WHY INTERNATIONAL RECRUITMENT?

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“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
Drop in U.S. Birthrate-

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*)

Replacement level (2.1)

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.

*Q1 2018 based on provisional data.

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

INTERNATIONAL STUDENT RECRUITMENT

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

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

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