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## SELECT PRACTICE AREAS

### International Talent Acquisition

International student recruitment has become a highly competitive, data-driven, multi-billion dollar industry. ICG has advised dozens of clients worldwide on sustainable, talent-centric recruiting models, supported by the extensive usage of analytical and benchmark models.

### Institutional and National Competition Strategy

ICG has authored numerous reports analyzing the competitiveness of public education policies and practices. Similarly, ICG assists educational providers with organizing themselves for global competition based on organizational redesign, integrated data management, and cultural change management steps.

### Information Technology and Social Media

Analyzing the social media footprint of education institutions is a core part of most of ICG's projects. ICG employs a quantitative benchmark approach which couches institutional analyses into competitive terms. ICG annually publishes a 300 page report on social media in higher education.

### Alumni Networks

ICG has advised clients from Australia to the UK on alumni network issues with a focus on utilizing alumni as brand amplifiers and talent scouts. ICG authored the first global alumni survey on behalf of a national government.

## MAJOR ANALYTICAL MODELS

### ISAFM – International Student Analytics and Forecasting Model

ISAFM uses System Dynamics to predict international student flows three years into the future based on 2.1 million data points and more than 120 variables. ISAFM breaks these flows out by nationality, gender, subject, and degree level.

### ITBCD – International Tuition-based Competition Database

ITBCD contains tuition fees, added fees, and cost of living data on more than 6,200 degree programs from selective universities. ITBCD bands programs by peer brand/rank to identify direct competitor programs. Scenario building allows for modeling the impact of fee changes up to a decade into the future.

### PRISM - A Cross-national Student Success and Performance Benchmark Model

PRISM analyses and benchmarks student performance based on up to two dozen admissions and student record attributes on harmonized grade scales and unified outcome metrics. Institutions can load many millions of data points.

### SEPAT – Strategic Enrollment and Performance Assessment Toolkit

SEPAT is based on a continuous process and data flow model, coupled with extensive benchmarking databases that allow tracing the marketing-recruiting-admissions-enrollment-student services performance of an institution.

## SELECT RESEARCH REPORTS

**Fraud and Deception in International Education.** Council of Ministers of Education, Canada: Forthcoming, 60+ p.

**An Analysis of Pathways in Canadian Education.** Canadian Consortium for International Education Marketing: Forthcoming, 200+ p.

**Web 3.0 in Higher Education.** ICG: 2012, 299 p.

**Canada's Capacity for International Student Enrollment.** Foreign Affairs and International Trade Canada: 2012, 157 p.

**An Expanded International Market Positioning Strategy for Sweden.** Study Destination Sweden: 2011, 311 p.

**New Zealand Alumni Survey: Experiences, Attitudes, and Engagement.** New Zealand Ministry of Education: 2009, 136 p.

**Best Practices on Managing the Delivery of Canadian Education Marketing.** Department of Foreign Affairs and Trade Canada: 2009, 232 p.

**Trends, Strategies, and Best Practices in International Student Recruiting.** Education New Zealand: 2007, 94 p.

**Market Research in the Education Sector of Western Europe.** Australian Government Department of Education: 2006, 170 p.