



How one college reversed declining international yields

(and how you can too!)



An introduction to today's webinar



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1

Who is BridgeU?

The world's largest community of international school UG candidates

2

Where did BridgeU students apply this cycle?

Trends in a new competitive landscape

3

Why does a hybrid yield strategy matter?

The importance of combining the physical and the virtual

4

What else should we know to be ready for '23?

An opportunity for conversation with colleagues

5

What should my university do next?

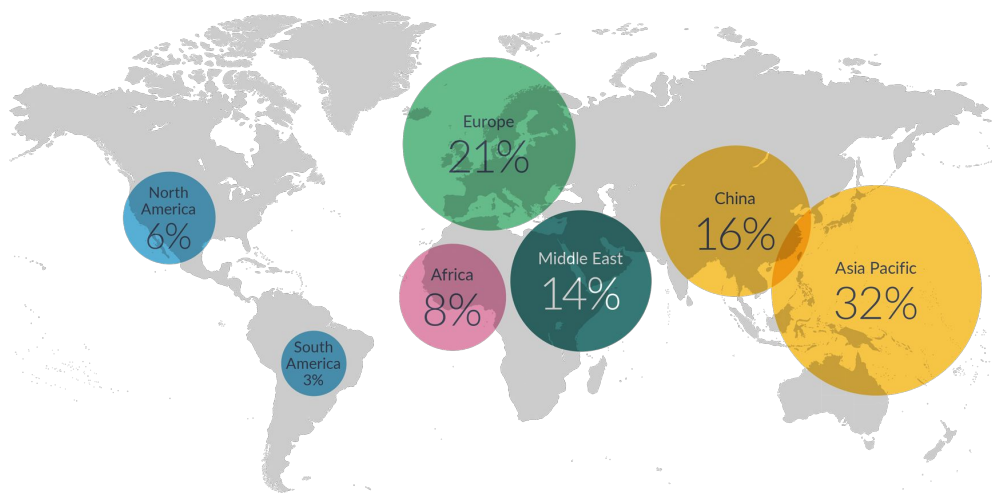
Topline recommendations and actionable next steps



Who is BridgeU?

BridgeU is the trusted guidance partner to international schools worldwide

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



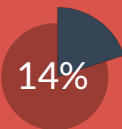
BridgeU is a crucial international integration partner of the Common App



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



BridgeU partners with secondary schools in 350+ cities across nearly 130 countries



BridgeU students accounted for over 14% of all new international students in the US during the 2020/2021 year



Poll 1, discussion

Where did BridgeU
students apply this cycle?



Fall '22 Application Data Illustrates the Challenges Ahead

Global Trends

>1/3

Proportion of
BridgeU students
applying to the US

9.1

Median applications
per Class of '22
student

Illinois

US State with the
biggest increase in
BridgeU applications

China

Country with the
biggest decline in
BridgeU applications

Zooming in

Origins

Traditional mega-markets not
performing as well for the US

Destinations

New shape to the competition
among the Big 4 countries

Students

Applications per student
continue to grow

2021 vs. 2022

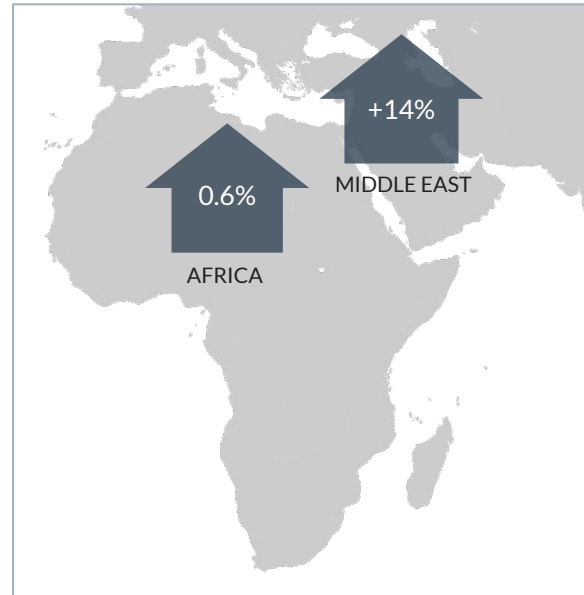
- Applications and student numbers relatively flat year-on-year
- Pandemic data continues to show market and student behavior dynamism
- Accelerated headwinds for yield

Case 1: Origin data reveals challenges and opportunities

Declines in applications from Chinese international schools greater than expected



US universities yielding interest in the Middle East and North Africa



+21%
Qatar

+37%
Egypt

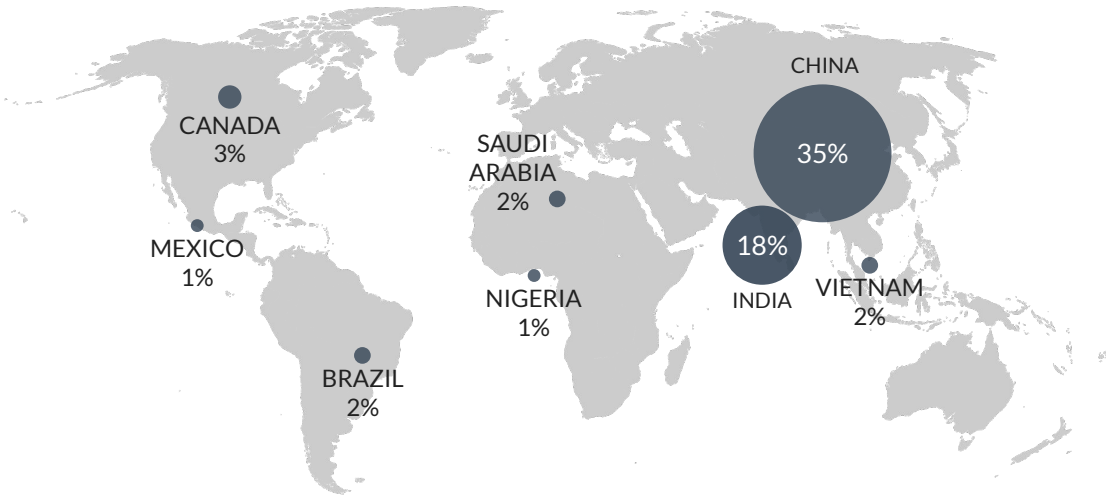
+29%
Kuwait



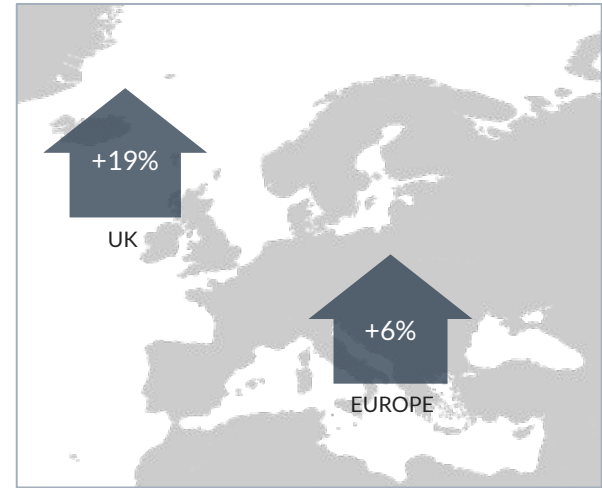
Poll 2, discussion

Case 2: Shifting competitive landscape among English-speaking higher education markets

Leading places of origin of international students, 2020/21



Rising UK and EU student applications to the US

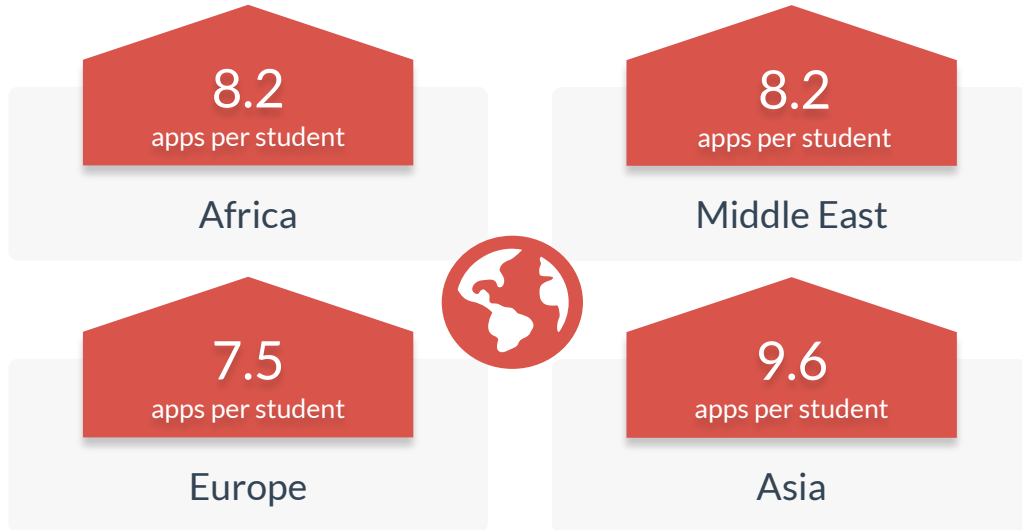


opendoors®

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 3: Student Insights

Applications per student remain at historic highs, with some noticeable regional variation



Expanded destination market for globally-educated students

Class of '22 BridgeU students applying to universities in...

2 countries

50%

3+ countries

20%

Why does a hybrid yield
strategy matter?



Optimizing for a Hybrid Yield Strategy

Factors driving the evolution of hybrid yield strategies

- Pandemic disruptions to counselor (and global) mobility
- Growth in global HE opportunities
- Test-optional policy shift
- Failure to evolve yield strategies for new realities

Competitive Mindset for International Admissions




April 2022


05 APR Webinar: Scholarships and Funding in World-Leading Destinations
Avoid financial concerns being an obstacle to your students' education by learning about the funding options available in popular destinations!
For Counselors



05 APR All about the Visual & Performing Arts
Join our upcoming All About the Arts session, where you'll hear from leading universities and art schools about what it takes to make it in the arts.
For Students



07 APR Ask a student about... the Visual & Performing Arts
Eyeing up a degree in the visual, performing, or applied arts? Then come along to meet current art students, and learn everything from applications to career tips.
For Students



How to move away from “analog” digital yield

- Consider a strategic partner
- Extend to include melt mitigation
- Put student stories at the center
- Identify opportunities to connect prospect and campus digital communities

BridgeU's university partnership program



BridgeU Global Enrollment Services

Full-cycle support for:



Direct Counselor and Student Engagement



Recruitment and Yield Marketing



Realtime Data and Actionable Insights

=

Select BridgeU University Partners



MACALESTER



MIAMI
UNIVERSITY

Ohio
Wesleyan
University

PACE
UNIVERSITY



UCONN



Queen Mary
University of London

UNIVERSITY of GUELPH

Pace University is leading the way on hybrid yield



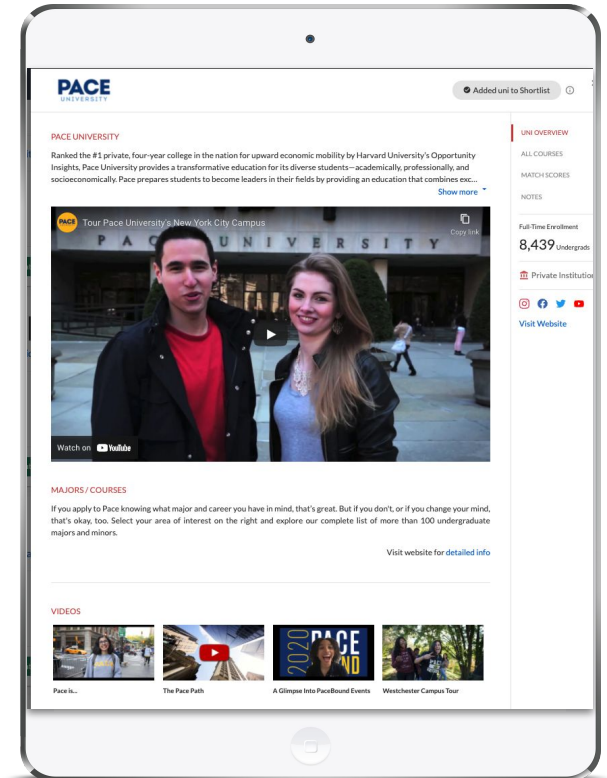
The Facts

Location: New York City

Type: Comprehensive Private

Population: ~8,000 undergrad,
14% international

Opportunity: A great university
with prime location and relevant
career focus, trying to stand out
in NYC is difficult



Pace University is leading the way on hybrid yield



What we did and the results it yielded

Our partner worked with our dedicated BridgeU content team to create a five-part, highly tailored content strategy - used to map the student application journey.

Content was served to a relevant audience of students who expressed an early interest in our partner's institution on the BridgeU platform.

59%

Conversion from shortlist to application

Our partner worked with our dedicated BridgeU content team to create a five-part, highly tailored content strategy - used to map the student application journey.

Content was served to a relevant audience of students who expressed an early interest in our partner's institution on the BridgeU platform.

107%

Increase in applications year-over-year



Impact:

\$329,000

Additional net tuition revenue on students yielded in year 1 of BridgeU partnership

What else should we know
to be ready for '23?



Q&A



Perhaps you'd like to know more about...

BridgeU data from this cycle's international application trends

How you might partner with BridgeU

Best practices for a hybrid yield strategy

Providing value to international school candidates and their counselors

What should my
university do next?



Takeaways and Next Steps

To remember

International school students are the fastest growing segment of international enrollment to the US

The markets where students are interested in studying in the US are changing, and so are the students

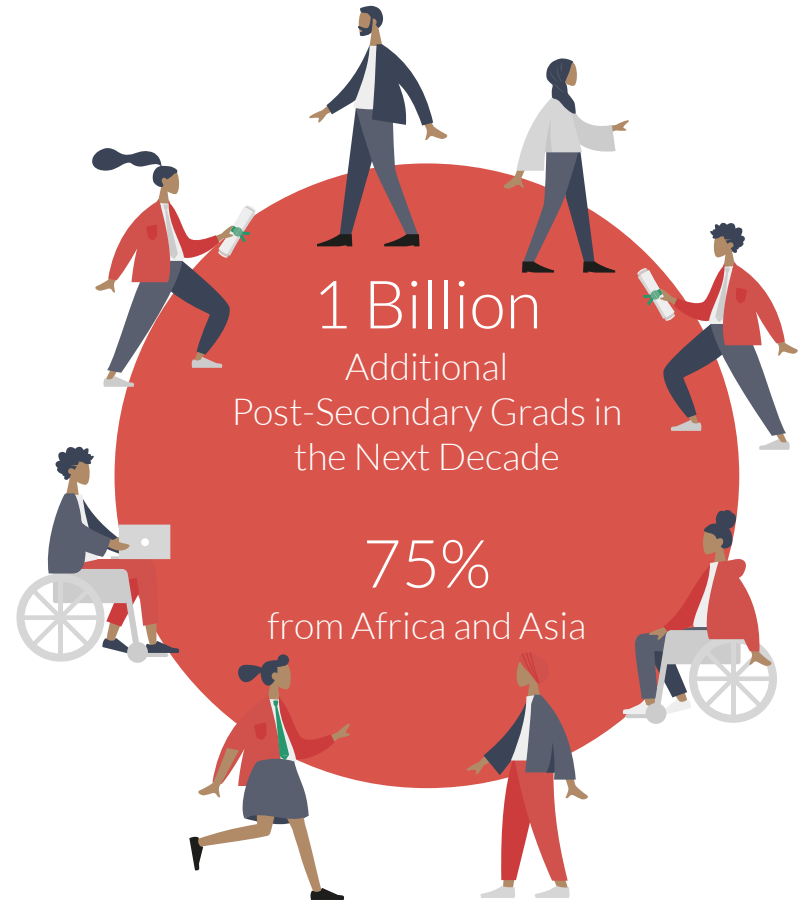
Yielding international school students is only getting more complex and more competitive

To do

Leveraging up-to-date data to guide strategy is more important than ever given pandemic data dynamism

Develop a hybrid yield strategy before next year's yield activities begin

Consider a strategic partner organization—like BridgeU—to move the needle on international school enrollment



Thank you!

Continue the conversation



[BridgeU](#)



[LinkedIn](#)



[Twitter](#)

Mark your calendars

BridgeU will be seeing you at...



NAFSA 2022
ANNUAL CONFERENCE & EXPO
BUILDING OUR SUSTAINABLE FUTURE



Continuing the conversation



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 April '22!)



I'd like to receive a digital copy of The Essential International Schools Strategy Guide by BridgeU



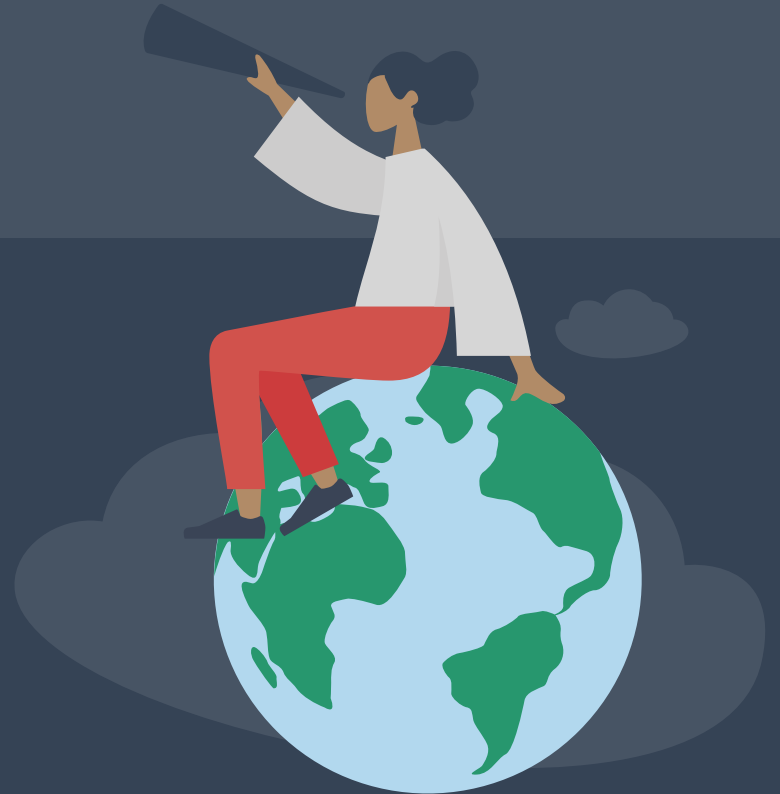
I'd like to schedule a free consultation with a BridgeU expert



Other, please contact me

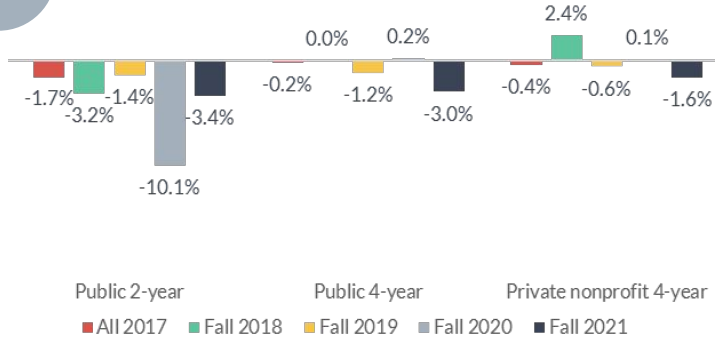


To learn more about our work with universities and colleges in the USA, book a free consultation at universities.bridge-u.com/recruit/



Contextualizing the data

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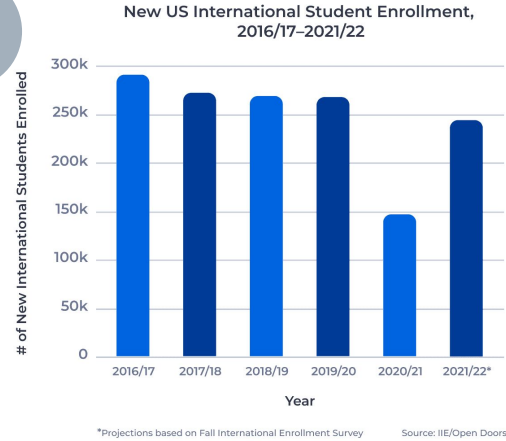


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2



3

From Shortlists

Demonstrated student interest

- Bullet 1
- Bullet 2
- Bullet 3

To Applications

As of March 1, 2022

- Bullet 1
- Bullet 2
- Bullet 3