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**MARKET NEWS BULLETIN:
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Contents

Articles Summary Section

- [UK](#)
- [USA and Canada](#)
- [Australia and New Zealand](#)
- [Asia](#)
- [International](#)

Summary Section

UK

[Back to top](#)

Spending on UK higher education rises by 6% (29 April)

By Jack Grove: Times Higher Education: 29 April 2016

Tuition fee income increases sharply as funding council cash declines, latest sector-level data shows

Spending on UK higher education providers increased by 6 per cent in 2014-15 to £31.2 billion, new figures show.

Read [more](#)

USA and Canada

[Back to top](#)

Recruiting Students Overseas to Fill Seats, Not to Meet Standards (19 April)

By Stephanie Saul: 19 April 2016

“Hurry Up!!!” the online posting said. “Spot Admissions” to Western Kentucky University. Scholarships of up to \$17,000 were available, it added. “Letter in one day.” The offer, by a college recruiter based in India, was part of a campaign so enticing that more than 300 students swiftly applied to a college that many had probably never heard of. hort on time?

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What Community Colleges Are Doing to Counteract Declining Enrollments (26 April)

By Katherine Mangan: The Chronicle of Higher Education: 26 April 2016

Despite all of the national focus on community colleges, enrollment in two-year institutions has been steadily declining, dropping 16 percent from 2010 to 2015, according to EAB, a research and technology group.

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Australia and New Zealand

[Back to top](#)

Australia releases 10-year blueprint for expansion of its international education sector (3 May)

By ICEF monitor staff: 3 May 2016

- Australia has launched a trio of key strategies for the expansion of its international education sector: a national strategy for international education, a market development roadmap, and an alumni engagement strategy
- Together, these strategies will guide the expansion of Australia's education exports through 2025
- The market development roadmap targets an international enrolment of 720,000 students by 2025
- The national strategy places a significant emphasis on in-market delivery (aka transnational education) as well as technology-enabled learning via online or blended delivery programmes

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Asia

[Back to top](#)

China's international education sector grows (27 April)

By Matthew Knott: Study travel Magazine: 27 April

China welcomed almost 400,000 international students in 2015, according to data released by the Ministry of Education, a 5.4 per cent increase compared with the previous year, largely driven by increases from Asia and Africa

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Vietnam pledges to boost education ties with UK, US and Japan (5 May)

By Beckie Smith: The Pie News: 5 May 2016

Vietnam has put cross-border education at the centre of bilateral talks with leading foreign partners since appointing its new prime minister, Nguyễn Xuân Phúc, earlier this year. Student mobility, joint universities and vocational training were highlighted during state visits from Japan, the UK and the US in the last month.

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International

[Back to top](#)

Education agents say internet is changing the shape of study travel recruitment (27 April)

By Natalie Marsh: The Pie News: 27 April 2016

The internet is the biggest disruption to language travel recruitment, a panel of education agents have said. Speaking at the Equals conference last week, agents from Italy, Spain and Germany agreed that the internet has changed how they recruit and relationship they have with schools.

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