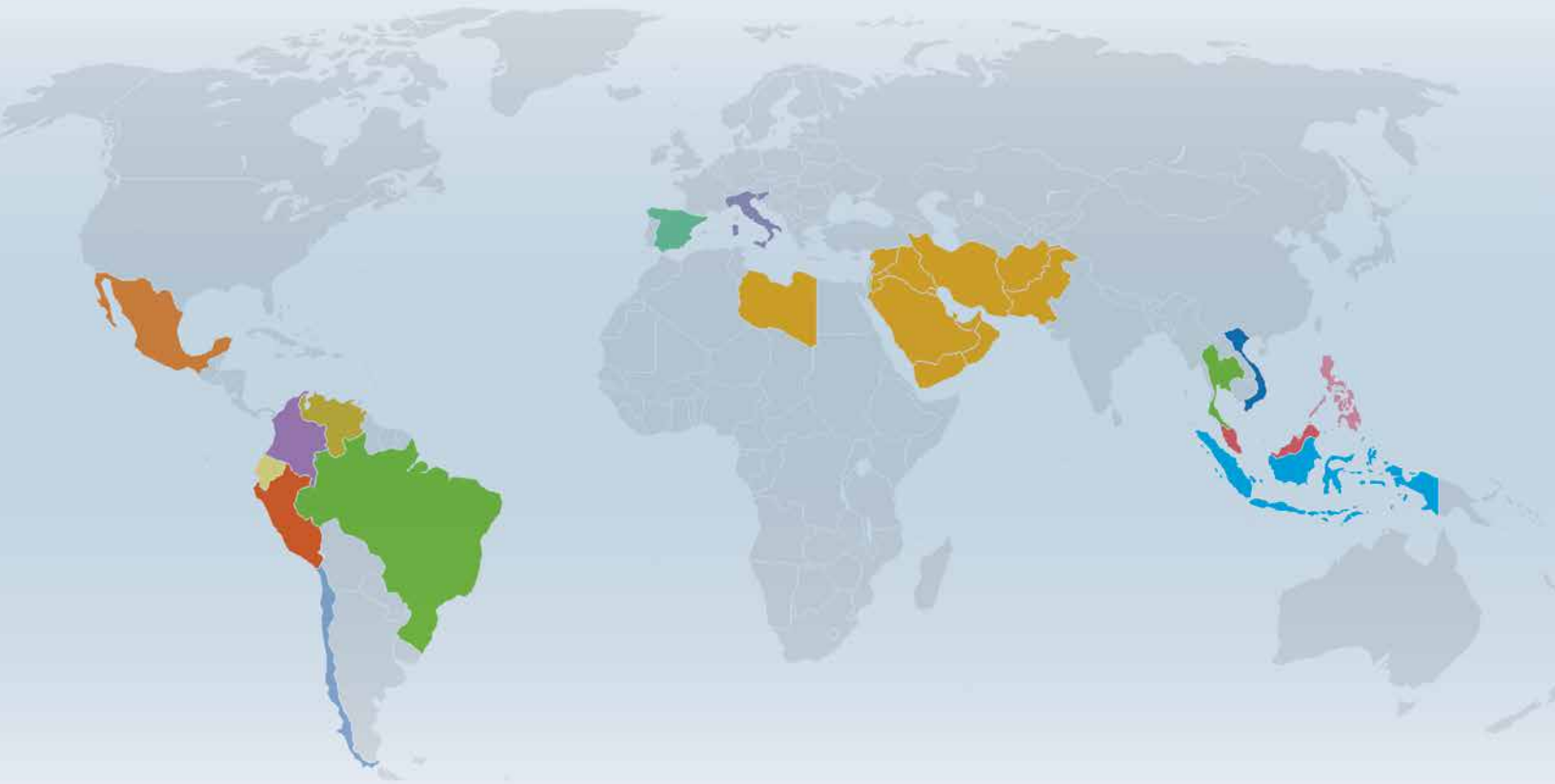


Know Your Neighborhood

*International Recruiting Fueled
By Regional Insights*

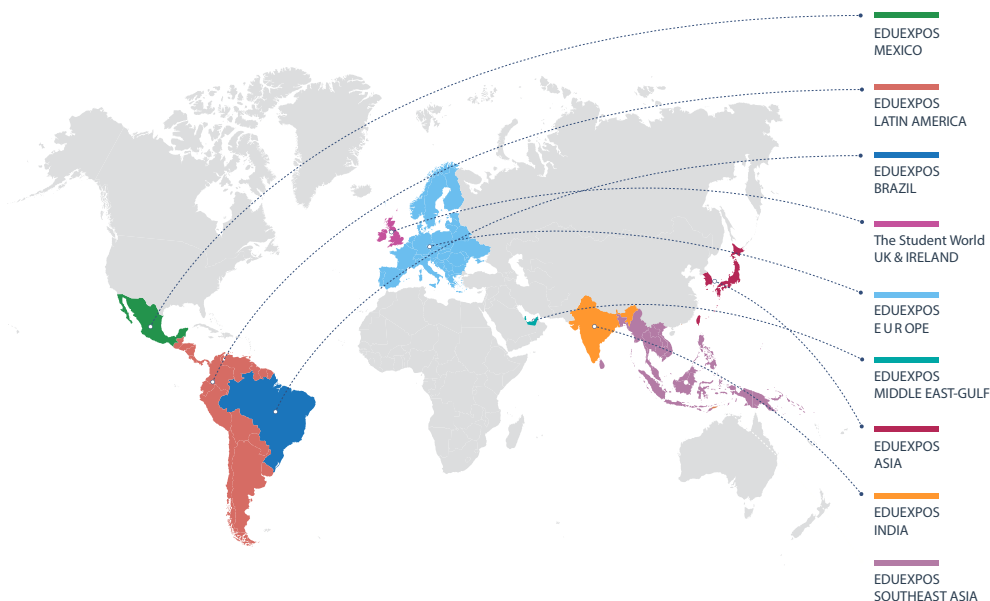


Winter 2016



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@fpmedumedia.net



Digital Technology to attract, recruit, orient, retain international students

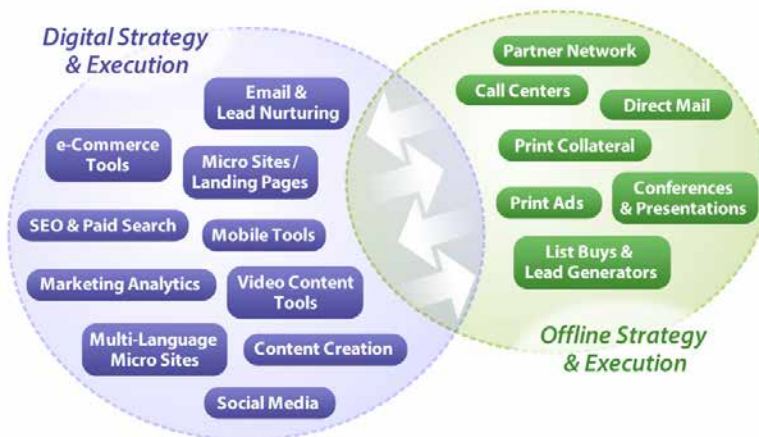
Where Your Digital Footprint Meets Your Ground Game

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

What We Do



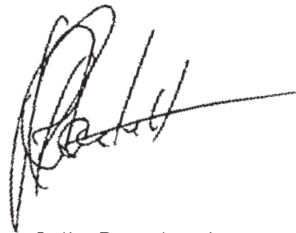
Acknowledgements

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.

**An investment in knowledge
always pays the best interest.**

~Benjamin Franklin

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.

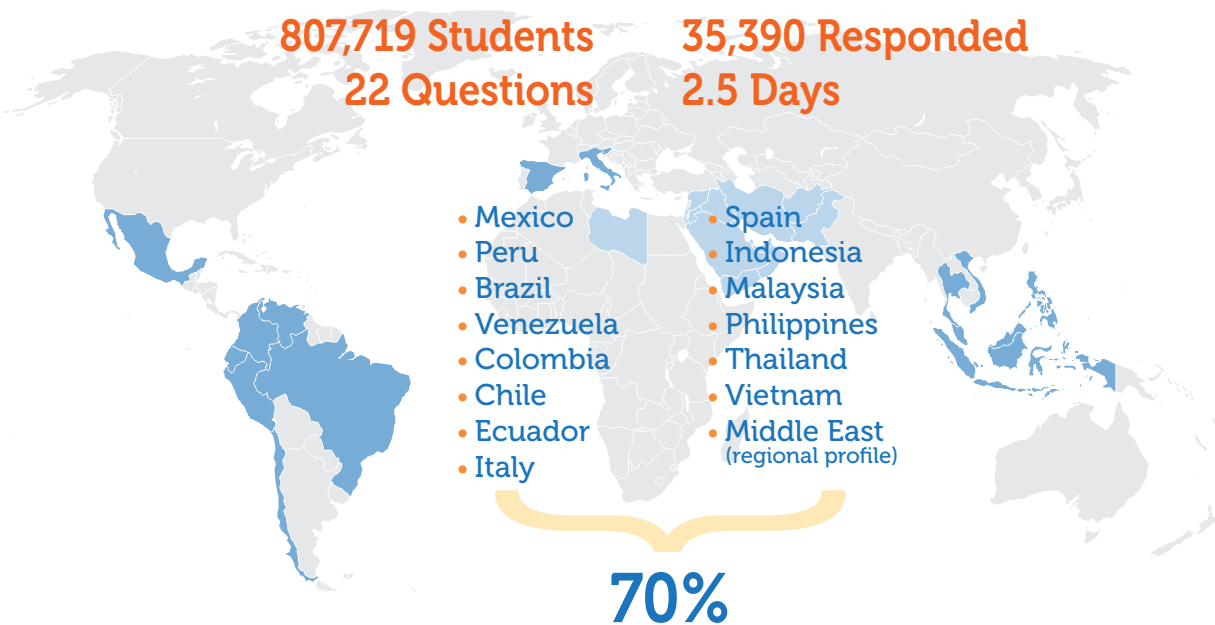
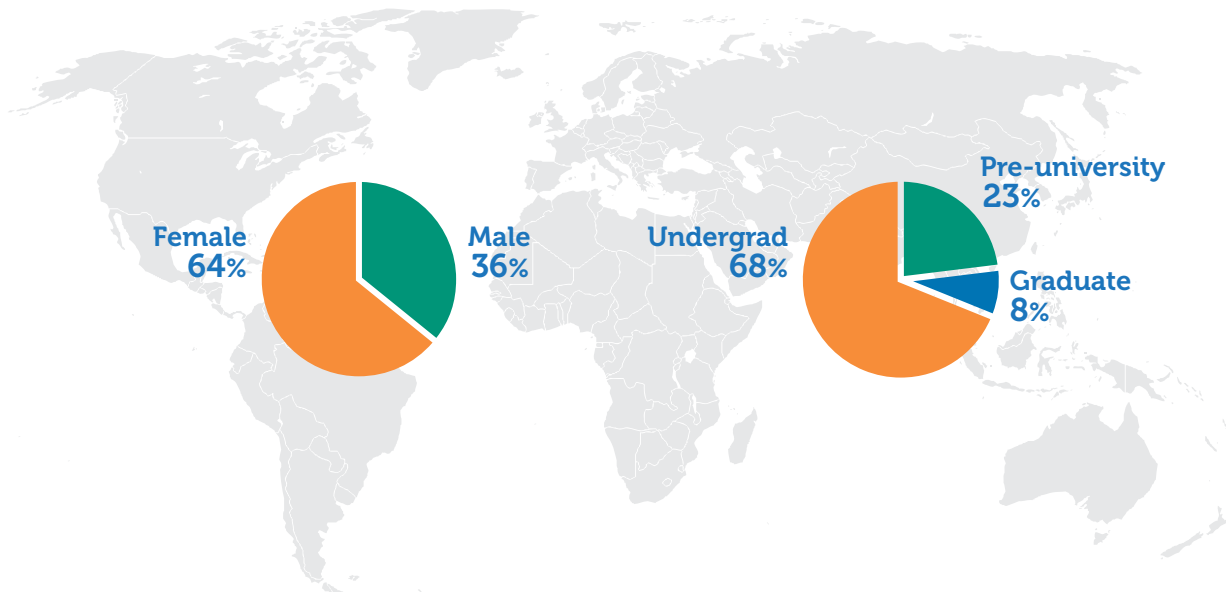
What We Did

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.

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.



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.

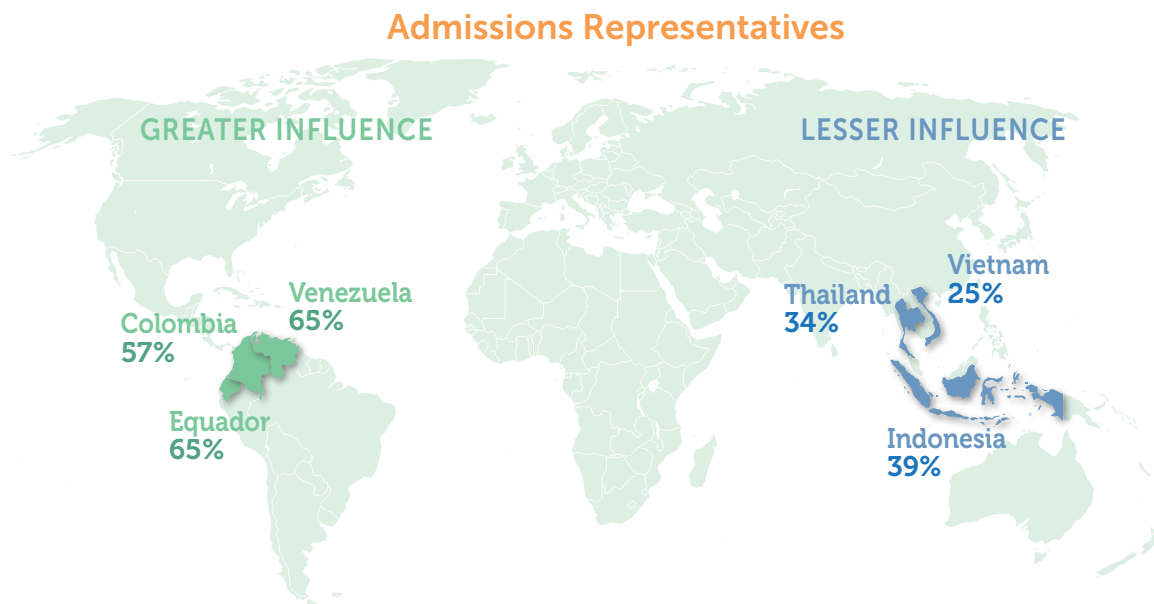
Admissions Representatives from Universities

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.

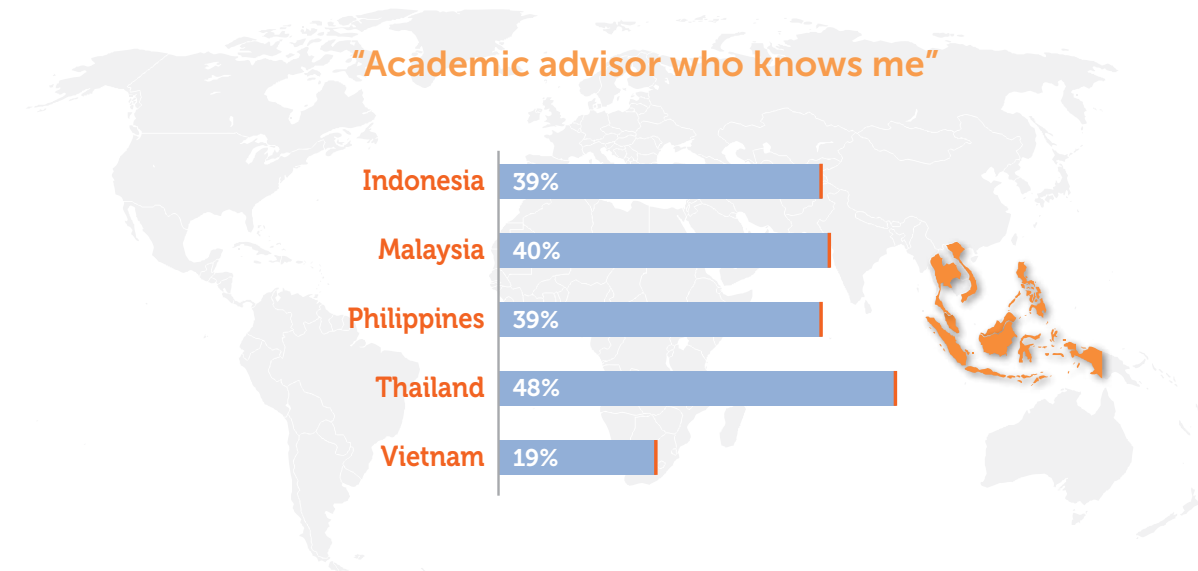
Whom Do You Trust?



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.

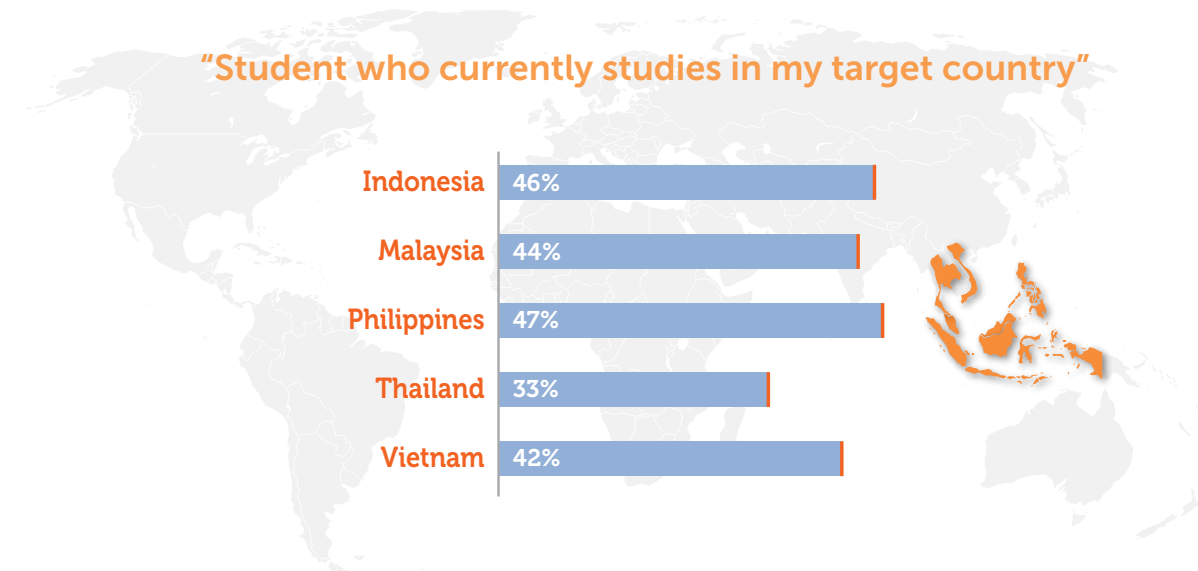
Whom Do You Trust?



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?



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?

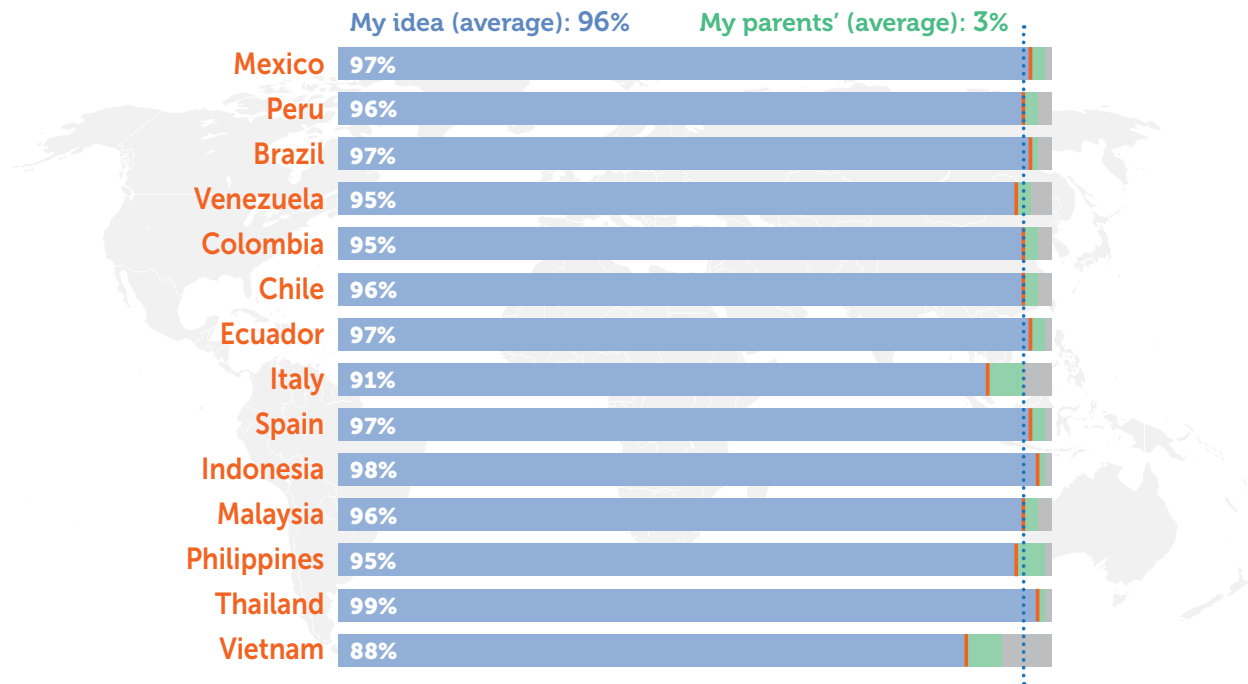
As you can see, the answer is not the same across the globe. In most locations students responded that they were influenced by other students studying in their target country, so student testimonials, video, or other communications can be effective. If you are focusing your recruitment efforts on South 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?



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

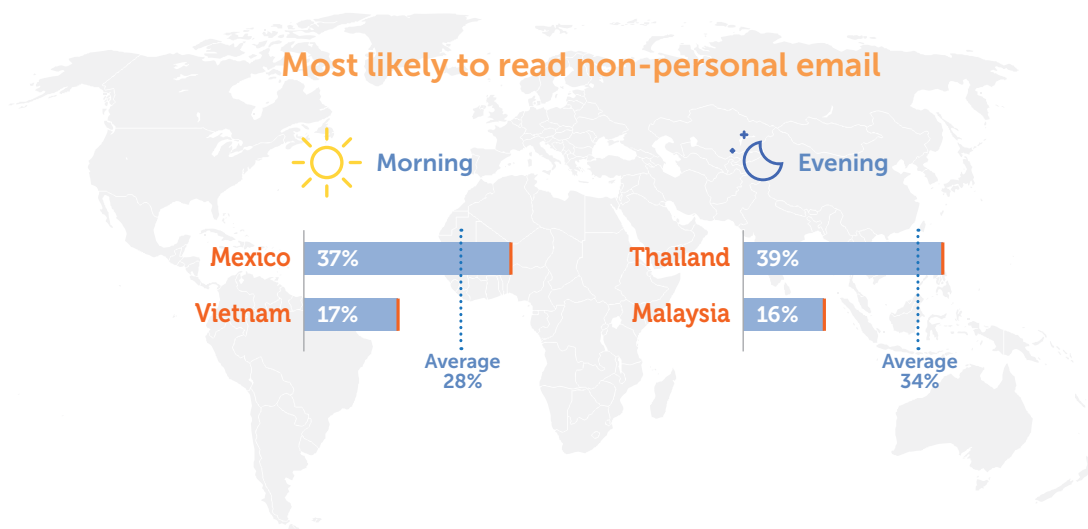
Our research explored student email use to see if regional similarities and differences in email behavior could inform plans for recruitment emails.

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.

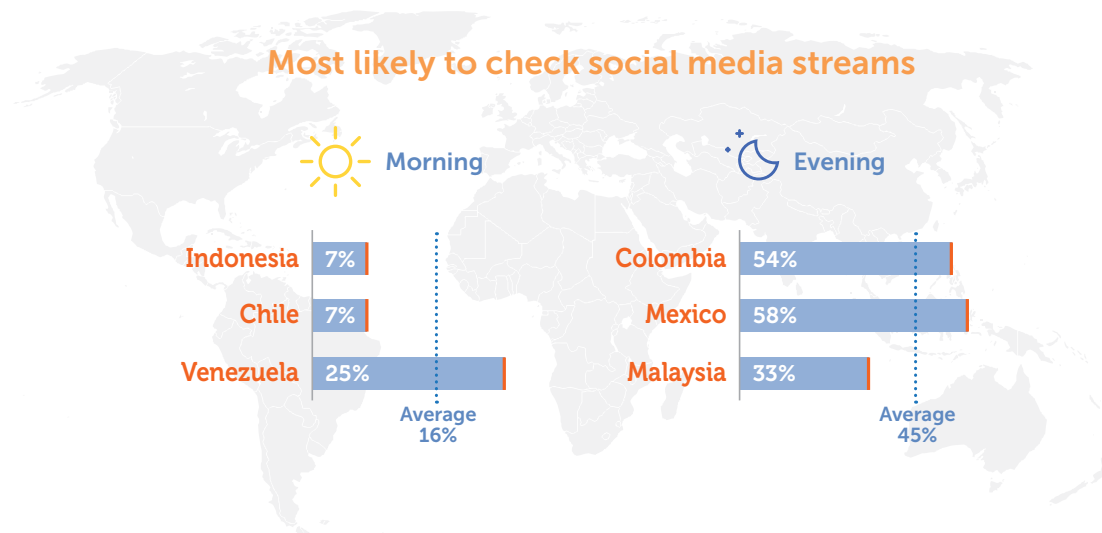
Social media

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



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

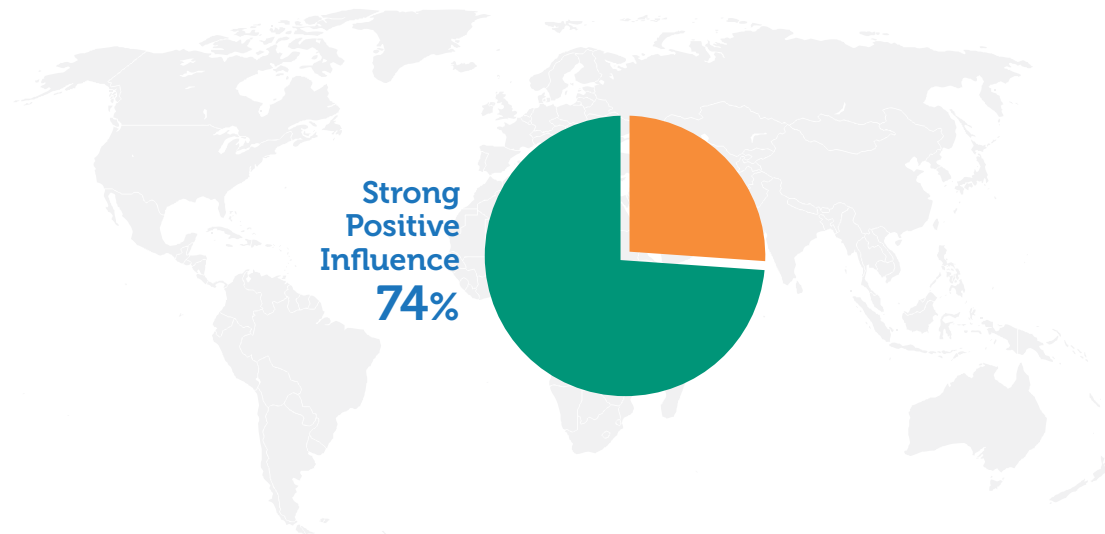
Past experience has a strong influence on all of us, shaping our goals and dreams and guiding our decisions.

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.

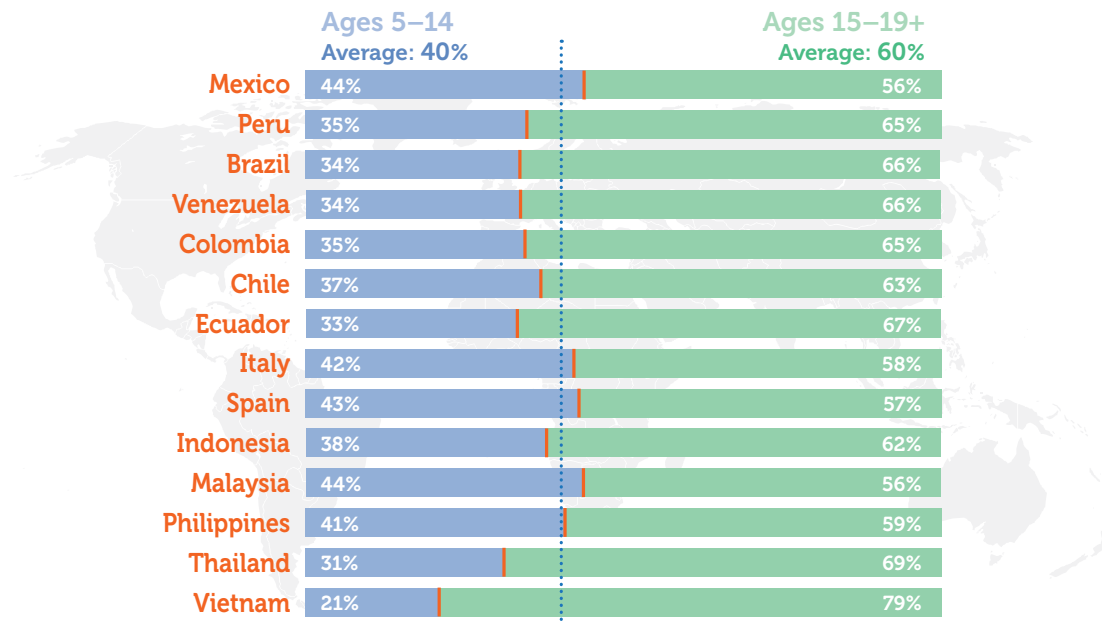
As in retail, where a clothing store worker is taught to spend the most time serving shoppers who walk in with shopping bags on their arms—which shows the shopper’s willingness to buy— you are wise to engage with students who have previously traveled abroad. Past travel experience is an indicator of 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



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.)

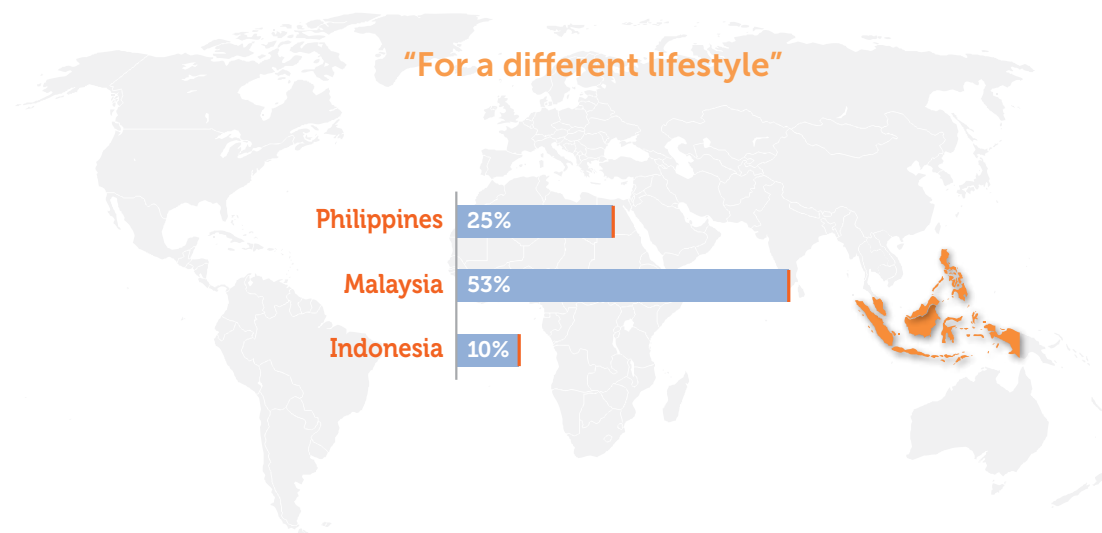
Reasons to Study Abroad



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%.

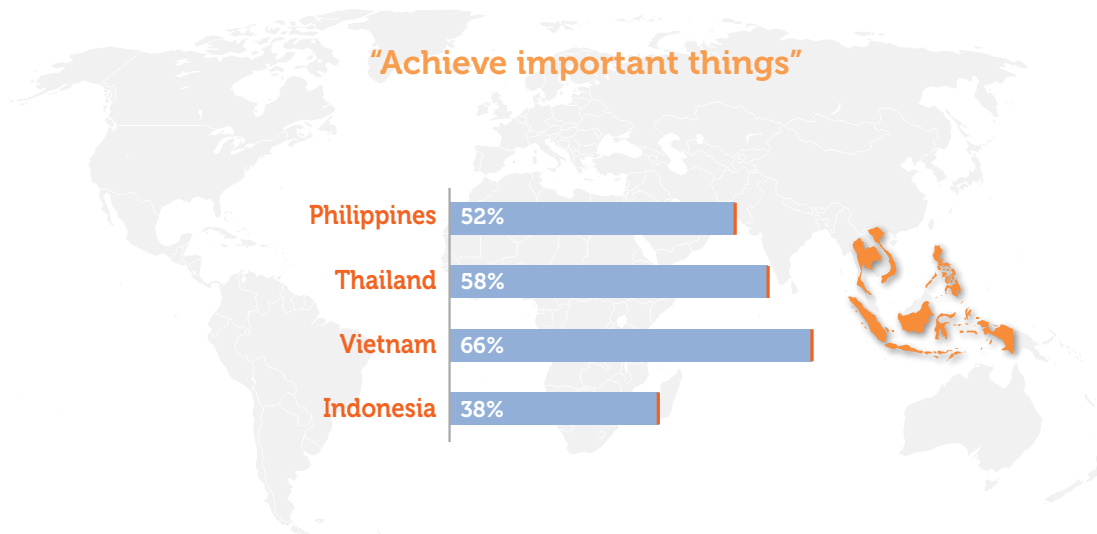
Indonesia and the Philippines were outliers on this question, with very few people seeking a change in lifestyle based on studying abroad.

Reasons to Study Abroad



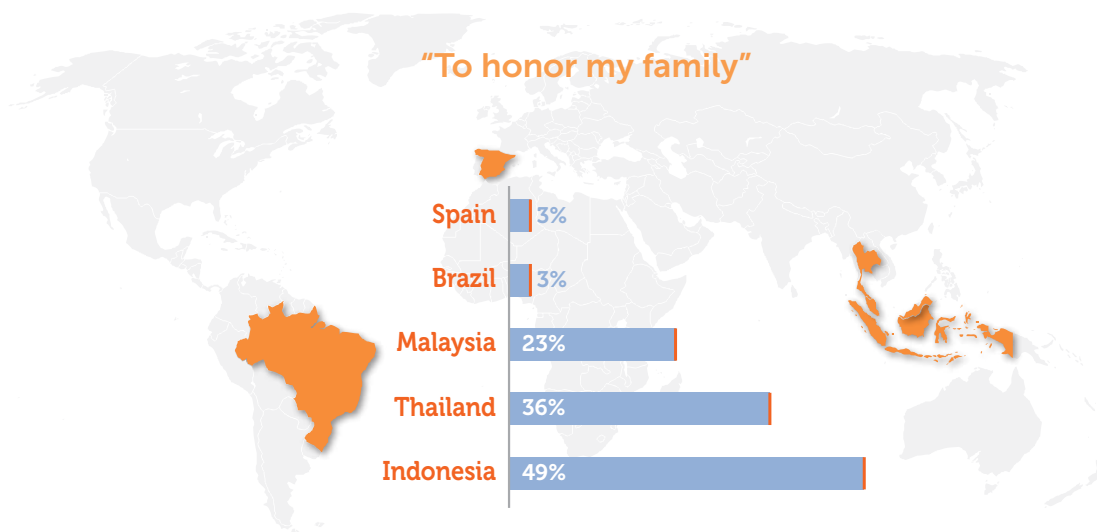
Achieving important things was another goal for some students wishing to study abroad. This goal was of greater interest to students in some Asian countries as compared to other regions of the world, where this was not the way students directed their aspirations.

Reasons to Study Abroad



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



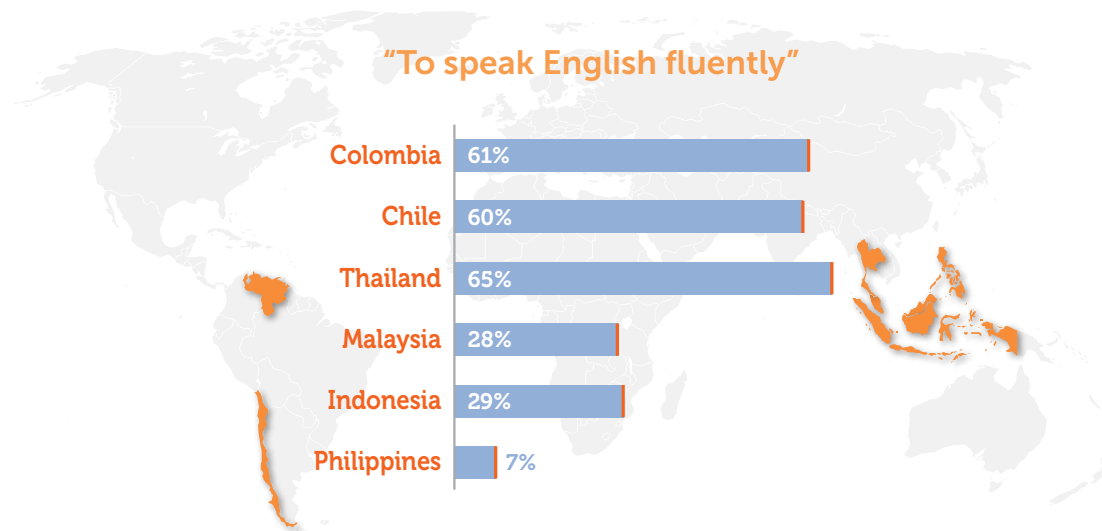
Indonesia had by far the highest percentage of respondents choosing this as a goal—one of their top three reasons to study abroad.

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.

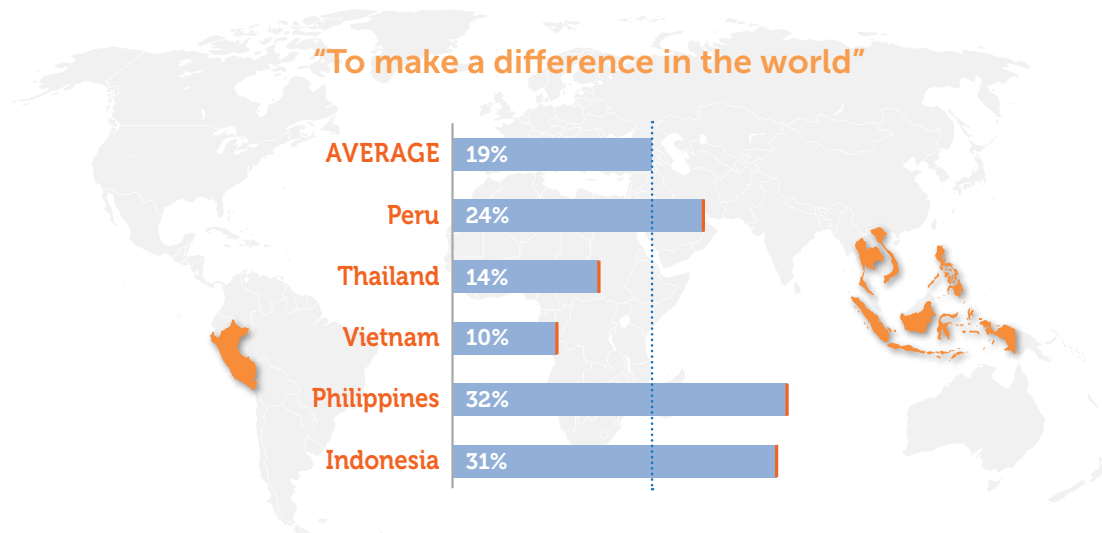
Goals in the Next 7 Years



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

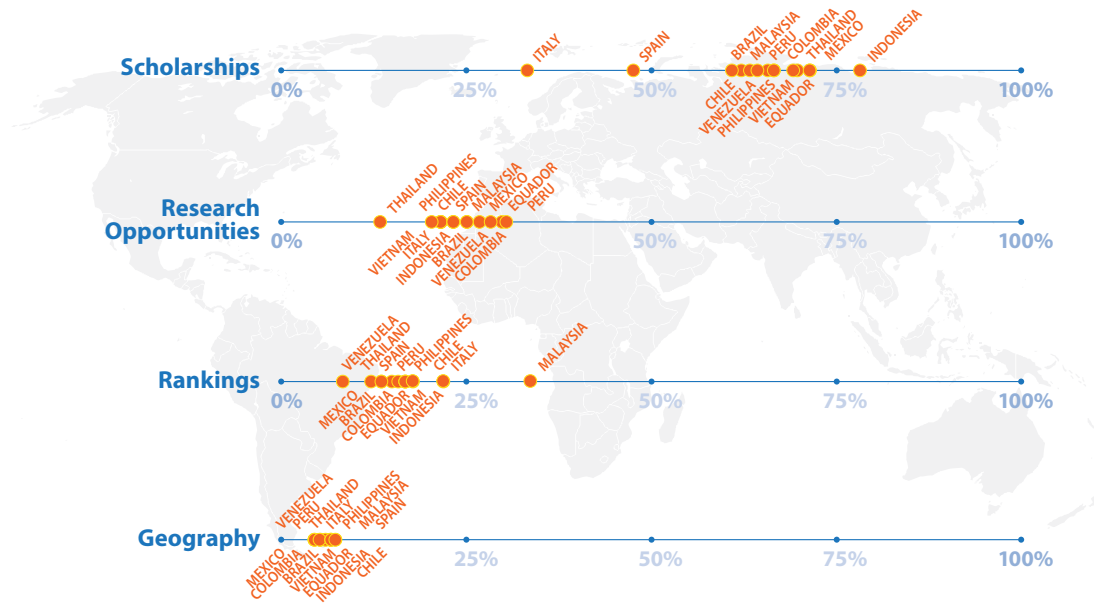


Interests

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.

What Do You Evaluate When Choosing...



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
- Ecuador
- 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

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Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

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

- Someone **who works in the profession** that interests me **64%**
- A **student** who currently studies at a university in my target country **61%**
- A **professor** in my academic field **47%**

GOALS & ASPIRATIONS

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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%**

INTERESTS & EVALUATIONS

FPPEDUMedia

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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%**

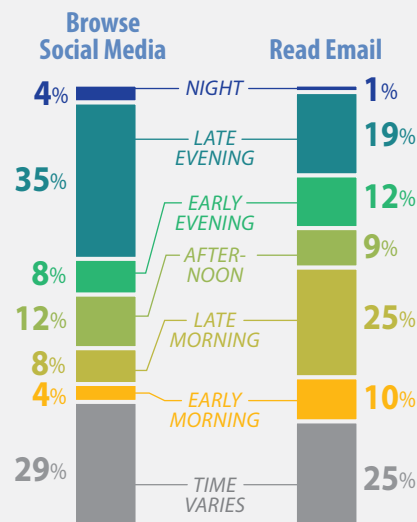
59% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

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Favorite Time to...



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

FPPEDUMedia

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Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

68% who traveled internationally reported that it **strongly influenced** their decision to study abroad

- 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

FPPEDUMedia

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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

FPPEDUMedia

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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%**

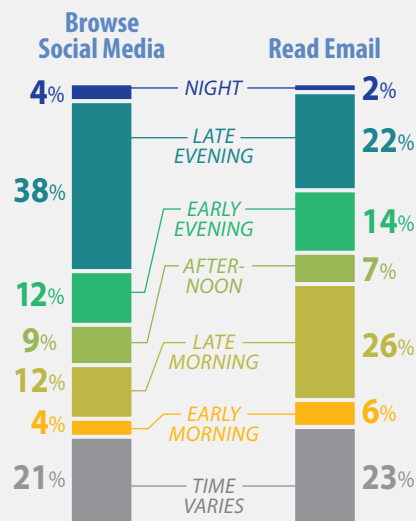
64% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

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Favorite Time to...



Preferred Email Subject Line

71% Relates to **academic interests**

26% Relates to **why I want to study abroad**

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

FPPEDUMedia

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Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

81% who traveled internationally reported that it **strongly influenced** their decision to study abroad

- A student who currently studies at a university in my target country **58%**
- A university admissions representative **53%**
- Someone who works in the profession that interests me **37%**

GOALS & ASPIRATIONS

FPPEDUMedia

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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

FPPEDUMedia

intead

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%**

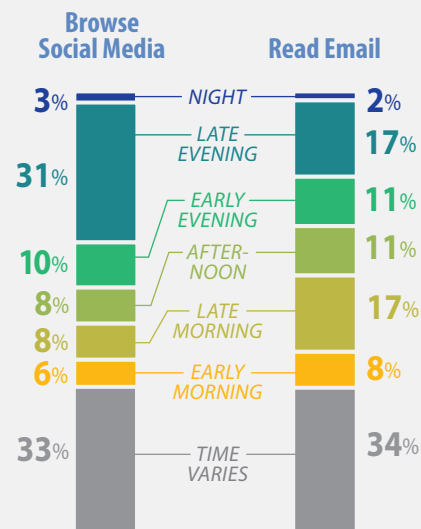
65% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

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Favorite Time to...



Preferred Email Subject Line

54% Relates to academic interests

41% Relates to why I want to study abroad

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

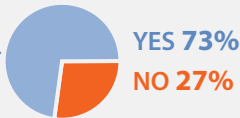
- Feature current students, professors and alumni working in their field of interest in testimonials, video and other content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect high value of reputable institution with high profile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

EXPERIENCES & INFLUENCES

FPPEDUMedia

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Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

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

- A student who currently studies at a university in my target country **48%**
- A university admissions representative **46%**
- Someone who works in the profession that interests me **45%**

GOALS & ASPIRATIONS

FPPEDUMedia

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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

FPPEDUMedia

intead

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%

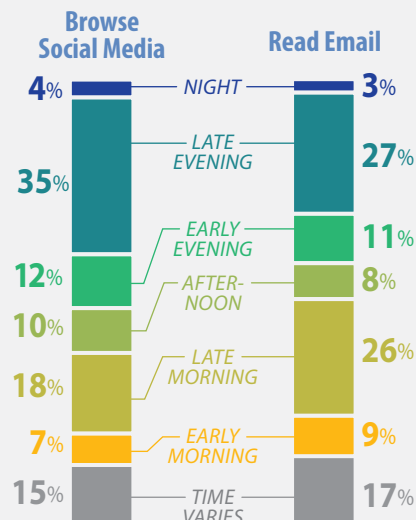
66% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



Preferred Email Subject Line

58%
Relates to academic interests

36%
Relates to why I want to study abroad

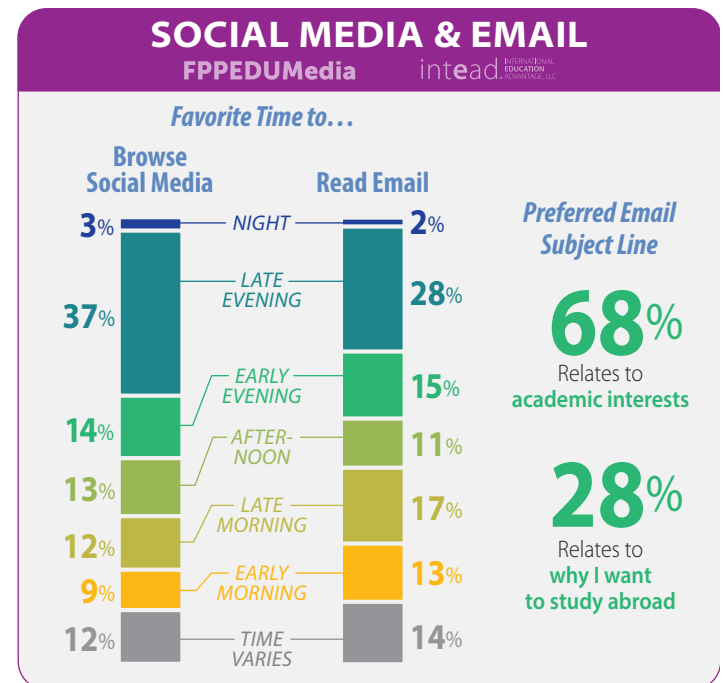
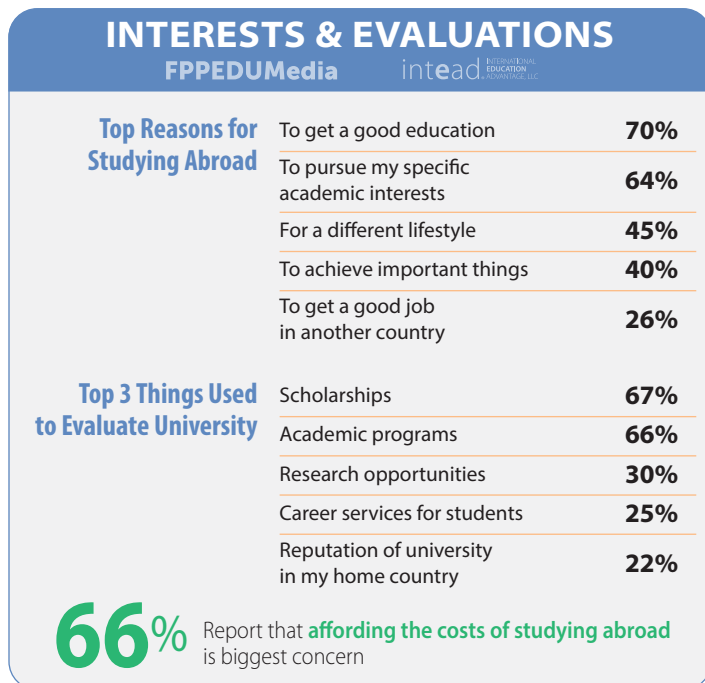
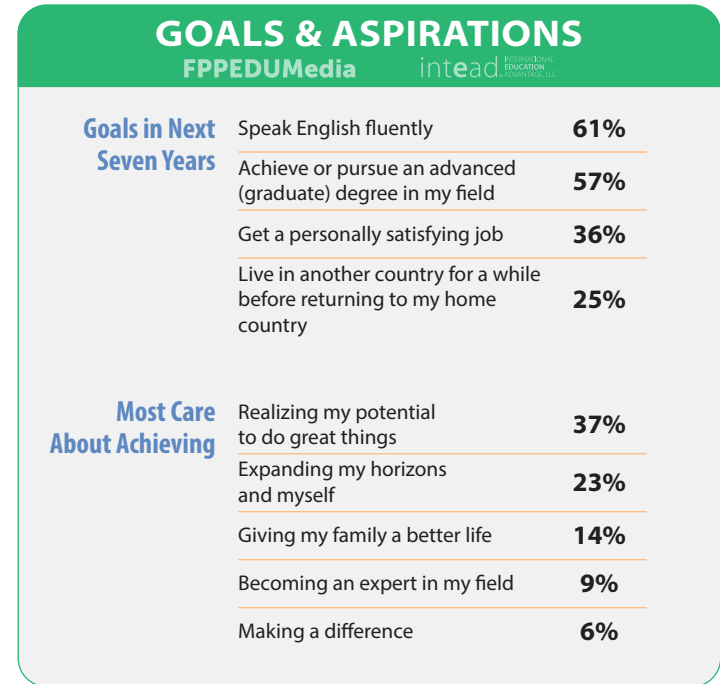
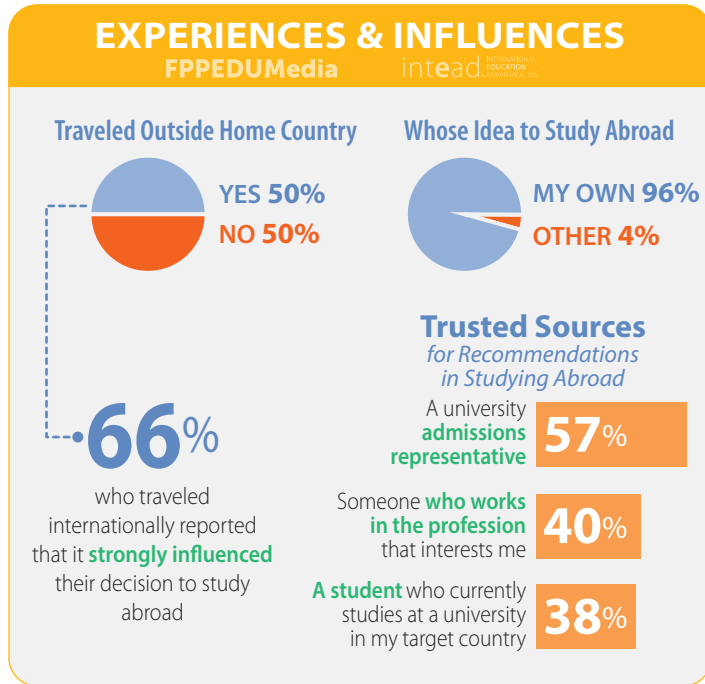
COLOMBIA

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



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

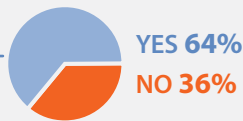
- Feature professors, alumni working in their field of interest in testimonials, and current students in video and other content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect high value of education, academic resources

EXPERIENCES & INFLUENCES

FPPEDUMedia

intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

A university
admissions
representative **65%**

Someone **who works
in the profession**
that interests me **48%**

A student who currently
studies at a university
in my target country **44%**

67%
who traveled
internationally reported
that it **strongly influenced**
their decision to study
abroad

GOALS & ASPIRATIONS

FPPEDUMedia

intead

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

FPPEDUMedia

intead

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%

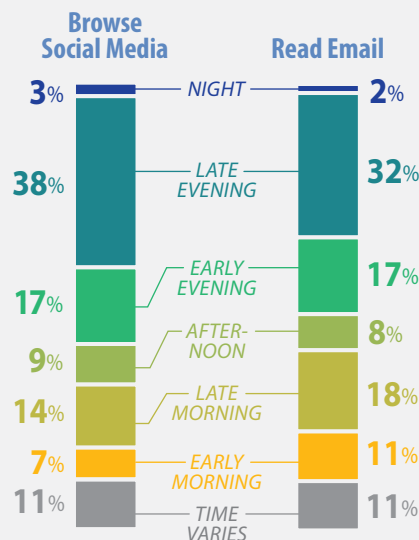
64% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



Preferred 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

FPPEDUMedia | intead

Traveled Outside Home Country

YES 62%
NO 38%

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

Whose Idea to Study Abroad

MY OWN 97%
OTHER 3%

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

FPPEDUMedia | intead

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

FPPEDUMedia | intead

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

FPPEDUMedia | intead

Favorite Time to...

Browse Social Media

38% LATE EVENING

Read Email

27% LATE MORNING

Preferred Email Subject Line

65% Relates to **academic interests**

30% Relates to **why I want to study abroad**

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

FPPEDUMedia

intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

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

GOALS & ASPIRATIONS

FPPEDUMedia

intead

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

FPPEDUMedia

intead

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%

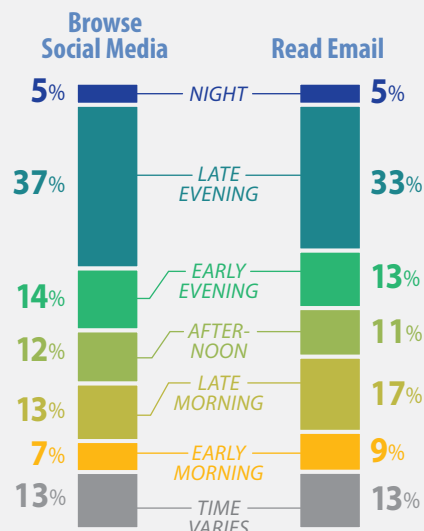
67% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



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

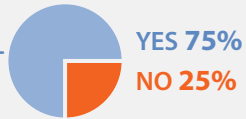
- Feature alumni working in their field of interest in testimonials, video and other content
- High profile faculty should also be featured in content
- Consider communications from official university sources: admissions representatives, professors
- Messaging should reflect interest in careers, scholarships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

EXPERIENCES & INFLUENCES

FPPEDUMedia

intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

72% who traveled internationally reported that it **strongly influenced** their decision to study 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

FPPEDUMedia

intead

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

FPPEDUMedia

intead

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%

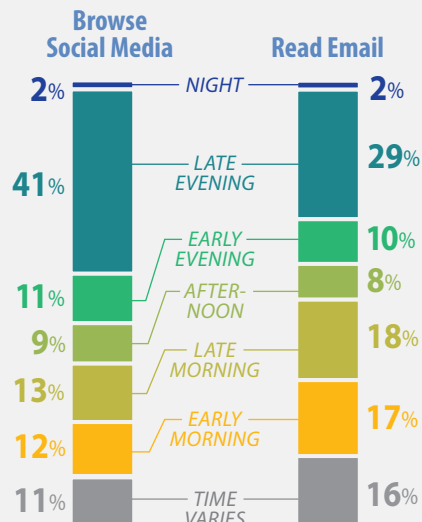
75% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



Preferred Email Subject Line

63% Relates to academic interests

33% Relates to why I want to study abroad

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

FPPEDUMedia

intead INTERNATIONAL EDUCATION ADVANTAGE, LLC

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

69%
who traveled internationally reported that it **strongly influenced** their decision to study 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%**

INTERESTS & EVALUATIONS

FPPEDUMedia

intead INTERNATIONAL EDUCATION ADVANTAGE, LLC

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

GOALS & ASPIRATIONS

FPPEDUMedia

intead INTERNATIONAL EDUCATION ADVANTAGE, LLC

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

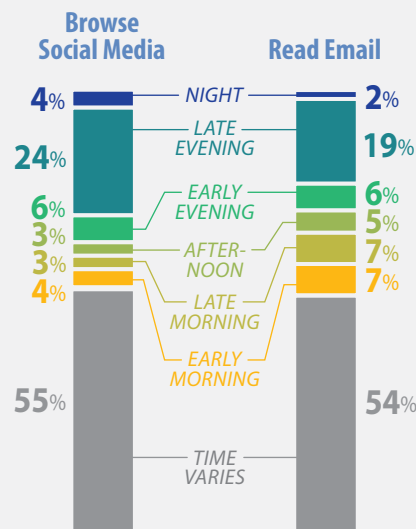
Giving my family a better life	28%
Expanding my horizons and myself	21%
Realizing my potential to do great things	21%
Becoming an expert in my field	10%
Making a difference	9%

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead INTERNATIONAL EDUCATION ADVANTAGE, LLC

Favorite Time to...



Preferred Email Subject Line

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

FPPEDUMedia

intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

60% who traveled internationally reported that it **strongly influenced** their decision to study abroad

A university admissions representative **60%**

Someone who works in the profession that interests me **49%**

A student who currently studies at a university in my target country **44%**

GOALS & ASPIRATIONS

FPPEDUMedia

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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

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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

Scholarships	62%
Academic programs	59%
Rankings	33%
Career services for students	31%
Research opportunities	24%

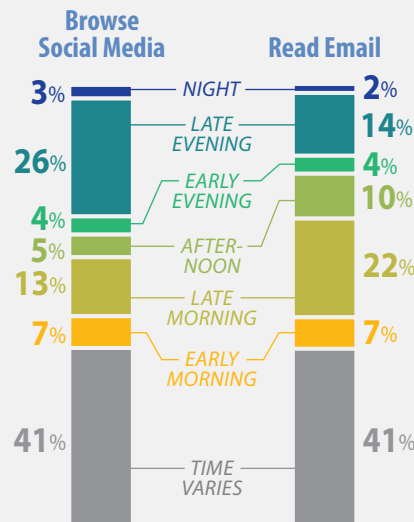
64% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



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

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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%**

69% who traveled internationally reported that it **strongly influenced** their decision to study abroad

GOALS & ASPIRATIONS

FPPEDUMedia | intead

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

FPPEDUMedia | intead

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%

76% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia | intead

Favorite Time to...

Browse Social Media

Read Email

Preferred Email Subject Line

66% Relates to academic interests

33% Relates to why I want to study abroad

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—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

EXPERIENCES & INFLUENCES

FPPEDUMedia intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

An academic advisor who knows me	48%
Someone who works in the profession that interests me	42%
A professor in my academic field	41%

48%
who traveled internationally reported that it **strongly influenced** their decision to study abroad

GOALS & ASPIRATIONS

FPPEDUMedia intead

Goals in Next Seven Years

Speak English fluently	65%
Get a high paying job	32%
Achieve or pursue an advanced (graduate) degree in my field	31%
Get a personally satisfying job	27%

Most Care About Achieving

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

INTERESTS & EVALUATIONS

FPPEDUMedia intead

Top Reasons for Studying Abroad

To achieve important things	58%
To pursue my specific academic interests	44%
For a different lifestyle	41%
To get a good education	36%
To honor my family	36%

Top 3 Things Used to Evaluate University

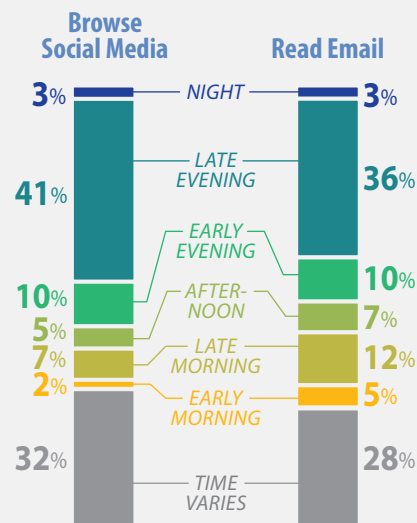
Scholarships	69%
Academic programs	64%
Career services for students	34%
Geographic location: safe	21%
Clubs and activities for students	20%

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

SOCIAL MEDIA & EMAIL

FPPEDUMedia intead

Favorite Time to...



Preferred Email Subject Line

78%
Relates to academic interests

17%
Relates to why I want to study abroad

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

FPPEDUMedia

intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

58%
who traveled internationally reported that it **strongly influenced** their decision to study abroad

- 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%**

GOALS & ASPIRATIONS

FPPEDUMedia

intead

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

FPPEDUMedia

intead

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%**

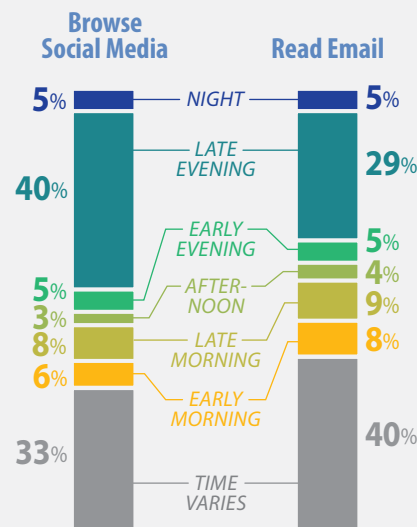
66% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

FPPEDUMedia

intead

Favorite Time to...



Preferred Email Subject Line

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

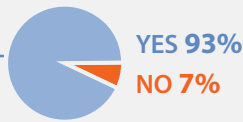
How to Engage Them

- 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

FPPEDUMedia intead

Traveled Outside Home Country



Whose Idea to Study Abroad



Trusted Sources for Recommendations in Studying Abroad

86%
who traveled internationally reported that it **strongly influenced** their decision to study abroad

- 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%**

GOALS & ASPIRATIONS

FPPEDUMedia intead

Goals in Next Seven Years

- Achieve or pursue an advanced (graduate) degree in my field **54%**
- Make a difference in the world **39%**
- Get a high paying job **30%**
- Speak English fluently **27%**

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%**

INTERESTS & EVALUATIONS

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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

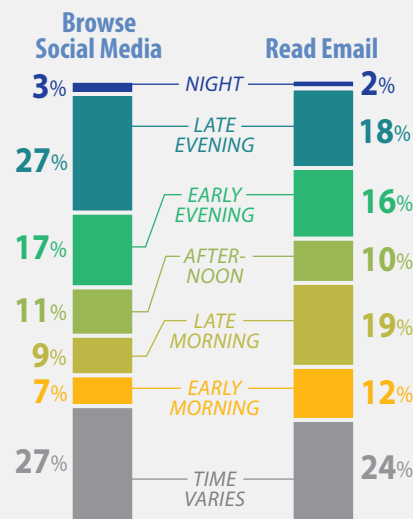
- Academic programs **56%**
- Scholarships **49%**
- Career services for students **39%**
- Rankings **34%**
- Research opportunities **29%**

47% Report that **affording the costs of studying abroad** is biggest concern

SOCIAL MEDIA & EMAIL

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Favorite Time to...



Preferred Email Subject Line

71%
Relates to academic interests

20%
Relates to why I want to study abroad

*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.