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# MARKET NEWS BULLETIN

13 January – 26 January 2017

Compiled by Nastja Pusic

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# Summary of Global HE News

## UK

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### Response to HESA 2015/16 student data (12 January)

By: Universities UK staff: Universities UK: 12 January

Universities UK has responded to the latest data on students from the Higher Education Statistics Agency (HESA).

The figures show that, between 2014/15 and 2015/16, there was a 1% increase (to 2,280,830) in the overall number of students in UK higher education. The statistics showed also a decrease of 5% in the number of part-time students since 2014/15 and a drop of 1% in the number of new international (non-EU) student enrolments.

Responding to the figures, Nicola Dandridge, Chief Executive of Universities UK, said: "The overall growth in student numbers is good news and highlights the continued demand for UK university degrees. The continued decline in numbers studying part-time, however, is a cause for concern, as is the flat-lining in international student (non-EU) numbers.

"While the total number of international students [non-EU] in the UK showed no growth during this period, we saw a further decline [-1%] in the number of new international students enrolling. This continues a worrying decline in the number of new international enrolments over recent years.

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### UCAS figures reveal winners and losers in battle for students (26 January)

By: John Morgan: THE: 26 January

Universities' records on admissions for different ethnic and social groups also highlighted the fortunes of English universities are continuing to diverge, with major rises and contractions in student recruitment across institutions since the abolition of number controls, new Ucas figures show.

Ucas has today published its 2016 data on recruitment across individual universities.

Analysis by Times Higher Education shows that four English universities have seen their numbers of new UK and EU students fall by more than 30 per cent since 2011, the year before the government began to lift student number controls in England, creating much fiercer competition between institutions for students.

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### United States Visa Concerns Expected to Stifle International Student Enrollment (20 January)

By: Dian Schaffhauser: Campus technology: 25 January

American colleges and universities could face a much tougher environment in attracting international students for the fall 2017 semester. Two of the top four sources for those students — South Korea and Saudi Arabia — are in decline, and the other two sources — India and China — are seeing growth slow, according to DrEducation, which studies trends in international higher education.

Rahul Choudaha, CEO and principal researcher for the United States-based organization, reported that traditionally the U.S. vies with the United Kingdom for drawing students from other countries. But in both countries, uncertainty related to expected restrictions on student immigration as well as other factors may drive candidates elsewhere.

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### US: The link between public funding and international student recruitment (20 January)

By: ICEF Monitor staff: ICEF Monitor: 20 January

- *A new study highlights the declining funding of public colleges in the US over the past decade and more*
- *It also finds that many institutions are working to offset such funding cuts by increasing out-of-state and international student enrolments*

With international students paying up to three times as much in tuition as in-state residents, public research universities in the United States are increasingly turning to foreign student recruitment to offset cuts in state support for higher education.

The number of international students in the US has increased more than 40% in the last decade. In 2015/16, international student enrolment in America [surpassed the one-million mark for the first time](#). With foreign student numbers now at an all-time high, international education has become a big business in the US. NAFSA estimates that international students contributed US\$33 billion to the US economy in 2016, while supporting more than 400,000 jobs.

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## US HEIs tell int'l students: "You are welcome here" (18 January)

By: Natalie Marsh: The Pie News: 18 January

Universities in the US are coming together to send a welcoming message to all international students, after prospective students expressed unease about studying in the US following the presidential election.

Spearheaded by [Temple University](#) in Philadelphia, the campaign is backed by a number of US universities that have produced videos of faculty members, staff and students inviting international students to campus.

The #YouAreWelcomeHere hashtag was originally used in a video campaign produced by [Study Group](#). Jessica Sandberg, director of international admissions at Temple University saw it on social media shortly after the presidential election and was spurred to amplify the narrative.

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## Canada overtakes UK as 'most desirable' country for EU students (5 January)

By: Ellie Bothwell: THE: 15 January

Australia also makes gains in list of most attractive English-speaking nations as US slips

Canada has overtaken the UK as the most attractive English-speaking country for European Union students, according to a study that highlights the damaging impact of the Brexit vote on the UK university sector.

A survey of 219 international students at universities in the UK found that Canada was the most desirable English-speaking nation for EU students, followed by the UK, Australia, the US and New Zealand in last place.

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## Canadian Universities see rise in applications from americans (19 January)

By: Matt Horwood: The Charlatan: 19 January

Universities across Ontario and Canada have seen a spike in applications from the U.S. following Donald Trump's election victory.

The University of Toronto (U of T) has seen a 70 per cent increase in applications from prospective U.S. students since November compared to this time last year, while McMaster University saw a 34 per cent increase, according to CBC.

Andrew Johnston, a Carleton University American history professor, said there are a few potential reasons why Americans would suddenly find Canada a more attractive place to study.

“Canadian universities have been doing a lot of international recruiting, and with the cost of American education and the value of the Canadian dollar, it makes a lot of economic sense for Americans to look north,” Johnston said.

However, “certainly there appeared to be a strong connection between [the Nov. 8 election] and this increased traffic on Canadian university websites,” he added.

In 2014, Canadian universities intensified recruitment following a federal initiative to double the number of international students by 2022, according to Global Affairs Canada.

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## International

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### A new way of planning international recruitment (20 January)

By: University World News staff: University World News: 20 January

No one has the market on predicting accurately where international students will enrol in 2017, but the following trends are likely to have an impact this year.

#### Growing importance of regional hubs

There are approximately five million students studying abroad today and a recent report from ICEF predicts that there will be [eight million students studying abroad by 2025](#). Where are these students enrolling? Western Europe and the United States have traditionally been the destination for international students. However, this is changing.

Regional hubs, [especially in Southeast Asia](#) and in the Middle East, are enrolling a greater share of international students with regional governments working together to create strong economic and political ties to attract students from the region to study there.

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### Global MOOC enrolment jumped again last year (16 January)

By: ICEF Monitor staff: ICEF Monitor: 16 January

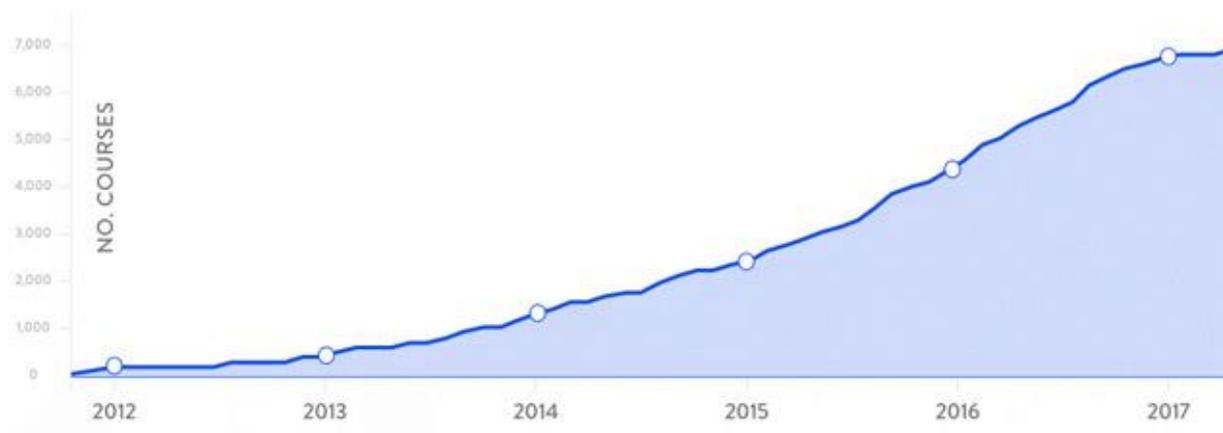
- *Worldwide MOOC (Massive Open Online Course) enrolment grew by nearly two-thirds in 2016 to reach 58 million students*
- *Regional MOOC platforms, notably in Latin America and China, are now drawing significant numbers of new students*
- *Many courses now support self-paced learning and more frequent course starts, with the result that many students are studying in smaller cohorts than in the recent past*

Student enrolment in MOOCs (Massive Open Online Courses) has been growing at an especially fast clip over the last few years and that pace barely slowed in 2016. The latest figures from [Class Central](#), an aggregator of MOOC course listings, indicate that 58 million students signed up for at

least one course in 2016. This represents a nearly two-thirds increase over [the 35 million registered students in 2015](#), which was in turn a doubling over the enrolment base from 2014.

Helping to fuel this growth, the number of courses on offer continues to climb quickly as well. There were 2,600 new courses announced in 2016 (up from 1,800 the previous year), bringing the worldwide total to nearly 7,000 online courses offered by 700 universities.

*Number of MOOC courses available worldwide, 2012-2016. Source: Class Central*



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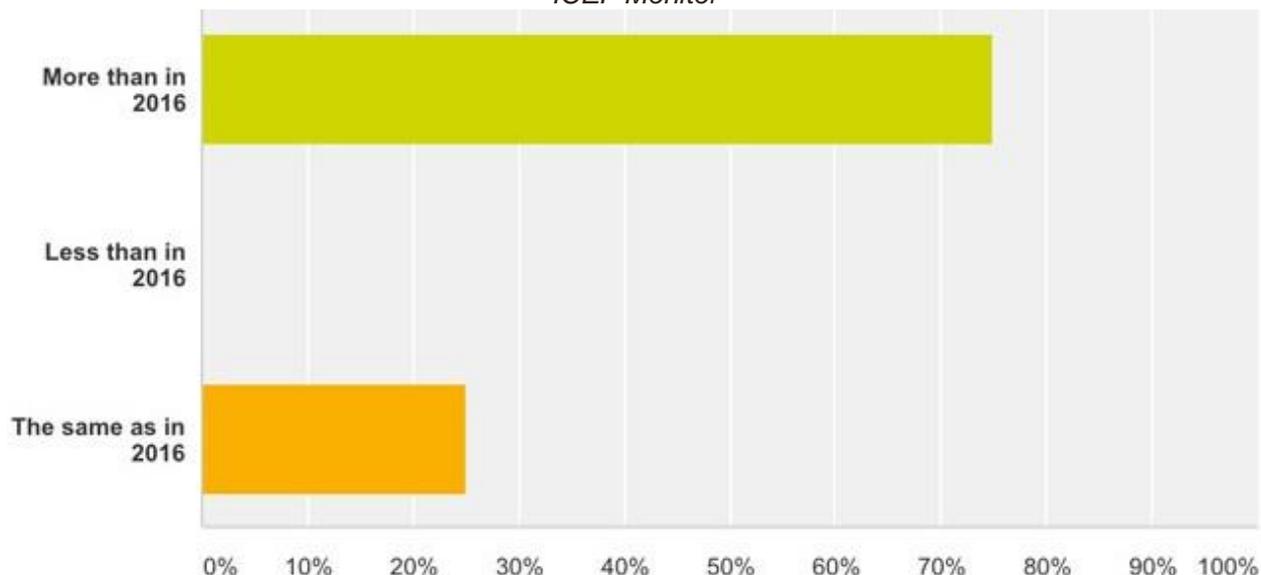
## **Russia: Education agents optimistic as economy strengthens in 2017 (25 January)**

By: ICEF Monitor staff: ICEF Monitor: 25 January

- *After two years in recession, the Russian economy is showing distinct signs of recovery in 2017*
- *Analysts are projecting modest growth for the year on the strength of rising commodity prices, declining inflation, and the increasing value of the Russian rouble*
- *International travel forecasts expect growth in Russian outbound travel this year, after two years of steep declines*
- *Three quarters of Russian agents responding to a recent survey said they expect to refer more students abroad in 2017 than they did last year*

Three out of four Russian agents expect to refer more students abroad in 2017 than they did last year. This is one of the top-level findings of a survey of leading Russian education agents conducted by *ICEF Monitor* this week. It is also one of the latest indicators that the Russian market – which has been mired in a deep recession for the last two years – is now poised for recovery.

Responding agents' expectations regarding volume of student referrals abroad for 2017. Source: ICEF Monitor



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## Asia

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### Improved working opportunities for international students in China (19 January)

By: Zhong Wenxing: Global Times: 19 January

New policy encourages more young foreigners studying in China to stay for work. Foreign students who receive a master's degree from a Chinese university and several prestigious international universities are now eligible to receive a work permit and employment licenses in China without the previous requirement of at least two years of work experience. A joint statement outlining the new policy, which began in January, was issued by the [Ministry of Education](#), [Ministry of Foreign Affairs](#), and the [Ministry of Human Resources and Social Security](#).

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### India: agencies predict 30% drop in students going to Aus due to bank back up (19 January)

By: Natalie Marsh: The Pie News: 19 January

The Association of Australian Education Representatives in India has forecasted a 30-35% drop in the number of Indian students going to Australia for the February intake, following the demonetisation of the ₹500 and ₹1,000 notes in November.

Implementation of the new policy and introducing new ₹500 and ₹2,000 bank notes into circulation has put a strain on banks resulting in delays in processing education bank loans for overseas study.

The backlog on granting loans affects students who are planning to enrol in an Australian university next month, according to AAERI.

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## Australia and New Zealand

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### Australia on track for 12% growth in 2016 (18 January)

By: ICEF Monitor staff: ICEF Monitor: 18 January

- *Total international enrolment in Australia has increased by 12%, year-to-date October 2016*
- *Commencements are up by 11%, compared to the same YTD period for 2015*
- *Australia has recorded overall growth of 36% since 2013*
- *Three in four international students in the country come from Asia, with China far and away the largest sending market*

The latest data release from the Australian Department of Education and Training (DET) reveals that the country's international education sector is tracking toward another year of strong growth for 2016.

The department reports that year-to-date October 2016, [total international enrolments are up 12%](#), compared to the same period for 2015, and that commencements have increased by 11%.

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### Flow of Asian students may soon be two-way (26 January)

By: Tony Cripps: The Canberra Times: 26 January

Education provides one of the most compelling case studies of the undoubted benefits of Australia's growing links with Asia.

Australia is among the most popular destinations for Asian parents considering an international university education for their children, so the potential social and economic benefits of this trend for Australia are significant. There are also cross-cultural benefits of a broader trend towards international study that could see many Australians enrol in Asian educational institutions.

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