



# How to Build a Diverse International Enrollment Portfolio

*Learn how institutions can diversify into the international space to fill projected enrollment gaps.*

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# Agenda



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## **Navigating the Demographic Cliff**

Understanding the demographic cliff and the importance of international students to survival

2

## **An Investment Approach to International Enrollment Strategy**

Applying lessons from investment to diversify and strengthen your institution

3

## **BridgeU's Latest Findings on International School Applicant Behavior**

Presenting key findings from BridgeU's latest report, examining +250k applications from 32k students

4

## **Real-World Applications and What to Do Next**

Showcasing results from a diversified and re-balanced approach to international enrollment

# Navigating the demographic cliff



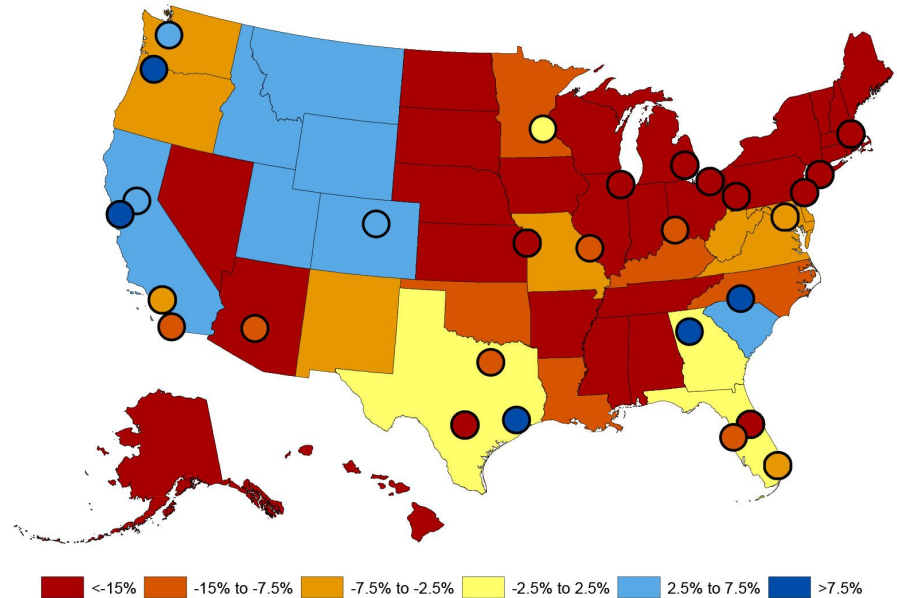
# The U.S.'s Shifting Place in the Global Higher Ed Landscape

U.S. higher ed institutions will soon be forced to reckon with a long-predicted 'demographic cliff.'

Since 2013, international schools have growth by 52% to 13,190

5 million job vacancies in industries with skilled labor shortages in the U.S.

Forecasted growth and decline in college-going students, 2012-2029

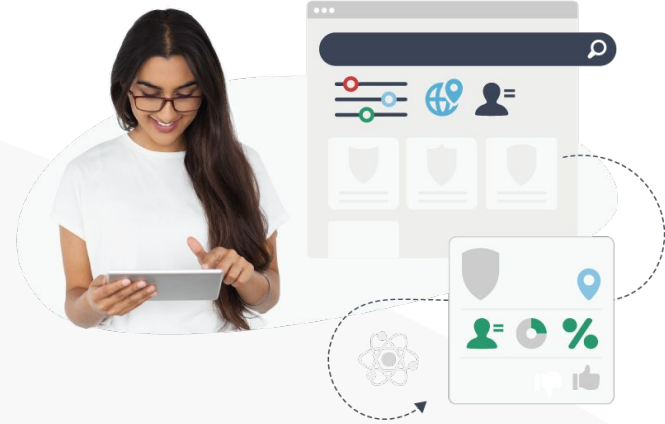


Source: Nathan D Grawe, Carleton College.pdf

**Poll 1: Let us know how to follow up**

# An investment approach to international enrollment strategy

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# An Investment Approach to International Enrollment Strategy

How can U.S. admissions offices translate the idea of **portfolio rebalancing** to guide enrollment strategy?



## Changes to Investment Goals

As your financial situation evolves, your investment goals may change, requiring adjustments to your portfolio's asset allocation to better align with your new objectives.

*ex. Significant growth in interest from particular regions*



## Drifting Asset Allocation

Over time, the performance of different assets in your portfolio can cause the allocation percentages to drift from their original targets

*ex. New programs or housing, new institutional leadership mandates*



## Risk Management

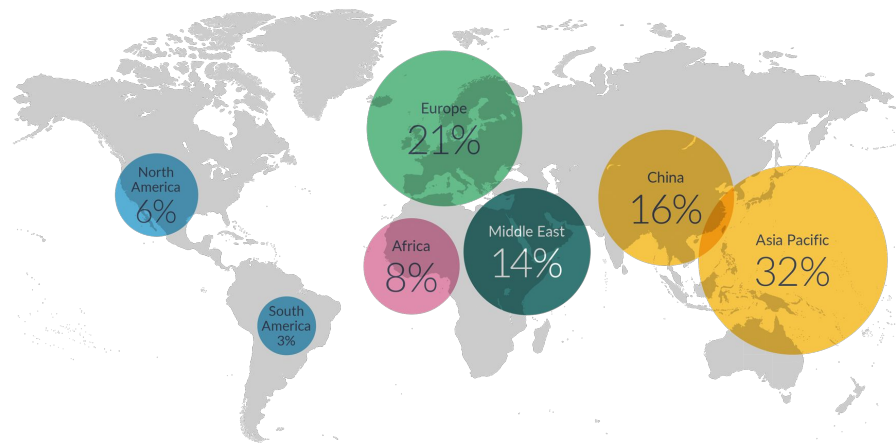
Periodically selling assets that have grown disproportionately and reinvesting the proceeds in underweighted assets.

*ex. COVID-19, new global conflicts, changing US immigration policies*

# BridgeU is the leading careers guidance partner for international schools in over 140 countries

## What drives us

BridgeU aspires to nurture the career ambitions of globally mobile international school students, and to help them find the best-fit higher education opportunities. Our goal is to help build greater diversity, opportunity and achievement for educational institutions and students alike.



Proportional representation of BridgeU schools, 2022/2023

## Key Stats on BridgeU



BridgeU powers the guidance journey for students in over 1,000 English-medium international schools in 142 countries



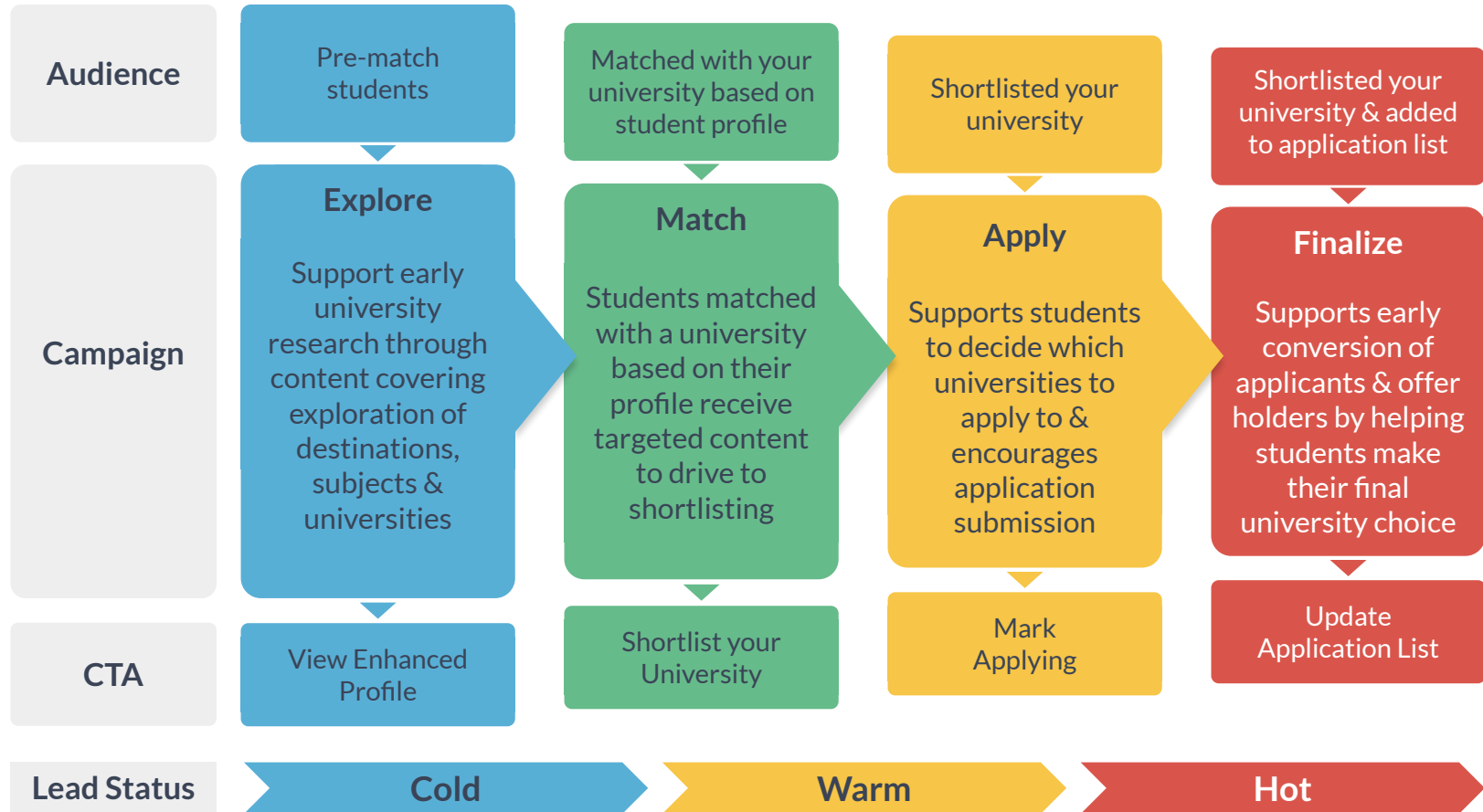
BridgeU's guidance platform supports over 100k international school students and 6k college counselors



BridgeU is a key source of U.S. UG enrollment. Over the past five years, more than 32k students have sent more than 250k applications to US colleges and universities using BridgeU.



# Unlocking the BridgeU Student Journey

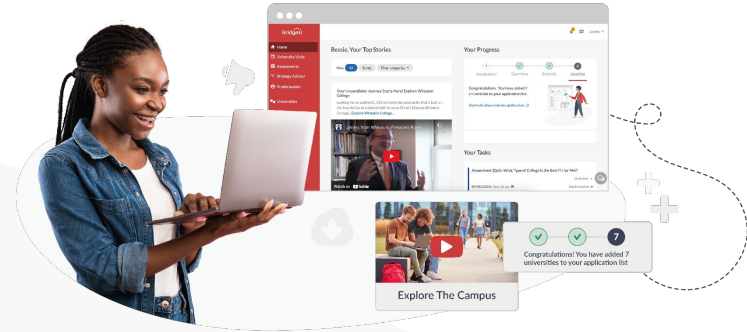


**Poll 2: Would you like to update BridgeU students with your institution's latest aid?  
Receive information about this one time, gratis offer!**



# BridgeU's latest findings on international school applicant behavior

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# Our Findings on 250k Applications from 32k Students



142 Countries with BridgeU schools



= 8k

Students applying to the US in class of 2023



= 53k

U.S.-bound applications, 2023

### Takeaway

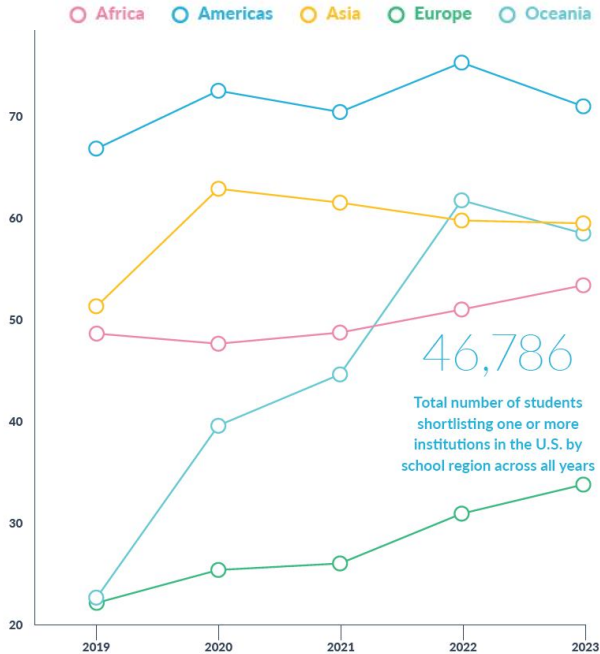
Despite internal and external geopolitical convulsions, the US remains a top destination for a diverse group of well-prepared international school graduates

### Takeaway

U.S. education institutions must work harder to convert international applicants in selected regions

### Takeaway

Higher education institutions in many of the U.S. states expecting larger than average declines in domestic college-aged student populations also receive the most interest from international school graduates.



# Explore Emerging Markets to Expand Your Horizons



142 Countries with BridgeU schools



=8k Students applying to the US in class of 2023



=53k U.S.-bound applications, 2023

## Takeaway

Emerging markets in Africa and Asia have seen significant growth in the number of new international schools, with meaningful potential upside for the U.S.

## Takeaway

More than 50% of international school students in Southeast Asia are interested in applying to a U.S. university.

## Takeaway

Asian students have consistently been the most likely to apply to U.S. institutions after shortlisting them on the BridgeU platform.

## Interest Abounds in New Markets



	% 2022	2023	Y-Y Change 2023
Congo (Dem. Rep.)	45	35.29	▼ -21.58%
Côte D'Ivoire	48.65	18.18	▼ -62.63%
Egypt	19.96	23.35	▲ 16.98%
Ghana	10.67	40	▲ 274.88%
Kenya	33.56	36.5	▲ 8.76%
Madagascar	26.09	29.17	▲ 11.81%
Malawi	17.39	21.57	▲ 24.04%
Morocco	44.83	47	▲ 4.84%
Nigeria	28.41	30.49	▲ 7.32%
Sudan	10	44.44	▲ 344.40%
Tanzania	28.7	25.58	▼ -10.87%
Tunisia	47.62	34.48	▼ -27.59%
Uganda	21.88	34.01	▲ 55.44%
Zambia	25	21.5	▼ -14.00%
Zimbabwe	12.04	7.05	▼ -41.45%

# Revealing Regional Complexity in Conversion Rates



142 Countries with BridgeU schools



=8k Students applying to the US in class of 2023



=53k U.S.-bound applications, 2023

## Takeaway

Africa and Oceania saw significant year-over-year growth in conversion rates, with respective increases of 9% and 13%.

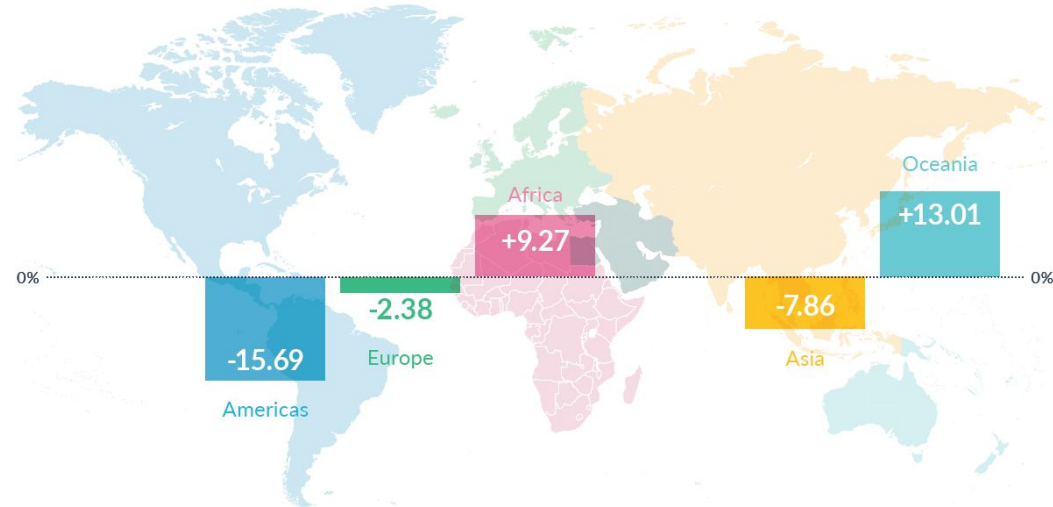
## Takeaway

The percentage of European students actively considering U.S. universities has risen from 22.5% in 2019 to 33.8% in 2023 without an increase in apps.

## Takeaway

Over the last five years, international school students applying to the U.S. submit an average of 7.33 applications.

## Conversion Conundrum



YoY changes in conversion rates from interest to application, by region, 2022-2023

# Who and Where You Are Matters

 142 Countries with BridgeU schools

 = 8k Students applying to the US in class of 2023

 = 53k U.S.-bound applications, 2023

## Takeaway

Applications to top-ranked universities accounting for around half of all applications submitted in the past five years.

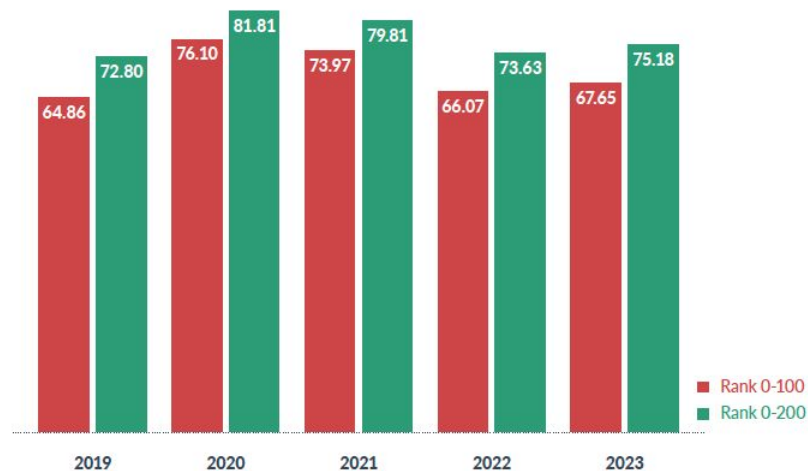
## Takeaway

Despite the allure of elite universities, the most significant growth in applications is observed among institutions ranked between 100 and 300.

## Takeaway

A steadfast 15% of applicants consistently apply to universities ranked 1000+, demonstrating a diverse range of preferences amongst the BridgeU student population.

## Highly ranked doesn't equal elite



Percentage of BridgeU student applications to universities, bucketed by institutional rank

# You Must Stand Out in the Competitive Global Market

 **142** Countries with BridgeU schools

 = **8k** Students applying to the US in class of 2023

 = **53k** U.S.-bound applications, 2023

## Takeaway

The U.S. faces increased competition from other traditionally popular destination countries, such as the UK and Canada.

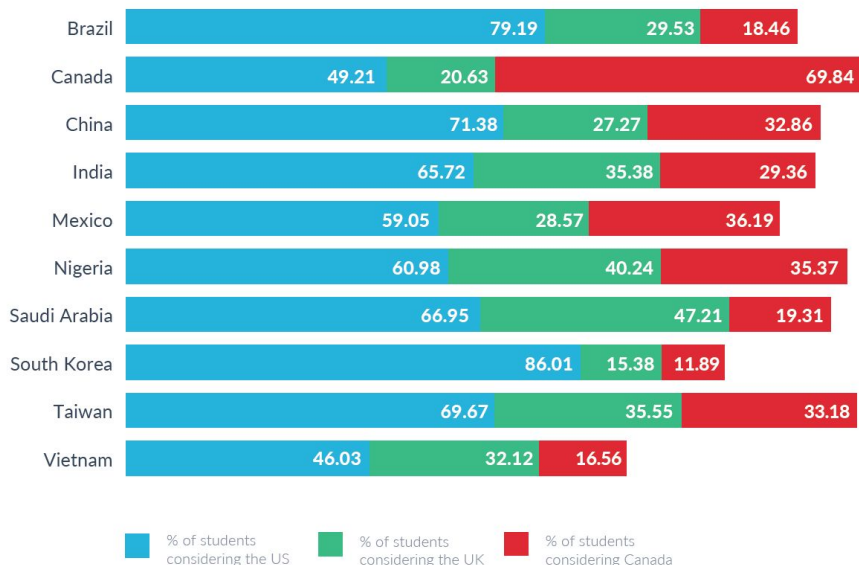
## Takeaway

The U.S. is overwhelmingly popular at the shortlisting stage for students in China, South Korea and Brazil. .

## Takeaway

For the graduating class of 2023, nearly a quarter of prospective U.S. applicants shortlisted the U.S. and one other country.

## Top-of-funnel interest is shared





# Chinese Students' Resilient Pursuit of U.S. Education



142 Countries with BridgeU schools



=8k

Students applying to the US in class of 2023



=53k

U.S.-bound applications, 2023

## Takeaway

Over 70% of BridgeU students in China graduating in 2023 shortlisting the U.S. at some point in their application journey, up from 68% in 2022.

## Takeaway

The UK was shortlisted by 27% of BridgeU students in China in 2023.

## Takeaway

Canada was shortlisted by 32% of BridgeU students in China in 2023.

## Interest Rebounds Among Int'l Schools



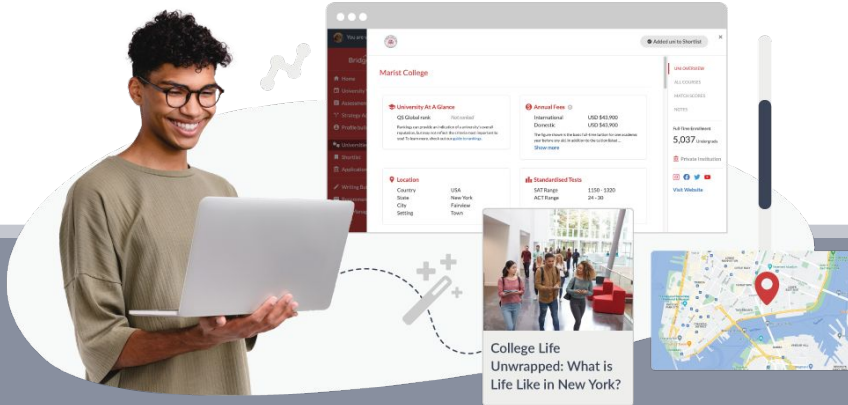
# Real-world results and what to do next

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# Diversify and Thrive

A diversified and balanced international enrollment portfolio will yield results across the applicant lifestyle



International school students interact with BridgeU universities across their 24-36 month guidance journey multiple times and in various ways, providing us an opportunity to showcase your university to best-fit students early and often

**\$329k**

*Net Tuition Revenue in Y1*

**Mid-sized Private,  
Northeast**

**+20%**

*Yield rate on BridgeU cohort vs. all int'l*

**Large Public,  
Midwest**

**\$1.8M**

*Net Tuition Revenue in Y1*

**Large Private,  
Northeast**

**77%**

*YoY increase in int'l school applications*

**Small Liberal Arts,  
Midwest**

# Engage in Conversation: Ask Your Questions Now



Perhaps you'd like to know more about...

BridgeU's international applicant data for a particular region or country

How to tailor your outreach to connect with international school counselors

BridgeU's proven tactics for elevating your brand in new and emerging markets

How you might partner with BridgeU

# Thank you!

## Key Takeaways

U.S. higher education institutions will soon hit an 'enrollment cliff,' which predicts undergraduate enrollment plummeting 15% between 2025-2029.

The international school K12 segment continues to expand rapidly, driven by demand from middle and upper-middle-income families in emerging markets.

Higher education institutions in many of the U.S. states expecting larger than average declines in domestic college-aged student populations also receive the most interest from international school graduates.

U.S. education institutions must work harder to convert international applicants in select regions

## Continue the conversation



BridgeU



LinkedIn



Twitter

## Mark your calendars

BridgeU will be seeing you at...



**illuminate '23**  
common app

# **Poll 3: Let us know how to follow up**

The logo for BridgeU features the word "BridgeU" in a white, sans-serif font. Above the letters "i", "d", "g", and "e" are four white dots of varying sizes, arranged in a slight arc, which serve as a stylized representation of a bridge's arch or a network of nodes.

BridgeU

[www.bridge-u.com](http://www.bridge-u.com)