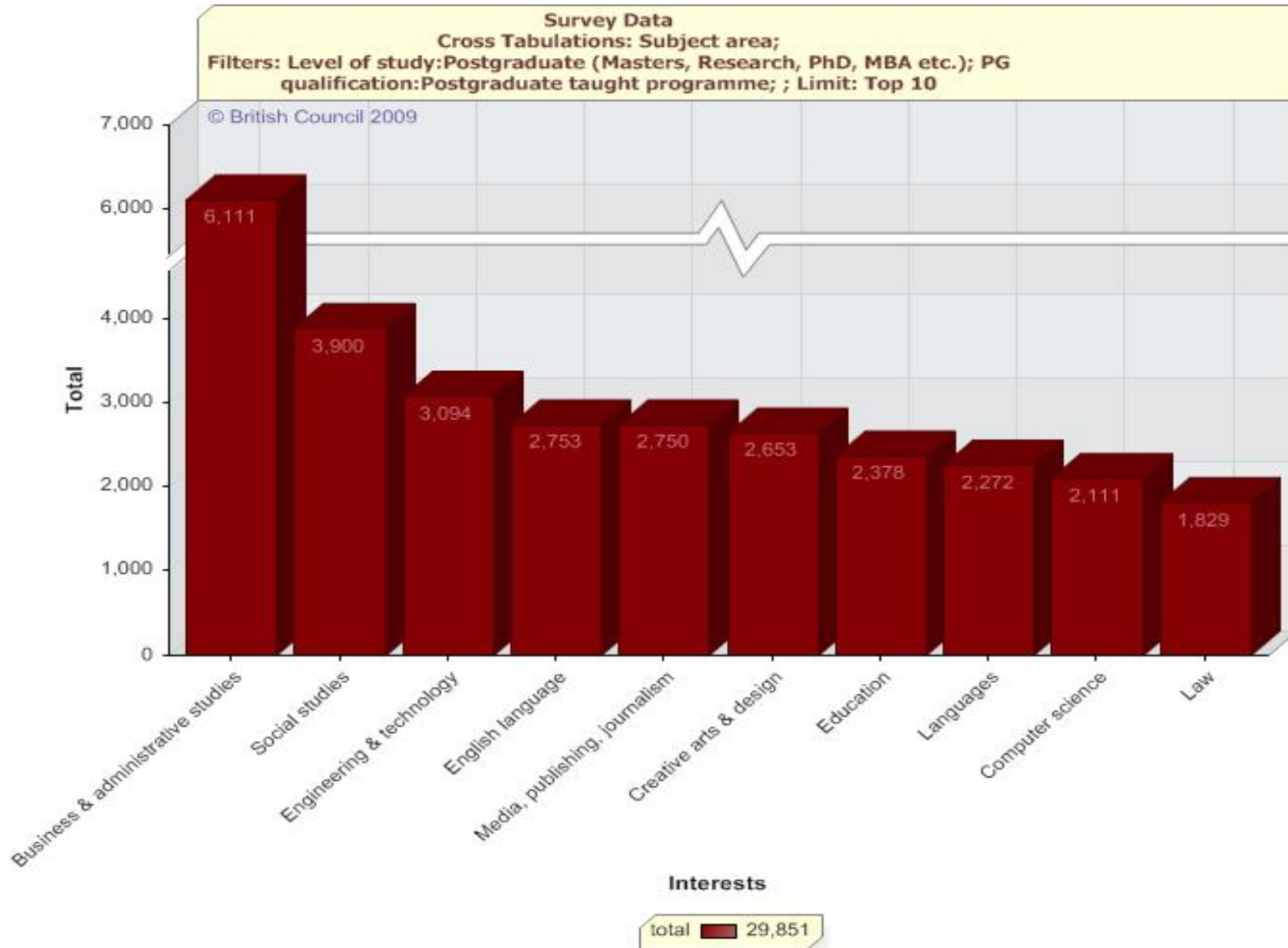
The future – what are international students looking for?

- The British Council's Student Decision Making research has captured aspirational data from 80,000 prospective students around the globe.

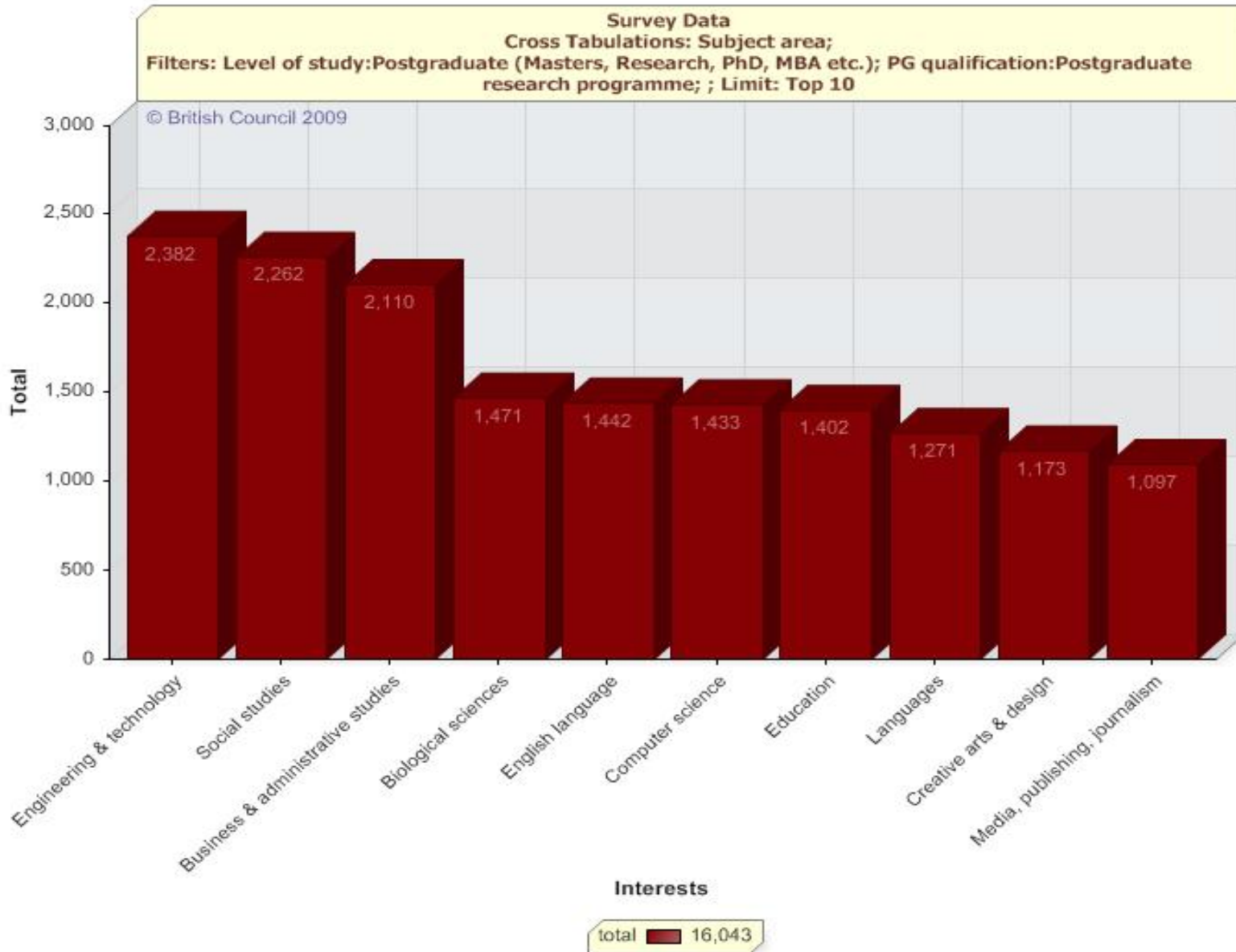
<http://www.britishcouncil.org/eumd-emi-data-products>

- Use this data to identify
 - Subject areas in demand
 - Motivations for studying abroad
 - Factors influencing choice of destination
 - Sources of information consulted

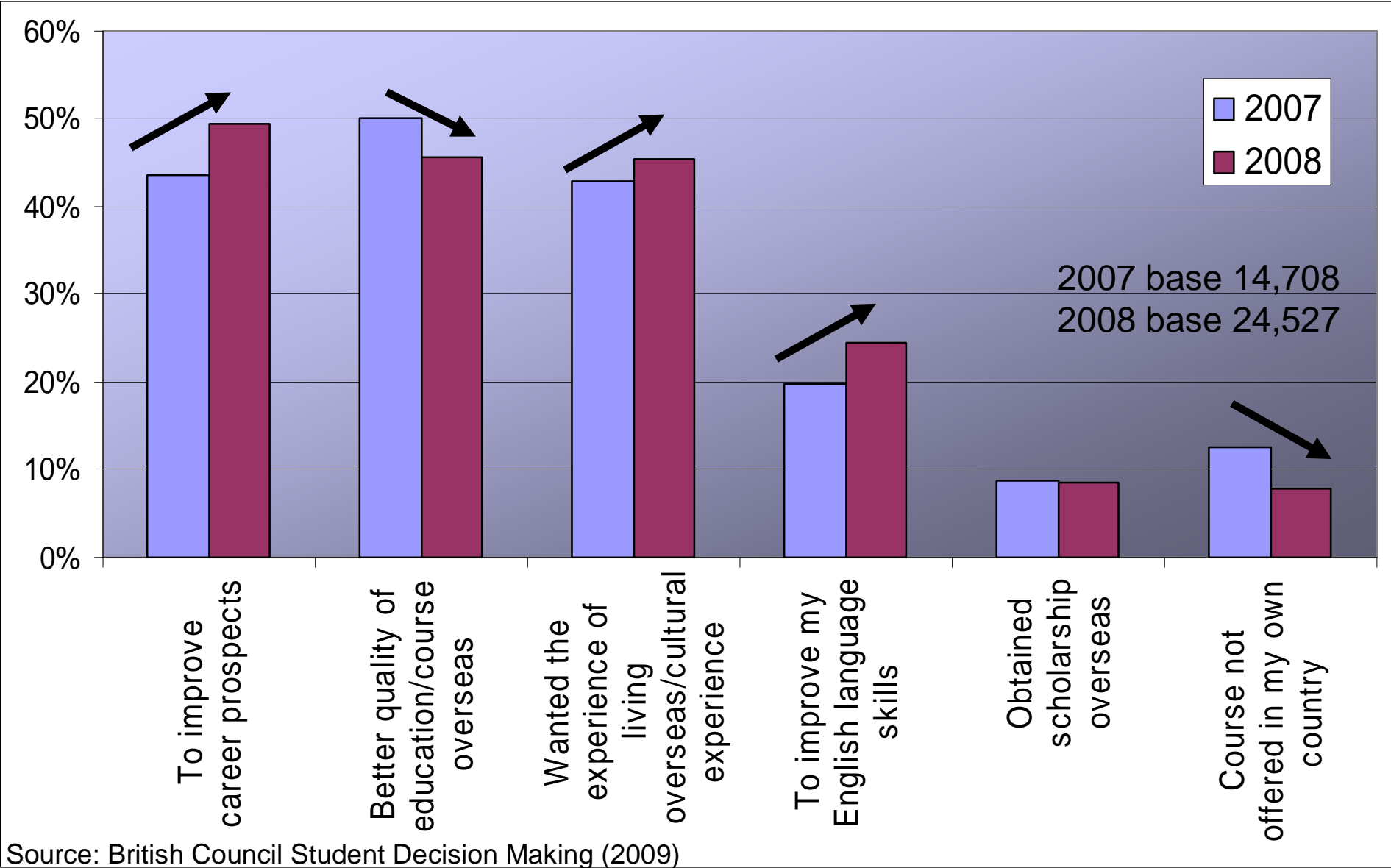
Subject areas in demand - PGT



Subject areas in demand – PG Research




Important factors in the decision to study in another country



Employability

- A project to measure the employability rates and prospects of UK international graduates
 - By country
 - By city
 - By discipline
 - Identify UK's competitive advantage
- Currently piloting this and will collect initial data from existing British Council alumni networks

Employability study - Focus groups

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- Skills developed through experience of UK education:
 - life skills
 - independent thinking
 - critical thinking – challenged to form opinions
 - professional confidence – learning to speak out
 - time management
 - self motivation
 - Many careers services provided by universities are not suited to international students (such as internship programmes)
 - It is difficult to get a job without having prior work experience
 - “Worth every tear I cried” (Syrian PhD student, Feb. 2009)

Conclusions and discussion points

- International market place becoming increasingly competitive
- Need for timely market intelligence is of utmost importance
- International students are seeking an experience which improves their employability

Is the number of international students on full time programmes a cause for concern or for celebration?

What steps can be taken to improve the employability of your PG qualifications?