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MARKET NEWS BULLETIN

24 September – 7 October

Compiled by Nastja Pusic

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Summary Section

UK

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UK: HE, schools comparison site launched (27 September)

By: Sara Custer: The Pie News: 27 September 2016

An independent website allowing international students to search and compare the UK's top universities, pathway programmes and boarding schools has been launched this month.

UK Education Guide offers international students filtered search options based on metrics including tuition price, accommodation price, percentage of international students in the total student body and employability statistics.

Co-founder Pat Moores said the site was created to help international students make more informed decisions when choosing to study in the UK.

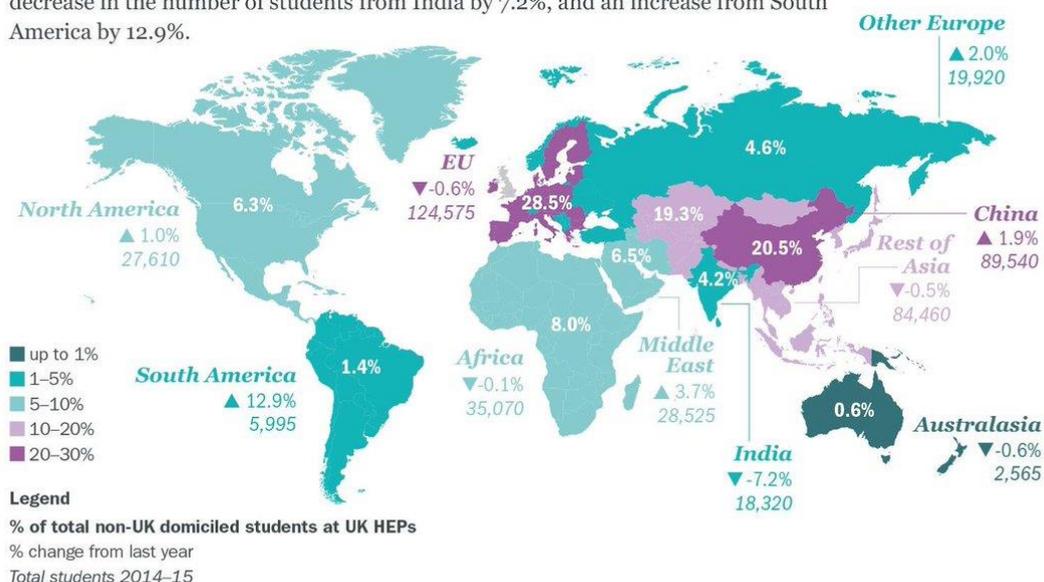
"The complexity of the decision making process for international families is staggering," she told *The PIE News*. "Deciding on educational options living in the UK is quite a challenge, but from a distance of possibly several thousand miles, with fragmented sources of information, it is so much harder."

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HOME COUNTRY OF INTERNATIONAL STUDENTS AT UK HIGHER EDUCATION PROVIDERS, 2014–15



Students from Europe accounted for 33% of all international students, while 20.5% were from China and 4.2% from India. Between 2013–14 and 2014–15 there was a decrease in the number of students from India by 7.2%, and an increase from South America by 12.9%.



Concerns voiced over Brexit effect on international students in UK (4 October)

By Ray Clancy: Expatforum: 4 October

The UK has some of the best universities in the world which attract students from many different **countries**, but concerns are being voiced about falling numbers.

It is now more expensive than ever to study at a **British** university with fees from £9,000 a year, higher for some of the top institutions, but the number of international students have fallen and are at their lowest since 2007.

Data from the Office of National Statistics shows that in 1977 there were 29,000 international students, rising to a peak of over eight times this amount in 2010. However, recent years have seen a decline in students arriving to study, with numbers falling to 164,000 in the year ending March 2016.

There are warnings that the decision to leave the European Union could pose a threat to higher education in the UK. Not only could it make it more difficult for students from EU countries, but academic staff fear it could affect work and relationships with other universities in the EU.

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Amber Rudd announces crackdown on overseas students and work visas (4 October)

By Alan Travis and Sally Weale: The Guardian: 4 October

The Home secretary outlines plan for students' rights to be tied to quality of course as she tries to cut immigration before Brexit.

Amber Rudd has announced major new restrictions on overseas students, including two-tier visa rules affecting poorer quality universities and courses, a crackdown on work visas and the introduction of a £140m "controlling migration fund".

In her speech the home secretary warned businesses that foreign workers should not be able to "take jobs that British people should do". Later it was made clear that the consultation paper will include an option to require companies to publish their proportion of international staff they employ.

Rudd's announcement, coupled with the pledge to boost the proportion of British doctors in the NHS, came as ministers tried to demonstrate that they would not wait for Brexit to deliver cuts to the near-record level of net migration to Britain.

The new drive to reduce the flow of overseas students from outside Europe – who account for 167,000 of the 600,000 new migrants each year – is to focus on linking student immigration rules to the quality of colleges and courses for the first time.

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USA and Canada

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The International Bubble (26 September)

By Rick Seltzer: Inside Higher ed: 26 September

This year's charged political climate in the United States could seriously hurt colleges' and universities' ability to recruit international students, according to high school counselors and admissions officers.

By one unscientific measure, 39 percent of counselors serving students from outside the U.S. said that the result of the U.S. election in November could change their students' willingness to attend a university in the United States. The number is particularly eye opening for U.S. higher education leaders who increasingly look overseas for students who can fill classroom seats and pay high tuition bills.

The potential problems convincing international students to study in the United States were on display Friday at the National Association for College Admission Counseling's 2016 national conference. A group of admissions officers and others involved in international recruitment held a session describing trends that could point to an international student bubble that's ready to burst -- just like the housing bubble burst in the United States last decade.

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U.S. News and Shorelight Education Launch U.S. News Global Education (5 October)

By U.S.:News and World Report staff: U.S.:News and World Report: 5 October

U.S. News & World Report, the global authority in education rankings, and Shorelight Education today announced the creation of U.S. News Global Education. The new company will help international students and their families find universities that support their needs.

"We have seen a tremendous increase in the number of international students researching U.S. universities on usnews.com," said Bill Holiber, President and CEO of U.S. News. "Over the past few years we've started developing content and information specifically designed for international students and the response has been very positive. By collaborating with Shorelight Education and creating U.S. News Global Education, we are further expanding our global presence and platform for international students seeking to study at a U.S. university."

U.S. News Global Education, a Shorelight Education subsidiary company, will bring U.S. News' authoritative rankings and analysis together with Shorelight's international student expertise in supporting students looking to study at colleges and universities in the United States.

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NACAC amends code of ethics to improve transparency in agent use (28 September)

By Beckie Smith: The PIE News: 28 September

The [National Association for College Admission Counseling](#) has once again amended its influential Statement of Principles of Good Practice to provide more guidance on the use of third party education agents. Education institutions in the US that use agents to recruit international students should be more transparent about the partners they work with, according to the updated statement.

On Saturday, September 24, NACAC added two amendments instructing institutions to ensure agents they work with tell students which institutions are compensating them.

And in their own promotional materials targeting international students, institutions should "offer to verify whether they have authorised any third party agents to represent them and indicate how students may request this verification".

NACAC's members voted overwhelmingly in favour of the latest amendments to the SPGP at the association's [annual national conference](#) in Columbus, Ohio, with a majority of 194 to 8.

The update is "rooted in a desire to see more light shining on a practice that's too often shrouded in secrecy", Eddie West, director of international initiatives at NACAC, told *The PIE News*.

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Foreign student levels hit new heights (28 September)

By John Ross: The Australian: 28 September

A new sense of austerity in a career-conscious world is helping push foreign student numbers to record levels, the industry's peak body says.

International Education Association of Australia chief Phil Honeywood said a "try before you buy" trend among First World school-leavers had helped fuel an 11 per cent increase in overseas enrolments by July, compared with the equivalent period last year.

Higher education has led the charge, with enrolments up 14 per cent to almost 300,000.

But the Education Department said the biggest growth at the qualification level had been in certificate III courses, which had jumped by 21 per cent.

Food, hospitality and personal services was easily the fastest growing field of study across higher and vocational education, with enrolments up 36 per cent.

It was followed by architecture and building, with 20 per cent growth, while science, technology, engineering and maths enrolments rose 14 per cent.

Enrolment growth in management and commerce, the dominant field for international students, was weaker at 11 per cent.

Mr Honeywood said European and American youngsters were coming under pressure from their parents to embed study in their gap years.

"With the world economic downturn and the focus on employability skills, it stands to reason that they want to get something out of their year abroad other than just backpacking and having a good time," he said.

"Before they settle down to studies in the home country, they can do a few units or a one-year certificate III course, so at least they have a taste of a skill like hospitality, STEM, architecture or building."

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Australia: assistant minister intervenes as SSVF brings visa delays (28 September)

By Beckie Smith: The Pie News: 29 September

Australia's assistant minister for immigration and border protection, Alex Hawke, has been forced to step in to address visa delays that struck the international education sector after the [introduction](#) of the Simplified Student Visa Framework in July.

A delegation of education institutions representing all levels of international education in Australia met with the assistant minister this month to discuss huge delays to visa processing caused by new screening requirements under the new system and a sudden influx of applications under the old one.

"Nobody anticipated the massive surge in applications, thousands of student visa applications," commented Phil Honeywood, executive director of [IEAA](#), who led the delegation.

"This has created some major headaches in Australia and abroad – they didn't have enough local staff to process on a timely basis."

David Larbalestier, director of studies at the University of Technology, Sydney and president of Universities English Centres of Australia, said his university saw a "pretty dramatic" impact on visa processing during the month of August.

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Australia's top-ranked global university moves to lower share of Chinese students (5 October)

By Alexander Joske, Kelsey Munro, Philip Wen: The Sydney Morning Herald: 5 October

Australia's top-ranked global university is moving to lower its proportion of Chinese international students, a group it describes as "dominating" international student numbers.

Documents unearthed in a freedom of information request reveal the Australian National University has since 2015 quietly implemented a "diversification strategy" in an attempt to lower its share of Chinese enrolments.

ANU has the largest proportion of Chinese students in the Group of Eight universities. Over 60 per cent of its commencing international undergraduate enrolments were from China in 2016.

The documents, obtained by ANU student newspaper Woroni, reveal the university has been concerned about the financial risk of heavy dependence on the Chinese market.

There was a need to "mitigate potential risk exposure in the event of market downturn," Deputy Vice-Chancellor (Academic) Professor Marnie Hughes-Warrington is recorded as saying in the minutes of a February 2016 ANU Council meeting.

The diversification strategy aims to recruit students from other nations such as India, Indonesia, Malaysia, Vietnam and Singapore.

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NZ takes first step towards new int'l ed strategy (6 October)

By Anton Crace: The PIE News: 5 October

The development of New Zealand's new international education strategy is underway after [Education New Zealand](#) announced the initial consultation period would [commence](#) this month.

The government has called for input from sector players as well as students themselves before releasing a draft strategy in mid-December.

"Our approach to developing the strategy needs to be as holistic as possible in considering the broader social, cultural, economic and educational benefits that international education brings to New Zealand," John Goulter, ENZ general manager stakeholders, communications and intelligence, told The PIE News.

Goulter said the strategy's working group had already identified the key elements of student satisfaction and wellbeing; positive community and cultural experiences; further promotion of New Zealand's education expertise; emphasis on regional communities and further collaboration between providers and other stakeholders.

The initial consultation period will also include feedback from international students.

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Asia

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Taiwan seeks to woo Indian students (28 September)

By The Tribune staff: The Tribune: 28 September 2016

Seeking to leverage its strengths in the form of a quality-education provider and as a tourist destination, Taiwan is planning to forge a new and mutually beneficial model of cooperation with Asian countries, including India.

As part of its multi-pronged approach under the new South Bound Policy, the Tsia administration is laying stress on outreach to India in two sectors—attract greater number of students to go beyond the current 1,000-plus and adding more education centres in India.

Having just concluded another 'Higher Education Exposition' in Mumbai, Taiwan sees great scope to fill in the demand for affordable and quality education for Indian students. Having forged understanding with six universities in India, including IIT-Chennai and Jamia Millia, Taiwan is now moving to add IIT-Mumbai to the list. Interacting with a visiting group of Indian journalists, Professor Wei-Chung Wang, senior adviser for global affairs in National Tsinghua University, said the institution has over 200 students from India.

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This new job network is opening doors for international graduates in Asia (28 September)

By Study International staff: The Tribune: 28 September 2016

Upon returning home after completing their studies, many international students experience what's commonly known as 'reverse culture shock', where they feel out of place back home.

Some may also find it difficult to find a job that's the right fit for them, as their overseas experience sets them apart, like a square peg trying to fit into a round hole.

One of the best ways to deal with it is to talk to others who have studied abroad ... but what if you don't know anyone who's gone overseas to study?

This is where the [International Alumni Job Network](#) (IAJN) comes in: it's the first job network created specifically for graduates in the Asia-Pacific region who have international experience.

Since its launch in May, the network has garnered over 15,000 registered members, and aims to reach 100,000 by the end of the year.

"The initial feedback from both alumni and employers has been amazing and we are on track to reach 100,000 by the end of the year," said IAJN's co-founder, Shane Dillon.

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Value of Asian HE at risk in rankings race, CGHE report argues (28 September)

By Julian Hall: The Pie News: 7 October

A new [report](#) commissioned by the UK's [Centre for Global Higher Education](#) has warned that while Asian countries have improved their standing in global league tables, they are risking the qualitative value of their HE provision overall.

In the report, author Ka Ho Mok, vice president and chair professor of Comparative Policy at Lingnan University, Hong Kong, (and international co-investigator at the Centre for Global Higher Education), points to the "strong intention of Asian governments to rank highly in global university leagues" and that they are "exerting serious efforts to boost their universities' global competitiveness".

However, he warned that that the quest for an as yet undefined, 'world-class' university status has led to "negative consequences of stratifying universities and accumulating negative impacts on students for those who cannot get into the selected few.

"Second class citizens are emerging and educational inequality has been intensifying," Mok charged.

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French government calls for new strategy for transnational education (3 October)

By ICEF Monitor staff: ICEF Monitor: 3 October

- *A new report from a central planning agency of the French government details the country's current transnational education (TNE) programme base*
- *The report concludes that France has fallen behind its international competitors with respect to TNE provision*
- *It argues that there is a national and institutional interest in expanding France's TNE base, and recommends the development of a national strategy in support of this goal*

France is lagging behind in transnational education and needs a new national strategy to expand its market share of higher education programming abroad. This is the central conclusion of a new report from France Stratégie – formally the General Commission for Strategy and Foresight (CSPF) – a central planning agency attached to the Office of the Prime Minister.

The report, *L'enseignement supérieur français par-delà les frontières: L'urgence d'une stratégie* ("French Higher Education Across Borders: The Urgent Need for a Strategy"), was published on 26 September and presented the same day to Minister of Foreign Affairs and International Development Jean-Marc Ayrault and Minister of State for Higher Education and Research Thierry Mandon.

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The Scholarship Struggle Saudi Arabian Students Are Facing (3 October)

By Leif Walcutt: Forbes: 28 September

Sinking crude oil prices over the last two years have sent shock waves through Saudi Arabia. With enormous strain on the national budget, cutbacks have extended all the way to education. And after officials reconsidered government-sponsored programs in February, a heavy question mark hung over many students' dreams of studying abroad.

For 2015, the government allocated about \$6 billion to support students studying abroad. But for 2016, that figure sunk by 12%. The cause? Tighter restrictions on the King Abdullah Scholarship Program, which typically funded 90% of Saudi students' study abroad programs – including tuition, medical coverage, airfare for scholars and a monthly stipend.

"Before the cuts, Saudi students needed to study four months of language school, then were allowed to enroll in the scholarship program," says Badar Aljarbou, a Saudi Arabian freshman at George Washington University. "Now the government requires students to study 30-35 hours at an American university self-funded, then wait for scholarship funding."

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More than 600 English courses offered by Brazilian HEIs (3 October)

By Sara Custer: The Pie News: 3 October

A new, first of its kind [report](#) has been released by the British Council mapping the spread of English as a Medium of Instruction across Brazilian higher education institutions.

Developed in collaboration with [FAUBAI](#), the Brazilian Association for International Education, the report shows for the first time the number of English-taught courses in Brazil's higher education system.

Based on responses from 45 private and public higher education institutions, the survey found more than 600 courses are available in English across the country. Out of these 671 courses taught in English, 418 were short term programmes and 78% were free of fees.

The southeast of the country, which incorporates São Paulo and Rio de Janeiro, has the most (61%) programmes taught in English, according to the guide. Institutions in the south of the country, meanwhile, claim 30% of the courses taught in English.

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Russia: future of Project 5-100 uncertain (3 October)

By Beckie Smith: The Pie News: 6 October

The future of Russia's flagship higher education internationalisation initiative, [Project 5-100](#), has been called into question after the new minister for education and science, Olga Vasilyeva, warned there may be changes to the project.

Vasilyeva, who took over the role from Dmitry Livanov in August, has also suspended the consolidation of a number of universities within Russia.

"We are currently suspending any further consolidations of Russian universities for an indefinite period of time. As part of these plans, there is a possibility of the revision of the Project 5-100," she said.

"The programme involves huge investments in the development of certain local universities; however, there is a big question, whether these funds will be repaid," she said.

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