



# What Counselors Want: How to Effectively Engage with 21st-Century International School College Counselors

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Preparing for your Fall 2022 (and Beyond)



# An introduction to today's webinar



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Senior University  
Partnerships Manager



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Senior University  
Partnerships Manager

1

## Introducing BridgeU & Key Enrollment Trends

The world's largest community of international school UG candidates

2

## Counselor Introductions

Introducing our special guests

3

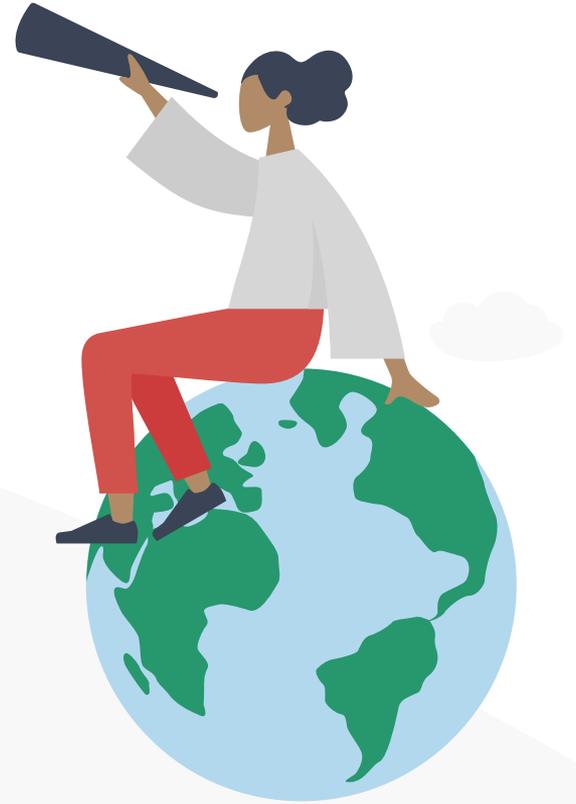
## What Counselors Want

A panel discussion with counselors from Brazil, Germany, and Morocco

4

## What should my university do next?

Topline recommendations and actionable next steps



Who is BridgeU?

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The 2020s are accelerating the changing landscape of U.S. undergraduate enrollment, both domestic and international

### Domestic Enrollment Dip



decline in traditional  
UG population by  
2030<sup>1</sup>

### Global Talent War



China forecast to  
outnumber US STEM  
graduates by 15:1 by 2030

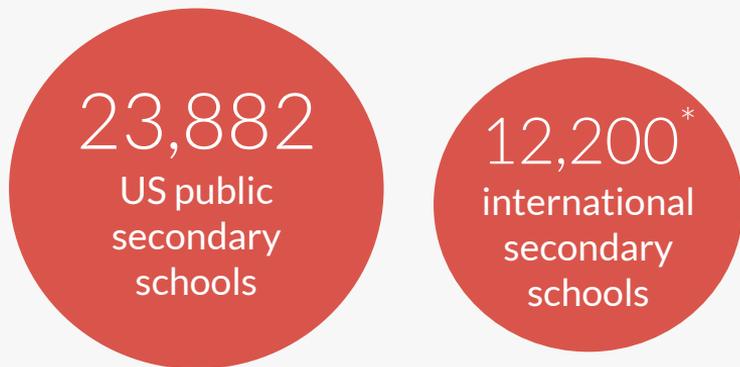
### Global Competition



English-taught masters  
degrees in Europe have  
grown from 500 to 10k  
in the last 10 years

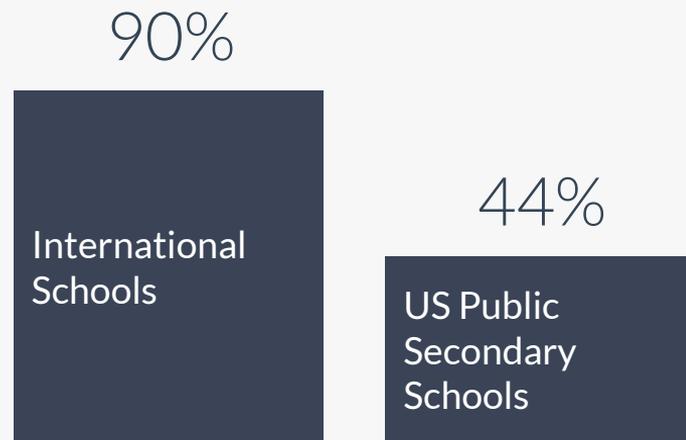
International K12 Sector, expected to reach 19k schools by 2030, represent a fantastic opportunity for US HEIs to build diversity and globalization in a sustainable way

Number of International high Schools  
Compared with United States (by 2030)



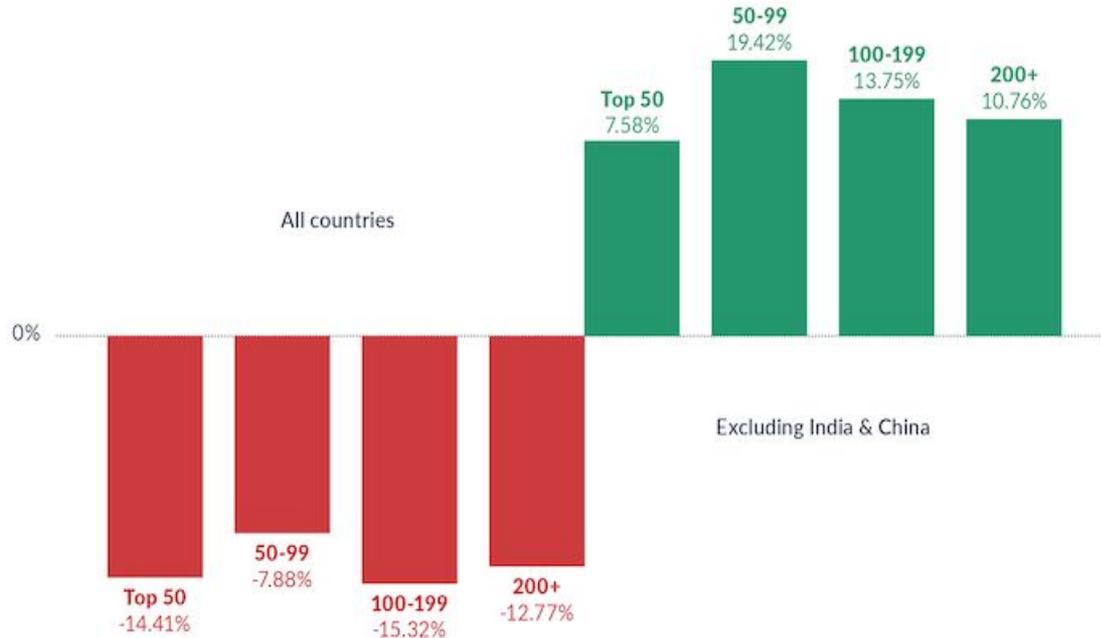
\*BridgeU estimates based on ISCR forecasts

Percent of Students Immediately Enrolling in  
Four-Year Institution



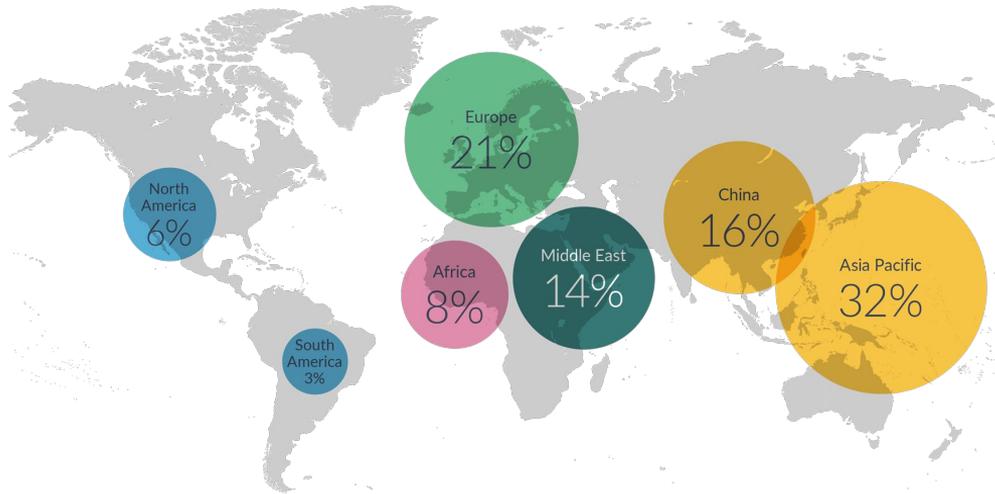
# Despite declines from traditional recruiting powerhouses, the opportunity for ALL universities is clear

New students care more about FIT than they do about RANK, meaning that your positioning must be clear, differentiated, and delivered at the right time in the student journey



# BridgeU is the trusted guidance partner to international schools in 138 countries

BridgeU's mission is to help secondary schools and universities to harness the unique advantages of digitally enabled solutions to drive international student mobility



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

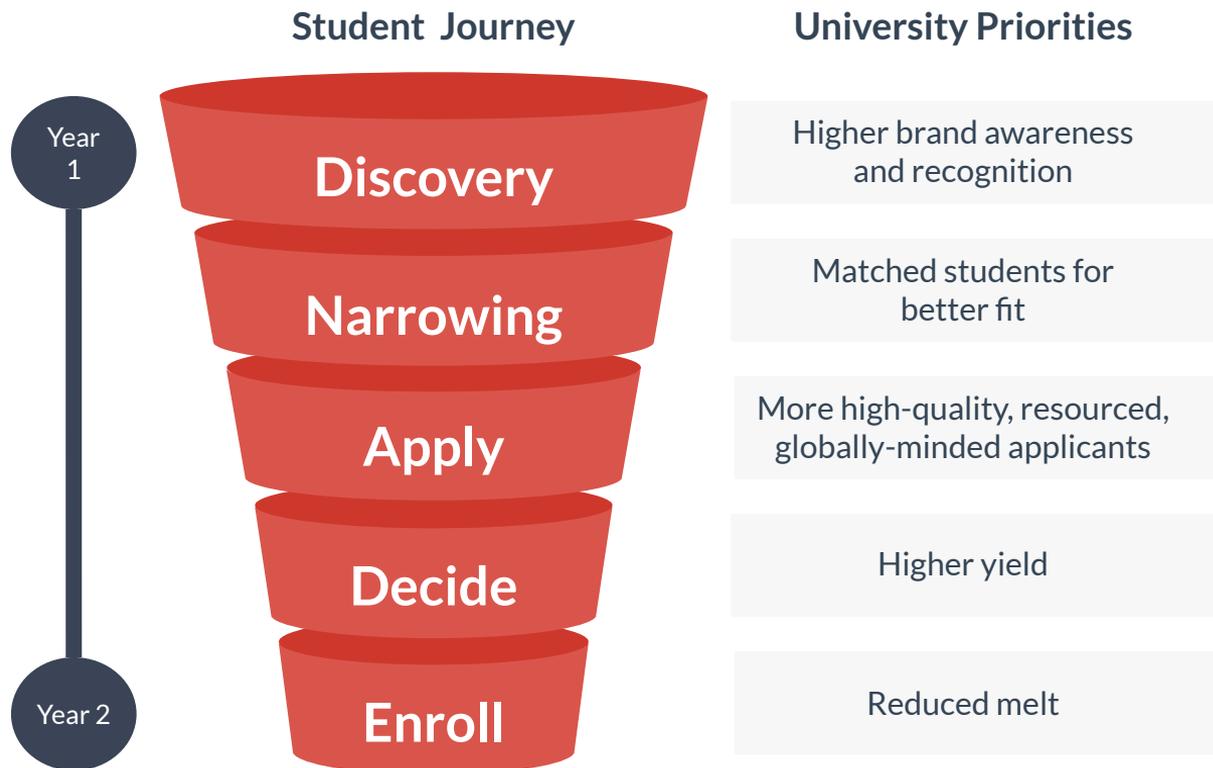


BridgeU partners with secondary schools in 350+ cities across nearly 138 countries

BridgeU helps international school counselors and advisors to save time, empower students, and gain greater visibility into admissions decisions.

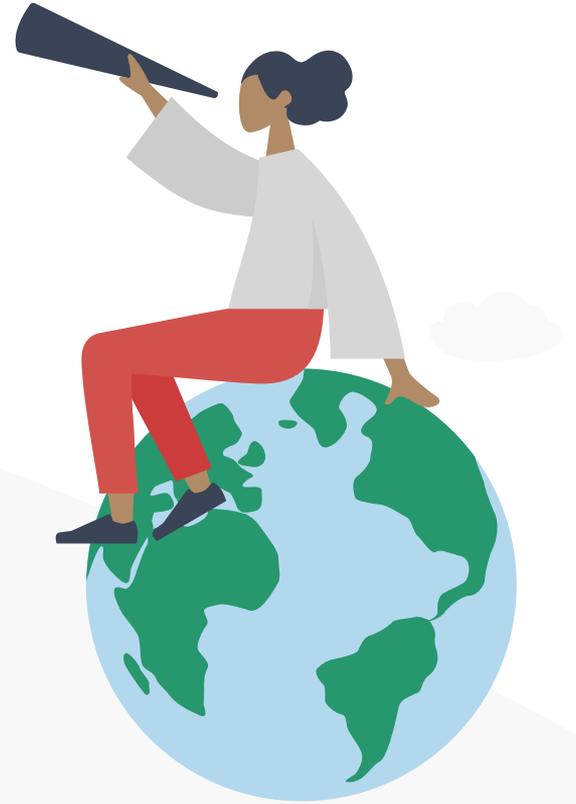


BridgeU helps universities to connect directly with international schools in 138 countries to engage with students seeking higher education opportunities.



# What Counselors Want Panel Session

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# Introducing our Panelists



**Leslie Silverman Kamphausen**  
Berlin Brandenburg International School



**Rana Haroun**  
Casablanca American School



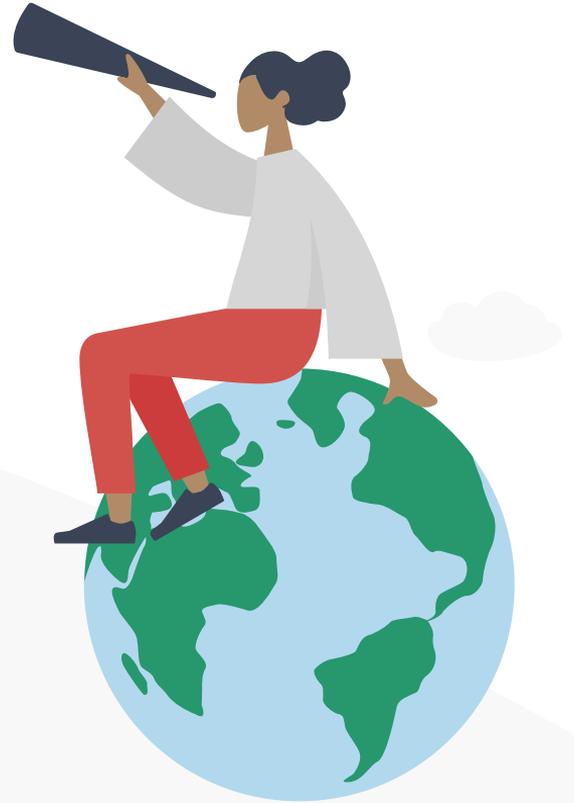
**Gabriela Guimaraes**  
Colégio Positivo Internacional



# Topic: The evolution of guidance practice during and after the pandemic period

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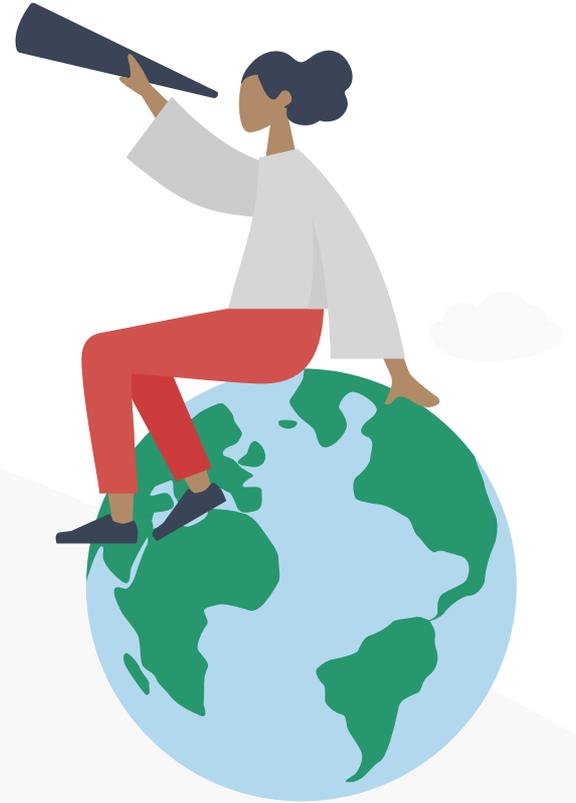
*Please use the Q&A window to submit any questions for our panelists*



# Topic: The increasing value of university engagement in the international school guidance practice

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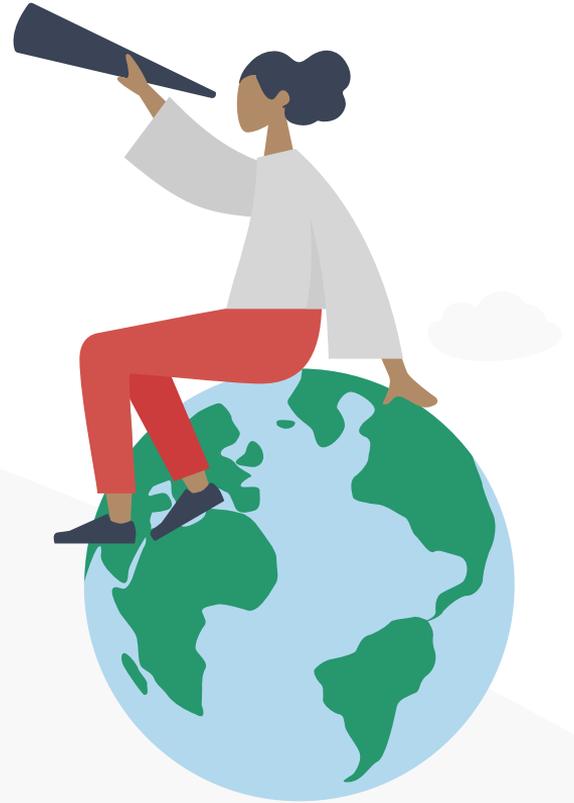
*Please use the Q&A window to submit any questions for our panelists*



# Topic: Best practices for universities looking to engage this coming fall

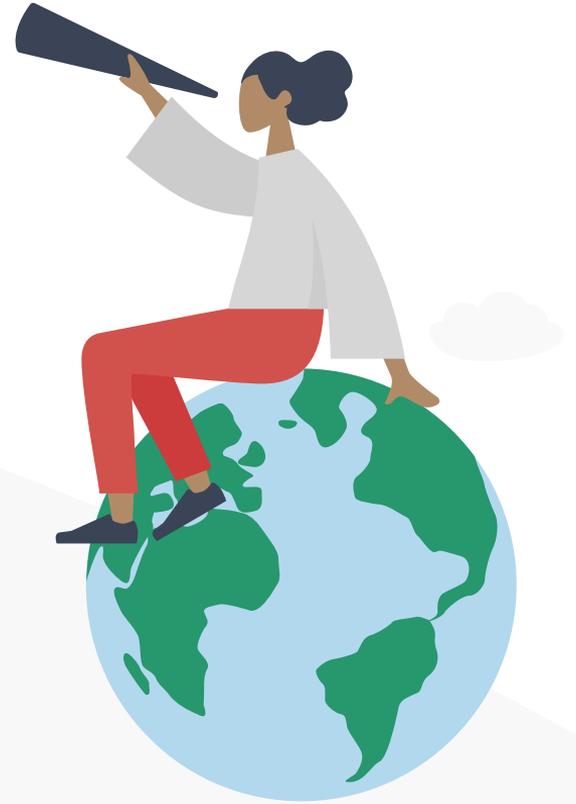
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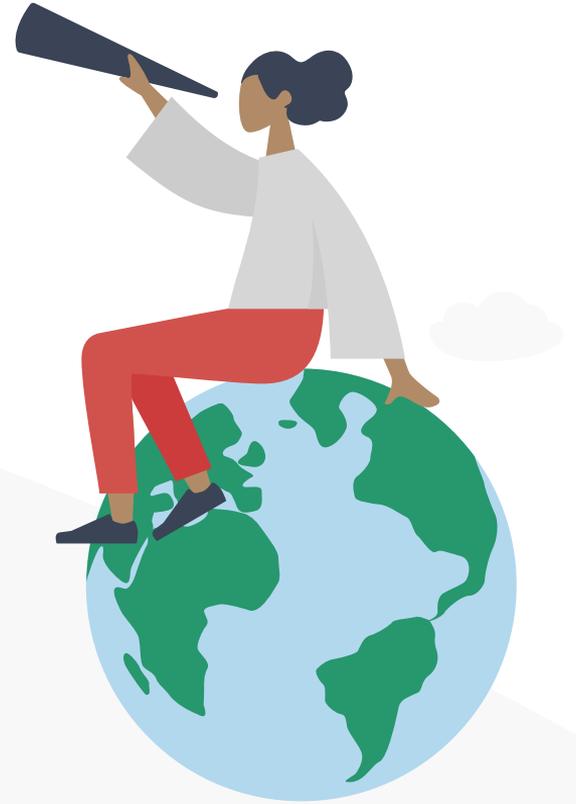
# Questions

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What should my  
university do next?

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# Takeaways and Next Steps

## To remember

The pandemic is not a monolithic experience, and it is the backdrop to the entire college search process for next year's candidates.

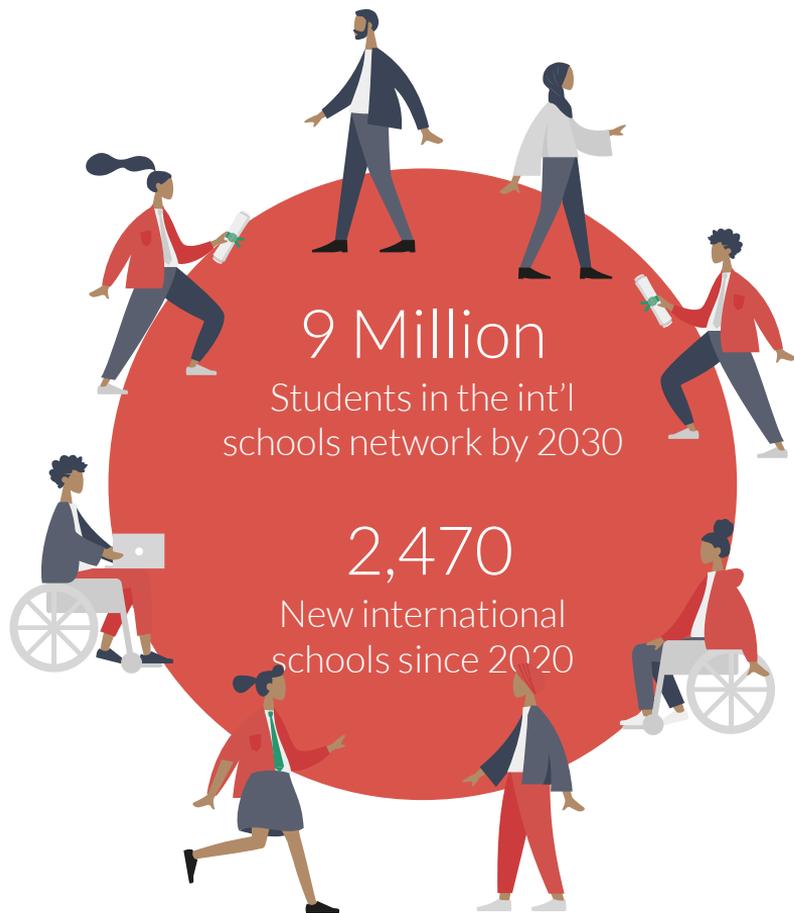
Hybrid recruitment is here to stay, meaning that both virtual and in-person interactions will be crucial to sharing your university's stories with international schools.

## To do

Given ongoing explosive growth, create a dedicated international schools strategy to meet enrollment goals

Continue efforts to diversify recruiting efforts are important given declines from India and China

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



# Thank you!

## Continue the conversation



## Mark your calendars

BridgeU will be seeing you at...



## Purposeful Follow-up



I'd like a custom report of BridgeU students' engagement with my institution this admissions cycle



I'd like to receive a copy of the NEW BridgeU 2022 application trend report



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