THREE MEGATRENDS SHAPING THE FUTURE OF INTERNATIONAL STUDENT MOBILITY - Dr. Rahul Choudaha

DEFINITION OF MEGATREND:
A LONG-TERM, TRANSFORMATIONAL PROCESS WITH GLOBAL REACH, BROAD SCOPES AND DRAMATIC IMPACT.

HOW WE INTERACT WITH INFORMATION

DRAMATIC CHANGES IN SUPPLY AND DEMAND

Growing demand from upper-middle income countries

Could be met by high income countries

It's a temporary shift.

There is a mismatch between demand and capacity

Economic forces and regulatory environment

Recruitment is where the real competition begins...

Students need willingness and ability to go...

Economic forecasting

Diversifying with new markets should be a key strategy.

2001 - 9/11
2007 - GFC
2016 - ???
Chinese economy?
Brexit?
US election?
Technology?
Security in Europe?
Global warming?

Resilience through it all.
Dr. Rahul Choudaha

Evolving Segments

Not all students are the same... so how do we strategise?

Maturing Technology

Employers are bypassing units as they don't tell us about the skills we need.

TNE... there are many choices and potential strategies.

Disaggregated Degrees

Players outside Higher Ed.

New: Alternate Providers...

Online Degrees...

Micro Credentials

Student Need: $$$

What impact will it have?

EXPERIMENT with NEW MODELS

Defining your value proposition

Engaging with new students

Know your audience!

Who are you looking to recruit?

Academic Preparedness

Low High

Explorer High Fliers Struggles Strivers

Low High

GLOBALS

Interested in the

INTERESTED...

GLOBALS

Definition of value proposition

Industry could be ally or competitor - but most likely will outsource

Student Satisfaction

Why do people go back? What are they saying?

Recognition from employers may drive change to regulation