

PRESENTATION

Regional Approaches to Education Marketing

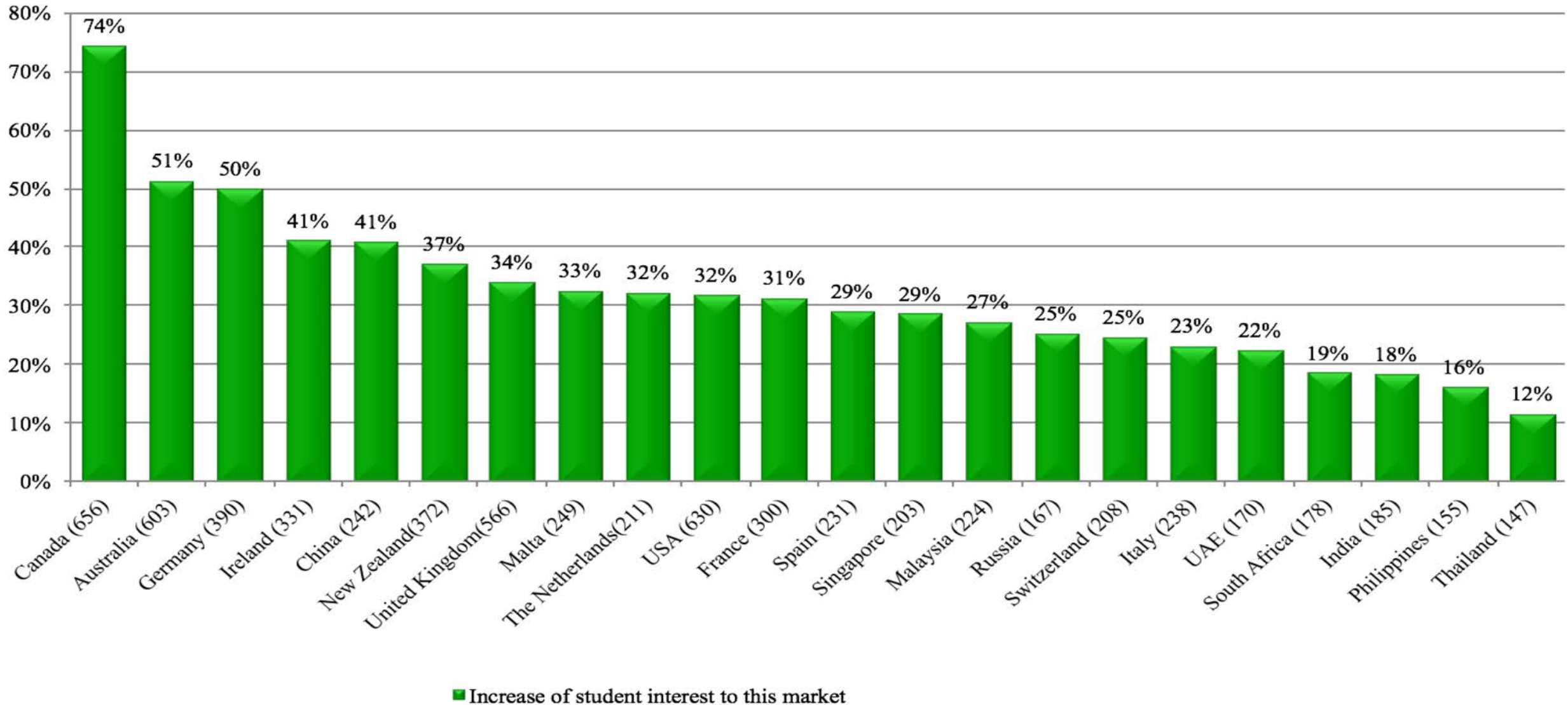
Cailey Murphy, Principal, NNW Communications

Derek Lemieux, Director International, Coast Mountain College

Sarah Mines, Director, ICEF Canada



ICEF i-graduate Agent Barometer



Australia - Study Queensland's Summer Life



Australia - Study Queensland's Summer Life



ICEF

Connect. Recruit. Grow.

Study Queensland created a groundbreaking new online entertainment series, **Summer Life**, to show the world why Queensland is the number one destination for international students to live, study, work and follow their dreams.

Summer Life follows the lives of 20 students from 10 countries, as they study for one semester in sunny Queensland.

The 20 student ambassadors went through an intensive training course in social media and video creation, before broadcasting Student Generated Content (SGC) in 8 languages.



Australia - Study Queensland's Summer Life



ICEF

Connect. Recruit. Grow.

Summer Life campaign and student content reached:

- **13.2 million** prospective international students
- **4.4 million** views in 10 global markets
- **555,000** likes, comments & shares



- Created the **#1 driver** to the Study in QLD website, increasing traffic from social by **4,829%**

- The aim of the “Study in Germany – Land of Ideas” campaign is to heighten international awareness of Germany as an outstanding study location and to increase the number of highly-qualified foreign students enrolled at German universities.
- The campaign is funded by the German Federal Ministry of Education and Research (BMBF) and implemented by the German Academic Exchange Service (DAAD).

Germany Land of Ideas



Study in Germany – Land of Ideas (Student Stories)



ICEF

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- Student stories – why it's worth studying in Germany.

● [Russia](#)



● [Tunisia](#)



● [Lebanon](#)



● [Peru](#)



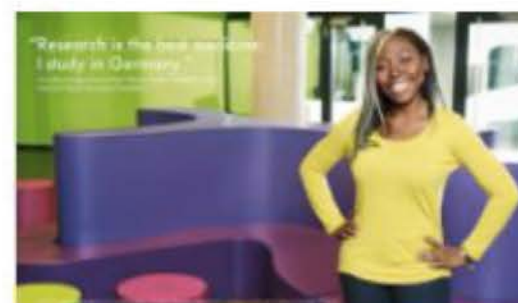
● [Iran](#)



● [Greece](#)



● [Ghana](#)



● [Saudi Arabia](#)



Study in Germany - Land of Ideas (Bloggers)



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- The study in Germany Blog: international students share their experiences about studying and living in Germany.
- Students can keep their family and friends at home up to date on their latest adventures in Germany.
- Over 60 bloggers from all over the world.

CLAUDIA SOUTHWELL 



I have just finished my first undergraduate year doing Germanic studies with ab initio Spanish. For this blog, I will talk about my experience of the summer course (Deutsch als Fremdsprache) which I'll be taking during August. Firstly, I know that Germany is a hugely popular destination for students from across the globe, so I'd like to get an understanding of why that is. Secondly, there isn't too much information available online about summer courses, so I'd like to write about my experience so that future summer course participants know what to expect. Finally, I have never visited Düsseldorf before and can't wait to explore what it has on offer! Hopefully I can suggest some places worth seeing.

#YouAreWelcomeHere in the USA

- Higher education institutions have come together to make students feel welcome through a marketing and social media campaign featuring the message #YouAreWelcomeHere.
- The first use of the hashtag in international education was by Study Group in their November 2016 video, a compilation featuring several different universities.
- In late November, Temple University created its own video and advanced the concept into a national campaign.
- With the support of organisations like AIRC and NAFSA, the campaign began to receive increased attention from the media.
- As of September 2017, over 300 colleges and universities are participating.

#YouAreWelcomeHere in the USA



- [#YouAreWelcomeHere campaign videos](#) – staff and students from across the country send their messages to international students.

#YouAreWelcomeHere - Twitter



ICEF

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- The #YouAreWelcomeHere [Twitter account](#) is dedicated to the campaign and its hashtag highlights university initiatives that send welcoming messages to current and prospective international students.

#YouAreWelcomeHere

806 Tweets 526 Following 927 Followers 1,063 Likes

#YouAreWelcomeHere
@YouAreWelcomeHere
Official account for #YouAreWelcomeHere campaign. US colleges, universities, & IEPs express the value of international students. Led/managed by @TempleUniv

United States
youarewelcomehereusa.org
Joined February 2009
100 Photos and videos

Tweets Tweets & replies Media

UCR Business @UCR_Business · Oct 4
"I am so glad you are here. Welcome to our family at the School of Business"
-Tamra Johnson #YouAreWelcomeHere

New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

You may also like · Refresh

- Jessica B Sandberg @JessBSandberg
- Esther D. Brimmer @EstherAtNAFSA
- NAFSA Region I @nafsaregion1
- NAFSA @NAFSA
- AICE: International

Destination Marketing in Post-Secondary Education



Value of Collaboration

Global
Marketplace

Shared
Interests

Community
Impact

Raising
Awareness

Dispelling
Myths

Power in
Numbers

Financial



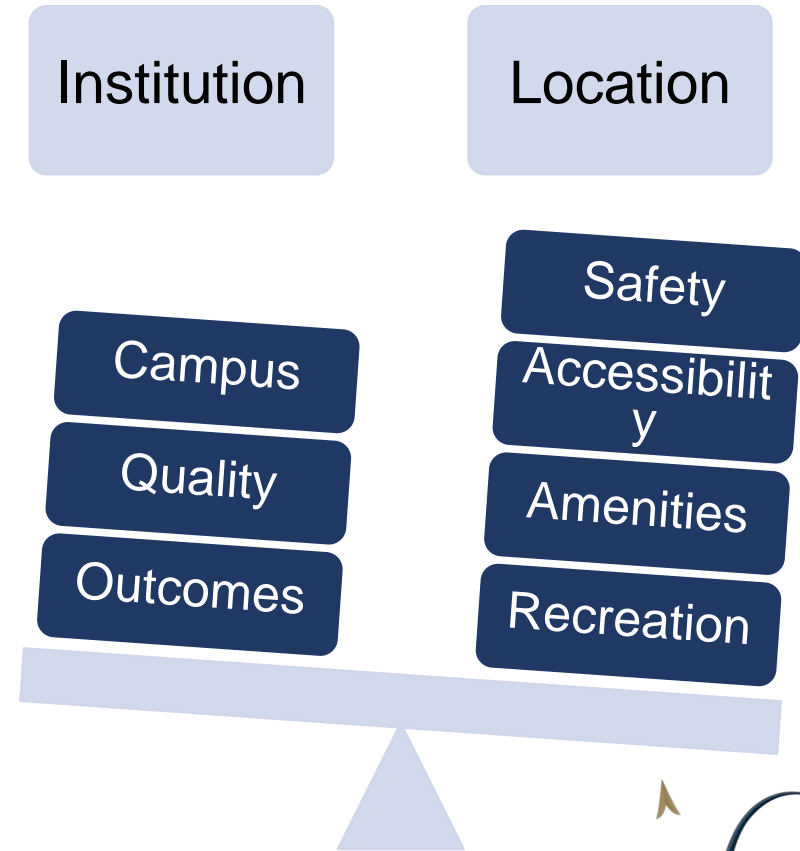
Destination Marketing

- Collaborative versus destination marketing
- Collaborate, don't compete on destination marketing
- Whether you have collaborative partners or not, all institutions should be undertaking a destination approach to marketing
- Students and parents can be risk adverse, institutions must sell the merits of their communities
- While quality and outcomes remain important drivers, student's today are also shopping their destination and campus culture



What brings you together, sets you apart

Today's learners are shopping for a fulsome student experience. What makes your community an attractive education destination?



External Stakeholders and Partners

- Leverage the voice of your community

- Municipalities
- Community Leaders
- School Districts
- Education Sector Associations
- Economic Development Organizations
- Tourism Bureaus
- Ambassadors

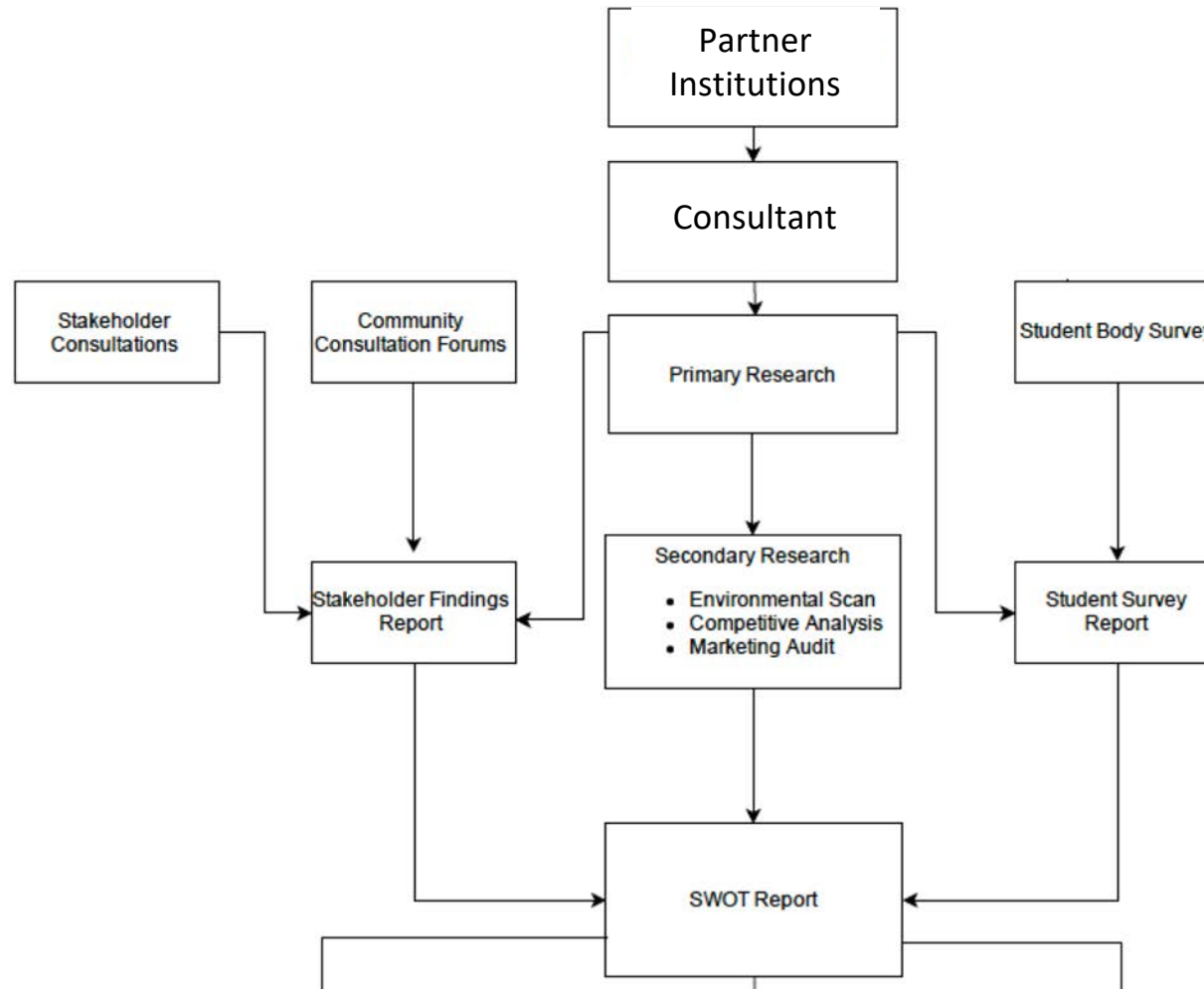
Support

Amplification

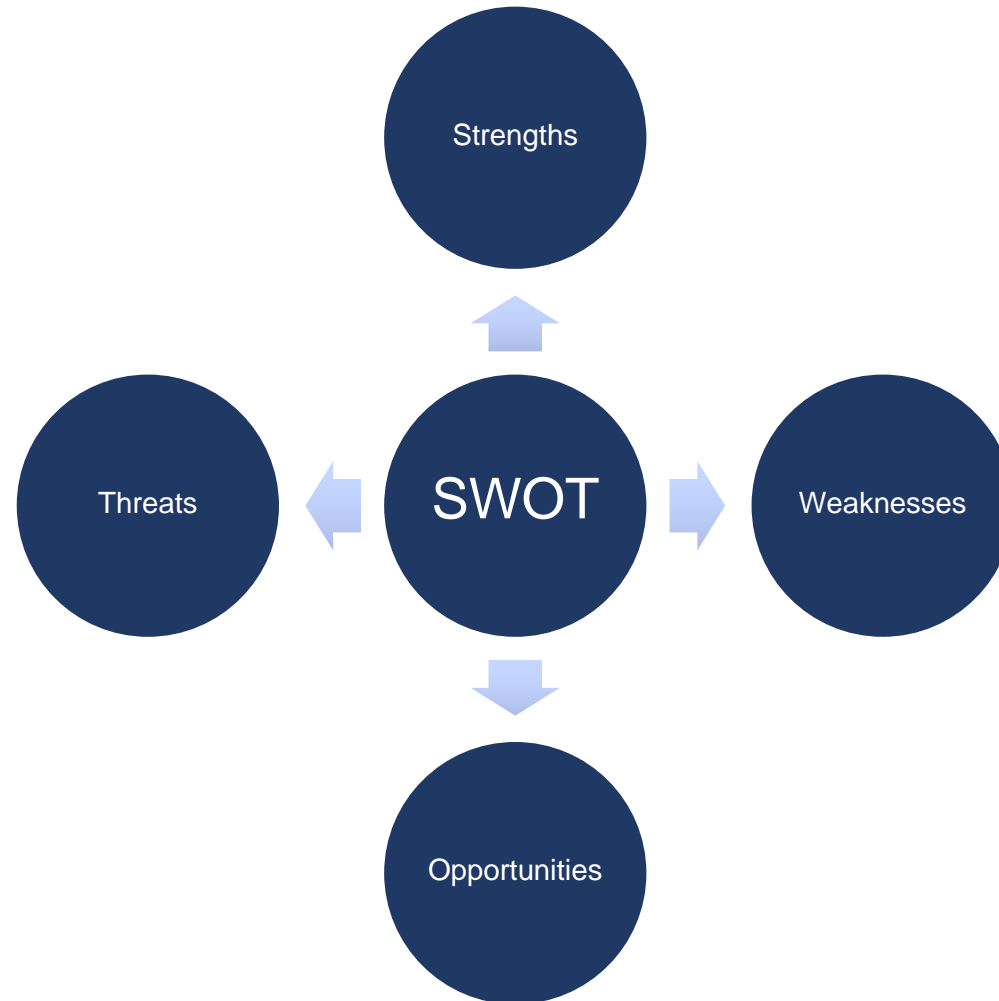
Outreach



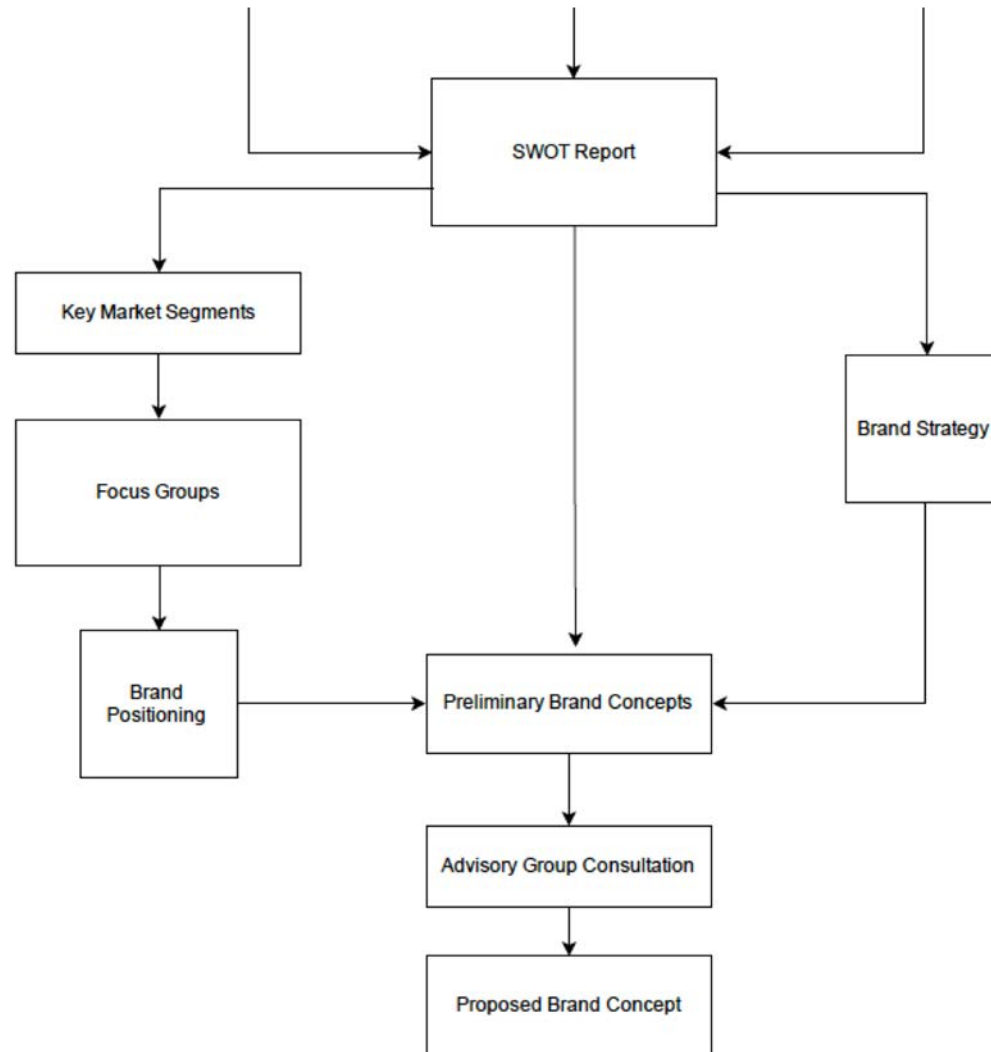
Methodology – Phase 1



SWOT Analysis



Methodology – Phase 2



Case Study: STUDY NORTH BC.CA



Opportunity. Lifestyle. Adventure.



Key Findings: Unique Advantages

Hands-on Learning

Strength in Canadian Brand

High Quality

Job Opportunities

Small Class Sizes



Key Findings: Challenges

Accessibility

Climate

Awareness

Misconception
s

Programming



Northwest
Community
College



Northern Lights
College



College of
New Caledonia



University of Northern
British Columbia

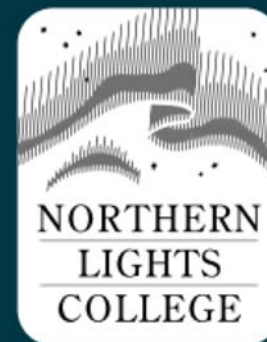
LOVE CANADA?

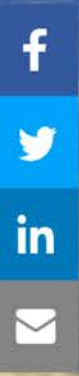
Magnificent geography is in every direction.
The great outdoors is only a few minutes' drive
from the college or university of your choice.

NORTHWEST
COMMUNITY COLLEGE

UNBC UNIVERSITY OF
NORTHERN BRITISH COLUMBIA

College of New Caledonia 
BRITISH COLUMBIA • CANADA





CAREER PATH

Photo: Destination BC/Megan McLellan

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?



About Northern BC: Opportunity

Over **90%** of Northern BC students are **satisfied** with their education.



85%-90%

of recent Northern BC graduates believe the topics they studied are relevant to their careers.



Northern BC boasts the **highest full-time employment** rates in the province.

The Northern BC region has shown a projected **55,000 new jobs** and new job openings between 2015 & 2025.





[STUDYING](#) ▾ [LIVING](#) ▾ [INTERNATIONAL STUDENTS](#) ▾ [PLANNING YOUR FUTURE](#)



STUDENT LIFE

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?



About Northern BC: Lifestyle



8 international & regional airports with regular service to Vancouver and other major destinations.

A younger demographic, with **60% aged 44 years or younger**, compared to the provincial average of 54%.



4 seasons with 2000 hours of sunshine a year.





[STUDYING](#) ▾ [LIVING](#) ▾ [INTERNATIONAL STUDENTS](#) ▾ [PLANNING YOUR FUTURE](#)



STUDENT LIFE



Photo: Destination BC/Mike Seehagel

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?



About Northern BC: Adventure



Enjoy more than **60** provincial, national and marine **parks**, and wildlife refuges.



7 ski resorts

and areas with more than 100 runs and an average annual snowfall of up-to 40 feet.



Northern BC boasts a diverse population that is home to more than **50 First Nations**.



Experience sports and **entertainment** ranging from major junior ice hockey to state-of-the-art multi-events centres which host **international artists and entertainers**.

Take in **vibrant cultural events** put on by local dance companies, theatres, & museums.





STUDYING ▾

LIVING ▾

INTERNATIONAL STUDENTS ▾

PLANNING YOUR FUTURE



HANDS-ON LEARNING

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?





**BIG
CLASSROOMS**

**SMALL
CLASS SIZES**

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?



Outcomes



Outcomes



THANK YOU

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