

India: Recruitment Trends & Strategies

AIEA Annual Conference
Washington, DC
February 15, 2010

Rahul Choudaha, Ph.D.
Associate Director of Development & Innovation
World Education Services
New York
rchoudah@wes.org
212-219-7313



World Education Services

Unfavorable momentum...

1/6

Total enrollment

-1/6

First time enrollment (CGS)



Increasing choices at home...

2009-10	Existing Colleges	Applications for new colleges	% increase
Engineering	2,388	886	37%
MBA	1,516	1,084	72%

Source: Economic Times February, 19 2009



Global quality at home...

Top Schools receiving GMAT Score Reports from Asian Citizens Sent

	2003	2007
1.	Harvard University	Indian School of Business (ISB)
2.	University of Pennsylvania	University of Pennsylvania
3.	Stanford University	Harvard University

Source: GMAC (Asian Geographic Trend Report, 2008)



Unattractiveness of other destinations...

– "Indian students to face extra scrutiny in Britain"

- students to provide cash deposits of up to £2,000 a year, a ban on switching to other courses or to work permits once they have arrived and a new category system for universities and colleges that want to attract overseas students.

(Economic Times, 01/09/10)

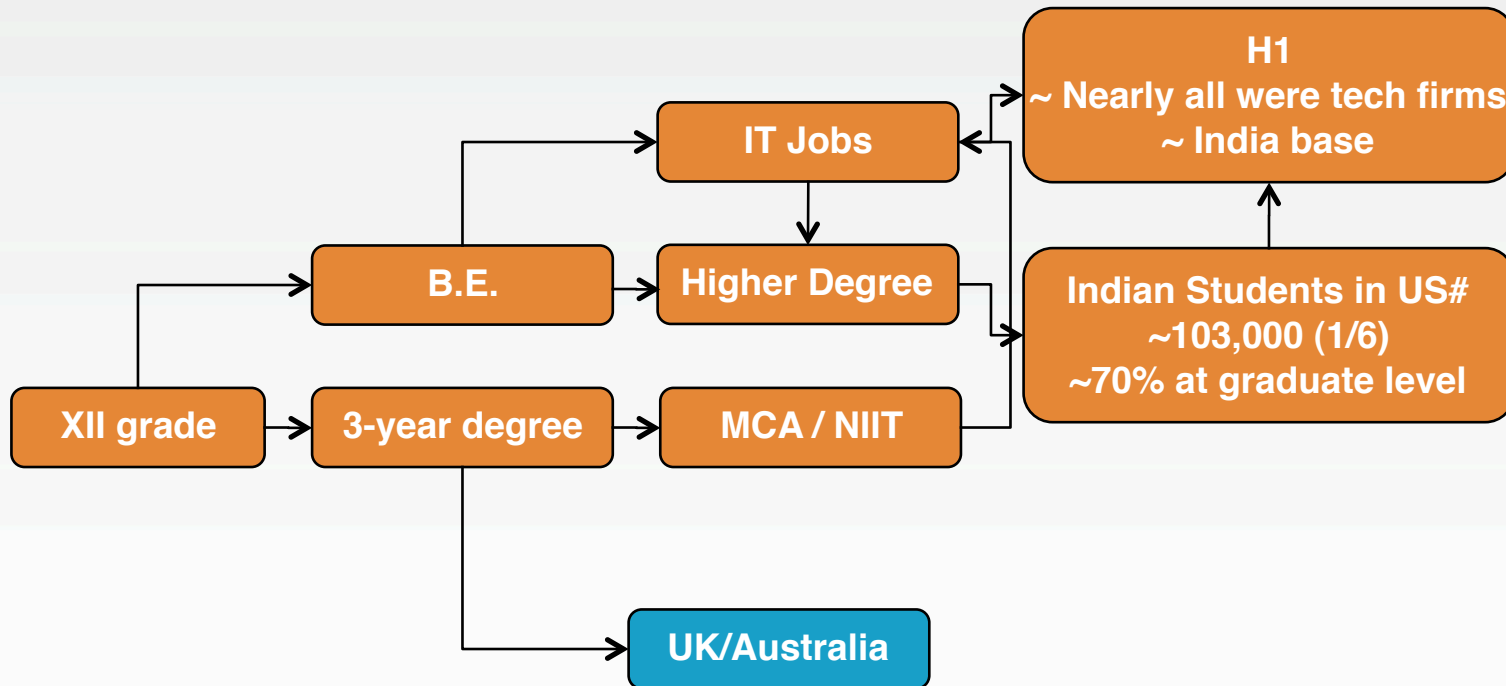
– "Studying in Australia to get tougher with new norm"

- students will need to demonstrate availability of at least A\$18,000 as compared to A\$12,000

(Business Standard, 12/30/09)



Attractiveness of the US...



*eWeek (2010)
#IIE Open Doors (2009)

Concentrated by...

- Region
 - 40% enrolled in 5 states (CA, TX, NY, IL, PA)
- Level of Education
 - 70% at graduate level
- Discipline
 - engineering/computer science
 - management/business
- Type of Institution
 - Doctoral Research Institutions



Emerging undergraduate segment...



~ 725 more
students enrolled at
the undergraduate
level



~ 3,300 fewer
students enrolled at
the graduate level

Source: IIE Open Doors (2009)



Strategies

Finding the right fit...

Motivators

- Career
- Location
- Scholarships
- Immigration

Influencers/Channels

- Internet
- Agents
- Fairs
- Alumni/Students
- Faculty



Internet: Reach & relevance

Top countries with number of Internet users

#	Country	Users	Growth 2000-2009
1	China	360,000,000	1500%
2	United States	227,719,000	139%
3	Japan	95,979,000	104%
4	India	81,000,000	1520%
5	Brazil	67,510,400	1250%
6	Germany	54,229,325	126%
7	United Kingdom	46,683,900	203%

Source: www.InternetWorldStats.com as on Sept. 30, 2009

Social Media Websites among Top-20 Websites in India

Website	Rank
Facebook	4
Orkut.co.in	5
Blogger	6
Youtube	7
Wikipedia	9
Twitter	11
Wordpress	13
Linkedin	16

Source: www.Alexa.com as on Sept. 6, 2009

Internet User Profile:

- ▶ 38% in top 8 metros
- ▶ 21% in top 30 cities are students



World Education Services

Source: Internet & Mobile Association of India (2007).

Agents and fairs...

- Fairs: high upfront cost, better prospects of engagement
 - Beyond traveling with the tour
- Agents: high reputational risk, low upfront cost
 - High selectivity and due diligence



College counseling services are omnipresent in India. One of the largest, N&N Chopra Consultants, provides free advice to students and charges commissions to its overseas college clients.

Midlevel U.S. Colleges Struggle to Stand Out in India

Continued From Page A1
market for a different kind of student: undergraduates. They are far less informed than older students about where to study. And while the United States remains a top choice, they are more likely to consider places like

institution or courses of their choice. In the spring of 2008, for example, a record 320,000 students took the entrance examination for just 8,000 spots at the country's 13 Indian Institutes of Technology.

Komal Sood, the school's principal, says one

of Shri Ram's campus for one-on-one consultations.

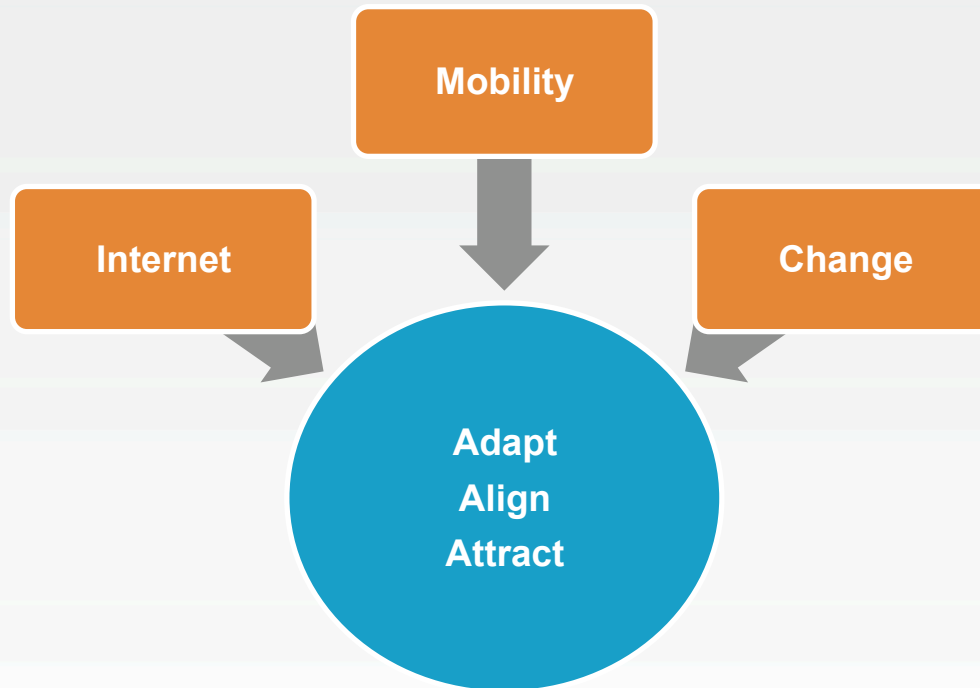
Yet the students' interest in the United States is not as steadfast as that of their parents' generation. And their parents may now be less interested still.

Educational Foundation, or Usief, that offers the sought-after degree.

Mr. Hallett is fielding a barrage of queries, straining to speak over the whirl of fans chopping at the heavy, humid air. He and the other college representatives, along with an



Summary



Questions? Feedback / Comments

Rahul Choudaha
rchoudah@wes.org
212-219-7313

