

Newsletter

Issue 7 November 2016



IN THIS ISSUE:

TAG-EDUCA Participates in European Education Summit 2016 in Warsaw

The Launch of a New Division

Destination marketing organisations adding new partnerships and resources for international student recruitment

Be a better Manager: Live Abroad

Did you know?

The jobs of the future - and two skills you need to get them

Introduction

Talal Abu-Ghazaleh Educational Services (TAG-Educa) is licensed by the Ministry of Higher Education as a certified agency for student services in Jordan. TAG-Educa continues to widen its geographic scope to include a growing number of recognized educational institutions in Europe, Asia & North America.

By offering specialized academic services, we have already started counseling students to secure enrolment in universities, colleges and language institutes around the globe. International student mobility is where our main focus resides and the services we provide equip our students with all that they need to pursue higher learning abroad, wherever they may be.

TAG-EDUCA Participates in European Education Summit 2016 in Warsaw

WARSAW – Talal Abu-Ghazaleh Organization (TAG-Org) attended and participated in UniAgent's European Education Summit that was held in Poland in October 2016. University of Polonia and University of Business and International Studies (UBIS) sponsored the annual summit, among other prominent higher education institutions.



TAG-Educa had the opportunity to network with recognized universities and language institutes throughout Europe, which has proved useful for establishing cooperation and securing agreements before its official launch in January 2017.

A workshop was also held as part of the Summit's four-day program to discuss several topics including international student recruitment, recruitment process automation, international digital marketing, and digital academic networking. Being the world's largest listing platform of educational consultants, Uni-Agents now reaches out to over 13,000 certified agents in 160 countries worldwide.



Many of the universities that had participated in the Summit are part of the Erasmus network, in addition to TAG-Educa – which will officially launch its “Gain Mobility Network” (portal system) in cooperation with Cardiff Metropolitan University for Erasmus members. This portal system is a comprehensive platform that connects prospective scholarship recipients with current and alumni students throughout a vast network of member universities.

During the conference, the topics addressed included challenges of higher education, cultural barriers to studying abroad, and the opportunities for networking with more accredited universities and international students around the globe.

The Launch of a New Division

AMMAN – Talal Abu-Ghazaleh Educational Services (TAG-Educa) met with several prominent universities and language centers for exploring areas of cooperation.

TAG-Educa will officially announce all its cooperation agreements with universities, colleges and language centers through its upcoming launch event. During the event, it will promote its represented institutions to prospective students whom will subsequently have access to a wide array of universities worldwide.



The securing of agreements is attributed to TAG-Educa’s participation in the European Education Summit, which took place in Poland, as well as the “Beyond Erasmus Mundus” event held in Amman. Erasmus Mundus is a network of universities that works on improving the quality of higher education and promoting educational and cultural exchange between countries.

All these universities will be part of TAG-Educa’s platform for enabling students to access information easily, explore university options and apply to different programs online. The platform also serves as a networking tool between prospective and current students, alumni, and university faculty members.



Editor's Choice

Destination marketing organisations adding new partnerships and resources for international student recruitment

Destination marketing organizations are becoming increasingly active in international student marketing. Many are developing, or are already implementing, formal international student marketing strategies.

Some take a very broad view of destination marketing, with initiatives and services that contribute to student recruitment, student satisfaction during the term of study, and alumni engagement.

The World Tourism Organization (UNWTO) points out that international travel has skyrocketed over the last 50 years or so. In the mid-1950s, there were 25 million international arrivals whereas last year there were 1.2 billion. The UN travel agency conservatively predicts that this number will reach 1.8 billion international arrivals by 2030. As these numbers suggest, tourism is big business – in fact, it now accounts for a staggering 10% of world GDP.

And youth travel – broadly framed as travellers aged 16-30-years-old – has seen corresponding growth. Younger international travellers amounted to roughly 270 million in 2015, or about 23% of all international arrivals, and are projected to reach 360 million by 2030.

Youth travellers are also early adopters for new destinations. “They are less service oriented,” says the UNWTO’s Eunji Tae, “and more experience oriented.” And because they are heavily engaged online and via mobile, this “always on” generation can help to quickly attract more travellers to both established and new destinations.

Where student travel fits in

Student travel is a significant, high-value component of the broader youth travel market. With 4.5 million post-secondary students abroad, another 2.3 million for language travel, and roughly 400,000 overseas for K-12 study, the market is valued at about US\$120 billion per year.

The international education market research firm Student Marketing calculates that a destination realises €10 million (US\$11 million) in economic impact - and support for 300 full-time jobs - for every 1,000 international students that it hosts. Part of this impact is derived from the fact that foreign students, along with their family and friends, tend to make repeated visits to their destination country, region, and city. Further, as many as 30-40% of student travellers wish to stay, work, and live in the destination after graduation. This

means the student travel segment is also “a great source for acquiring a talented, skilled workforce,” adds Student Marketing CEO Samuel Vetrak.

The scale and scope of that economic impact is not lost on tourism marketers and StudentMarketing points out that there are increasing numbers of

destination marketing organisations (DMOs) actively engaged in promoting student travel. This subject was in focus earlier this week at a special “Destinations Meet Student Travel” forum that was convened just before the ICEF Berlin Workshop.

<http://monitor.icef.com/>

Be a better Manager: Live Abroad

William W. Maddux, Adam D. Galinsky, Carmit T. Tadmor

Travel and living abroad have long been seen as good for the soul. What’s perhaps less well-known is that they’re also good for the company. People who have international experience or identify with more than one nationality are better problem solvers and display more creativity, our research suggests. What’s more, we found that people with this international experience are more likely to create new businesses and products and to be promoted.

People with international experience are more likely to create new businesses and products and to be promoted.

For example, we ran an experiment in which 220 MBA students from Northwestern’s Kellogg School were asked to solve the famous Duncker candle problem. In this behavioral test, individuals are presented with three objects on a table: a candle, a pack of matches, and a box of tacks. They’re asked to attach the candle to a cardboard wall-using only the objects on the table-so that the candle burns properly and does not drip wax on the floor.

We found that the longer students had spent living abroad, the more likely they were to use the box as a candleholder. In fact, 60% of students who had previously lived abroad solved the problem compared with 42% of students who hadn’t lived abroad. Interestingly, time spent traveling abroad had no effect on creativity.

This creativity effect was even more pronounced in students who had made an effort to adapt to their host countries. In a study of 133 International students

from 40 countries (15 of whom held dual citizenships), we found that creative enhancement was significantly higher for students who said they had adapted to the foreign countries while they lived there than for students who said they had not.

Expatriate programs are good for developing better managers, our research suggests. We believe that companies could make them even better by ensuring that expats are not cocooned from the local culture during their stints abroad. The more expats interact with locals and local institutions, the more creative and entrepreneurial they'll become.

<https://hbr.org>

Did you know?

4 Tips to Choosing the Right Career Path:

1. Self-evaluation - find the career that matches your skills, talent, and interests.
2. Think before choosing - weigh your options and make an informed decision.
3. Stick with your passion - not what the job market demands or for the pay.
4. Start your own business - introduce an innovative product or service.



The jobs of the future - and two skills you need to get them

Simon Torkington, World Economic Forum.

Could a robot do your job? Millions of people who didn't see automation coming will soon find out the painful way. The answer is a resounding yes.

The World Economic Forum's Future of Jobs study predicts that 5 million jobs will be lost before 2020 as artificial intelligence, robotics, nanotechnology and other socio-economic factors replace the need for human workers.

The good news is that those same technological advances will also create 2.1 million new jobs. Most new jobs will be in more specialized areas such as computing, mathematics, architecture and engineering.

Governments and employers in every sector are being urged to retrain and re-skill workers to avoid a crisis.

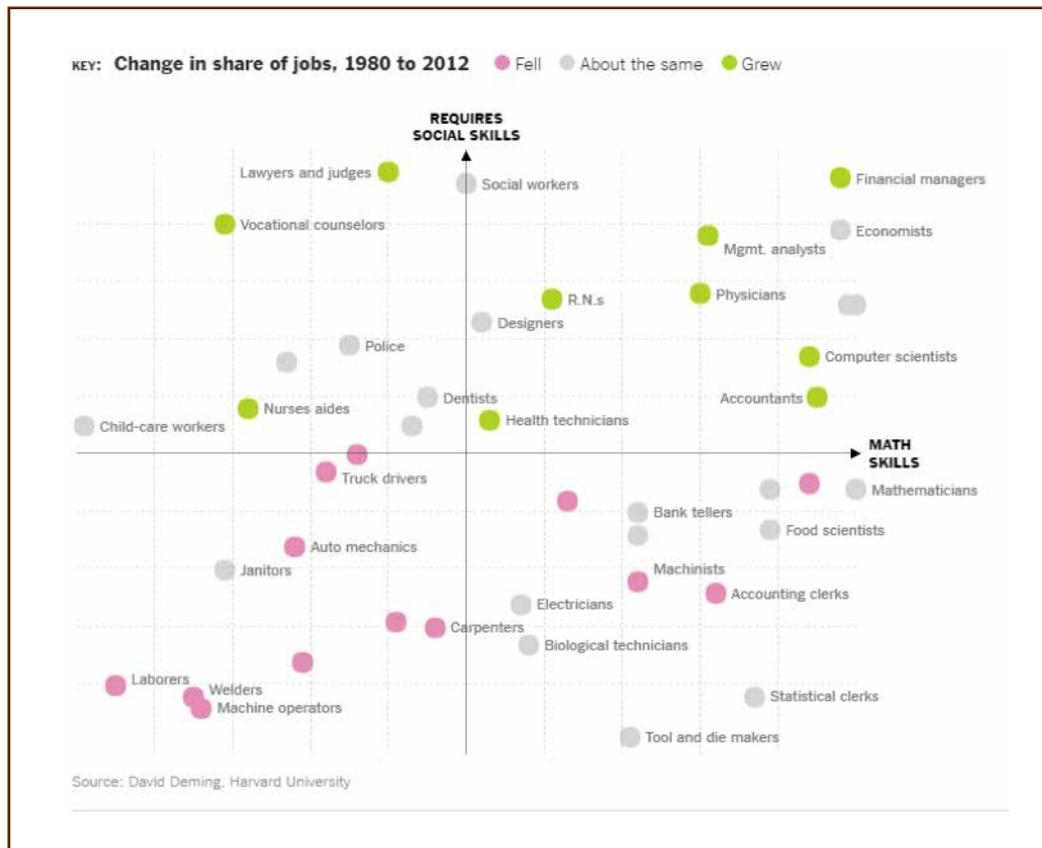
“Without urgent and targeted action today, to manage the near-term transition and build a workforce with future-proof skills, governments will have to cope with ever-growing unemployment and inequality” said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

New skills for new economies

So what skills should workers be acquiring to make sure they have value as the Fourth Industrial Revolution gathers pace? Some may be surprised to learn that skills we develop in pre-school will be valued highly.

David Deming, associate professor of education and economics at Harvard University, argues that soft skills like sharing and negotiating will be crucial. He says the modern workplace, where people move between different roles and projects, closely resembles pre-school classrooms, where we learn social skills such as empathy and cooperation.

Deming has mapped the changing needs of employers and identified key skills that will be required to thrive in the job market of the near future.



Single-skillset jobs in decline

Deming shows that in recent years, many jobs requiring only mathematical skills have been automated. Bank tellers and statistical clerks have suffered. Roles which require predominantly social skills (childcare workers, for example) tend to be poorly paid as the supply of potential workers is very large.

The study shows that workers who successfully combine mathematical and interpersonal skills in the knowledge-based economies of the future should find many rewarding and lucrative opportunities.

Refocusing skills education

The challenge now, says Deming, is for educators to complement their teaching of technical skills like mathematics and computer science, with a focus on making sure the workers of the future have the soft skills to compete in the new jobs market.

<https://www.weforum.org>

TAG-Educa Partners

		
	 华中科技大学	
 OKAN UNIVERSITY ISTANBUL		 UNIVERSITY OF ECONOMICS - VARNA
 AN INDIVIDUAL EXPERIENCE		
		
 VYTAUTAS MAGNUS UNIVERSITY WILNIUS		
		 NOTTINGHAM BUSINESS SCHOOL Nottingham Trent University
 KAUNAS UNIVERSITY OF TECHNOLOGY		 ACADEMY of ART UNIVERSITY