

COMPETING FOR STUDENTS

ANDREW CRISP, CARRINGTONCRISP
18 MAY 2017



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BREXIT RISKS, TRUMP RISKIER



28% less likely to
study in the UK;
40% less likely to
study in the USA

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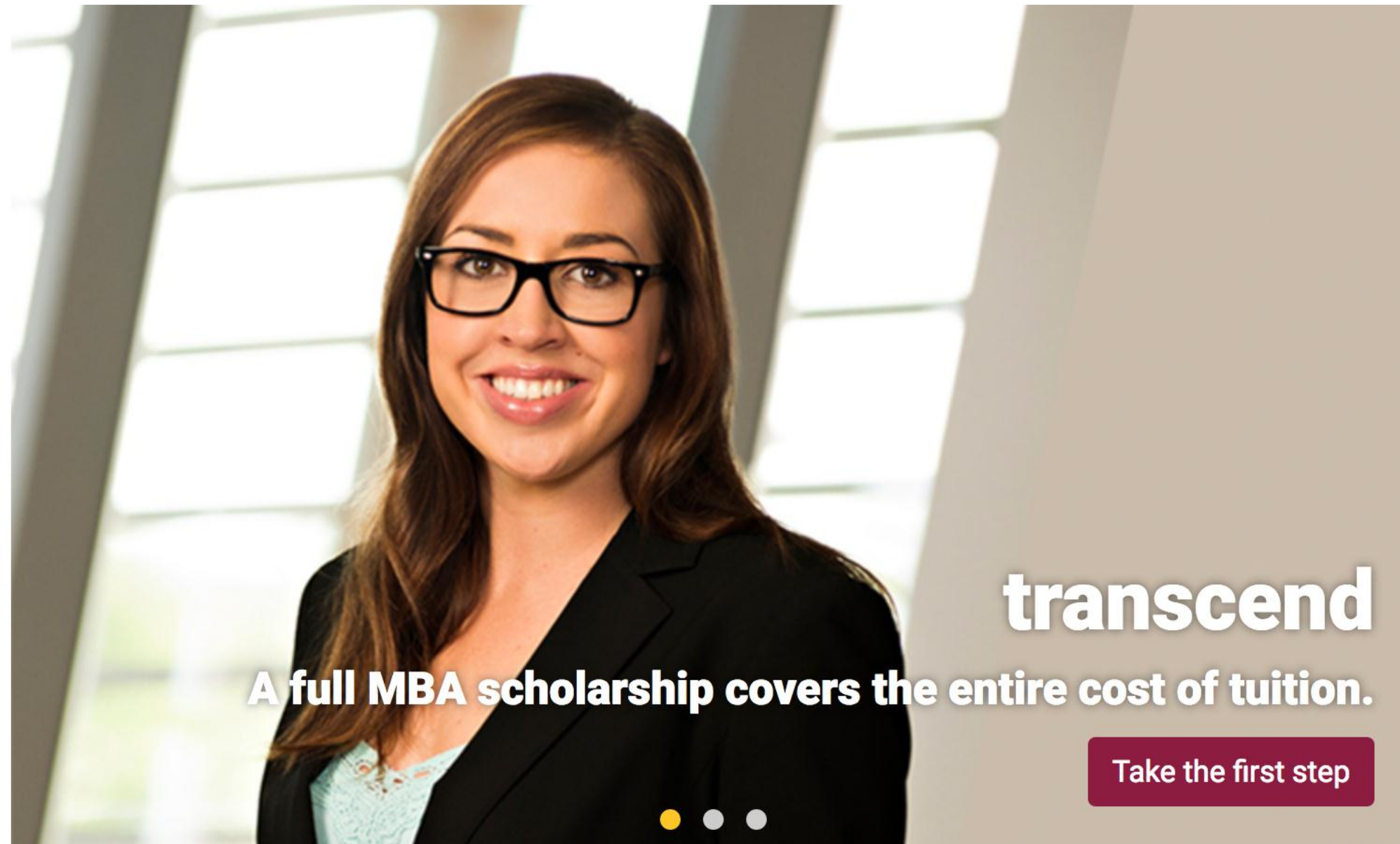
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Faculty

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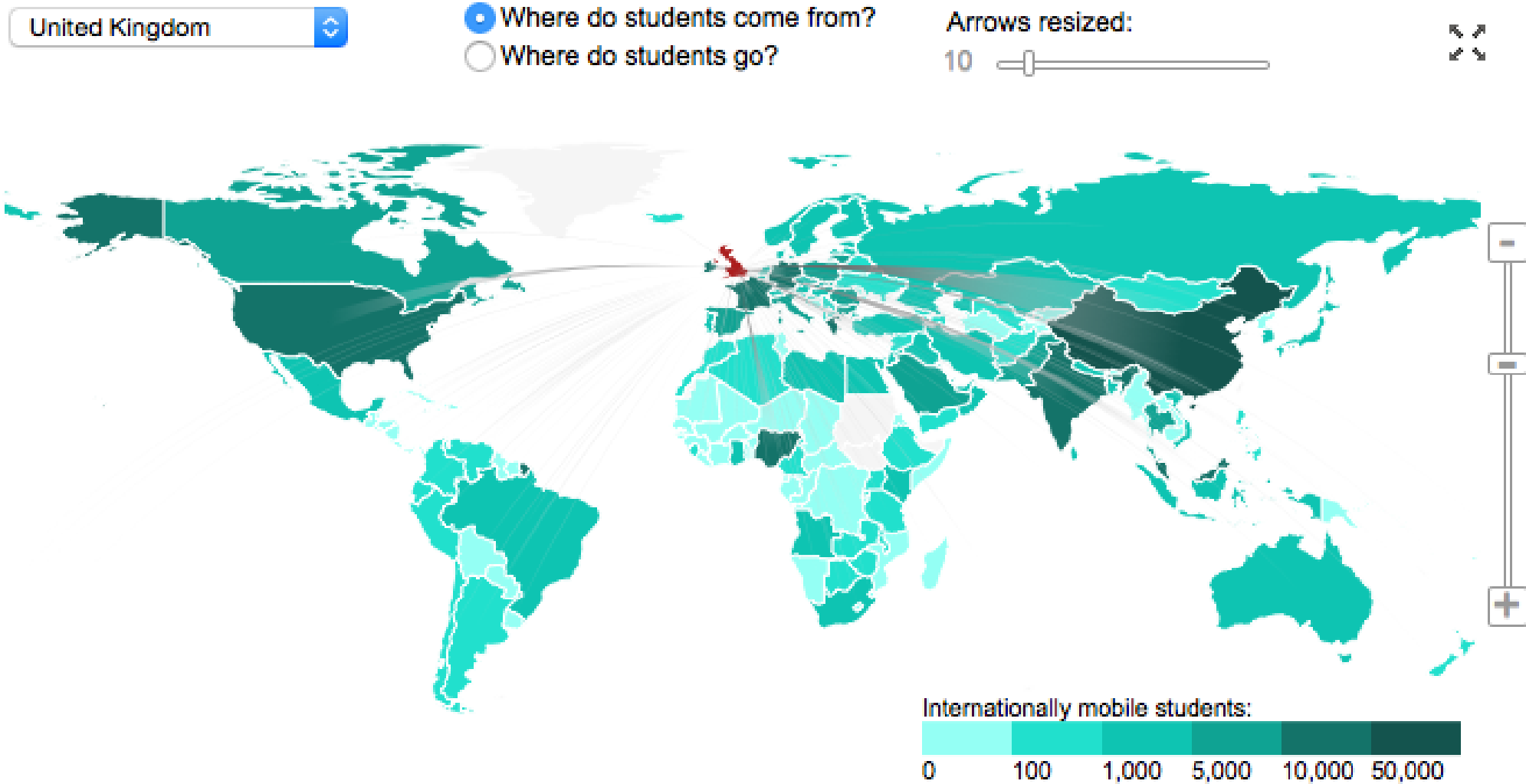
<https://wpcarey.asu.edu/mba-programs/full-time>



WHO LOVES YA BABY?



To explore the data select a country from the menu, or click on the map.



United Kingdom

Country of origin	Destination country	Key Indicators
China	United States	9,060
India	Ireland	2,106
Nigeria	France	2,013
United States	Australia	1,678
Germany	Germany	1,499
Malaysia	Canada	1,056
China, Hong Kong	Netherlands	888
Ireland	Denmark	653
France	United Arab Emirates	630
Cyprus	Austria	606
Greece	Spain	563
Saudi Arabia	New Zealand	537
Italy	Switzerland	455
Pakistan	Czech Republic	443

Students abroad:	
Total number of mobile students abroad	27,377
(% of total mobile students)	...
Outbound mobility ratio	1.1
Gross outbound enrolment ratio	0.7

Students hosted:	
Total number of mobile students hosted	416,693
(% of total mobile students)	...
Inbound mobility rate	17.5

THE BEST PROSPECTS FOR INTERNATIONAL RECRUITMENT?



Countries identified by EY as having a rapidly growing middle class population.

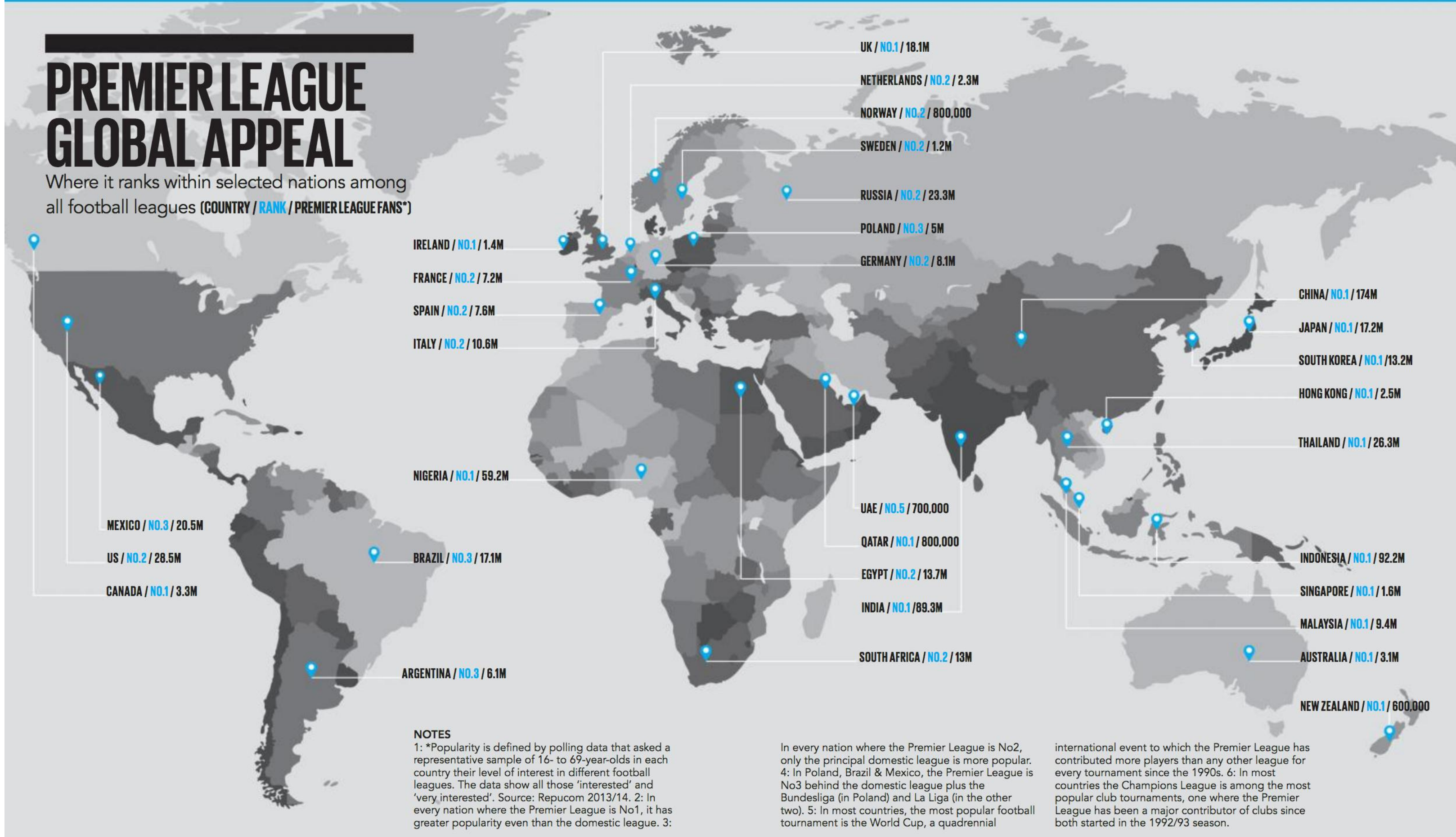
THE BEST PROSPECTS FOR INTERNATIONAL RECRUITMENT?

681,900,000

PEOPLE IDENTIFYING THEMSELVES AS PREMIER LEAGUE FANS IN THE 32 COUNTRIES DETAILED ON THIS MAP ALONE. THE PREMIER LEAGUE IS THE MOST POPULAR FOOTBALL LEAGUE IN 16 OF THESE COUNTRIES

PREMIER LEAGUE GLOBAL APPEAL

Where it ranks within selected nations among all football leagues (COUNTRY / RANK / PREMIER LEAGUE FANS*)



NOTES
 1: *Popularity is defined by polling data that asked a representative sample of 16- to 69-year-olds in each country their level of interest in different football leagues. The data show all those 'interested' and 'very interested'. Source: Repucom 2013/14. 2: In every nation where the Premier League is No1, it has greater popularity even than the domestic league. 3:

In every nation where the Premier League is No2, only the principal domestic league is more popular. 4: In Poland, Brazil & Mexico, the Premier League is No3 behind the domestic league plus the Bundesliga (in Poland) and La Liga (in the other two). 5: In most countries, the most popular football tournament is the World Cup, a quadrennial

international event to which the Premier League has contributed more players than any other league for every tournament since the 1990s. 6: In most countries the Champions League is among the most popular club tournaments, one where the Premier League has been a major contributor of clubs since both started in the 1992/93 season.

www.sportcal.com



THE BEST PROSPECTS FOR INTERNATIONAL RECRUITMENT?

Cambodia

Oman

Togo

Sri Lanka

Cameroon

Georgia

Congo

Mozambique

Latvia

Vietnam

Ghana

Belarus

Moldova

Dominican Republic

Turkey

Trinidad & Tobago

Equatorial Guinea

Chile

Serbia

China

CHAMPAGNE

FRANCE

CHANGING EXPECTATIONS



Pope Benedict



Pope Francis

People are now stakeholders, not audiences
Content creators and self-managing communities

So it is all the more important to get your story straight

A close-up photograph of a hand pointing at a tablet screen. The screen displays a social media interface with various posts, including text, images, and icons. The background is blurred, showing a person's face and a blue shirt. The overall lighting is soft and slightly dim.

Social is the new normal

SOCIAL MEDIA CAN HELP SCHOOLS IMPROVE QUALITY AT ALL POINTS OF THE JOURNEY

QUALITY
PROSPECTS

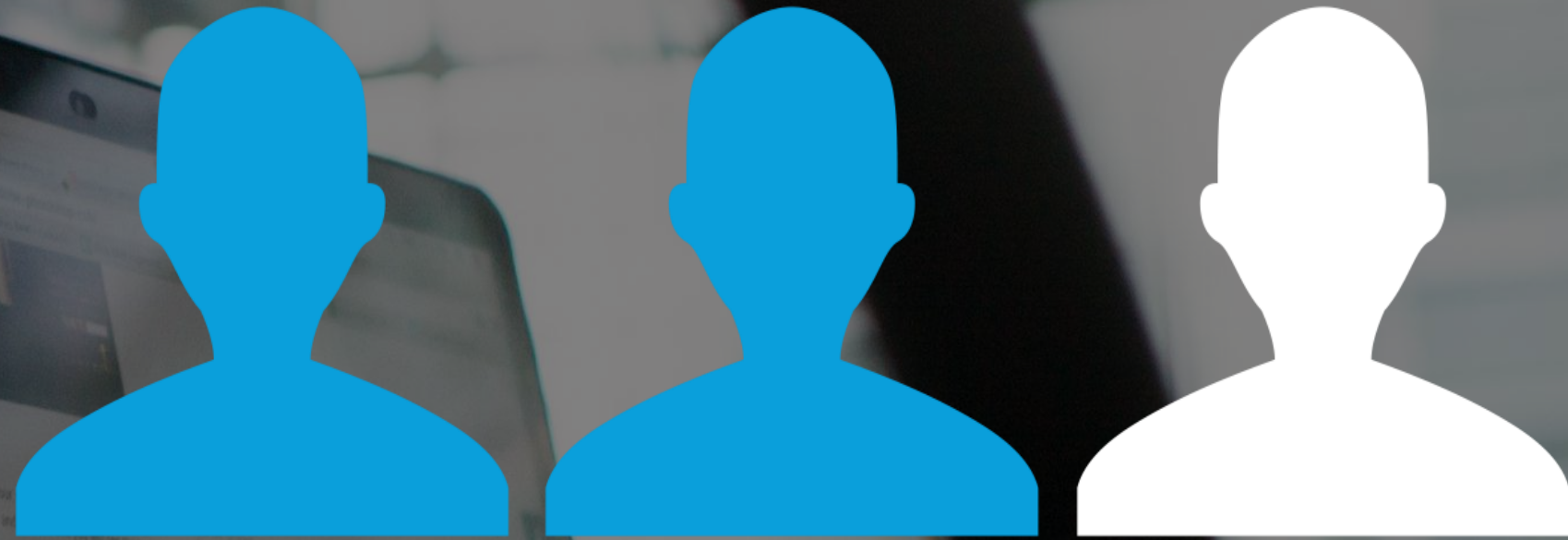
STUDENT
RESOURCES



ALUMNI
OPPORTUNITIES



APPLICANTS ENGAGE ON SOCIAL



2 out of 3

agreed that applicants
engage with them on
social

Social media usage is very high

Admissions



71%

use social media

Career Services



98%

use social media

A GENERATION RAISED ON SOCIAL MEDIA



62% post
information
for friends



51% use
social
groups



43% use
groups for their
studies



The Belk College of Business at UNC Charlotte
Published by Samantha Story [?] · November 11, 2016 ·

Can't make it to the MBA Preview Day this weekend? Get all your MBA questions answered live in our Q&A-style Twitter Chat Monday, November 14 starting at 10:00 a.m.

Tweet your questions now, or join us live to learn more about our top-ranked MBA program.

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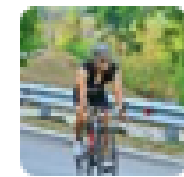
Belk College Retweeted

Mary Katharine Walls @mkwalls_ · Jan 27
[#UNCC21](#) [#BelkCollegeOfBusiness](#)



1 5 80

IT NEVER RAINS, BUT IT ...



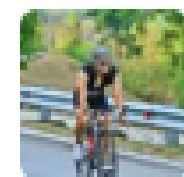
The Hock @tenghock · Feb 13

Cheapest AACSB biz school? In the UK ka? Torn between the UK and Aus. Hate UK weather, like fees. Hate Aus fees, like weather

📍 from Kapar, Kelang

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The Hock @tenghock · Feb 13

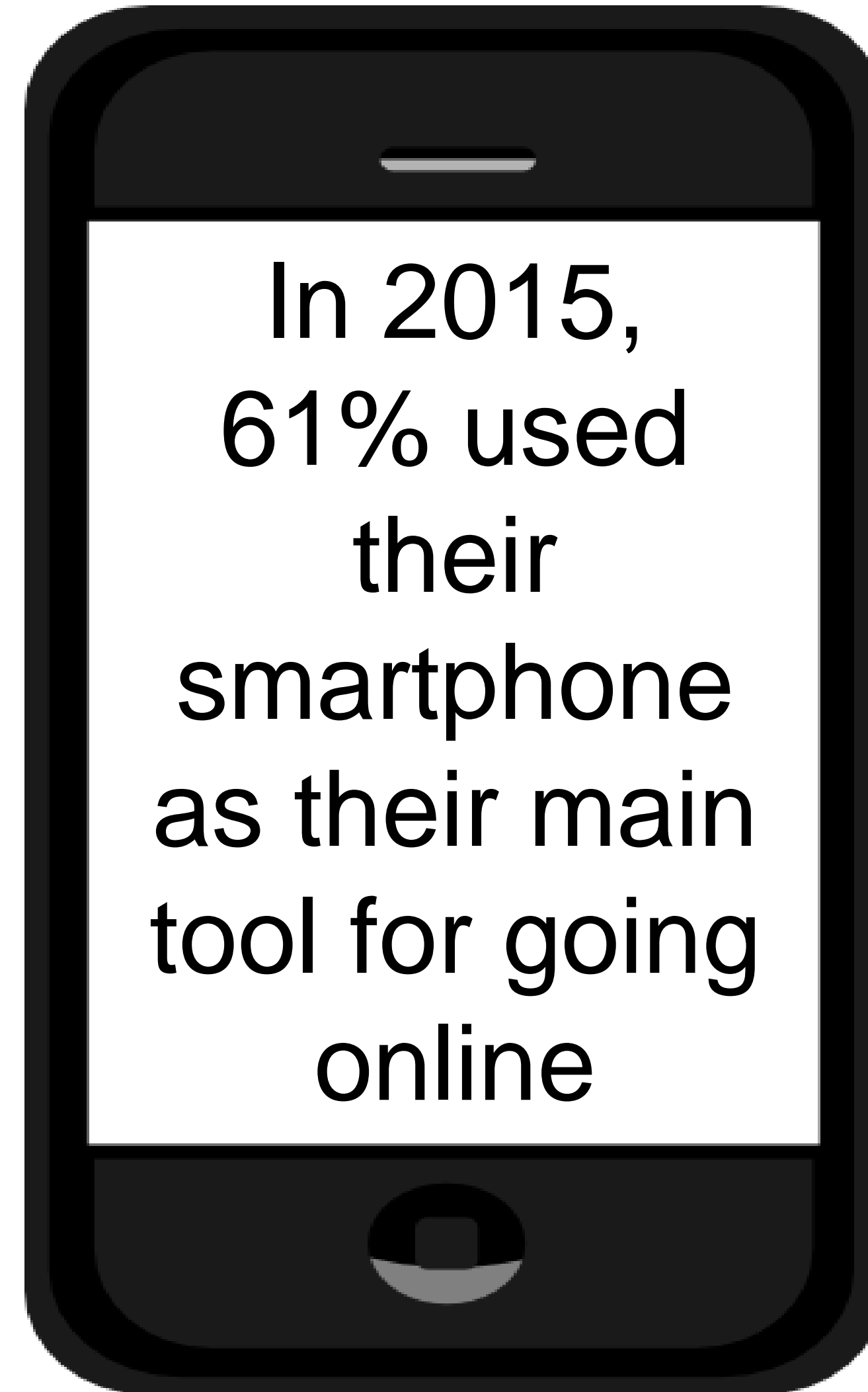
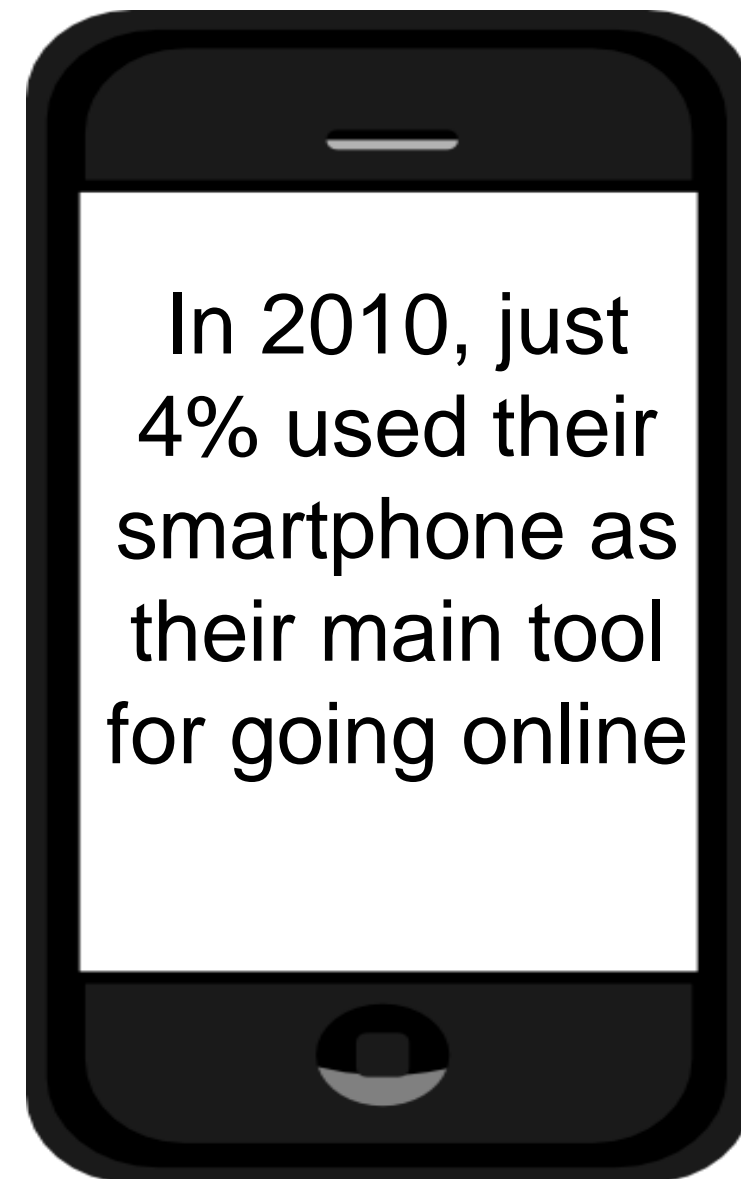
Go University of Liverpool will be fun but location weather is like shit I hear. Even during summer

📍 from Kapar, Kelang

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SMALL BIG



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2012




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Stefanie Rocker

Consultant bei The Boston Consulting Group
Berlin und Umgebung, Deutschland | Management consulting

Word lid van LinkedIn en krijg volledige toegang tot het profiel van Stefanie Rocker. Het is gratis!

Als lid van LinkedIn, kunt u net als 300 miljoen andere professionals connecties, ideeën en carrièreperspectieven delen.

- Weergeven wie u en **Stefanie Rocker** beiden kennen
- Voorgesteld worden aan **Stefanie Rocker**
- Rechtstreeks contact opnemen met **Stefanie Rocker**

[Volledige profiel van Stefanie Rocker weergeven](#)

Overzicht van Stefanie Rocker

Huidig **Consultant bij The Boston Consulting Group**

Vorig Associate bij The Boston Consulting Group
Freelancer (Translations) bij Mama Mio Skincare
Student Research Assistant (Corporate Governance) bij Rotterdam School of Management, Erasmus University
[alles bekijken](#) -

Opleiding RSM Erasmus University
Ludwig-Maximilians Universitat München
Universidad Nacional Autónoma de Mexico
[alles bekijken](#) -

Connecties **184** connecties

Websites Citizen Act


Ervaring van Stefanie Rocker


Naam zoeken:


Zoek naar mensen die u kent van de meer dan 300 miljoen professionals die al lid van LinkedIn zijn.


Voorbeeld: [Jeff Weiner](#)

Gebruikers die dit profiel hebben gezien, bekeken ook...


 **Julian de Bruijn**
Market Insight & Strategy Rep. &...

 **Lisanne van Zwol**
Co-founder at Kromkommer and co-owner...


 **Joppe Out**
Oprichter at Twenty Energy

 **Frans Kortekaas**
Consultant at Deloitte Consulting

 **Patrick Sbosny**
Co-Founder at Fleasy

 **Lotte Boekestijn**
Consultant at SeederDeBoer

 **Nikolas Papanastasiou**
at Deep Blue Capital

 **Sylvia Feilhauer**
Consultant

 **Welmoed Altens**



Connecting with applicants

- Engage potential applicants in conversations
- Connect applicants with alumni or students
- Inform candidates about application process



How schools can help:

- Teach social media networking skills
- Provide training on building a personal brand
- Give advice on developing a strong social media profile

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by Claudia Erlemann

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FROM MUMBAI TO THE WORLD



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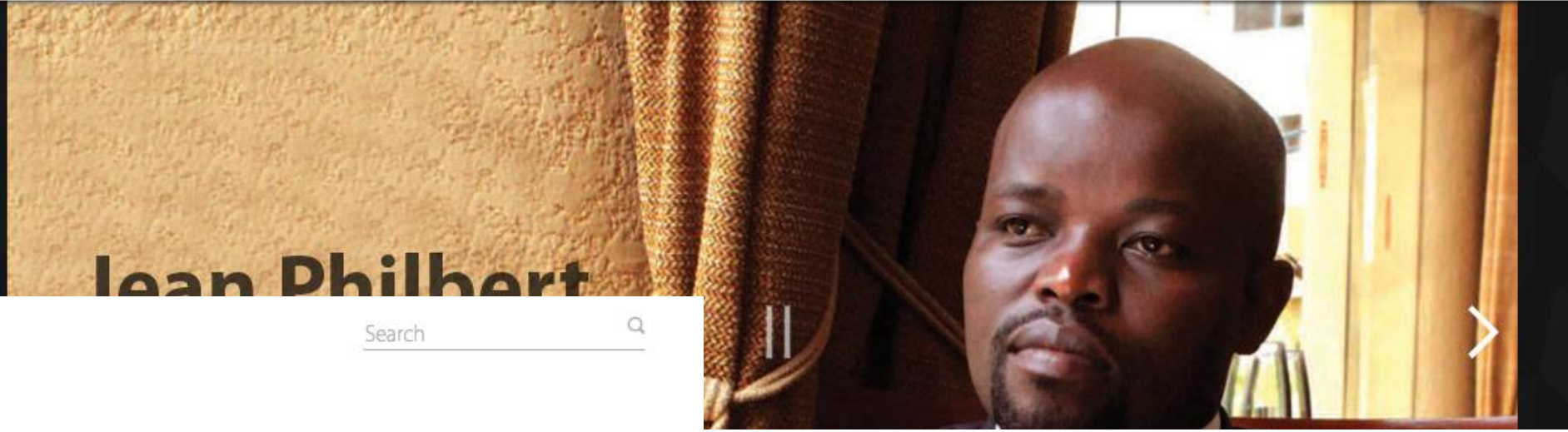
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Our alumni are part of an elite community of global graduates who have been hand businesses for some of the world's top companies. Several others have paved highly success They are globally intelligent, culturally agile and adapt to new situations with ease and fines their success represents our success as a school.

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Heinz, UAE
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Jane Savari
Danone, United Kingdom
Global MBA, 2010

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at Dartmouth

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The Gift of Self-Reliance

Tuck's Broehl/Hornsby Social Innovation Fund sponsored a First-Year Project in which a group of students traveled to Nicaragua to assist in an effort to improve...

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Because what we do endures, what you do matters.

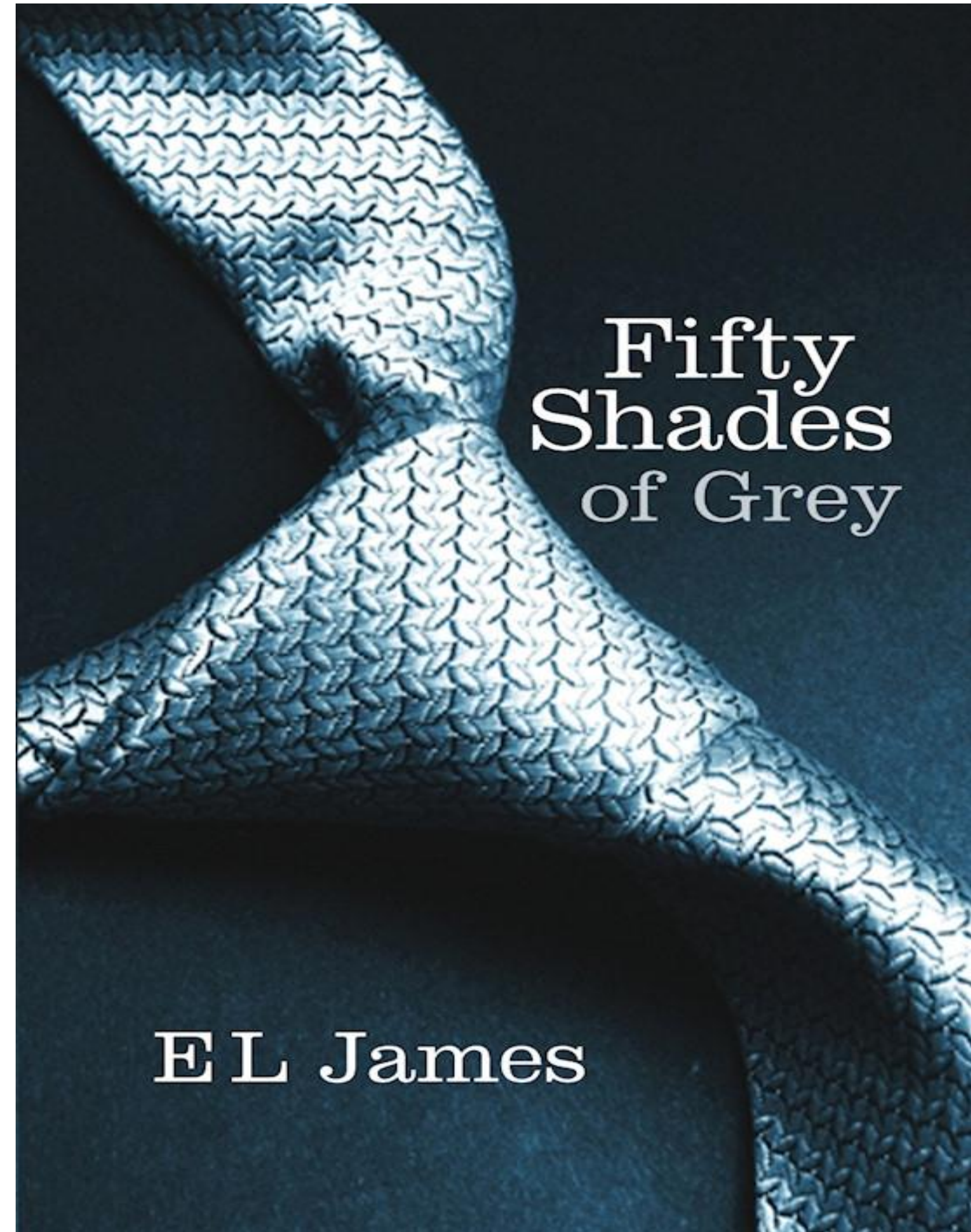
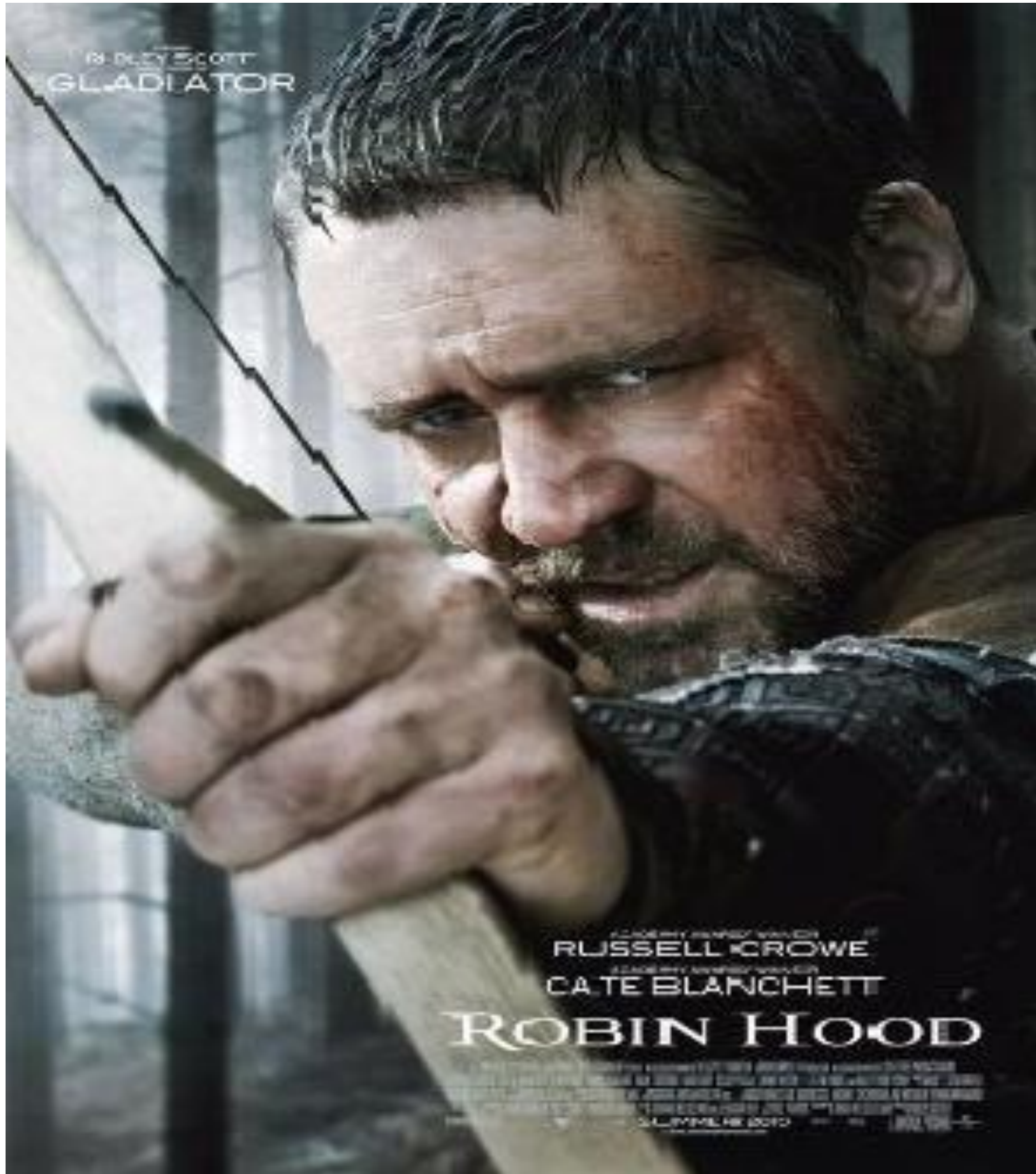
For more than a century, Tuck has shaped leaders who pursue the business world's

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Tuck Annual Giving



ONE BRAND IS NEVER ENOUGH





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