



What Counselors Want: How to Effectively Engage with 21st-Century International School College Counselors

Preparing for your Fall 2022 (and Beyond)



An introduction to today's webinar



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1

Introducing BridgeU & Key Enrollment Trends

The world's largest community of international school UG candidates

2

Counselor Introductions

Introducing our special guests

3

What Counselors Want

A panel discussion with counselors from Brazil, Germany, and Morocco

4

What should my university do next?

Topline recommendations and actionable next steps



Who is BridgeU?

The 2020s are accelerating the changing landscape of U.S. undergraduate enrollment, both domestic and international

Domestic Enrollment Dip



decline in traditional
UG population by
2030¹

Global Talent War



China forecast to
outnumber US STEM
graduates by 15:1 by 2030

Global Competition



English-taught masters
degrees in Europe have
grown from 500 to 10k
in the last 10 years

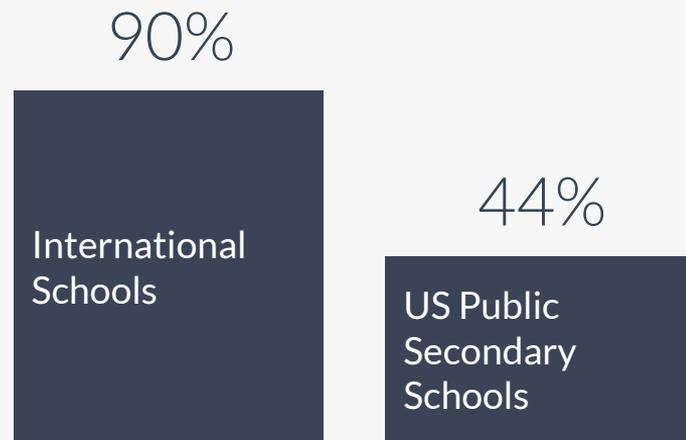
International K12 Sector, expected to reach 19k schools by 2030, represent a fantastic opportunity for US HEIs to build diversity and globalization in a sustainable way

Number of International high Schools
Compared with United States (by 2030)



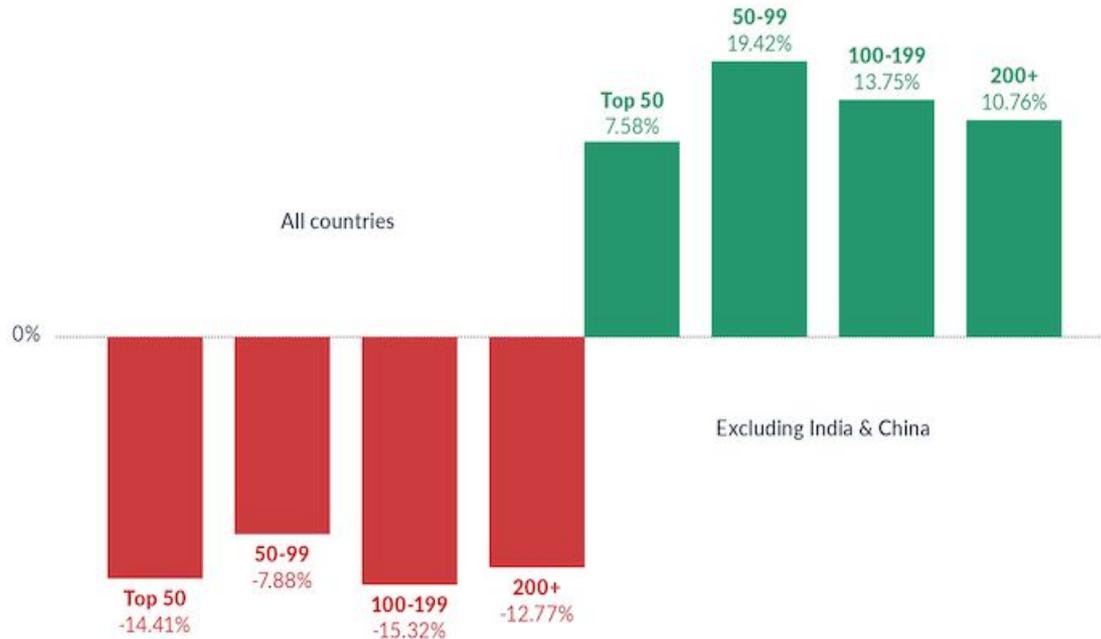
*BridgeU estimates based on ISCR forecasts

Percent of Students Immediately Enrolling in
Four-Year Institution



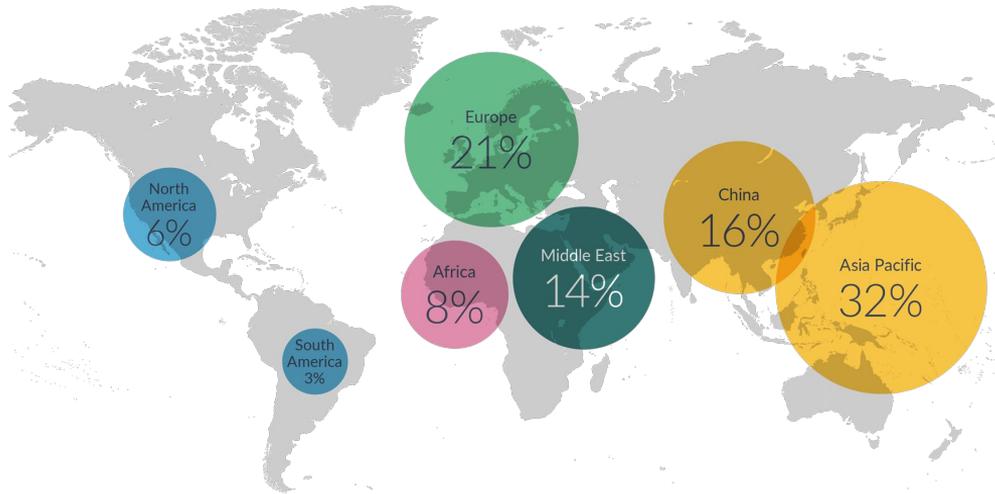
Despite declines from traditional recruiting powerhouses, the opportunity for ALL universities is clear

New students care more about FIT than they do about RANK, meaning that your positioning must be clear, differentiated, and delivered at the right time in the student journey



BridgeU is the trusted guidance partner to international schools in 138 countries

BridgeU's mission is to help secondary schools and universities to harness the unique advantages of digitally enabled solutions to drive international student mobility



BridgeU is a crucial international integration partner of the Common App

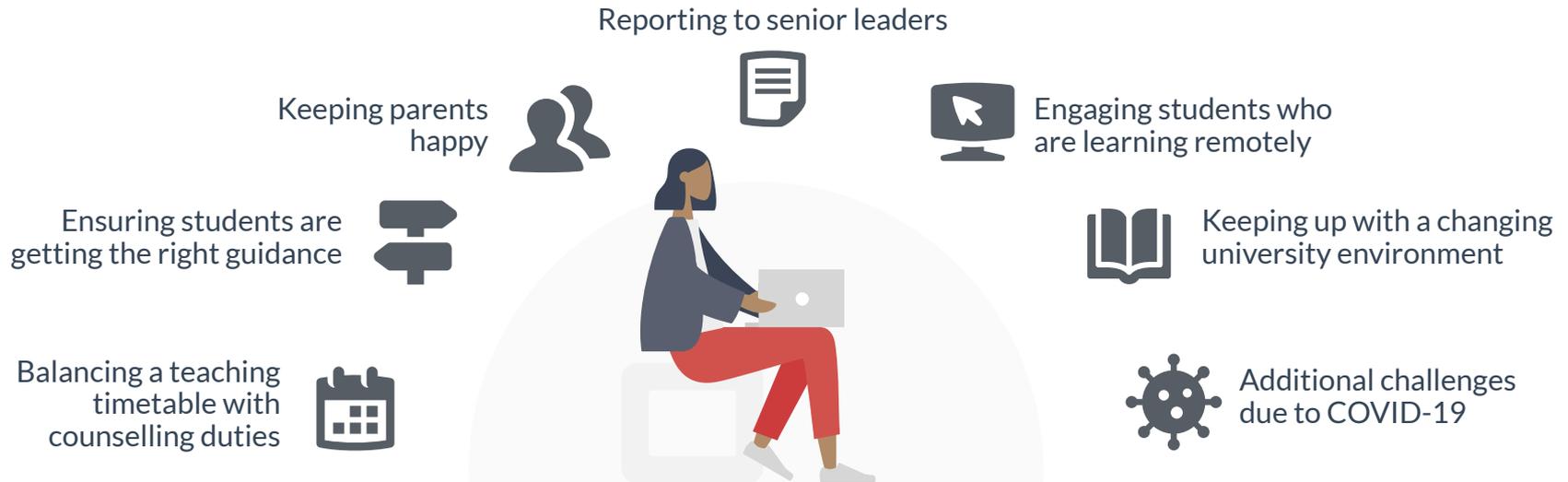


BridgeU sent 250,000+ applications to US colleges and universities across the past three recruitment cycles

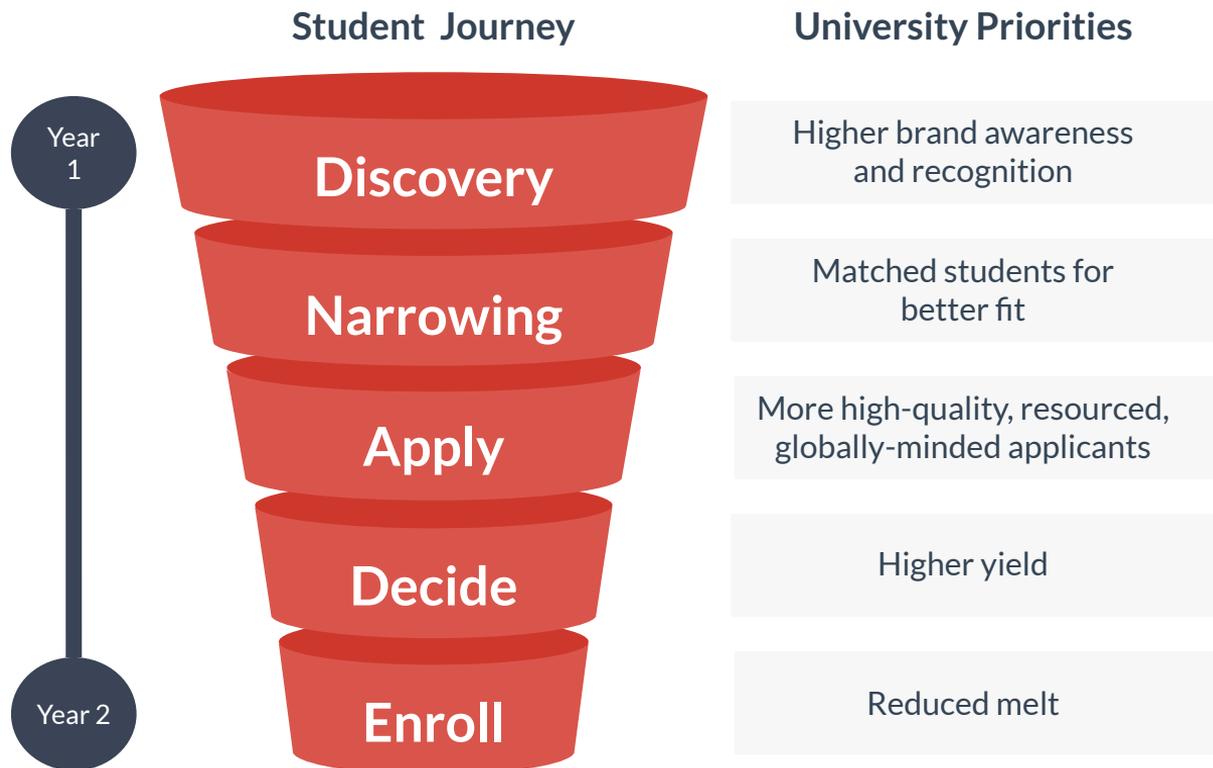


BridgeU partners with secondary schools in 350+ cities across nearly 138 countries

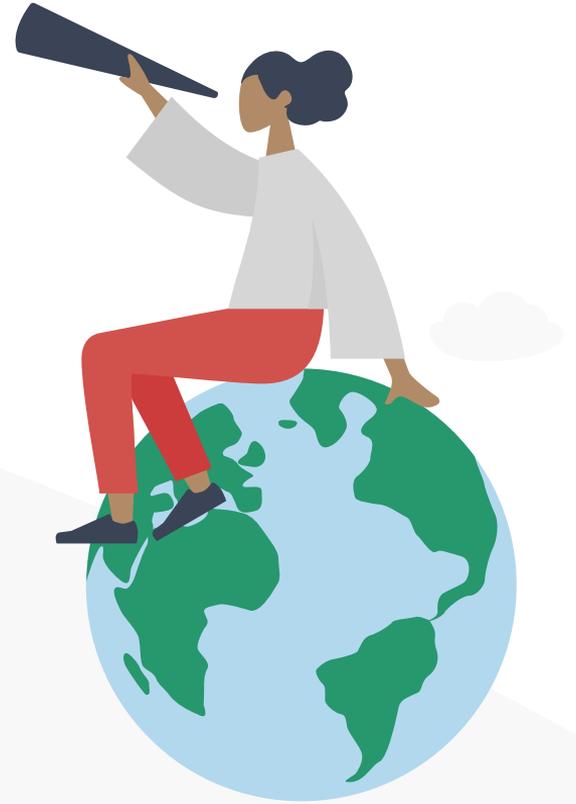
BridgeU helps international school counselors and advisors to save time, empower students, and gain greater visibility into admissions decisions.



BridgeU helps universities to connect directly with international schools in 138 countries to engage with students seeking higher education opportunities.



What Counselors Want Panel Session



Introducing our Panelists



Leslie Silverman Kamphausen
Berlin Brandenburg International School



Rana Haroun
Casablanca American School

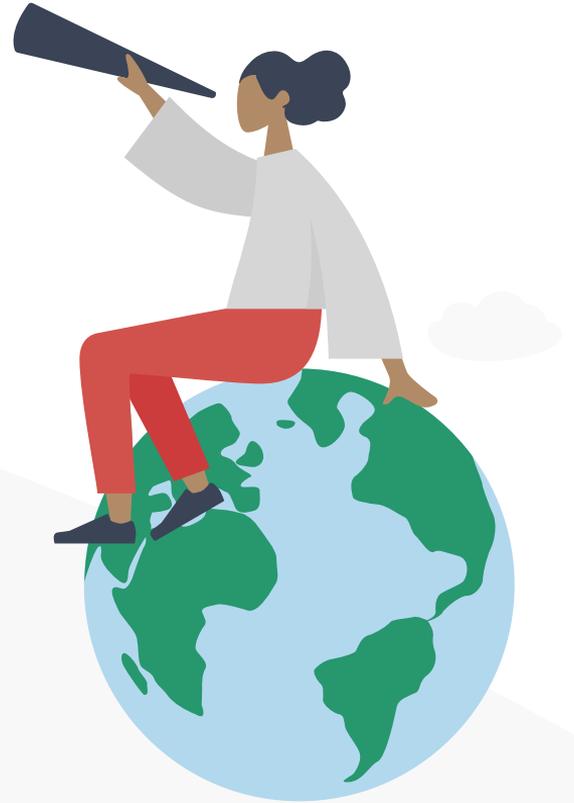


Gabriela Guimaraes
Colégio Positivo Internacional



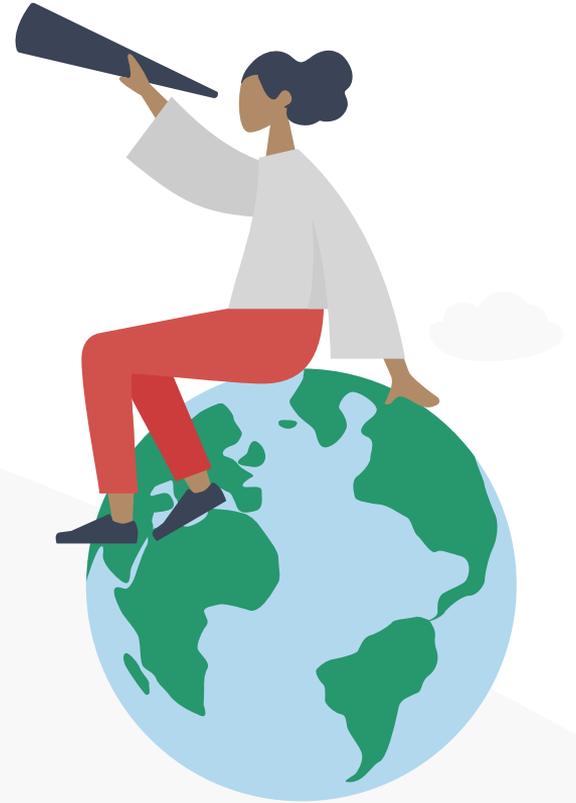
Topic: The evolution of guidance practice during and after the pandemic period

Please use the Q&A window to submit any questions for our panelists



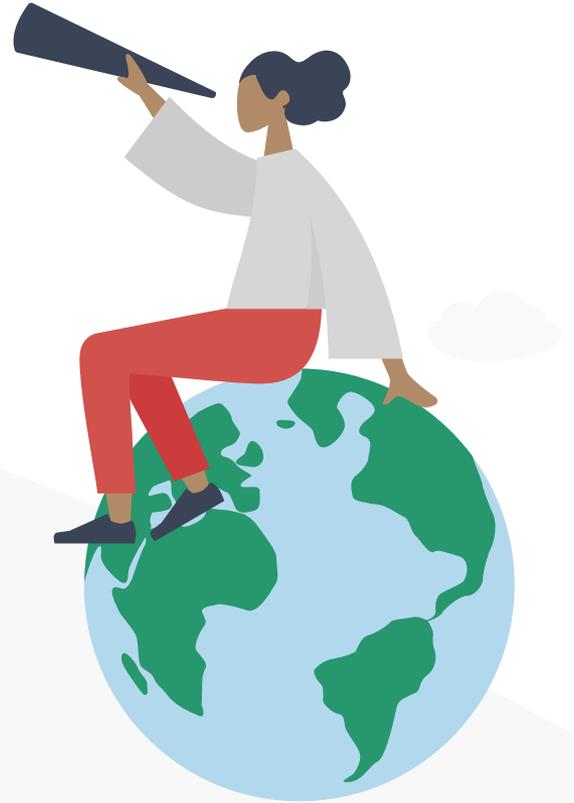
Topic: The increasing value of university engagement in the international school guidance practice

Please use the Q&A window to submit any questions for our panelists

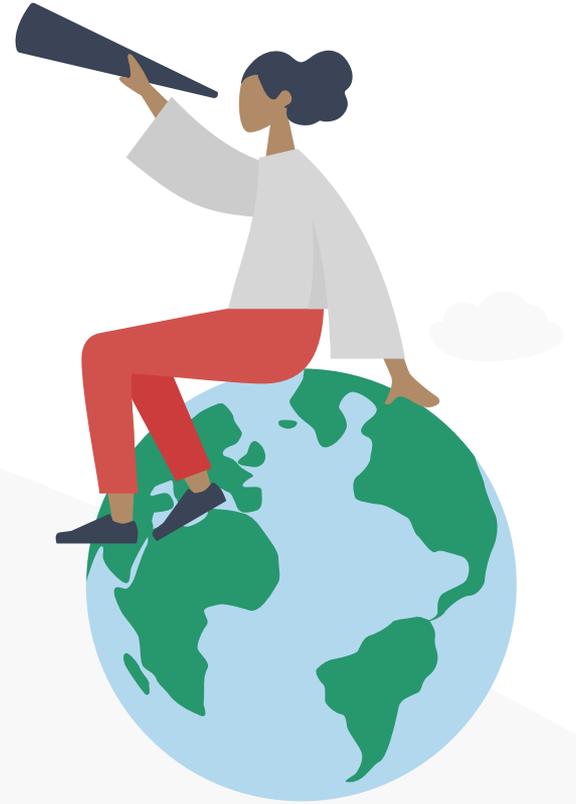


Topic: Best practices for universities looking to engage this coming fall

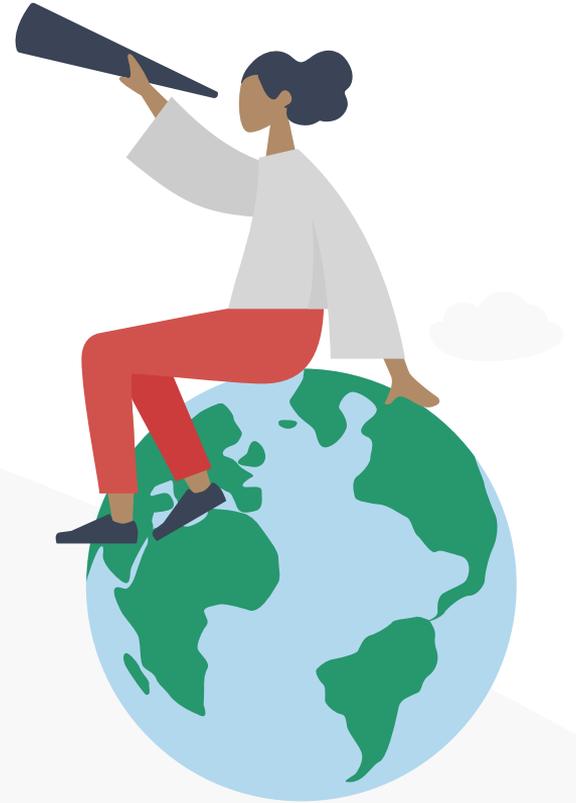
Please use the Q&A window to submit any questions for our panelists



Questions



What should my
university do next?



Takeaways and Next Steps

To remember

The pandemic is not a monolithic experience, and it is the backdrop to the entire college search process for next year's candidates.

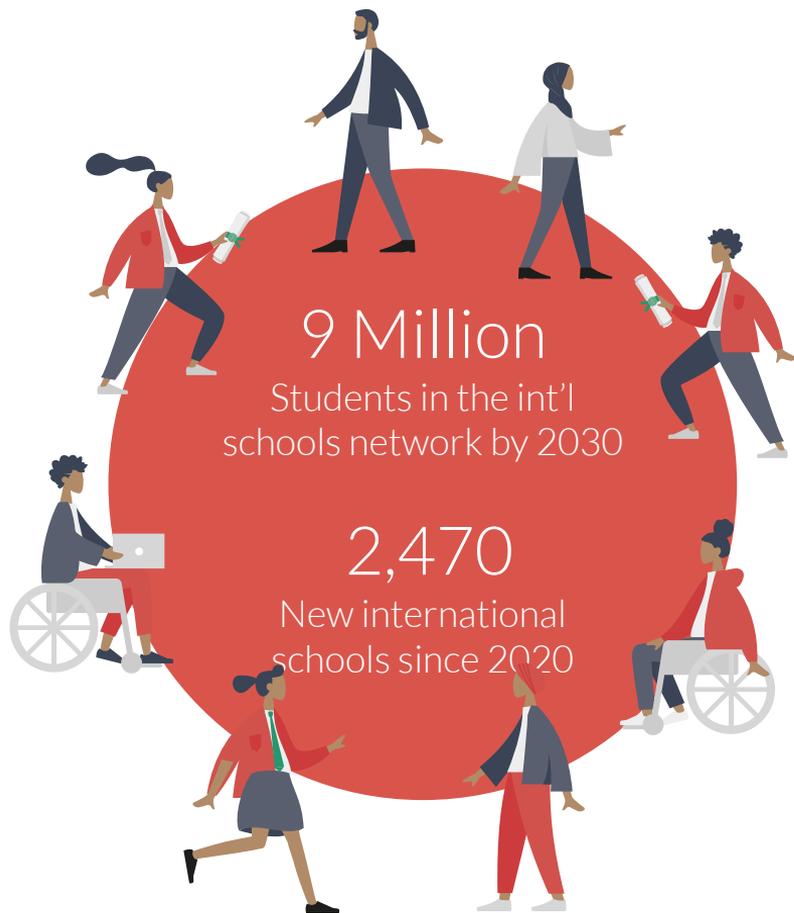
Hybrid recruitment is here to stay, meaning that both virtual and in-person interactions will be crucial to sharing your university's stories with international schools.

To do

Given ongoing explosive growth, create a dedicated international schools strategy to meet enrollment goals

Continue efforts to diversify recruiting efforts are important given declines from India and China

Consider a strategic partner organization—like BridgeU—to move the needle on international school enrollment



Thank you!

Continue the conversation



Mark your calendars

BridgeU will be seeing you at...



Purposeful Follow-up



I'd like a custom report of BridgeU students' engagement with my institution this admissions cycle



I'd like to receive a copy of the NEW BridgeU 2022 application trend report



I'd like to receive a digital copy of The Essential International Schools Strategy Guide by BridgeU



I'd like to schedule a free consultation with a BridgeU expert



Other, please contact me