

**2022**

# **Student Trends That Will Enhance Your Enrollment Strategy**

# Welcome!



**STEVEN YUN**  
VP SALES  
KEYSTONE EDUCATION GROUP

## KEYSTONE EDUCATION GROUP

Over **110 million** students annually find their education across Keystone's **460** websites including Bachelorstudies.com, FindAMasters, masterstudies.com, FindAPhD, and educations.com.

In turn, Keystone helps institutions to recruit students across a comprehensive range of student marketing, recruitment and conversion services through its websites as well as through UniQuest, Keystone Apply, Blueberry.nu and Keystone Sports.



## ANY QUESTIONS?

Email us at [marketing@keystoneacademic.com](mailto:marketing@keystoneacademic.com)

# Meet Our Panel



**CHRISTOPHER CARTER**

ASSISTANT DIRECTOR OF ADMISSION &  
RECRUITMENT ENGAGEMENT

NEW JERSEY INSTITUTE OF TECHNOLOGY  
(NJIT)



**LAKIN WOOLDRIDGE**

DIRECTOR OF ENROLLMENT  
MANAGEMENT

EASTERN KENTUCKY UNIVERSITY  
(EKU)



**HALIE SISLE**

CRM & ENROLLMENTS SYSTEM  
ANALYST

EASTERN KENTUCKY UNIVERSITY  
(EKU)

# 2022 Global Student Survey

# 20,127

student respondents

DATA COLLECTED APRIL 2022

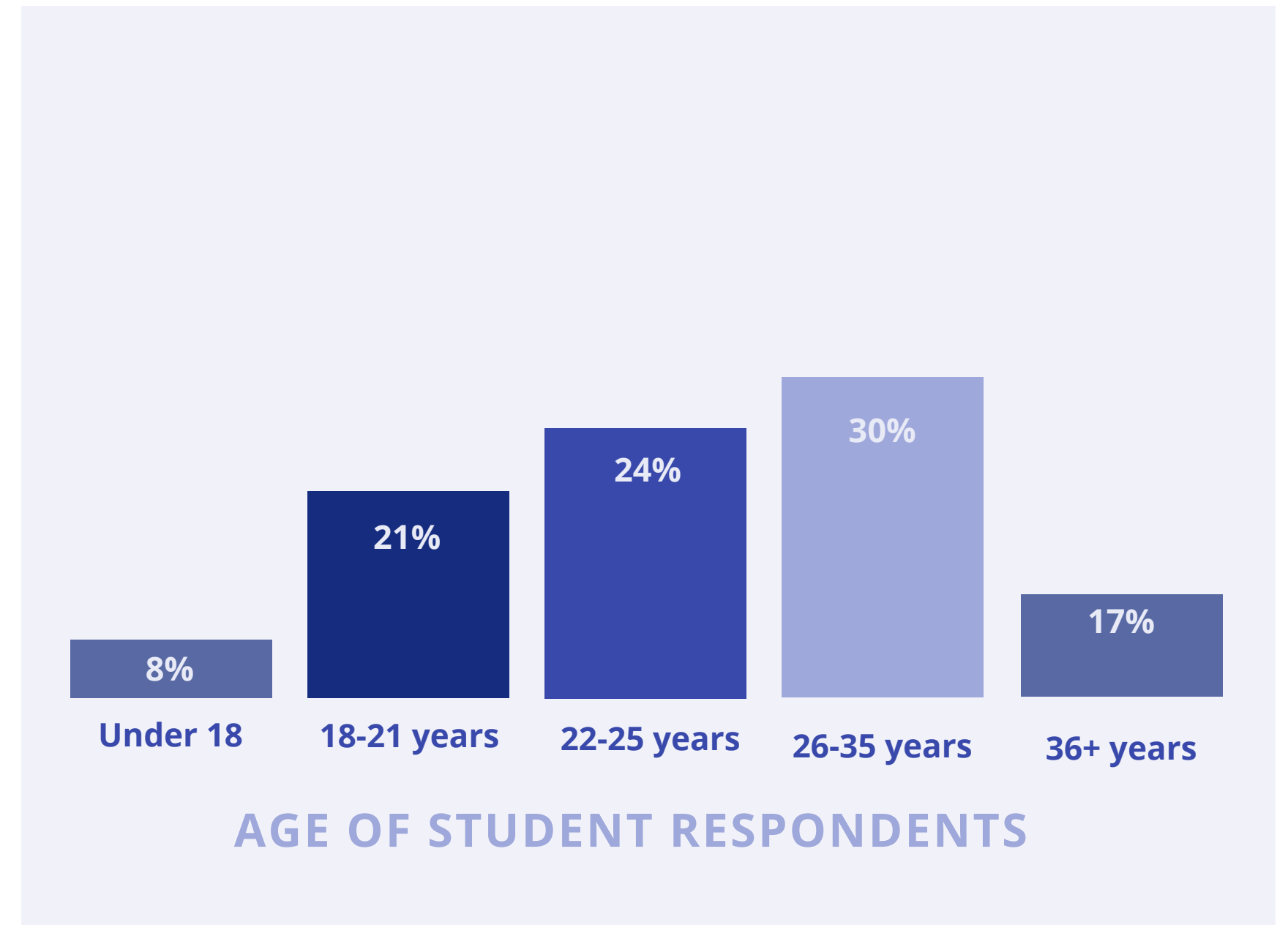
94% INTERESTED IN STUDYING ABROAD

RESPONDENTS FROM 200+ COUNTRIES



## TOP RESPONDENTS FROM...

- ✓ India
- ✓ Nigeria
- ✓ Brazil
- ✓ Italy
- ✓ USA
- ✓ Canada
- ✓ United Kingdom





**How are  
student  
preferences  
evolving?**

WE ASKED

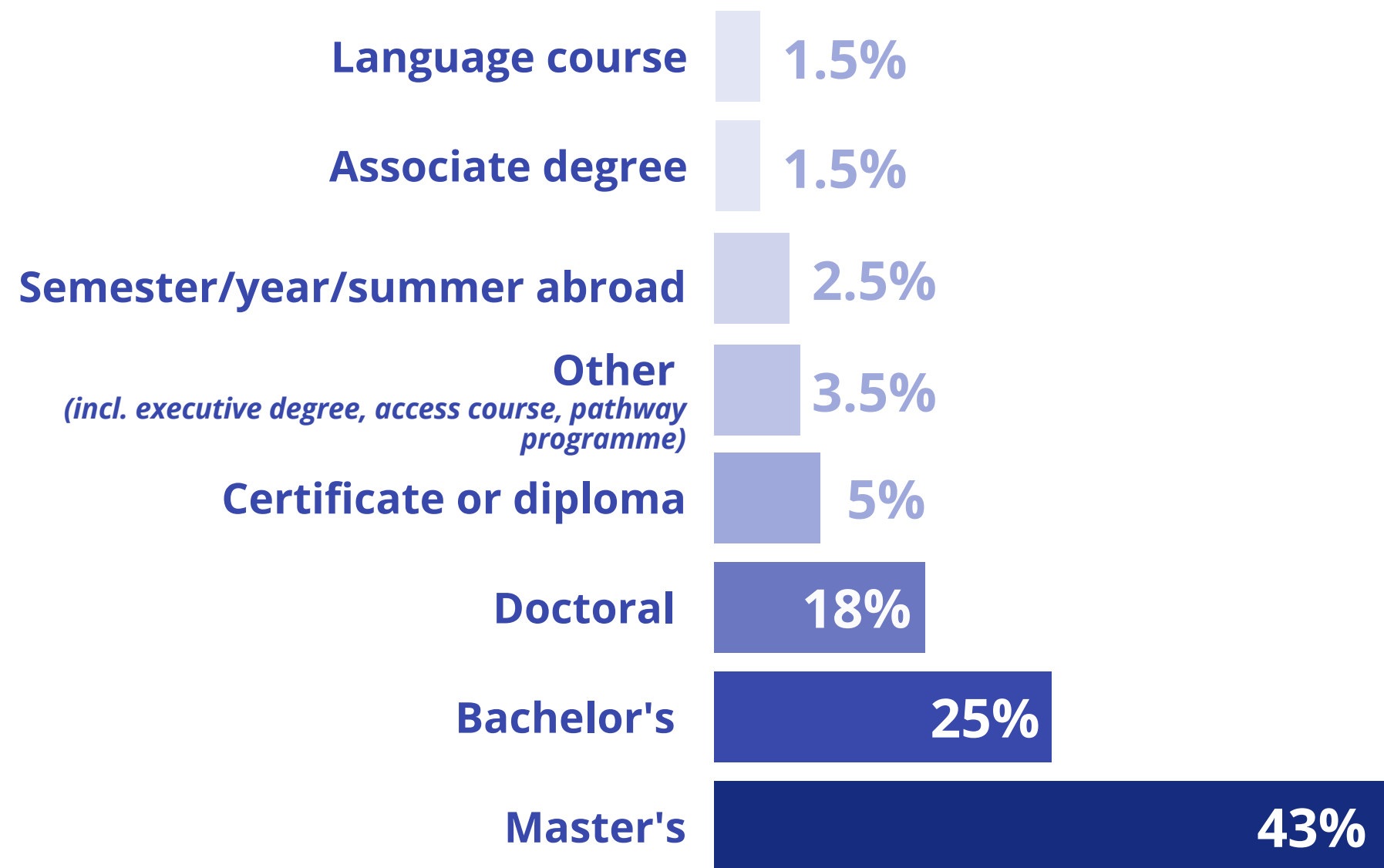
# Desired Study Location

- #1** United Kingdom (18%)
- #2** United States (14%)
- #3** Canada (12%)
- #4** Germany (8%)
- #5** Australia (6%)
- #6** France (4%)
- #7** Italy (4%)
- #8** Netherlands (3%)
- #9** Spain (3%)
- #10** Sweden (2%)

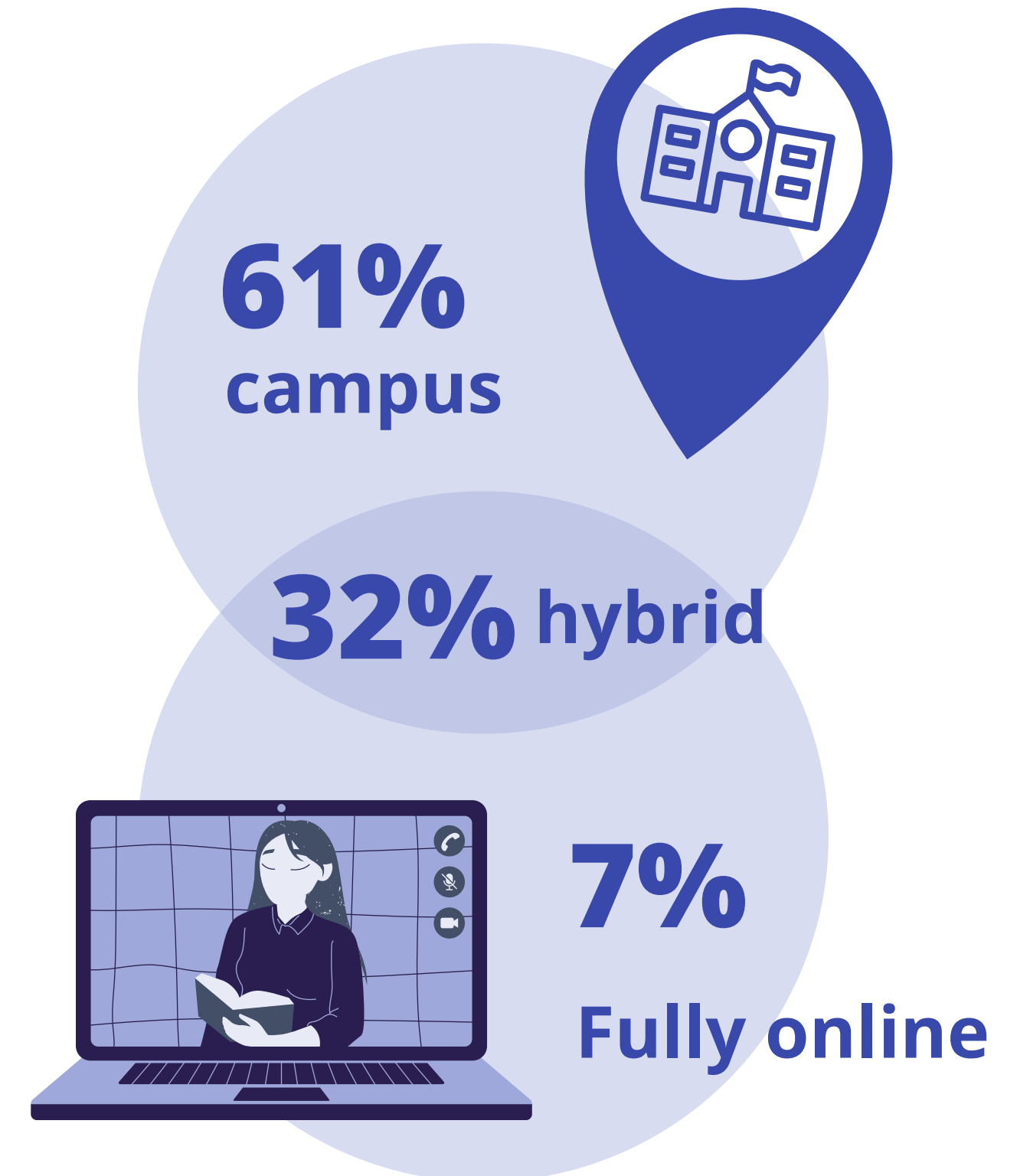


# Study Preferences 2022

WHAT TYPE OF PROGRAM ARE YOU INTERESTED IN?



PREFERRED STUDY MODE



# Top 10 Desired Fields of Study

STUDENTS INTERESTED IN STUDYING IN THE UNITED STATES

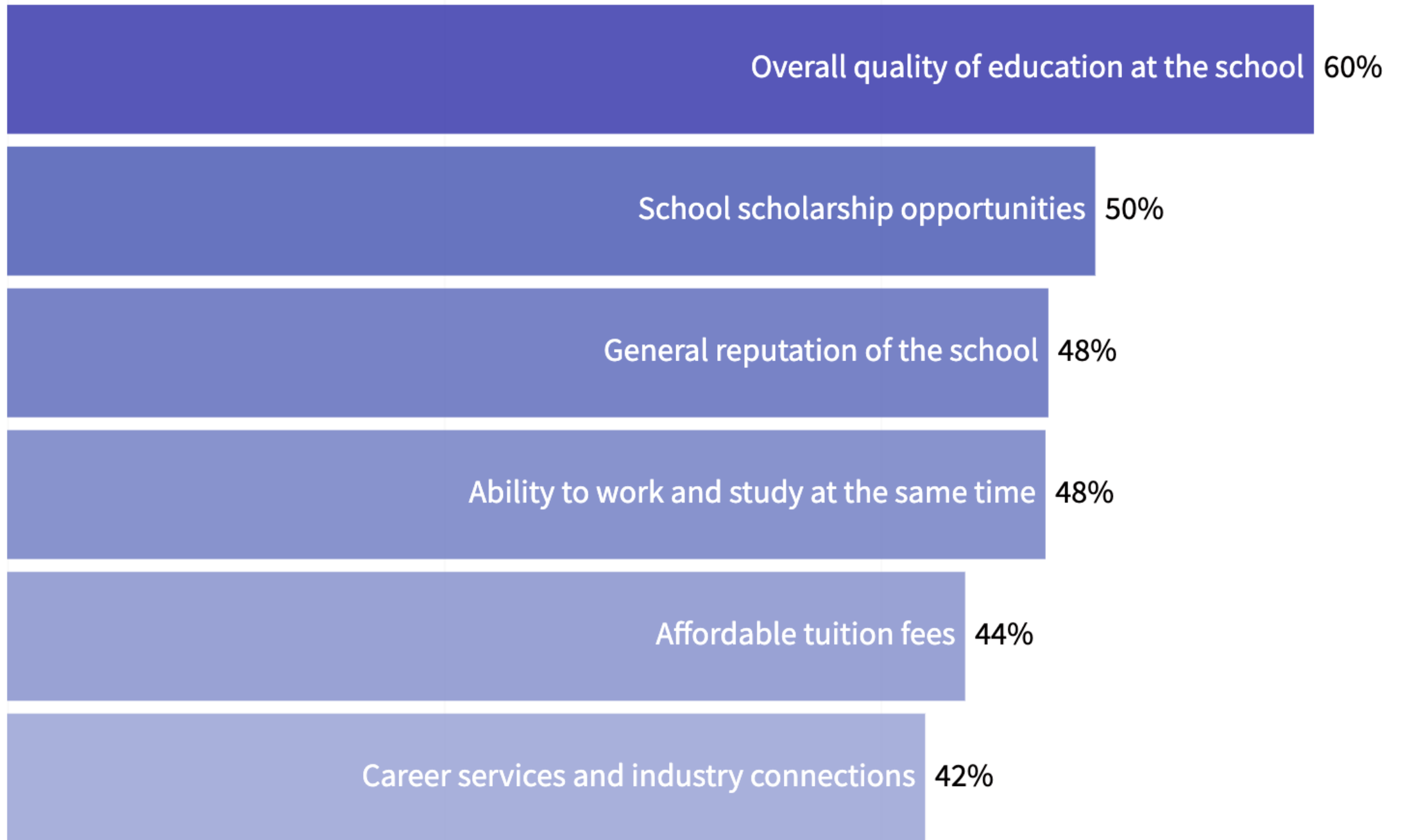
#1 Health Care & Medicine	20.2%
#2 Business & Administration	19.1%
#3 Computer Science & IT	16.4%
#4 Engineering Studies	12.7%
#5 Social Sciences	8.4%
#5 Business Studies	8.4%
#7 Natural Sciences	7.4%
#8 Teaching and Education	7.2%
#9 Life Sciences	7.1%
#10 Humanities & Culture	6.8%





WE ASKED

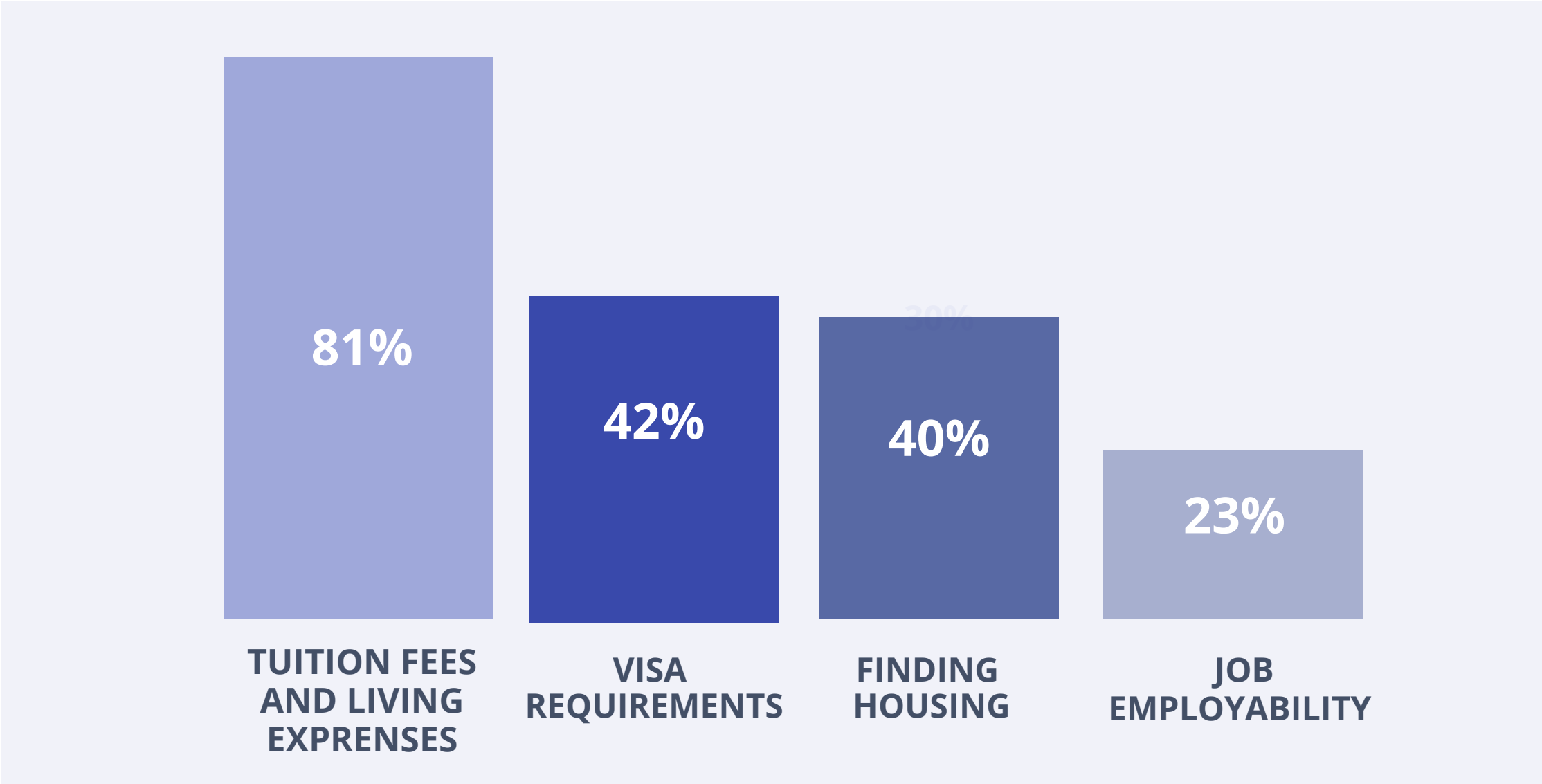
# Top Factors When Selecting A College



\*Students were able to select up to three factors

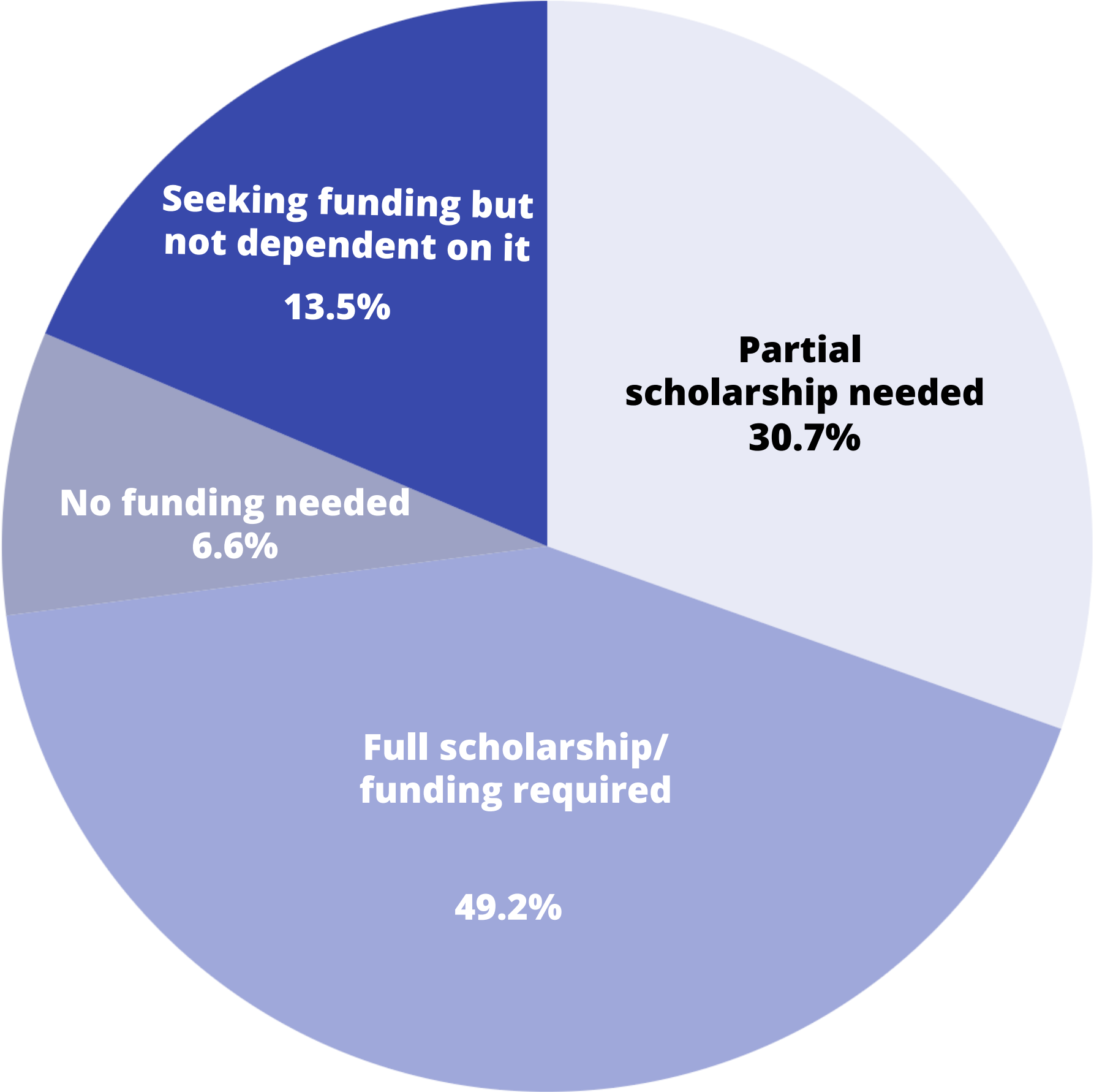
WE ASKED POTENTIAL INTERNATIONAL STUDENTS

# What concerns you most about studying abroad?

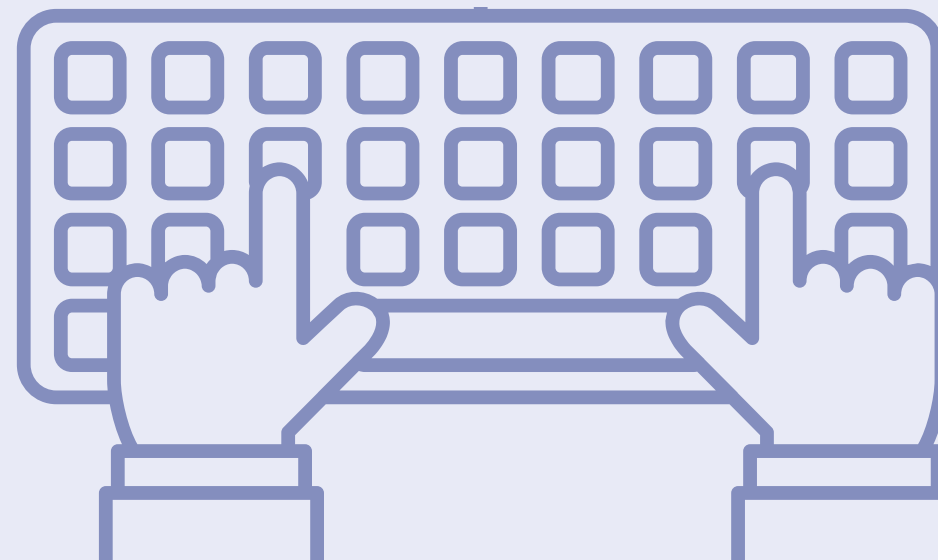


WE ASKED

# How important are scholarships for programs in the US?

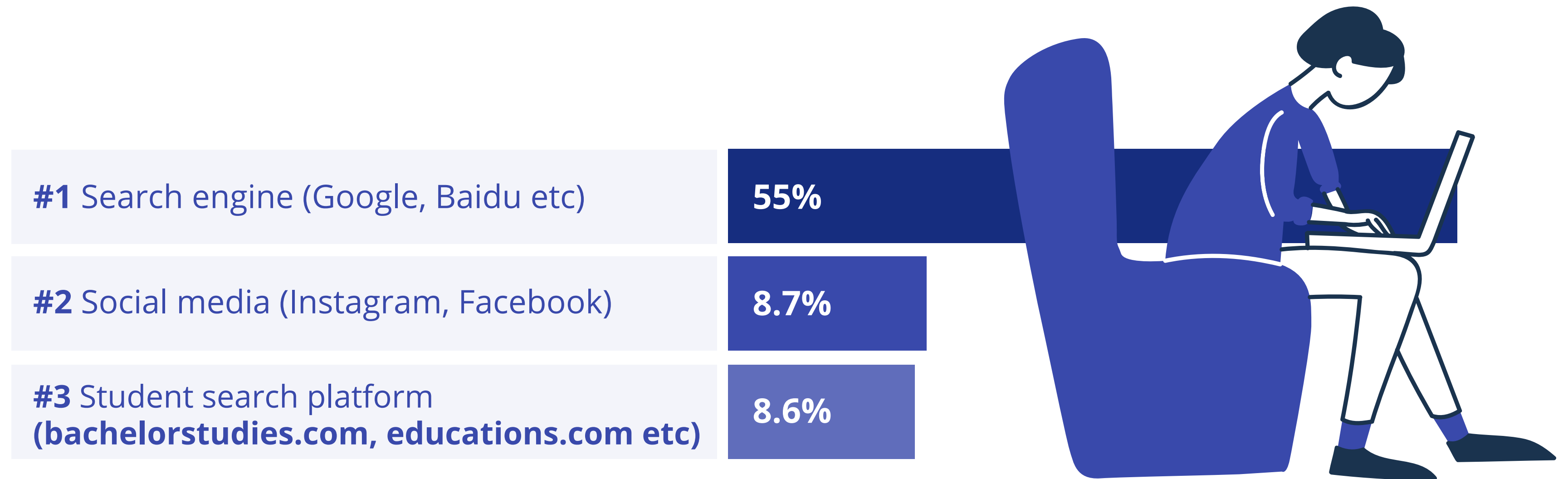


**How can  
institutions  
improve their  
student outreach?**



# Top #3 Study Research Methods

FOR STUDENTS INTERESTED IN STUDYING IN THE US



WE ASKED

# What information is most helpful when deciding where to study?



**#1**

Scholarship and funding information

61%



**#2**

Ranking tables

28%



**#3**

Student case studies

27%



**#4**

Study abroad websites

25%



**#5**

Study abroad guides

23%



# 40%

**are most interested in receiving information about scholarships and funding assistance**

## 11%

**MOST INTERESTED IN INFORMATION ON VISAS AND IMMIGRATION**

## 10%

**IN COST OF LIVING INFORMATION**

WE ASKED

# Preferred Communication



**#1 Email (74%)**



**#2 Instant Messaging (9%)**  
e.g. WhatsApp, Messenger



**#3 Video chat (7%)**



**#4 Phone call (4%)**



**#5 Live chat/chatbot (4%)**

**62%**

**EXPECT A RESPONSE  
FROM INSTITUTIONS IN  
24 HOURS OR LESS**

**9%**

**EXPECT A RESPONSE  
IMMEDIATELY**



WE ASKED

# How can institutions improve their communication with prospective students?

**#1** through the **quality** of response

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**#2** the **availability** of information

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**#3** the **speed** of response



**Any Questions?**

# Thank you!

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