



EMMA-EAST 2014

Promotion for Cohort 2: how to attract potential Asian candidates

University of Cottbus
EMMA EAST Meeting
16th Sep – 18th Sep 2014





Students are becoming
consumers of higher education
all around the world



Factors that students use to worry about are:

- how many men or women are there;
- “city” versus “campus”;
- whether their grant/student loan/parental top-up will cover their accommodation costs as well as a healthy social life;
- quality of teaching;
- tuition fees;
- employment facility after graduation and/or mobility period;
- others.



Students main difficulties:

- English proficiency;
- Family status;
- Compatible field of study between home and host institution;
- Attitude in choosing the targeting country;
- Difference between time frames;
- Cultural and religious differences.



Attracting students?!

- **Attracting an application is only the first difficulty**

the risk of losing a student **due to**

- a) poor course selection,
- b) unrealistic or over-optimistic expectations
- c) incompatibility with a particular university's environment

can jeopardise the relationship, with significant financial consequences for both parties.

- **Using experienced counsellors** who are skilled in advising international students helps ensure that these scenarios are rare.

When many aspects of a university are under so much scrutiny, **having a partner to assist in the recruitment of an important group of students** who can bring diversity, dedication and with the reassurance that their choice of course and provider has been carefully made, **can be an important strategic step for the partner institutions.**



Attracting students?!

Institutions must also **look for diversity in their student body** because diversity of students is important for two reasons:

- A good mix of students improves the university experience for home students by exposing them to different cultures;
- Diversity is also a good strategy for managing risk (there are many factors that can influence international student recruitment that are beyond a university's control).



What universities can do to attract students?

- Be present at **students world fairs** (even virtual fairs);
- **Work together with local organizations** like NGOs, Red Cross, students unions, Ministries of Education, other universities of the Asian countries;
- **Disclosure of opportunities** through partner HEIs, local media, brochures, newspapers, international relations offices, embassies and offices of the European Union in several countries;
- **Contract agents** on key countries that have offices in prospective students' home countries;
- **Guarantee full recognition of studies successfully achieved abroad** and the applicants must be aware of it;



What universities can do to attract students?

- **Teaching offer in English** in host institutions;
- Local universities should present the project opportunities on a **seminar for local students** but open to all universities on each country;
- **Create the brand EMMASIA as quality remark** on Higher Education Asian-Europe and **disclosure it**;
- Use Social networks such as Facebook, Twitter, LinkedIn;
- Use your **networking**;
- **Each university should post a video** of 1minute on projects website, **marketing the institution**;
- Create a **viral video** of the project opportunities;



What universities can do to attract students?

- A good **online marketing campaign** made by a professional can be very effective;
- **Contact the alumni** and the Erasmus Mundus Alumni Association.



Just a note:

According to Allen Jiang, IDP's regional director for North Asia, "the old methods of marketing, such as local government exhibitions and seminars, are no longer as effective as they were. The internet is growing so radically that all universities that want to attract Asian students need to build their brands online" (2012).



Thank you!

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