





# Student Recruitment Agencies and Strategic Partnerships for International Student Recruitment

## Two main challenges

**Attract and retain applicant** (Marketing)

**Ensure arrival** (Admissions processing)

## Presentation goals:

1. **Compare and contrast** the two most effective marketing channels - agencies and strategic partnerships
2. **Review integration of marketing and administrative steps** – One set of activities inherently informs the other. Processes, from marketing to arrival are connected, and must be designed as a whole.



# Student Recruitment Agencies and Strategic Partnerships for International Student Recruitment

## Session Outline

1. International Student Recruitment Marketing Channels
2. Admissions Processing
3. Practical steps to integrate marketing and admissions processes



# Marketing Channels

## Agencies

## Strategic Partnerships

- double/dual degree
- Articulation agreements

## Portals

## Fairs

## Website

- Stealth applicants
  - Organic
  - Word of mouth



## Define Terms: Strategic Partnerships - Joint Programmes

**Dual degrees** 2 universities, 1 diploma

**Double degrees** 2 universities 2 diplomas

**Articulation agreements** Student starts at local university, finishes at Czech university, with credits transferred

**Pathway agreements** ex. Student finishes bachelor at partner university and comes to CZ for bachelor's

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## Comparison – Agencies and Double Degrees

### Agencies

#### pro's

- Highly effective local marketing
- Administrative assistance
- Admissions testing
- Language testing

#### con's

- Low barrier to entry
- Interests often not aligned with student or university
- Lack of regulation
- Predatory behavior

### Strategic Partnerships

#### pro's

- Highly effective local marketing
- Administrative assistance
- Admissions testing
- Language testing

#### con's

- Legal barriers
- Expertise may be lacking
- Administratively complex
- Unmotivated partner
- Expensive



# Joint Programmes – China

## Articulation Agreement / Double degree

### COST/BENEFIT

#### **Benefit:**

- Much easier to set up
- Flexibility in mode design
- Flexibility in teaching requirements

#### **Cost:**

- Less predictable recruitment
- No partner university tuition flexibility



## Joint Programmes Modes – China

### Double/Articulation

2+2

3+1

1+1

4+0

2+3.....

### Dual Degree

2+2

3+1

4+0



# Joint Programmes – Elsewhere

## Articulation Agreement/Double degree (Non-Chinese Models)

Public universities

Good quality private

-or-

Associated colleges of  
large public universities (India)

## COST/BENEFIT

### Benefit:

- Much easier to set up
- Flexibility in mode design
- Flexibility in teaching requirements

### Cost:

- Less predictable recruitment

Modes: flexible



# Admissions Process

## Administration

### 1. Admissions process

All steps between initial potential applicant's indication of interest, university acceptance, and visa procurement

### 2. Admission Conditions (Podmínky Příjímací řízení)

All steps between indication of interest, and visa procurement

- Admission rounds
- Language proficiency
- Admissions testing

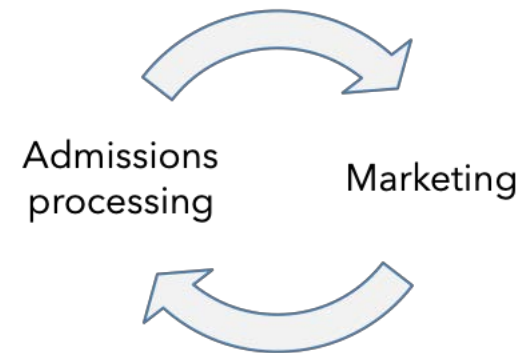


## The admissions process should:

- - inform necessary changes to the Admission Conditions
- - be informed by intel gained from marketing
- - help an agent or other intermediary to help you
- - enhance ability to attract **better students**

UK: of 158 elite universities, **139** used agents\*

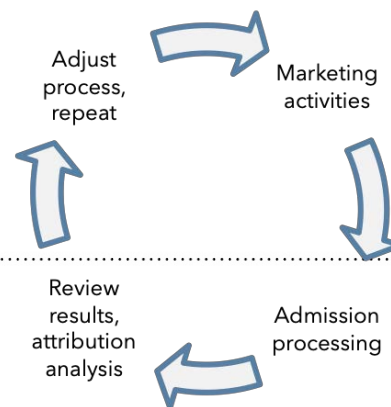
Average agency fee was €2011\*



# Admissions - Process Flow

- 1.1 Agent/Student (A/S) informs of interest
- 2.1 Officer receives student documents
- 3.1 Officer sends documents to Faculty
- 3.1 specific step no. X.....Y.....Z
- 3.1 specific step no. X.....Y.....Z
- 13.1 specific step no. X.....Y.....Z
- 14.1 A/S submits application and pays application fee**
- 17.1 specific step no. X.....Y.....Z
- 17.1 specific step no. X.....Y.....Z
- 17.2 A/S sends legalized nostrification documents to Officer
- 22.2 specific step no. X.....Y.....Z
- 22.2 specific step no. X.....Y.....Z
- 23.2 specific step no. X.....Y.....Z
- 1.3 specific step no. X.....Y.....Z
- 1.3 specific step no. X.....Y.....Z
- 1.4 Nostrification certificate is issued**
- 2.4 specific step no. X.....Y.....Z
- 3.4 Officer informs A/S acceptance letters are being prepared
- 4.4 specific step no. X.....Y.....Z x
- 6.4 specific step no. X.....Y.....Z
- 6.4 Officer asks Dormitories to issue Accommodation Letter
- 16.4 specific step no. X.....Y.....Z
- 18.4 specific step no. X.....Y.....Z
- 19.4 specific step no. X.....Y.....Z
- 20.4 Režim nomination**

- 21.4 specific step no. X.....Y.....Z
- 26.4 specific step no. X.....Y.....Z
- 26.4 specific step no. X.....Y.....Z
- 26.4 specific step no. X.....Y.....Z
- 27.4 specific step no. X.....Y.....Z
- 28.4 specific step no. X.....Y.....Z
- 30.4 specific step no. X.....Y.....Z
- 6.5 Visa appointment at Embassy
- 5.8 specific step no. X.....Y.....Z
- 6.8 specific step no. X.....Y.....Z
- 6.8 specific step no. X.....Y.....Z
- 7.8 specific step no. X.....Y.....Z
- 8.8 Student informed of visa approval**
- 13.8 specific step no. X.....Y.....Z
- 14.8 specific step no. X.....Y.....Z
- 15.8 specific step no. X.....Y.....Z
- 20.8 specific step no. X.....Y.....Z
- 21.8 Student picks up visa at Embassy
- 30.8 specific step no. X.....Y.....Z
- 7.9 Student arrives, enrolls**



# Admissions - Process Flow in numbers

- 173** Number of steps in admission
- 139** Number of times a doc is sent from one person to another
- 25** Number of times a doc is scanned and emailed
- 21** Number of times a doc is physically sent from person to person
  
- 7** Number of people at the University involved  
Faculty Coordinator, Vice Dean, Vice Dean's Secretary, Rector, Rector's secretary, Nostrification Officer, Accommodation Officer
  
- 14** Number of people at and outside university involved  
Admissions Office Coordinator, Faculty Coordinator, Vice Dean, Vice Dean's Secretary, Rector, Rector's secretary, Nostrification officer, Accommodation Officer, Agent/Counsellor, Agent Processing Officer, Student, Embassy officer, Apostillation office, Notary



# Podmínky Příjímací řízení

## (Admission Conditions)

### Key aspects

#### Admission rounds

- Number of rounds
- Early and often
- Aligned with Režím student

#### Language proficiency

#### Admissions testing

#### Intake – 1 or 2?



# Summary

**Set specific goals** and **elaborate methodology** to achieve them regarding **incoming degree seeking students**. At least **some level** of Central coordination is almost certainly more effective.

Create a specific initiative to regularly review progress and make corrections in time to adjust processes and if necessary Admission Conditions **TO FIT THE MARKET**

Institute **accountability** for result by key stakeholders

Perform attribution analysis yearly to analyze success and **each failure point**

Determine **comprehensive strategy** for university partnership development

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**Daniel Casten**  
**Independent Education Consultant**  
**[dcasten@gmail.com](mailto:dcasten@gmail.com)**

