



**KEYSTONE**  
EDUCATION GROUP

# State of Student Recruitment

2023

Recruitment trends in 2023, plus student preferences and barriers to studying abroad



# Our panel



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**Keystone Education Group**  
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**Mt. San Antonio College**  
Director, International Student  
Program



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**geNEOUS**

Founder & CEO



**Katie Van Wyk**

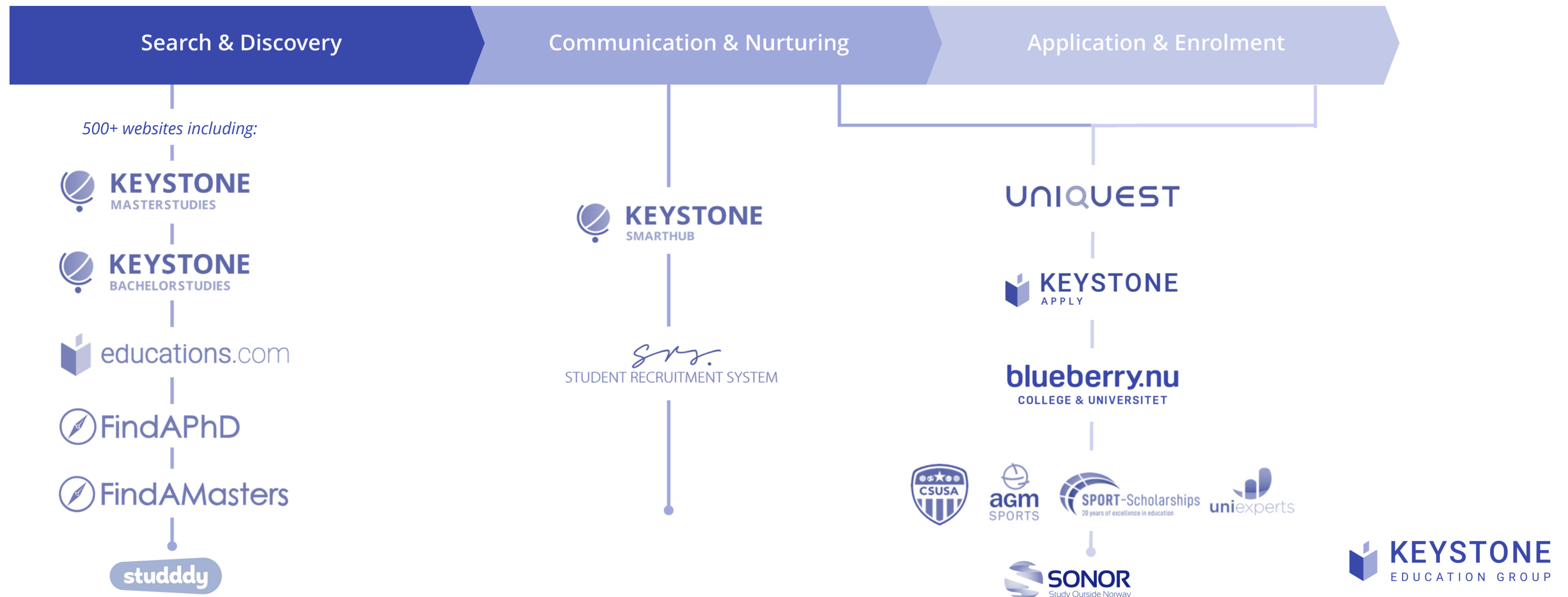
**The University of Arizona**  
Director, International Admissions  
and Enrollment

## Housekeeping

- Your audio will be muted by default
- Any technical problems, please email [marketing@keg.com](mailto:marketing@keg.com)
- Ask questions! Please use the Q&A tab to put questions forward to our presenters

# Who we are – Keystone Education Group

Over **120 million** students annually find their education across Keystone's **500** websites including Bachelorstudies.com, FindAMasters, 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.



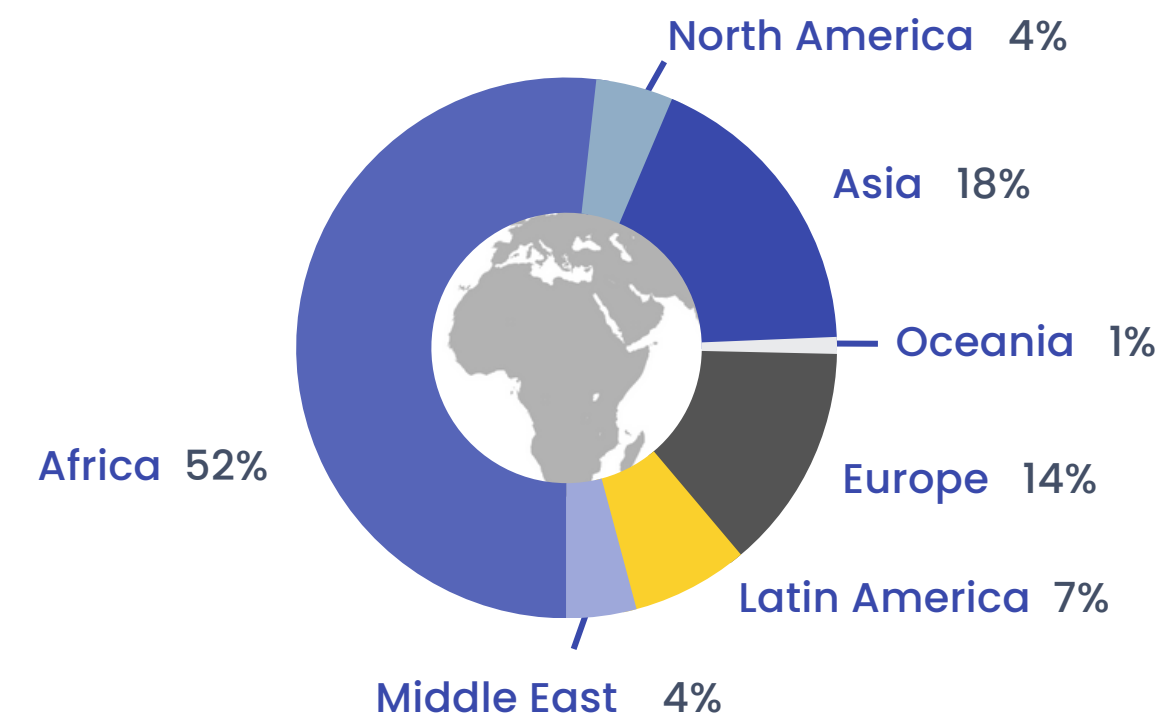
# Our survey

**23,856**  
Total Respondents

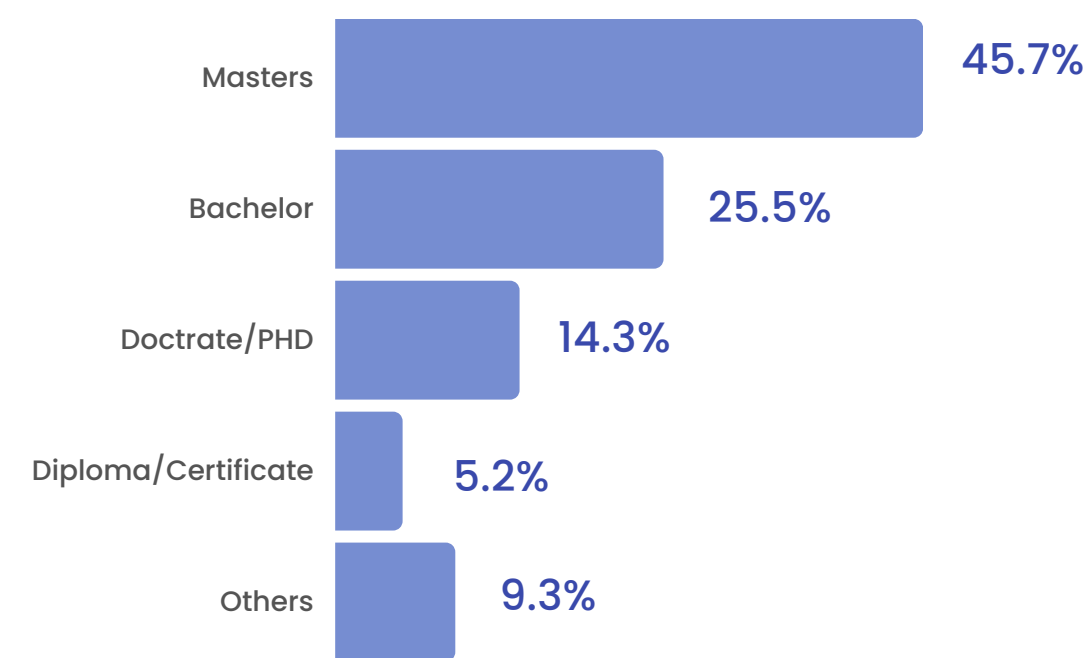
Insights within from this survey are prepared for illustrative purposes only and are not intended for use as scientific evidence of causation or behavior. Data points do not add up to 100% when a selection of multiple options were available.

Data collection took place January-April 2023, with students and prospective students targeted across Keystone's 500+ student sites and through our email database.

## Represented nationalities



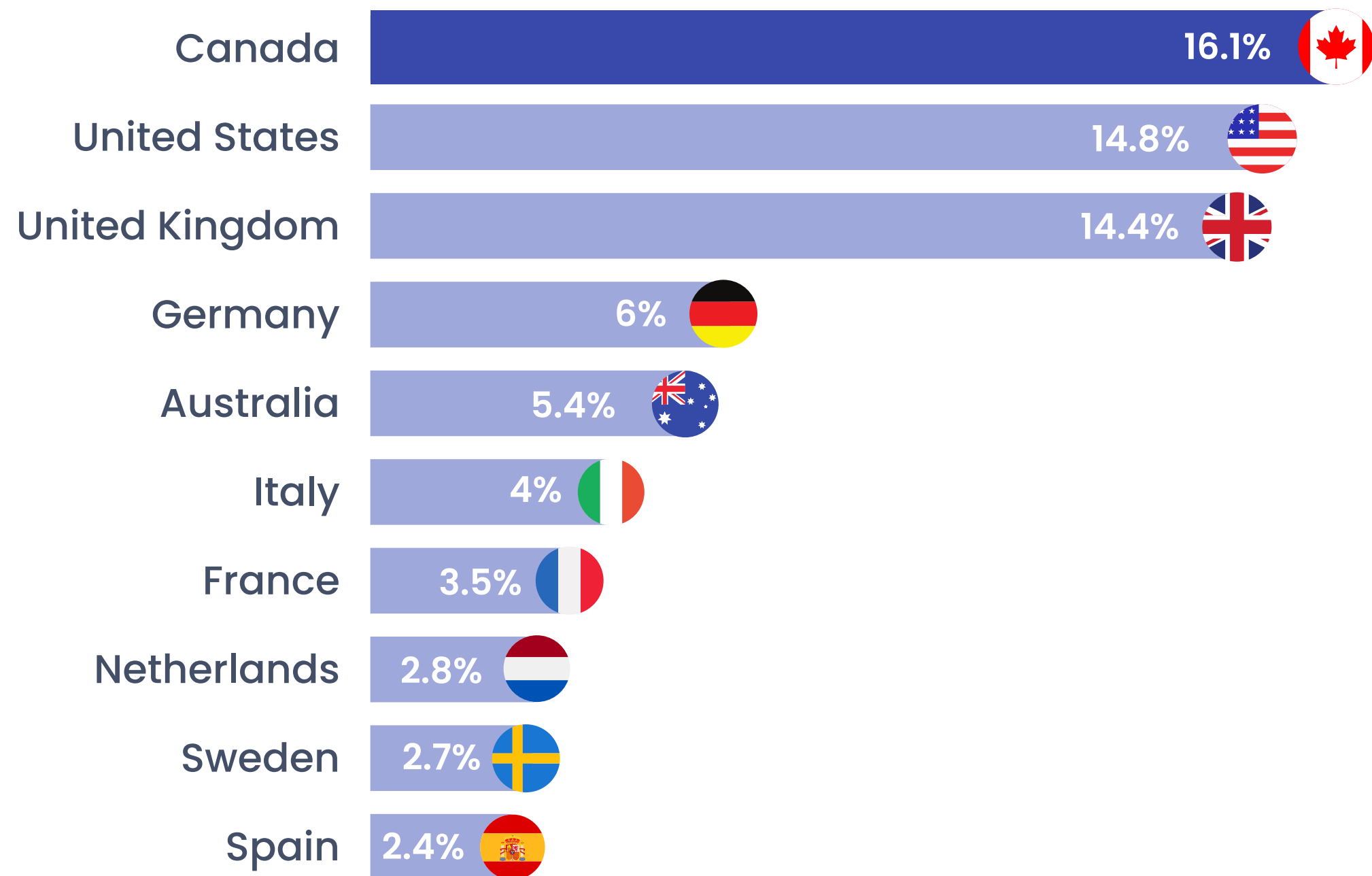
## Study Level



## Age

21 and under	27.5%
22-35	51.8%
36+	20.1%

# Top study abroad destinations continue to shift rapidly



**+29%**

Canada replaces the UK as the top study abroad destination - 29% increase in popularity from 2022

**+8%**

USA up in popularity from 2022

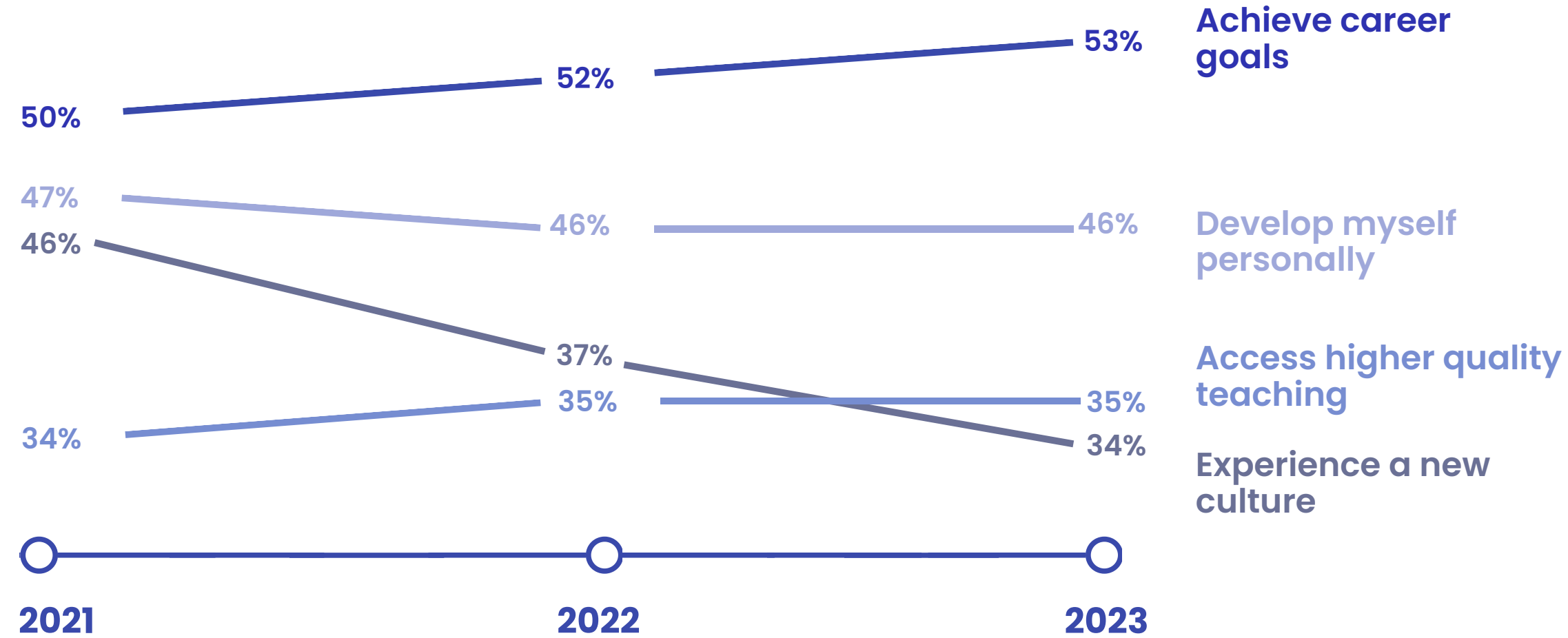
**-20%**

UK drops by 20% from 2022

**-29%**

Germany also down in popularity

# Career outcomes top motivation



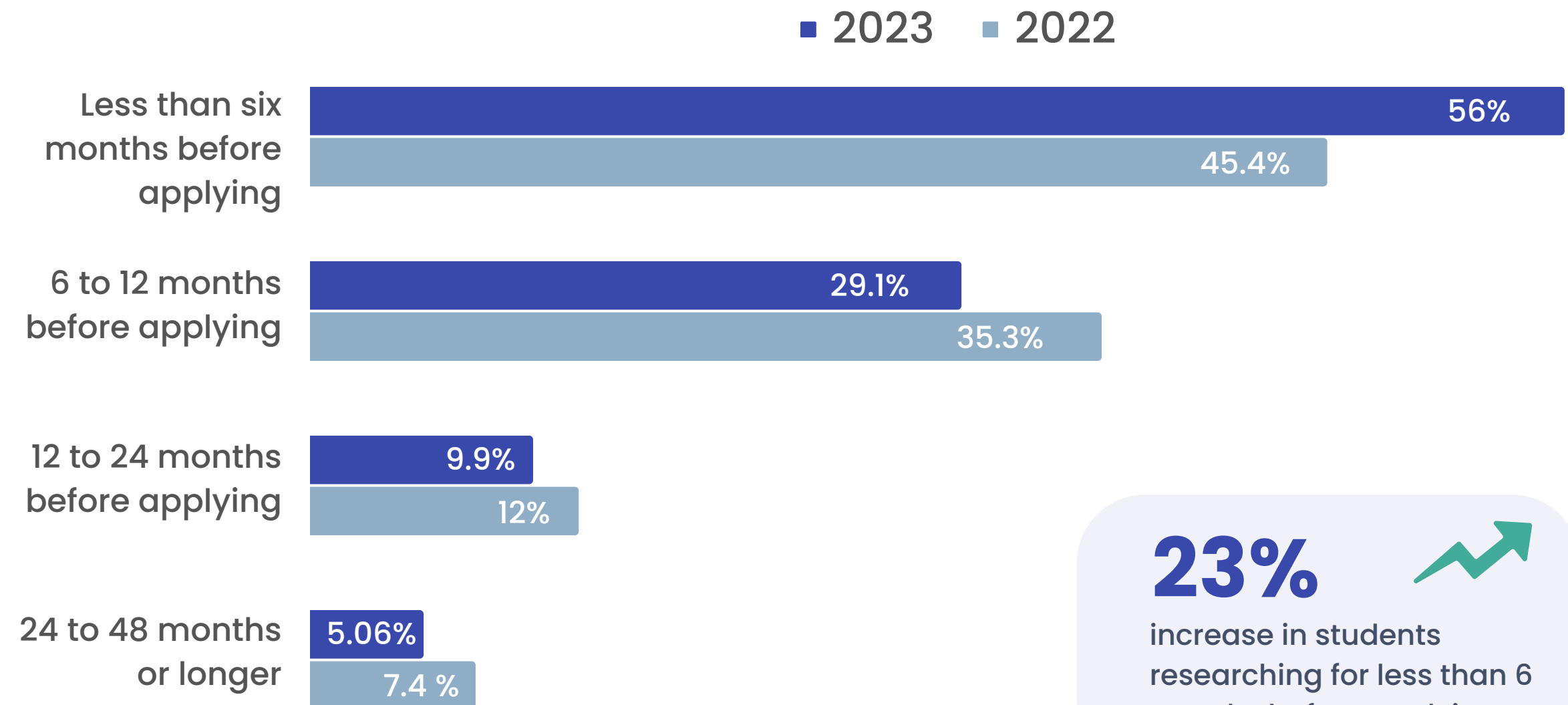
**22%** decrease in having an adventure from 2022


**7.3%** decrease in experiencing a new culture from 2022




# A shorter student journey

*How long did you begin researching before applying?*



**23%** 

increase in students researching for less than 6 months before applying

 How do your admissions teams cope with a shorter student journey? *Let us know in the chat!*

# Online outlets dominate student search & discovery

01

Search online

i.e. Google

02

University listings platforms

i.e. masterstudies.com

03

Social media

04

Online webinars/sessions

05

Online community groups

i.e. Facebook, Quora



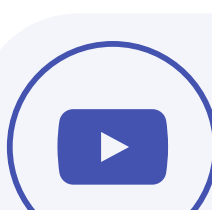
**81%**

use online modes  
of research



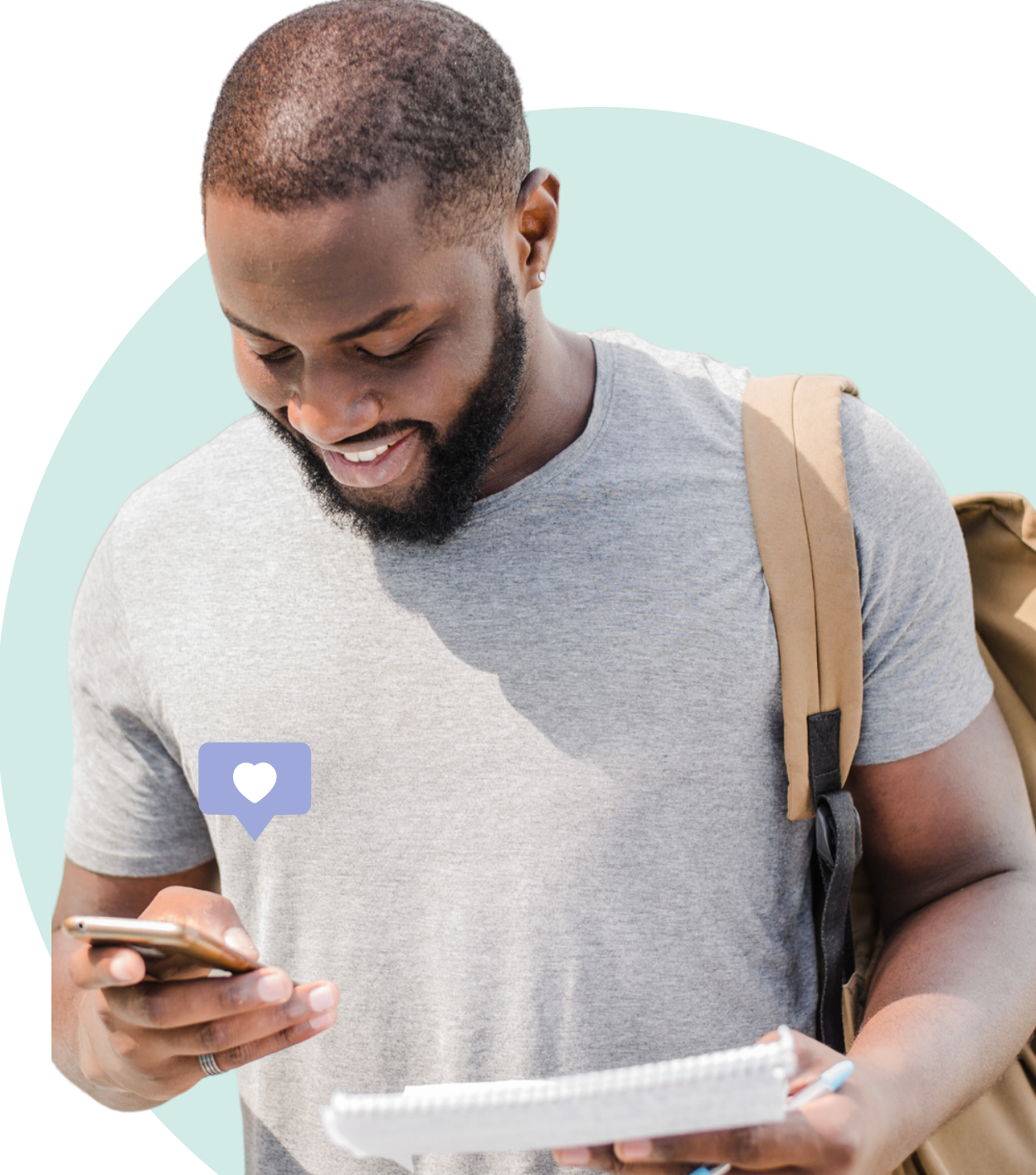


# Instagram & Facebook remain top outlets for learning about opportunities

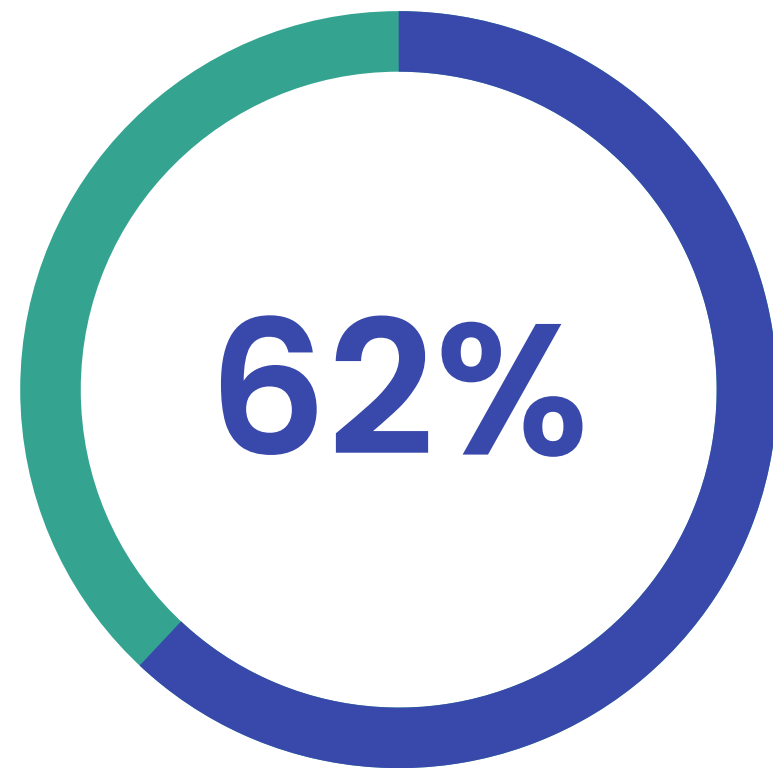
	<b>Instagram</b>	<b>27.5%</b>
	<b>Facebook</b>	<b>26.5%</b>
	<b>LinkedIn</b>	<b>17.1%</b>
	<b>YouTube</b>	<b>8.8%</b>

**+26.3%**  
increase in YouTube compared to 2022

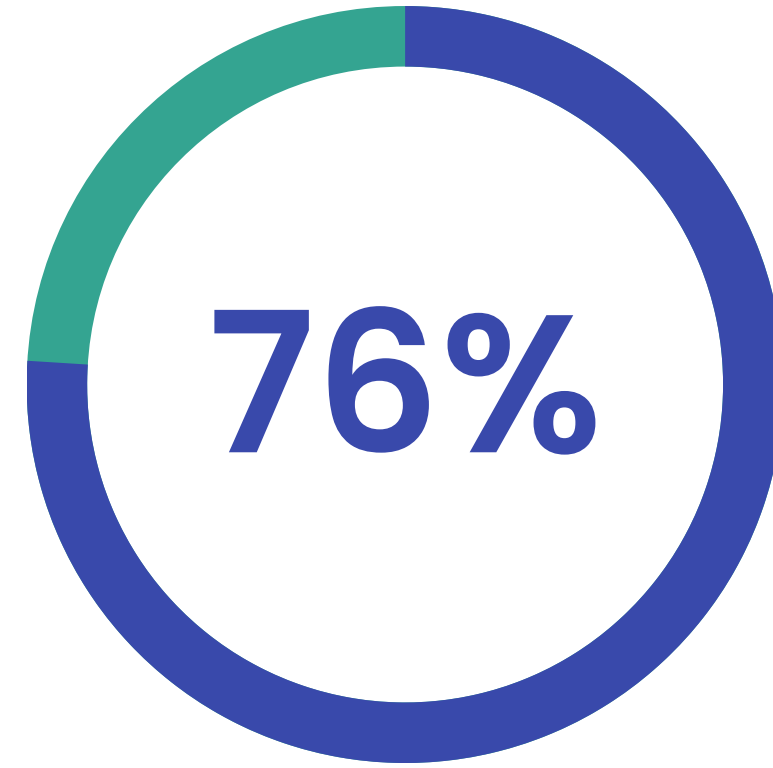
**-8.7%**  
decrease in Instagram compared to 2022




# Students expect faster responses every year

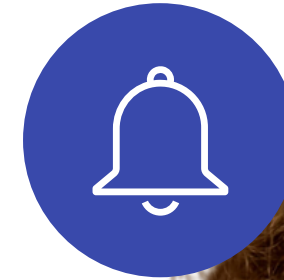


expect a response from a university within 24 hours or less

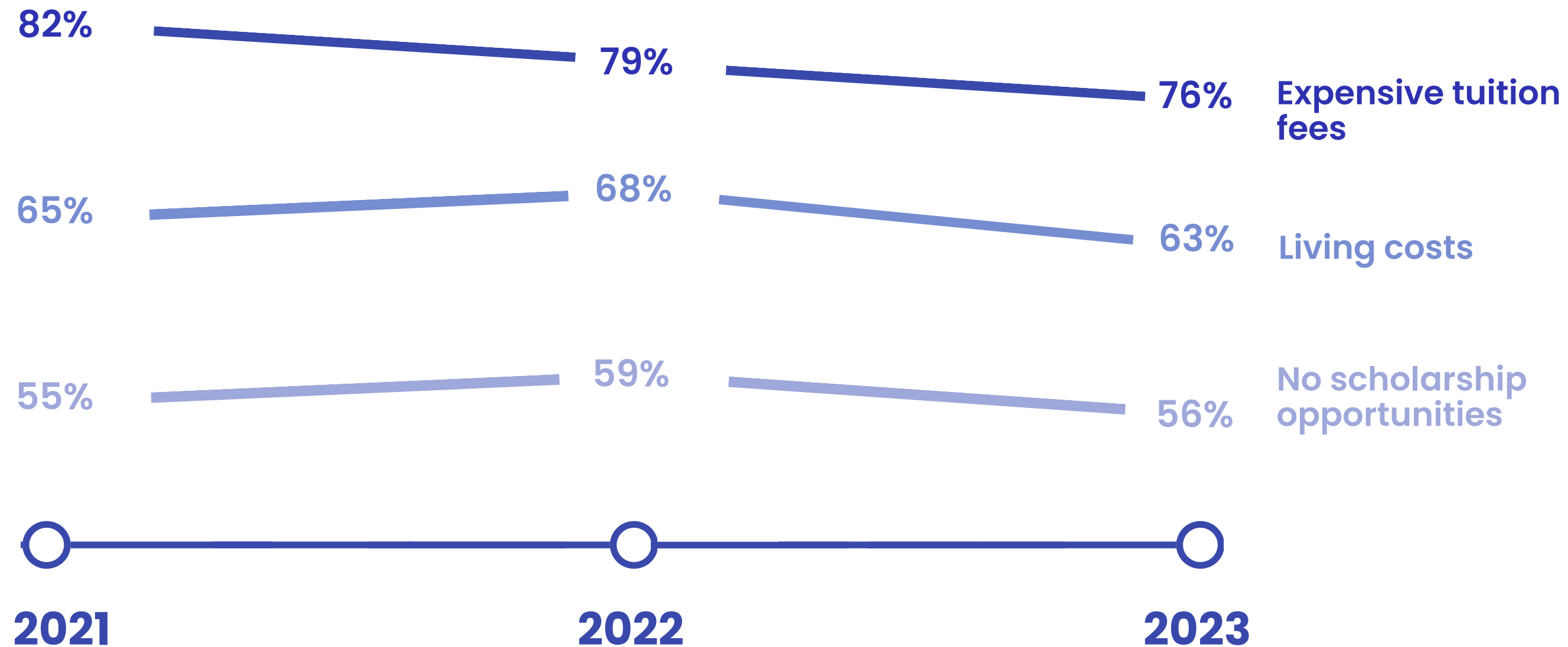


prefer to be contacted by email

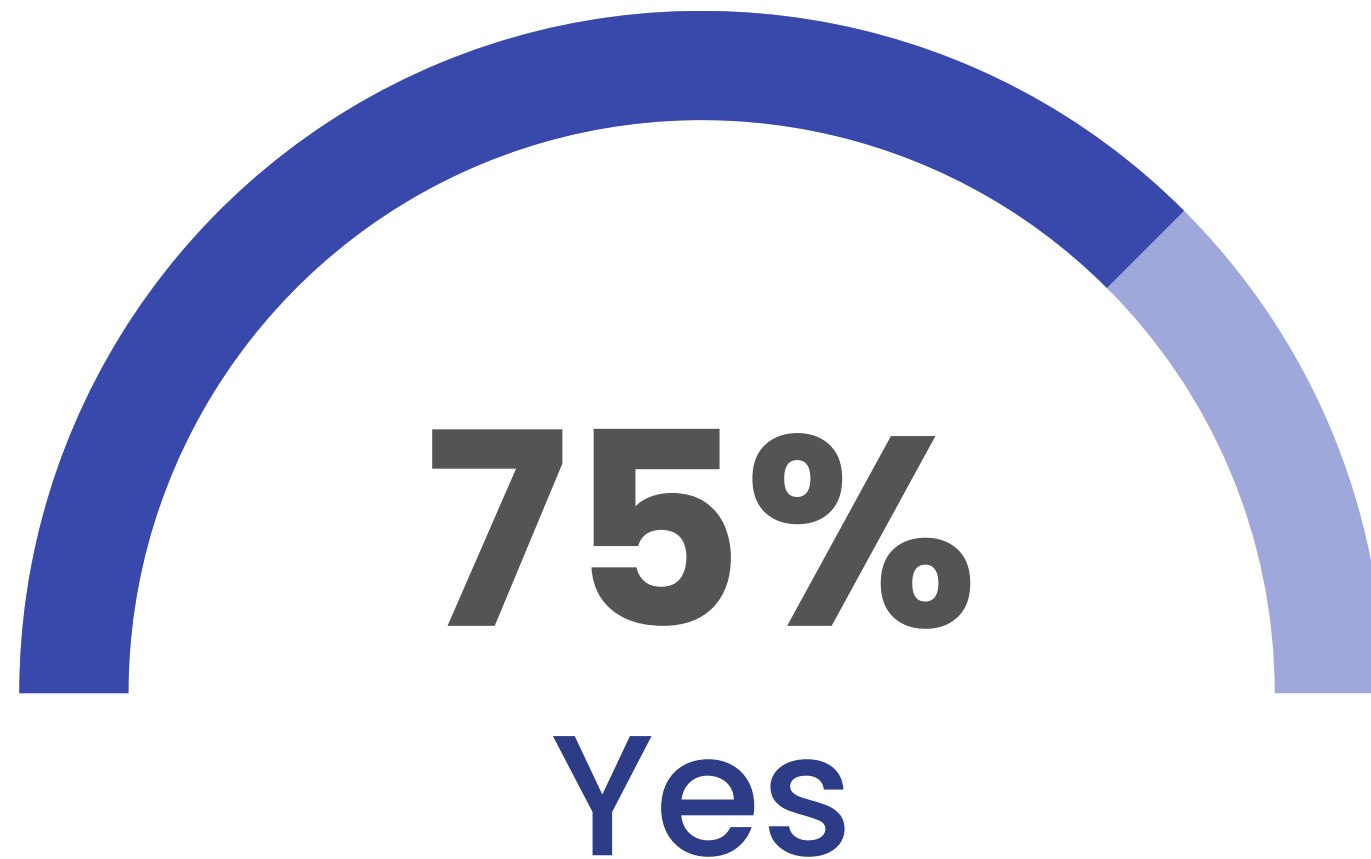
 **+21%**  
increase in expecting a response immediately



# Cost sensitivity to study plateaus

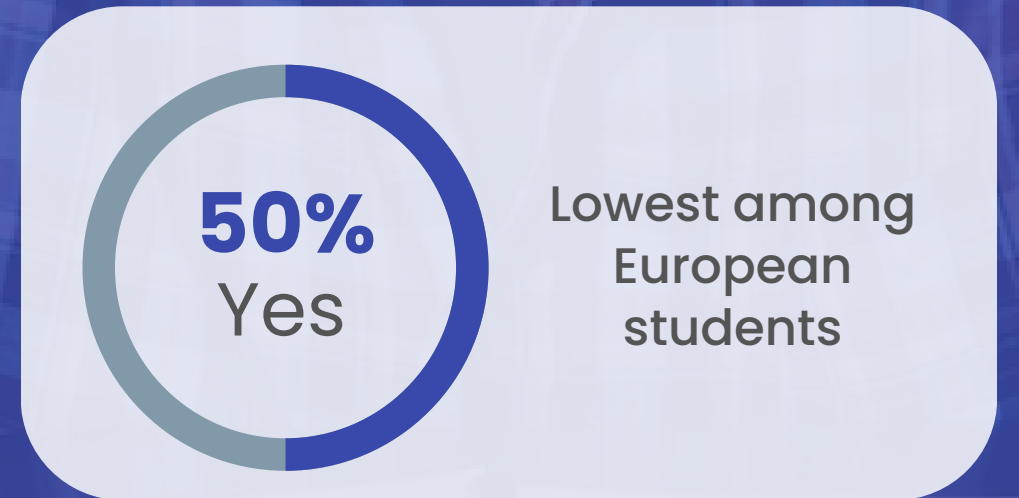
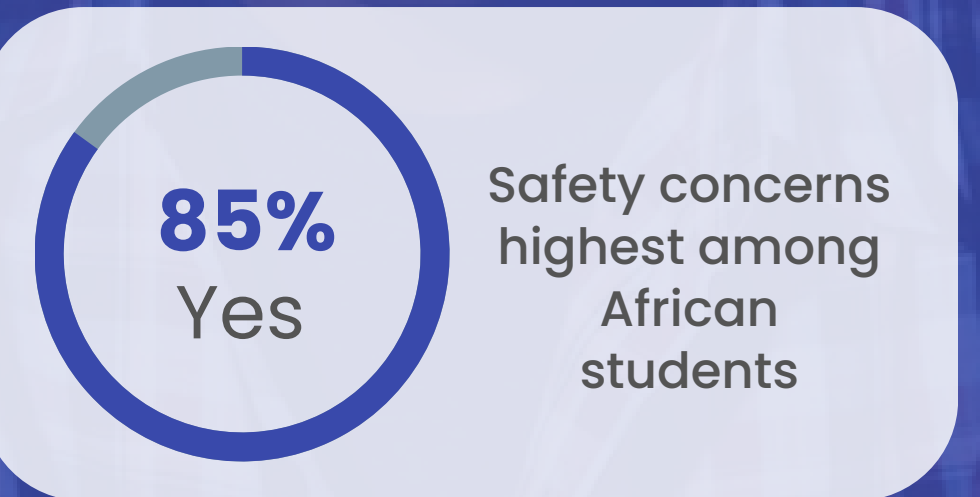


# Students have growing safety concerns



**38%**

**Top Concern:**  
Racial discrimination





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