

Newsletter

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Introduction

Welcome to our second newsletter, which we will continue to circulate once every month. The newsletter will reveal TAG-Educa related activities, offering a detailed illustration of our current progress, upcoming events and the work we plan to accomplish.

From this monthly publication, readers will get insight into the global field of educational services and the scope it comprises. That said allow us to acquaint you with TAG-Educa's latest work and introduce the project that will be due to launch in the coming months.

Latest News

TAG-Educa is licensed by the Ministry of Higher Education as a certified agency for student services in Jordan. Until now, TAG-Educa has managed to secure cooperation agreements with recognized educational institutions covering a wide geographic scope from Southern Europe and the Mediterranean to the UK, Russia, China and the U.S.

By offering specialized academic services, TAG-Educa has started counseling students to secure enrolment in universities, colleges and language institutes around the globe.

Upcoming Projects

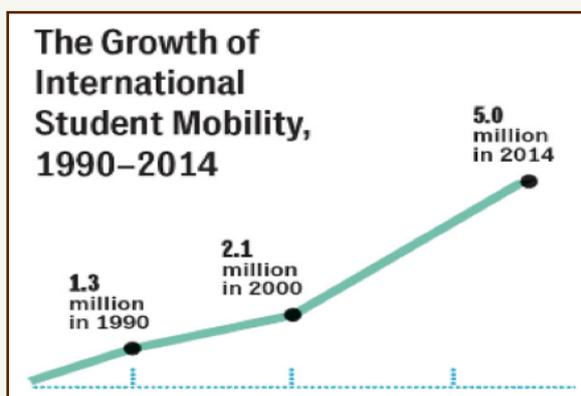
TAG-Educa Student Mobility Portal

TAG-Educa will soon launch the student portal, a digital platform designed to secure its users with university admissions within an international network of universities. This network comprises hundreds of universities worldwide where academic programs offered at Bachelor, Master and Doctorate levels are easily accessible to student applicants wherever they may be.

The platform will provide users with options in higher education studies based on their academic qualifications and professional credentials. Once the user selects a program of interest, a counselor will compile all required documents submitted and begin the online application process. Users will then be able to check the status of their applications by logging into their user accounts and communicating with academic counselors through an online messaging system.

A Recent News Article on International Education

The state of international student mobility in 2015



- It is estimated that five million students studied outside of their home countries last year
- This represents more than a tripling of global international student enrolment since 1990
- Demand from Asia has driven most of this growth, but we also now see a number of important emerging markets that will influence global mobility in the future
- The nature of competition is shifting, with enrolment more

widely distributed among a larger field of destinations, including a growing number of non-English-speaking countries

- Market forecasts anticipate greater demand for post-graduate and vocational training programs going forward

There are more than five million students travelling abroad for education when you factor in the huge numbers pursuing language studies: two million students are engaged in language travel today, of whom roughly two-thirds study English.

The governments of the fastest-growing emerging economies are investing heavily in the expansion of their higher education systems; creating scholarships to help their students acquire education abroad

– and then bring it back home; and joining in cross-border research partnerships and exchanges that elevate their countries’ status, potential for innovation, and influence in the world.

It is no coincidence that as a result, developing economies are growing in tandem with international student mobility. In addition, as the balance of world economic and political power shifts, so do patterns of mobility.

Growing demand for post-graduate education and VET

The recent “massification” of higher education, in which higher education became accessible to more of the population, is driving a new trend: greater numbers of university graduates are now also able to pursue post-graduate studies.

The British Council expects India and China to contribute the greatest number of globally mobile post-graduate students in 2024, but notes that demographic and economic trends will see Nigeria, Saudi Arabia, Pakistan, and Indonesia posting “substantive increases in outbound post-graduates.”

Looking ahead

At this writing, most students who choose to study abroad choose OECD countries as their destinations. But as linkages and trade intensify between Western economies and Asian ones, and as Asian countries expand and improve their higher education systems, we will likely see mobility patterns become more diverse over the next decade. Top American and British institutions still attract the majority of the world’s most ambitious and/or wealthy students, but Asian countries are climbing steadily up world university rankings.

As competition increases for students,

we can expect to see countries and institutions differentiate themselves using a range of strategies, including destination marketing, branding, tuition and/or financial assistance, and (at the country level) work and immigration policies.

International education is no longer a niche area of the economy or the pursuit of a small segment of lucky students: it is measured in millions of study visits – and billions of dollars. The sector has come a long way in a relatively short time, and if stewarded responsibly by governments, associations, institutions, and agents alike, it will go much further.

Where they will go

Demographic trends, economic growth, government scholarships, and rising incomes are some of the major forces at play in determining where students are coming from when they study abroad. But what about where they are going? The answer to this question involves the interplay of different factors. On the one hand, students' own circumstances guide their choice of where to study (e.g., their financial means; the level of study they are pursuing; the advice they receive

from friends, family, and agents; their perceptions of the image and reputation of an institution or country).

On the other hand, country-level and institutional policies affect the popularity of destinations. Students are often influenced by the relative cost of living and tuition in a country (which may be affected by currency fluctuations) as well as the availability of internships and post-study work and immigration opportunities.

The international recruitment outlook for Russian universities

Over the last three years, Russia has made some important strides in bolstering the strength and profile of its higher education system. Major reforms are underway as are important national initiatives that seek to claim a greater role for Russian institutions in international education.

<http://monitor.icef.com>