

Implementing Admission Integrity and Recruitment Measures as a Responsible DLI

Lucas Maikapar

Associate Director, International Admissions & Enrolment Services
Thompson Rivers University

Uri Carnat

Director - Client Relations (Canada), IELTS Operations (Canada & Latin America)
IDP Education Canada Ltd



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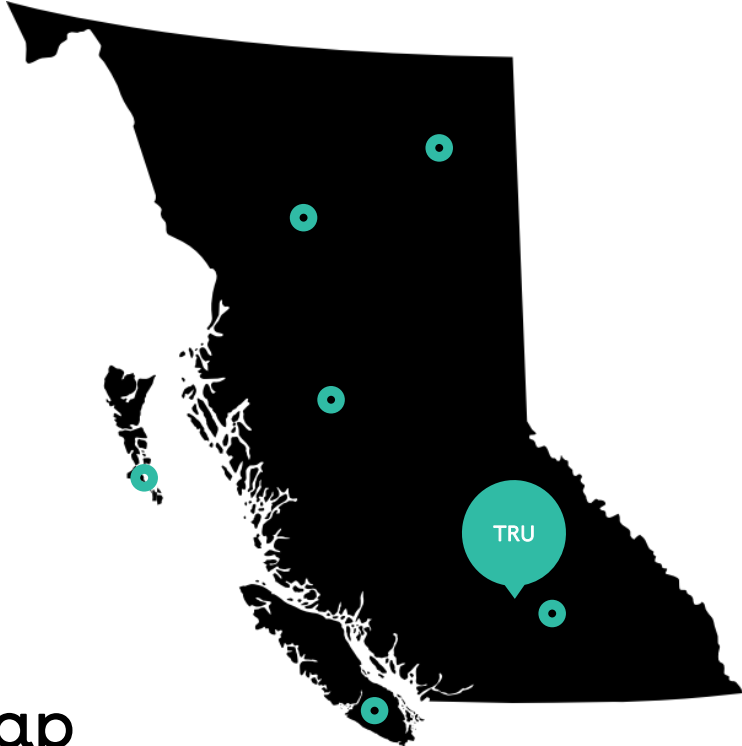
BCCIE
SUMMER
CONFERENCE

A stylized sun icon with rays, positioned to the right of the text.

Hello



I am Lucas Maikapar...



BC Map



Hello



I am Uri Carnat





IDP Education



IDP is a world leader in assisting students find the right study option and a global recruitment partner for educational institutions.

IDP is also a proud owner of IELTS, the world's most popular English proficiency test for study, work and migration

Student Placement

- Place international students into educational institutions in English-speaking study destinations
- Maintain a network of offices spanning Asia, the Middle East, Africa, and Europe

English Language Testing

- Co-own International English Language Testing System (IELTS), with the British Council and Cambridge English Language Assessment

English Language Teaching

- Run English language schools in South East Asia

Educational Events

- Organize global student-recruitment events and educational conferences, including the AIEC and CamTESOL



Our vision

To build a global platform and connected community guiding international students along their journey to achieve lifelong learning and career aspirations

Market Research

- Invest in a stand-alone research department
- Share research findings with clients and at conferences

Hotcourses

- Online arm of IDP student and Institutional support
- Digital content and marketing – 51m visits
- End-to-end recruitment model for IDP clients



Background



- Many Canadian schools facing capacity issues & overload of applications
- Education Agencies experiencing challenges setting expectations with and counselling qualified students
- Need to streamline the funnel, managing non-genuine students, increasing diversity, and adding integrity
- Industry responses, strategies, best-practices, and working with agencies as partners in quality control

Agenda



TRU Objectives



- Growing international enrolment
- Country diversity
- Program diversity
- Adequate living accommodations
- Appropriate student services
- Positive student experiences
- Available courses/classes
- Retention
- Partnerships with integrity



IDP Objectives

- Student success & satisfaction
- Appropriately-set expectations
- Supportive student services
- Retention
- Student referrals
- Country & program diversity
- Assist a growing number of well-placed students
- Engaged and satisfied institutional partnerships



Alignment of Objectives

- 📌
- Everything
- Student success
- Support services
- Clear communications between school & recruiter
- Clear student communications & expectations
- Growth & diversification

Institutional Challenges

- Overload of applications from certain markets.
- Work-load (Admissions, Advising, Registration, Student services)
- Capacity
- Planning faculty hiring & course/section
- Prediction of enrolment numbers and patterns.
- Diversity and optics
- Non-genuine applicants
- Transfers / retention
- Program changes on arrival
- Student financial issues
- Unpredictability: priorities shift regularly and almost invisibly - how to manage international admissions during these times.

IDP Challenges

- ⦿ Original institution program caps
- ⦿ Admissions criteria & timelines (published vs. actual vs. per country)
- ⦿ Real-time program availability
- ⦿ Applications (and fees) accepted after capacity
- ⦿ Slow or no response to student enquiries
- ⦿ Support of diversification efforts
- ⦿ Cases: Mauritius, German transfer students, SDS
- ⦿ Unequal treatment of recruiting partners



Overlap of Challenges



- Predicting demand
- Policies on response
- Clear communications between stakeholders

Institutional Response



- Difficult decisions - admissions and recruitment
- Best practices and add integrity
- Change in institutional strategies and priorities
- Adjust forecasts regularly
- Diversity strategy for new markets
- Internal collaboration - Deans and departments
- Responsibilities of a DLI
- The crush of students affect agencies as well, and strains relationships. How do we work more collaboratively?



Institutional Implementation



- Early application deadlines
- Streamlining the funnel to eliminate non-genuine students
- Expiry dates on letters
- Payment deadlines
- Study permit confirmation deadlines
- Limitations on deferrals
- Limiting program changes
- Firm policies and clear communication
- Increase in deposit for ongoing/current students
- Working with agents as part of the quality control



IDP Response & Implementation



- Increased systematization of school communication
- Sharing industry best-practices & requirements
- Program availability: real-time updates
- Communications on student first-choice
- Transfers: Collaborative alignment on messaging - counseling, pre-departure, onshore orientation
- Expanded geography & program options
- Strategic planning on diversity investment - fairs, visits, webinars
- Digital diversification - Hotcourses



Overlap of Implementation



- School policy adjustments
- Communication to serve students
- Investment in new opportunities

For Further Discussion



- What are ethical / legal criteria by which to manage strategic enrolment efforts?
- Which of these are externally communicated & to whom?
- How can we treat students fairly with transparent truths of evolving admissions criteria & timelines?
- How do we manage within the context of country reputation, global competition, & future downturns?

Key Take-Aways & Final Thoughts



- New & changing environment with Canada in demand
- Stresses in the system
- Fixes are led by planning & communication
- Doing right by students means transparency & managed expectations



Thank you

...and questions, please

lmaikapar@tru.com

uri.carnat@idp.com

