How to stay competitive in international admissions in 2022
An introduction to today’s webinar

1. Who is BridgeU?
   Data from the world’s largest network of international schools

2. Where are we after 2021?
   Trends in a new competitive landscape

3. What can we expect in 2022?
   Warning signs and opportunities to act on now

4. How can we best prepare for the future?
   Topline recommendations and actionable next steps
Who is BridgeU?
BridgeU is the trusted guidance partner to international schools worldwide

BridgeU is the world’s largest community of talented international school students and counselors

BridgeU serves schools in 130 countries

100,000+ currently enrolled students use BridgeU to explore career and university options worldwide
BridgeU is the trusted guidance partner to international schools worldwide

BridgeU is the world’s largest community of talented international school students and counselors

BridgeU is a crucial international integration partner of the Common App

BridgeU sent 250,000+ applications to US colleges and universities across the past three recruitment cycles

By our best estimate, BridgeU is perhaps the largest single source of international undergrad candidates to the US

BridgeU students accounted for nearly 14% of all new international students in the US during the 2020/2021 year
BridgeU engages students on a structured journey from self-exploration to university application.

Day 1

1. Students create their profile in the profile builder.
   - Profile Builder
   - Careers Tool
   - Assessments

2. Students are matched and recommended universities or programmes.
   - Strategy Advisor
   - University visits
   - University Matcher
   - Personalised content

3. Students shortlist universities for further research.
   - University research
   - Personalised content
   - Student events
   - University fairs

4. Students then indicate their uni of choice, & deadline they will apply by.
   - Reference letters
   - Writing builder
   - Document sending
   - Application submission

24 months

5. Students evaluate admissions offers, learn about pre-matric step.
   - Virtual admitted
   - Students events
   - In-app content campaigns to offer holders
   - Late application delivery
In 2021, **37%** of guidance counselors logged into BridgeU between 51-150 days. **43%** logged in more than 150 days.

BridgeU sits at the heart of the 21st-century guidance curriculum.

University Counsellor Dwight School Dubai

“I had a recent session with the ‘Global Fly-in for MENA.’ I thought it was for counselors to rub elbows; I found instead that I was speaking with some of the universities who come fairly often to Dubai….It turned out to be more fun than I could have ever imagined!”

Guidance counselors rely on BridgeU as a critical workflow tool.
Where are we after 2021?
**Competition Conundrum**

While US graduates continue to decline worldwide, the next decade will see an additional 350 million post-secondary graduates.

- **Students aged 3-18**: 5.98 M
- **Full time teachers**: 566,100
- **Students attending in Asia**: 3.7 M
- **Bilingual with English as one language**: 33%
- **Schools with learning in English**: 11,616

Now more students than ever are considering Canada and Britain as potential destinations for study.

Source: ICEF, July 2020
Competition Conundrum

Hence, our BridgeU recommendation is that universities in the US adopt a competitive mindset when it comes to international school admissions in 2022.

To do this you must be:

- Data aware
- Strategically diversified
- Virtual savvy
2021 enrollment rebounded...but not by enough

Undergraduates made up 39% of all international students in 2020/21.

Source: The Open Doors Report on International Educational Exchange is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.
The K-shaped recovery and the cost of the status quo

K-shaped recovery

Universities that:
- Focus on international schools as a segment
- Adopt a competitive mindset
- Develop a diversified admissions plan

Universities that:
- Maintain the status quo
- Fail to meet Gen-Z where they live
- Underinvest in international admissions

Before COVID-19
Economic recession
Recovery
What can we expect in 2022?
BridgeU student interest data predicts another tumultuous end to the annual recruitment cycle

Overall shortlists similar to class of 2021

Interest from Chinese students down

US applicants hedging their bets, harder to yield

1/3

of the BridgeU class intends to apply to a US university or college

-24.8%

Decline in interest from students in China

+2

Number of universities explored by US-bound students vs students applying to universities elsewhere
Case 1: Ongoing warning signs in Sino-American channels

Decrease in interest from students in China, continuing a multi-year trend which began before the pandemic.

Highest average applications per student in Asia, with students showing an intention to apply to 10 universities in this cycle.

Special warning signs the WACAC region, with declines in interest for California universities at -11% among current admissions.

Leading places of origin of international students, 2020/21

China alone accounted for 35% of international students.

Source: The Open Doors Report on International Educational Exchange is a comprehensive information resource on international students in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit www.opendoorsdata.org.
Case 2: Growth in schools and interest from the Middle East and North Africa

According to BridgeU data, interest in US universities from students in Africa & Middle East is increasing.

Specifically we’ve seen increases in student interest in the US from:

- **Africa**: +5.6%
- **Middle East**: +9.82%

Kuwait: +48%
Egypt: +56%
Saudi Arabia: +11%

*The United Arab Emirates has 596 international schools, second only to China*
Case 3: Compete for European students in a post-pandemic landscape

Comparing global options

Just over half of BridgeU students apply to universities in two or more countries.

UK: +10%

Europe: +6.6%

Aus: students expected in 2022 semester two

The majority (71%) of international education leaders across universities in Australia expect international students to return in 2022, but only in the second semester.
How can we best prepare for the future?
Thank you!

Continue the conversation

- BridgeU
- LinkedIn
- Twitter

Purposeful Follow-up

- I’d like a custom report of BridgeU students’ engagement with my institution this admissions cycle
- I’d like to be on the list of early recipients of the BridgeU 2022 application trend report (to be released in March ‘22)
- I’d like to receive a digital copy of The Essential International Schools Strategy Guide by BridgeU
- I’d like to schedule a free consultation with a BridgeU expert
- Other, please contact me