

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 2E: Tues 5th March, 10:30 – 11:15

Student Recruitment in SE Asia: Diversification Strategies in Practice

Vaibhav Singh
LEAP, India

Türkiye: A New Hub for International Students

Cagri Erhan
Altinbas University, Turkey

Chair

Alisa Lamont
International Education Sustainability Group, Australia

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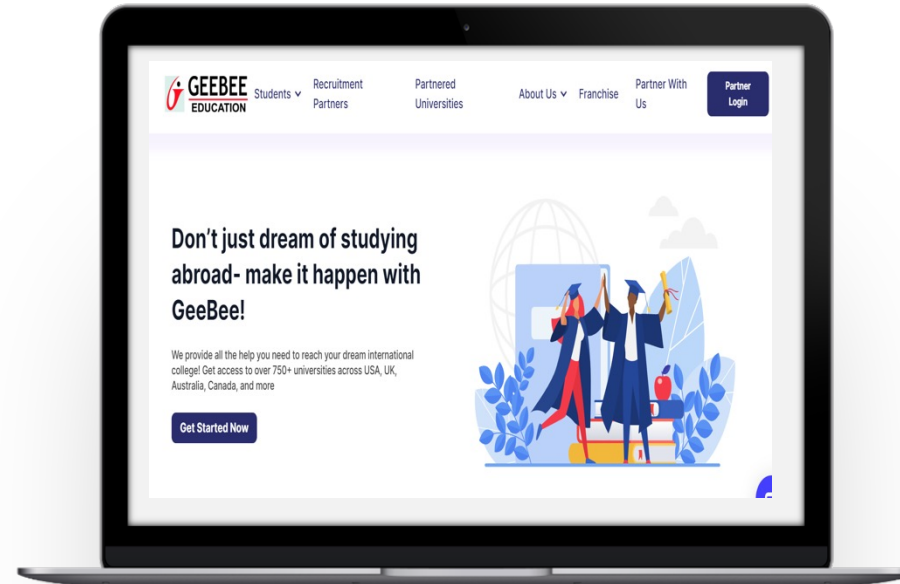
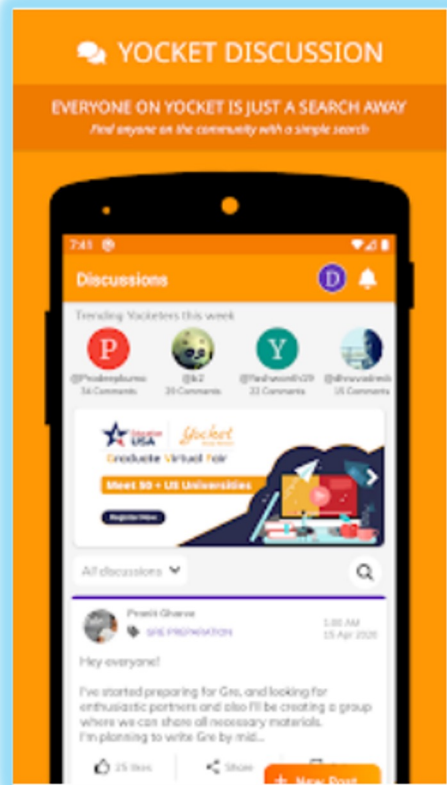


Student Recruitment in SE Asia

Diversification Strategies in Practise

Presenter: Vaibhav Singh, Founder and CEO Leap

Leap Group: A leading international student recruitment agency



970+

Higher Ed
Partners

29K+

Students
Recruited in
2023

Towards a sustainable future for international education in the Asia Pacific

APAIE Perth: 4-8 March 2024

Our global expansion efforts

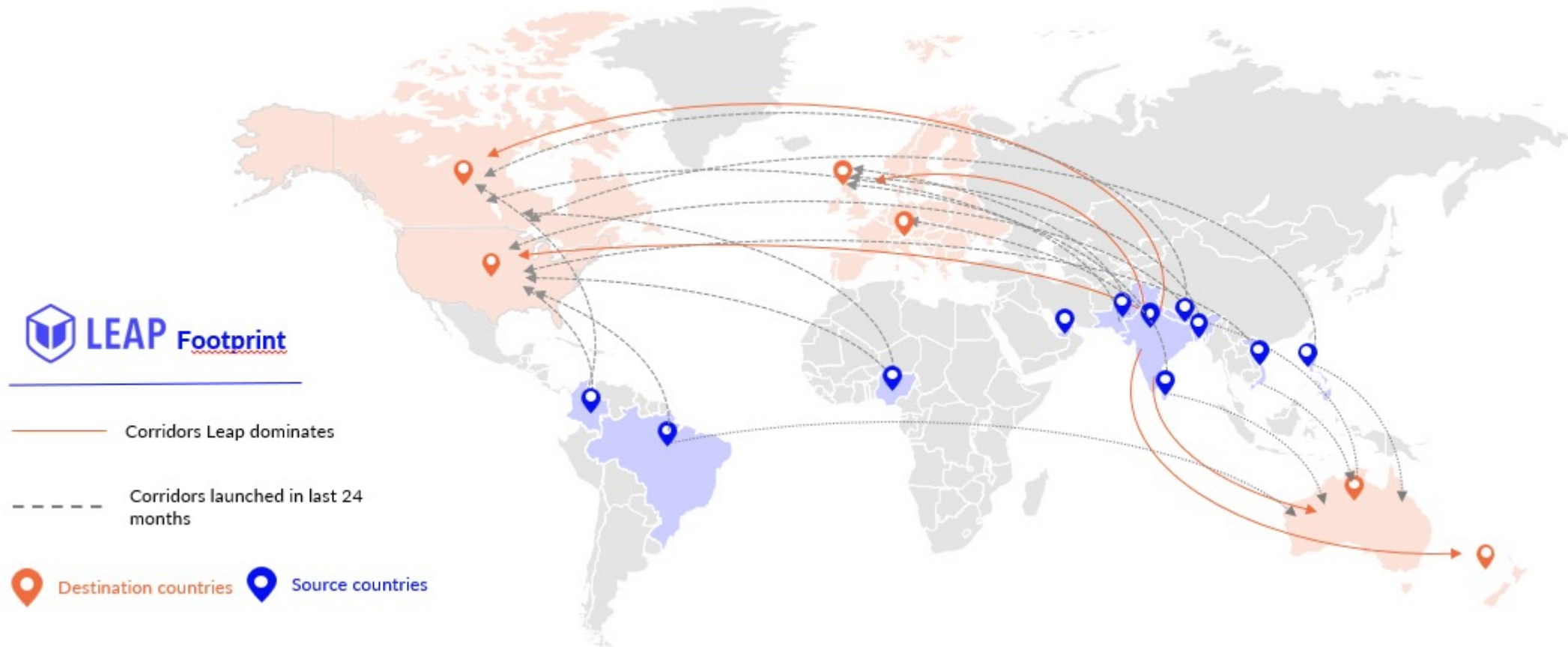


Table Stakes

- Being mobile first
 - Discovery and gaining mindshare on the move
- Being omni-channel
 - Different stakeholders have different preferences
- Speaking the language
 - Easiest personification hack!

Localizing Content

- Customize for multiple stakeholders
 - E.g. – Highlighting spouse work opportunities to Filipinos students
- Customize for differing aspirations
 - E.g. – Affinity for US community colleges among Vietnamese students
- Addressing the key concerns / preferences upfront
 - E.g. – Financing of education is a key challenge for most SE Asian students

Customizing Delivery

- Formats
 - Instagram reels a must do
- Bespoke local platforms
 - E.g. – Yalo in Vietnam
- Harmonizing the various channels

Questions?

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Türkiye: A New Hub for International Students

Prof. Dr. Çağrı Erhan
Rector, Altınbaş University



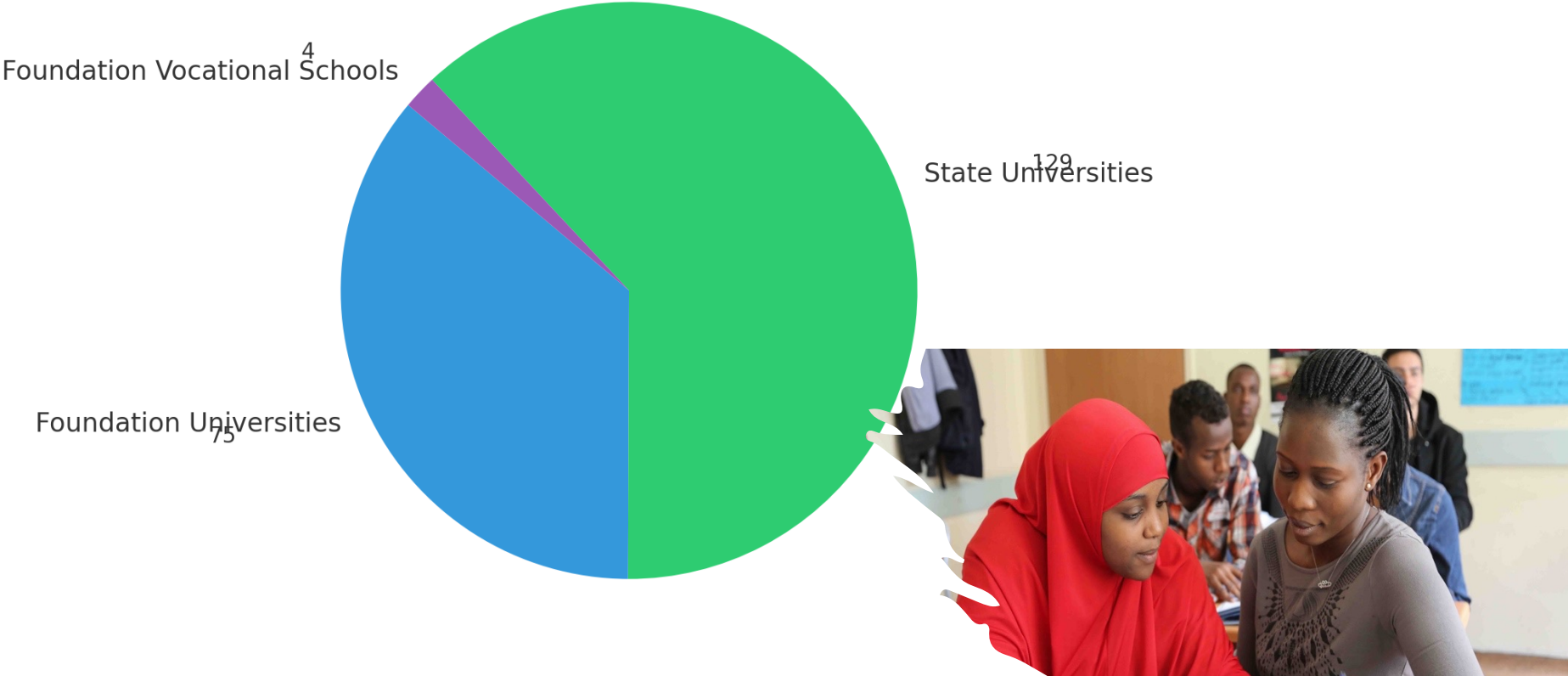
 ALTINBAS UNIVERSITESI

Internationalization of Turkish Higher Education

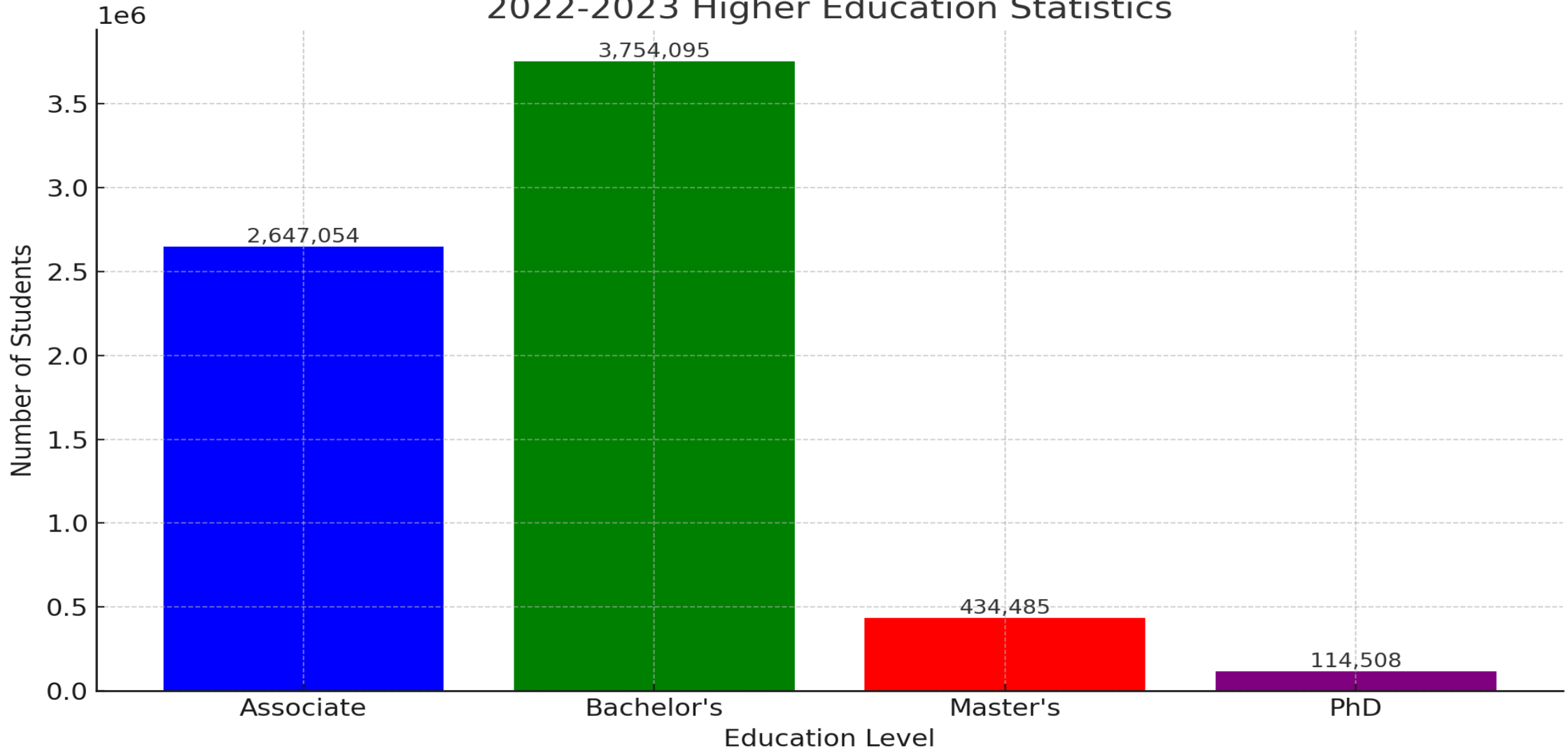
- Türkiye locates between Europe, Asia and Africa. Having a close proximity to most countries; Istanbul is within 3-hour flight distance to 78 cities in 41 countries, 4-hour flight distance to 118 cities in 53 countries and 5-hour flight distance to 143 cities in 66 countries.
- Second largest education system in Europe with **208** higher education institutions with **7 million** students and **185 thousand** academic staff.
- Türkiye is becoming a more attractive destination, especially for students from surrounding regions.
- Shifting from primarily being a **source country** to **actively recruiting** international students.
- Rapid growth in international student population; **300%** increase in the last decade with nearly **300 thousand** students from **198** countries.
- Even the COVID-19 pandemic, did not cause a decrease for Türkiye as its share of international students increased from **2%** of all tertiary students in 2019 to **3%** in 2021 (OECD 2023).



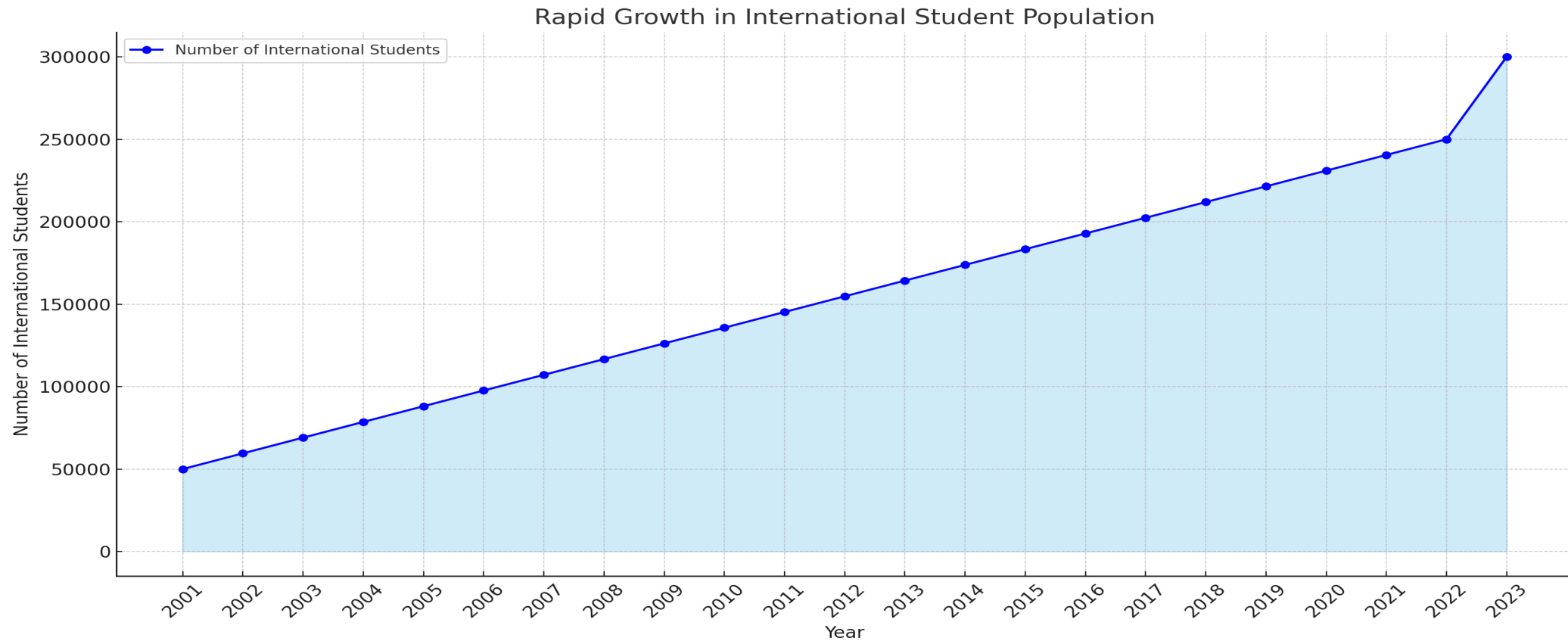
Current Number of Universities by Type



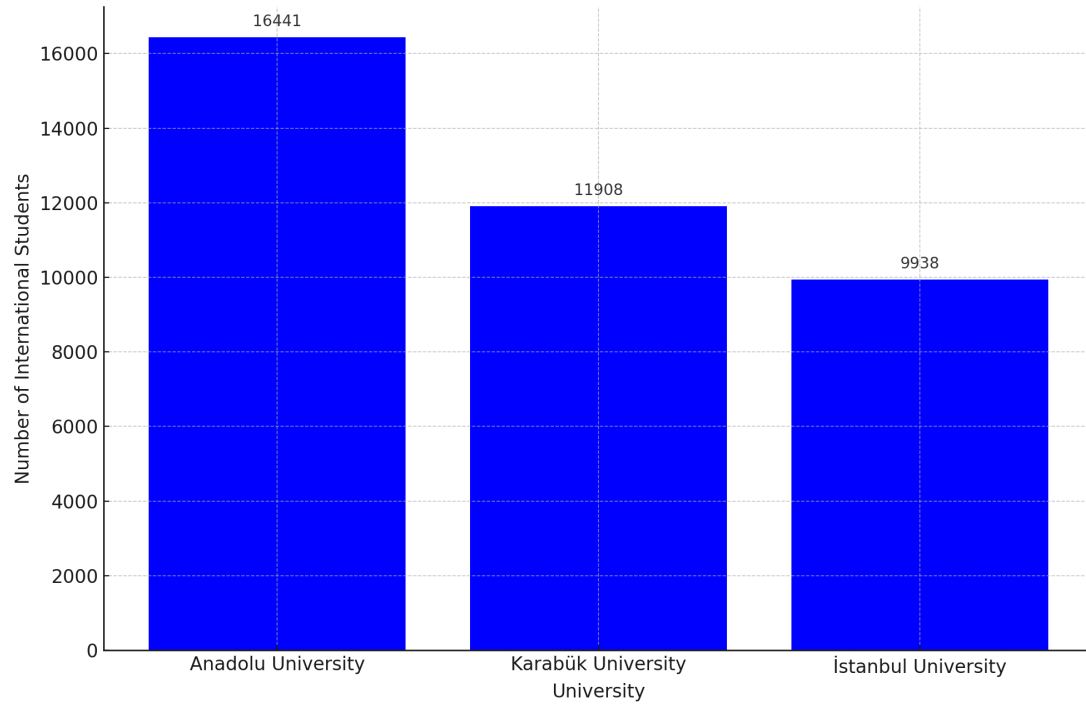
Number of Students by Education Level 2022-2023 Higher Education Statistics



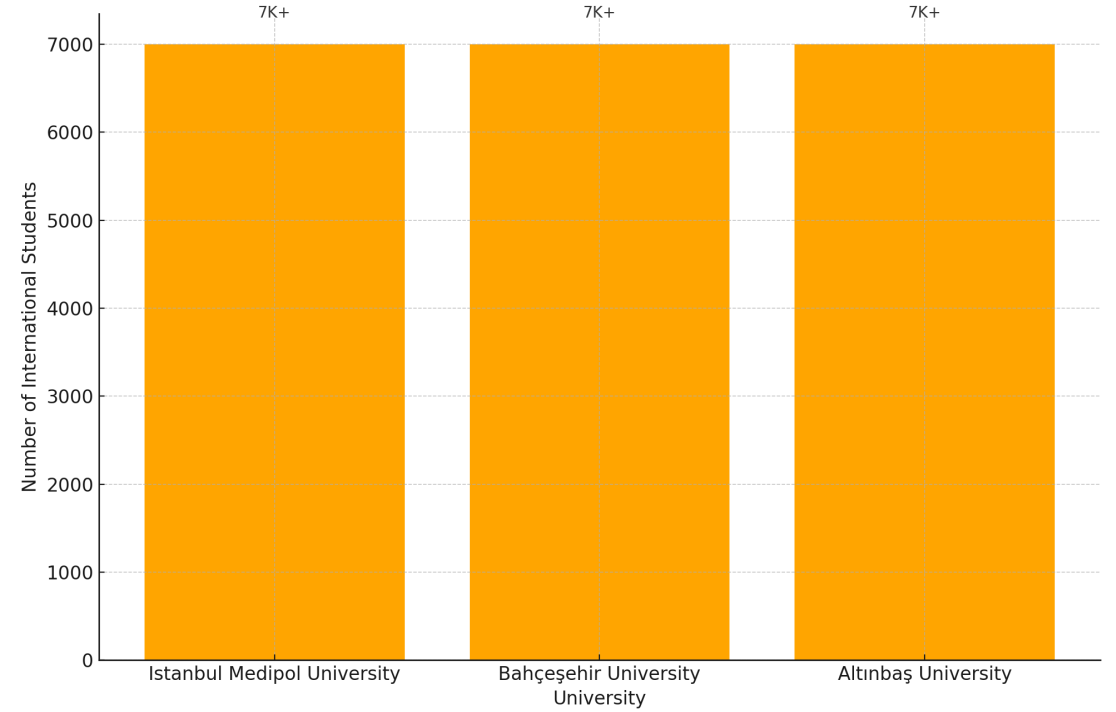
Internationalization of Turkish Higher Education



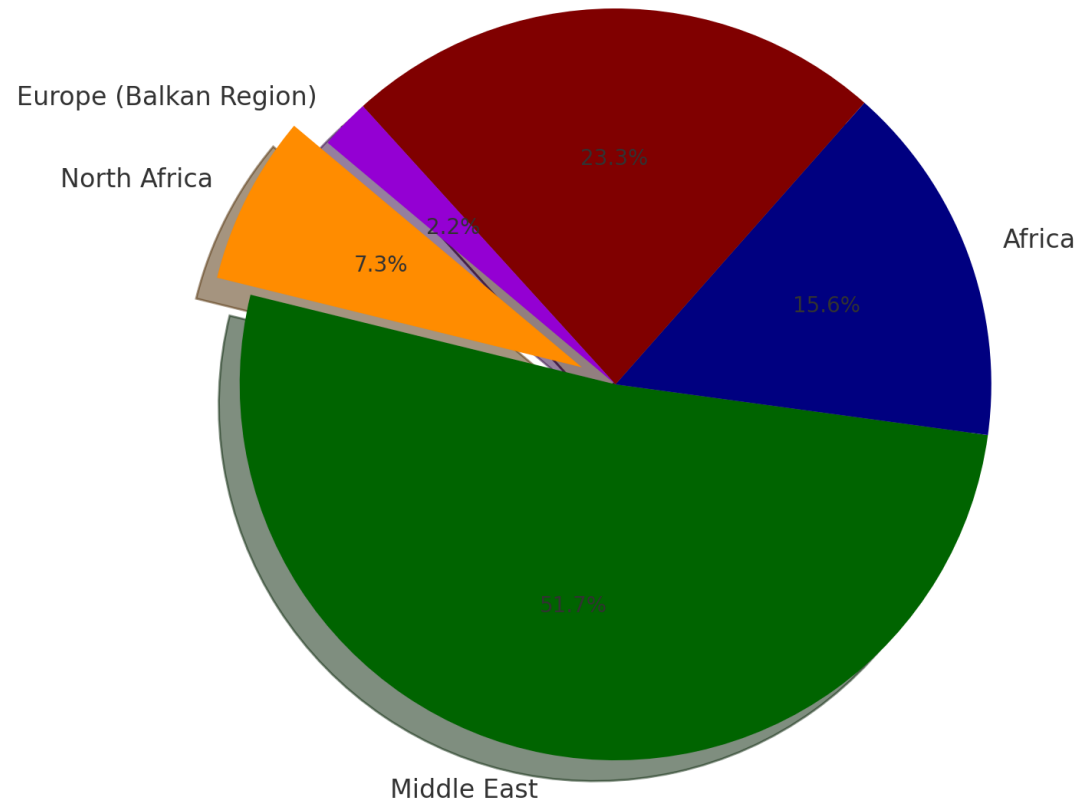
State Universities with Number of International Students



Top 3 Foundation Universities with Highest Numbers of International Students



International Student Enrollment in Turkish Universities by Region of Origin



Internationalization of Turkish Higher Education

Factors Influencing the Choice of Türkiye

- **Quality of education:** Türkiye is the second country in the world in access to higher education with 94.2% schooling rate. Türkiye is a member of **European Higher Education Area** and a part of **Bologna system**. University diplomas are recognized in all OECD countries.
- **University And Program Diversity:** 208 universities with more than 45.000 different programs.

- **Affordable tuition and living expenses:** Affordability of tuition and living expenses is a significant determinant for international students choosing Türkiye for higher education. Türkiye offers a cost-effective education with relatively lower tuition fees and living costs compared to many Western countries.
- **Scholarships and Grants:** Türkiye provides a variety of scholarship programs, which may include tuition waivers, accommodation support, health insurance, and even a monthly allowance, thereby reducing the financial burden on students. These scholarships, offered by both Turkish universities and government initiatives.

Reasons for Choosing Türkiye	Effectiveness Rate
Quality of education	23.39%
Religious affinity	19.81%
Cultural affinity	12.37%
Family advice	8.65%
Scientific Success	8.45%
Location	5.41%
Having Turkish acquaintances	3.99%
Friend's advice	3.58%
Geographical proximity	2.77%
Türkiye Scholarships	2.77%
Scholarship availability	2.64%
Affordability of tuition and living expenses	2.03%
High employability of graduates	1.49%
Accessibility of visa	0.95%
No visa required	0.88%
Because I couldn't get a visa to Europe/America	0.81%

Internationalization of Turkish Higher Education

Strategic Purposes and Objectives:

- **Increasing International Student Numbers:** Focus on access, quality, and institutional capacity. Annual 2% increase in international students.
- **Increasing International Faculty Numbers:** Implementing policies to attract international academic staff to Turkish universities.
- **Enhancing International Cooperation:** Policies to increase double degree and exchange programs as well as collaboration in higher education.

Internationalization of Turkish Higher Education

- **Improving Accommodation for International Students:** Addressing the need for quality education and accommodation.
- **Boosting International Cooperation Potential:** Encouraging universities to increase international programs and collaborations.
- **Expanding Foreign Language Programs:** Implementing policies to improve foreign language teaching capabilities.
- **Increasing Cooperation Agreements:** Continuing collaborations with foreign governments and institutions for academic mobility.

Internationalization of Turkish Higher Education



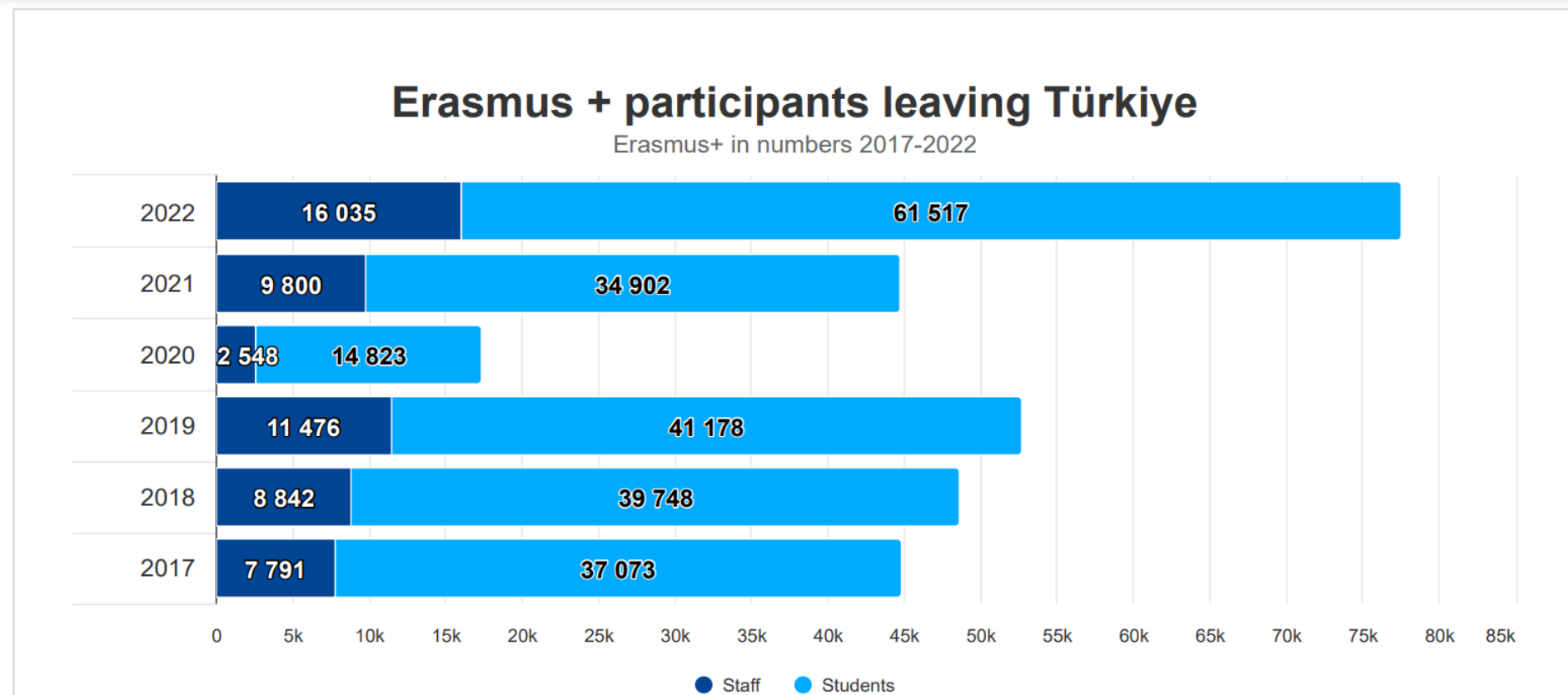
- More than 60 MOUs with other countries have been signed, to promote international cooperation in higher education.
- Reforms aimed at improving quality and accessibility of higher education both in Türkiye and partner countries.

List of countries has CoHE Signed Protocols

<https://www.yok.gov.tr/Documents/Yayinlar/Yayinlarimiz/2021/higher-education-system-in-turkey-2021.pdf>

Afghanistan	Iraq	Saudi Arabia	Albania
Iran	Serbia	Algeria	Japan
Sierra Leone	Azerbaijan	Kazakhstan	Somali
Bahrain	Kosovo	South Korea	Kosovo
Bangladesh	Kuwait	South Sudan	Spain
Belarus	Kyrgyzstan	Botswana	Libya
Sudan	Brazil	Malaysia	Syria
Burkina Faso	Kelantan State of Malaysia	Taiwan	Burundi
Morocco	Tunisia	Chad	Niger
Turkish Republic of Northern Cyprus	Congo	North Macedonia	Turkmenistan
Costa Rica	Oman	Uganda	Djibouti
Pakistan	Ukraine	Ethiopia	Palestine
United Kingdom	France	Philippines	Uzbekistan
Gabon	Qatar	Yemen	Gambia
Romania	Zambia	Georgia	Rwanda
Venezuela			

Internationalization of Turkish Higher Education

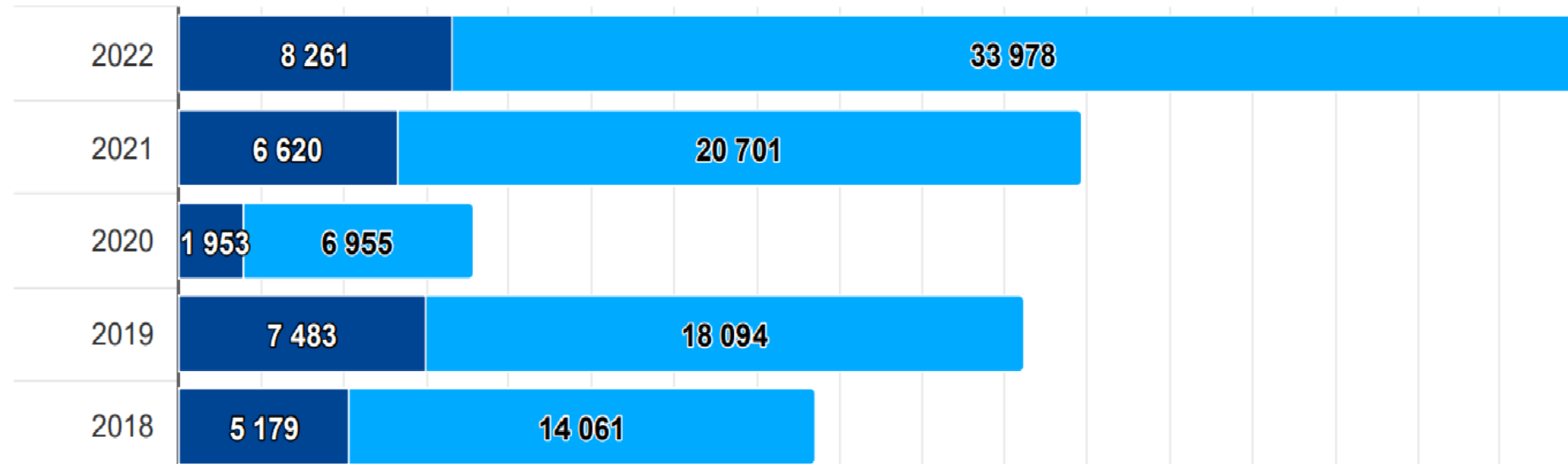


- Source: Erasmus+ Annual Report 2022 (<https://erasmus-plus.ec.europa.eu/annual-report-2022>) © European Union, 2023

Internationalization of Turkish Higher Education

Erasmus+ participants travelling to Türkiye

Erasmus+ in numbers 2017-2022



Highcharts.com

- Source: Erasmus+ Annual Report 2022 (<https://erasmus-plus.ec.europa.eu/annual-report-2022>) © European Union, 2023

After Graduation of International Students

- 87% of the students are employed in their field of study after graduation, indicating a high level of job market relevance for the education they received in Türkiye.
- A significant majority, 94%, express satisfaction with the quality of education in Türkiye, suggesting that the academic standards and learning experiences meet or exceed the expectations of international students.
- 85% of international students prefer to stay in Türkiye after completing their studies, demonstrating Türkiye's appeal beyond education, possibly including quality of life, work opportunities, and cultural integration.

Türkiye: A New Hub for International Students

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