



# What tools are effective in promotion of higher education

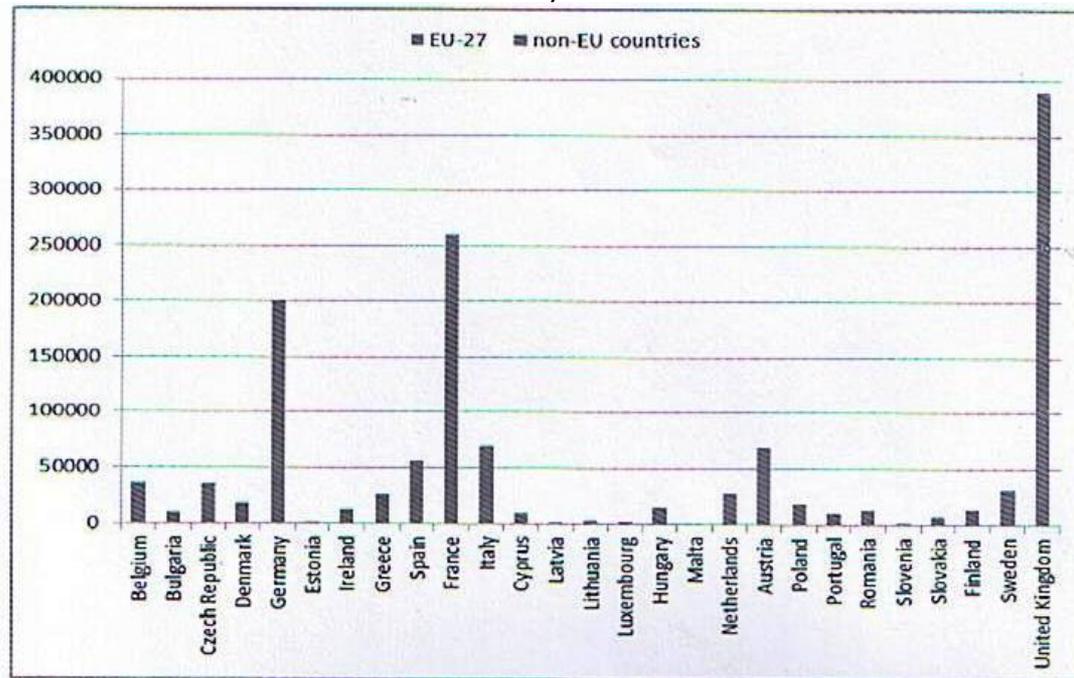
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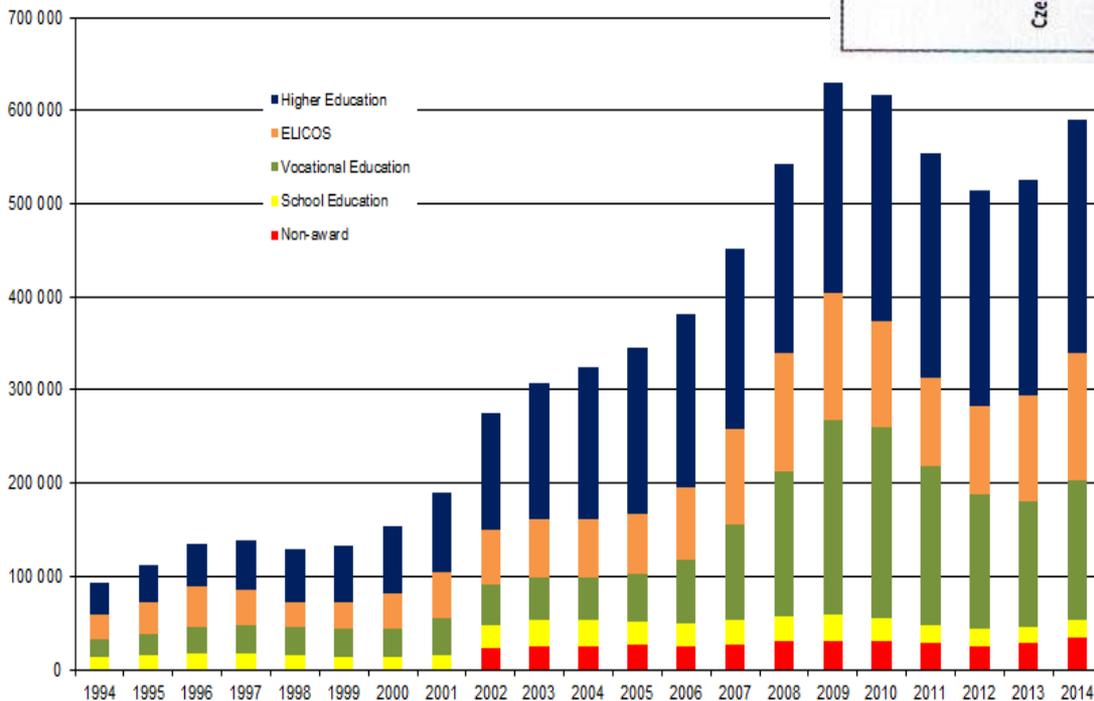
## Potential of International Students

- ✓ Nearly 4.3 million students are enrolled in university-level education outside their home country.

Numbers of International tertiary students in EU-27 countries



International Student Enrollments in Australia 1994-2014



UK, France & Germany, (950.000 international students)



Over 500.000 international students

[https://internationaleducation.gov.au/research/International-Student-data/Pages/InternationalStudentData2014.aspx#Annual\\_Series](https://internationaleducation.gov.au/research/International-Student-data/Pages/InternationalStudentData2014.aspx#Annual_Series)

## Potential of International Students

- The U.S. enrolled by 886,052 undergraduate and graduate students, school year 2013-2014 (Over \$27 billions , U.S. Dept of Commerce)
- 4% of overseas students, which hosts more of the world's 4.5 million international students than any other country.
- Grow 72% since 2000. Students from China, India and South Korea now represent about 50% of all international students in the U.S..



❖ Asian students represent 53% of foreign students enrolled worldwide. The largest numbers of foreign students are from China, India and Korea.

- ❑ Universities contributed £73 billions to the UK economy in 2011–12 (2.8% of GDP)
- ❑ Student satisfaction has continued to increase, reaching a new high of 86% in 2014

- International students contributed a record \$17.5 billions to the Australian economy for the 12 months to the end of March 2015

In general, European Universities adopted the US management system in higher education such as :

1. Strong in management
2. Avoiding collegial system
3. External board-quality assurance- academic ranking

What was not transferred ?

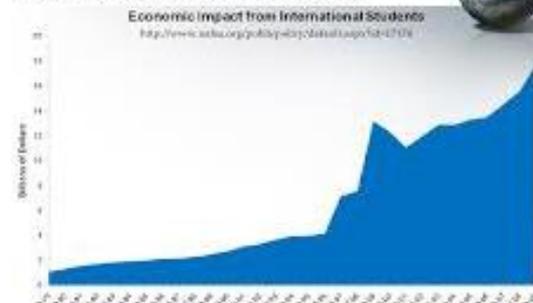
1. Tenure system
2. Marketing
3. Branding

But if do not able to shift and or to link between education and economic development purpose, the European Universities will not be the main departure of Asian Students.

**In the U.S., and Australia, the fee are high but still attract high numbers of overseas students ! Satisfaction is increasing!**



NAFSA International Student  
Economic Impact for 2008-09: \$17.6 Billion



# How to attract overseas student?

## Strategy in International Recruitment

1. Online/web promotion – but is not as effective as Educational Fairs
- ✓ Direct contact, and assistantship including to offer full and non full scholarships are important to attract international students .
- ✓ U.S. and Australia are intensive e.g. maintaining a presence at conferences, job fairs overseas, offering generous financial aid to international students, improving the social media outreach, building strong partnership with overseas bodies



2. Marketing and Branding  
These need vigorous efforts. The system has to ensure the consistency of Institution strategy. Improving quality of data management and education, rankings, accreditations, partner agreements, alumni placement (job), overseas staff- demonstrate quality can strengthens its brand and improve market.
3. Online Education (Education with technology)

Thank you

Terima Kasih