

How to stay  
competitive in  
international admissions in  
2022



# An introduction to today's webinar



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Senior University  
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## Who is BridgeU?

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Data from the world's largest network of international schools

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## Where are we after 2021?

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Trends in a new competitive landscape

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## What can we expect in 2022?

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Warning signs and opportunities to act on now

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## How can we best prepare for the future?

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Topline recommendations and actionable next steps

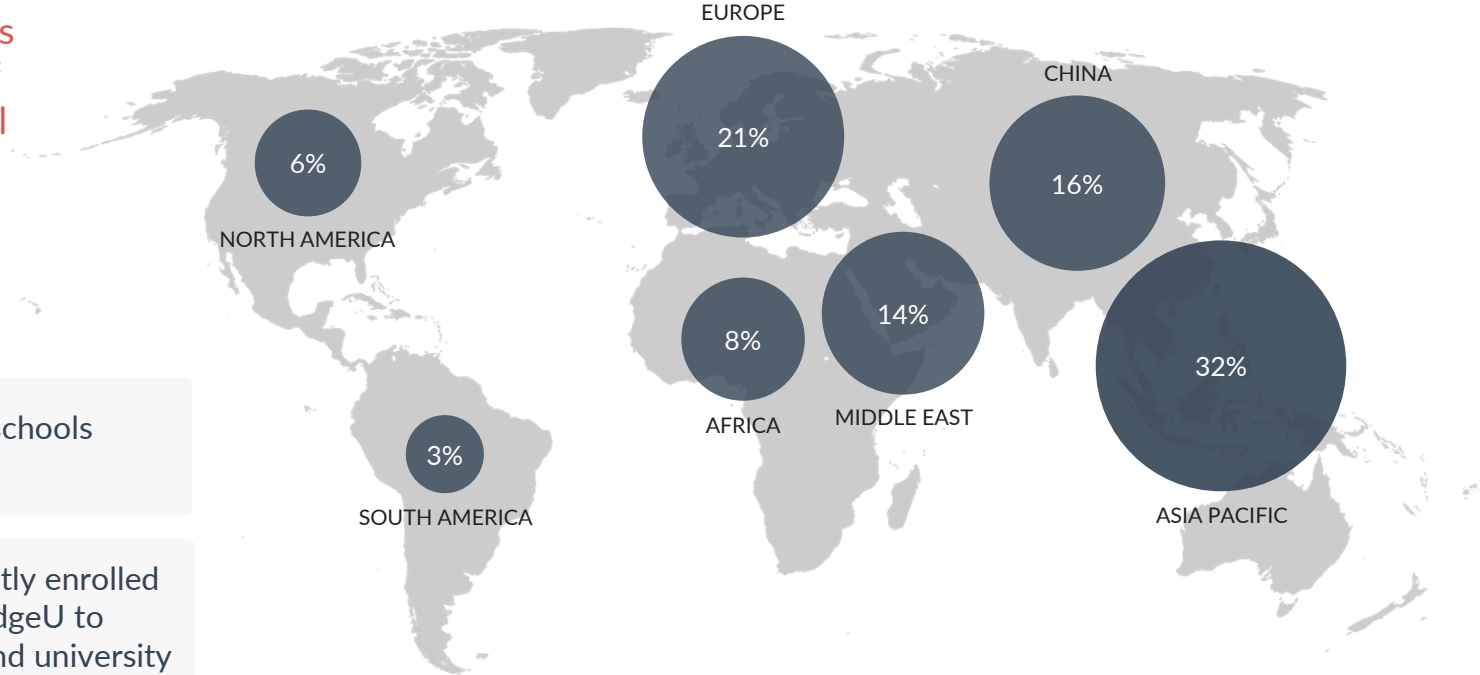



Who is BridgeU?


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# BridgeU is the trusted guidance partner to international schools worldwide

BridgeU is the world's largest community of talented international school students and counselors



 BridgeU serves schools in **130** countries

 **100,000+** currently enrolled students use BridgeU to explore career and university options worldwide

# BridgeU is the trusted guidance partner to international schools worldwide

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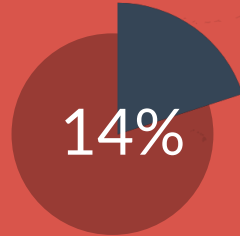
BridgeU is a crucial international integration partner of the Common App



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



By our best estimate, BridgeU is perhaps the largest single source of international undergrad candidates to the US



BridgeU students accounted for **nearly 14%** of all new international students in the US during the 2020/2021 year

# BridgeU engages students on a structured journey from self-exploration to university application



Build Profile



View Recommendations



Shortlist Universities



Apply



Enroll



Students create their profile in the profile builder



Students are matched and recommended universities or programmes



Students shortlist universities for further research



Students then indicate their uni of choice, & deadline they will apply by



Students evaluate admissions offers, learn about pre-matric step

Profile Builder  
Careers Tool  
Assessments

Strategy Advisor  
University visits  
University Matcher  
Personalised content

University research  
Personalised content  
Student events  
University fairs

Reference letters  
Writing builder  
Document sending  
Application submission

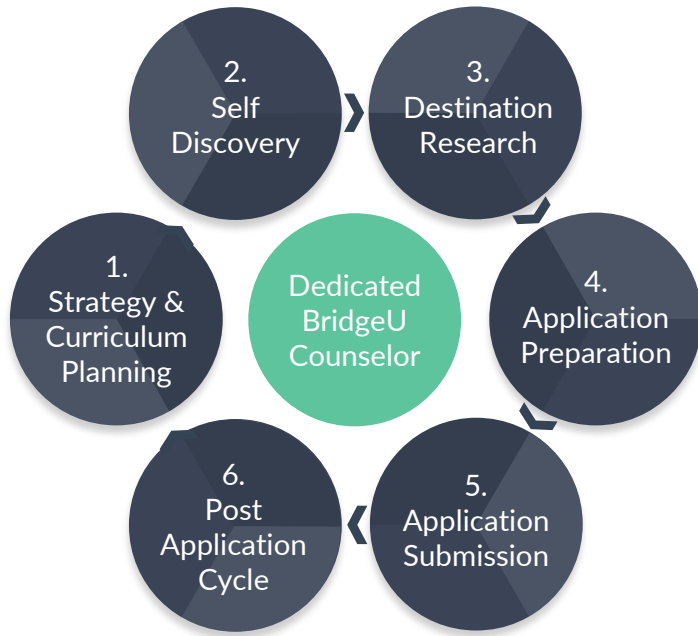
Virtual admitted students events  
In-app content campaigns to offer holders  
Late application delivery

Day 1

24 months

# BridgeU sits at the heart of the 21st-century guidance curriculum

In 2021, **37%** of guidance counselors logged into BridgeU between 51-150 days.  
**43%** logged in more than 150 days.



Guidance counselors rely on BridgeU as a critical workflow tool.



*"I had a recent session with the 'Global Fly-in for MENA.' I thought it was for counselors to rub-elbows; I found instead that I was speaking with some of the universities who come fairly often to Dubai....It turned out to be more fun than I could have ever imagined!"*



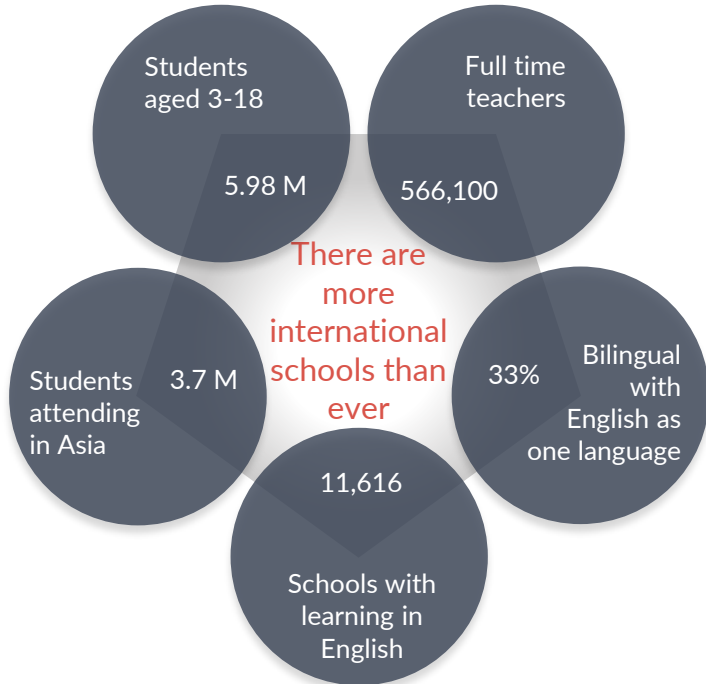
Where are we after 2021?

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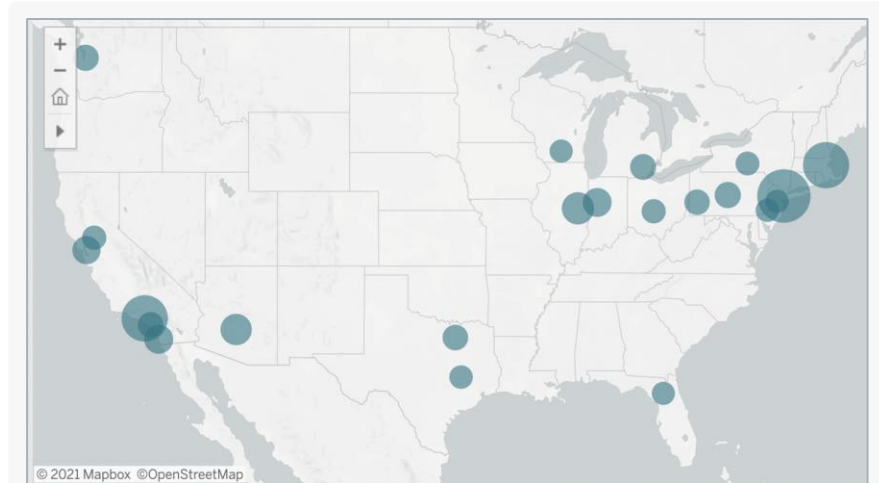


# Competition Conundrum

While US graduates continue to decline worldwide, the next decade will see an additional 350 million post-secondary graduates.



Source: ICEF, July 2020

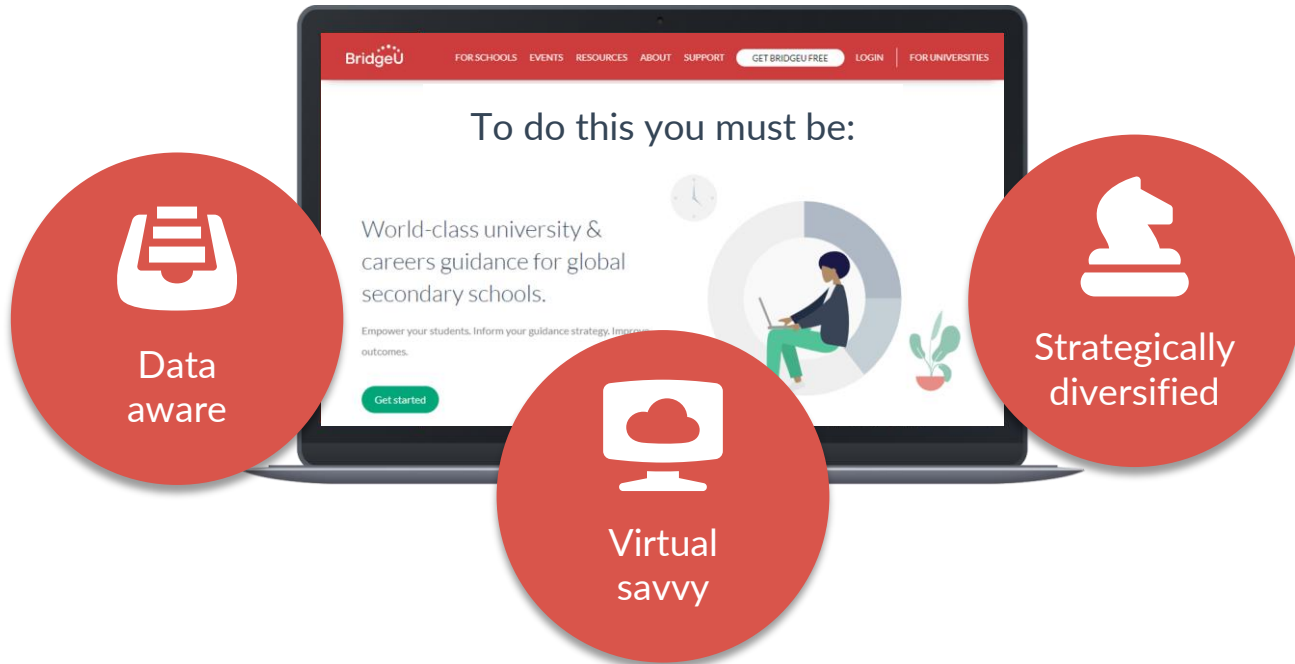


US universities are not reaping the benefits evenly, with 20 institutions capturing 25% of all int'l enrollees.

Now more students than ever are considering Canada and Britain as potential destinations for study.

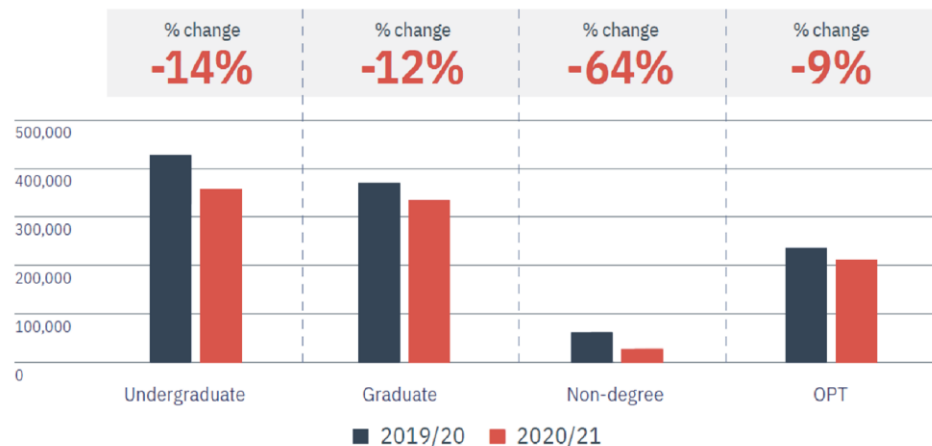
# Competition Conundrum

Hence, our BridgeU recommendation is that universities in the US adopt a competitive mindset when it comes to international school admissions in 2022.



# 2021 enrollment rebounded...but not by enough

## International Students by Level



Undergraduates made up 39% of all international students in 2020/21.

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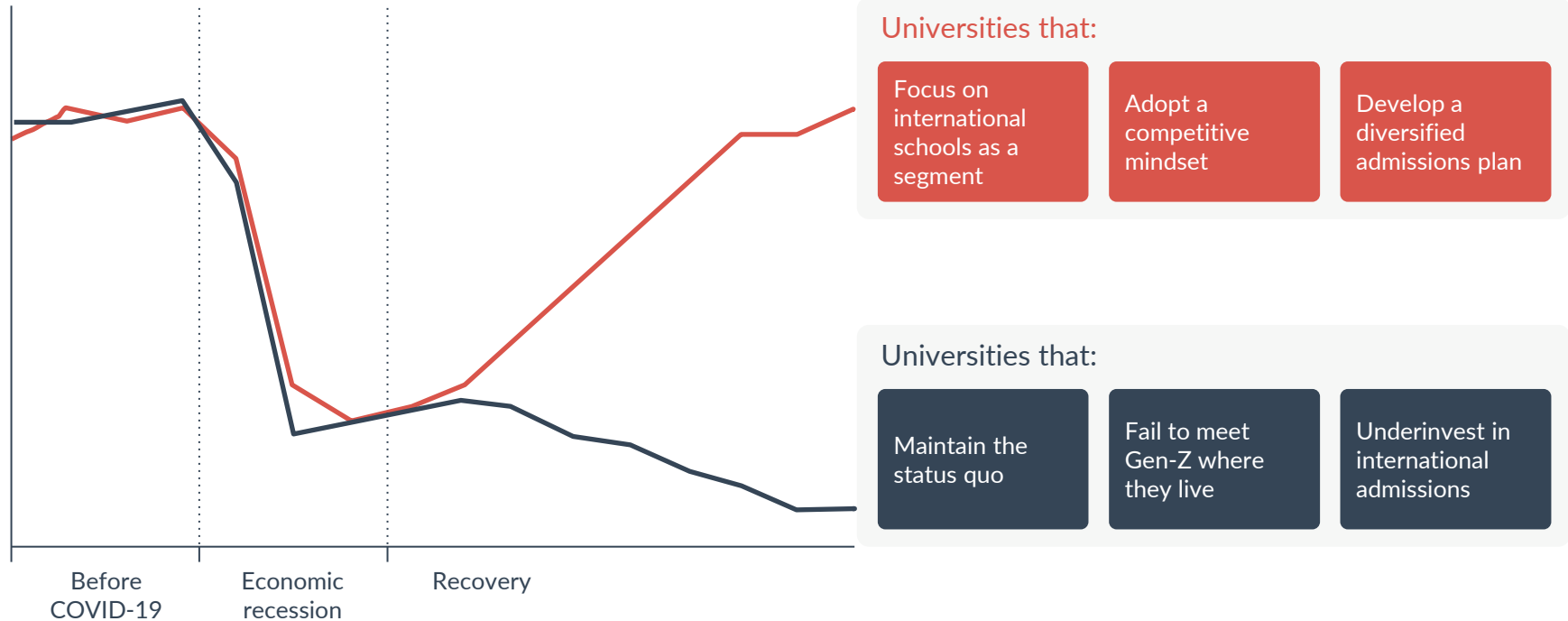
Source: The Open Doors Report on International Educational Exchange is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

9% increase in US application volume this year won't be enough to make up for multi-year pandemic trends

Declines in undergrad enrollment has been a loss leader, with only ~49,000 new international first-year students in 2020/2021

# The K-shaped recovery and the cost of the status quo

## K-shaped recovery





What can we expect in  
2022?

# BridgeU student interest data predicts another tumultuous end to the annual recruitment cycle

Overall shortlists similar to class of 2021

$\frac{1}{3}$

of the BridgeU class intends to apply to a US university or college

Interest from Chinese students down

-24.8%

Decline in interest from students in China

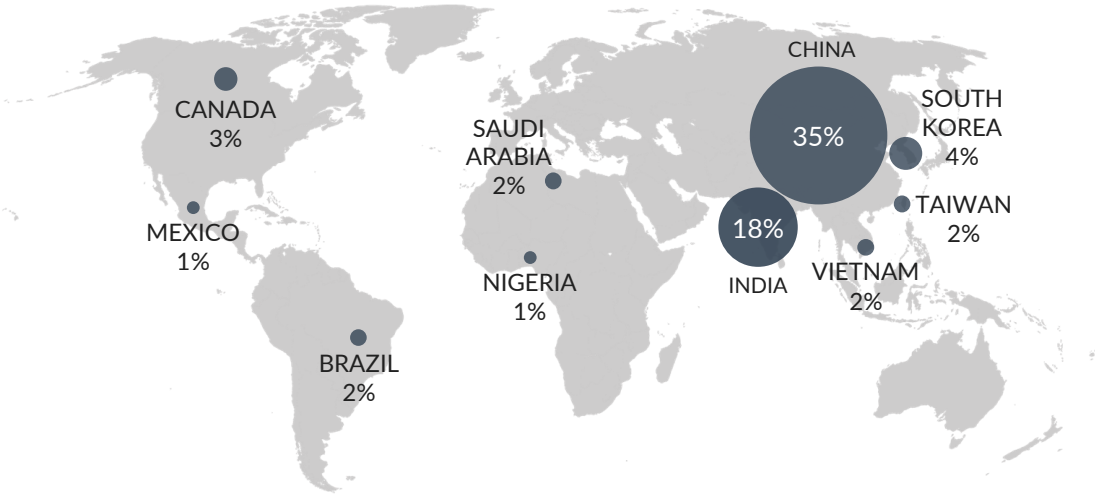
US applicants hedging their bets, harder to yield

+2

Number of universities explored by US-bound students vs students applying to universities elsewhere

# Case 1: Ongoing warning signs in Sino-American channels

## Leading places of origin of international students, 2020/21



China alone accounted for 35% of international students.

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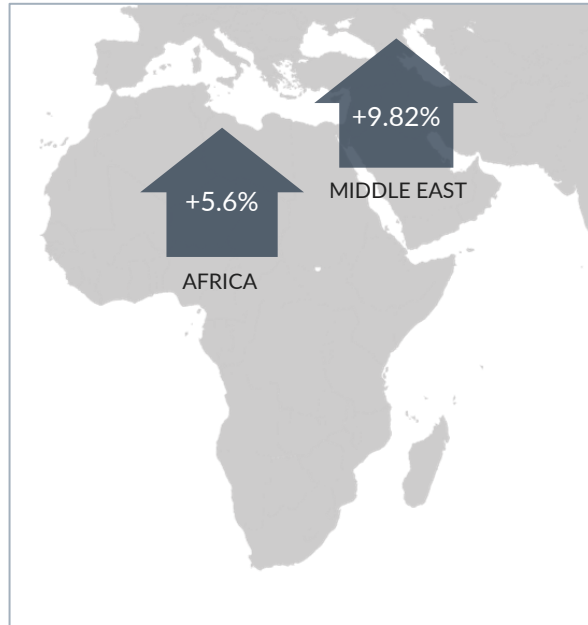
Decrease in interest from students in China, continuing a multi-year trend which began before the pandemic.

Highest average applications per student in Asia, with students showing an intention to apply to 10 universities in this cycle.

Special warning signs the WACAC region, with declines in interest for California universities at -11% among current admissions.

## Case 2: Growth in schools and interest from the Middle East and North Africa

According to BridgeU data, interest in US universities from students in Africa & Middle East is increasing.



+5.6%

Africa

+9.82%

Middle East

Specifically we've seen increases in student interest in the US from:

+48%

Kuwait

+56%

Egypt

+11%

Saudi Arabia

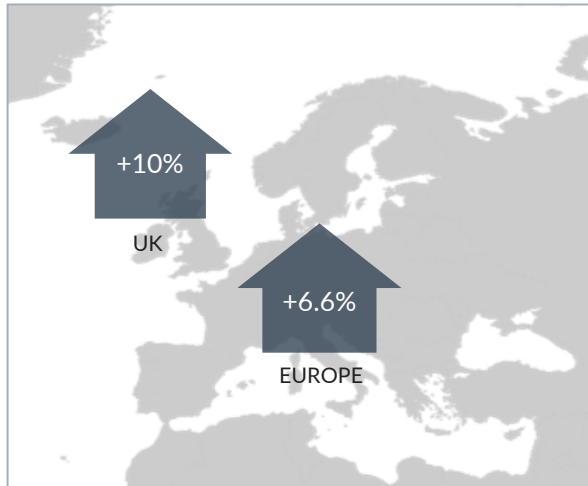
\*The United Arab Emirates has 596 international schools, second only to China



# Case 3: Compete for European students in a post-pandemic landscape

## Comparing global options

Just over half of BridgeU students apply to universities in two or more countries



**THE PIE**  
Professionals in International Education

### Aus: students expected in 2022 semester two

The majority (71%) of international education leaders across universities in Australia expect international students to return in 2022, but only in the second semester.



How can we best prepare  
for the future?

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# Thank you!

## Continue the conversation



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[LinkedIn](#)



[Twitter](#)

## Purposeful Follow-up

- I'd like a custom report of BridgeU students' engagement with my institution this admissions cycle
- I'd like to be on the list of early recipients of the BridgeU 2022 application trend report (*to be released in March '22!*)
- 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