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

Preparing for your Fall 2022 (and Beyond)
An introduction to today’s webinar

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

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**Ben Galina**
Senior University Partnerships Manager

**Ryan Tritch**
Senior University Partnerships Manager
Who is BridgeU?
The 2020s are accelerating the changing landscape of U.S. undergraduate enrollment, both domestic and international.

### Domestic Enrollment Dip
- **15%** decline in traditional UG population by 2030\(^1\)

### Global Talent War
- **15:1** China forecast to outnumber US STEM graduates 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)

- **23,882** US public secondary schools
- **12,200* ** international secondary schools

*(BridgeU estimates based on ISCR forecasts)*

### Percent of Students Immediately Enrolling in Four-Year Institution

- **90%** International Schools
- **44%** US Public Secondary Schools
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.

- Balancing a teaching timetable with counselling duties
- Ensuring students are getting the right guidance
- Keeping parents happy
- Reporting to senior leaders
- Engaging students who are learning remotely
- Keeping up with a changing university environment
- Additional challenges due to COVID-19
BridgeU helps universities to connect directly with international schools in 138 countries to engage with students seeking higher education opportunities.

### Student Journey
- **Discover**
- **Narrowing**
- **Apply**
- ** Decide**
- **Enroll**

### University Priorities
- Higher brand awareness and recognition
- Matched students for better fit
- More high-quality, resourced, globally-minded applicants
- Higher yield
- Reduced melt
What Counselors Want
Panel Session
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

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

Please use the Q&A window to submit any questions for our panelists
Topic: Best practices for universities looking to engage this coming fall

Please use the Q&A window to submit any questions for our panelists
Questions
What should my university do next?
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

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 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

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

NAFSA 2022
International ACAC 2022
RESILIENCE