Engaging International Students Online

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4th February 2010

Agenda

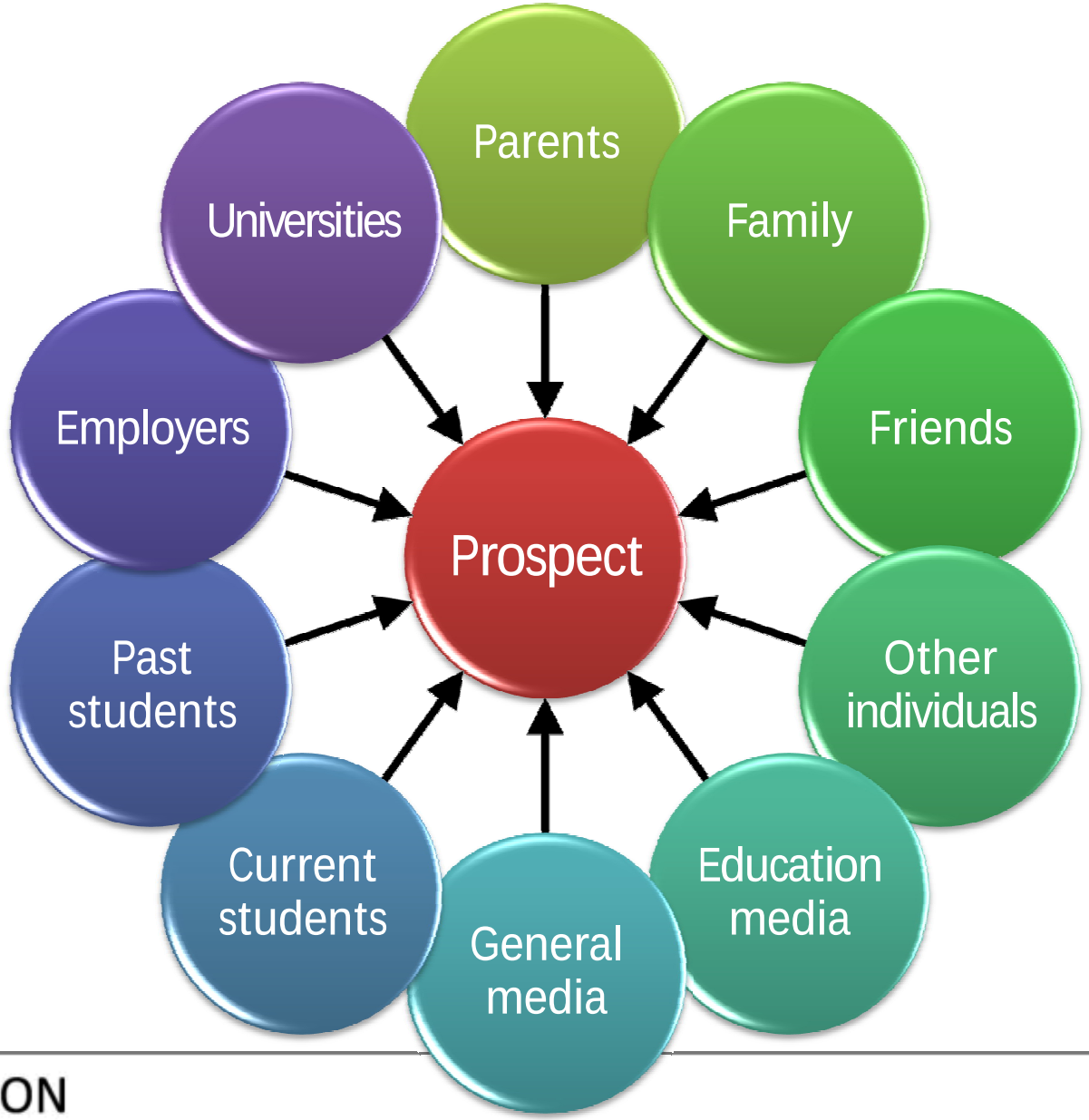
- Introduction
- Online opportunities
- Conversations into conversions

Did you know?

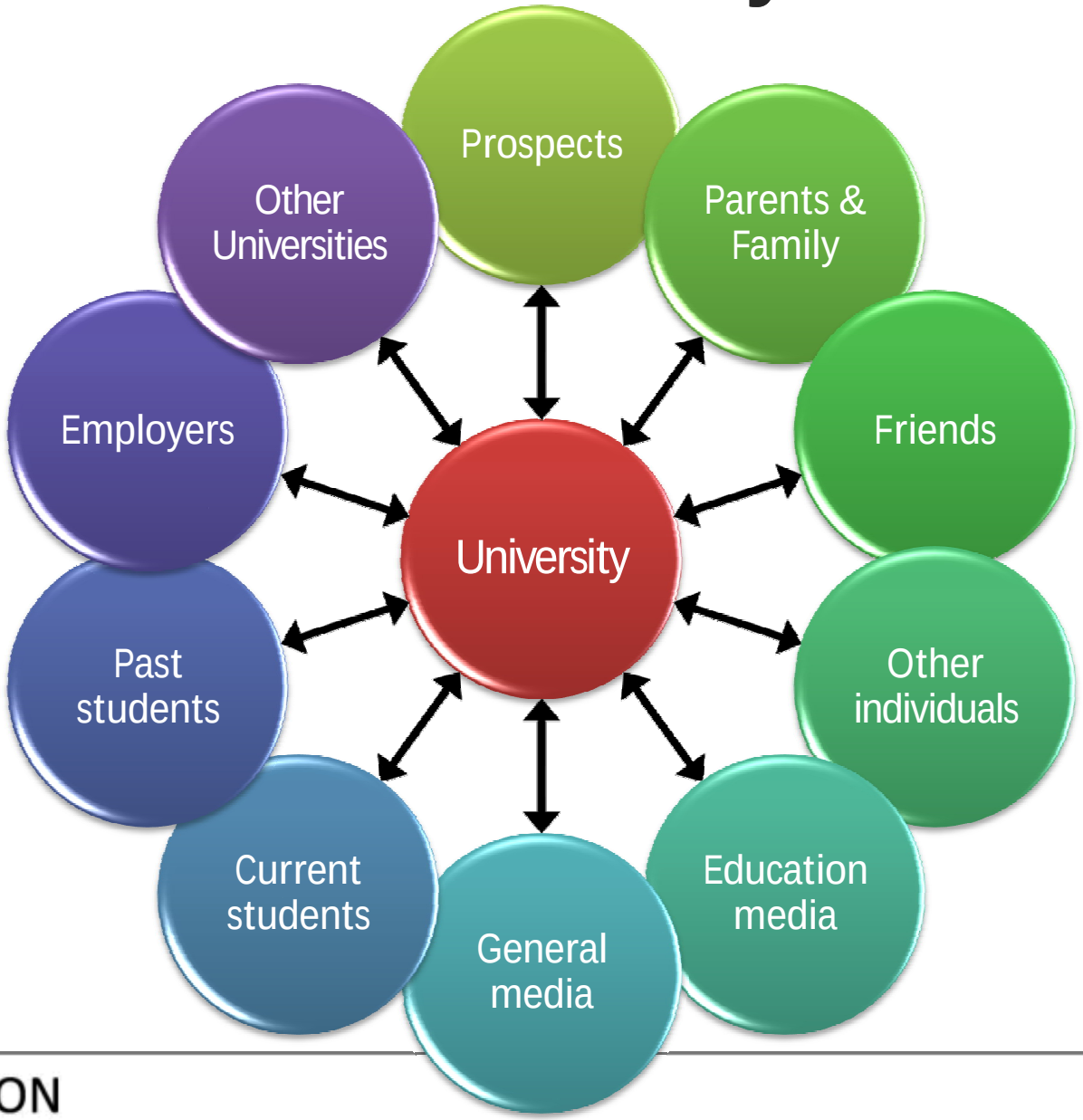
- **72%** of visitors to institution web sites arrive via a search engine
- **70%** expect institutions to be on social networks
- **30%** of students don't make contact with the institution until they submit their application
- **23%** of prospects say they are likely to drop a school from their list if they can't find the information they need on the web site

Source: E-Expectations Research Project, Noel-Levitz et al

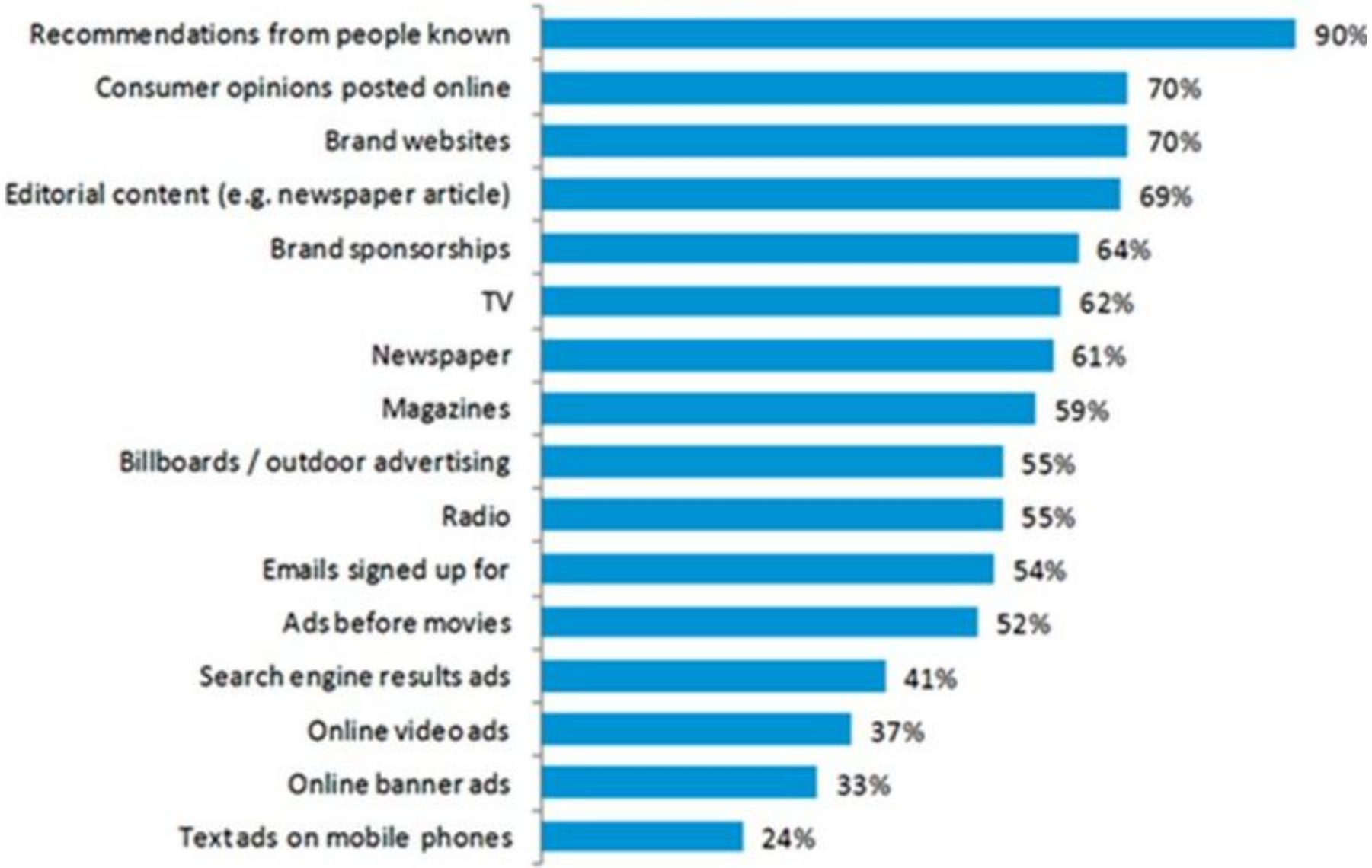
Who influences the choice?



Who can you influence?



Level of trust



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Source: The Nielsen Company, April 2009

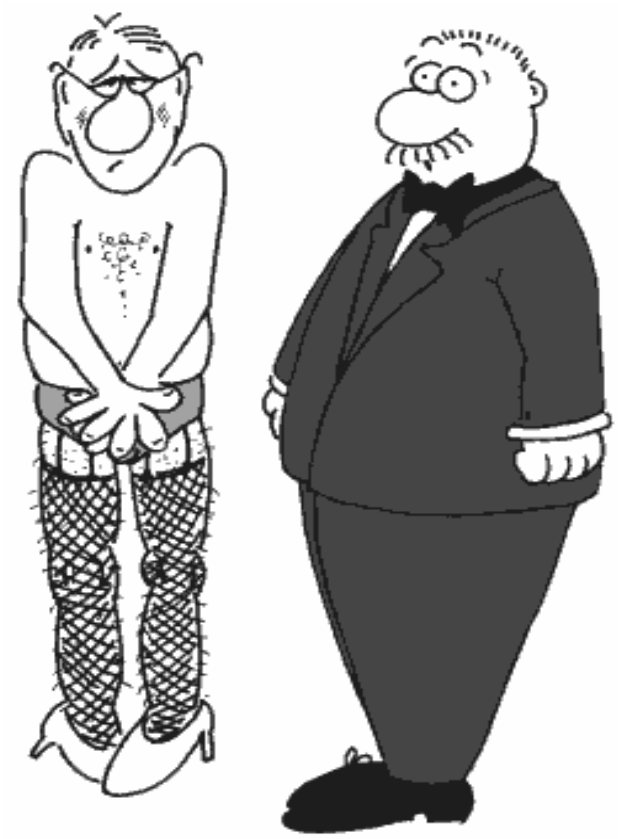
Factors in choice of Masters program

The institution's reputation in my chosen subject	55
The overall reputation of the institution	50
Graduates from the institution have good career and employment prospects	39
Funding is available for me to study a particular program	39
The location of the institution	27
Institution offers specific details within the program that I am seeking	21
The cost of the program compared to other institutions	15

Source: QS TopGradSchool.com Applicants Survey 2009

International differences

- Culture & etiquette
- Role models & references
- Online media
- Currency
- Language



Charles was sure Chuck had said he should wear pants and suspenders

Source:
"The Best of British" by Mike & Sarah Etherington, 1999

Cultural guide: http://www.kwintessential.co.uk/resources/country-profiles.html

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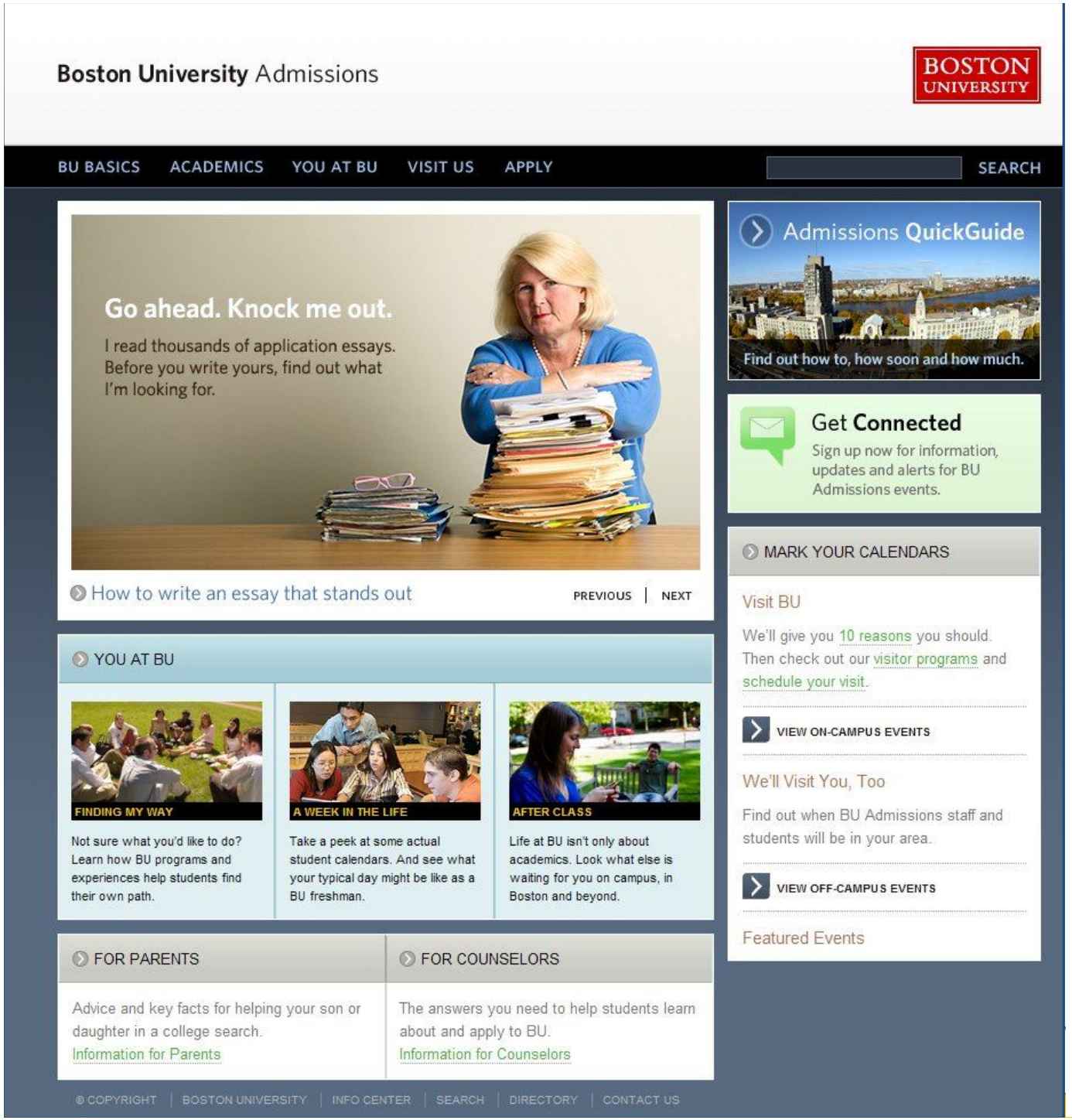
From monologue to conversation

From your voice to many voices

From prospect funnel to applicant pool



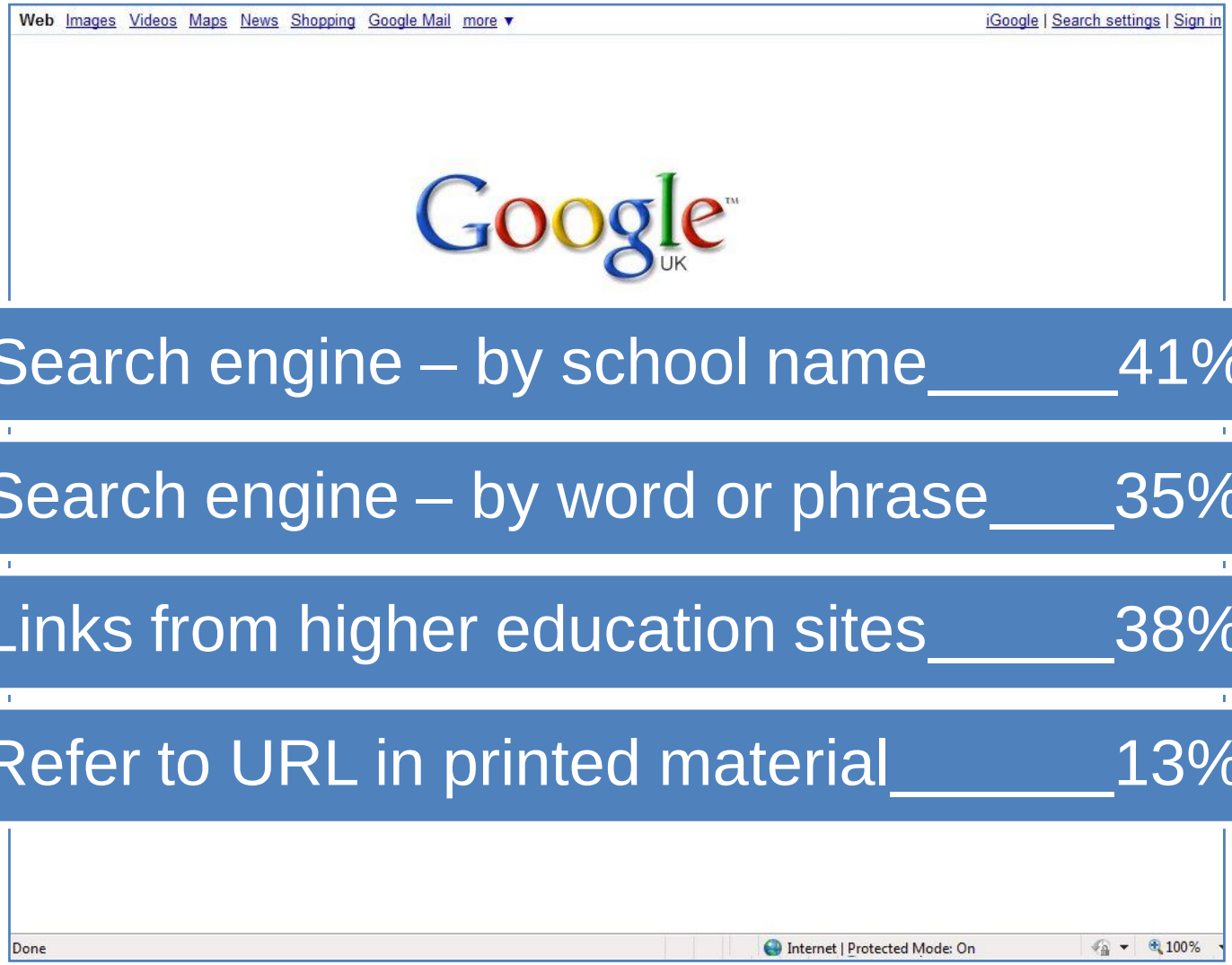
Web site

Grade your site at
http://website.grader.com

eduStyle
Award Winners

www.edustyle.net

How do they find your site?



Search engine – by school name_____41%

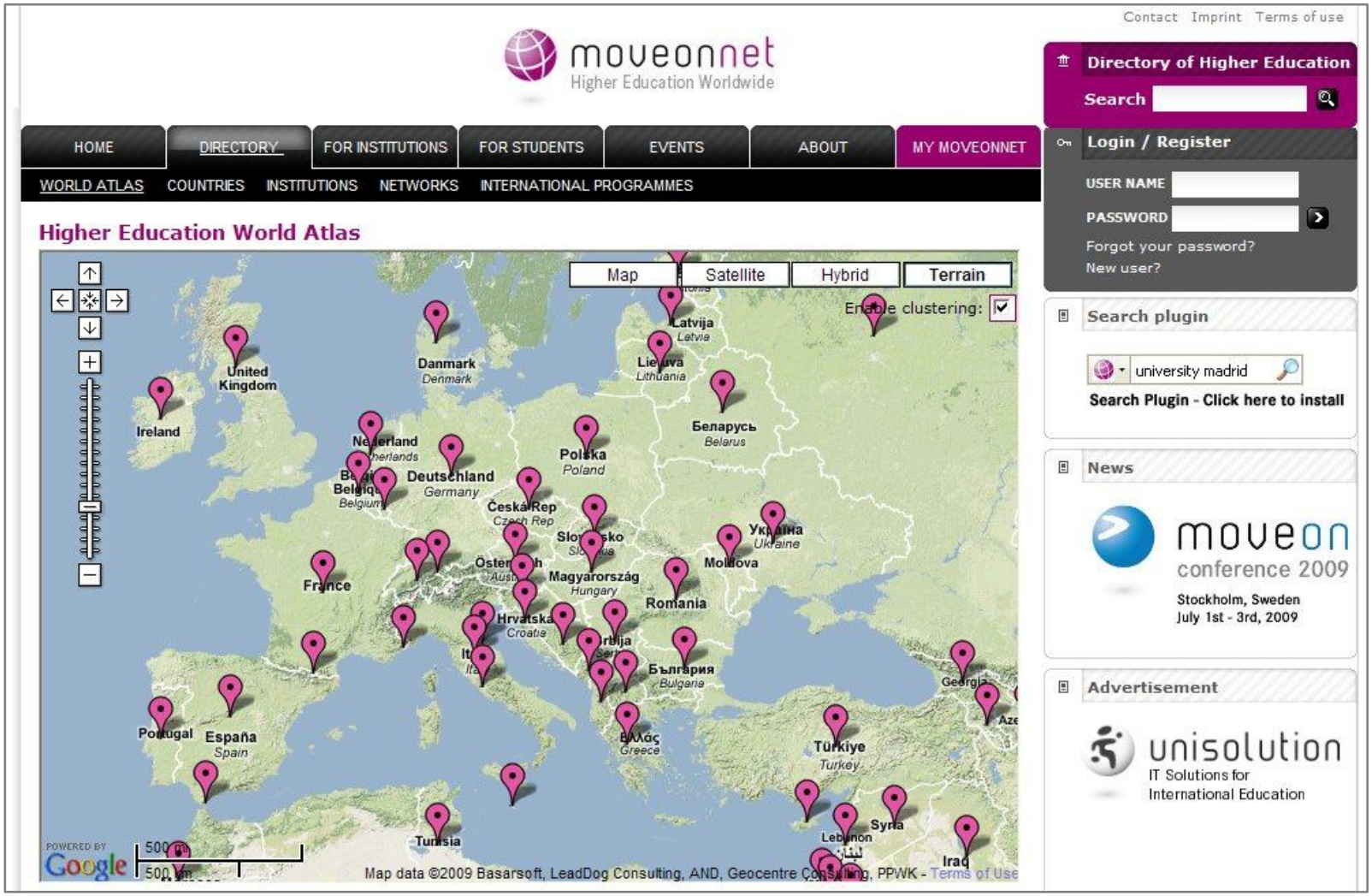
Search engine – by word or phrase____35%

Links from higher education sites_____38%

Refer to URL in printed material_____13%

Source: Noel-Levitz Inc. E-Expectations 2009

Industry hubs



International rankings

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Search

QS.com Asian University Rankings 2009

Social Sciences

The top Asian universities in Social Sciences

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2009 rank	School Name	Country	Social Score
1	University of TOKYO	Japan	100.0
2	PEKING University	China	96.8
3	National University of Singapore (NUS)	Singapore	95.6
4	SEOUL National University	Korea, South	79.1
5	KYOTO University	Japan	77.7
6	University of HONG KONG	Hong Kong	77.1
7	TSINGHUA University	China	68.5
8	FUDAN University	China	67.3
9	The CHINESE University of Hong Kong	Hong Kong	64.1
10	CHULALONGKORN University	Thailand	62.0
11	National TAIWAN University	Taiwan	61.7
12	WASEDA University	Japan	61.6
13	University of DELHI	India	58.6
14	JAWAHARLAL NEHRU University	India	57.2
15	Nanyang Technological University (NTU)	Singapore	55.8
16	HONG KONG University of Science and Tech...	Hong Kong	54.9
17	KOREA University	Korea, South	53.9
18	University of INDONESIA	Indonesia	51.7

>> Top Universities guide to the social sciences

ASIAN UNIVERSITY SUBJECT RANKINGS

- Arts & Humanities
- Life Sciences & Biomedicine
- Natural Sciences
- Social Sciences
- IT & Engineering

QS.COM ASIAN UNIVERSITY RANKINGS - TOP 200 UNIVERSITIES

- Top 200 Universities
- Subject Rankings - Asian University Rankings
- Rankings by Indicator
- Asian University Rankings Methodology

Don’t dance on your own!

User generated content

- Blogs
- Social networks
- Professional profiles
- Bookmarks & voting
- Wikis
- Reviews & questions
- Rich media

Blogs

eduStyle
Award Winners

www.edustyle.net

Blogs for HE professionals

- MattHerzberger.com [http://www.mattherzberger.com]
- SquaredPeg.com [http://www.squaredpeg.com]
- Higher Ed Marketing [http://highered.prblogs.org]
- .eduGuru [http://www.doteduguru.com]
- Mark Greenfield - Higher Ed Web Consulting [http://w
- Marketing Higher Ed [http://higheredmarketing.bl
- Future Endeavour [http://futureendeavour.bl
- Interactive Media for Higher Education [om]
- Jeremy Wilburn - UIS The Real De .wordpress.com]
- The Higher Ed Marketing Blo ungblog.wordpress.com]
- eduStyle [http://www.edu
- Tales from Redesign d.blogspot.com]
- Web Developm se.edu/webdev/]
- UBrander [ess.com/]
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- tp://www.highedwebtech.com]
- p of Higher Ed [http://keepingontop.azorus.com]
- hink Online [http://www.targetx.com/ithink/]

www.bloghighed.org

0:16 Added about 2 weeks ago

covlife student discounts
0:31 Added about 5 months ago

of Coventry University. In this issue there are articles about a Chinese business enterprise project, a project that is helping to fight against climate change and how a new diagnosis of Malaria could save thousands of lives.

Forward - Get your own

Photos

Displaying 2 of 6 albums. See All

Our Future Campus
Created last Monday

Events
Created about 6 months ago

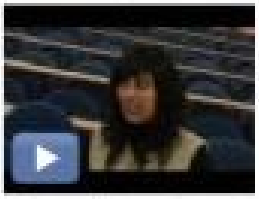
Links

Displaying 2 of 44 links. See All

Virtual worlds – the future of education and training at Coventry University
Source: www.coventry.ac.uk

Virtual worlds – the future of education and training

Occupational Therapy - Hear My Story
Source: www.youtube.com



Hear what some of our Occupational Therapy students have to say about why they chose an OT course at Coventry University.

" hear what our Occupational Therapy students have to say about their course "

Channel.

add a comment

The Campus Share +

add a comment

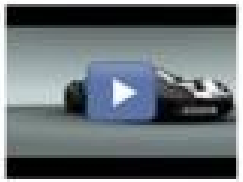
Summer Ball 2008 Share +

2008 summer ball footage

comment | 1 comment

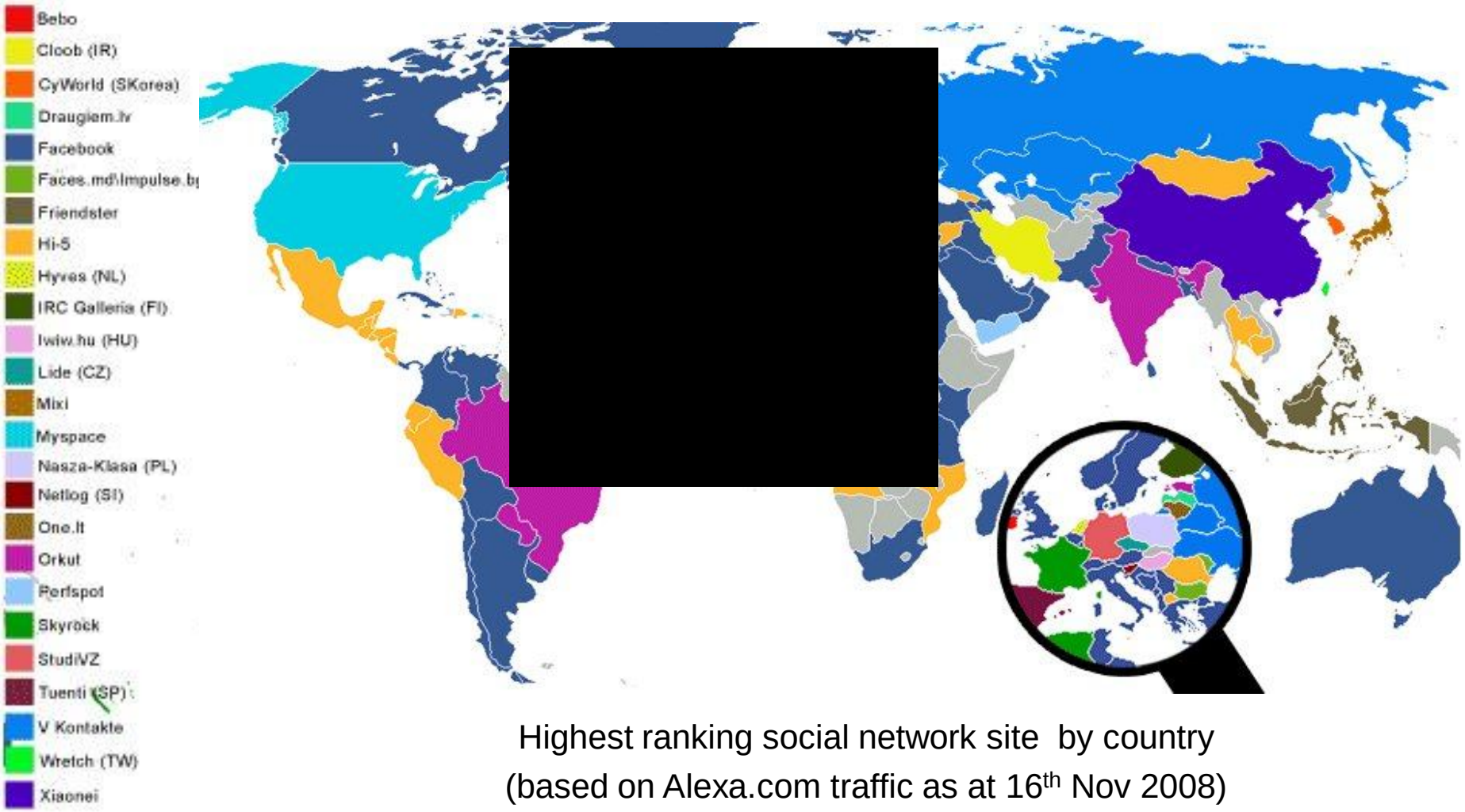
Art, Design, Media and Performance Showreel Share +

Some student work from our award winning School of Art and Design



add a comment

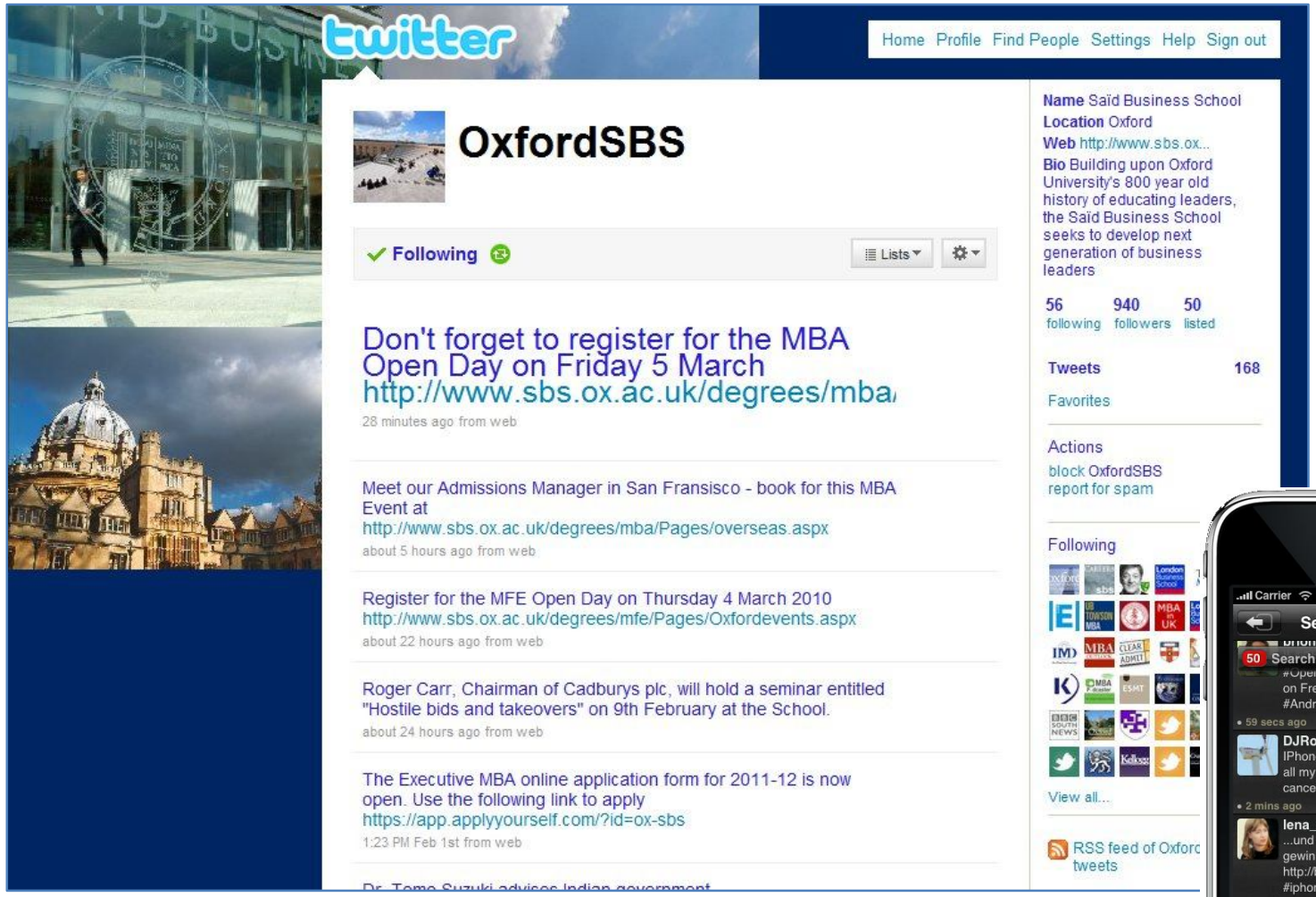
A world beyond Facebook



Highest ranking social network site by country
(based on Alexa.com traffic as at 16th Nov 2008)

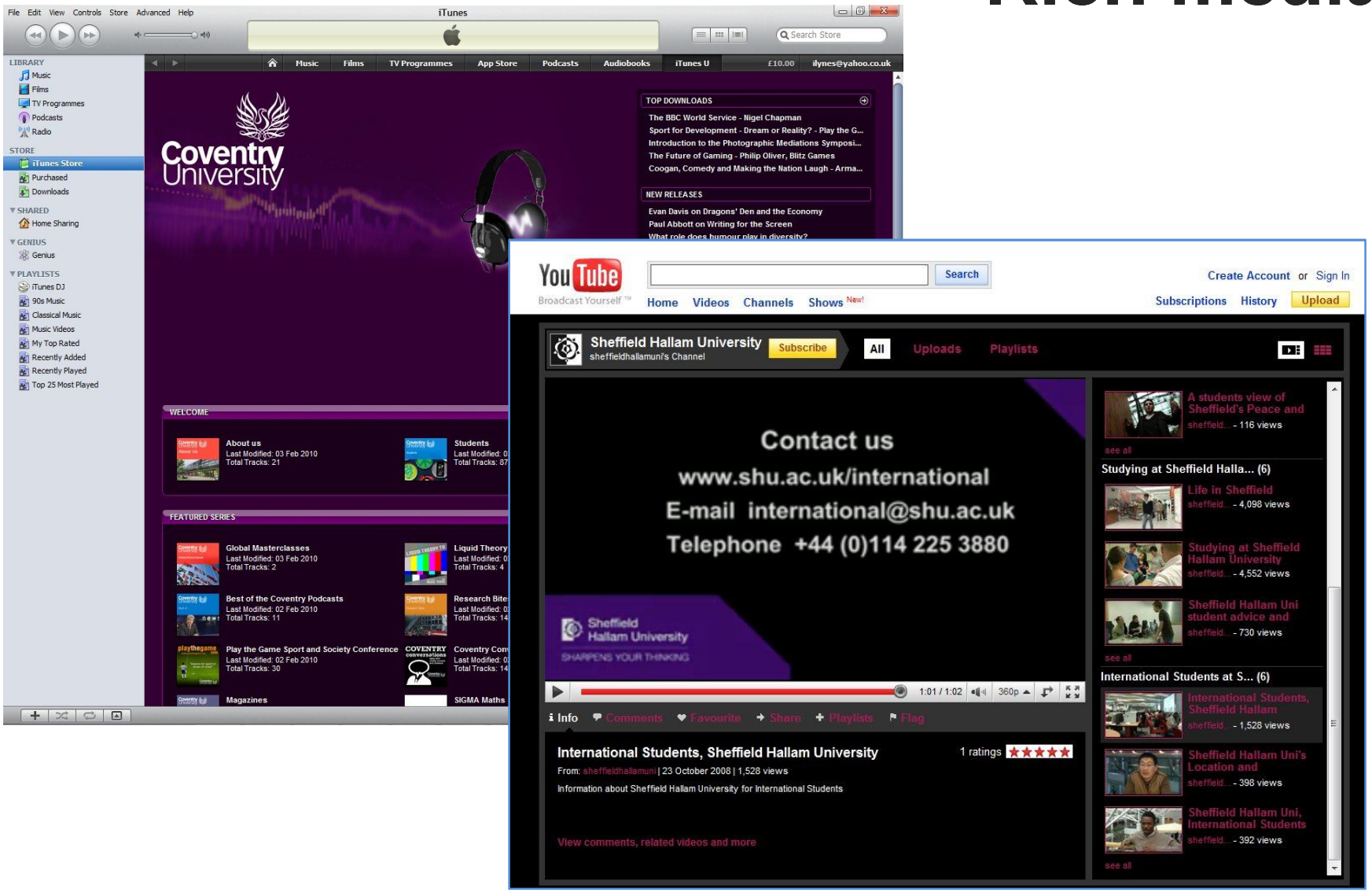
Source: www.oxyweb.co.uk/blog

Twitter



Join the twibe: http://www.twibes.com/group/HigherEd

Rich media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International Students, Sheffield Hallam University
From: sheffieldhallamuni | 23 October 2008 | 1,528 views
Information about Sheffield Hallam University for International Students
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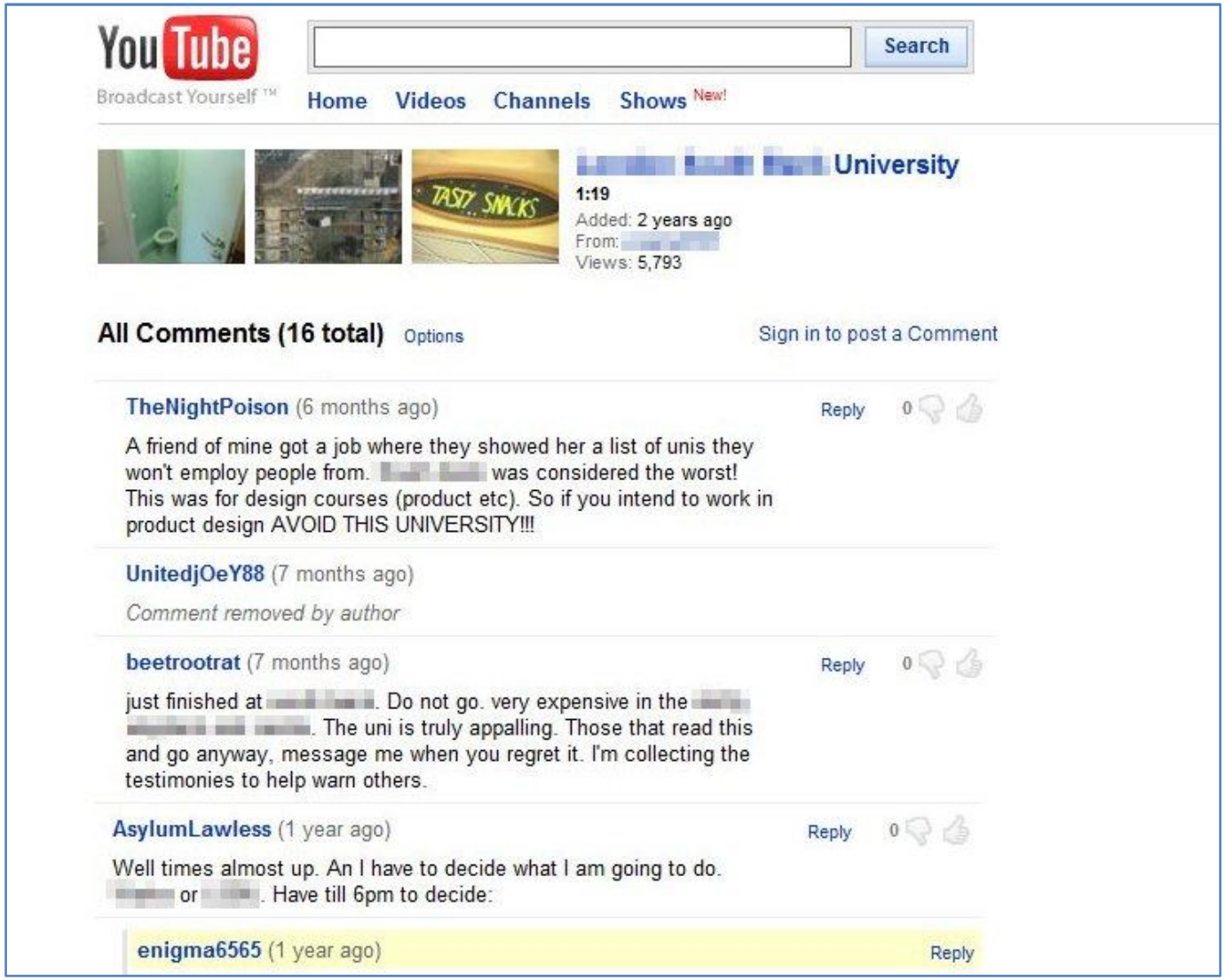
But don’t forget it’s a conversation



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Monitoring tools: Google Alerts, video-alerts.com, Yotify…

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Introductions

Register Your Interest

*Title:

---Choose One--

*Firstname:

*Lastname:

*Country

--- Choose ---

State

*Email Address

*I am interested in

---Choose One--

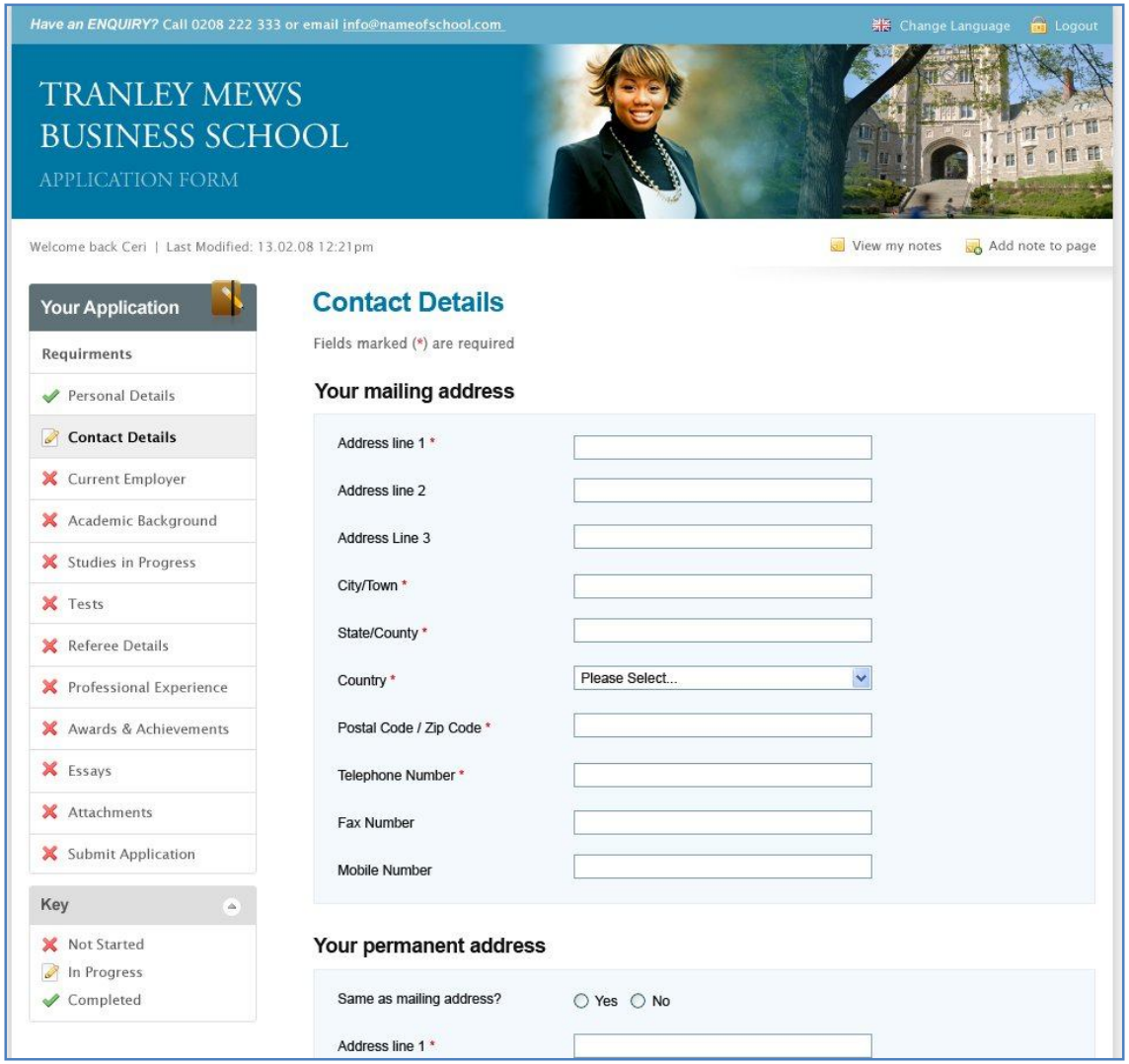
Comment

Submit

Privacy policy

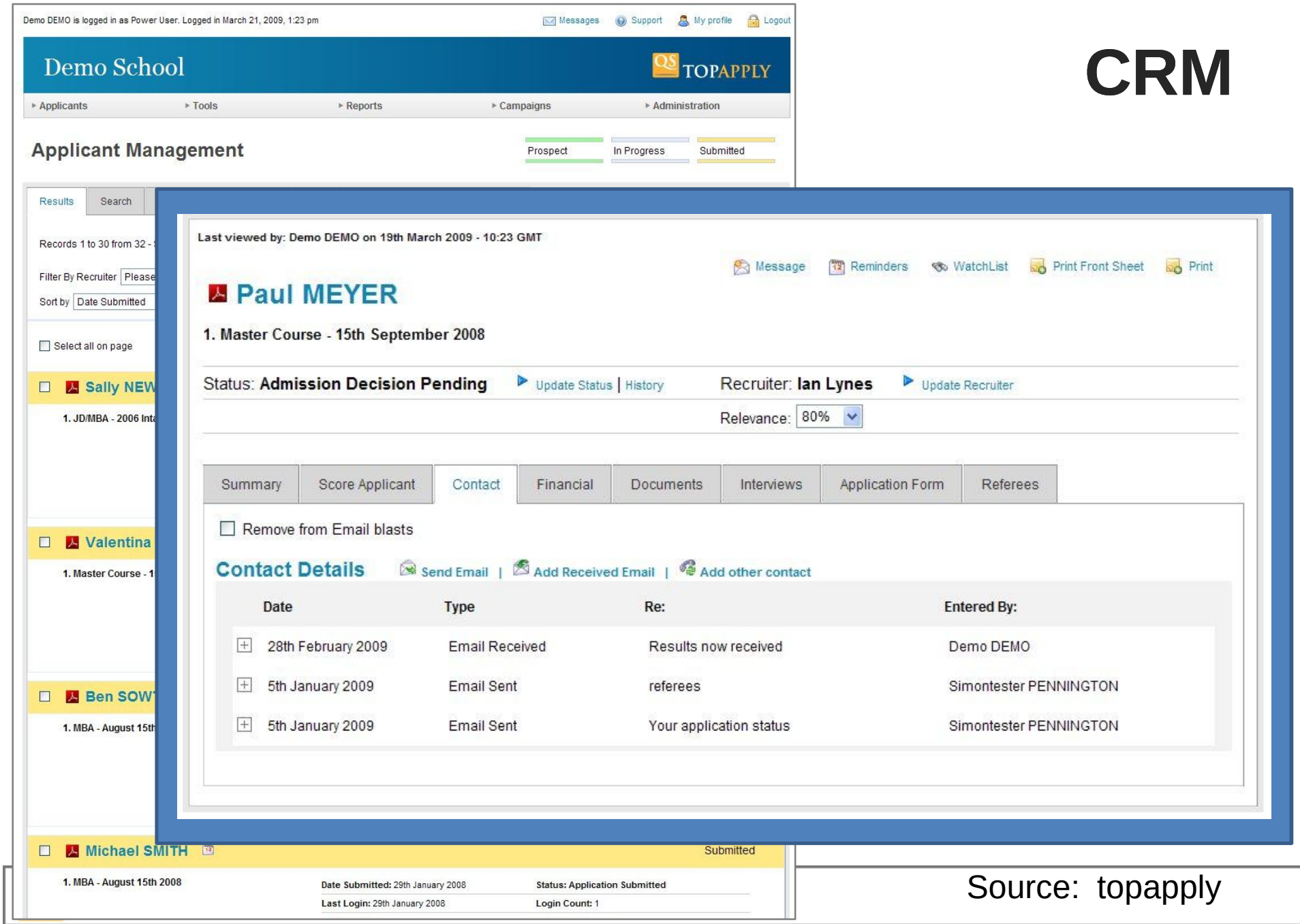
Source: topapply

Converting



Source: topapply

CRM



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Thank you

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