
Third Wave: Leveraging International Data & Trends to Meet Goals

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NEW YORK UNIVERSITY

Data is Everywhere

What are reliable sources of data?

- **Internal Admissions Data**
- **Third Party Sources**
- **Non-Profits & Governments**

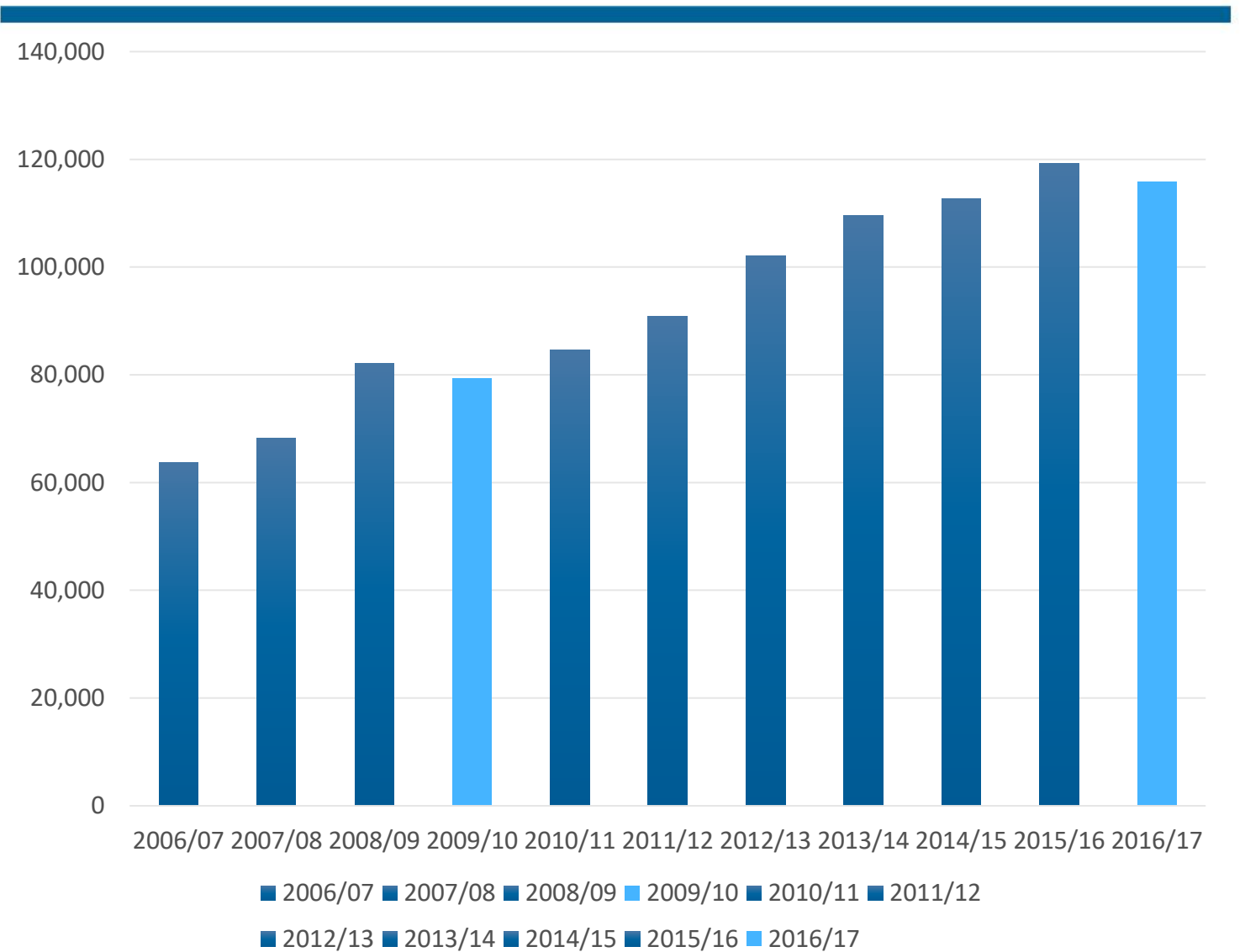
What can it be used for?

We can use data to answer questions we have.

How has the global marketplace for undergraduates changed over the past 10 years and how is it going to change in the future?

US First-Year Undergraduate Enrollment 2006-2017

Open Doors 2017

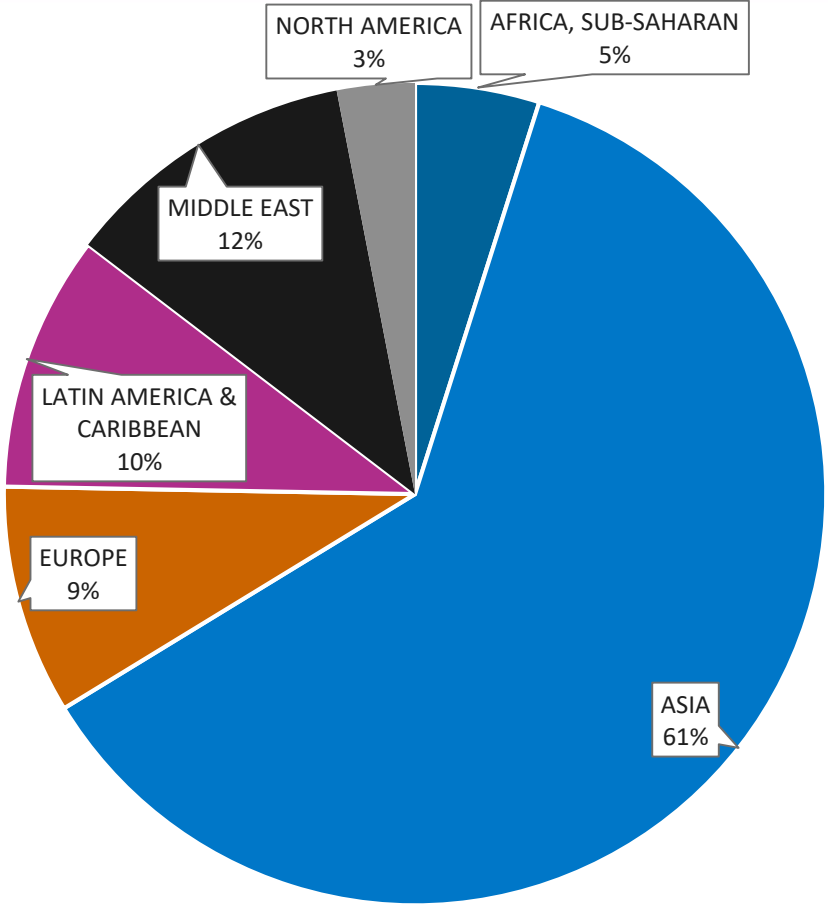


What percentage of all undergraduates in the
US are from Asia?

Regional Origins of Undergraduates

61% of current international undergraduates are from Asia

Open Doors 2017



- AFRICA, SUB-SAHARAN
- ASIA
- EUROPE
- LATIN AMERICA & CARIBBEAN
- MIDDLE EAST
- NORTH AMERICA

What are the fastest growing global markets of international students?

2015/16 to 2016/17 Change in Undergraduate Enrollment

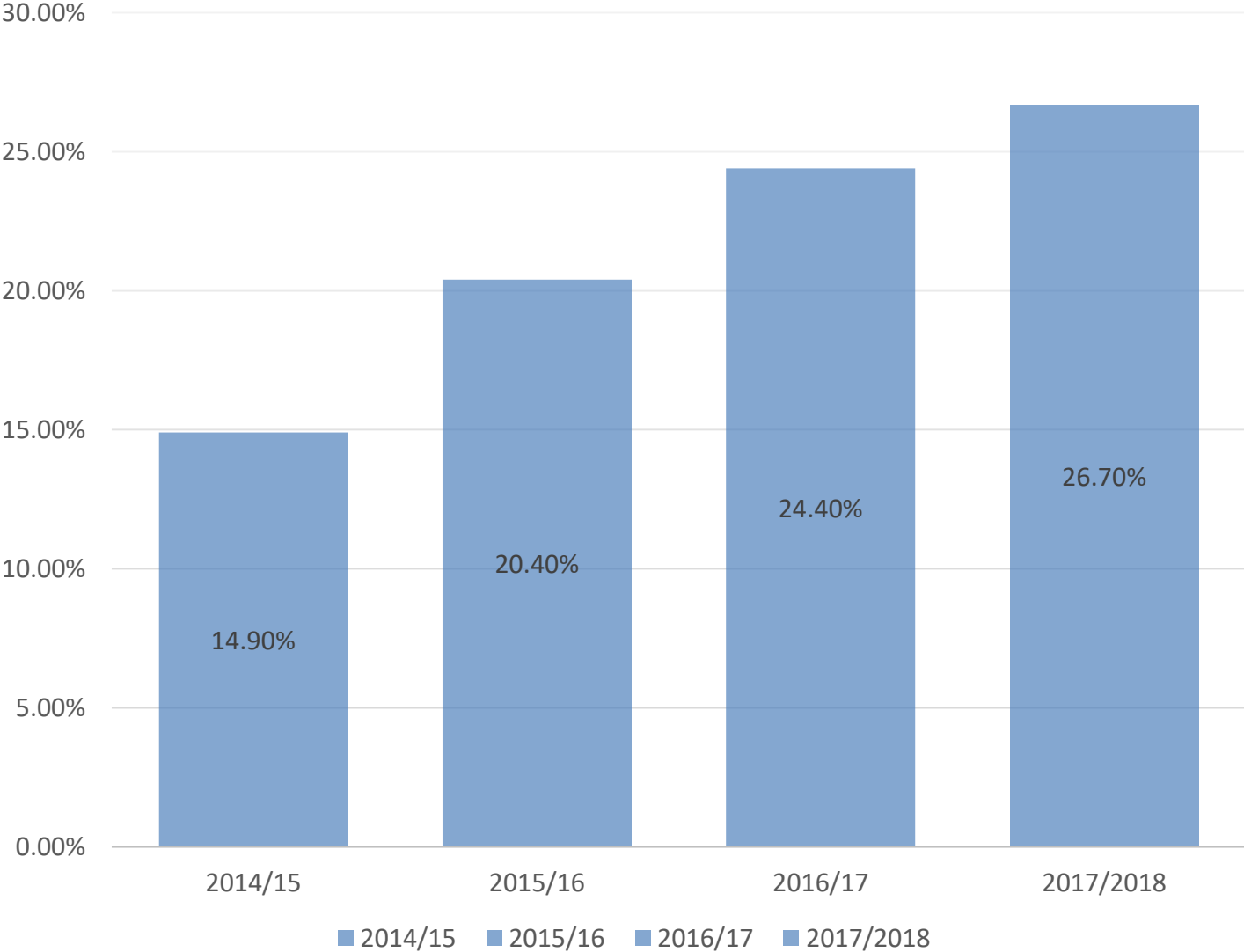
Open Doors 2017

Place of Origin	2016-2017	% change YoY
South and Central Asia	36,149	15.3
East Africa	4,928	14.6
North Africa	3,142	10.1
OCEANIA	3,826	8.1
Central Africa	2,363	7.5
West Africa	9,785	3.9
EUROPE	38,941	3.6
Southern Africa	4,047	3.3
Caribbean	7,528	2.7
East Asia	194,715	2.2
Southeast Asia	34,364	2.2
NORTH AMERICA	13,191	-0.2
MIDDLE EAST	50,009	-1.5
South America	21,085	-1.5
Mexico and Central America	14,945	-2.1

Has the pool of international applicants for financial aid increased over time, at Emory University?

Percentage of Emory international applicants applying for financial aid.

Emory University, 2018



ACTIVITY (10 minutes)

With your institutional goals in mind, create five meaningful questions which can be answered by data.

Recruitment / Off-Campus programming
Budgeting / Return on Investment
Application Review / Predicting Success

DISCUSSION POINTS

SIMILARITIES & DIFFERENCES

- Despite being different institutions, what data does everyone look at?
- And what data do you look at, which the others do not?
- Which external data sources are most helpful for your team?

TRAVEL

- What are the most critical data points you look at each year?
- In this space, how do you measure your return on investment?
- How do you know if data is bad data?
- How does data help with staffing?
- How does data about ability to pay impact recruitment?

APPLICATION REVIEW

- What are the most critical data points you look at each year?
- How do you know if your applicant pool is getting stronger over time?
- What data points help with measuring reading efficiency?
- What data do you look at to learn about predicting success?

FINANCIAL AID

- How does data support institutional priorities for investing in students?
- Can you speak to some of the larger obstacles you face with respect to international student financial aid?
- What data points are you looking at with respect to financial aid?

DATA ALONE?

- Why might data alone be a bad idea?
- When might anecdotal information be more reliable than data?
- How do you know when to rely heavily on data?
- What have your major frustrations with data been?

LIGHTNING ROUND

In 20 years, what will be the most represented country on your campus?

In 20 years, will your institution have more/same/fewer international students than today?

Name a country which you believe is generally untapped by institutions.

Data-driven or data-oriented?

ACTIVITY

With your institutional goals in mind, create five meaningful questions which can be answered by data.

Which data sources might you consult to answer these questions?
What anecdotal information might you add on top of it for context?

Thank You.

Q&A