

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

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Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024



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Session 12D: Thurs 7th March, 8:30 – 9:15

Host Partner's Diversification Strategy for International Student Recruitment

Celia Her
Singapore Institute of Management, Singapore

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Singapore Institute of Management, Singapore

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Host Partner's Diversification Strategy for International Student Recruitment

- ▶ Celia Her
- ▶ Director, Student Recruitment



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Profile

- Founded on the initiative of the Singapore Economic Development Board in 1964
- Meeting needs of industry and learners for close to 60 years
- Today, SIM is one of the region's leading private education and lifelong learning institution



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Academic Partnership



One Global Campus

SIM GE provides quality education in partnership with top-ranking universities

Australia



United Kingdom



United States



Europe



Programmes Offered

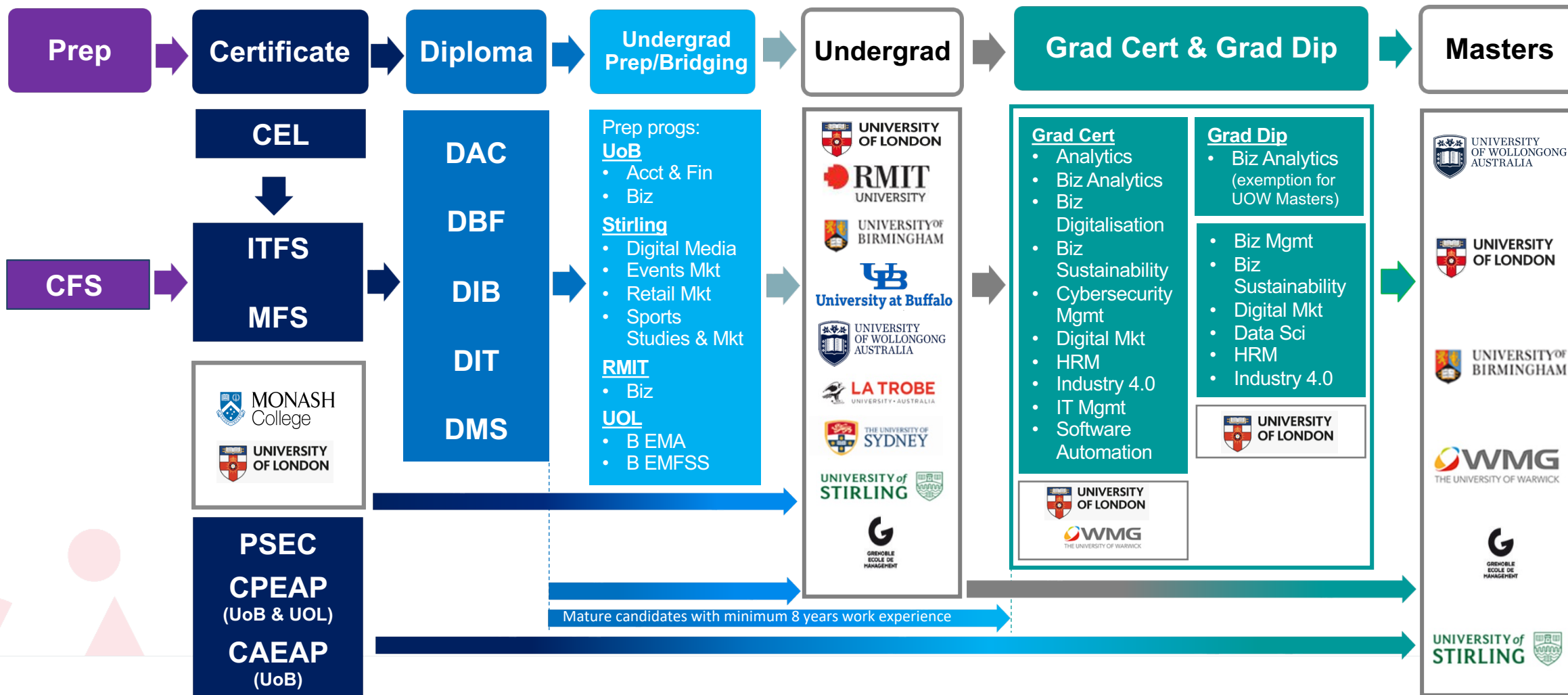
Over 170* Academic Programmes

- Preparatory, Foundation, Diploma, Bachelor's, Master's and Graduate Diplomas
- Business, IT & Computer Science, Arts & Social Sciences, Specialty Programmes, and Nursing

* Figures as at 4 January 2024

		
Accounting, Banking, Economics & Finance	Communication, Digital Media, International Business, Management & Marketing	AI, Big Data, Computer Science, Cyber Security, FinTech, Web & Mobile Development
		
Psychology & Sociology	Nursing	Business Analytics & Data Science
		
Events, Sports, Tourism & Hospitality	Aviation, Construction Management, Logistics & Supply Chain	Geographic Information Science

Educational Pathways





Student Profile



Our students & alumni*

- ▶ Enrolment of about **16,000** students, with over 50 nationalities
- ▶ Around **33%** international students
- ▶ Almost **200,000** alumni



Culturally diverse campus

Students learn to be adaptable to thrive in different cultural contexts



Holistic student life experiences hone the life skills of students

Two Campuses

SIM Campus

Size: 110,000 square metres

Facilities and Services (non-exhaustive):

- Career Connect
- Computer/science labs
- Dance studio
- Eating outlets
- Financial Training Centre
- First aid room
- Lecture theatres
- Library
- Multi-purpose hall
- Open study areas
- Performing arts theatre
- Seminar rooms
- Sports hall
- Student activity hub
- Student activity room
- Student gym
- Student learning centre
- Student lounge
- Student services centre
- Student wellness centre
- Tennis court



Computer
Laboratory



Multi-purpose
Sports Hall



Performing Arts
Theatre



Financial
Training Centre



Grand Hall



Student Wellness
Centre

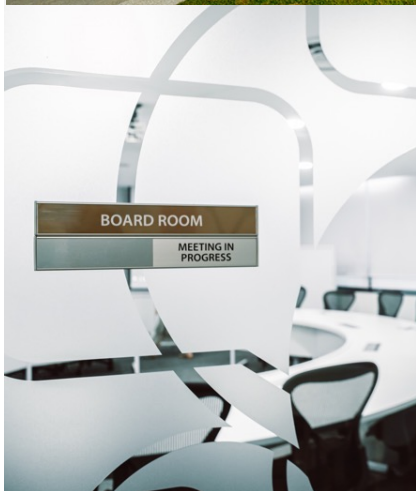
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SIM Management House

Conducive Environment for Teaching & Learning



Holistic Educational Approach



Student Development

Development and support beyond the classroom.

- Global & Inter-Cultural Awareness
- Leadership and Personal Dev
- Safety Culture & Training
- Scholarship and Bursary
- Sports, Arts, Special Interest & Student Councils
- Student Conduct & Victim Support
- Wellness, Pastoral Care, Social & Emotional Learning



Learner Advisory & Career Centre

Students are geared for employability through industry internships and career-readiness initiatives

- Career Guidance
- Career Preparation & Development
- Employer Engagement & Job Placement
- Job Market Intelligence
- Learning Pathways
- VIPS (Values, Interest, Personality, Skills) Profiling



International Experience

Opportunities to gain international experience through global learning

- In-Campus Workshops
- Overseas Academic Exchanges
- Overseas Internships
- Study Trips



Student Learning Centre

One-stop centre for student academic support

- Peer-led Bite-sized Study Skills Workshops
- Academic Writing Workshops
- Drop-in Consultation
- Peer-Assisted Learning (PAL)



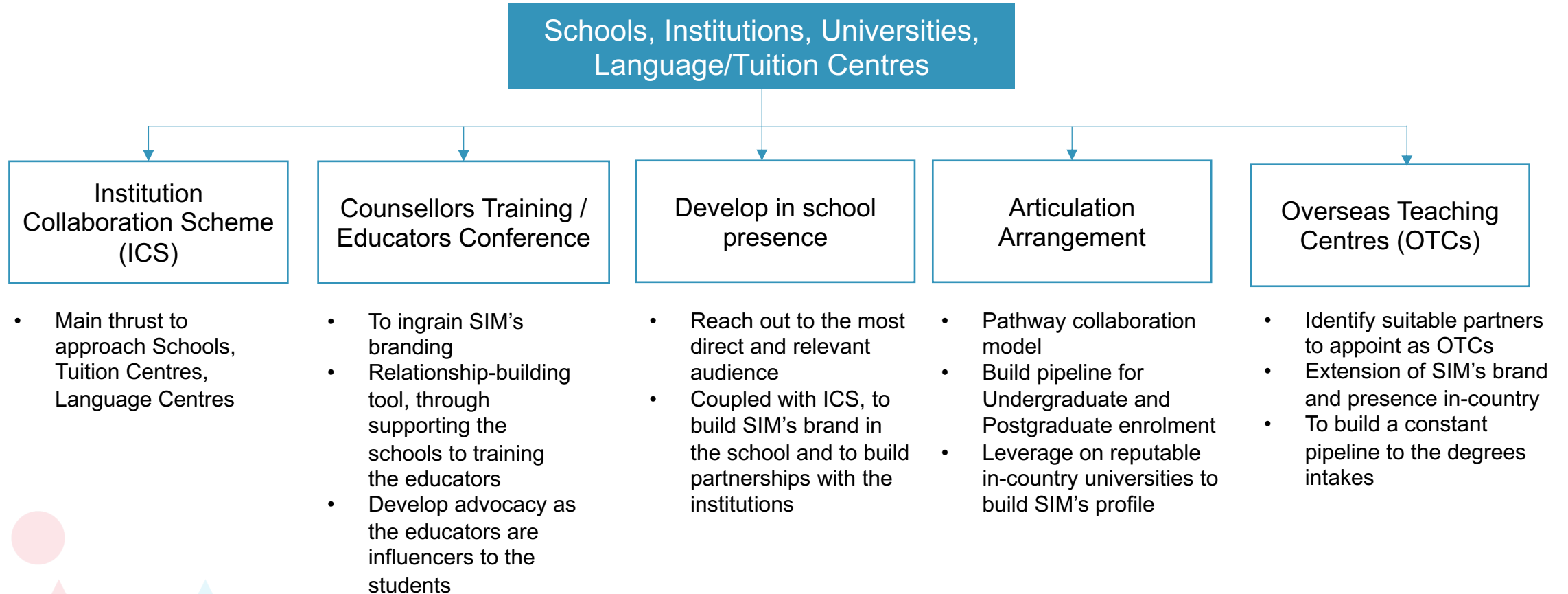
Centre for Micro-Credential

Offers bite-sized courses to help learners reskill and upskill

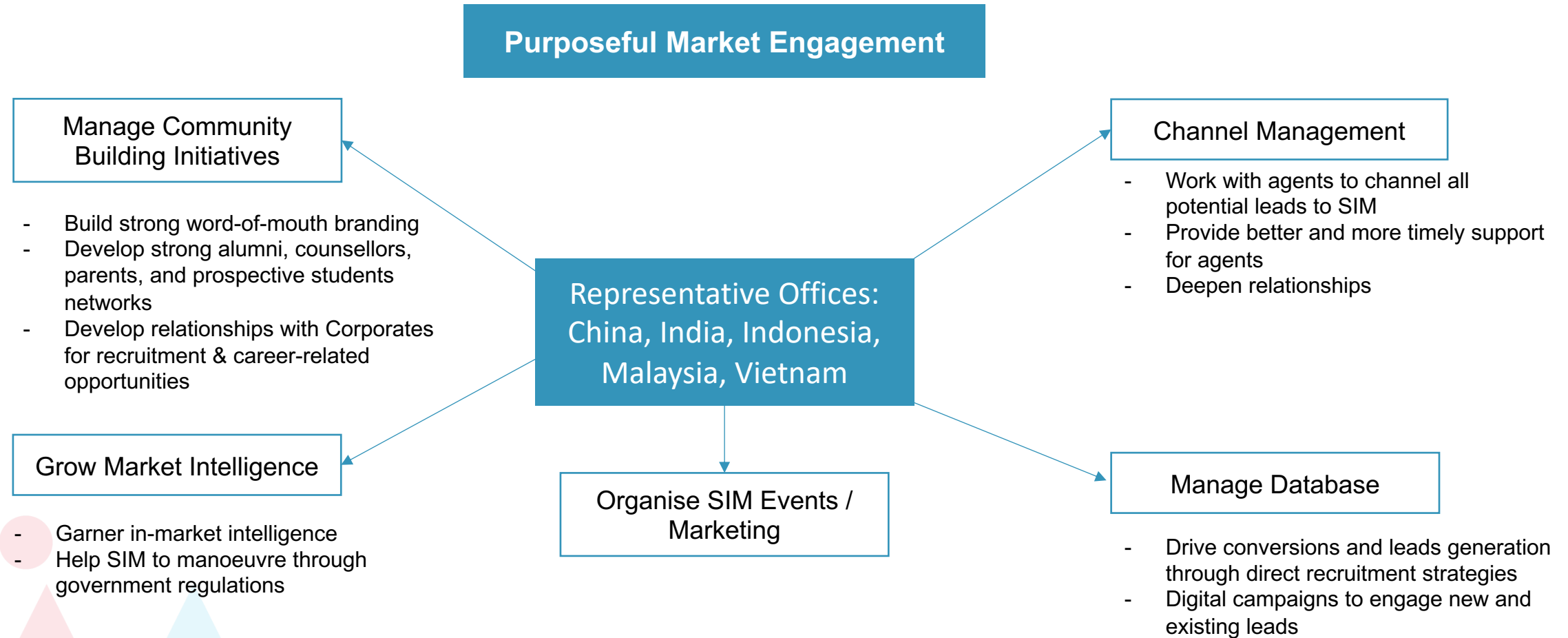
- SIM Core Modules
- Industry-relevant Micro-Credential Courses
- Partnership with ICDL

Student Recruitment Strategy

Partnerships



In-Country Strategy



Recruitment Agent Management

Targeted Programme Selection

- Focus agents on selling consumer-centric products relevant to particular markets
- Supplemented with more focused marketing campaigns

In-Country Training

- Conduct in-country training workshops for new counsellors
- Bi-yearly update for counsellors on university programmes/news

Recruitment and Marketing Plans

- Review recruitment and marketing proposals by agents
- Plans must be supported with measurable KPIs and outcome driven

Agent Rewards

- Customised contracts
 - Differentiated Bonus scheme
- Incentive Workshops for top-performing agents

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Overseas Teaching Centres

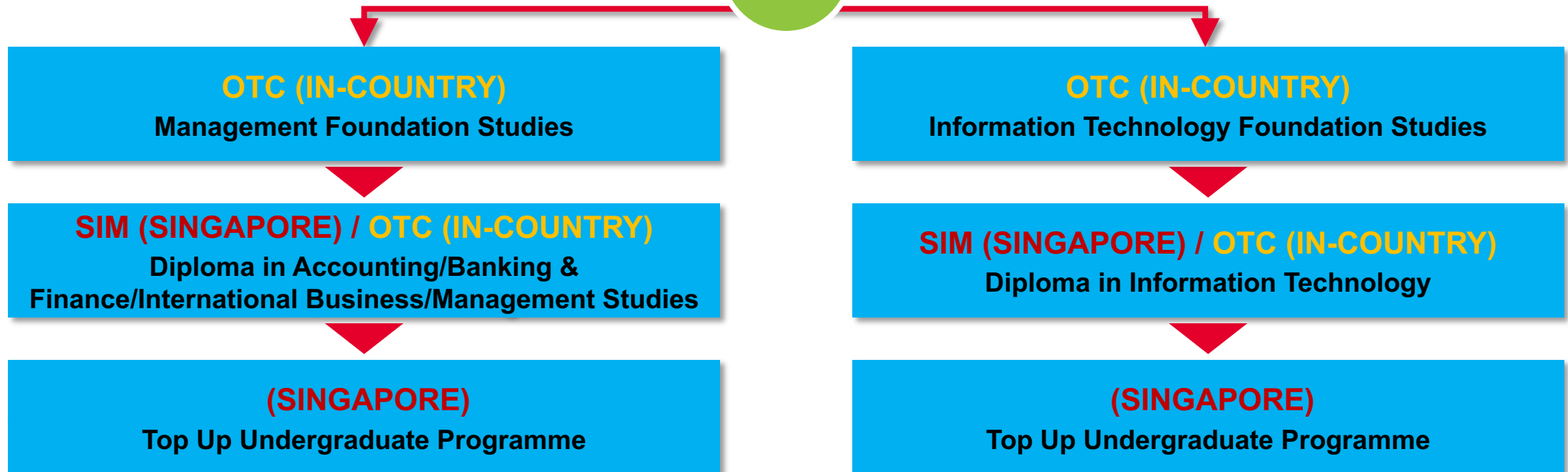
SIM Overseas Teaching Centres

- a network of centres extending programmes offerings

- Expand the target segment and geographical presence
- Leverage on SIM and partner resources, e.g., brand name of the partner institutions, reach
- Providing alternative options and exposure for international students, and as a bridge for transition, helping them to settle in a new environment and perform better academically
- 20 centres in China, India, Indonesia, Myanmar
- Teaching partners are made up of universities, colleges, high schools

OTC Pathway

High School Qualifications



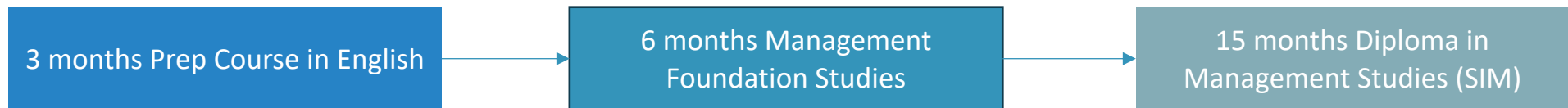
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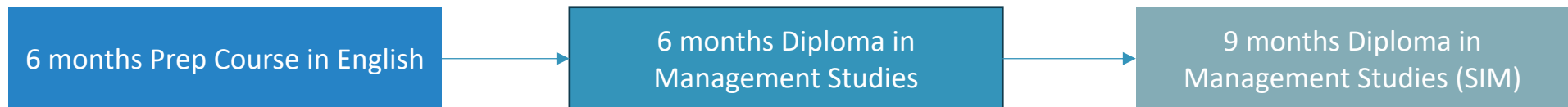
OTC Model

- Blended learning – joint teaching by SIM and partner’s approved faculty
- Flexibility in the commencement period (Standard of twice a year; with flexibility to increase to four intakes in a year)
- Practicality in resource planning for partners

Example 1 – Foundation Studies

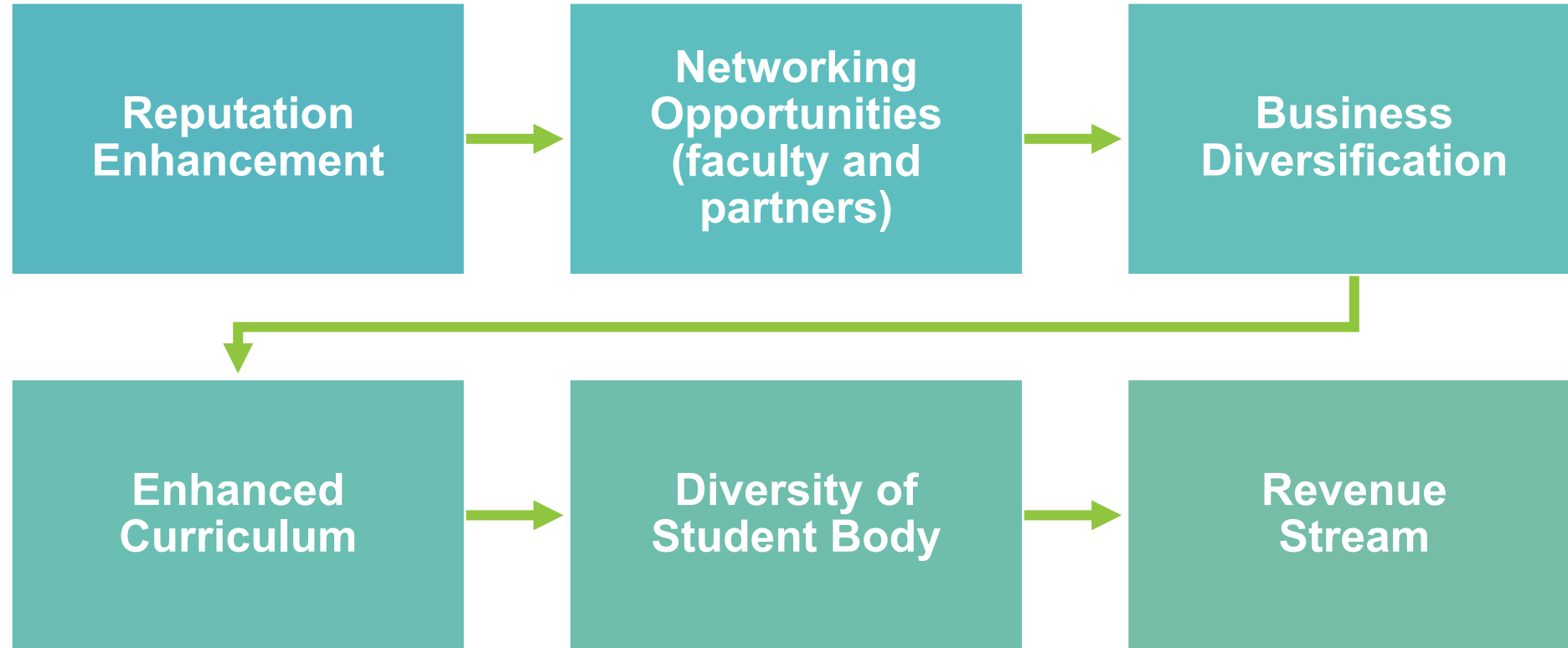


Example 2 – Diploma programme



- English courses may not be necessary if students meet the admission requirements

What's in it for Teaching Partners



What's in it for Students



Improve English language proficiency for academic purposes



Global experience in a local setting

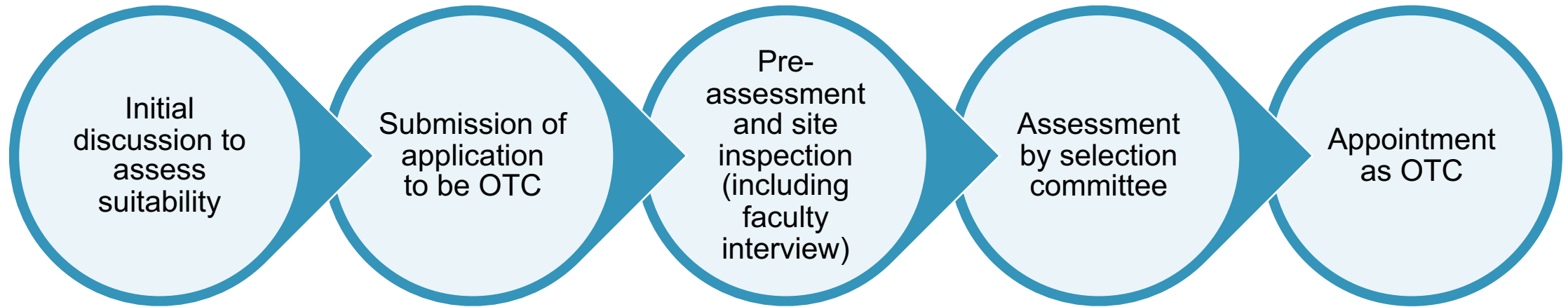


Increased readiness for overseas study



Accelerated Progress in a familiar environment

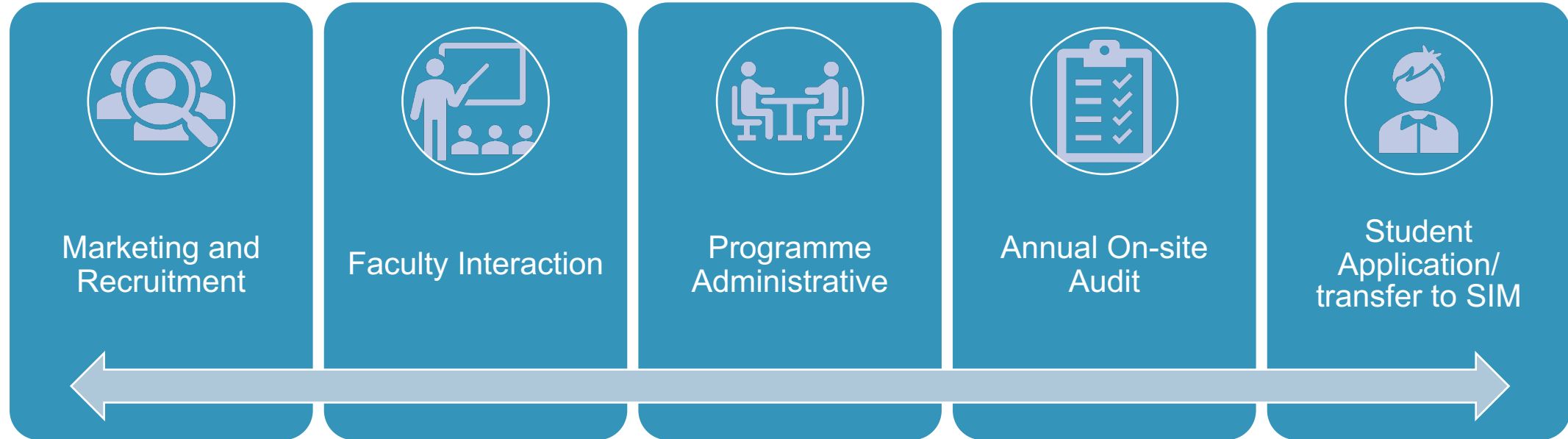
OTC Selection Process and Consideration Factors



Key Consideration Factors

- Market potential in the location of the OTC
- Teaching faculty
- Campus operation and programme administration experience
- Student development programme
- Marketing and recruitment effort

Support for OTC



Why partner with SIM

- SIM's flexibility in matching the partners' requirements and regulatory restrictions
- Seeking a win-win partnership agreement
- Eliminate the need to develop a curriculum and seek recognition from other universities
- Expand market segment who are keen to pursue overseas studies in Singapore

Potential Programmes for Discussions

- Graduate Certificate/Diploma programmes leading to Master's degree

We are open to discussion on various collaboration models.

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Learn for Life
Thrive for Life

Thank you

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