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MARKET NEWS BULLETIN

2 December – 15 December

Compiled by Nastja Pusic

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Summary Section

UK

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UK universities income reaches a record £30bn (2 December)

By: Sarah OBeime: FMJ: 2 December

The Association of University Directors of Estates (AUDE) annual report which came out today (1 December) has revealed that despite a challenging funding environment and a decrease in home students, the sector grew by £2 billion in one year, putting the annual turnover for the entire UK university sector at £30 billion overall.

The 'Higher Education Estates Statistics Report 2016' report spans the academic year 2014-2015, and details the evolving profile of the university estate in the UK. According to the report, income in the sector has increased across all areas.

Capital expenditure grew by 5.6 per cent across the UK, driven by investment in the estate as the sector continues to improve its estate and facilities in the knowledge that staff and students expect high quality and attractive facilities.

The report also details how Brexit may present a significant risk to the higher education sector. Whilst AUDE says it is impossible to predict the level of impact, it also believes that opportunities are also likely to emerge. Risks identified in the report includes recruitment of EU staff and students, rising construction costs, alongside changes to regional EU funding (EU research funding generates more than 19,000 jobs across the UK and £1.86 billion for the UK economy. This equates to 14 per cent of all UK income from research grants).

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No cap on international students in the UK, government says (7 December)

By: iTV News: iTV: 7 December

Higher education institutions in England have predicted their income from international student fees will hit £4.8bn by 2018/19, a third more than in 2014/15, according to the [Higher Education Funding Council for England](#). However, the funding body has warned the increase may be based on overly optimistic forecasting of international student growth.

International student fee income reached £3.6bn in 2014/15, representing 12.7% of HEIs' total income, according to the [report](#), showing how critical this source of income is to the financial health of the UK's higher education sector.

The report provides an analysis of universities and colleges' projected financial performance, which each institution is required to submit to HEFCE in order to receive state funding.

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UK considers plans to nearly halve international student visas (12 December)

By: Anna Fazackerley: The Guardian: 12 December

Home Office looks at slashing numbers from 300,000 to 170,000 under tougher student visa rules.

The Home Office is considering cutting international student numbers at UK universities by nearly half, Education Guardian can reveal. The threat is being greeted with dismay by university heads, who say some good overseas applicants are already being refused visas on spurious grounds.

The home secretary, [Amber Rudd](#), pledged a [crackdown](#) on international student numbers at the Conservative party conference in October, to include tougher visa rules for “lower quality” universities and courses. But senior university sources are warning that the cutbacks could be far more severe than expected. They say they have seen Home Office plans that model slashing overseas student numbers, with one option to cut the current 300,000 to 170,000 a year.

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USA and Canada

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U.S. standards council to investigate New Oriental after Reuters report (3 December)

By: Tribune India staff: Tribune India: 3 December

A U.S. standards-setting body said it would investigate New Oriental Education & Technology Group Inc in the wake of a Reuters report that detailed allegations of academic fraud at the company.

The American International Recruitment Council, which certifies agencies that recruit foreign students on behalf of U.S. colleges, will investigate the company in response to the report, said Jeet Joshee, AIRC's president-elect.

"It's concerning, highly concerning," he said of the allegations in the report.

The article can be read here: <http://reut.rs/2gHWbwZ>

Shares of New Oriental plunged after Reuters reported the council's plan to open a probe. The drop in the stock, as much as 24 percent at one point on Friday afternoon, erased more than \$1.8 billion from the company's stock market value at its lowest point. It closed the day down 14 percent at \$42.00.

AIRC is a non-profit membership organization comprised of 289 colleges and universities and 78 agencies that refer foreign students to U.S. schools often for a commission. It establishes best practices for international student recruitment and certifies agencies in a process that includes inspections.

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Space for innovation: Getting a competitive edge from campus facilities (14 December)

By: ICEF Monitor staff: ICEF Monitor: 14 December

- *A growing number of universities are redesigning their learning spaces to attract inventors and innovators to their campuses.*

The first sentence of the US Chamber of Commerce's "[Enterprising States](#)" whitepaper is simply, "Innovation drives economic growth." This statement is powerful precisely because it is so true. Over the past two decades in the US, young start-up companies have been responsible for the bulk of job creation. And today, roughly one-third of American workers are employed in freelance, or project-based, work. In Europe, many countries now have visa classes and extended work permits on offer to attract foreign investment and entrepreneurs and to stimulate start-up businesses in priority sectors.

But in North America and Europe, some economists are concerned that their countries are falling behind on measurable indicators of innovation. And they are looking to higher education as part of the solution, encouraging universities to increase their capacity to inspire and commercialise research (i.e., transfer the monetary value of research to the overall economy).

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Improving pathways between study is critical for Canada (1 December)

By: Beckie Smith: The Pie News: 1 December

More clearly articulated pathways between different levels of study is what Canadian educators must offer international students to improve their access to Canadian HE, according to a panel presenting at the CBIE annual conference in Canada.

Even in British Columbia, which is "the most articulated [province] in the country", said Ian Humphreys, provost and vice-president academic and students at [Langara College](#) in Vancouver, "what we find is mobility is not as great as we would like it to be."

Tina Bax, founder and president of ELT and pathway provider [CultureWorks](#), emphasised that international students are looking for "more mobility and more modularity" from their Canadian education experience.

And helping students gain access to work experience, and improving admissions processing times, can all help to make Canadian institutions – and Canada itself as a study destination – more competitive, urged other panellists.

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International Students praise Canada's openness and affordable fees (5 December)

By: Beckie Smith: The Pie News: 5 December

Competitive fees and attractive post-study work options are some of Canada's most magnetic features drawing international students to its shores. Word of mouth recommendations, however, remain powerful influences when students are choosing a study destination.

These were some of the insights shared by international students studying at English language, pathway and postsecondary courses in Ottawa, at a recent roundtable hosted by *The PIE News* and education provider [CultureWorks](#).

Jamal Yayha from Yemen recounted his surprise at the competitive edge Canada has over other destinations – especially the US. When it was time to apply for university, he wanted to study overseas but he had no interest in studying in Canada, Yayha told delegates.

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Australia and New Zealand

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Australia Education Market Forecast to 2020- Expanding Higher Education Segment and International Enrollments to Drive the Market (13 December)

By: PR Newswire staff: PR Newswire: 13 December

The report titled "Australia Education Market Forecast to 2020- Expanding Higher Education Segment and International Enrollments to Drive the Market" provides a comprehensive analysis of the K-12, VET, higher education, test preparation, e-learning and private tutoring industry in Australia. The report covers market size and segmentation of overall education industry which is further segmented into K-12, higher education, vocational education and technical training, tutoring, ELICOS and e-learning which are explained independently. The report covers profiles of leading players (institutes/service providers) in different spaces. The potential and future outlook for education industry has also been discussed in the publication. The report provides detailed analysis of segments and sub segments, SWOT Analysis, Trends & Developments and major restraints and challenges within the education industry of Australia. The report also serves as a benchmark for existing players and every new player who wish to capitalize the market potential and investors who are looking forward to venture into the education industry in Australia.

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Vietnam's economic growth 2016: Hanoi to hit six-year high (9 December)

By: Nga Bui: British Council: 9 December

Unlike most of the world, Vietnam's economy has been growing at a fast pace and is expected to keep expanding by 6.5-7 percent through 2020. Last year, growth accelerated to 6.68 percent, compared to 5.98 percent in 2014.

Hanoi's economy is expected to expand 8.03 percent this year, lower than its target of 8.5-9 percent. Hanoi's economic growth is on track to reach its highest level in six years this year thanks to a rapid surge in investments.

The service sector has grown by 8.1 percent while industry and construction have witnessed increases of 8.8 percent and agriculture 2.21 percent.

Officials at the Hanoi meeting also set a socio-economic development plan for 2017, aiming for GDP growth of between 8.5 and 9 percent and an average annual income of VND86-88 million (\$3,800-3,890).

The country's second largest city, Ho Chi Minh City, also saw nearly \$12.3 billion of private investments disbursed this year, up 10 percent from 2015, he said. However, HCMC is expected to hit its lowest GDP growth in six years this year at 8 percent.

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Hong Kong universities told to curb recruitment from mainland China (13 December)

By: Amber Ziyue Wang: The Pie News: 13 December

Hong Kong universities need to be more international as non-mainland foreign students made up only 3.9% of total enrolment in 2015/16, while accommodation and academic space are lacking, said the city's official auditor.

The findings were highlighted in the latest report by the Hong Kong Audit Commission on university funding over the past academic year, which found that 76% of all non-local students in eight public universities came from mainland China.

"While it is important to encourage mainland students to enter Hong Kong universities, true internationalisation requires a much greater diversity of nationalities and cultural background," the report said, citing the 2010 higher education review report published by the University Grants Committee, the government's university affairs adviser.

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China, UK forge plans for ongoing ed collaboration (9 December)

By: Beckie Smith: The Pie News: 9 December

The UK and China have agreed on six areas to focus on in their continued cooperation in the education field, during a visit by high-profile UK cabinet ministers to Shanghai this month.

During the annual UK-China Education Summit, the UK Secretary of State for Education Justine Greening and Chinese Minister for Education Chen Baosheng signed off on an Action Plan under the UK-China Partners in Education Framework that outlined key priority areas for education cooperation beyond 2016.

It outlines six areas of collaboration: basic education; language teaching and assessment; technical and professional education and training; sports education and training; higher education (including quality assurance) and exchanges.

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China to introduce National English Proficiency Test by 2020 (9 December)

By: Amber Ziye Wang: The Pie News: 9 December

China will roll out the National English Proficiency Test by 2020 as the country makes a breakthrough in developing the first comprehensive scaling system for teaching, learning and testing of the language, the Ministry of Education has said.

Speaking at the second International Symposium on Language Testing and Appraisal in Hangzhou, China, Vice Minister of Education Lin Huiqing said the system will unify the varying standards and targets of English language testing across the country into one that is “scientific, systematic and selective”, and strengthen the consistency of training.

At the moment, English language testing in China is highly fragmented, with a range of tests being used at different levels.

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Anytime, anywhere: How online and mobile technologies are transforming language learning (7 December)

By: ICEF Monitor staff: ICEF Monitor: 7 December

- *Traditional modes of language teaching and learning are increasingly offered in the context of the expanding use of technology in and around language classrooms*
- *Options range from new apps and services that provide new opportunities for self-directed study to an expansion of online programmes offered by traditional providers to new tech-based curriculum services*

Language travel remains a dynamic and growing market. [Nearly 2.3 million students went abroad for language study in 2014](#), and many of these students did so as a foundation for further study overseas.

At the same time, many traditional sending markets are investing heavily in language teaching within their domestic education systems, meaning that additional students have an opportunity to develop greater proficiency without (or at least prior to) going abroad. Moreover, growing numbers of students are using online resources for language study, everything from free YouTube tutorials to [MOOCs](#) to paid online services offered by industry stalwarts such as Rosetta Stone. These trends are spurring the proliferation of language apps and leading some traditional language schools to enhance their offerings using online technologies.

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