Do political events in host countries affect international education engagement?

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The research aim of this study was to establish whether political events and government policies affect international education engagement.

Supporting objectives:
- Policies’ impact on international demand
- Impact on wider international education engagement
- What does the future hold for international education
Timeline of higher education policies and student mobility to Australia 1988 – 2016

- 1988: Introducing fees for international students
- 1989: Target operating grant which controls home student numbers
- 1990: AEI created and international education marketing launched
- 1991: Two years of study required for those applying for the General Skilled Migration
- 1992: Launch of the Study in Australia brand
- 1993: Reports of violence against Indian students; Changes in student visas
- 1994: AEI created and international education launched
- 1995: Target operating grant which controls student numbers
- 1996: Student visa review in Australia (Knight review) and its implementation
- 1997: Launch of the Study in Australia brand
- 1998: AEI created and international education launched
- 1999: Two years of study required for those applying for the General Skilled Migration
- 2000: Introducing fees for international students
- 2001: AEI created and international education launched
- 2002: Two years of study required for those applying for the General Skilled Migration
- 2003: Launch of the Study in Australia brand
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- 2014: Two years of study required for those applying for the General Skilled Migration
- 2015: Launch of the Study in Australia brand
- 2016: AEI created and international education launched
Introduction of fees for international students

Home students’ numbers controls (“Maximum allowed student number”)

Policy (1994 - 2001) and then with a ±5% tolerance band (2002 - 2012)

Two Prime Minister’s Initiatives which aimed at increasing the number of international students in the UK (1999 - 2010)

Tightening of student visas and post-study work

Home students’ cap is fully abolished

Timeline of higher education policies and student mobility to England 1981 – 2016
Indexed growth in international students to Australia, UK and the US (1988 = 100)

- Australia had the fastest growth over the studied period.
- The acceleration in student numbers in the early 2000s is during the tightened immigration policy in the US following 9/11 attacks.
- Students, who would have traditionally travelled to the US for their education, might have opted for Australia or the UK.
Annual growth in international enrolments in Australia, the UK and US (2000 – 2016)

- Tighter visa rules in the US following 9/11 events
- Education campaigns in the UK and Australia and streamlined student visas
- Australia implements the Knight review recommendations
- Start of closures of education providers in 2010 followed by tighter student visas in 2012 in the UK.
Lag effect of policy impact
Proportion of international commencements in overall student enrolments

US: 29% Commencements, 71% Enrolments from previous years
UK: 53% Commencements, 47% Enrolments from previous years
Australia: 43% Commencements, 57% Enrolments from previous years
9/11
- Tighter student visa rules following 9/11 events led to continuous declines in international enrolments in the US
- High growth to the UK and Australia

Global financial crisis
- 2007-08 GFC mainly affected developed economies
- Growing unemployment was blamed on migrant labour
- GFC aftermath: political shifts towards protectionism
- Tighter visa rules introduced in Australia in 2009-10, closures of mainly private providers

2012 - present
- 2012 - full implementation of the Knight review in Australia
- 2012 - tighter student visa rules and limited post study work visa in the UK. Continuous declines in international student numbers
- Declines in Australia and UK coincides with strong enrolment growth in US
- 2016 - Introduction of new student visa framework and post-study work visa in Australia. Strong growth since 2014
“The market is fluid, so a negative impact in one country leads to a positive impact in another country, rather than a shrinking market.”

Kent Anderson

- None of the three countries experienced growth at the same time.
- The global mobility does not seem affected by countries’ tightening in student visas.
- The main effect of stricter student immigration policies is diversion of the flows of students to other countries.
Positive relationships between post-study work, international student targets and recruitment growth

<table>
<thead>
<tr>
<th>Description</th>
<th>Australia</th>
<th>Canada</th>
<th>Germany</th>
<th>New Zealand</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work allowed during study</td>
<td>20 hours</td>
<td>20 hours</td>
<td>20 hours</td>
<td>20 hours for degree programmes</td>
<td>20 hours for degree programmes</td>
<td>20 hours (on campus only)</td>
</tr>
<tr>
<td>Post-study work</td>
<td>2 years - 4 years</td>
<td>3 years</td>
<td>1 year</td>
<td>1 year</td>
<td>Limited</td>
<td>1 year (3 years for STEM OPT)</td>
</tr>
<tr>
<td>International student recruitment targets</td>
<td>720,000 international students by 2025</td>
<td>450,000 international students by 2022</td>
<td>350,000 international students by 2020</td>
<td>143,000 international students by 2025</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Growth rate over the past 2 years</td>
<td>17.8%</td>
<td>25%</td>
<td>16.3%</td>
<td>38.1%</td>
<td>0.2%</td>
<td>15.7%</td>
</tr>
</tbody>
</table>

Source: World Education Service and British Council (2017), Ten trends: transformative changes in higher education
International students’ economic contributions are 7% of the services exports in the UK and 31% in Australia.
Export value per students in Australia, the UK and US based on tuition fees and subsistence only ($AUD, market exchange rate)
The Brexit effect: Undergraduate applicants to the UK by domicile

- UK: -6% to -4%
- EU: -2% to 0%
- Non-EU: 0% to 2%

2014 to 2017
Any measurable impact of the Trump administration will be available in 2018-19.

Survey data in the current student recruitment cycle show:

- The Graduate Management Admission Council’s 2017 application survey shows that 32% of the US graduate business programmes reported increases in their international applicants. This compares with growth in 77% of the programmes in Canada, 67% in Europe and 65% of the programmes in the UK.

- The Council of Graduate School’s survey shows 40% of the grad schools in the US experienced declines in their international applications in 2017-18.

- IIE reported a modest drop in international undergraduate yield, which was most pronounced in Texas. The same survey shows the biggest concern for HEIs and students is securing and maintaining students visa and feeling welcome in the US.
A growing divide between the messages of the education sector and the government

Travel ban and deferred action for childhood arrivals

#YouAreWelcomeHere

Photo: @Phil_Baty
“But if you believe you’re a citizen of the world, you’re a citizen of nowhere.”

Theresa May

Source: telegraph.co.uk
#WeAreInternational

“Our commitment to the UK, remaining a welcoming home of global scholarship, which provides a superb education to the most talented people from around the world remains firm.”
The expert’s views

- Interviews with 30 thought leaders across 14 countries single out the US and the UK as the countries with the least favourable environments for international mobility.

- The rise of China as a major study destination and a global player in international education.

“China - already seeking to boost its global economic role as the United States withdraws - will no doubt play a more active role in higher education internationalisation.”

Altbach and de Wit
How to minimise negative effect of countries’ policies on international education

“The question should be what does the public want from internationalisation, not what do we want.”

John Hudzik

“We need to work to change minds at an early age such as when children are in elementary schools so that they understand the value and importance of diversity and the international community.”

David Comp
“… what governments and institutions do to retain global talent is what will decide which countries either remain or rise to becoming top destinations.”

Rajika Bhandari

“… a major shift in focus from location onto the learner and content, which can be facilitated through transnational education.”

Rebecca Hall
“The future of global engagement is about bringing down barriers and shamelessly trespassing boundaries - disciplinary and geographically.”

Jeffrey M. Riedinger
“Foreseeing the future is not an easy task in the chaotic global environment we live in today. International engagement and transnational education, already seeing different patterns than the traditional divide between the North and the South, most likely will undergo an accelerating transformation.”

Hans de Wit
The future of international education (continued)

“By taking education directly to students in their own country, universities can reach new markets by targeting the 98.3%* of the global market for tertiary education that remains at home.”

Nigel Healey

*Note: UNESCO Institute for Statistics figures show only 1.7% of global tertiary students are internationally mobile.
Growing space for international provider and programme mobility, greater collaboration in curriculum design and innovation in teaching and learning. Double degree programmes are likely to continue to gather momentum.”

Jane Knight

“There will be increasing demands in student mobility programs, dual or double award programs and decreasing demands on franchised programs.”

Patrick Kee

“Mobility-of-the-minds’ rather than a ‘physical mobility.”

Giovanni Anzola-Pardo
In conclusion

“Internationalisation is a process of change and a tool for dealing with the future. It is reactive to events and proactive to opportunities. There is a need to maintain a view of the bigger picture and long-term opportunities.”

Jane Knight
Thank you