

# **CCIEM - ICEF**

**Working With the Best Educational Counselors**

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**What Works for Canadian Public Sector Institutions?**

## DISCLAIMER

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# A FEW COMMENTS ON THE INTERNATIONAL EDUCATION LANDSCAPE

- **The total number of tertiary international education students has reached 4.1 million (2012e, ICG).**
- **There are many 100,000s more international language students (academic English, including, short-term) and few 100,000 international secondary school student (including (very) short-term).**
- **Revenues from international education have reached around CAD 120 billion (testing, legal & application & tuition fees, cost of living, travel).**
- **Today's international student pool is fundamentally different relative to 20 years ago:**
  - **A fundamentally different composition of nationalities (shift to Asia)**
  - **Different socio-economic and socio-educational backgrounds**
  - **More distant educational backgrounds and/or less preparedness for quality western style education**
  - **A shift from educational enhancement to credential acquisition (and work/migration)**

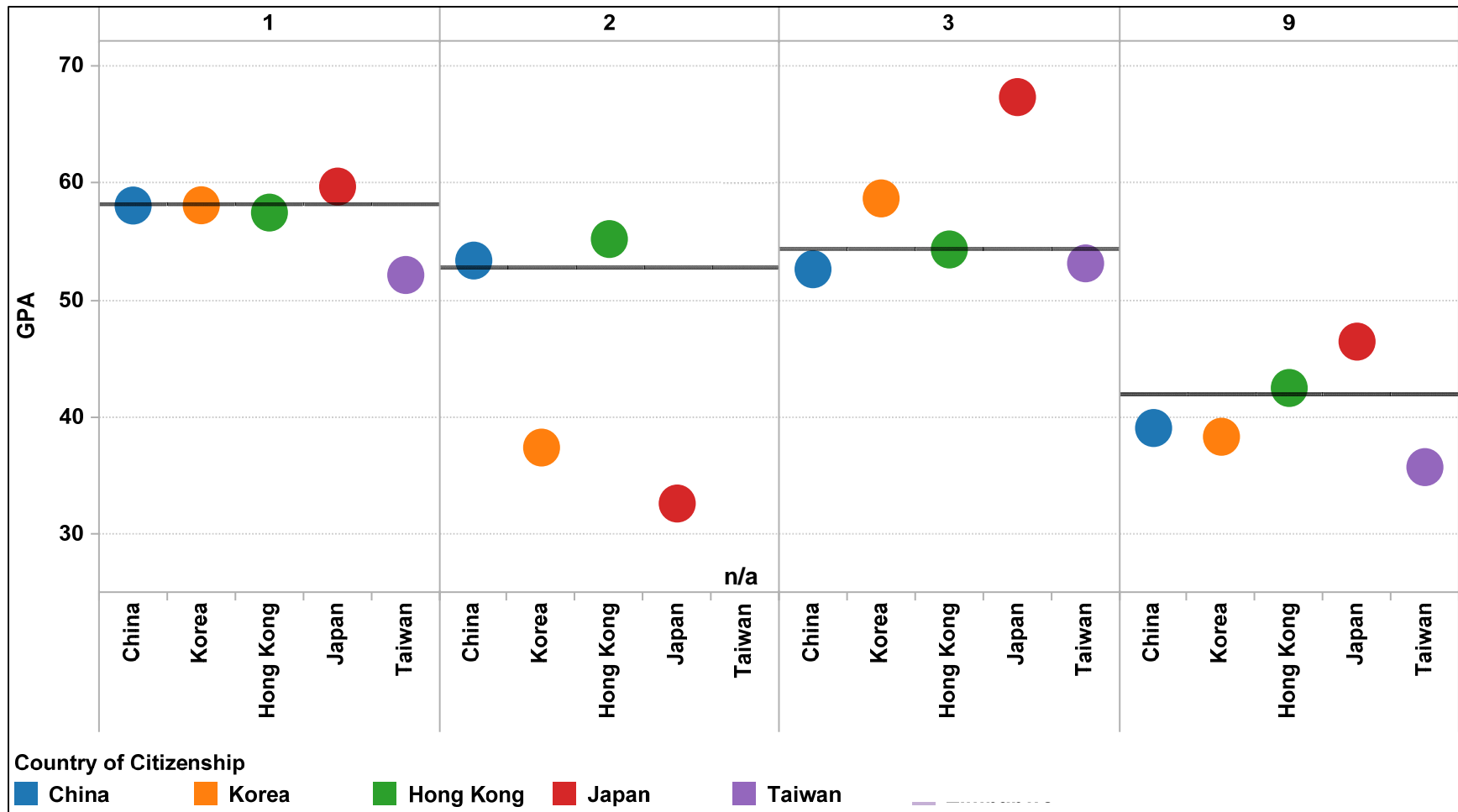
# ON AGENTS

- **Agents in many ways is a misnomer. A better term for proper agents is educational advisors given their function.**
- **This function can be highly limited (informational), or extensive (fully packaging a prospective student).**
- **Agents are not a uniform group:**
  - **Large agencies with 100,000s of past placements (e.g. IDP)**
  - **“Mom-and-pop” agents**
  - **Networks of sub-agents**
  - **Shared screening office (e.g. DAAD in China)**
  - **Academic institutions in recruiting countries (recruiting, validation, pre-departure)**
  - **Alumni (branding, outreach, interviewing, converting – active recruiting)**
  - **Others...**
- **Why have agents become such a large part of the international education landscape? Because they fulfill a service which is more economical/valuable/strategic than other options.**

## **THE KEY VALUE PROPOSITION OF AGENTS: FINDING THE RIGHT STUDENTS**

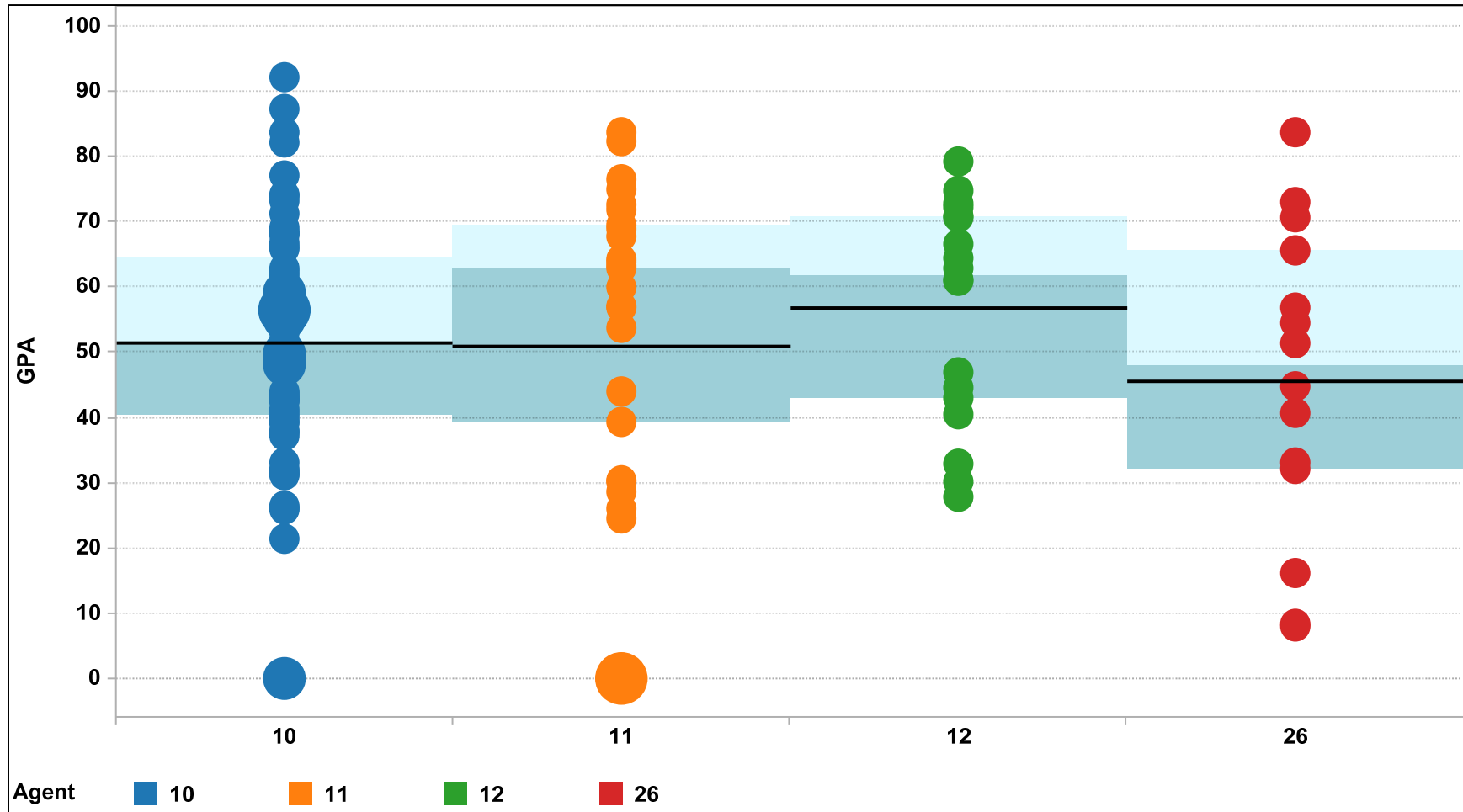
- **Agents' key value proposition is to recruit the “right” students for a given institution.**
- **A “right” student is a student who does not fail out or experience above average mental/discipline/academic issues – and graduates timely.**
- **This kind of student is increasingly in short supply.**
- **The international education landscape has responded in many ways:**
  - **A full blown commercialization of international education**
  - **The rise of pathways and foundation functions**
  - **A multi-billion dollar test etc. fraud industry**
  - **Significant in-classroom issues (social integration, learning capabilities, plagiarism) as well as retention and graduation rate declines**
- **Increasingly, the demand on agents is to be a part of a more integrated solution which ensures that students succeed academically.**
- **Why?**

# BECAUSE STUDENTS' ACADEMIC PERFORMANCE HAS BEGUN TO VARY HEAVILY



**Academic performance sliced by one factor, nationality**

# WHICH REFLECTS ON THE KIND OF STUDENTS RECRUITED BY AGENTS



**Student performance by agent ranges from drop-out to excellence**

**The question is not whether agents are here to stay, but how institutions can draw up governance, management, and academic performance models which focus on ensuring that agents recruit the right kind of students.**



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