

State of Student Recruitment

UK & EUROPE 2021

HELLO!

In 2020, the inaugural State of Student Recruitment Report was a great success, well-received by thousands across our global network of higher education administrators, educators, and industry professionals. As a result, we decided to take this initiative one step further in 2021 with a new set of regional reports, and the next in line is the State of Student Recruitment UK & Europe.

In this report, we share key insights from our global survey of over 13,000 students interested in studying in the United Kingdom and Europe, representing over 180 countries. Respondents shared their motivations for learning in the UK & Europe, study preferences, and insights into their behaviors and methods when researching and seeking out potential institutions and programs.

Based on the data, it is clear that interest in the UK & Europe as a study destination remains strong, with potential students ready to commence their studies sooner rather than later. After more than a year of a global pandemic, this data presents a clear opportunity for institutions in the UK and Europe to bolster their recruitment for 2021 and beyond. Let's get started!

To learn more, visit www.keystoneacademic.com

Survey Demographics

OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

13 434

total student respondents



224

total university administrators

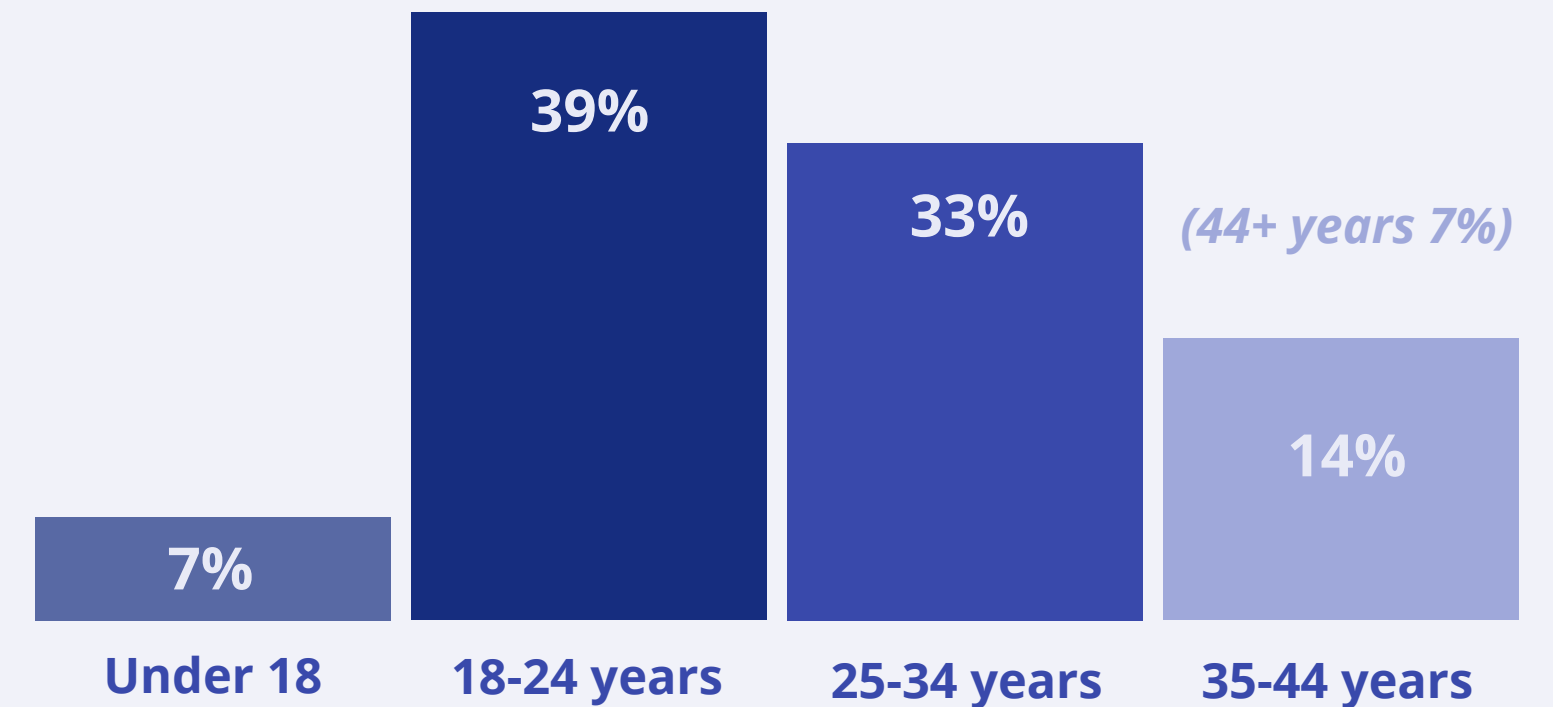
DATA COLLECTED AUGUST & SEPTEMBER 2021



TOP RESPONDENTS FROM...

- ✓ India
- ✓ South Africa
- ✓ Brazil
- ✓ Pakistan
- ✓ Nigeria
- ✓ USA
- ✓ Spain
- ✓ Italy
- ✓ Mexico
- ✓ Morocco

AGE OF STUDENT RESPONDENTS

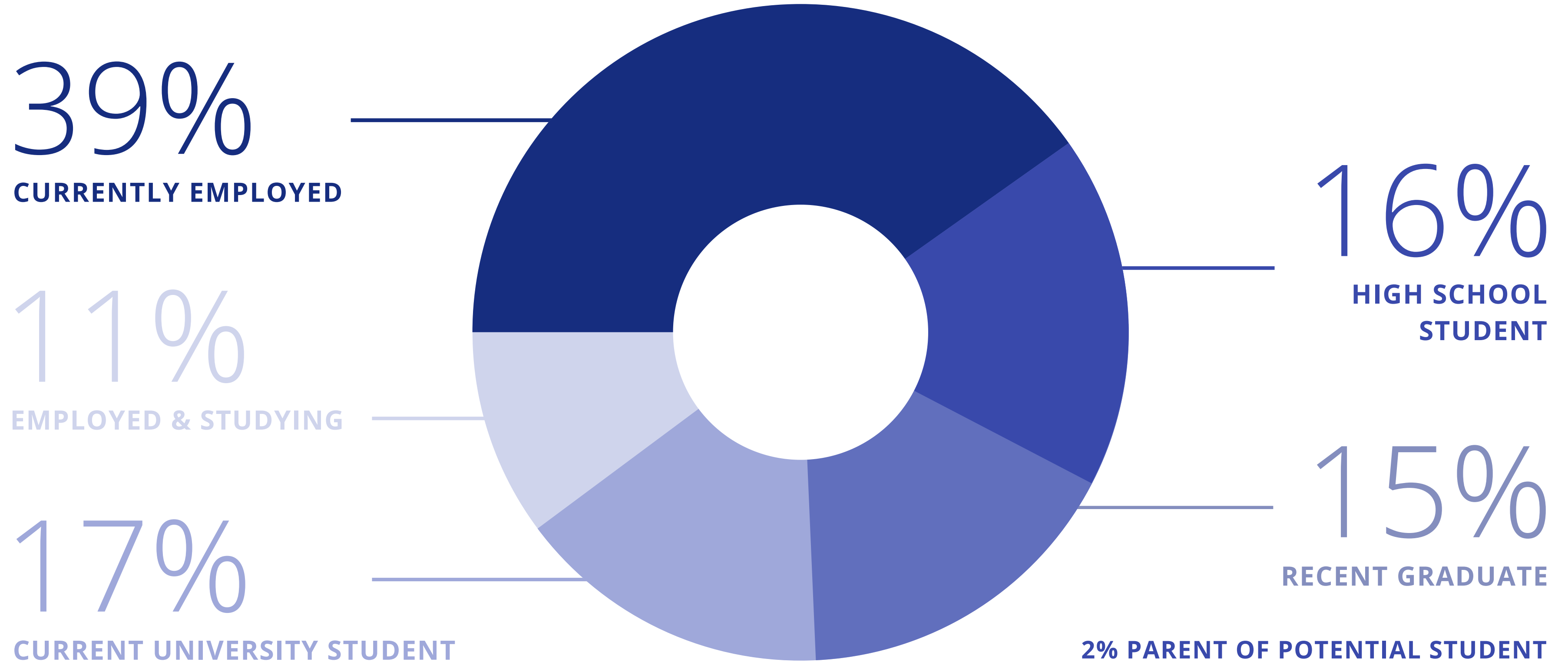


BACKGROUND TO THE REPORT

The data shared in this report is based on a global survey of 13,434 student visitors using Keystone websites and professionals from 224 higher education institutions based in the UK, Ireland, and Europe. All survey data was collected between August and September 2021.

Insights shared within this report are prepared for illustrative purposes only and are not intended for use as scientific evidence of causation or behavior. In segments of the report, data points do not add up to 100% when selection of multiple options were made available.

WHAT BEST DESCRIBES YOUR CURRENT STATUS?



Student Preferences

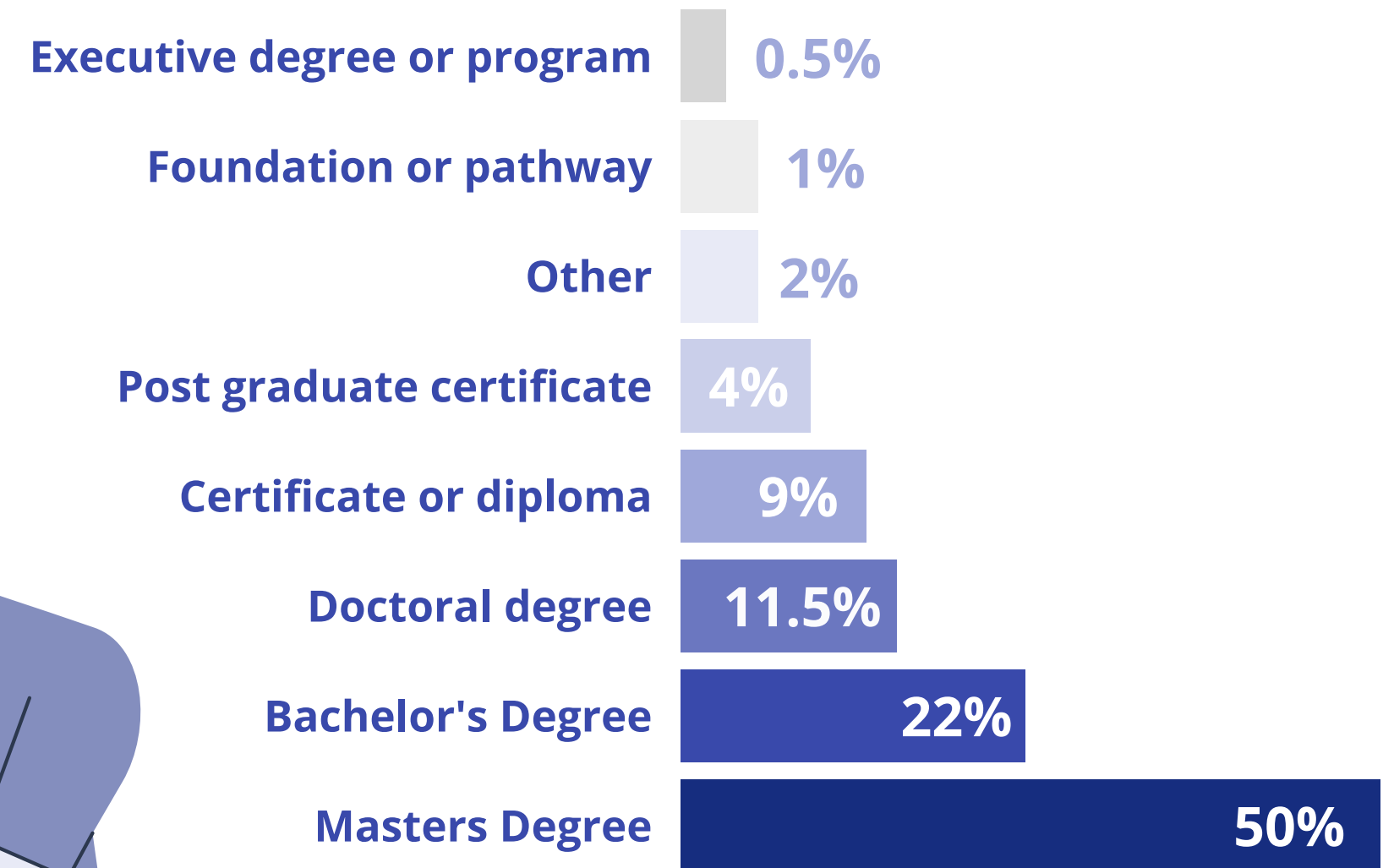
OVER 13,000 PROSPECTIVE STUDENTS SURVEYED

WHAT TYPE OF STUDY MODES ARE YOU INTERESTED IN?

- 1 **Campus-Based 64%**
- 2 **Flexible delivery 29%**
(part-time, evenings, weekends)
- 3 **Hybrid/combined learning 24%**
Combined campus & online delivery
- 4 **Fully Online or Distance 17%**



WHAT TYPE OF PROGRAM ARE YOU MOST INTERESTED IN?



WE ASKED STUDENTS

TOP DESIRED FIELDS OF STUDY

Business studies voted #1 for students interested in both UK & Europe

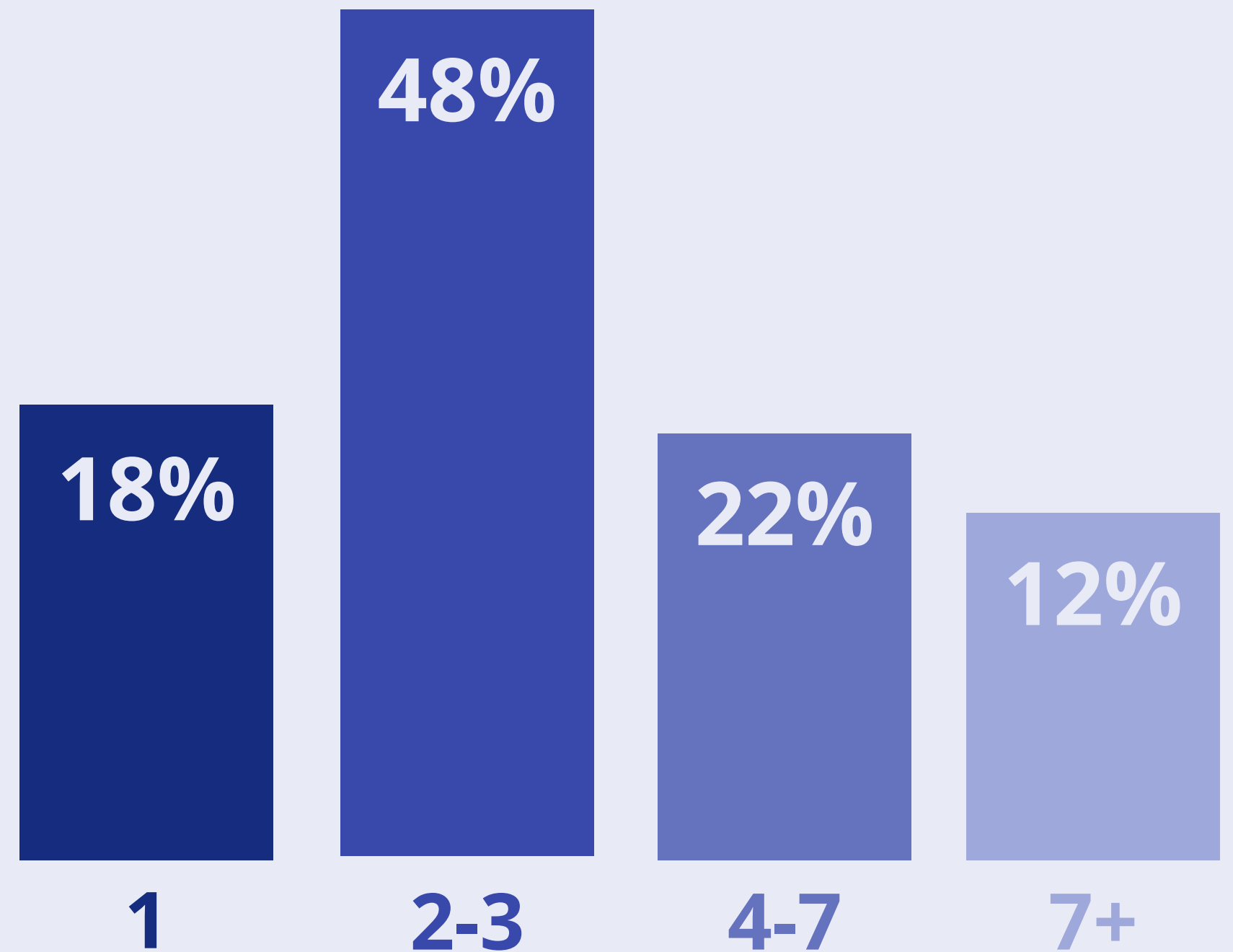
Healthcare studies voted #1 for students interested in the UK only

#1 Health Care Studies	16%	#9 Social Sciences	8%
#2 Engineering Studies	16%	#10 Languages	8%
#3 Business Studies	15%	#11 Economics	8%
#4 Management Studies	15%	#12 Environmental Studies	7%
#5 Technology Studies	11%	#13 Natural Sciences	7%
#6 Humanities	10%	#14 Marketing	6%
#7 Administration Studies	9%	#15 Art	6%
#8 Education	8%	#16 Law	6%

How many institutions will you apply to?

WE ASKED STUDENTS

NUMBER OF INSTITUTIONS





90%
of students surveyed
wanted to enroll
within 12 months

37% WANT TO START BY SPRING 2022

STUDENTS DELAYED BY THE PANDEMIC

47%

**are ready to
begin their
studies**



27%



**want to begin studying
but cannot travel**

17%



**want to wait a
little longer**

***9% did not want to say**

Desired Study Location

MOST POPULAR DESTINATIONS FOR STUDENTS INTERESTED IN EUROPE & UK



#1	United Kingdom	49%
#2	Germany	22%
#3	Canada	16%
#4	France	15%
#5	USA	13%
#6	Ireland	11%
#7	Italy	10%
#8	Netherlands	9%
#9	Spain	9%
#10	Australia	8%

54%

of students are interested in both the UK & Europe as potential study destinations

Why Study in the UK & Europe?

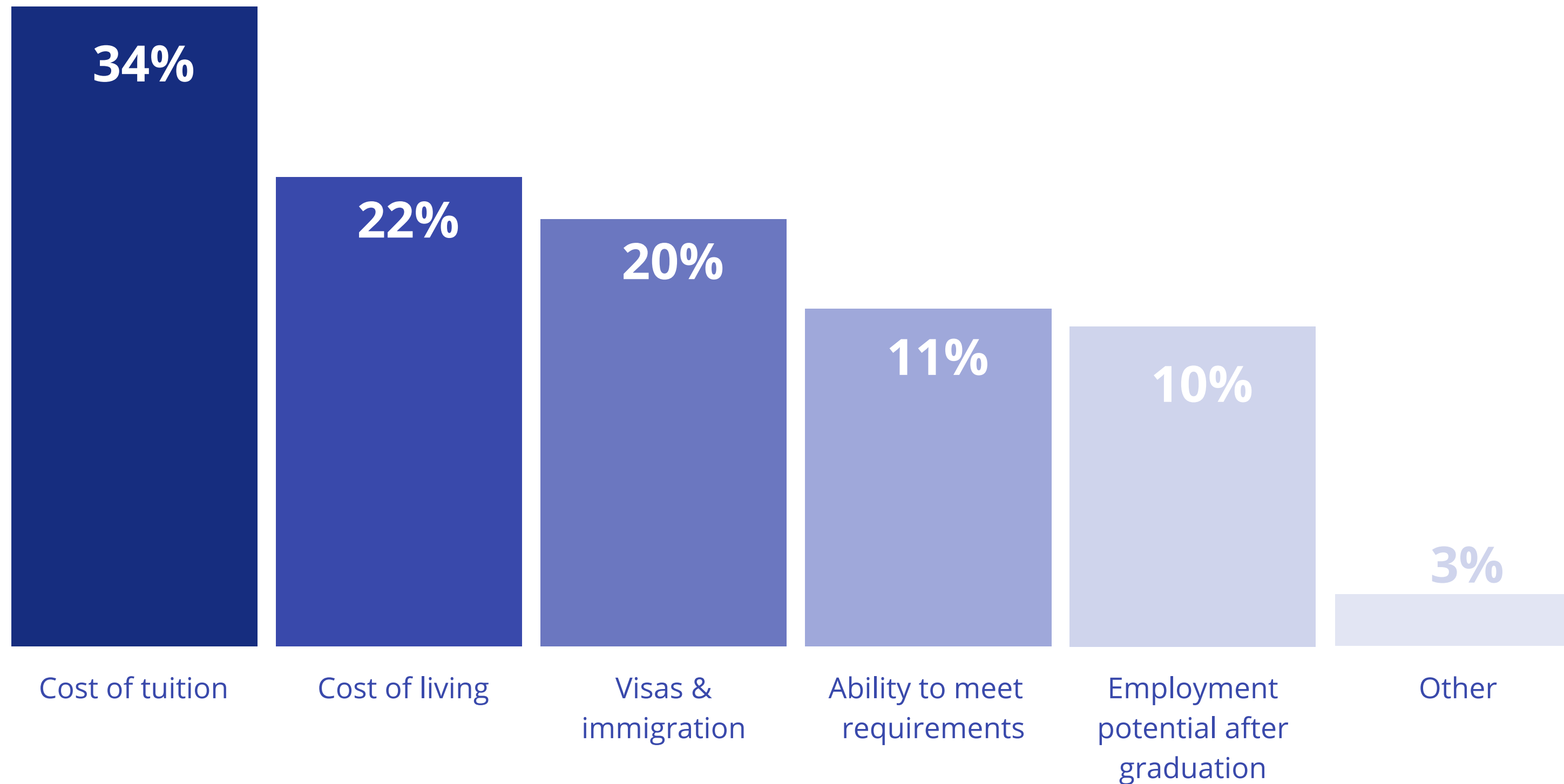
MOTIVATIONAL FACTORS



TOP FIVE MOTIVATIONS FOR STUDYING IN THE UK & EUROPE

- 1 Ability to live & work in study location after graduation **39%**
- 2 Reputation of degree/institution **33%**
- 3 Experience of studying in location **31%**
- 4 Flexibility in studies (part-time work, internships) **26%**
- 5 Career opportunities in **home country** after graduation **25%**

What is your primary concern in relation to studying in the UK & Europe?



13%

of potential students were less interested in studying in the UK as a result of Brexit.



35%

SAID THEY WERE MORE INTERESTED THAN BEFORE BREXIT

52%

SAID THEY WERE UNAFFECTED

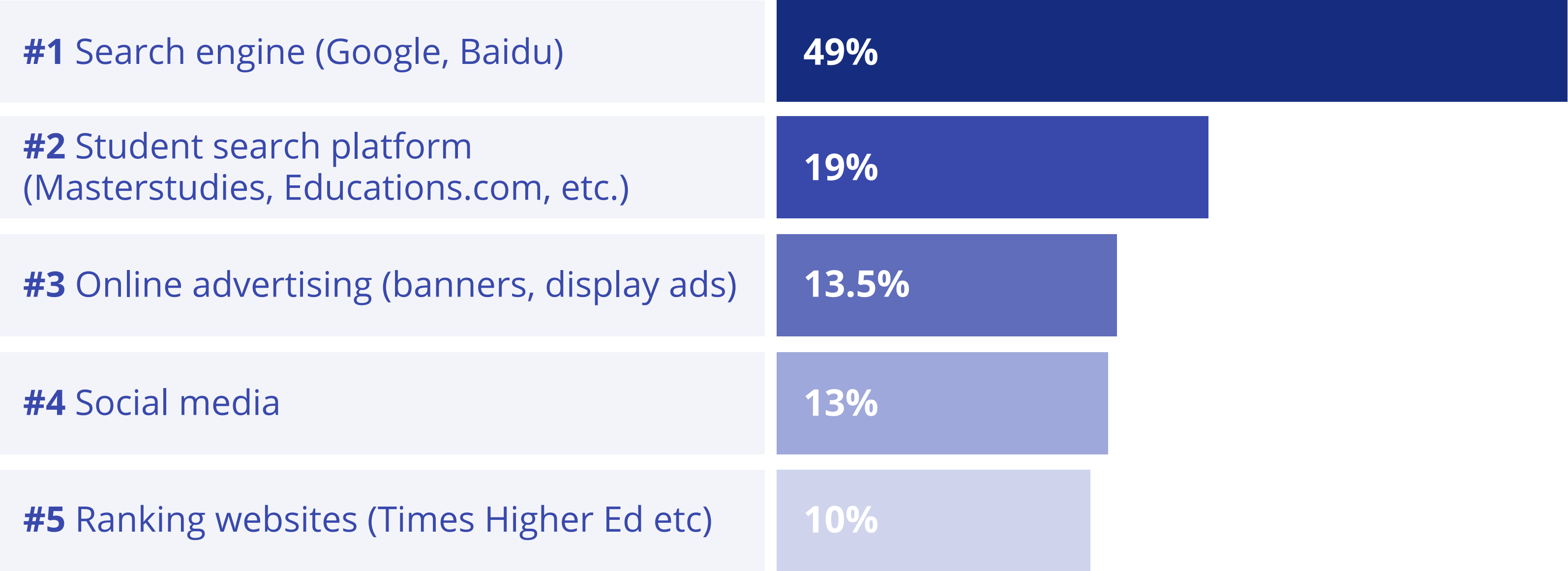


90%
OF STUDENTS
DISCOVERED THEIR
PREFERRED INSTITUTION
ONLINE

WE ASKED STUDENTS

DISCOVERY & RESEARCH

HOW DID YOU FIRST DISCOVER YOUR PREFERRED INSTITUTION/PROGRAM?



Student Marketing

WE ASKED ADMINS IF THEY HAD TRIED NEW MARKETING ACTIVITIES DURING THE PANDEMIC



TOP 4 NEW MARKETING ACTIVITIES

ACTIVITIES WHICH INSTITUTIONS HAD NOT UTILIZED PRIOR TO PANDEMIC

- 1 Virtual student fairs 25%
- 2 Webinars 24.5%
- 3 Online advertising & promotion 15%
- 4 Virtual open day (presentation of campus etc.) 5%



54%

**OF INSTITUTIONS
SAID THE MOST RECENT
ENROLLMENT INTAKE
WAS SATISFACTORY
OR HIGHER**

THE FUTURE OF HIGHER ED

68%

**OF INSTITUTIONS ARE
PLANNING TO INCREASE
DEVELOPMENT OF
ONLINE PROGRAMS**



How Early Do Students Begin Their Research?

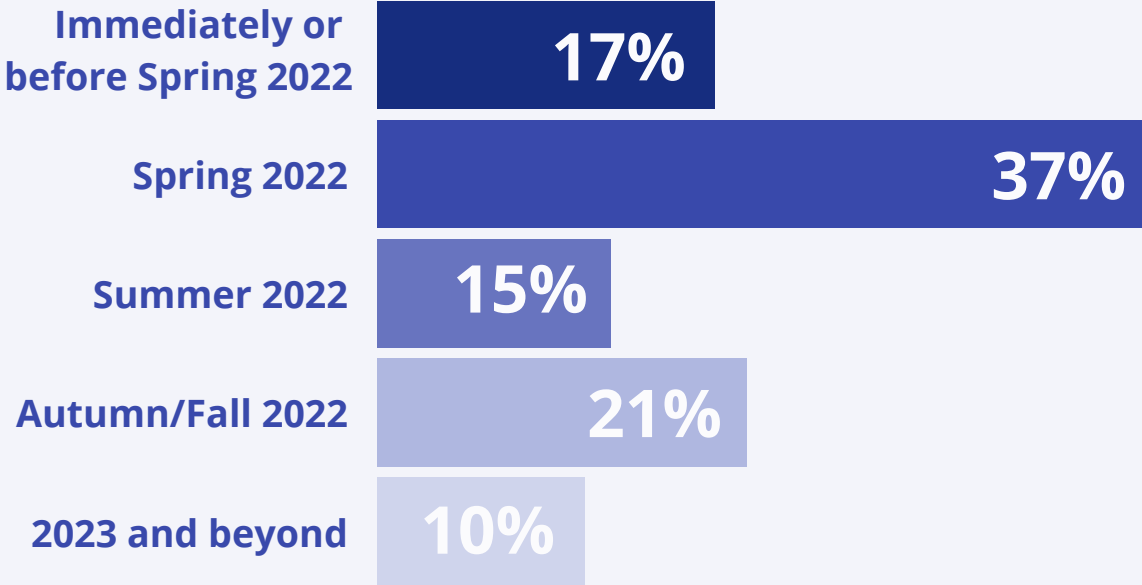
POSITIVE OUTLOOK FOR EARLY 2022

90% of students in this survey said that wanted to begin studying within the next 12 months, indicating many students currently in research mode are further along in their journey to the classroom, ready to make a decision!

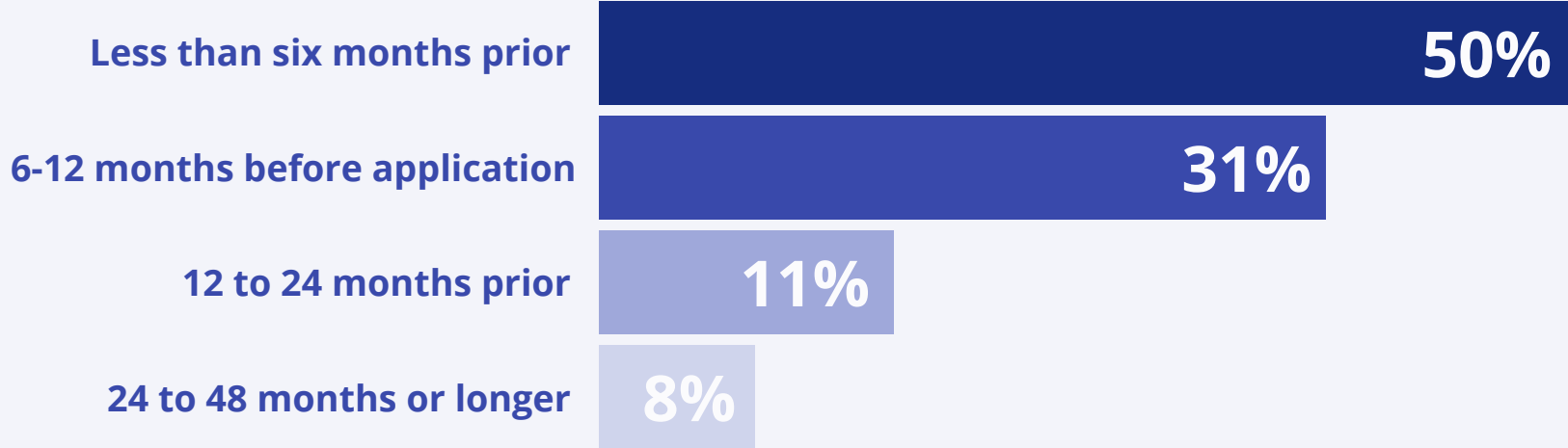
In some cases (37%), many of the potential students surveyed want to start as early as spring semester 2022.

For those working in student recruitment, this indicates there is still time to boost your intake in the coming months for 2022 and a reminder of the importance of closely following up with your student leads to ensure the best possible results for your institution.

WE ASKED STUDENTS WHEN DO YOU PLAN TO BEGIN STUDYING?



HOW EARLY DID YOU BEGIN RESEARCHING STUDY OPTIONS?

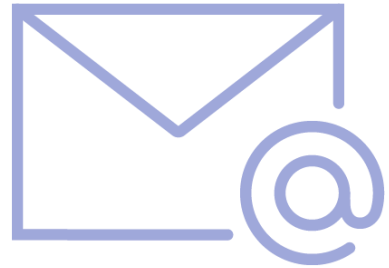


62%

of potential undergraduate students interested in the UK said they were not aware of the UCAS application system



* UCAS: The Universities and Colleges Admissions Service is a UK-based organization whose main role is to operate the application process for British universities.



Student Communication

TOP EIGHT STUDENT PREFERENCES FOR EMAIL UPDATES



#1 Scholarship/funding 73%

#2 Visas & immigration 55%

#3 Deadlines & application info 52%

#4 Cost of living & practical info 51%

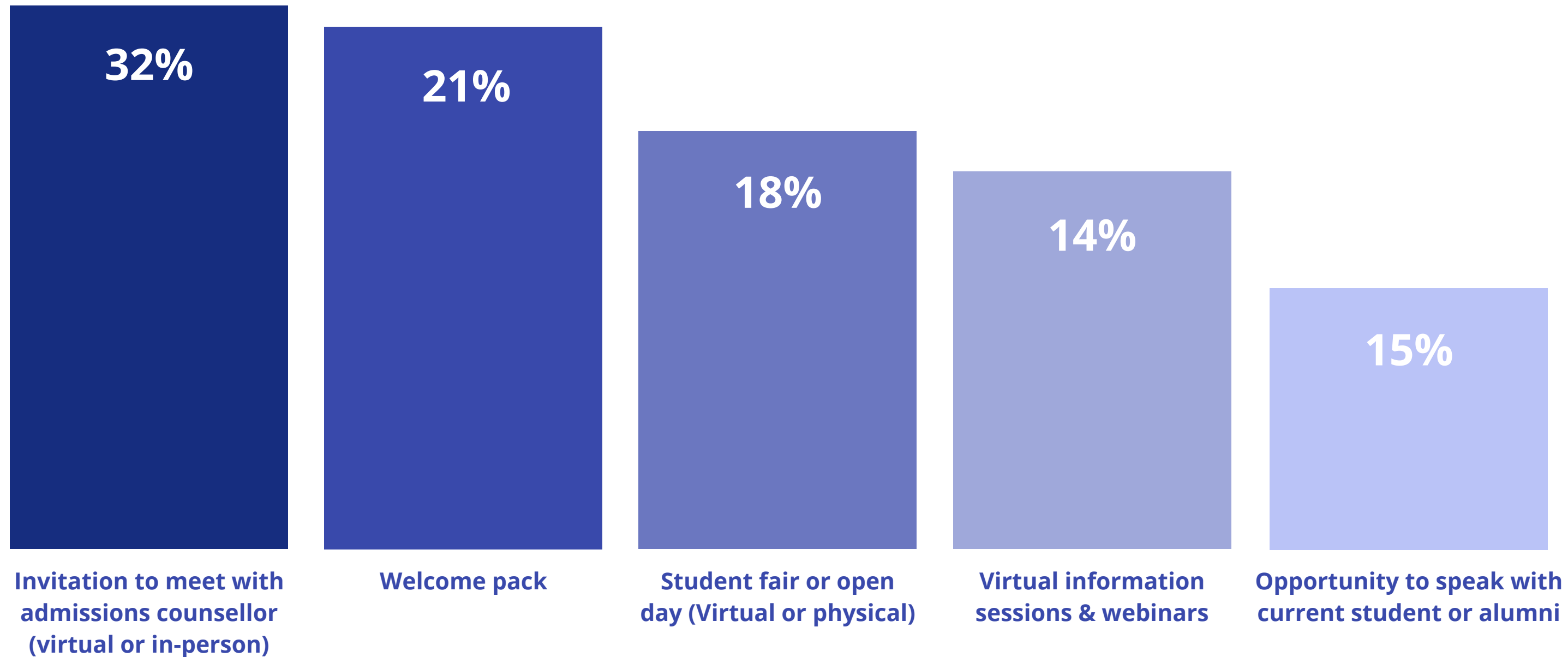
#5 Campus tours & events 33%

#6 General tips & advice 33%

#7 Location, culture & lifestyle info 28%

#8 Meet current students, alumni 21%

What would you be most interested in receiving from your preferred university?



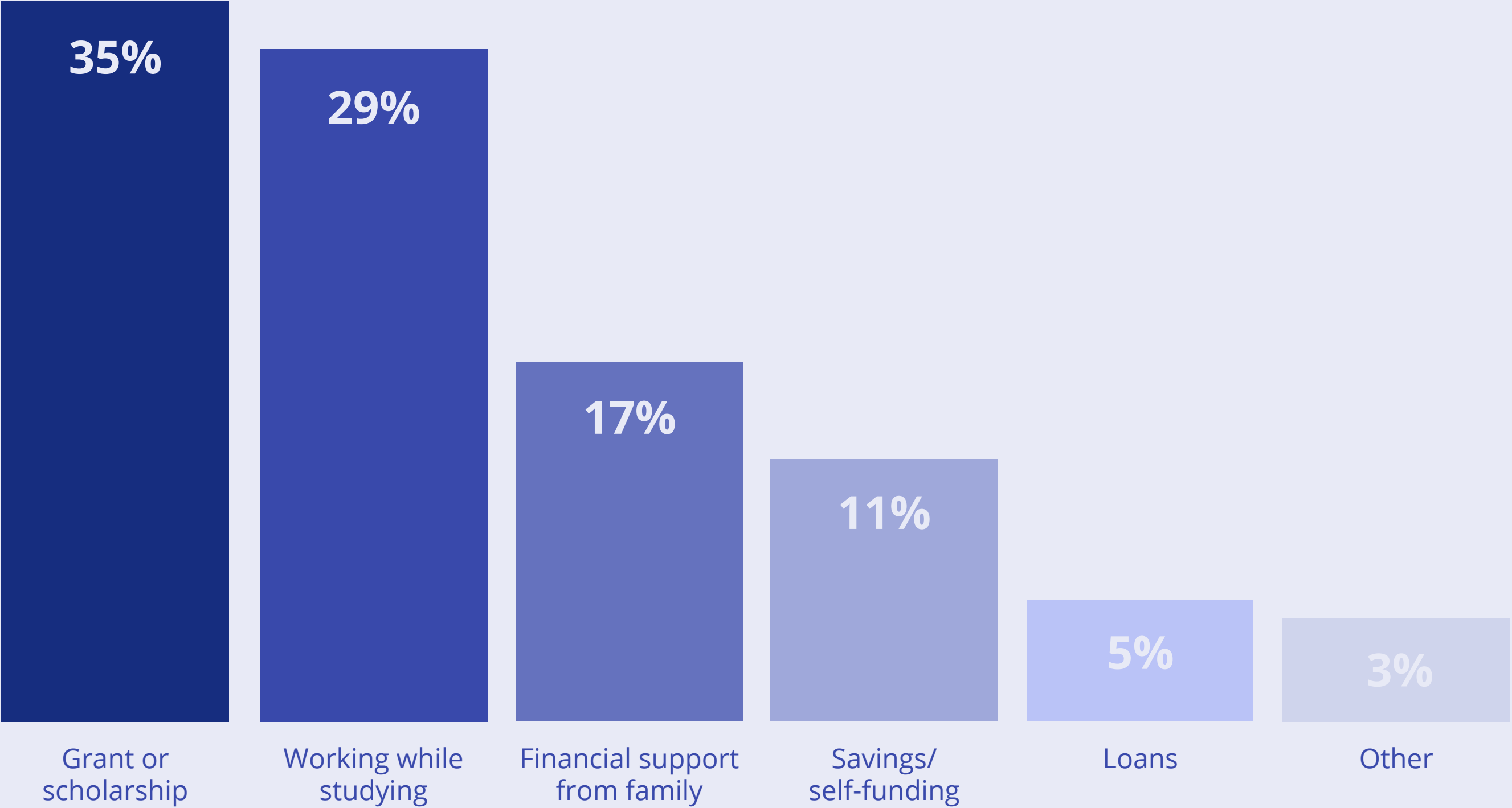
65% of students said they needed funding to enroll

35% intended to obtain a grant or scholarship while 29% said they would work and study



WE ASKED STUDENTS...

How will you fund your studies?





KEYSTONE
EDUCATION GROUP

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