

# Newsletter

Issue 8 December 2016



## TAG-Educa Newsletter

Welcome to our eighth newsletter, where we will talk about the upcoming launch of TAG-Educa, present our newly affiliated educational institutions, and update you with the latest trends in international student recruitment as well as provide informative articles in the field of higher education.



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## **The Official Launch**

In January, TAG-Educa will be launching its services in an official event, in which it will be presenting all its cooperation agreements with universities, colleges and language centers worldwide.

During the event, students will get the chance to learn about the various services TAG-Educa provides, in addition to getting an overview of the different educational institutions that they may wish to enroll in.

The event will feature prominent guest speakers specialized in different sectors related to education and employability.

TAG-Educa will also be demonstrating its newly developed portal system that will serve to automate the counselling process for students to pursue their higher education studies abroad.

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## **Beyond Local Educational Borders**

Among TAG-Educa's goals and priorities is to present a wide selection of universities for students to choose from once they have decided to study abroad. Our experts in the field of counseling help students make an informed decision about the country of study, first, and then guide them through the entire process of applying to one or several university programs.

Our staff members have developed personal relations with admission officers at all the universities we represent. We strive to maintain these strong relations by working in close coordination with admission departments to ensure the quality and reliability of our service.

The unique profile of TAG-Educa is attributed to the diversity of its network of universities, and the vast array of specializations offered at the Bachelor, Master and PHD levels. Currently, TAG-Educa's pervasive reach, as member of Talal Abu-Ghazaleh Organization (TAG-Org), extends from the Middle East to Europe, Asia, Africa & North America.

We are working towards expanding outreach to many more countries earning a reputation of preferred places of study for international students around the globe.

Below is a list of our affiliated educational institutions.



## Editor's Choice

### A survey says employment prospects is the key for postgraduate applicants

- » *A global survey of international postgraduate applicants finds that employment concerns are figuring more prominently in the decision making of prospective master's and PhD students*
- » *Depending on global region, students may give greater (or roughly equal weight) to the institution's reputation in a specific field of study as opposed to overall institutional standing*
- » *Other key considerations for postgraduate applicants include the international recognition of advanced degrees earned abroad, cultural interest and lifestyle factors, and affordability.*

A 2015 survey of postgraduate applicants around the world finds that prospective master's or PhD students are giving greater weight to future career prospects when choosing their programme, institution, and country for study abroad. The QS World Grad School Tour Applicant Survey 2015 establishes a clear trend over the past six years towards a greater emphasis on employment outcomes for postgraduate applicants, whether the student has a specific career goal

in mind or just "a more general sense of the need to become as 'employable' as possible."

Quacquarelli Symonds (QS) gathered survey responses from 7,153 students over the first six months of 2015. All students were in the process of applying for graduate-level courses abroad, with nearly nine in ten (87%) interested in master's programmes, 21% in PhDs, and 8% in both levels of advanced study.

Two-thirds of respondents were 25 years old or younger; another 22% were aged 26-to-30 years. Roughly 40% were from Asia but the survey sample was geographically diverse with Nigeria, Pakistan, Ghana, Italy, Brazil, the US, the UK, Greece, and Kenya among the top-responding countries. Four in ten responding applicants (41%) were currently in full-time employment, with roughly the same number (39%) currently enrolled in academic study.

Given the size and geographic range of the survey sample, there is a remarkable consistency in terms of how postgraduate applicants describe their

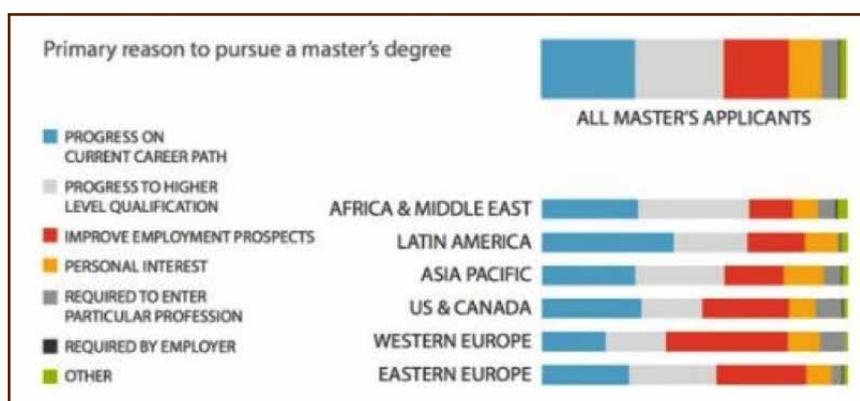
motivations for further study. And the principal finding in the 2015 survey was the importance of employment outcomes for postgraduate applicants. “Factors relating to employability loom large,” notes the survey report. “Almost 60% of master’s applicants say their prime motivation for further study is to progress in their current career, to improve their employment prospects more generally, or to enter a particular profession. The same set of ambitions is similarly prominent among prospective PhDs, and unsurprisingly many of the latter – though by no means all – are aiming specifically at careers within academia.”

*Primary reason of applicants to pursue a master’s degree. Source: QS*

Going back to earlier survey results from 2008/09, QS makes the clear observation that “personal interest” has declined as a motivating factor for postgraduate applicants in favour of an interest in progressing in one’s career path.

In keeping with this sharper focus on employment goals, the 2015 survey finds a growing interest in STEM subjects (science, technology, engineering, and math). “This aligns with growing global awareness of high demand for STEM specialists, the rising profile of computing-related careers, and the impact of national schemes to encourage more young people to enter the STEM fields,” adds the report.

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



## Did you know?

### 5 Tips for Writing an Effective Personal Statement for University Applications

1. Take your time to brainstorm on topics before writing.
2. Indicate the reasons for why you chose a particular program of study.
3. Highlight your strengths and talents.
4. Start with a captivating opening paragraph (personal story/ funny comparison).
5. Have a friend or family member proofread your personal statement; give it a second pair of eyes.



## Just For Laughs

