



INTERNATIONAL HIGHER EDUCATION AND THE IMPACT OF COVID-19

MARVIN HOUGH INTERNATIONAL RESEARCH & ANALYSIS



CONTENT

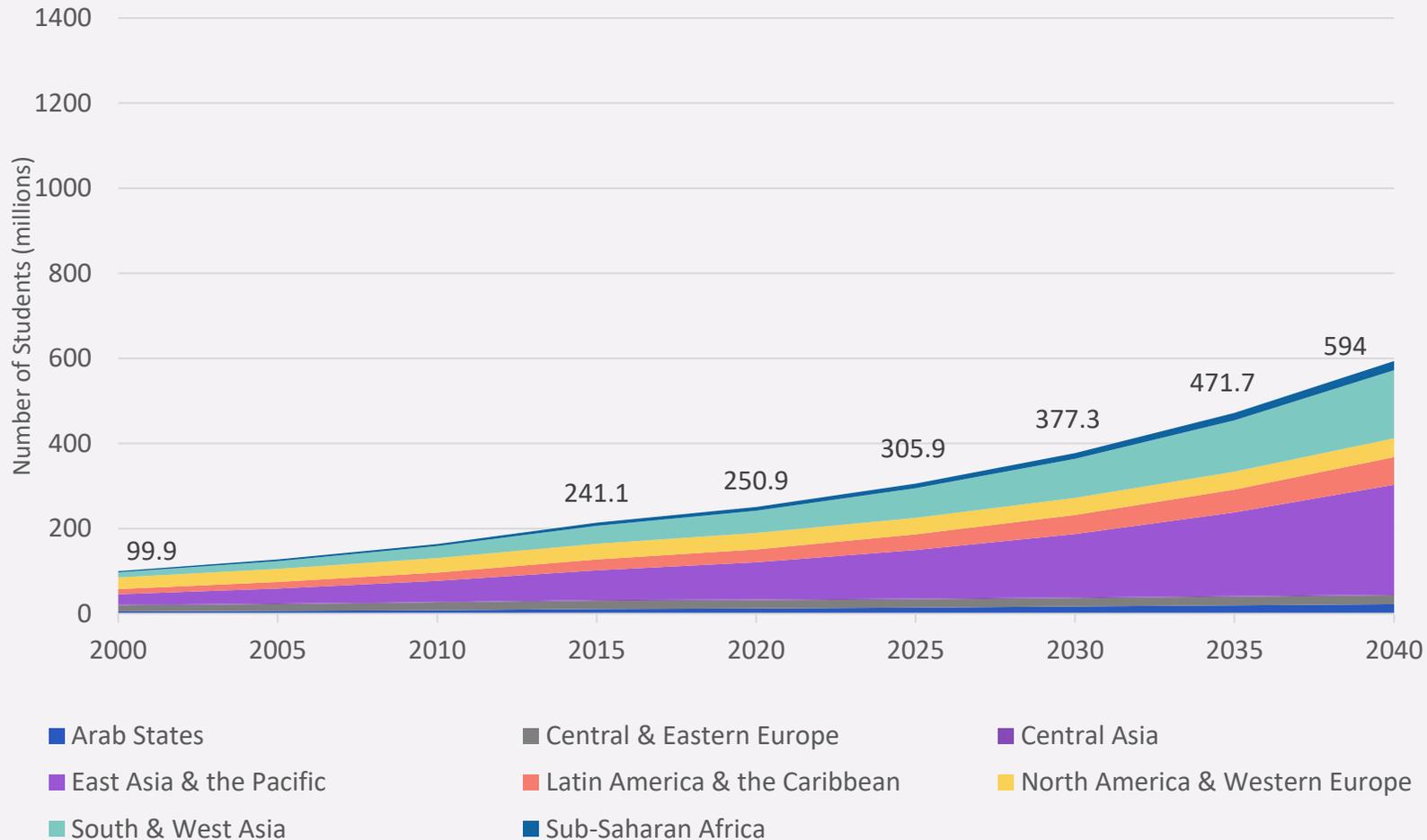




GLOBAL MARKET ANALYSIS & COVID-19

The Big Picture in International Higher Education
Short Term Impacts of COVID-19
Global Enrolment Trends, Breakdowns and Projections – 2021 and beyond
The Competitive Landscape Globally

WORLDWIDE HIGHER EDUCATION ENROLLMENT PROJECTION



World

Nearly **600** million students enrolled in universities around the world by 2040.



East Asia

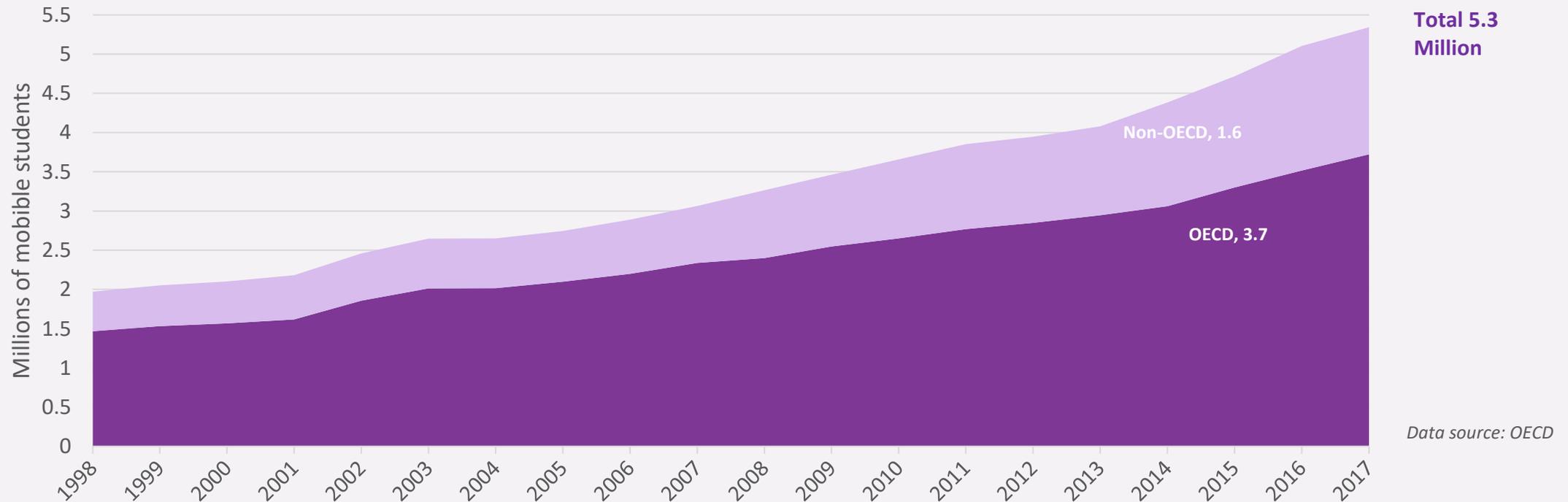
East Asia will increase its share of worldwide enrollment from 33% in 2016 to **43%** in 2040.



Latin America

Latin America will hold at about 12% in 2016 and 11% in 2040 while North America will decrease from 17% in 2016 to **7%** in 2040

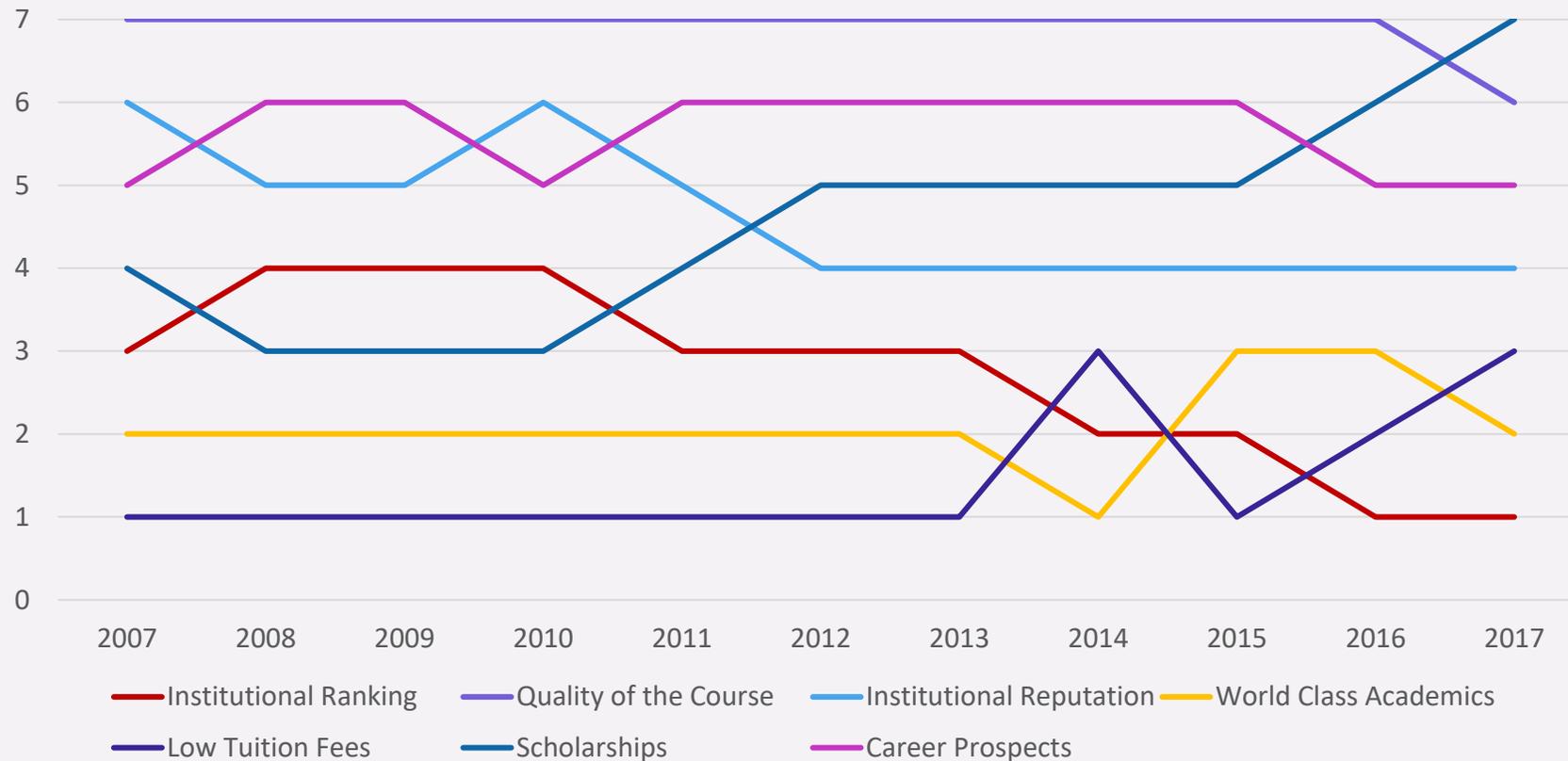
GROWTH IN INTERNATIONAL ENROLLMENT IN TERTIARY EDUCATION WORLDWIDE 1998 -2017



ACADEMIC QUALITY HAS BECOME INCREASINGLY IMPORTANT

Student Priorities when choosing an institution for study abroad

British Council Student Insight-Top Priority =7 Lowest Priority =1



Decision Factors

Rankings are becoming less important than other factors.

In the face of Covid-19, Universities and Colleges are highlighting factors such as **academic quality, clarity about delivery and confidence in health and safety.**

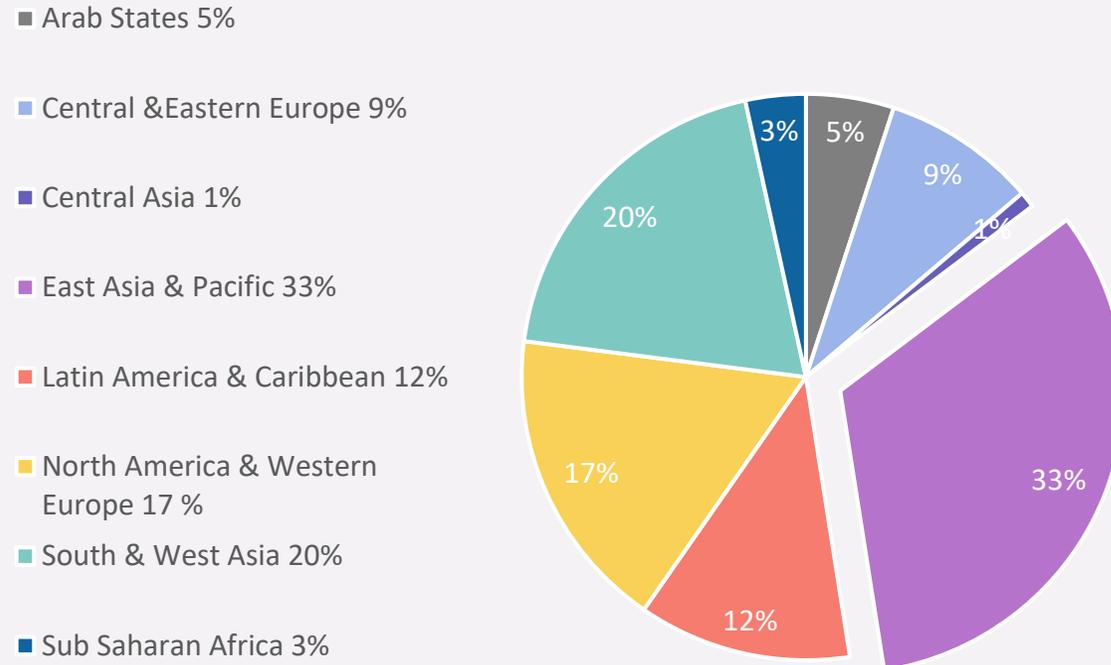
INTERNATIONALLY MOBILE STUDENTS 2016

Higher Education Enrollments

In looking at the breakdown of the 215.9 million students enrolled in higher education in 2016, the importance of the **Asia Pacific** market is already very evident as it holds first place followed by South & Western Asia.

China and India are, of course, driving the performance in these regions.

Worldwide Higher Education by global region 2016
(215.9 million students)

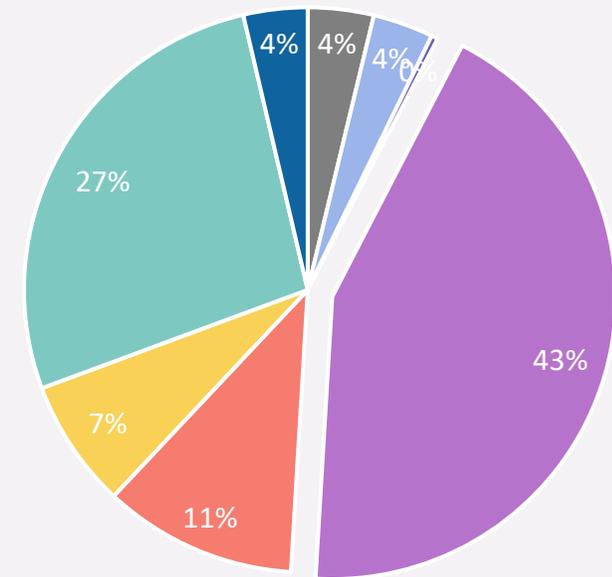


Data Source: Calderon, UNESCO

INTERNATIONALLY MOBILE STUDENTS 2040

World Wide Higher Education By Global Region 2040
(594.0 Million Students)

- Arab States 4%
- Central & Eastern Europe 4%
- Central Asia 0%
- East Asia & Pacific 43%
- Latin America & Caribbean 11%
- North America & Western Europe 7%
- South & West Asia 27%
- Sub Saharan Africa 4%



Data Source: Calderon, UNESCO

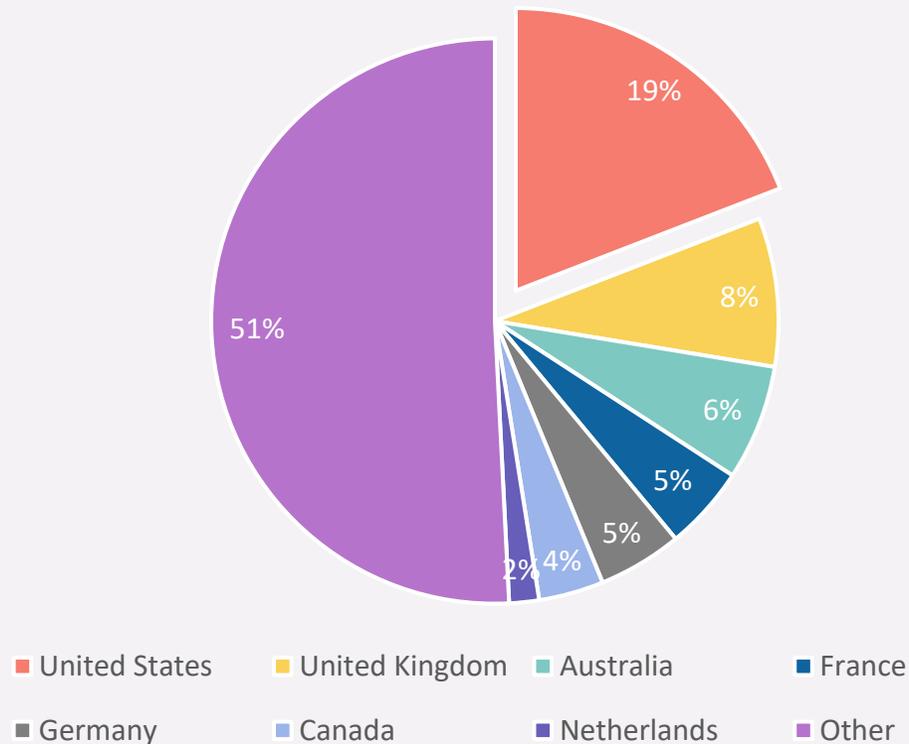
Higher Education Enrollments

Projecting forward to 2040, the **East Asia & Pacific** market is expected to gain an even greater market share to **43%** of higher education enrollments while South and Western Asia will also gain and achieve a level of approximately 27%.

By 2035, countries from Sub-Saharan Africa are likely to become the sunrise markets for higher education.

INTERNATIONAL STUDENTS CONTRIBUTE GLOBAL ECONOMIC IMPACT OF US \$300 BILLION IN 2016

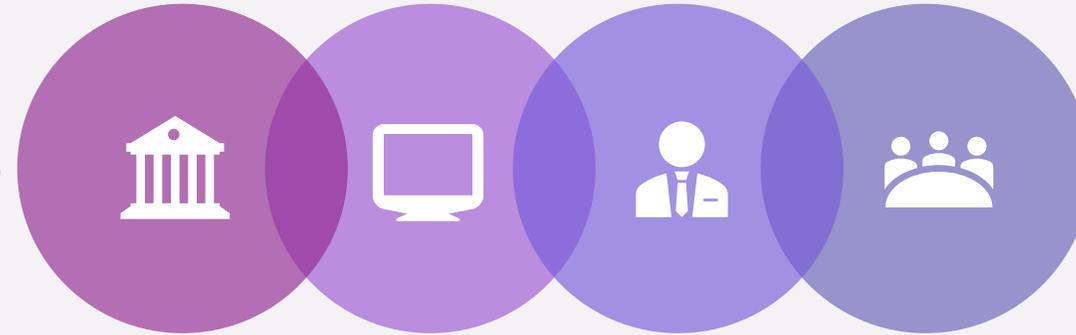
Breakdown of the Economic Impact of International Students in 2016
(Total US 300 billion)



Economic Impact

Together, the US, UK, Australia, Canada, Germany, France, and the Netherlands enrolled half the world's international post-secondary students in 2016 with the overall impact being close to **\$150 billion** in these countries.

SHORT TERM IMPACTS OF COVID-19



Immediate Impact

Impacts are Direct and Immediate, including travel restrictions, health and safety protocols, conversion to online offerings, financial constraints and certain geo-political factors.

Government Collaboration

Unprecedented levels of responses from Canadian educational institutions and collaboration with government and Canada's businesses, associations and entrepreneurs.

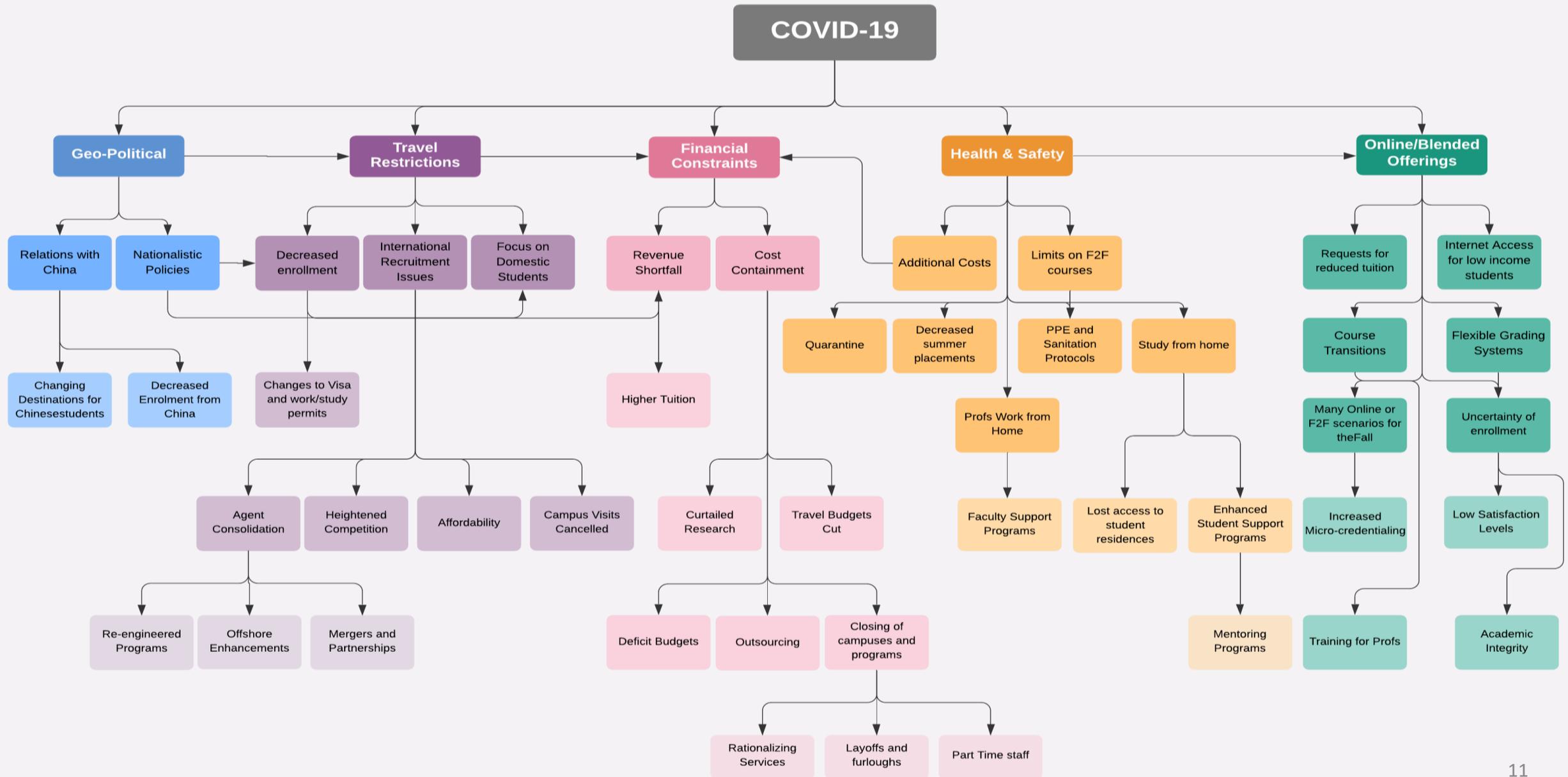
Online Education

In the past few weeks and months, Canadian Educational Institutions have transformed to online and blended offerings in an exceptional way.

Help greater communities

As Canadian educational institutions continue to fight COVID-19, they will not only address immediate needs to ensure student success, they'll also help the greater community adapt and cope with the new realities that society faces.

INTER-RELATED IMPACTS OF COVID-19 IN THE SHORT TERM



SHORT TERM ISSUES AND IMPLICATIONS

Agent consolidation

A major consolidation which is impacting the recruitment process

Affordability Issues

Students and their families in many developing markets being hit hard

Blended and Online
Options

Tremendous job by most Canadian Colleges and Universities

Competition Heighted

Canada doing well in short term but longer term challenges rising

Cost Containment

Layoffs, part-time work, cutting of non-essential expenses etc are the short term factors

Decreased/Deferred
Enrolment

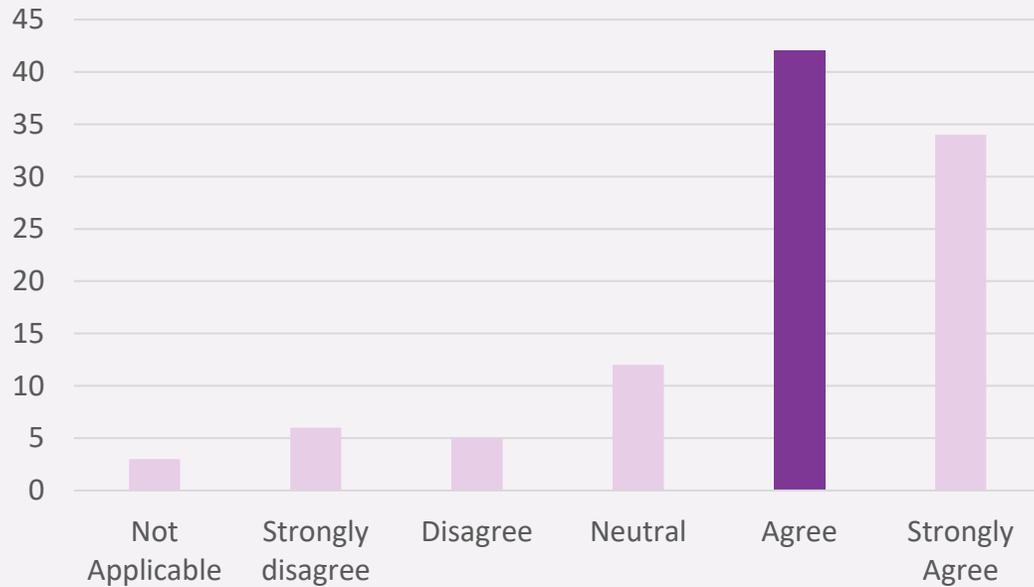
Impact still hard to quantify but all signs point to multi-year impacts

SHORT TERM ISSUES AND IMPLICATIONS

| | |
|-----------------------------|---|
| Health and Safety Protocols | Wide application and generally very well handled in most countries |
| Recruiting Challenges | Students undecided and prefer to delay, online not as attractive, China issues, affordability etc |
| Revenue Shortfall | Modest downturn in numbers to more severe scenarios |
| Student Support | Significantly enhanced Student Support services in Canada and amongst competitors |
| Travel Restrictions | Widespread and some are very restrictive – closely being monitored |
| Visa and Study Permits | Canadian response viewed as quite flexible and accommodating |
| Virtual Recruitment Advice | Messages need to be clear, timely and empathetic |

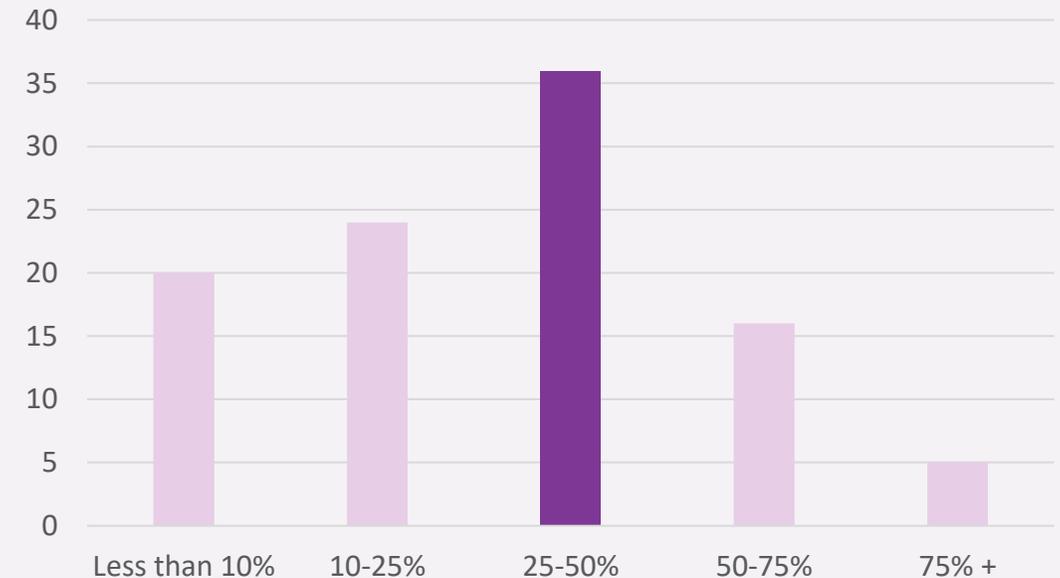
TIMES HIGHER EDUCATION GLOBAL SURVEY (MAY 2020)

Q1: To what extent do you agree that as a result of the coronavirus you will be able to recruit fewer international students for the coming academic year ?



76% of respondents see fewer international students being recruited for the coming year

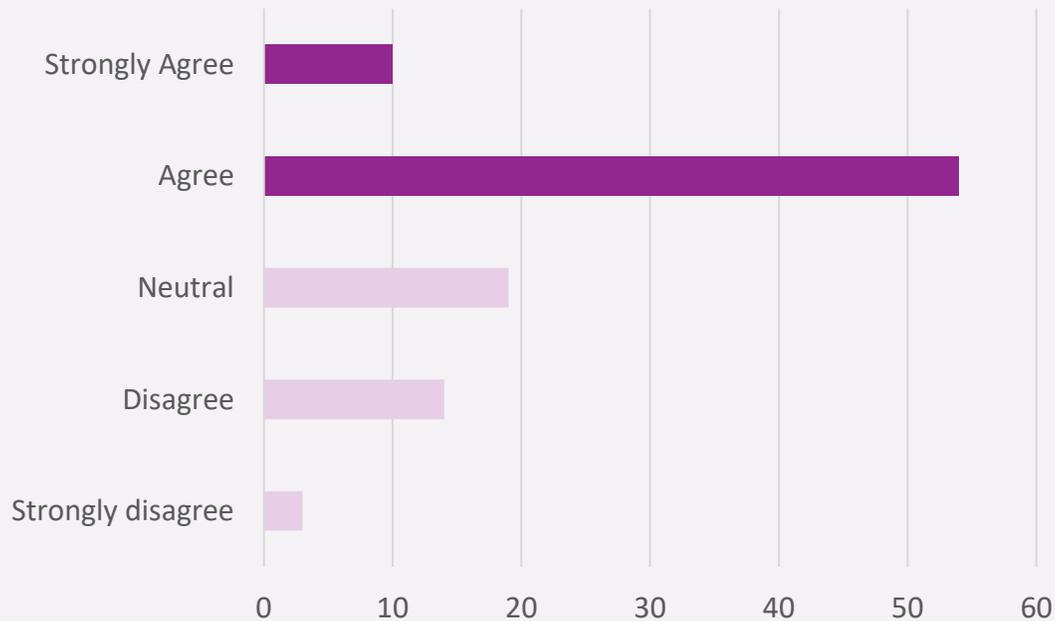
Q2: If you expect your international enrollment to decline, by how much?



56% see an international enrollment decline of over 25% in the coming academic year

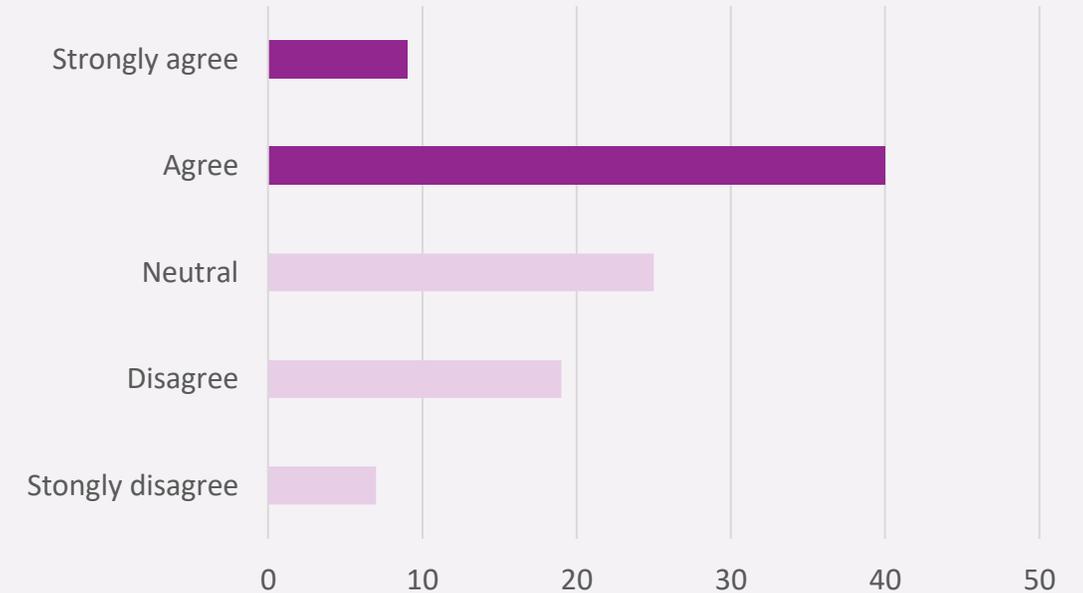
TIMES HIGHER EDUCATION GLOBAL SURVEY (MAY 2020)

Q3: To what extent do you agree that the coronavirus will diminish students interests in studying abroad over the next five years?



64% of respondents see diminishing student interest in studying abroad for next 5 years

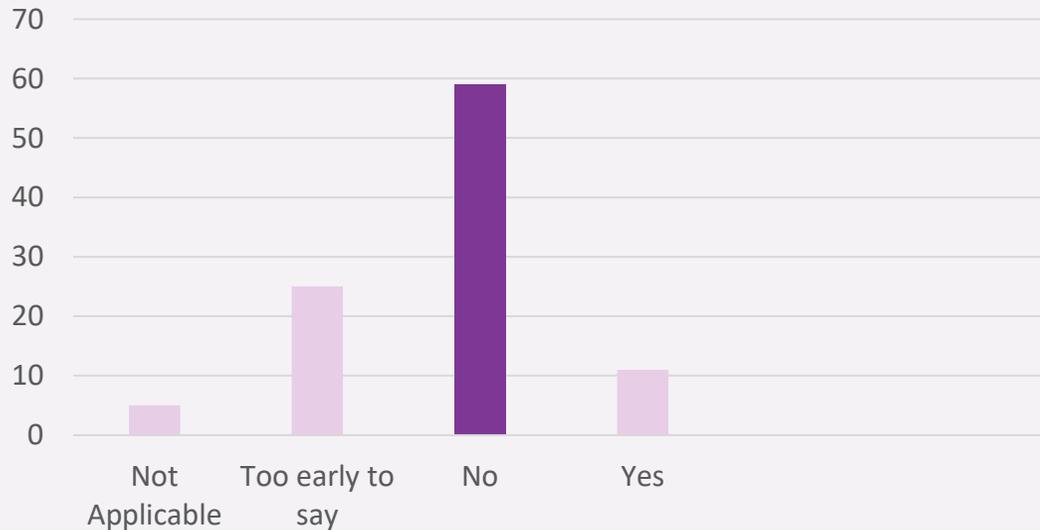
Q4: If you agree that international student numbers are likely to be lower than previously anticipated over the next five years, to what extent do you agree that this will lead to more fully online degrees to cater to the international student market?



49% see more fully online degree programs in next 5 years.

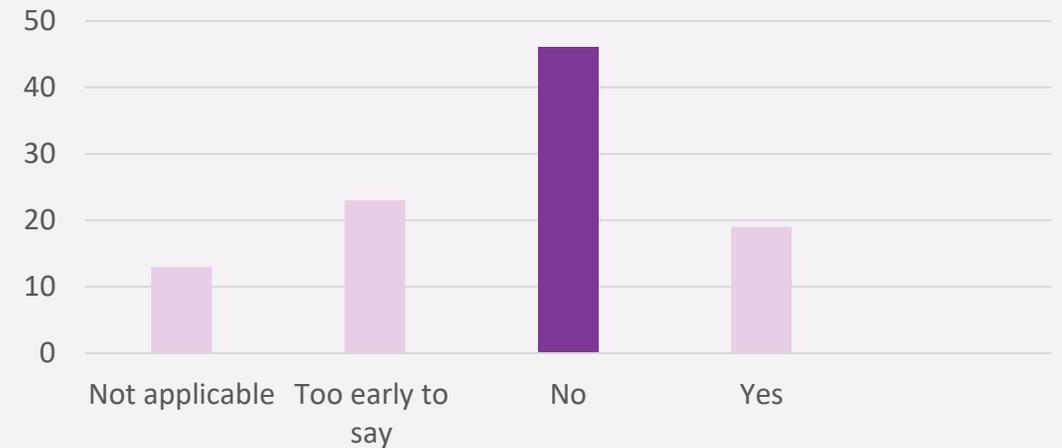
TIMES HIGHER EDUCATION GLOBAL SURVEY (MAY 2020)

Q5: Have you or do you plan to make permanent staff redundant as a result of coronavirus in the next six months ?



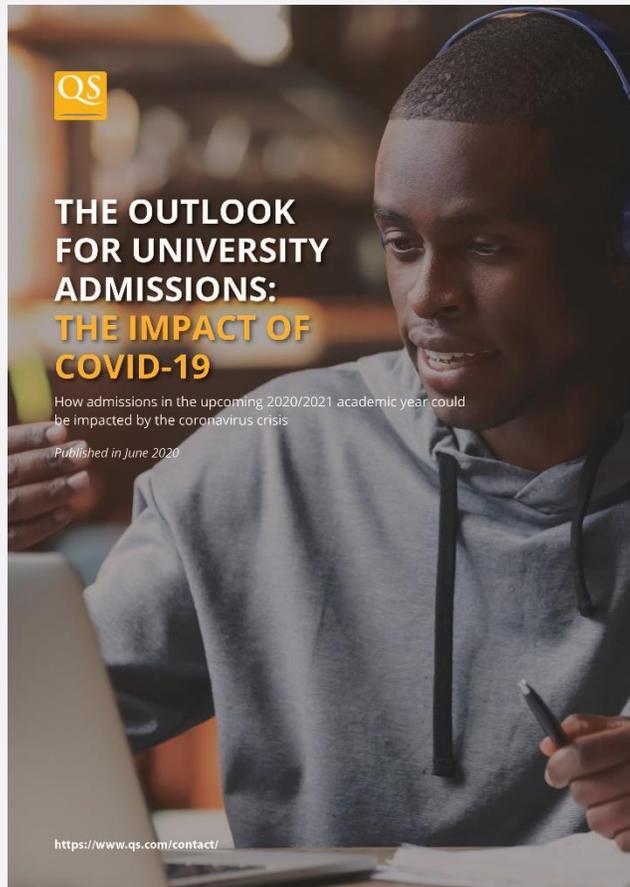
At this stage only 11% of respondents see making permanent staff reductions.

Q6: Have you or do you plan to take advantage of any government schemes to furlough staff?



At this stage, 19% plan to draw on government support to furlough staff.

GLOBAL INTEREST IN STUDY ABROAD REMAINS HIGH IN 2020/2021



The June QS research on prospective international students' study plans show that global interest in study abroad in the relatively near term (2020 and 2021) remains high ¹:



82%

Start studies in 2020/2021

82% of respondents said that they would like to start their studies in 2020 and 2021 (42% for 2020 and 40% for 2021).



62%

Expected 2020

62% of students who wanted to begin their studies in 2020 said they expected to begin in 2020, a much larger proportion than the 35% who expected to begin in 2021.



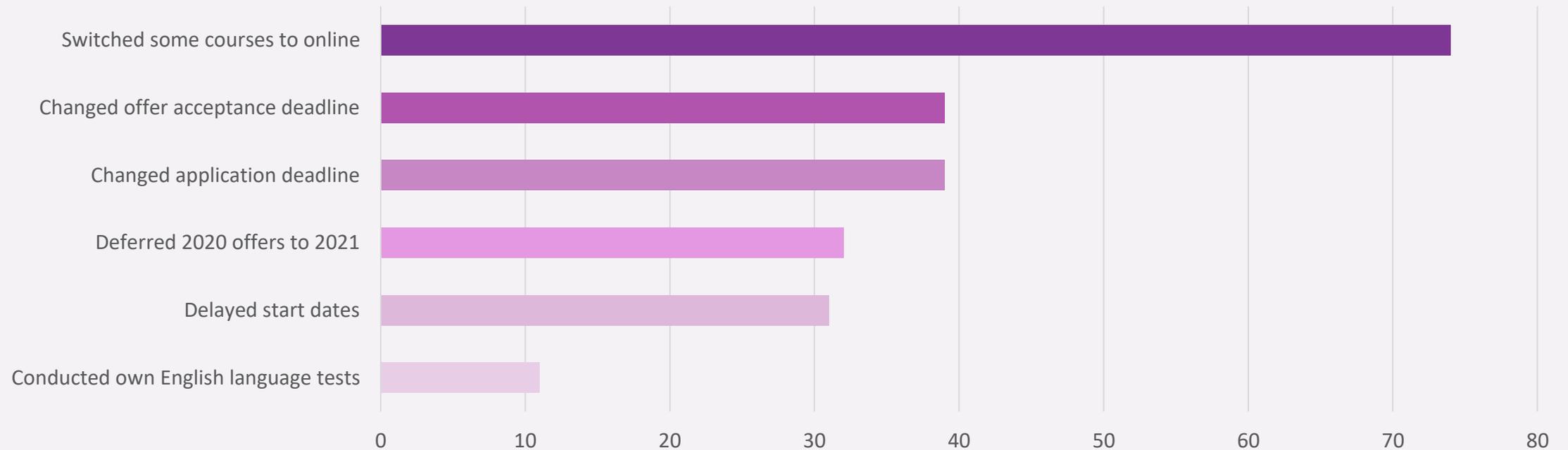
47%

Study online

47% students said they would be willing to study online study during its pandemic.

1. <https://monitor.icef.com/2020/07/updated-survey-data-tracks-student-intent-through-june/>

HOW ARE UNIVERSITIES RESPONDING TO THE CORONAVIRUS CRISIS?

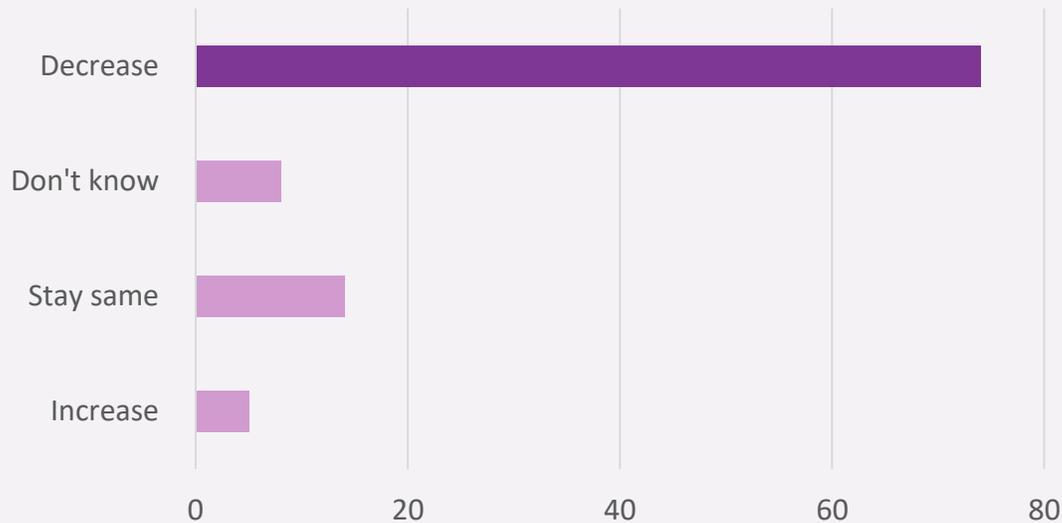


Universities Responds

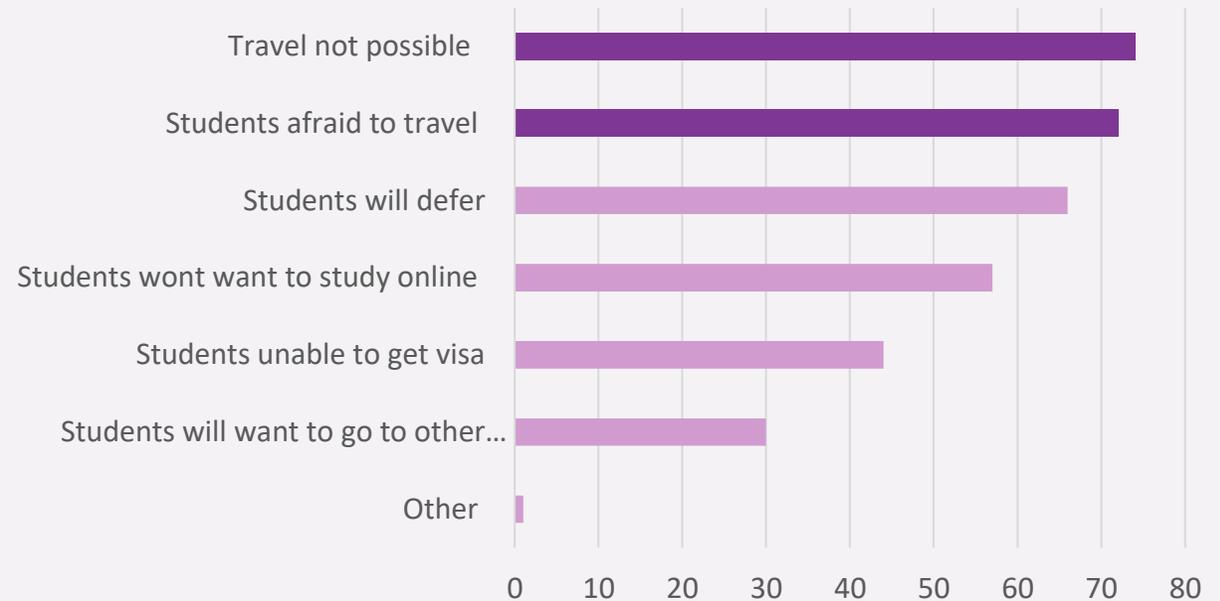
Unsurprisingly, the majority of universities (74%) had switched some of their courses to online. This aligns with findings from the accompanying coronavirus survey of prospective international student which found that 49% of respondents expect universities to move more of their lectures to online.

HOW DO YOU EXPECT THE CORONAVIRUS TO IMPACT INTERNATIONAL STUDENT ENROLMENT?

How COVID-19 affect international student enrollment



Reasons cited for Lower Enrolment %

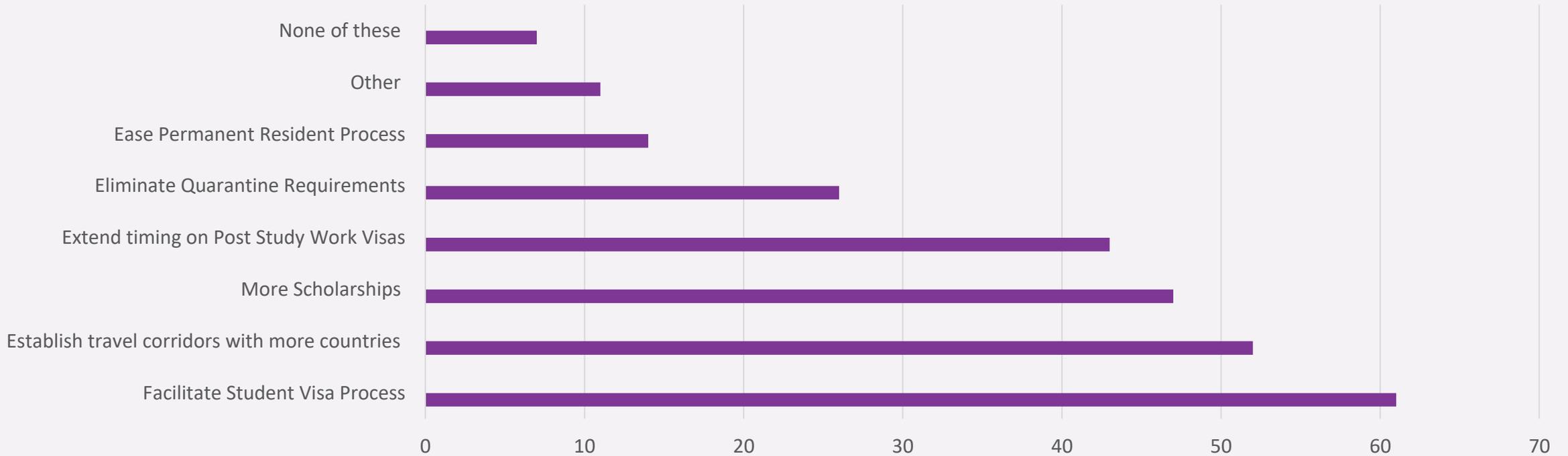


Student enrolment

With 74% of respondents stating that they think international student recruitment applications will decrease and only 5% stating that they will increase, it is clear that universities are not optimistic about their international student numbers for the year ahead.

When asked why they think international student applications will decrease, respondents pointed to a range of reasons that could play a part.

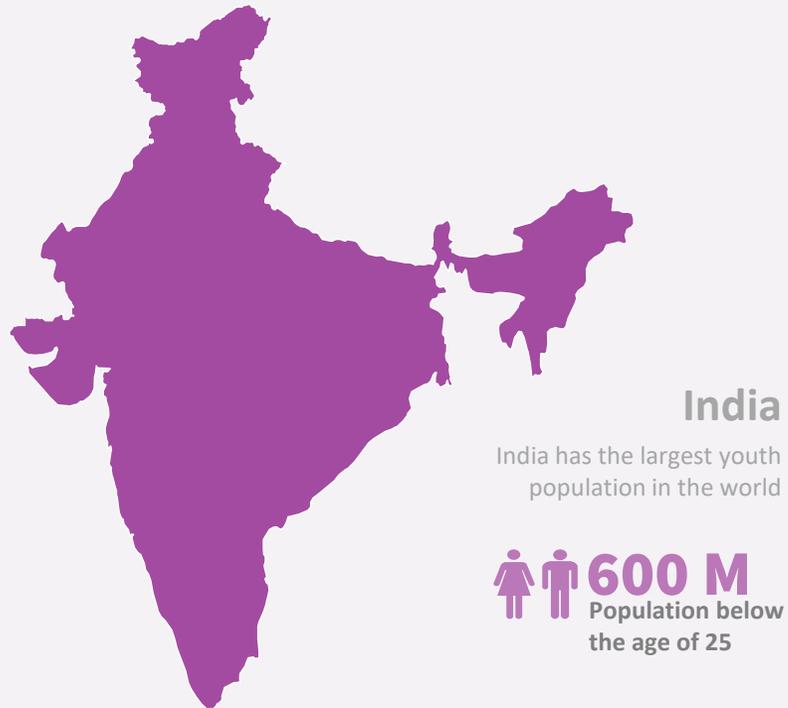
WHAT GOVERNMENT SHOULD DO TO ENCOURAGE INTERNATIONAL STUDENTS TO COME TO YOUR COUNTRY



Government Responds

In terms of what they expect from their governments to address the negative forecasts, universities are hoping to see swift action on visas and travel corridors

COVID-19 AND ITS IMPACT ON INDIAN STUDENTS



Factors of importance when recruiting Indian students

- Clarity on what is on campus and what is online;
- Students need **emotional support** and **guidance** from their schools and counsellors during this time;
- Some of India's top institutions now offer a **viable alternative** but they can not accommodate the numbers;
- Most students are simply not satisfied with online coursework and view it as a band-aid; and
- While it might seem like the obvious solution for many graduating high school seniors in the US, most Indian students are not considering a gap year. A credential from the West continues to represent the ultimate educational accomplishment.

CHINESE STUDENT ENROLMENT DOWN DUE TO COVID-19 AND GEO-POLITICAL ISSUES



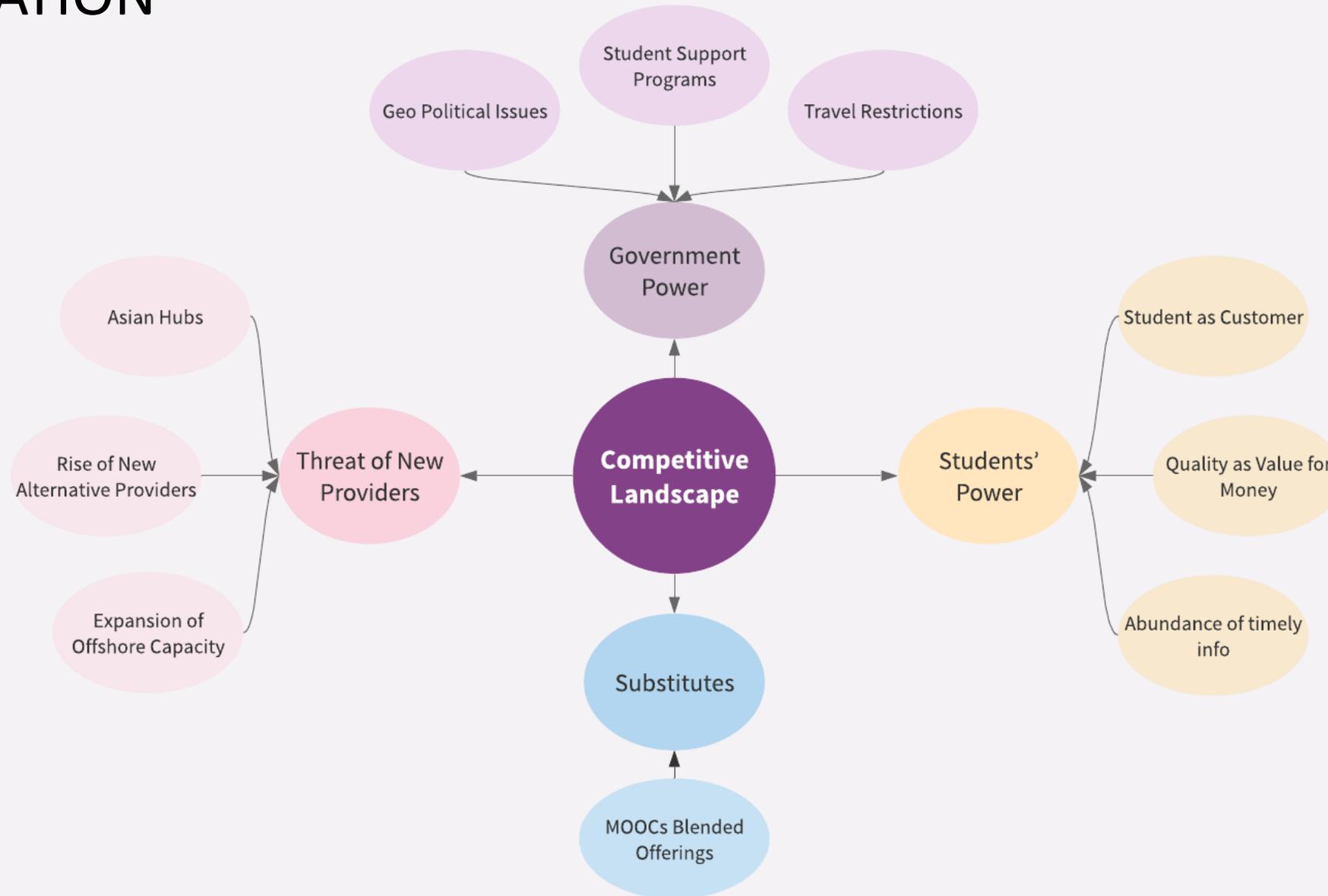
COVID-19 Impact on Chinese students

The number of people from China obtaining Canadian study permits nosedived 44 per cent in the first four months of this year as COVID-19 restrictions and diplomatic battles took their toll. ¹

The British Council² recently published results from a survey of Chinese nationals who had applied to study higher education courses overseas in the 2020-21 academic year (of which 98% had applied to study in the United Kingdom). The expected probability-adjusted deferral rate was thus estimated to be approximately 47%.

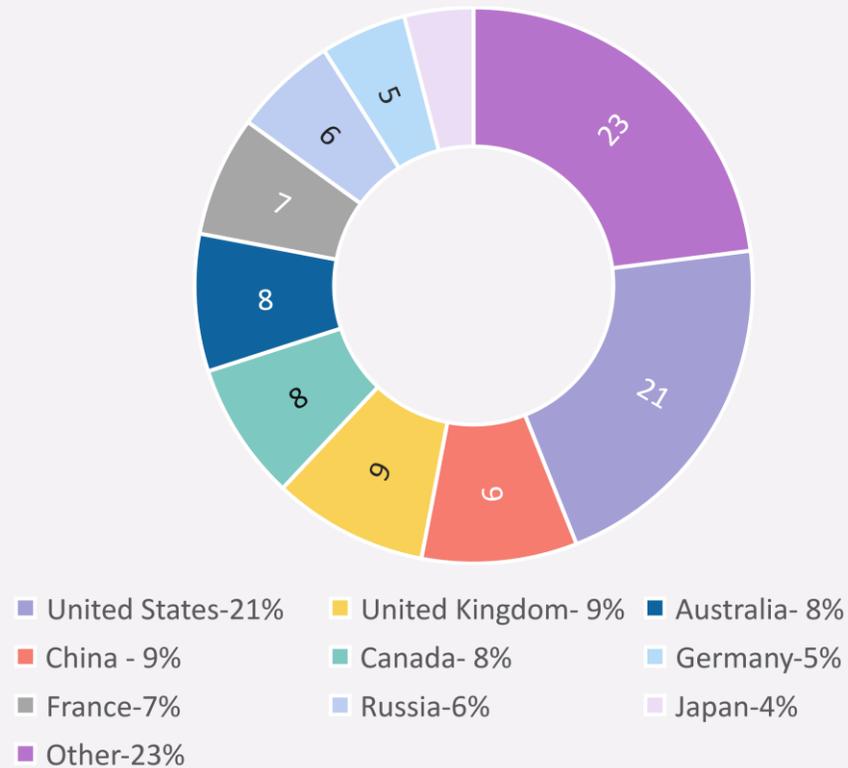
1. <https://vancouversun.com/opinion/columnists/douglas-todd-number-of-chinese-students-in-canada-plunges-by-44-per-cent>
2. British Council 2020

THE COMPETITIVE LANDSCAPE IN INTERNATIONAL HIGHER EDUCATION



US REMAINS THE WORLD'S LEADING STUDY DESTINATION DESPITE A MARKET SHARE DECREASE IN 2019

GLOBAL MARKET SHARE OF INTERNATIONALLY MOBILE STUDENTS 2019
(5.3 million students)



Data Source: IIE /Project Atlas

Global Market Share of International Mobile Student

The US has lost share over the last 15 years. (from 28% in 2001 to 21% in 2019) However, the US remains far and away the world's leading study destination.

During the period 2001 to 2019, the UK has slightly decreased its share from 11% down to 9%.

In terms of gaining market share, the big movers in the charts are countries like Australia, Canada, China, and Russia have notably increased their market shares 2001.

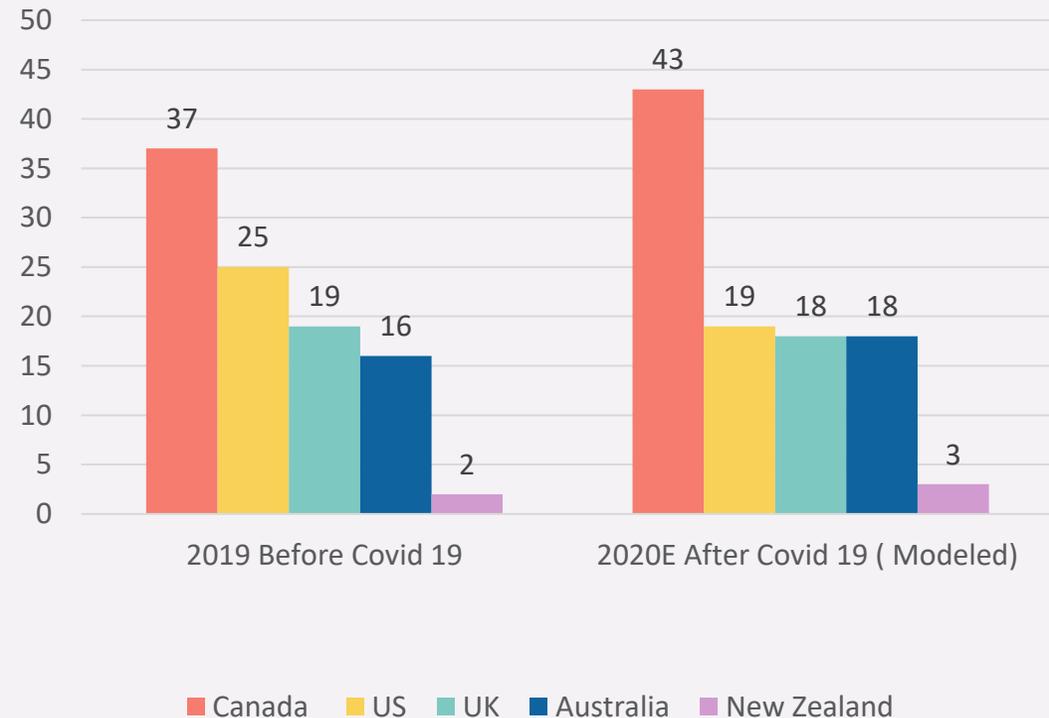
ANTICIPATED SHIFT IN MARKET SHARE DUE TO COVID-19

Post-COVID Global Market Share

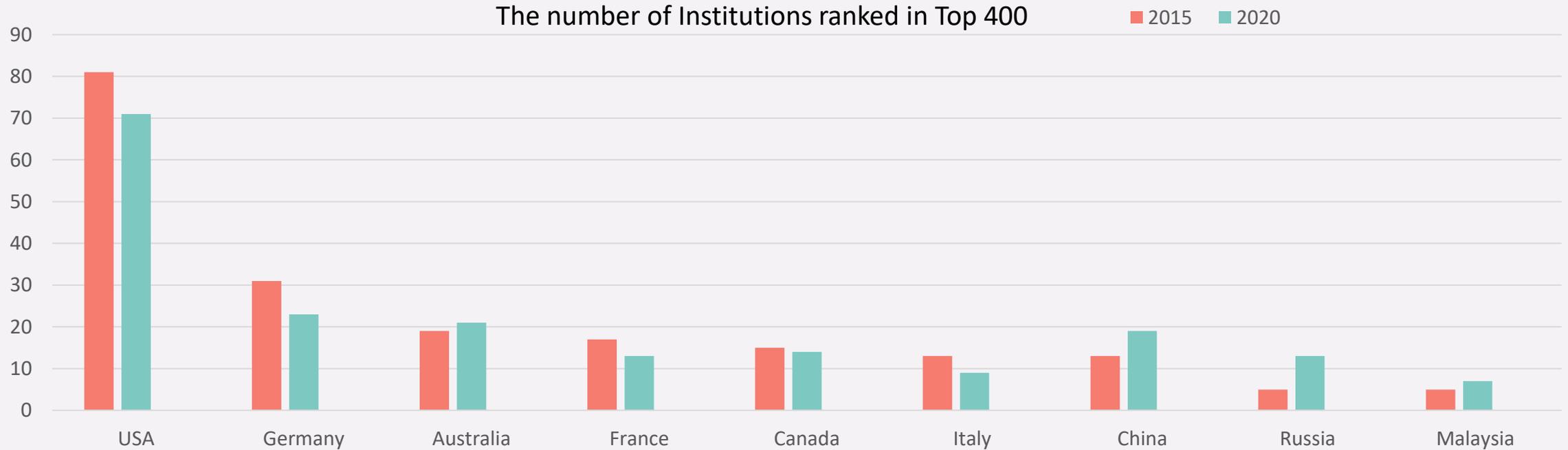
A new study made available by **EY Parthenon's Global Education Practice**:

1. Canada might gain about 6%, Australia 2% and New Zealand 1% more of the global share of new enrolments this year;
2. Australia and the UK have more recently moved to reopen visa processing services and to ease conditions for students needing to maintain visa status, renew their visas, or open a new visa application; and
3. If this pattern holds, EY observes, this could establish a pattern of relatively stronger growth for Canada, Australia, and New Zealand, through 2024, and especially so in 2021 when demand for study abroad is expected to surge.

Global Share of New Enrolments(%)



COMPETITIVE LANDSCAPE – NEW QS WORLD UNIVERSITY RANKINGS JUNE 2020

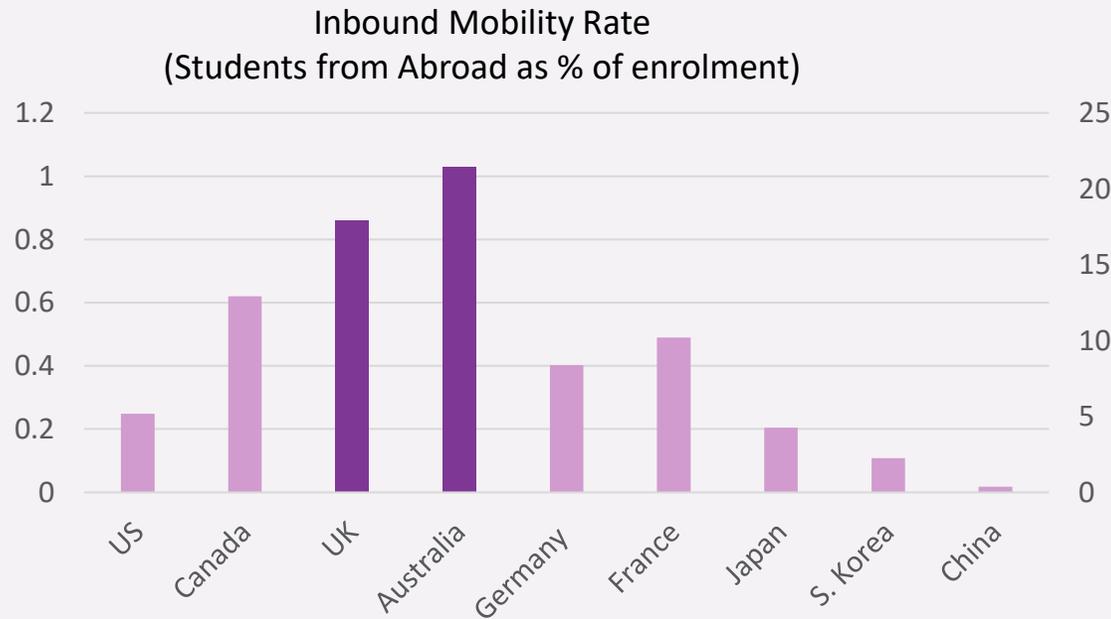


Effect of COVID-19 on world university rankings

There is a weakening position of universities from North America and Western Europe:

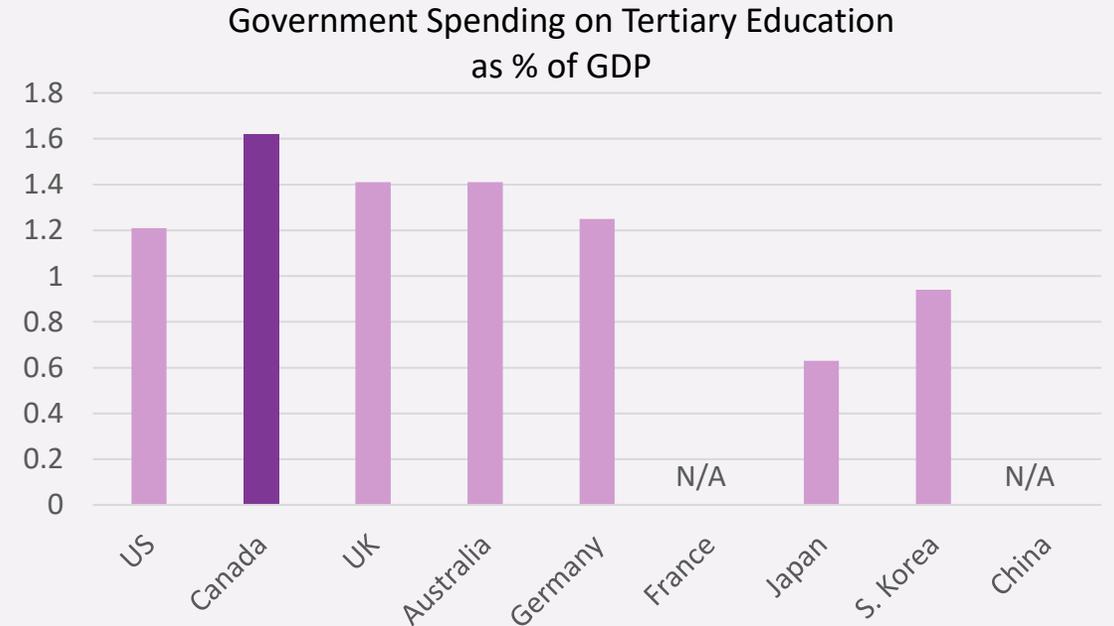
- 71 from the US—10 fewer compared to 81 in 2015;
- Germany has eight fewer – 23 compared to 31 in 2015;
- France (13), and Italy (9) also have four fewer each compared to 17, and 13 respectively in 2015;
- Canada has 14 in the top 400 in the recent survey compared to 15 in 2015;
- Gains have also been realized by universities from China, Russia and Malaysia.

WHICH COUNTRIES ARE MOST AT RISK FROM THE COVID-19 FINANCIAL FALLOUT¹



Inbound Mobility Rate

In 2017 Australia's inbound student population was 21 per cent of its total enrolments, while in the UK it was 18 per cent and Canada at around 13 %. The US is around 5% and East Asian countries have even less dependence on international students.



Government Spending

Canada tends to devote more government funds to higher education than global competitors which could allow it to cope rather well in the face of COVID-19.

1. <https://www.timeshighereducation.com/news/which-systems-are-most-risk-covid-financial-fallout>

WHICH COUNTRIES ARE MOST AT RISK FROM THE COVID-19 FINANCIAL FALLOUT¹

Average score for income per academic staff member



Academic Staff Member Income

- The **US** and **Germany** are considerably stronger than some competitors;
- **China, South Korea and Japan** “will be looking more attractive than before, relative to the Western countries, for international students”;
- **Germany, the Netherlands, Switzerland** and the **Nordic countries** “all have the opportunity to become globally bigger in higher and international education in the post-pandemic period”.

1. <https://www.timeshighereducation.com/news/which-systems-are-most-risk-covid-financial-fallout>

US COLLEGES EXPECTS FOREIGN STUDENTS LOSSES THIS FALL



RESTRICTIONS OF OPTIONAL PRACTICAL TRAINING

The Trump administration is reported to be considering further restrictions or outright elimination of Optional Practical Training, a period in which foreign students are allowed to remain in the US beyond their undergraduate or graduate studies to work in jobs related to their fields.



POLITICAL ELEMENTS

US embassies and consulates have remained closed to routine visa services, with no indication of when that will change.



HEALTH CONCERNS

International students have concerns about maintaining good health during studies, managing immigration status, having adequate financial support amongst other issues.



NEW GUIDANCE FOR EEVP

New guidance for the Student and Exchange Visitor Program prohibits international students from returning to or remaining in the United States this fall if the colleges they attend adopt online-only instruction models amid the pandemic.

UP TO 50 US COLLEGES MAY CLOSE

PERFECT STORM?

Faculty, students and parents are expressing concern about their health, and also about the quality of online classes.

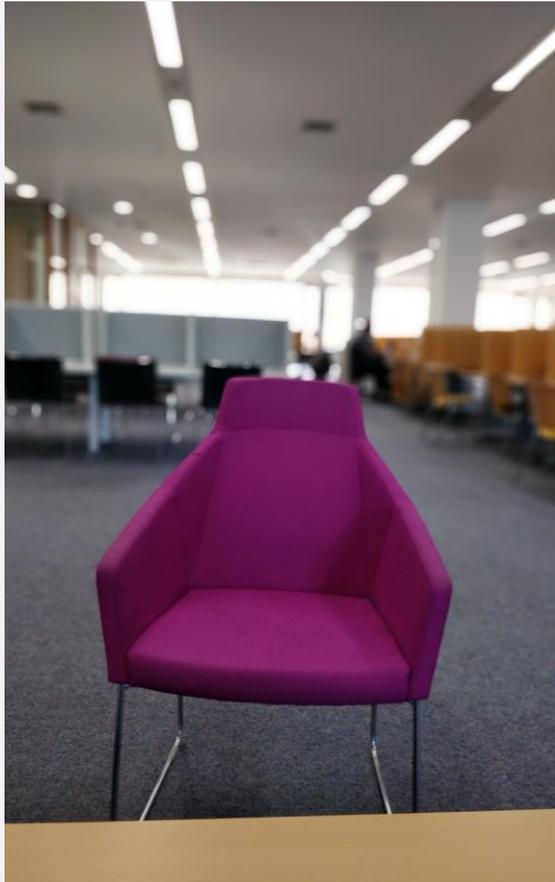
Robert Kelchen lists 320 private non-profit colleges who depend on ancillary revenues for 20% or more of their budgets, and predicts that many will join the 3 universities that have already declared states of financial exigency.

He anticipates **up to 50 small institutions** may close in the next 5 weeks. “It is time to batten down the hatches and prepare for the storm instead of hoping that it miraculously blows over.”¹



1. <https://www.chronicle.com/article/This-Will-Be-One-of-the-Worst/249128>

UK INSTITUTIONS ARE LIKELY TO FACE A HUGE LOSS



A drop in the number of international students will have a huge impact on UK universities, with a recent British Council survey estimating that institutions are likely to face a **£463** million loss from a decline in students from East Asia alone.

At the beginning of the crisis, international students the students reported **confusion and some distress** after different universities gave conflicting advice on whether they should go home as the pandemic spread.

Meanwhile, there have been reports of Chinese students experiencing **racism and discrimination** in UK institutions.



Simon Marginson, professor of higher education at the University of Oxford said that the main issue was whether a country was perceived as “**safe**” by international students during the pandemic. Because the UK locked down later and less strictly than a number of European countries, it may have dented perceptions of its recovery, but the UK was “clearly safer than the US and will benefit from that”, added Professor Marginson.

Nearly all (97%) university respondents to a recent survey have indicated that they will be providing some in person instruction for the semester beginning in September, along with comprehensive student support services.²

1. Anna McKie <https://www.timeshighereducation.com/news/which-nations-will-weather-storm-international-recruitment>
2. <https://monitor.icef.com/2020/06/uk-academic-year-comes-into-focus-with-new-visa-guidance-and-updates-on-university-services/>

AUSTRALIA HAS DEVELOPED HARDSHIP PACKAGE FOR INTERNATIONAL STUDENTS

STOPPED VISA PROCESSING

Canberra has excluded foreign students from emergency income support and wage subsidy schemes, triggering accusations that it is a “fair weather friend”. It has failed to provide visa flexibility during the crisis and refuses to clarify whether online study contributes to eligibility for post-study work rights. Visa processing has all but stopped.

Prime minister Scott Morrison provoked outrage by saying international students who could not support themselves should “return to their home countries”.

ACRIMONIOUS BILATERAL RELATIONSHIP

China’s education ministry has warned students of safety issues in Australia, in a sign of the increasingly acrimonious bilateral relationship.



PILOT PROJECT FOR FOREIGN STUDENT

With coronavirus infections dramatically down and plans afoot to significantly open up the Australian economy, the Australian government has announced a pilot project to bring back international students to some universities as soon as July.

As of July 21, there are reports that Australia will resume processing of study visa applications and that students who have transitioned to online study outside of Australia due to the pandemic will be able to count that study towards eligibility for a post study work visa.¹

1. <https://monitor.icef.com/2020/07/australia-resumes-student-visa-processing-with-new-measures-to-strengthen-international-education-sector/>

CANADA PROVIDES MULTIPLE SUPPORTS TO INTERNATIONAL STUDENTS

Eased Employment Rules

In the wake of the coronavirus pandemic, the federal government eased employment rules for foreign students, lifting a rule limiting the hours and situations in which they can work.



Providing Income Support

The government has said that foreign students “may be eligible” for its Canada Emergency Response Benefit (CERB), providing temporary income support to those forced to stop working because of Covid-19, if they meet certain requirements.

A separate Canada Emergency Student Benefit (CESB) provides financial support to university students and recent graduates who are unable to find work due to Covid-19 and do not qualify for CERB. It is only available for Canadian citizens or permanent residents.

New Process for Study Application

Canada’s immigration ministry has established a new two-stage process for new study applications. The process effectively provides for a conditional approval which allows students to begin their studies online while still abroad, and then to complete the application process as visa processing services are more fully restored worldwide.¹



1. https://monitor.icef.com/2020/07/canada-announces-conditional-student-visa-approvals-for-students-beginning-studies-online/?utm_source=The+Monitor+-+Master+list&utm_campaign=2431e307d5-EMAIL_CAMPAIGN_2020_07_15_05_04&utm_medium=email&utm_term=0_f424b80526-2431e307d5-104065719

GERMANY REMAINS APPEALING TO INTERNATIONAL STUDENTS



German Foreign Student Policy

When it comes to recruiting international students, Germany is probably best known for its policy of charging (almost) no fees. “I do not expect a huge decline in international students.” said Michael Harms, communications director at the German Academic Exchange Service.

- ◆ Germany has managed to control the virus as well as any country in Europe. Precisely because they are not reliant on international student fees, though, German universities can be more cautious about restarting campus life than their UK and US counterparts.
- ◆ The state bank, the KfW, is offering a loan of up to €650 (£579) per month to all students, including international students, which will remain interest-free until the end of next March.
- ◆ The German government waived the requirement to have money in the bank in order to extend a study visa, if a student’s account emptied due to the pandemic.

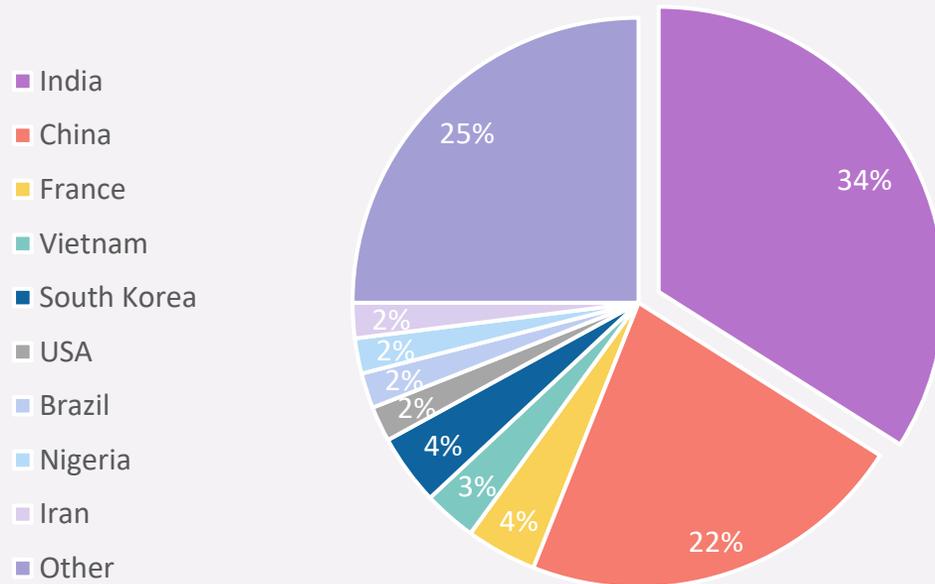
CANADIAN MARKET ANALYSIS & COVID-19

International Students in Canada
Representative Activities of Institutions in the face of COVID-19



INTERNATIONAL STUDENTS IN CANADA AT ALL LEVELS IN 2019

International student Study Permit holders as of Dec 31, 2019
(Total 642,480 international students)



Breakdown by Country

According to Immigration, Refugees and Citizenship Canada (IRCC), Canada's international student population grew by **13%** in 2019 compared to the previous year.

- As shown on the chart left **India (34%)** and **China (22%)** represent over half of international students in Canada with the next most prominent countries being France and South Korea at about 4%. This underscores a strong opportunity for diversification.
- A recent QS study has identified three regions as areas of focus for Canada's diversification efforts namely Latin America, West Africa and South East Asia. Particular markets such as Vietnam, Indonesia and Nigeria may warrant special attention.¹

1. https://info.qs.com/rs/335-VIN-535/images/US-and-Canada-version_Beyond-Diversification-How-to-Promote-Diversity-and-Strengthen-Your-Global-Standing.pdf

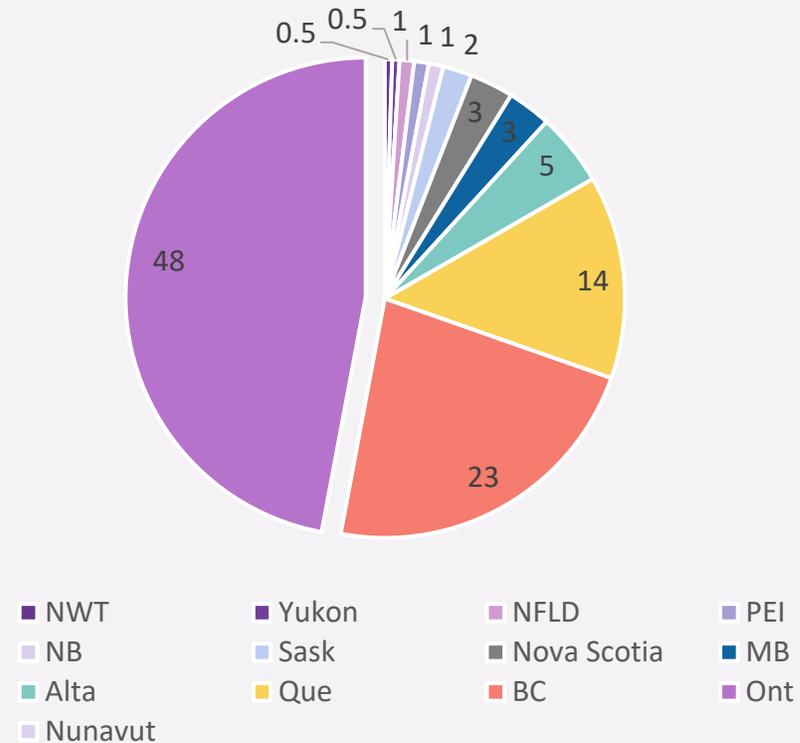
INTERNATIONAL STUDENTS IN CANADA AT ALL LEVELS IN 2019

Provincial Breakdown

In looking at the distribution of international students in Canada in 2019 (total of 642,480), the predominance of Ontario at 48% and British Columbia at 23% and Quebec at 14% is quite striking.

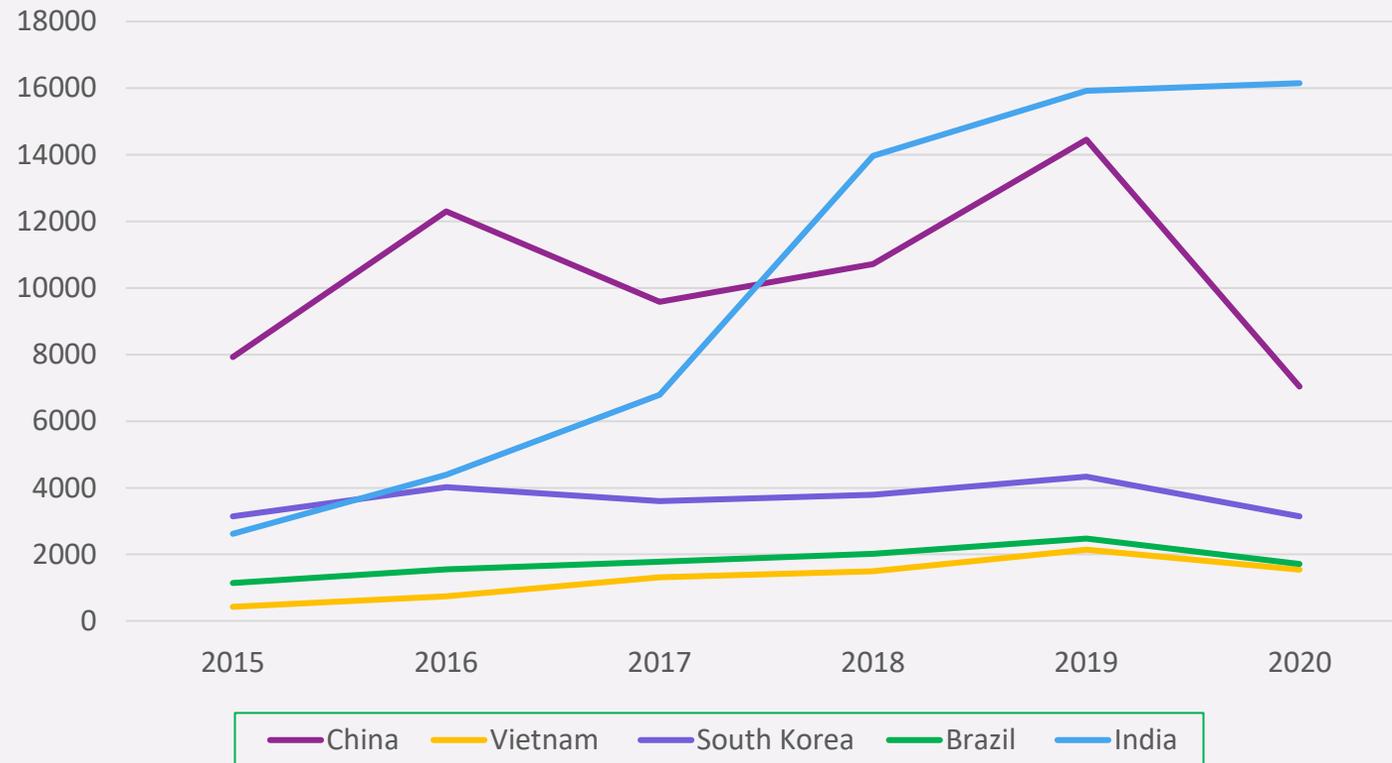
In looking at 2020, overall universities are bracing for a potential drop of 10 % to 35% or more in international student enrollment

Study Permit holders by province/territory
As of Dec 31, 2019



NUMBER OF INTERNATIONAL STUDENTS IN CANADA PLUNGES

Canadian Study Permits Granted to International Students first 3 months



Study Permits Drop

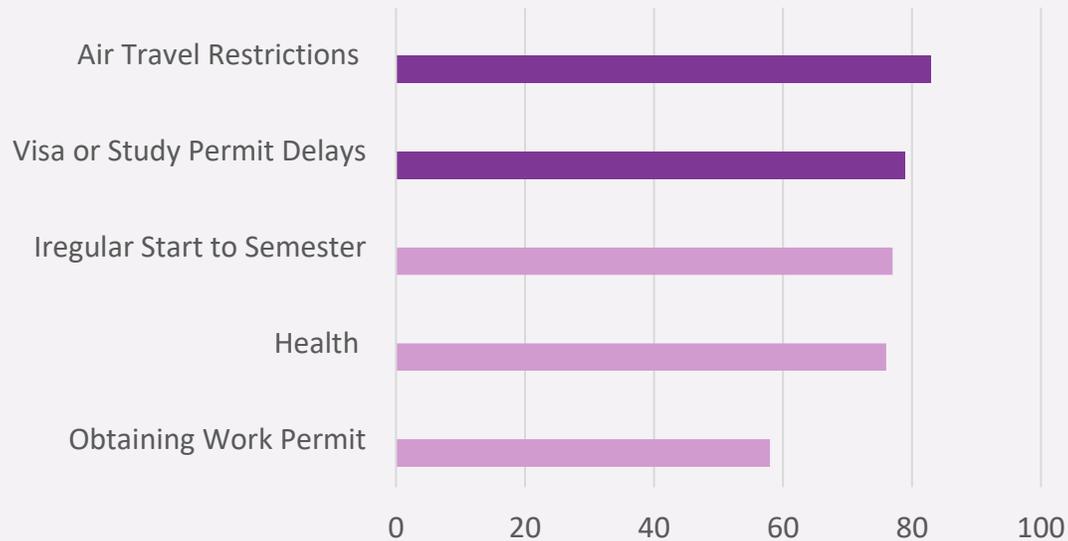
12,065 citizens of China obtained study visas in Canada in the first four months of 2020. That's down **44 per cent** from the same period last year.

It's more severe than the **31 per cent** overall decline in study visas from all foreign students. Of the four other largest source countries sending students to Canada, the number of Indians has dropped by **29 per cent** this year, South Koreans are down 35 per cent, French have declined 29 per cent and Vietnamese dipped 15 per cent.

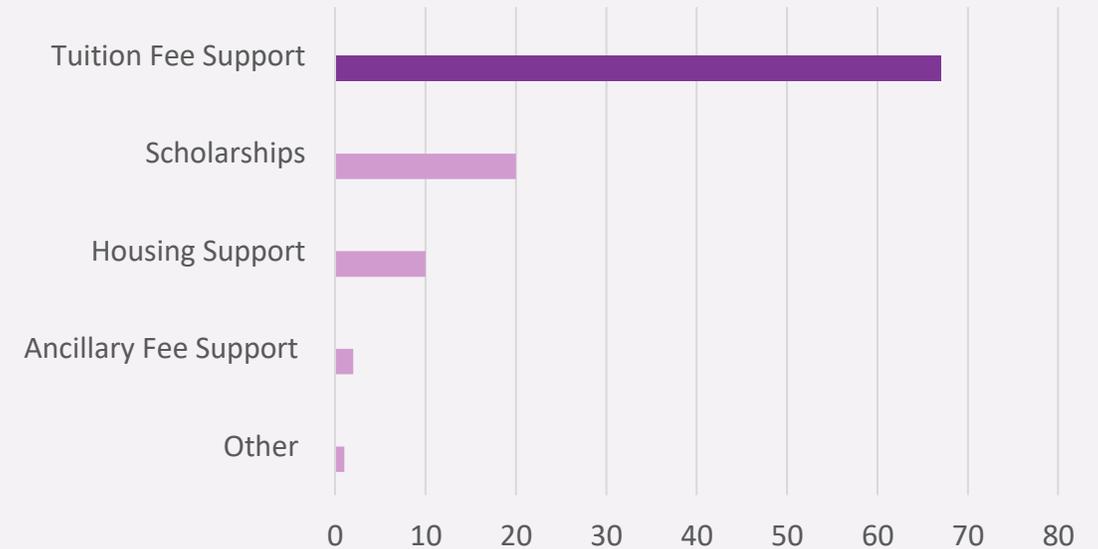
Data Source: IRCC

ACADEMIC-PROSPECTIVE INTERNATIONAL STUDENTS FOR CANADA

Top Concerns (%)



Preferred Support (%)



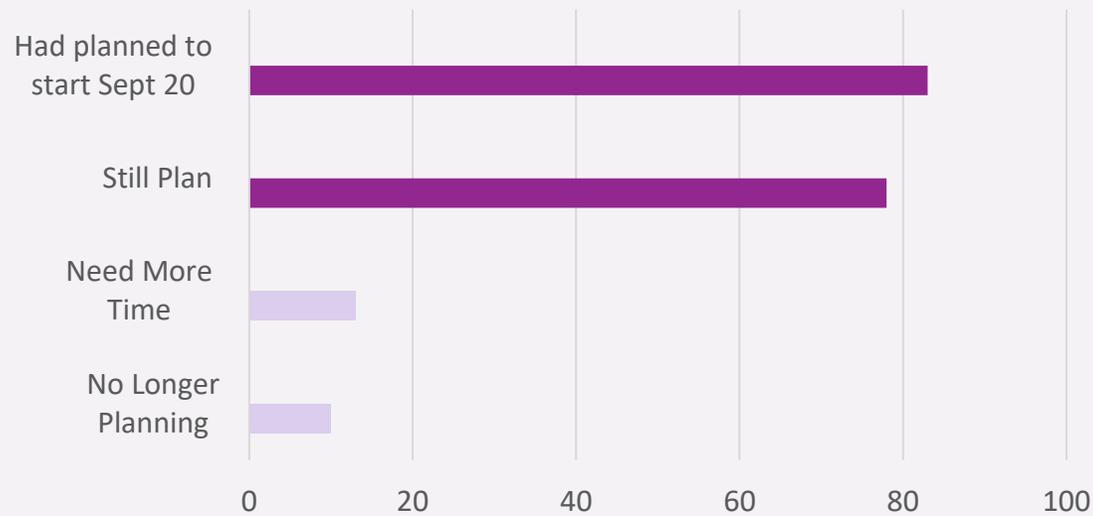
Survey Result

- 16, 649 Prospective International Students surveyed in April 2020.¹
- The Top concerns that international students have are about getting to Canada and documentation.
- 53 % of students are expecting some financial support from their institutions.

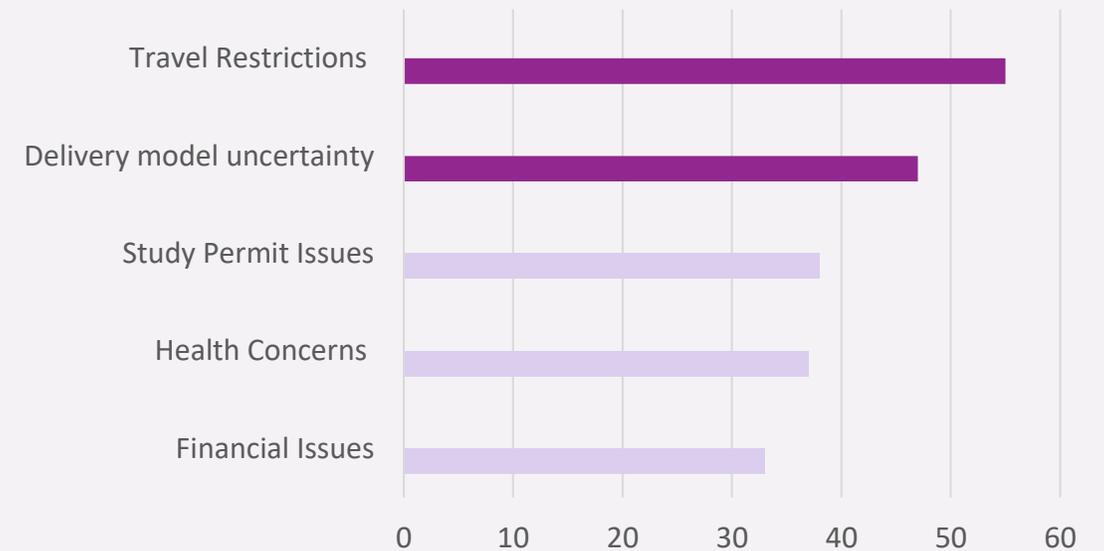
1. https://www.academica.ca/sites/default/files/IPSS%20Public%20Release_WithMA.pdf

ACADEMIC-PROSPECTIVE INTERNATIONAL STUDENTS FOR CANADA

Plans for Fall 2020



Reasons for no longer planning or uncertainty



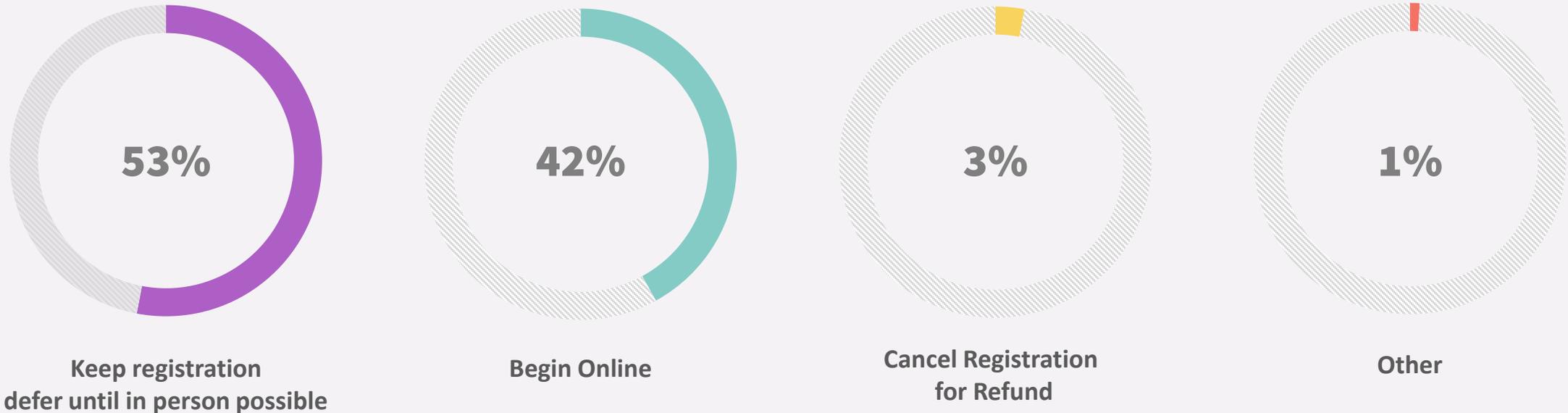
Survey Result

- 16, 649 Prospective International Students surveyed in April 2020. ¹
- The majority of students are still planning to attend PSE in Canada this fall.
- The main reason for not attending or being uncertain is travel restrictions. However, uncertainty around the delivery model for the fall is also causing students to hesitate.

1. https://www.academica.ca/sites/default/files/IPSS%20Public%20Release_WithMA.pdf

ACADEMIC-PROSPECTIVE INTERNATIONAL STUDENTS FOR CANADA

Preferred Alternative to In Person Classes

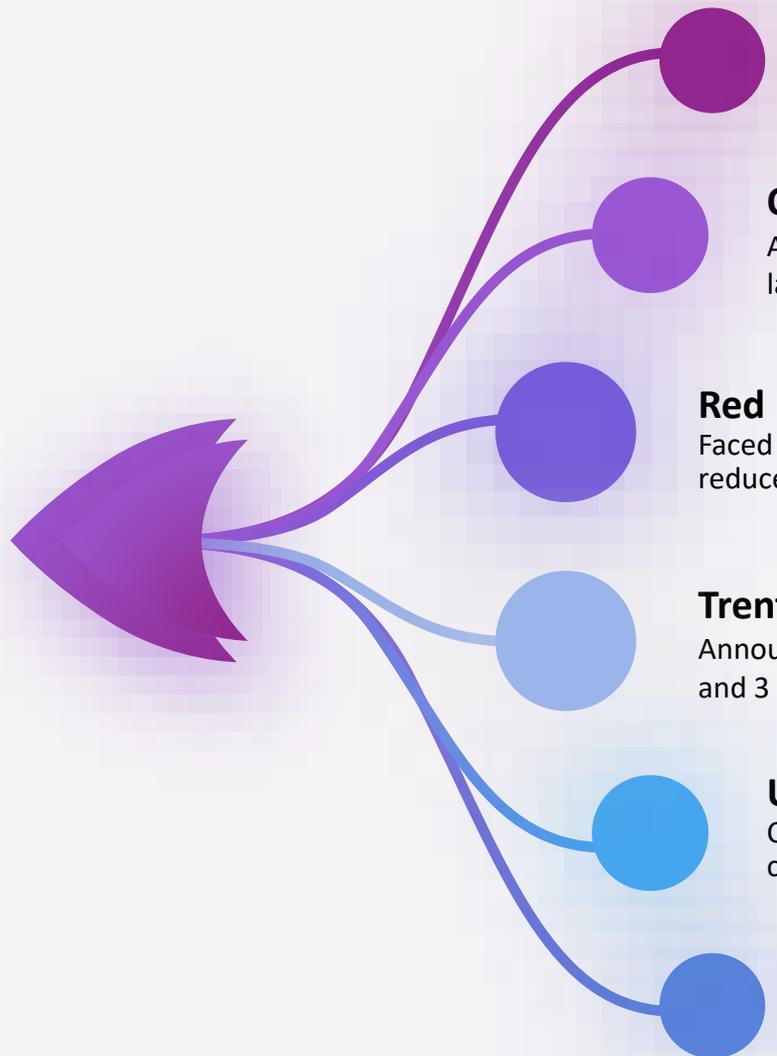


Analysis

- 16, 649 Prospective International Students surveyed in April 2020.¹
- If in person classes are not available when they are supposed to start studying, most students would prefer to remain registered but are divided between delaying starting their classes and beginning them online.

1. https://www.academica.ca/sites/default/files/IPSS%20Public%20Release_WithMA.pdf

REPRESENTATIVE ACTIVITIES OF CANADIAN UNIVERSITIES AND COLLEGES RE COVID-19



College of the Rockies

Announced that it **will offer a “full slate” of programs this Fall**. Most students will be learning online, with some socially-distanced hands-on learning on campus where required, such as in trades shops, nursing and dental labs, practical and co-ops.

Olds College

Announced yesterday that courses this Fall will be predominantly remote, with some exceptions for F2F classes and/or labs.

Red Deer College

Faced with a \$5.3 M government cut and anticipated COVID19 losses, has reportedly laid off 85 employees (cumulatively) and reduced hours for others.

Trent U

Announced that 26 research labs have reopened, and a return-to-campus working group is developing guidance for phases 2 and 3 of the Trent.

UOGuelph

Clarified last week its plan for hybrid course delivery this Fall. Most first-year programs will not require any F2F delivery of core courses.

ULaval

Clarified last week its plan for hybrid course delivery this Fall. Most first-year programs will not require any F2F delivery of core courses.

REPRESENTATIVE ACTIVITIES OF CANADIAN UNIVERSITIES AND COLLEGES RE COVID-19

Dalhousie

Dalhousie U's recent fiscal update assumes the potential of a decline in tuition revenue of up to \$37.8 M for the 2020-21 year, and \$12.1 M lost from specialized programs and ancillaries. Enrolment scenarios forecast anywhere from a 14-29% decline in enrolment. To cover the \$30.5 M shortfall for next year, Dal plans to reduce operating expenses by \$20 M and use \$12.2 M from its reserves. It has frozen senior admin salaries, restricted hiring, and is negotiating collective agreements and potential changes to pensions and benefits. Notably, a pool of \$6 M will nonetheless be invested in strategic priorities, including international outreach, enrolment and recruitment. ¹

Queens

Will operate its residences at 50% capacity this Fall, with social distancing, restrictions on gatherings, a no-guest policy, and buildings set aside for self-isolation. Priority will be given to students with on-campus classes (such as Nursing), learning needs, or who require access to on-campus supports.

UToronto

Is preparing its campuses to support enhanced sanitization and physical distancing this Fall. Classrooms will be reconfigured, so students sit at least 2 metres apart, and entrances and halls designated for one-way traffic where possible.

Mount Allison

Has reportedly laid off 35 employees and reduced the hours of 16 others, in anticipation of fall enrolment drops (None were faculty members.) Registration numbers currently look "positive" but the pandemic has heightened uncertainty. ²

Saint Mary's U

Is expecting international enrolment declines costing about \$30 M in tuition (not counting associated ancillary income lost). Non-salary operating expenses have been reduced 25%, all travel is suspended, hiring and administrative salaries are frozen, and some layoffs were made. Nonetheless, SMU is making strategic investments in additional staff for instructional design/educational development, IT support, and lecture production; hiring a team of full-time summer students as "digital TAs," and a student team of peer coaches to support new students throughout the summer and upcoming academic year. ³

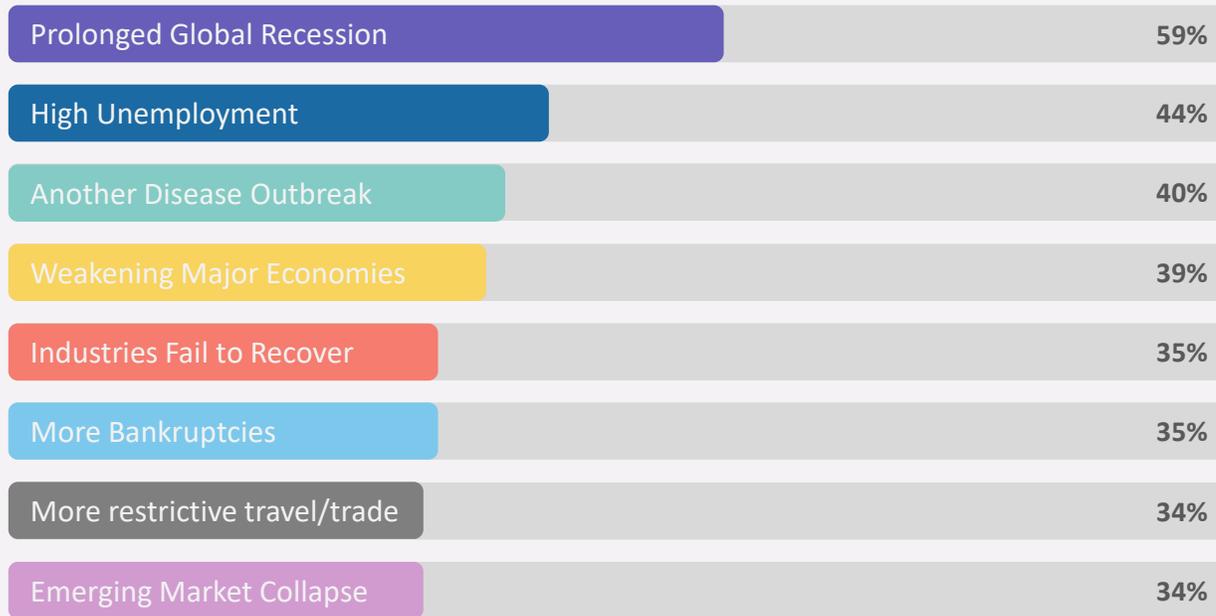


TRENDS & STRATEGIES 2021 AND BEYOND

Lasting Impacts of COVID-19 and Major Threats going forward
QS - International Student Survey – The Decade Ahead
Major Trends in International Higher Education Going Forward and COVID-19
Strategies for Success

IMPENDING THREATS IN THE NEXT 18 MONTHS

Threats of Most Concern to the World(%)



Analysis

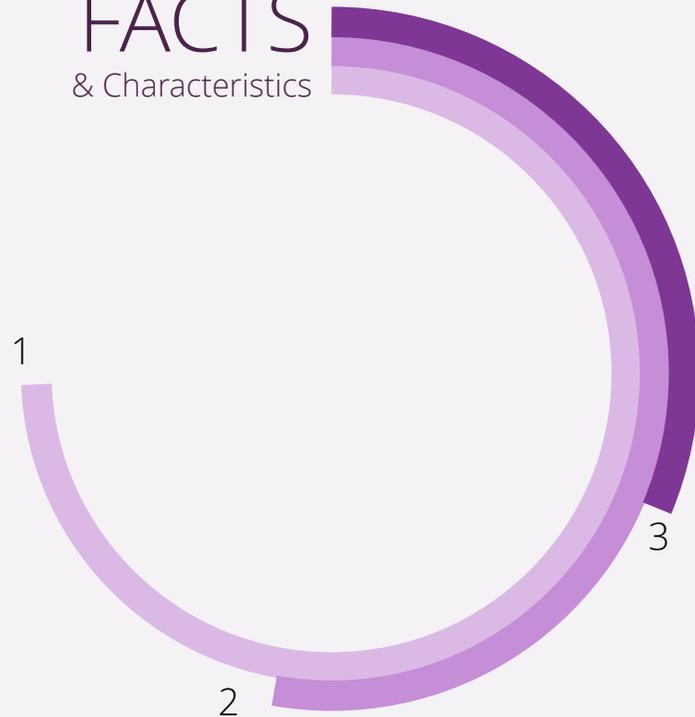
COVID-19 will leave lasting impacts on life as we know it. Many of these dramatic changes are already in effect.

The WEF surveyed 347 senior risk analysts on the impending threats most likely to contribute to a global fallout- and no area from the economy to the environment is untouched.

All of these threats will impact global higher education and institutions will need to continually monitor them, weigh their probabilities of occurring and mitigate the disasters that may lurk if they occur .

QS AUSTRALIA/NEW ZEALAND INTERNATIONAL STUDENT SURVEY 2020 - THE DECADE AHEAD

FACTS & Characteristics



1

The world's largest survey of pre-enrolled international students. The 2020 iteration of the survey was our largest ever, featuring the responses of 78,578 respondents and 93 institutions from 16 countries around the world.

2

Focus on the decision-making process that prospective students undertake, as well as looking at the range of external influences and wider factors that will play a role in their decision making.

3

Entitled 'The Decade Ahead', it looks at how international education, as well as the university sector more broadly, might change and evolve over the coming years.

*At the time of publication, international education has been profoundly disrupted by COVID-19, resulting in widespread travel bans and campus closures. The full impact of the virus on society and the higher education sector specifically is still unfolding.

THE DECADE AHEAD - KEY FINDINGS



Future University

The “University of the Future” is collaborative, accessible, and present throughout the career lifecycle-not just at the start.



Online Study

Interest in online study modes is increasing, but for now most prospects want some level of in-person instruction



University Degree

A university degree is seen as an increasingly essential tool in getting a good job, but increased access to university has made it easier to get that degree



Different platforms

There are differences in the ways that younger generations like to gather information, and the platforms they use to do it.



Optimistic Prospects

While there is a substantial degree of pessimism about the state of the global economy most prospects are optimistic about their own futures



Lack of confidence

The younger generation are less confident that they will be able to find industry-specific work upon graduating, potentially because they lack industry-specific experience



TRENDS AND REALITIES GOING FORWARD



STRATEGIES FOR SUCCESS 2021 AND BEYOND

Blended and Online Options

Institutions need to find a distinct combination of online and F2F ideal for a range of student markets, explore micro-credentials and interdisciplinary appointments, embrace experiential learning.

Democratize Access, Differentiate and Co-operate

The disruption caused by Covid-19 is a chance for public universities to truly democratize access to higher education, differentiate their offering and cooperate more deeply with each other, according to reform minded Arizona State University President Michael Crow. ¹

Cost Containment

Layoffs, part time work, cutting of non-essential expenses etc., but this is a short- term step. Need to pivot to more innovative ideas and med/long term strategies.



Coping with Intensified Competition

The ISB Monitor has identified the following key factors going forward: quality of programs, value/costs, student experience, national visa and immigration policies and scholarships. In the context of COVID-19, international institutions need to work extremely hard on re-engineering blended programs. The growing strength of Asian institutions must also be recognized in the long term.

Preparing for Funding and Political Uncertainties

Worldwide more than 70 national elections are scheduled this year – Institutions need to be prepared to pivot to changes – particularly from the funding point of view.

Develop Strategies to focus on Africa

Canadian Educational Institutes need to do their homework on opportunities in Africa, converge on key markets of focus, develop relationships, secure qualified agents, explore partnerships and long-term joint program opportunities. Apply all the lessons learned from COVID to capitalize on the African market.



Apply new Global Models

In the coming post-pandemic age, it is high time for universities to fully consider the post-mobility world in which we now live and remove mobility from its perch as the sine qua non of internationalization.

The new global university is an open access establishment influenced and enriched by the cultural and intellectual import of its community across distances and locations. It is a structure neither constrained by place nor by parochial insinias of governments and states. Faculty can apply to join the NGU from all regions of the planet and must have at their disposal the best means and methods to serve and empower communities of students and scholars worldwide.(7-3)



Education Technology Integration

On the short- term side, re-designing of learning spaces on campuses and the continued focus on blended learning. On the mid-term side, advancing cultures of innovation are developing involving more industry collaborations through venture labs, incubators, and other business partnerships. Meanwhile, the focus on measuring learning with the expanse of data available today remains a trend that will drive technology adoption. The report sets out two long-term trends: rethinking how institutions work, and modularized and disaggregated degrees. These long-term trends indicate an expected evolution in the way higher education approaches its mission, as well as a trend toward increased student control over individual learning pathways.

Build Vital Relationships

Among the proliferating internationalization strategies and formal partnership agreements of international higher education, there is something which universities often overlook – the power of interpersonal relationships. There are also new types of partnerships to consider. (7-3) .

Preparing for High Risk Events

Educational Institutions need to prepare for high-probability, high-impact events that institutions choose to ignore. They sit in the red zone of risk heat maps but are not addressed because of their overwhelming fuzziness and the potentially significant resources required for mitigation.

Continue with Skill Development Focus

With the future of automation, it's expected that the workplace will undergo a dramatic transformation bringing with it the need for specific workplace –ready skills. Higher education institutions will need to stay in front of these changes to ensure that graduates attain workplace – ready and transferable skills.

Seamless Pathways

Whatever the level of qualification, the curriculum should allow for meaningful learning pathways and help reduce unnecessary bureaucratic practices. The implication is that consideration of the relationship between and progression to different level qualifications should factor as a core component of curriculum planning and design in post-secondary education and training. Each institution must devote time to strategically supporting seamless pathways.



Diversification Strategies to reflect Asia's demographic cliff

As noted in Canada's International Education Strategy, attracting students from a wider diversity of countries (India and China represent over 50%) would foster sustainable growth. Canadian institutions need to take a measured approach and gradually build up more enrolment from countries with higher demographic dividends.

THANK YOU



MARVIN HOUGH INTERNATIONAL
RESEARCH AND ANALYSIS