

The Future in Focus

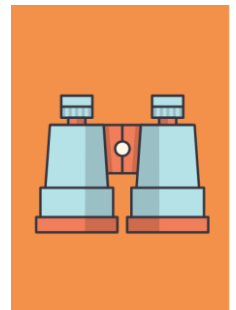


Connecting a global community of
professionals in international education



The Future in Focus:

Employability
Technology
Sustainability
Globe-gazing
Effective skills for the workplace



Who has
acquired
a new
language
overseas?



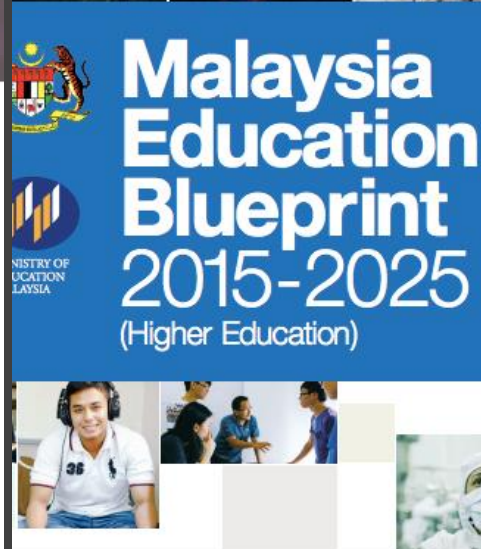
Ask the audience





Strategie | Strategy
DAAD 2020

DAAD Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Malaysia Education Blueprint 2015-2025
(Higher Education)

MINISTRY OF EDUCATION MALAYSIA



A STRATEGY FOR ATTRACTING INTERNATIONAL STUDENTS



BIENVENUE EN FRANCE
CHOOSE FRANCE



DOSSIER DE PRESSE

Contact
Service de Presse
de Matignon
57, rue de Varenne
75007 Paris - France
3 (0)1 42 75 50 78/79



GO ON
S:
ATIONAL
ION STRATEGY
2024

Gouvernement
Canada



Global competition

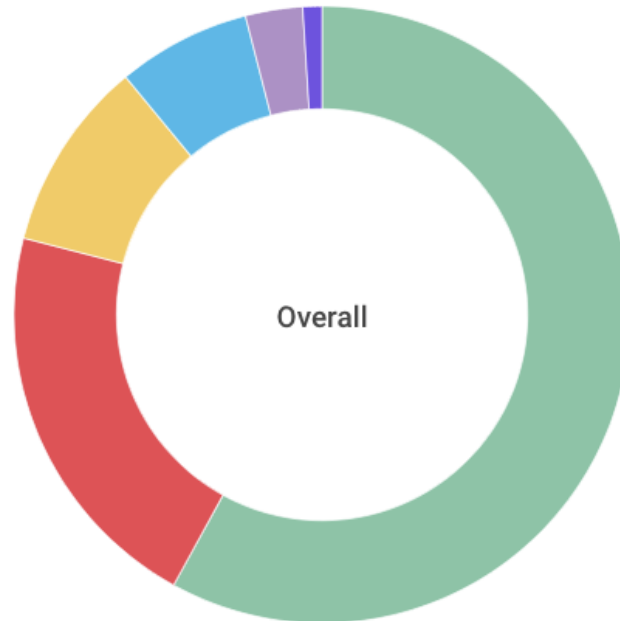
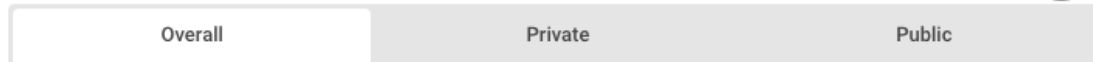
Numerous national strategies abound



Canada's trends – 2018 data

Agent 58%
Direct 21%
Walk in 10%
Other 11%

Recruitment channels overall and by sector. Data: LC/Bonard



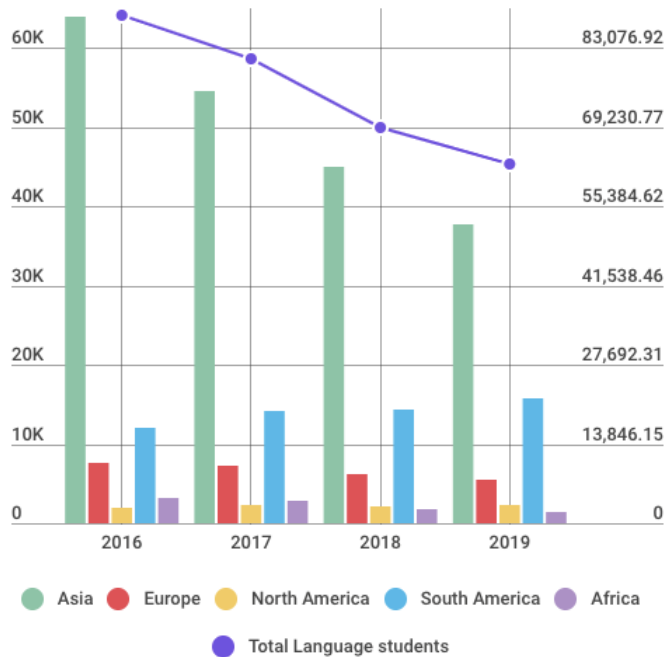
● Agent ● Direct ● Walk in ● Institutional agreements ● Govt scholarships ● Other



Tough out there – view in other countries

US IEP data for 2018

Language training sector by source regions overtime. (Data: SEVIS)



US: IEP numbers down 10%, but decline has started to “level” – IIE

Posted on Jun 13, 2019 by Claudia Civimini
 Posted in News, under North America.
 Tagged with EnglishUSA, IEP, IIE.
 Bookmark the permalink.

Intensive English Language providers in the US saw another year of declining enrolments in 2018, but there is a silver lining: the downward trend has started to “level” at 10% compared with 20% the previous year, new IIE figures have revealed.



IIE's research specialist Julie Baer said that the level of decline has started to “level” compared to previous years. Photo: esudroff/Pixabay



Tough out there – view in other countries

Data from English UK 2018
reveals slowdown in private sector
– & 2017 was first upturn in 3 years

Coronavirus: UK ELT schools fear losses due to missed bookings

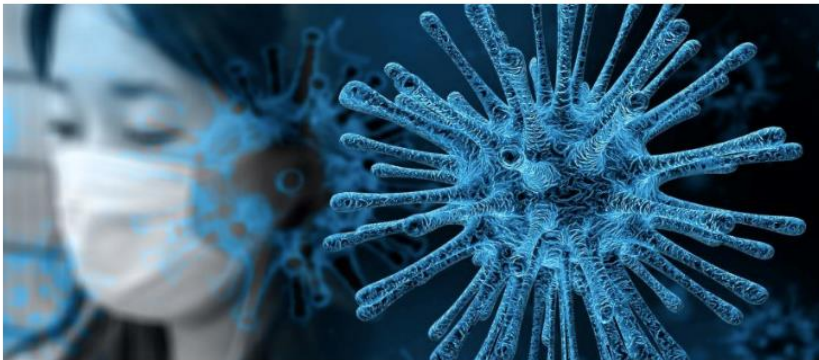
Posted on Feb 11, 2020 by Will Nott

Posted in News, under Europe.

Tagged with ELT, English UK.

Bookmark the permalink.

UK-based ELT schools are bracing themselves for serious financial problems because of coronavirus, with providers already reporting lost business from both China and other countries around the world.



Some ELT schools are facing serious financial losses because of coronavirus. Photo: Gerd Altmann/Pixabay

UK ELT passes the half a million student mark, but growth has slowed

Posted on May 23, 2019 by Claudia Civinini

Posted in News, under Europe.

Tagged with Bonard, ELT, English UK.

Bookmark the permalink.

The UK ELT industry passed the half a million student mark in 2018, new English UK statistics compiled in collaboration with **Bonard** revealed, but growth has slowed down especially for private sector members.



The new statistics were presented at the EUK conference in London. Photo: free-photos/Pixabay





Language
training
marketplace
feels smaller



British Study Centres acquires Cactus Worldwide

19 Sep 17, 2019 by Callan Quinn

Acquisitions, News, under Europe, with British Study Centres, Cactus Worldwide,

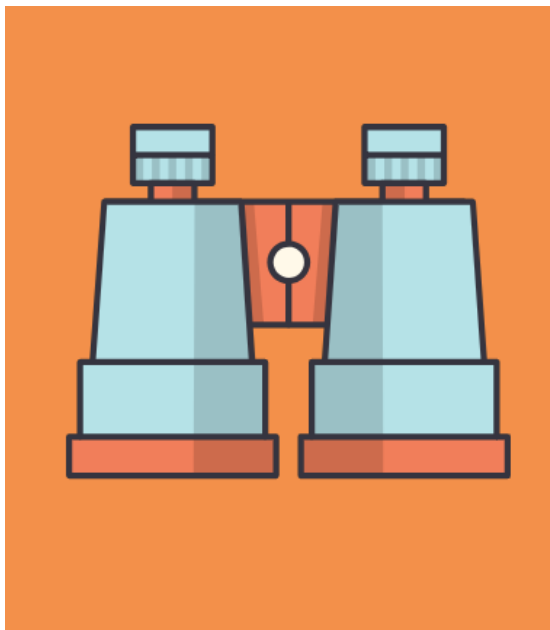
Click the permalink.

cactus Learn a language *your way!*

Tailor-made >	Courses Abroad >	Evening Courses >	TEFL Courses >
Looking for private or in-company courses tailored to your needs?	Experience an inspirational language holiday at various destinations.	Want to improve your language skills whilst meeting new people?	Teaching English abroad is one of the most enriching ways of exploring the world.

CONTACT US LIKE US FOLLOW US SUBSCRIBE

UK-based international education group **British Study Centres** education travel specialists **Cactus Worldwide**, the company announced the acquisition on September 16.



Kaplan International acquires European agency giant ESL

International acquires European agency giant ESL

In major consolidation news for the study travel sector, **Kaplan International English**, the ELT education division of Kaplan, has acquired Europe's largest student placement agency, ESL Education.

Brochure Devis personnalisé Inscription

plus de 20 langues à
250 destinations

5 new places over 25,000 students overseas each year, with strong market presence in Switzerland, France, Italy and Spain.

LCI enters into major partnership deal with STB in Brazil

19 Sep 17, 2019 by Amy Baker

Acquisitions, News, under North America

Click the permalink.

LCI EDUCATION NETWORK + STB STUDENT TRAVEL BUREAU SINCE 1971

The news may surprise the study travel industry, as it is the second announcement of a commercial alignment between a major education company and a student recruitment and placement business in as many months.



TREND: Educators seek to own recruitment channels themselves

What do we want to know?

- Asking my LinkedIn community...

The image shows a screenshot of a LinkedIn profile and a post. The profile is for Amy Baker, CEO at The PIE: Media, Executive Search and Events for international education. The post is by Emma Tudor, Senior Operations Manager at EF Education First, and contains a list of questions related to international education.

LinkedIn Profile:

- THE PIE EXECSEARCH**
for our successful executive
for international education
- Amy Baker**
CEO at The PIE: Media, Executive Search and Events for international education
[View full profile](#)

Post by Emma Tudor • 1st (12h ...)

Senior Operations Manager, EF Education First / Vice President, Engli...

Sounds like a great topic and one that I've been considering for some time. Would love to hear some thoughts on:

- 'General English' programs; is this the way forward or are these generic courses slightly out of touch with our int.ed. students of the future?
- What do teenagers want? How can we make short term junior programs the most impactful (both classes and activities)?
- Where are the future emerging markets?
- What can we learn from the past 5 years of declining enrolment (in the US/UK) and use this to bring int.ed. students back to these regions?

Looking forward to hearing more about the session! 👍 (edited)



International
Summer Schools

Summer Schools

Oxford Cambridge London



High-end programs offering a taste of higher ed



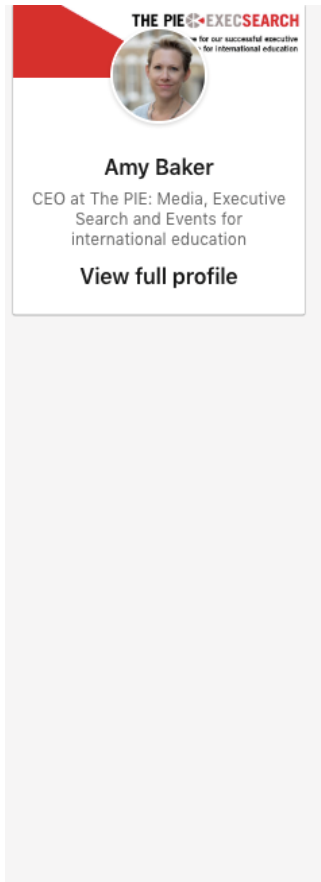
ISSOS – “The experience of a lifetime”




Oxford Royale – “Inspirational cultural and academic courses”



The LinkedIn community answers..



THE PIE EXECSEARCH
for our successful executive
for international education



Amy Baker
CEO at The PIE: Media, Executive
Search and Events for
international education

[View full profile](#)



Louise Nicol • 1st

Founder Asia Careers Group SDN BHD

1d ...

Asia Careers Group has been working in the area of Asian market insight regarding [#Education](#) & [#Employability](#) for the last 4 years - this is what we've learnt:

- What do teenagers want?

Teenagers & their parents/funders want their programmes to make them employable. [#GraduateOutcomes](#) are the most important factor in terms of decision making & institutions still collect few if any metrics on [#International](#) [#Employability](#).

- Where are the future [#emergingmarkets](#)?

[#ASEAN](#) & wider [#Asia](#) ([#Bangladesh](#) & [#Pakistan](#), [#SriLanka](#)) present the greatest opportunities to [#diversify](#) [#Internationalstudentrecruitment](#) away from an over reliance on [#China](#) & [#India](#).

- What can we learn from the past 5 years of declining enrolment in the US/UK?

[#PostStudyWork](#) is critical to attracting [#Internationalstudents](#), the UKs experience proves that conclusively. [#PSW](#) alone is not enough HE needs to provide more support to [#students](#) finding work in their country of study & back home.

- 'General English' programs; is this the way forward with students of the future?

My suggestion is that all programmes need to encompass Employability at their heart - core skills both hard & soft.





HOSPITALITY & TOURISM PROGRAMS

[LEARN MORE](#)



GLOBAL STARTUP SCHOOL PROGRAMS

[LEARN MORE](#)



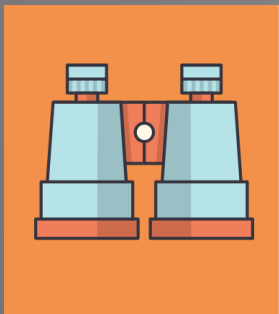
FOUNDATION OF FOOD AND BEVERAGE CO-OP

[LEARN MORE](#)



INTERNATIONAL BUSINESS AND MANAGEMENT CO-OP

[LEARN MORE](#)



ELT companies pivoting





What next? Tech muscles....

- Edtech sector proliferates
- Huge financial investment into tech platforms
- Duolingo – new tech unicorn



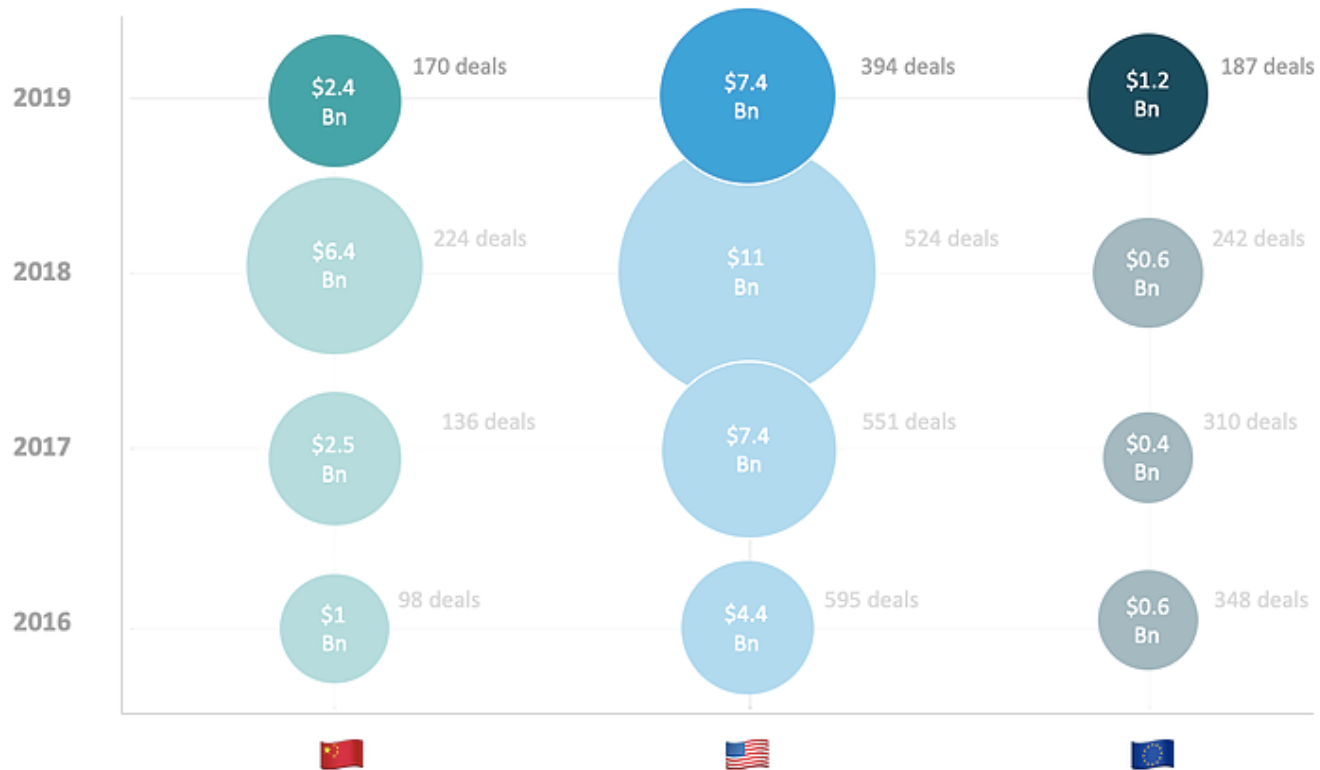
Significant funding for tech platforms in the industry

All trying to solve a problem in international ed.



Scale of edtech investment: \$10.8bn

Source: BrightEye Ventures (2019)



Who is that partner will succeed: edtech investors | Sector must shape up on employability outcomes

by Amy Baker
edtech, News, under Europe
bootcamps, edtech, STEM, tech.

The emergence of a new breed of digital skills schools – coding academies and technology bootcamps promising high employment rates after graduation in a matter of months – are not the threat to universities that some might argue, according to a panel of veteran edtech investors.

29, 2020 by Amy Baker
migration, News, Work rights, under:
Employability, UK.
permalink.

In the wake of soon-to-arrive **post-study work rights** and the need to demonstrate ROI on higher education, the UK sector must prioritise a strategic approach to embedding employability into university curricula and student experience.



L-R: Patrick Brothers of HolonIQ, Jan Lynn-Matern, Alex Spiro and George Straschn...



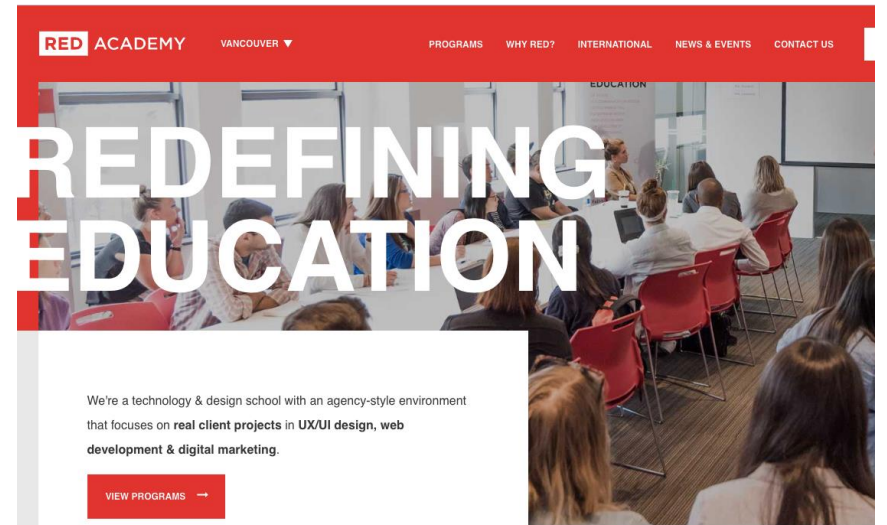
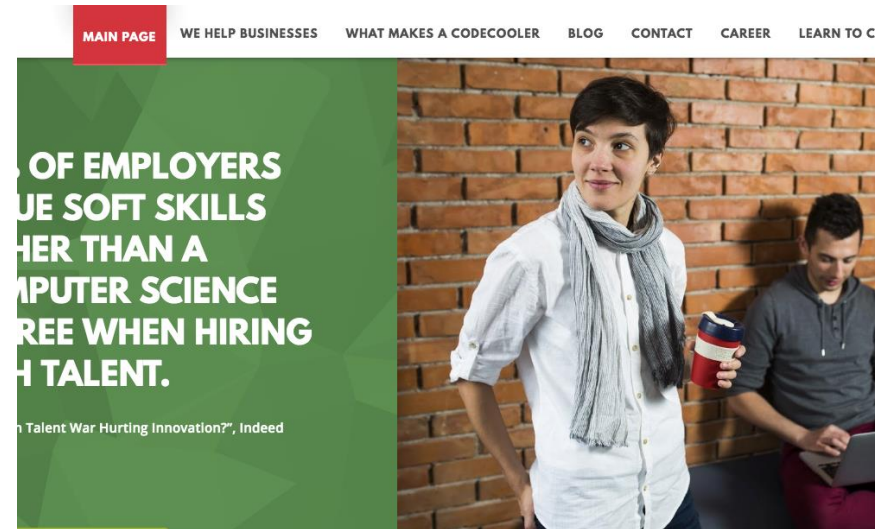
"Employability is moving from marginal into you might say a defining role", said David Pilsbu...

Another TREND: Employability
(and working with employers)



Coding bootcamps, tech academies

Red Academy in Vancouver – “we hit the ground running” – UX design with real-life clients



“Employability is the
new arms race in
international
recruitment”



Technology meets employability.



“We analyzed over 30 million job vacancies to bridge the gap between learners and employers. And that is just the start.”

“The faster you advance, the less you pay”



Career Readiness for Students & Young Professionals

Riipen connects students with companies to work on real projects, for course credit.

SIGN UP



Riipen as a case study

North America's largest marketplace for project-based collaboration between employers, educators and students



What's Cooking?

A Recipe Book For Employability
By Study Queensland

StudyQueensland.qld.gov.au
+61 7 3514 3147
studyqueensland@tq.qld.gov.au

STUDY QUEENSLAND
GOLDCOAST. | TIO

#2
ASSIGNMENT
ORIENTED
NETWORKER
Ability to deal with
constant change and
insecurity, in possession
of innovative DNA.

#1
COMMUNICATIVE
NERD

Strong technical/
mechanical/IT skill
set, able to apply
their technical
skills in different



#3
AGILE
COMMUNICATOR

Ability to adjust in
diverse groups with
individuals from
different cultural and

Learnings from Queensland

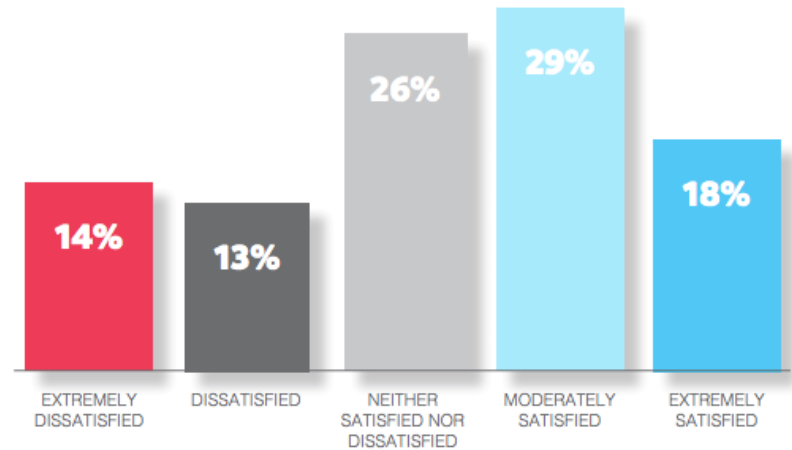
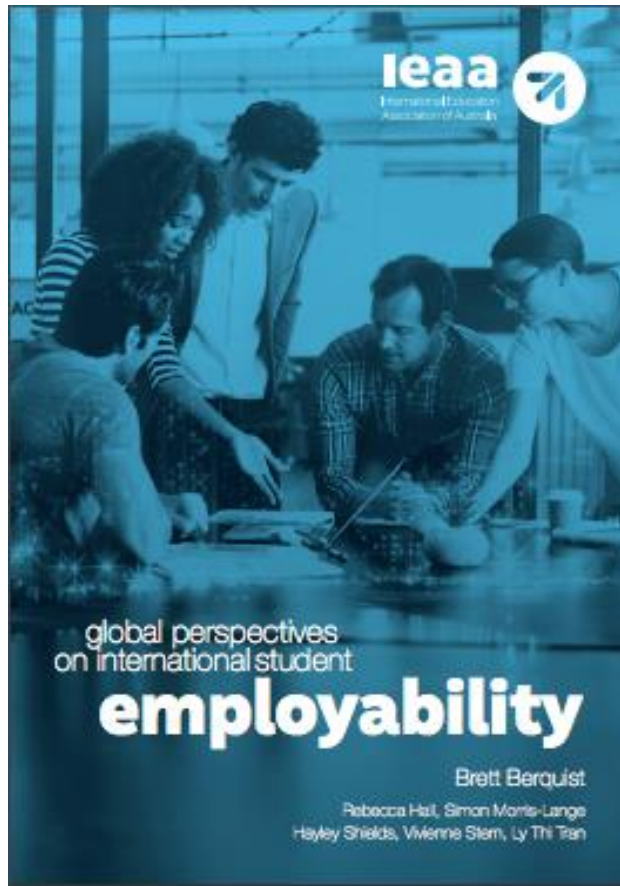


Take-aways from the Study Queensland recipe book for success!



- Working with alumni
- Real-life business projects
- Micro-credentials from Study Cairns (LinkedIn compatible)
- UQ offers an Employability MOOC
- Employer meet events
- NSW “international student business charter” and case studies filmed, shared

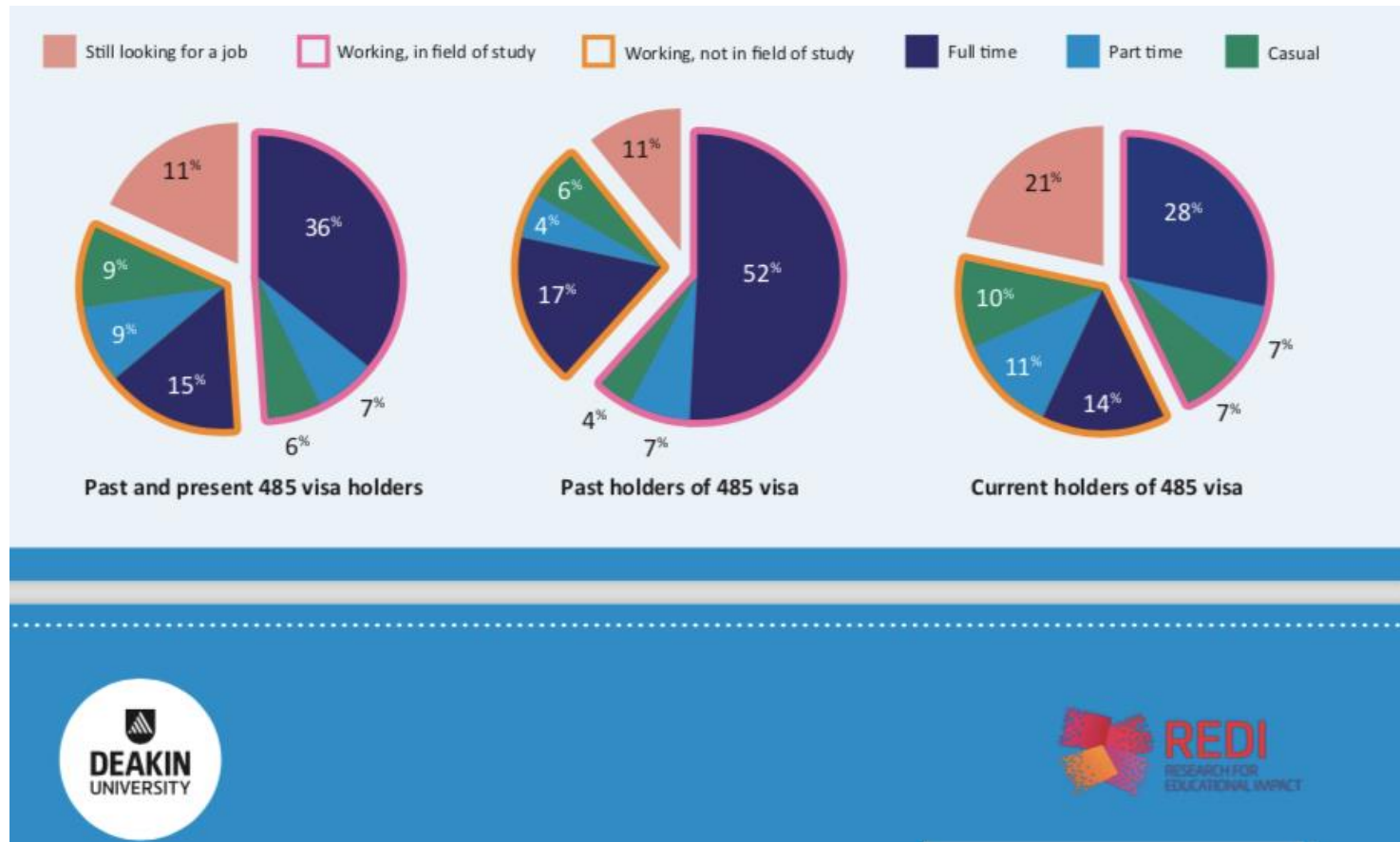




IEAA survey of PSW holders in Australia

“the temporary graduate visa does not represent a competitive advantage in job seeking”





Deakin University study

“There is a critical need to work with local businesses and employers to build an understanding of 485 visas and the status and potential of international graduates on 485 visas.”

Int'l students less likely to work during studies, than Canadian peers

International students in Canada are less likely to work during their studies and earn less than Canadian peers with similar educational background six years after graduation, a new report by Statistics Canada has found.

vinini
ca.
Canada.



Lack of professional connections may be one of the obstacles to successful employment for international students. Photo: Life-of-Pix/Pix

Canada: int'l grad & Canadian counterpart pay gap narrows over time

Published on Jan 23, 2020 by Viggo Stacey
Cited in News, Work rights, under North America.
Associated with Canada, CBIE, Post study work, student incomes.
Bookmark the permalink.

International students who remain in Canada earn between 17% less than Canadian graduates one year after graduation, a report by Statistics Canada has found. However, the salary gap appears to narrow over time as international graduates remain in the country.



One year after graduation, business, management and public administration international masters graduates were earning 17% less than Canadian counterparts. Photo: Life-of-Pix/Pix

Lack of professional connections can hamper access to job market



UK-educated Indian graduates face barriers with Indian employers

Posted on Dec 13, 2019 by Will Nott

Posted in News, under Asia.

Tagged with India, Sannam 54.

Bookmark the permalink.

UK-educated Indian graduates who return home to find a job are facing "ambivalence" from Indian employers, some of whom, according to a new report, did not recognise UK universities.



The value for
returning
students

63% of
employers not
at all likely to
employ

Many employers lacked awareness of UK universities and in some sectors, 63% were "not at all likely" to employ international degree holders. Photo:



A green, clean future

In 2020, global warming grabbed our attention - February saw temperatures of 18.3C in Antarctica, Time magazine described Davos as a "climate change conference" and a locust invasion in Africa has been linked to climate issues. But how is the international education industry responding, while simultaneously advocating for the life-changing value of studying abroad? Viggo Stacey finds out.

TREND: Sustainability

Too important to ignore

WE WERE ALL dismayed at photographs of Australia's 2020 interior, where scientists suggest that forest fires killed one billion animals. Alongside scientific surveys proving the shrinking of ice caps and permanent damage to our planet, the climate emergency is evidently here. Is the international education sector paying attention to the crisis?

"I think it's fair to say that most [educators] haven't been thinking about it," warns Anna Lambert, director and founder of Postgraduate Global and co-founder of CANE. Climate Action Network, a global coalition of NGOs. "I recently received a phone call from a student who had been in a forest fire in Australia in August 2019. Global education has increased steadily. The more that's connected to school studies, the more it's becoming a part of the curriculum. Flying creates fear for our planet. Research has estimated that the upper levels of annual carbon emissions from the HE industry abroad sector is in par with overall emissions of countries such as Australia and the UK from the world's top source of international students - China - without air travel would be impossible. Please travel as a commodity that cannot be substituted in the instance.

Certain regions like...
travel...
Llysoedd, Colmen, G...
students grow...
2020, one study...
journey to Paris...
save a blue per...
also where the term...
On the wide costs...
suggests Erasmus p...
comprehensive rail...
reduce air travel th...
Grounded, which...
selecting and cur...
yourself and...
work. According...
policy & manage...
"climate conflict" for...
respect to the climate...
To solve it, we need...
but creating those...
very high-emission...
We have to start...
low-carbon...
remotial opportunit...
them abroad?" asks...
Eastern Institute of...
How will the future...
with our going to be...

Answer to my opening question.

How does language
acquisition and using it in
situ in another country
change you?





Where does
a second
language
experience
take you?



“Master the skills that employers value”: Nexford

QS Reimagine: tech is not a panacea for better student outcomes

Posted on Dec 11, 2019 by Anton Crace

Posted in Ed tech, News, under Europe.

Tagged with Innovation, QS Reimagine, technology, UK.

Bookmark the permalink.

Higher education providers must prioritise student outcomes over focusing too heavily on pedagogical innovation and understand why it's necessary to successfully implement change, university presidents told delegates at the **QS Reimagine Education** conference in London.



The innovation must be student centric, according to delegates at the QS Reimagine conference. Photo: *The PIE News*

President of University of the Arts noted that the most important skill desired from graduates according to Fortune 500 companies is “creativity”.



The PLEoneer Awards 2019



THE PIE  **LIVE**  The **PIE**oneer Awards

SAVE THE DATE: 10-11 September 2020, London

THE PIE 
Professionals in International Education