

State of Student Recruitment

2024



Access the full report



Our Panel



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JUST ASK! Have a question
for our panel? Submit it via
the Q&A tab.

Housekeeping

Your video and audio are off by default.

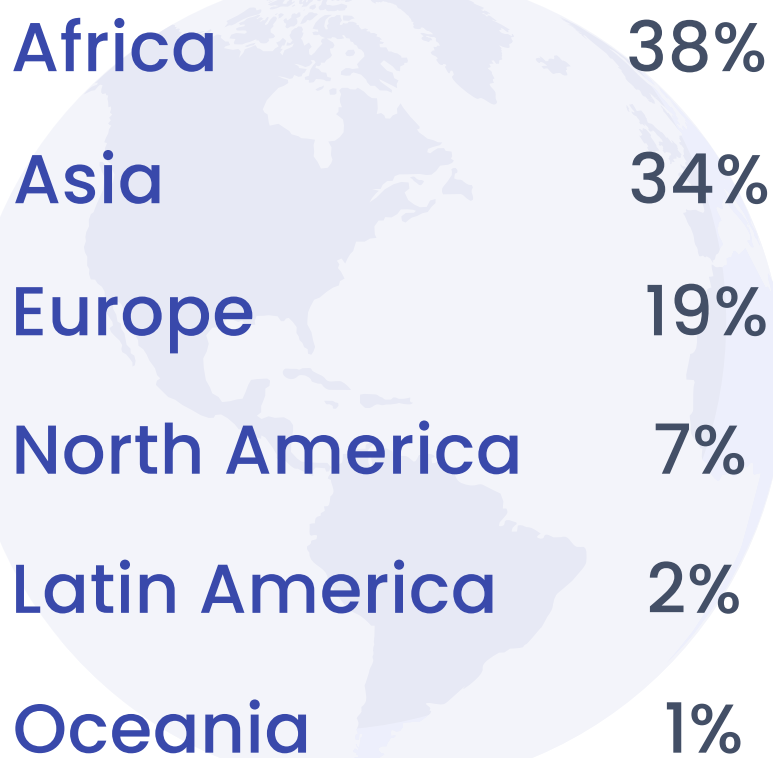
The webinar is recorded – we will email you a copy tomorrow.

Need help? Email marketing@keg.com or post in the chat if you can.

Our student respondents

27,497 respondents

Nationalities represented:



Africa	38%
Asia	34%
Europe	19%
North America	7%
Latin America	2%
Oceania	1%

Study internationally?



86%

want to study outside their home country

Study level:

Masters	57%
Bachelor	23%
Doctorate/PhD	20%

February 2024



Data collection opens

19 April 2024



Survey closed

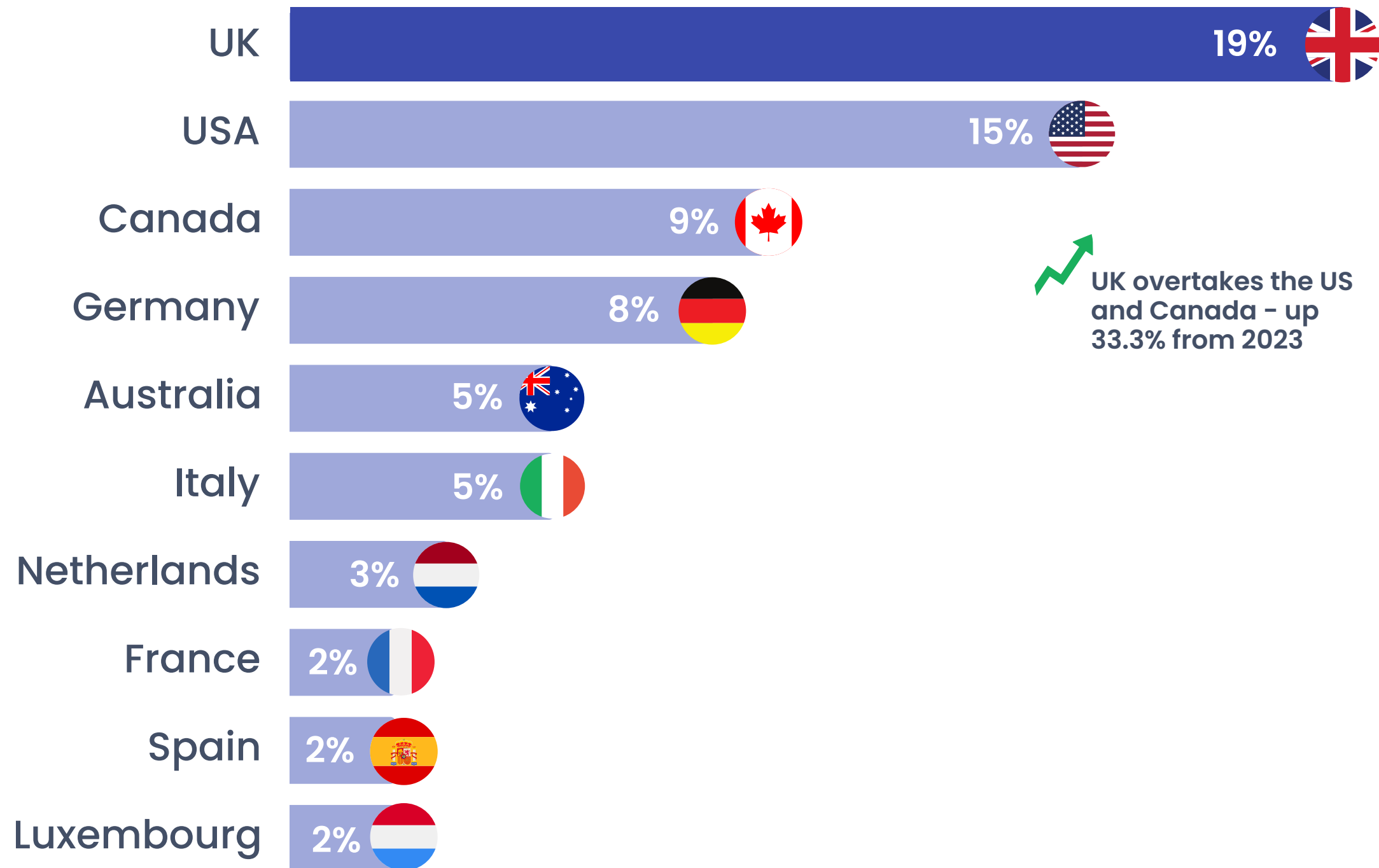
May 2024



Survey analysis

WHERE DO STUDENTS WANT TO STUDY

Most popular study destinations



Further analysis:

- The US is top destination for Bachelors
- Japan enters the top 10 for first time at Bachelor level
- Italy up 20% in popularity for Master's



POLL!

What is your biggest international student market?

HOW STUDENTS FEEL ABOUT THEIR STUDY COUNTRY

Most welcoming countries



- 1 Canada
- 2 USA
- 3 Australia
- 4 Germany
- 5 UK



BARRIERS TO INTERNATIONAL STUDY

What's worrying students?



17%
are concerned about
political uncertainty.



Cost
Top concern is affordability

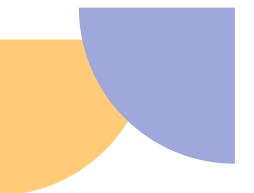
Further analysis...



Biggest concerns with
studying in the US



Least concern
with France



SECURING ENROLLMENTS

What do students want from universities

30%

said the **'international community'** was the most important factor in a school.

54%

said **internships** were the most important factor in a program.

2x

'Campus life' and **'accommodation'** are twice as important for international students compared to domestic.

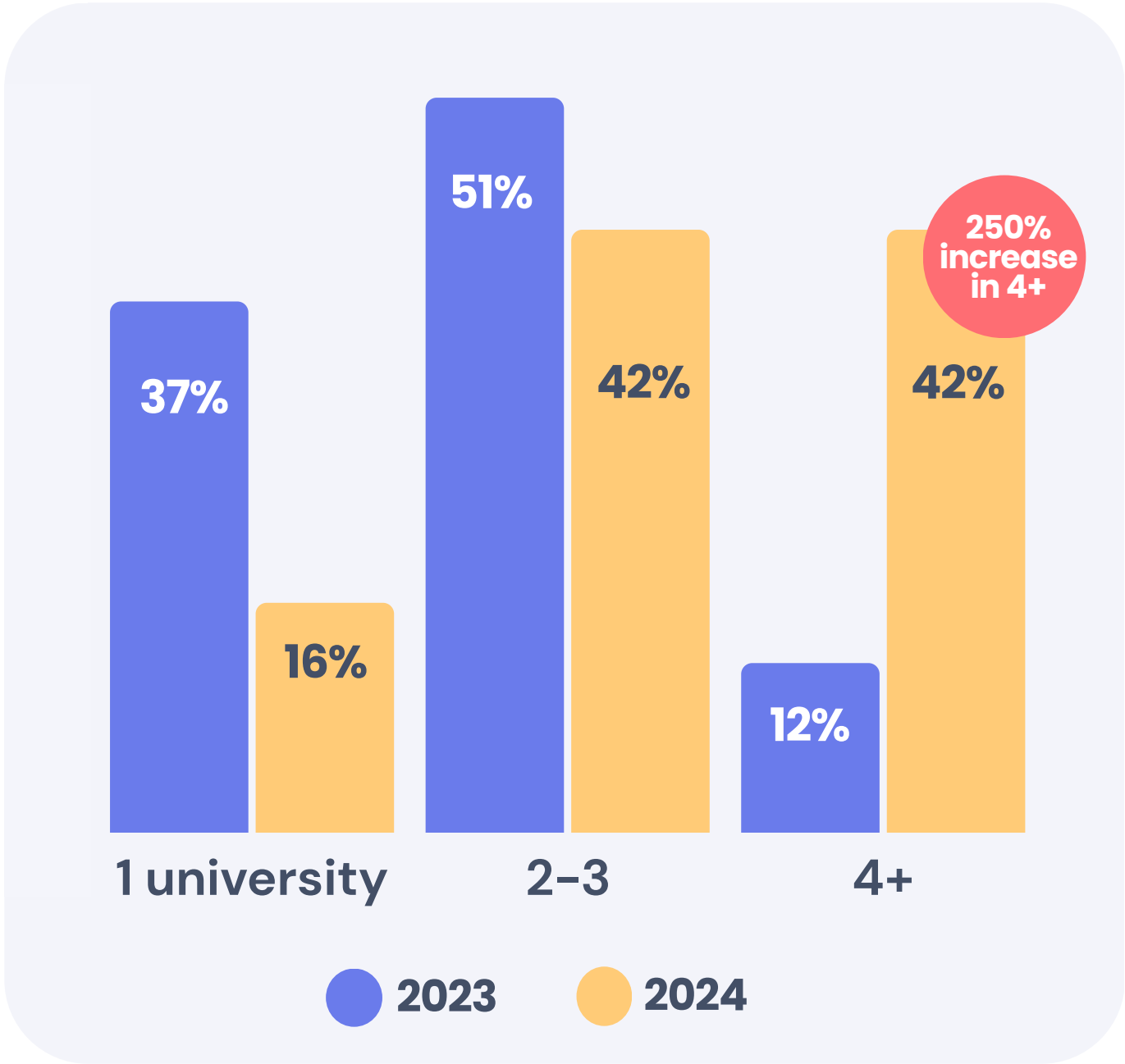
POLL! Have you experienced student accommodation shortages?



STANDING OUT

Students are ‘spreading the net’

How many universities are students applying to?

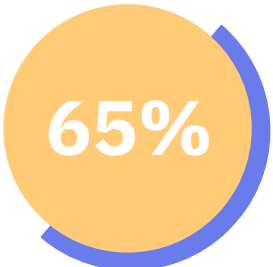


How can institutions stand out...



Speed of response

85% of students expect a response from universities in **24 hours or less** to an initial inquiry.



Application fee discount

65% said application fees would **stop** them applying to an institution.



Social media as search

44% more students are using social media to research study options in 2024 compared to 2023.

2023 Enquiry Experience Tracker by Edified & UniQuest found 25% of social media enquiries go unanswered.



WHY STUDENTS ARE STUDYING

Motivations to study internationally

Further analysis



1 Career progression 45%

2 Qualify for further study 43%

3 Qualify for a specific career 34%

4 Interest in the subject 31%

5 For a challenge 27%

6 To have an adventure 26%

7 To better my earnings 22%

50% of students want to study in Canada to **'qualify for further study'**



'Interest in the subject' was more important to students interested in the UK with 39%



34% want to study in Australia to **'have an adventure'** – much higher than other top 10 countries



'Qualifying for a specific career' was more important to students who want to study in Spain with 39%



Any questions?



KEYSTONE
EDUCATION GROUP