

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024



Official Media Partner

**THE CHRONICLE
OF HIGHER EDUCATION.**

Diamond Sponsors



Session 16B: Thurs 7th March, 12:00 – 12:30

Diversification & Innovation in Global Student Recruitment

Yini Reptis
AMET Education, Australia

Angela O'Sullivan
ETS TOEFL, Australia

Daniel Reptis
Edvance Digital Solutions Pty Ltd, Australia

Chair
Yini Reptis
AMET Education, Australia

Platinum Plus Sponsor



Platinum Sponsor



APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024



Diversification & Innovation in Global Student Recruitment

- Diversification Strategies
- Realities in Changing Markets
- Virtual Recruitment & AI Implementation
- Q & A Session

Date: 7 March 2024
Time: 12pm - 12:30pm



Angela O'Sullivan
Head of Strategic Partnerships
(Australasia)



Yini Reptis
Founder | CEO



Daniel Reptis
CEO





Angela O'Sullivan Head of Strategic Partnerships (Australasia)

E: aosullivan@etsglobal.org

Digital Transformation in Education

- Higher Education is challenged – higher student debts, outcomes, parents & students as consumers, enrolment cliffs
- Exponential effect during COVID, rapid acceleration
- Digital technologies emerged across the learner lifecycle
- Intersection of Higher Education and the workforce
- Value creation – student acquisition, identity/security, efficient processes
- Significant barriers – under-resourcing, lack of talent, lack of ownership, technological infrastructure

Innovation In Practice

- Innovations as a result of extensive user consultation, designed in tandem with users
- TOEFL test is enhanced – reduced length, writing task is modernized, streamlined experience
- AI powered test prep experience - TOEFL TestReady, a one-stop prep portal
- AI writing tools combined with human raters – hybrid marking
- Advanced video technology with multitude of applications for admissions, security/identity checking
- AI scoring with human raters – human in the loop

The screenshot displays the TOEFL TestReady interface. At the top, there are navigation buttons for 'Pronunciation' (14), 'Rhythm' (24), and 'Speaking Rate' (38). The 'Speaking Rate' section is expanded, showing a gauge chart with a needle pointing to 38%. The gauge is divided into three segments: orange (Developing), green (Approaching), and blue (Demonstrating). Below the gauge, it says 'Your Score' and '38%'. To the right, there is a 'Details' section with the text: 'You are approaching competency in this area. Here are three ways you can improve:' followed by three bullet points: 'Set a timer and summarize news articles or blog posts within a time limit.', 'Read short texts aloud, gradually increasing speed each time you read them.', and 'Watch videos with subtitles and try to read the subtitles aloud at the same speed as the actors.'

Below the 'Speaking Rate' section, there is a 'Sustained Speech' section with a score of 98. Further down, there is a 'Language Usage' section with a dropdown arrow. Below that, there are three sections: 'Vocabulary Diversity & Depth' (83), 'Grammar' (92), and 'Grammar' (98).

The 'Independent Speaking Details' section is highlighted, showing a 'My Score' of 4/4. Below the score, there is a 'Listen to your response' section with a play button and a progress bar. To the right, there is an 'Audio Transcript' section with a 'Word Count' of 87. The transcript reads: 'I prefer to shop in large grocery stores or department stores. Small stationery stores are sometimes nice to find unique items or specialty items you can't get anywhere else but large firstly scores in department stores usually have a larger selection of products they there is usually a higher chance of finding what I'm looking for one of these store stores I can go to the the large firstly store and get everything I need in one place it's just much more convenient and efficient for me.'

At the bottom, there is a 'My Performance Summary' section with a line graph showing performance across various categories. The Y-axis is labeled 'Percentile' and ranges from 25 to 100. The X-axis categories are: Paces, Pronunciation, Discourse cohesion, Rhythm, Speaking Rate, Vocabulary Diversity & Depth, Grammatical Complexity, Sustained Speech, and Grammatical accuracy. The scores are: Paces (25), Pronunciation (25), Discourse cohesion (25), Rhythm (38), Speaking Rate (38), Vocabulary Diversity & Depth (98), Grammatical Complexity (98), Sustained Speech (98), and Grammatical accuracy (98).

What's next?

- Personalised assessments
- Actionable insights that put learners in the driver's seat
- Measure and test a wide range of skills – affective, behavioural cognitive
- Ethical, equitable use of technology in assessments

What does **diversification** mean for an organisation?

Diversity

- Nationality & Source Country
- Program Discipline
- Delivery Model
- Recruitment Channels (Direct vs Agent Network)

Sustainability

- Short, Mid and Long Term Objectives
- Impacts on The Organizational Landscape
- Global Perspectives

Quality

- Process Efficiency
- KPI Management (Application number & Conversion Ratio)
- Risk Mitigation Assurance

Why **diversification** is important for international student recruitment industry?

Major Risks :

Political

National and international

Economic

Financial Conditions and Economy in Different Regions

Social and Cultural

Preference and Cultural Linkage

Legal

Laws, Regulations and Policy Changes

A 5 Years Plan (2017 – 2022) Case Study

Student Nationality Mix



Global Expansion



Digital Transformation



A 5 Years Plan (2017 – 2022) Case Study



AMET Student Profiles – 2018 to 2023

(2018-2019) 21 Countries

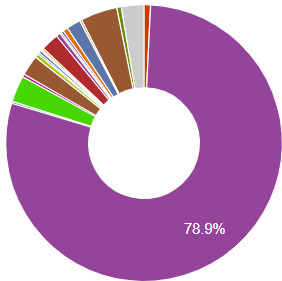
(2019 -2020) 39 Countries

(2020– 2021) 48 Countries

(2021– 2022) 41 Countries

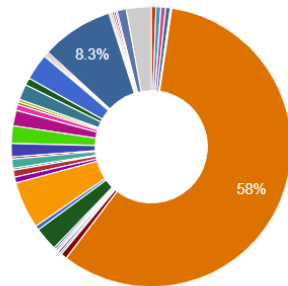
(2022– 2023) 47 Countries

Nationality

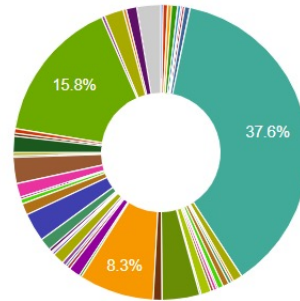


- Australia
 - China
 - Colombia
 - Hong Kong
 - Indonesia
 - India
 - Iran
 - Kenya
 - South Korea
 - Kuwait
- ▲ 1/3 ▼

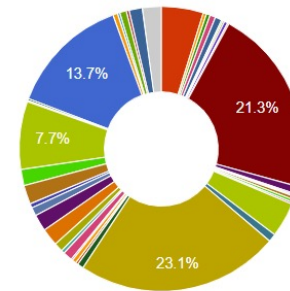
Nationality



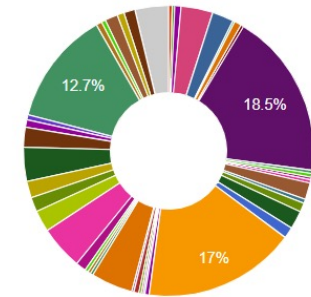
Nationality



Nationality



Nationality



- Afghanistan
 - Argentina
 - Australia
 - Bangladesh
 - Bhutan
 - Canada
 - Chile
 - Cameroon
 - China
 - Colombia
- ▲ 1/5 ▼

Higher Education Student Ratios

(2018-2019) 84.4%

(2019-2020) 81.1%

(2020-2021) 75.3%

(2021-2022) 69.1%

(2022-2023) 75.8%

Towards a sustainable future for international education in the Asia Pacific

APAIE Perth: 4-8 March 2024

A 5 Years Plan (2017 – 2022) Case Study

Some Notable Achievements

Conversion Award in 2022 Swinburne University



Diversity Award in 2022 Australian National University



Innovation Award in 2022 Navitas Group



Towards a sustainable future for international education in the Asia Pacific

APAIE Perth: 4-8 March 2024

Realities in Changing Markets

- * Navigate through the changing world
- * Recent market policy changes and updates in major 4 study destination countries :
Canada, UK, Australia, USA
- * Predications

Challenges Ahead

- * Mindsets
- * Change Management
- * Competitions

The Changing Face of Education Recruitment

Education agencies
navigating uncharted
territories



Innovative strategies
fuelled by the digital age
– **Artificial Intelligence**



Enrol prospective
students in ways that
were unimaginable



Leveraging Artificial Intelligence for Informed Outreach

Strategic integration of AI



Analyse data sets



Understand trends,
preferences, behaviours of
students



Tailor outreach strategy



Personalization as a Catalyst for Engagement

Personalisation is crucial for virtual recruitment



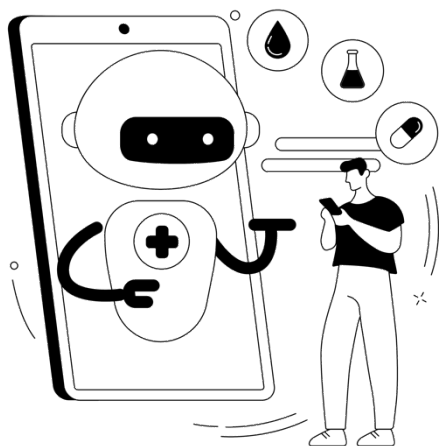
Explore academic backgrounds, interests, aspirations of students



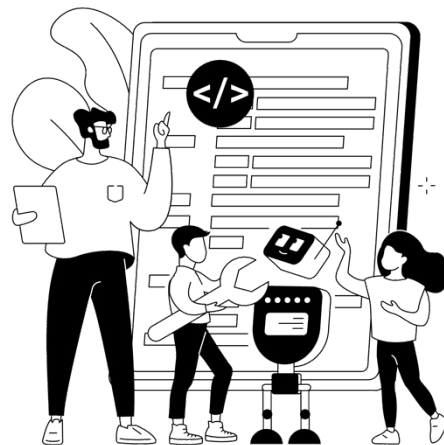
Enhance client experience



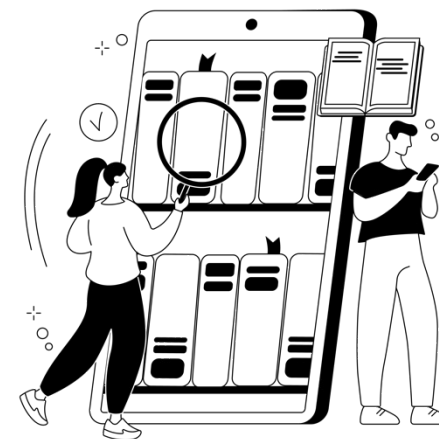
Streamlining Processes Through AI-Driven Automation



Chatbots



Databots



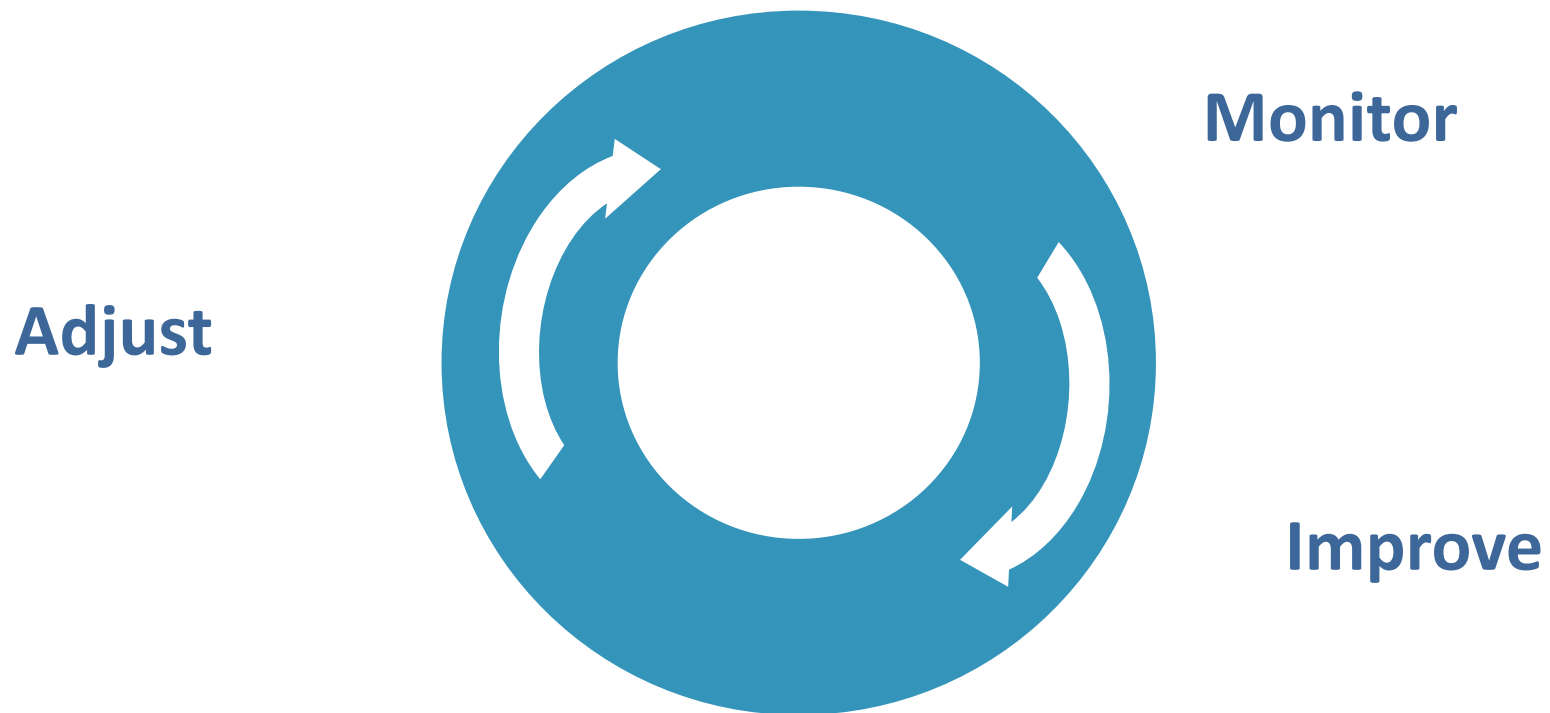
AI powered search engines

Navigating the Information Overload with Targeted Strategies



- Cut through the noise
- AI-driven marketing strategies
- Identify platforms
- Optimize content
- Targeted advertising campaigns

The Data-Driven Feedback Loop for Continuous Improvement



A Future-Focused Educational Landscape

Opportunity to revolutionize how students are being attracted and enrolled



Embrace personalized data-driven approaches

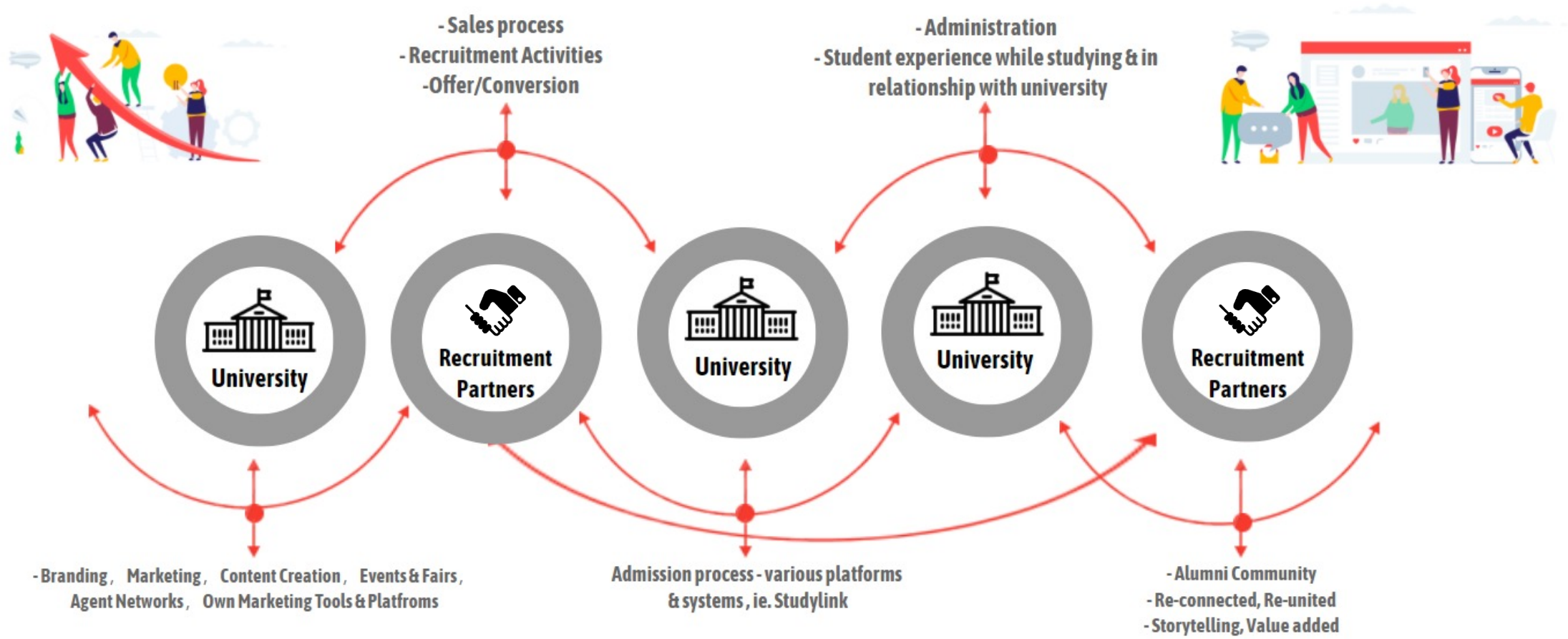


Efficient and effective **virtual student recruitment**



“Cycle of International Student Journey from a recruitment prospective”

How recruitment partners and universities can work together?



APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

