

Research Universities and Their Global Engagement Strategies

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The Third Wave of International Student Mobility: New Opportunities for Emerging Destinations?

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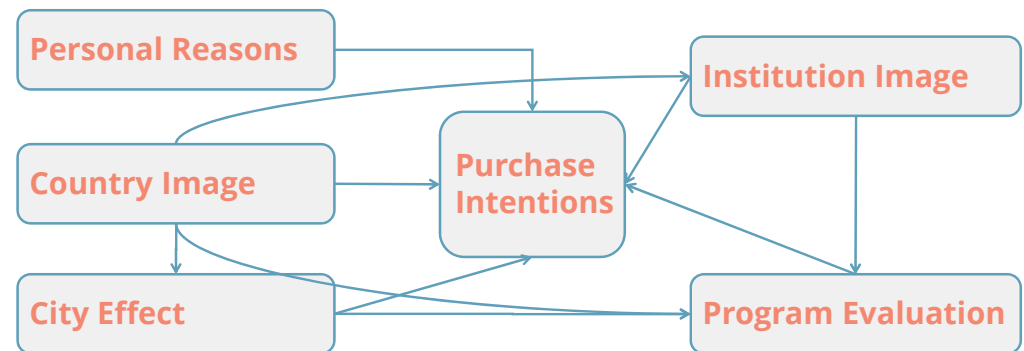
StudyPortals

Founded in 2009 and headquartered in the Netherlands, StudyPortals' global team of over 165 people is advancing international student mobility and making education choice transparent.

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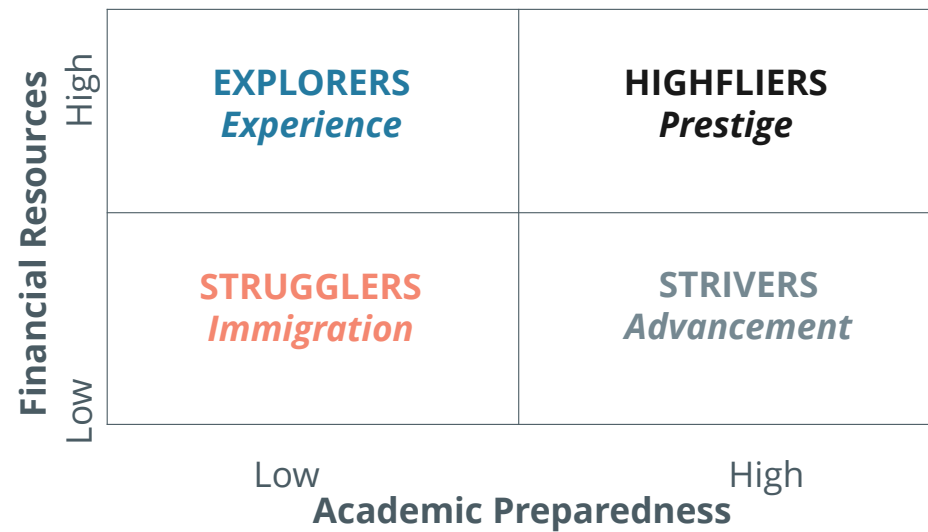
A recognized scholar-practitioner with expertise on data-informed internationalization strategies in the context of shifting student mobility trends and evolving transnational education models.

- Complexity of decision-making processes for studying abroad



Adapted from: Cubillo, et al. (2006)

- Diversity of student needs and motivations to study abroad



Source: Choudaha, R., Orosz, K. & Chang, L. (2012). Not All International Students are the Same. World Education Services.

- 'Glocal' students:
Global experiences,
local cost

- 'Glocals' are an expanding segment of students seeking global education experiences/credentials while staying in the country or region
 - One out of five students studying wholly overseas for a UK degree through a distance learning program (HESA, UK)
 - 70% of international students in Japan are from China, Korea and Vietnam
 - One-fifth of all foreign students in OECD countries came from countries that share land or maritime borders

Choudaha, Rahul (2013). Know your international student: Global or Glocal. University World News. <http://bit.ly/TNEglocal>

- Transformational events impacting the choices and mobility directions of international students

2001 9/11

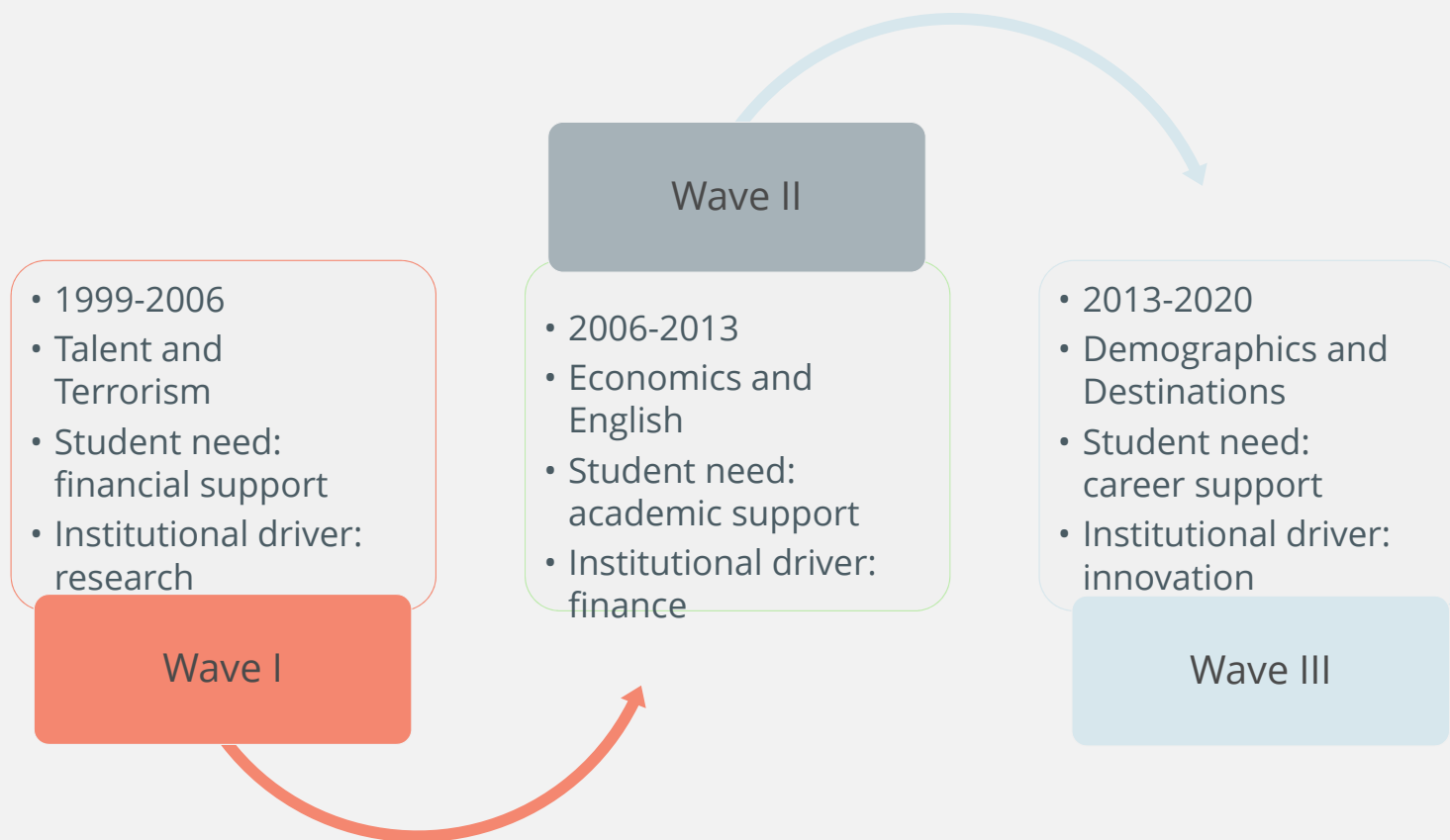
- Attractiveness of UK and Australia

2007/08 Global Financial Recession

- Attractiveness of the US

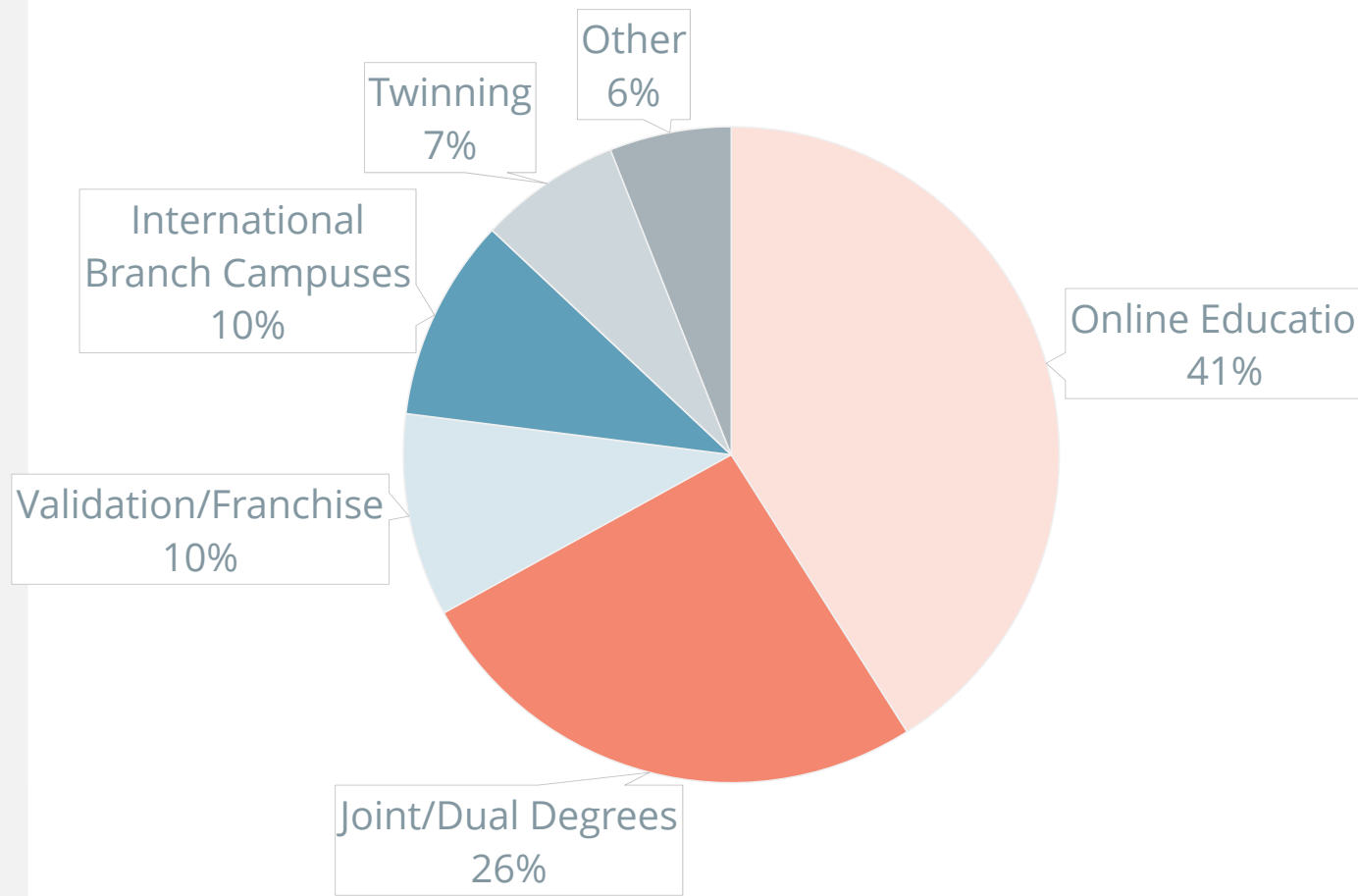
2016 Brexit? American Elections?

- ?



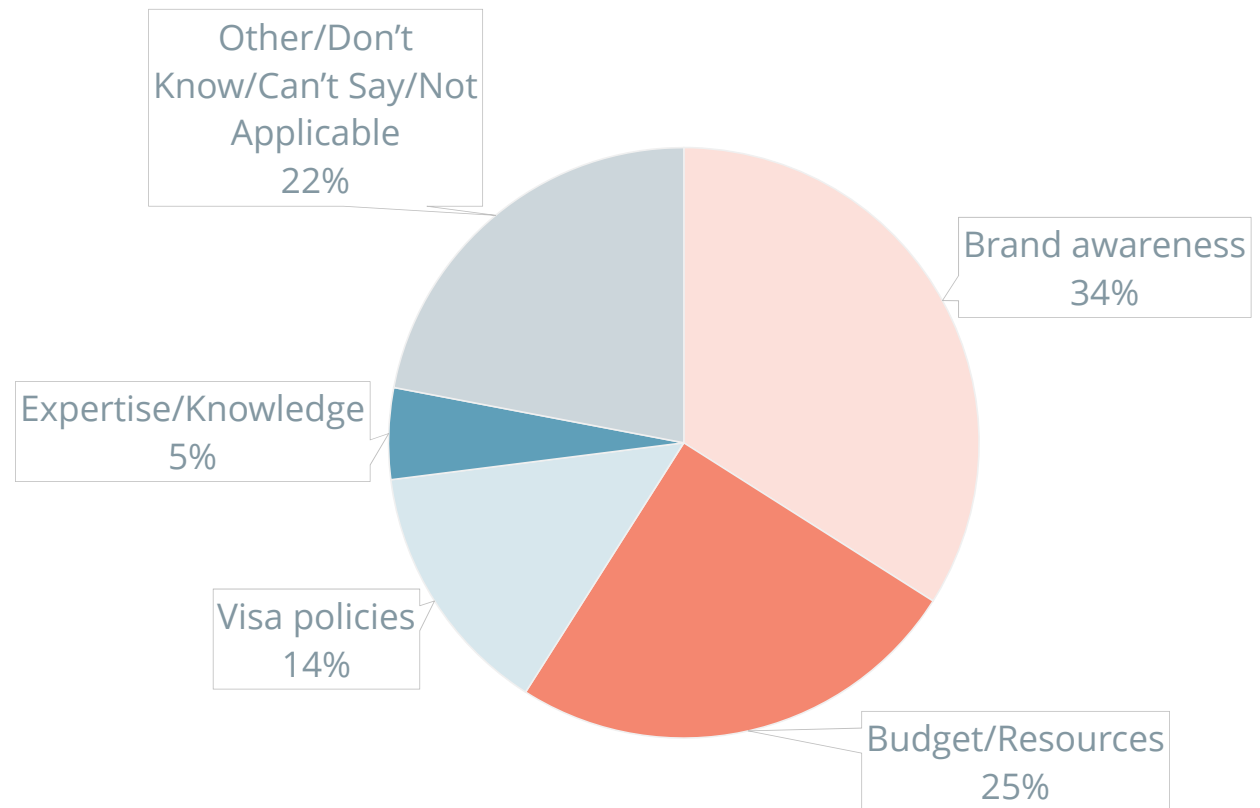
Choudaha, Rahul (2017). Three waves of international student mobility (1999-2020). Studies in Higher Education. <http://bit.ly/3Waves>

- Online education offers greatest future opportunity for growth in transnational education



Source: TNE growth must go hand in hand with quality – Panel. University World News.
<http://bit.ly/TNEsummary>

- "Brand awareness" biggest challenge for institutions recruiting international students



Source: Brand is key challenge for international recruitment, University World News
<http://bit.ly/isrBrand>

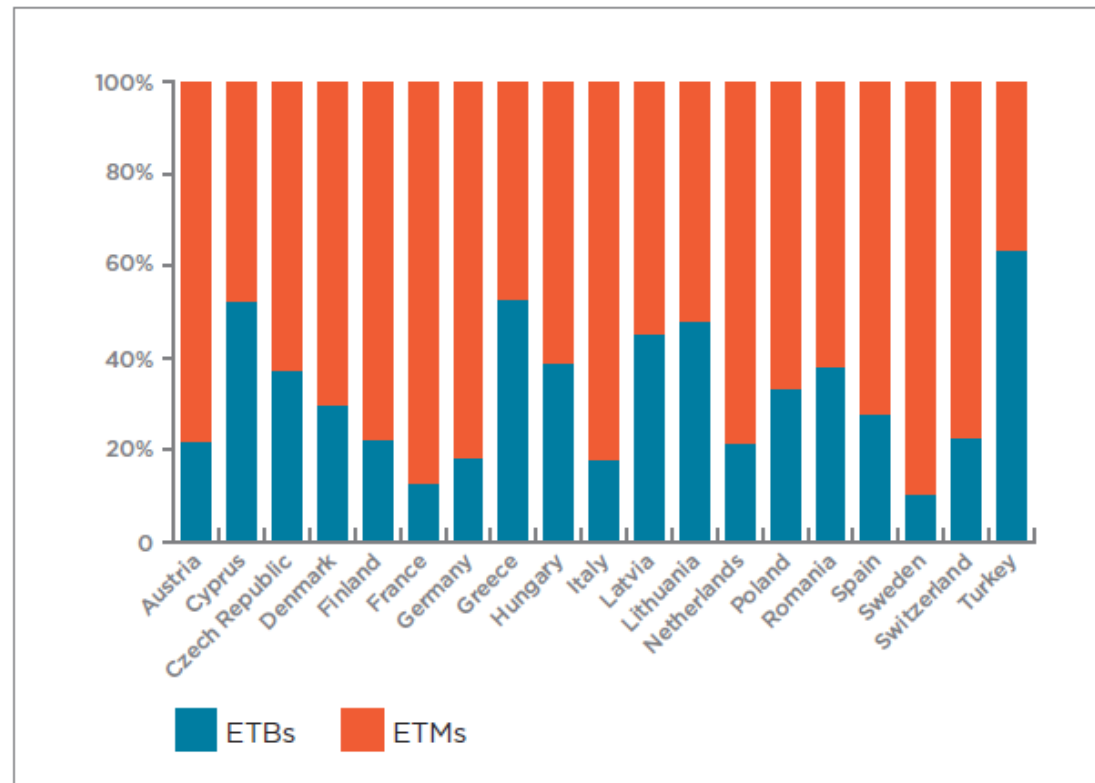
“Third wave” presents new opportunities
for emerging destinations

- “The mobility of students across borders has given rise to many concerns from policy makers and educators alike. The issues are complex and extend beyond the realm of education.”



- English-taught Bachelor's (ETBs) constitute 27% of the total number of English-taught programmes offered on master's and bachelor's level.

Distribution of ETBs and ETMs by country



Source: Sandström, Anna-Malin & Neghina, Carmen (2017). English-taught bachelor's programmes: Internationalising European higher education. European Association for International Education (EAIE) and StudyPortals

Future scenarios of international student mobility in the “third wave”

- Anti-immigrant rhetoric and restrictive post-education work opportunities in the US and the UK are likely to hurt the attractiveness of these two leading destinations in the immediate short term
- While some of the Anglo-countries will benefit from the challenges in the US and the UK, they will soon hit the capacity challenges to further absorb international students (e.g. Australia, New Zealand and Canada)
- Increasing attractiveness of Continental Europe on the momentum of increasing number of English-taught bachelor's and master's programs
- Asian countries with demographic challenges will increase the policy and institutional reforms to attract and retain international students (e.g. Korea, and Japan)
- Asian countries with the ambition of increasing their influence in the region and beyond will put more efforts in attracting international students (e.g. China, India and Turkey)

Translating opportunities and ambitions into reality of attracting international students will require:

- Innovating to attract and engage students: Go beyond traditional forms and constructs of student mobility to global engagement with multiple modes of transnational education
- Enhancing student success and career outcomes: Invest and inform institutional strategies with a key focus on supporting student success through academic and career lifecycle
- Identifying elements of differentiation: Defining how institutional mission aligns with the best fit international student and delivering on the promise

Thank You!

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