Growing English Degree Programs in Non-Native Countries

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Double First Class Project

• Under the Double First Class initiative, Chinese universities will receive over $6 billion to develop world-class programs with a clear, defined timeline

• This program will replace the previous Projects 985 and 211

• 82 of the 136 institutions (62%) included on the list are located in 2nd or 3rd tier cities

• Many universities have already begun opening new research centers, creating new partnerships, recruiting new faculty

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UIBE Research Center
UIBE Research Project

- 20 groups of students (6 students each) paired with local and foreign professors from different well-known institutions

- Projects covering topics such as “One Belt, One Road” initiative, poverty alleviation, fundamental education in rural areas, internet economy innovation, multicultural exchange, etc.

- Finished papers written by the students will be academically published under the supervision of their assigned professors
UIBE Conference
PKU Yenching Center
- As of October 2017, there are 734 international schools registered with the central Chinese government (CNBC, 2017)

- There are around 430,000 students in these nationally registered international schools, all of whom will opt out of the gaokao (NSI, 2017)

- We estimate there are around 500 more international departments in Chinese public schools that are either registered only with municipal governments or that operate without legal registration
Tuition Prices and Competition Among Schools Will Increase

• Tuition prices are relatively high in major Chinese cities. The price of tuition at a swanky international school in Beijing is comparable to the costs of sending a student to a boarding school abroad.

• Facing increasing foreign domestic and international competition, we expect that educational quality in Chinese schools will improve in 2018, as high costs force schools to compete on quality rather than price.
New Schools Looking For An Edge

- As the number of private international schools grows in 2nd and 3rd tier cities, schools will look for new ways to stand out from their competitors.
- Some have partnered up with high-profile boarding schools in the U.K. Others have leveraged strategic partnerships with tech and real-estate companies.
- As competition intensifies, we expect that new international schools in China will seek closer connections with foreign universities.
- Counselors and school administrators will feel newfound pressure to maximize the number of school visits by foreign faculty and admissions officers.
The Necessity of Direct Engagement

- Direct engagement with parents, students, and counselors will become more important.

- While agents face increased competition and recent industry scandals, admission officers and counselors are calling for US institutions to more directly engage with Chinese families and teachers.

- School-based counselors in China have begun to sync the dates of their college fairs to ease international travel for foreign universities.

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Curriculum Types

- Among the international schools in China, there are five curriculums most widely-used. These include the A-Level AP, IB, Canadian, and Australian curriculums. Some international schools adopt more than one (NSI, 2017)

- IB programs are disproportionately located in first-tier cities, further driving up demand for high-end programs in second and third tier cities
While the US and UK continue to host the most international students, there are newcomers to the playing field.

Although the total number of students going to US & UK to study has increased, the proportion has decreased, making room for other players.

New international student enrollment to the U.S. declined for the first time in 6 years.

New international undergraduate students declined by 3% and graduates students by 1%.

English-language undergrad programs are increasing, in non-English speaking countries, particularly in Europe.

However, this is also a key opportunity for universities in Asia.

Where is there the greatest number of English-language programs?
Where are most pervasive?

More international students are considering multiple destinations.

x2.5 more score reports were sent to non-U.S. institutions by international students in 2016 compared to 2011, with a quarter going to universities in East Asia.

SAT Score Reports from International Students to Non-U.S. Higher Education Institutions Outside their Home Country, 2011 vs. 2016 Cohort

Source: College Board data on SAT takers in 2016 cohort. NOTE: Only SAT score reports sent to non-U.S. institutions by international students, defined by a non-U.S./U.S. Territories home address, and those that were sent to institutions outside of their home country were included. SOURCE: College Board, internal analysis of the 2016 cohort retrieved via Cornerstone on 11/4/16.
Students who take the SAT outside the U.S. are showing increased interest in pursuing undergrad studies outside the U.S.

Universities in Asia are among the biggest beneficiaries

Where do SAT exam takers say they want to study?

Source: Internal analysis, College Board Search, https://collegeboardsearch.collegeboard.org/pastudentssearch/login.action

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University admission 2018: Hanoi National University to accept SAT result

(VNF) - The result of Scholastic Assessment Test (SAT) is now can be used as an alternative admission criteria for applicants of undergraduate programme in Hanoi National University (HNU).

HNU’s enrollment quota for academic year 2018-2019 is 8,500, to be distributed in 105 majors, including Science & Technology, Social Science, Economics, Business Administration, Education, Law Study, Medicines-Pharmaceutical.

In previous years, HNU admission was based on the result of one of the three exams: national highschool exam, HNU capabilities assessment test and Cambridge International Examination A-Level.

This will be the first time candidates can apply for HNU using SAT score.

Compared to previous years, in 2018, VNU will continue to develop inter-disciplinary courses, in order to provide quality human resources, meeting with the demand of the Industrial Revolution 4.0.
To those who passed, congrats!
To those who did not, don’t give up!

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Current date: Saturday, 24th March 2018

Upcoming Events (See Full Calendar)

MARCH, 2018

Talk to Dean

Talk To Dean
Applications for Fall 2018 enrollment are being accepted!
Trump Effect?

Politics in the U.S. may have chilling effect on international student enrollment in the U.S., creating opportunities for higher education in other systems, including within Asia.

Source:
http://www.npr.org/sections/ed/2017/03/05/517931292/trumps-international-policies-could-have-lasting-effects-on-higher-ed
http://bit.ly/2qZxDDS
https://www.washingtonpost.com/opinions/trump-is-bent-on-destroying-one-of-our-winningest-exports/2018/03/19/8a6292d6-2bb2-11e8-8ad6-fbc50284f9c8_story.html?utm_term=.dd1e4a0f26f3