How one college reversed declining international yields
(and how you can too!)
An introduction to today’s webinar

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

Ben Galina
Senior University Partnerships Manager

Jen Mathews
Senior University Partnerships Manager
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?
Declines in overall enrollment of undergrads, with just over 49,000 new international first-year students in 2020/2021.

**Fall ’22 Application Data Illustrates the Challenges Ahead**

### Global Trends

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<td>Proportion of BridgeU students applying to the US</td>
<td>Median applications per Class of ’22 student</td>
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### 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

### 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

#### Students

- Applications per student continue to grow
Case 1: Origin data reveals challenges and opportunities

Declines in applications from Chinese international schools greater than expected

-28.5%
Applications from Chinese international schools to US universities

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

- **China**: 35%
- **India**: 18%
- **Vietnam**: 2%
- **UK**: +19%
- **EU**: +6%

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

- Africa: 8.2 apps per student
- Middle East: 8.2 apps per student
- Europe: 7.5 apps per student
- Asia: 9.6 apps per student

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

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 a private, four-year college located in New York City. It offers a wide range of undergraduate and graduate programs across various fields, including business, arts, sciences, and more. The university is known for its commitment to providing a comprehensive education that prepares students for success in the real world.

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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

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?
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!

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

Continue the conversation

BridgeU | LinkedIn | Twitter

Mark your calendars
BridgeU will be seeing you at...

NAFSA 2022
INTERNATIONAL ACAC 2022
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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From Shortlists
Demonstrated student interest
As of March 1, 2022

To Applications

- Bullet 1
- Bullet 2
- Bullet 3