



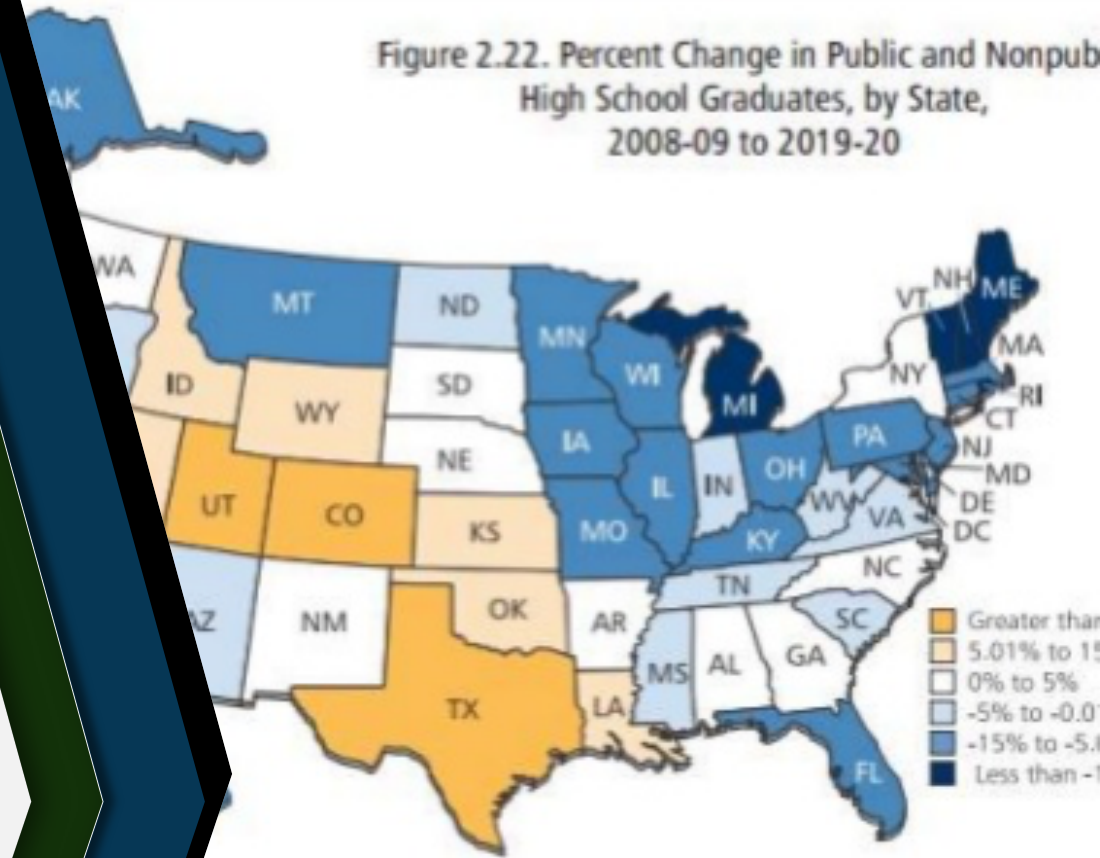
WHY INTERNATIONAL RECRUITMENT?

ALEX PARNIA, PH.D.
EXECUTIVE CHAIRMAN
GLOBAL EDUCATION ACCESS
BEVERLY HILLS, CA

“The higher-ed climate has changed profoundly and it’s not going back to the old normal.”

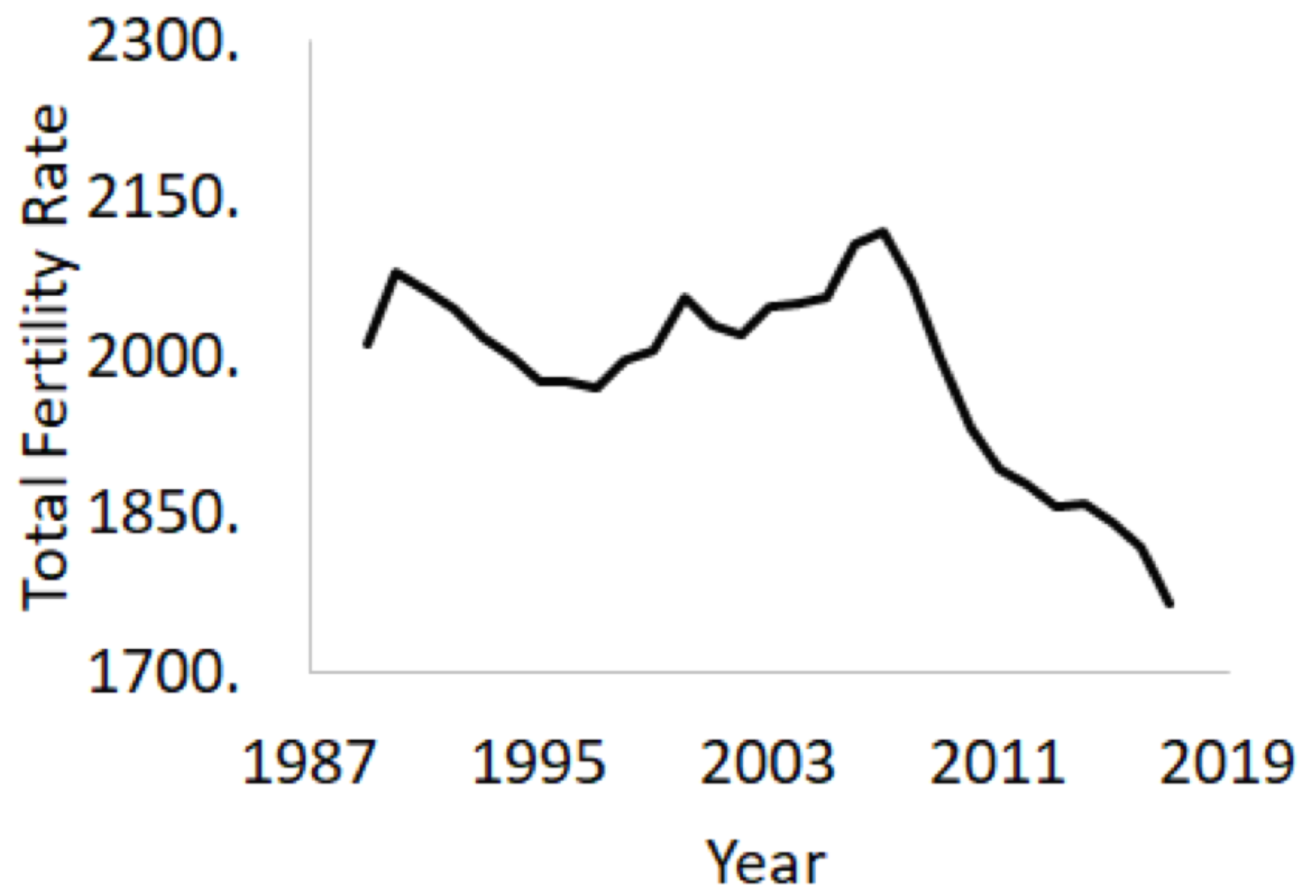
Greg Summers, Provost
University of Wisconsin, Stevens Point

Figure 2.22. Percent Change in Public and Nonpublic High School Graduates, by State, 2008-09 to 2019-20



Drop in U.S. Birthrate-

Figure 1. Total Fertility Rate in the United States, 1989-2017.

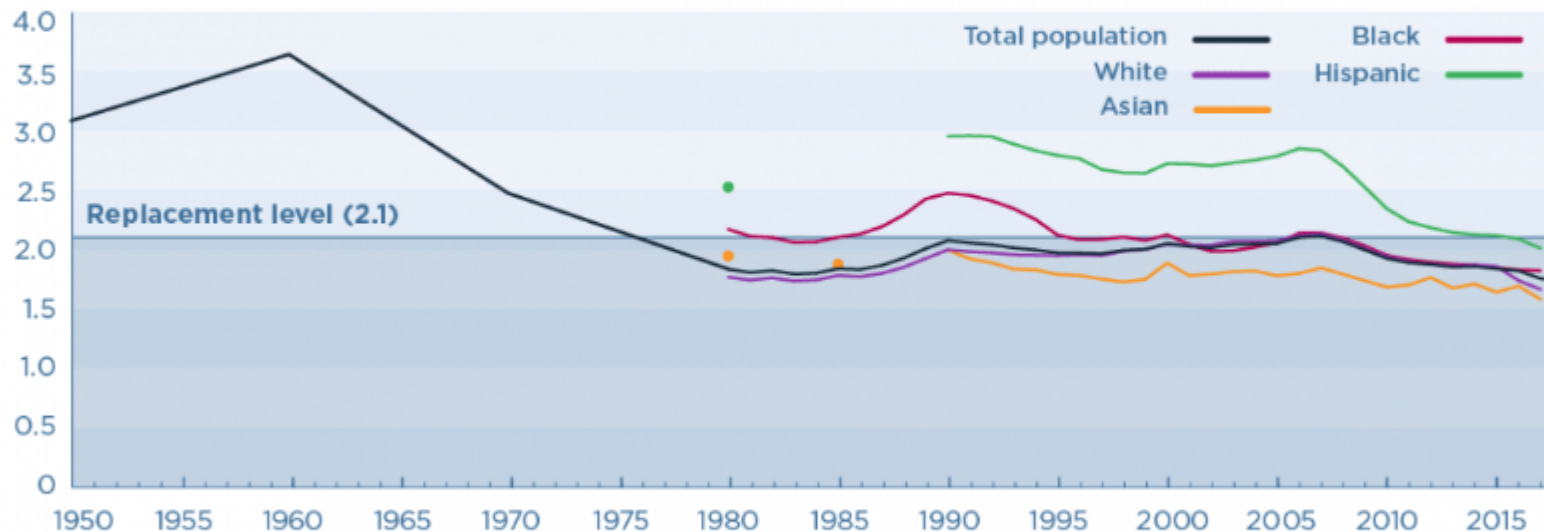


Source: *National Vital Statistics Reports*, volume 67, number 8

Demographic Challenge

US Birth Rate Drops to Historic Low, with Sharpest Drop among Hispanic Women

US total fertility rate by race/Hispanic origin (1950–Q1 2018*)



#PIIECharts

Learn more at piie.com/research/piie-charts



*Q1 2018 based on provisional data.

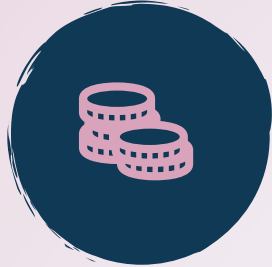
Sources: Centers for Disease Control and Prevention (CDC), National Center for Health Statistics, National Vital Statistics System Rapid Release; Organization for Economic Cooperation and Development Family Database.

Current State of Higher Education



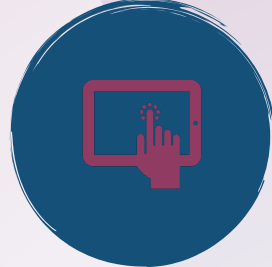
Stiff Competition

Arms Race among universities and colleges



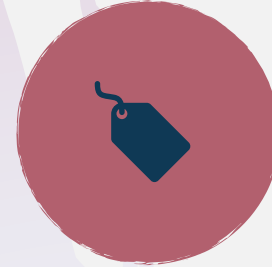
Tuition

Increasing tuition year over year is not sustainable



Disruptive Forces

Online explosion



Cost

Increased delivery cost and deferred maintenance



Closures

50% of US universities & colleges closing in the next 10 years



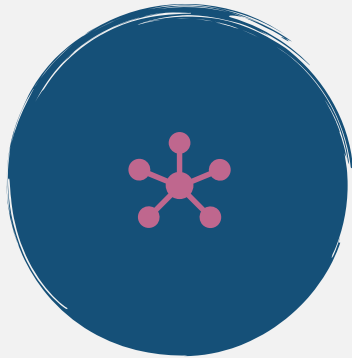
Tuition Revenue

New streams to the bottom-line



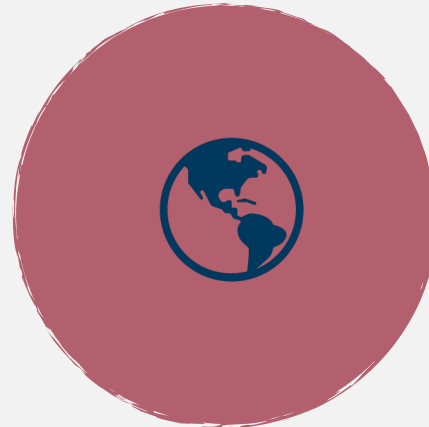
Housing Revenue

Housing revenue can close the financial gap in the budget



Sticker Price

All full-tuition paying students - no need to discount unless looking for diversity



Global Village

Diversity on campus

The Opportunity

INTERNATIONAL STUDENT RECRUITMENT

Augment existing recruitment options by expanding into international recruitment with a carefully designed and highly tailored plan.



- Big players have entered the market- Shorelight, INTO, Study Group, Navitas
- Quicksand phenomena- Escalating cost
- Country competition - UK, Australia, Canada, and China

Changing Landscape of International Recruitment

Why “Do It Yourself” Does Not Work



Steep Upfront
Cost



Expensive Talent
Acquisition



Infrastructure
Requirements



Campus
Preparation and
Development



Commission
Based
Recruitment



Stiff competition from deep pocket companies:
Shorelight, INTO, Navitas

Options to Explore

1-Partnership

2- Institutional

Partnership:

- Professional recruitment company
- Handful within the small to medium sized space
- Requires minimum resource allocation
- No upfront cost
- Immediate revenue stream

Institutional:

- 2+2
- 2+2+1
- 3+1+1

DUE DILIGENCE

- Ability to deliver
- Worldwide reach
- Well informed about agents
- Access to recruitment market
- Revenue sharing model
- Bad apples among agents
- Personal contact and network

THANKYOU

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