

# Unifrog insights: What drives students' decision making on international pathways

---

## WHO WE ARE

---

Unifrog is the **universal destinations platform**.

Our platform helps students with the **whole progression process** – from exploring interests, to recording skills and activities, finding global opportunities, and crafting applications.



**3,600+**

partner schools,  
including 900  
international schools



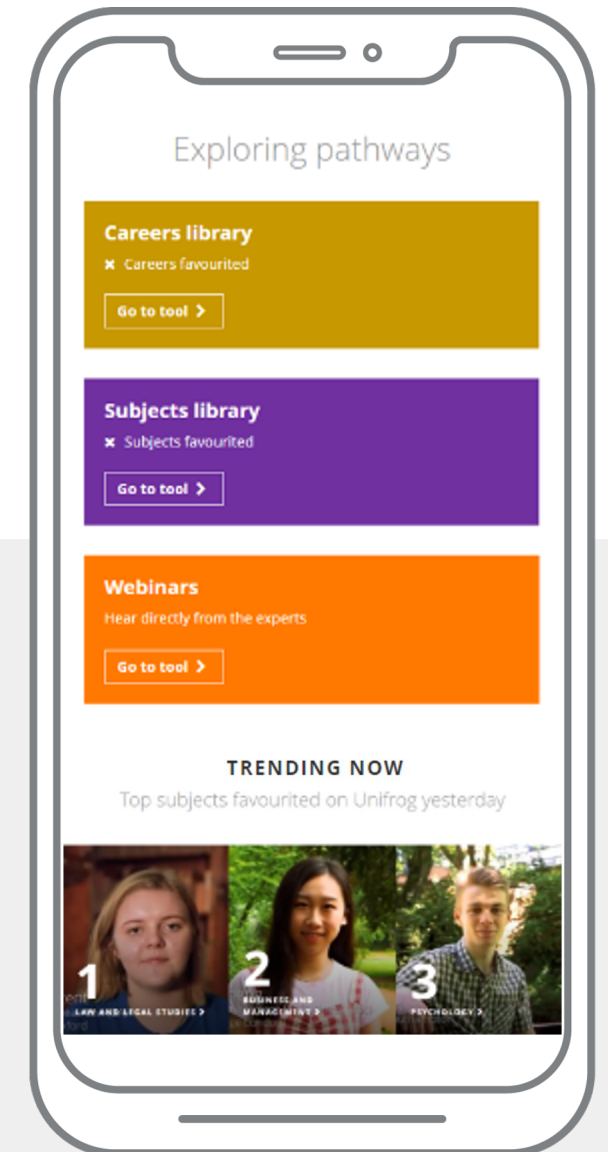
**1.7 million**

active students  
worldwide using the  
Unifrog platform



**150+**

Unifrog partner  
universities around the  
world



# APPETITE FOR STUDYING ABROAD



**120,000+**

UK students using  
Unifrog's **international**  
**search engines**



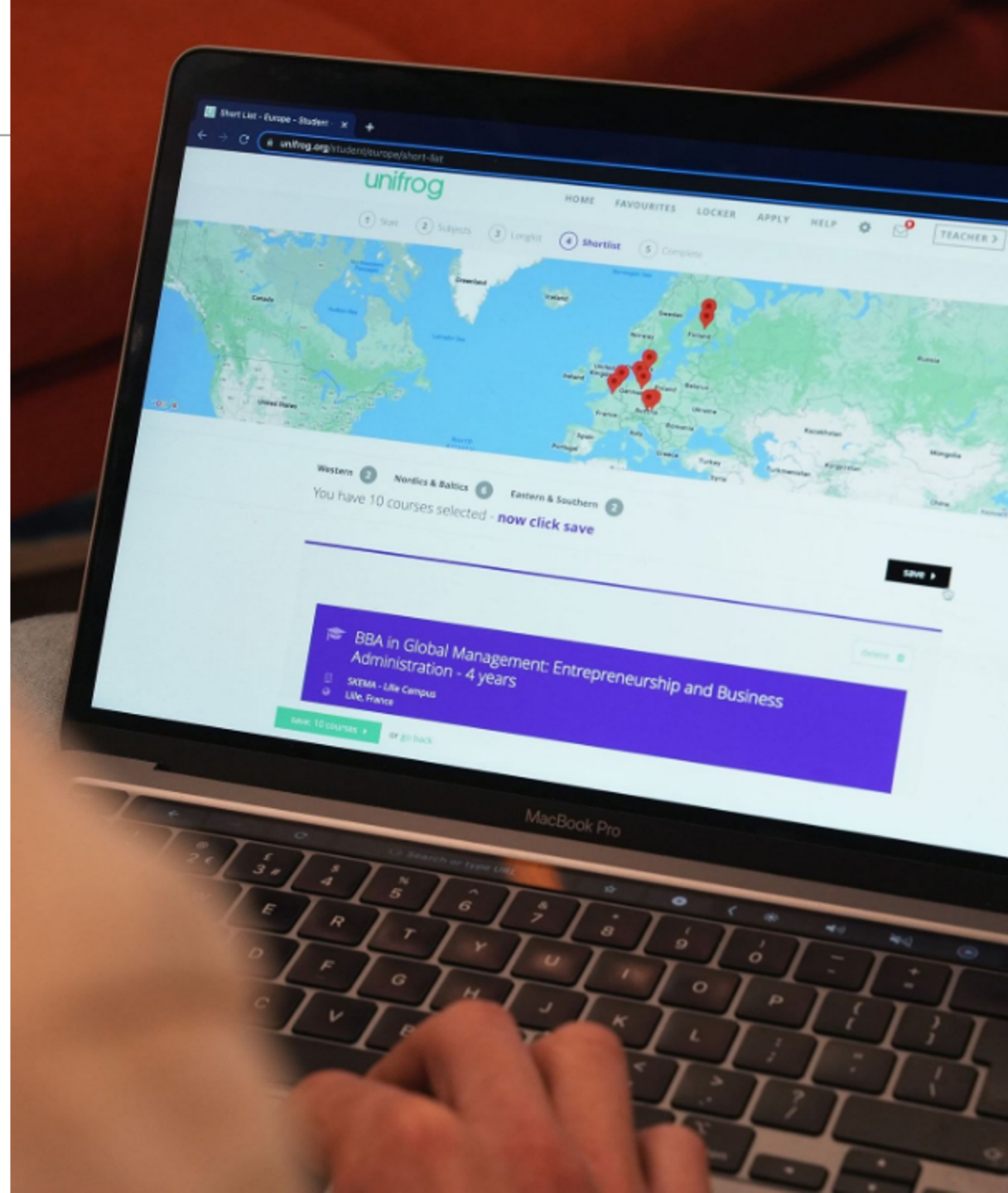
**86%**

UK students express  
**interest in studying**  
**abroad**



**87,000+**

documents sent via our  
**Common App** and **Parchment**  
integrations in 2023



## WHAT OUR PARTNERS SAY

---



I recently switched platforms for document sending, and have found Unifrog's **Common App integration** very easy to use. The colour coding traffic light system is very clear, and the **Parchment integration as a catch-all for almost all other universities** works without any difficulties."

Jason Mungles, Head of University & Careers Guidance,  
Sotogrande International School, Spain

TEST YOUR KNOWLEDGE

---

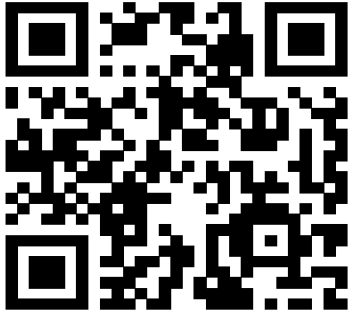
**Question time!**

slido



**What's the most popular reason for students wanting to study abroad?**

ⓘ Start presenting to display the poll results on this slide.



## What's the most popular reason for students wanting to study abroad?

- To make friends in other countries
- To improve my career prospects
- To travel alongside studying
- To increase personal independence
- To attend a prestigious university
- To immerse in another culture

Join at  
**slido.com**  
**#4149 481**



## What's the most popular reason for students wanting to study abroad?

To improve my career prospects



To immerse in another culture



To make friends in other countries



To travel alongside studying



To increase personal independence



To attend a prestigious university



Join at  
**slido.com**  
**#4149 481**



## WHY STUDENTS WANT TO STUDY ABROAD

---

- 1 To increase **personal independence** 98% agree
- 2 To **make friends** from other countries 96% agree
- 3 To improve my **career prospects** 95% agree
- 4 To immerse in **another culture** 94% agree
- 5 To **travel** alongside studying 86% agree
- 6 To attend a **prestigious university** 84% agree

Qu: WHAT ARE THE TOP **BARRIERS** TO STUDY ABROAD?

---



slido



**What did students say is the top barrier for studying abroad?**

① Start presenting to display the poll results on this slide.



### What did students say is the top barrier for studying abroad?

I want to stay near family and friends



It will be expensive



I don't know enough about international universities



I don't speak another language



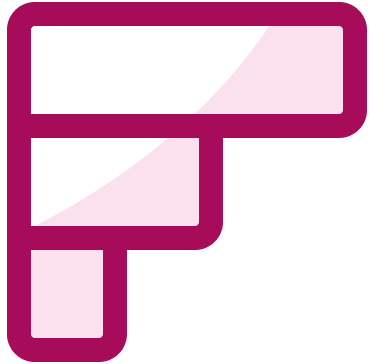
Join at  
**slido.com**  
**#4149 481**

## TOP BARRIERS TO STUDYING ABROAD

---

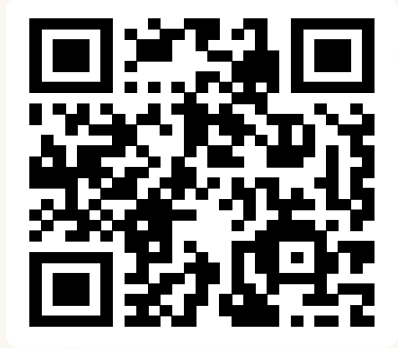
- 1 I want to **stay near family** and friends **81%** agree
- 2 I **don't know enough** about international universities **76%** agree
- 3 I'm not sure about the **application process** **71%** agree
- 4 It will be **expensive** **71%** agree
- 5 It will be complicated to arrange **accommodation** **67%** agree
- 6 I don't speak another **language** **67%** agree

slido



**Where is the most applied to US  
institution via Common App?**

ⓘ Start presenting to display the poll results on this slide.



### Rank these US institutions by most applied to via Common App?

1. New York University



2. Pennsylvania State University



2. University of Michigan



4. University of Southern California



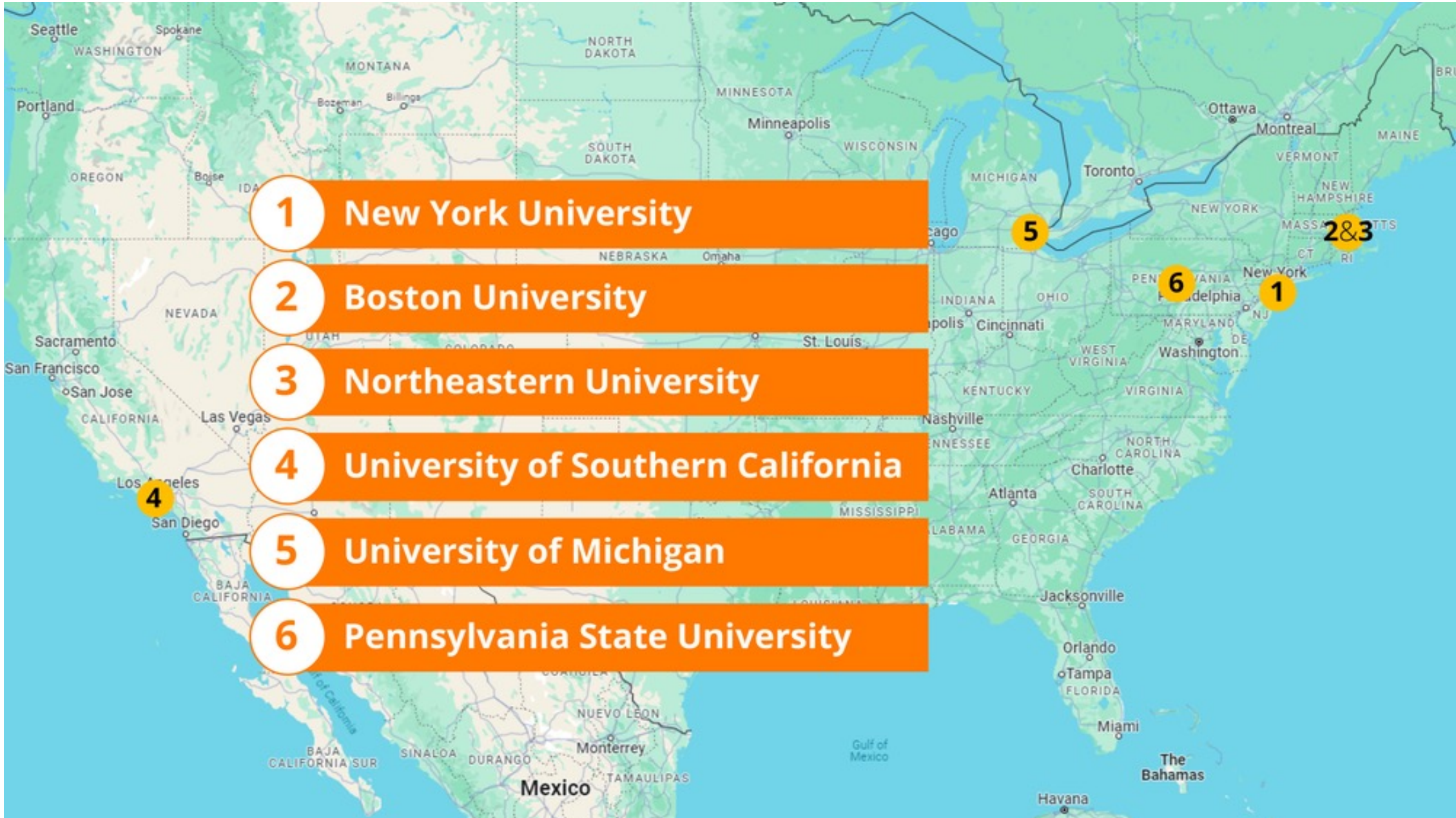
5. Boston University



6. Northeastern University



Join at  
**slido.com**  
**#4149 481**



**1** New York University

**2** Boston University

**3** Northeastern University

**4** University of Southern California

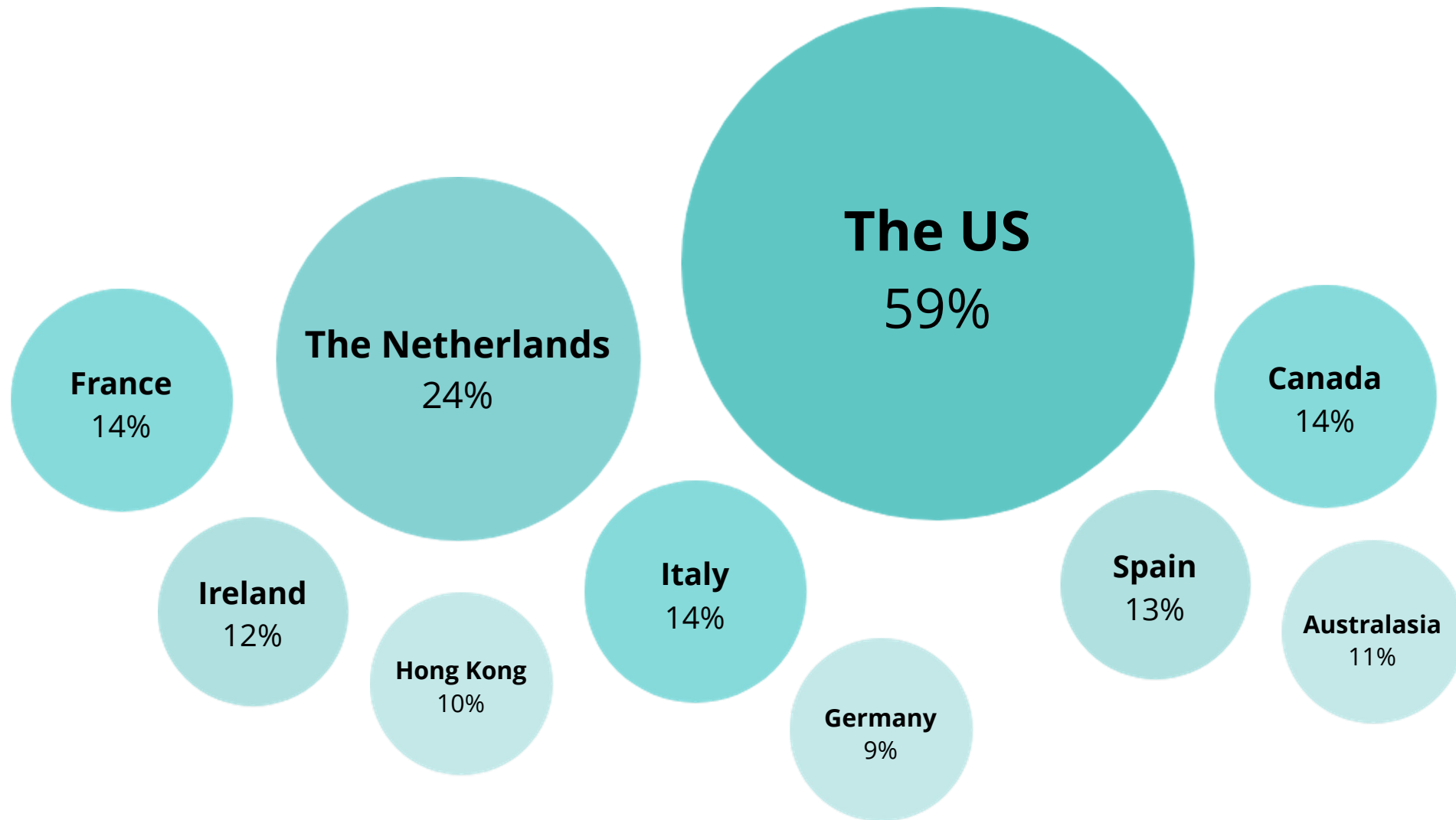
**5** University of Michigan

**6** Pennsylvania State University

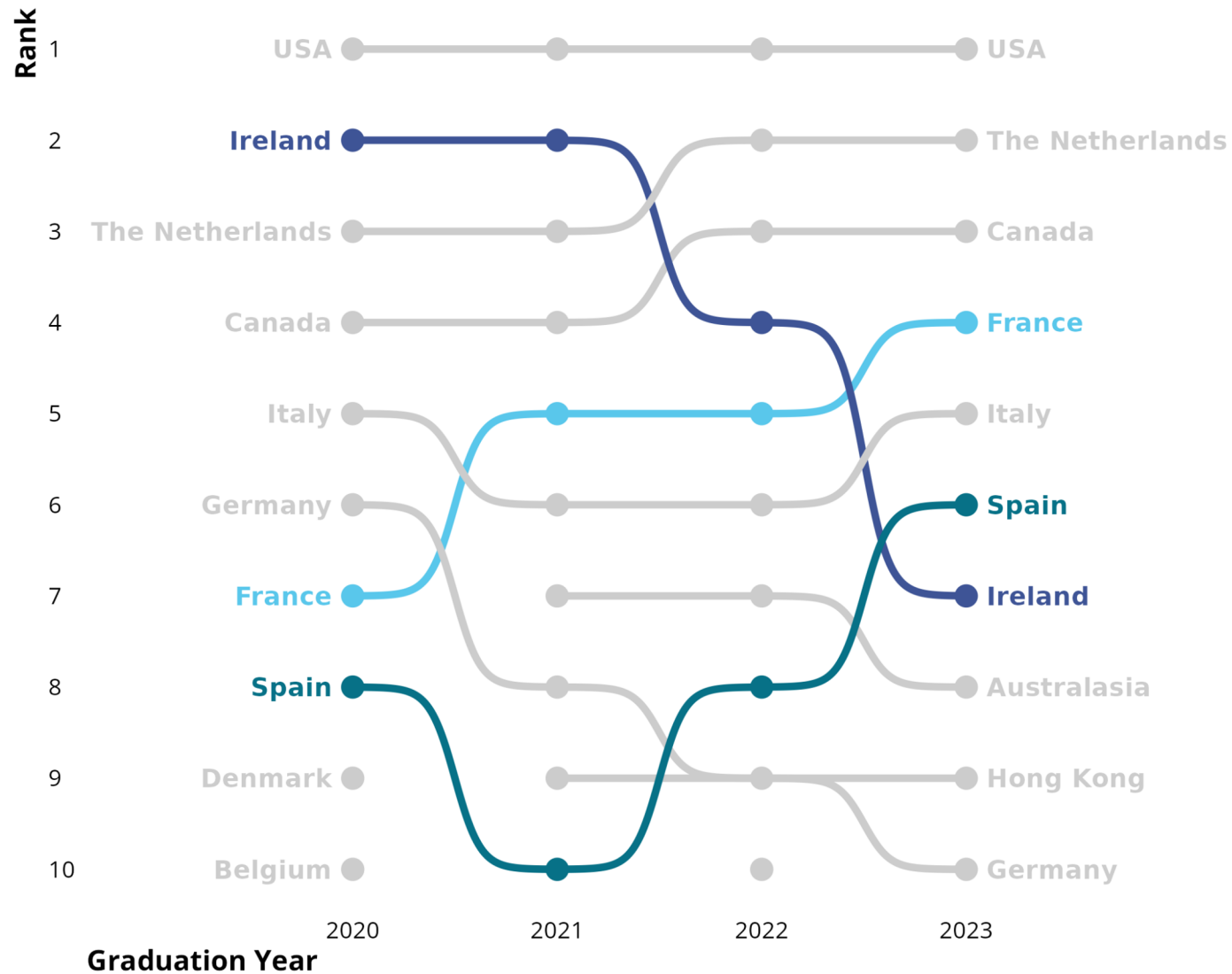


## DATA DEEP DIVE: WHICH **DESTINATIONS** ARE STUDENTS MOST INTERESTED IN?

---



## DATA DEEP DIVE: HOW HAVE COUNTRIES' POPULARITY RANKINGS CHANGED OVER TIME?



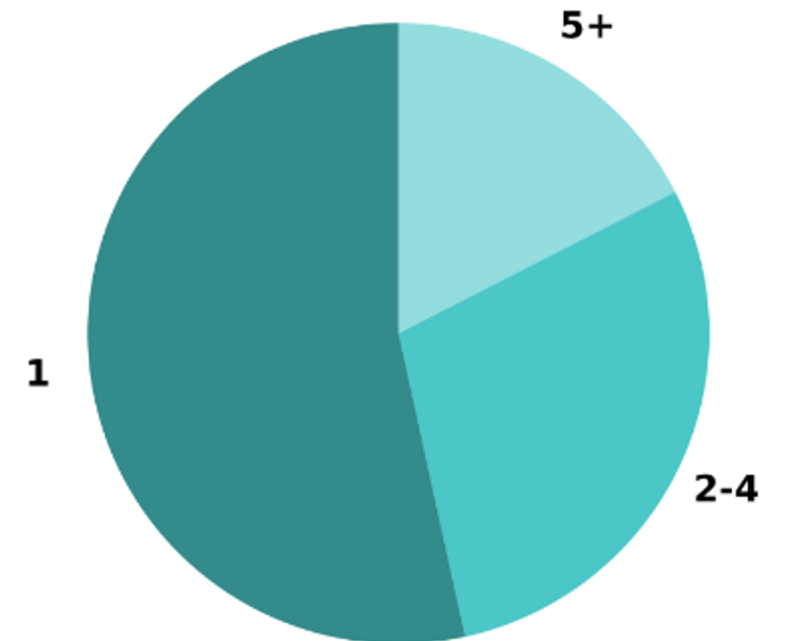
- The top 10 shortlisted countries have **remained relatively stable** over the past four cycles.
- **The US** is consistently ranked #1 for shortlisted countries.
- **Ireland's** ranking dropped to #7 last year.
- **France and Spain** are climbing the ranks in relative popularity.

## DATA DEEP DIVE: ARE STUDENTS KEEPING AN **OPEN MIND**?

---

- The majority of students (53%) are **only considering one country**.
- Another 29% of students are shortlisting opportunities in two to four countries.
- There is scope for teachers to **encourage diversity of research** for international universities.

Number of unique countries shortlisted by students



# DATA DEEP DIVE: WHAT ARE THE **MOST POPULAR COMBINATIONS** OF COUNTRIES?

1 The US and Canada 

2 The US and Ireland 

3 The US and Australia 

4 The US and the Netherlands 

Searching for opportunities

US universities

Start >

European universities

Start >

Canadian universities (0 shortlists)

Start >

Australasian unis

Start >

MidEast & Africa unis

Start >


Irish universities

Start >


## DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

---

### International students

- 1  University of Toronto
- 2  University of British Columbia
- 3 University of Groningen
- 4 University of Hong Kong
- 5 University of Amsterdam
- 6 University of Sydney
- 7 Stanford University
- 8 Trinity College Dublin
- 9 New York University
- 10 Vrije Universiteit Amsterdam




### UK students

- 1 Harvard University
- 2 Yale University
- 3 Stanford University
- 4 Trinity College Dublin
- 5 Columbia University
- 6 New York University
- 7 University College Dublin
- 8 The American University of Paris
- 9 University of Groningen
- 10  University of Toronto


## DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

---

### International students

- 1 University of Toronto
- 2 University of British Columbia
- 3  University of Groningen
- 4 University of Hong Kong
- 5  University of Amsterdam
- 6 University of Sydney
- 7 Stanford University
- 8 Trinity College Dublin
- 9 New York University
- 10  Vrije Universiteit Amsterdam



### UK students

- 1 Harvard University
- 2 Yale University
- 3 Stanford University
- 4 Trinity College Dublin
- 5 Columbia University
- 6 New York University
- 7 University College Dublin
- 8 The American University of Paris
- 9  University of Groningen
- 10 University of Toronto






## DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

---

### International students

- 1 University of Toronto
- 2 University of British Columbia
- 3 University of Groningen
- 4 University of Hong Kong
- 5 University of Amsterdam
- 6 University of Sydney
- 7  Stanford University
- 8 Trinity College Dublin
- 9  New York University
- 10 Vrije Universiteit Amsterdam

### UK students

- 1  Harvard University
- 2  Yale University
- 3  Stanford University
- 4 Trinity College Dublin
- 5  Columbia University
- 6  New York University
- 7 University College Dublin
- 8 The American University of Paris
- 9 University of Groningen
- 10 University of Toronto

# Demo of the platform



## KEY TAKEAWAYS FROM OUR DATA DEEP DIVE

### **What's in a name?**

Prestige of university was only ranked 6th, but many UK students are focused on highly-ranked US universities.

### **Look closer to home**

Staying near family and friends is the top barrier to studying abroad: encourage exploring Europe.

### **Get familiar with Common App**

Understand the requirements and document-sending processes.

### **Keep an open mind**

Inspire students to shortlist more opportunities in multiple destinations in order to better compare them.

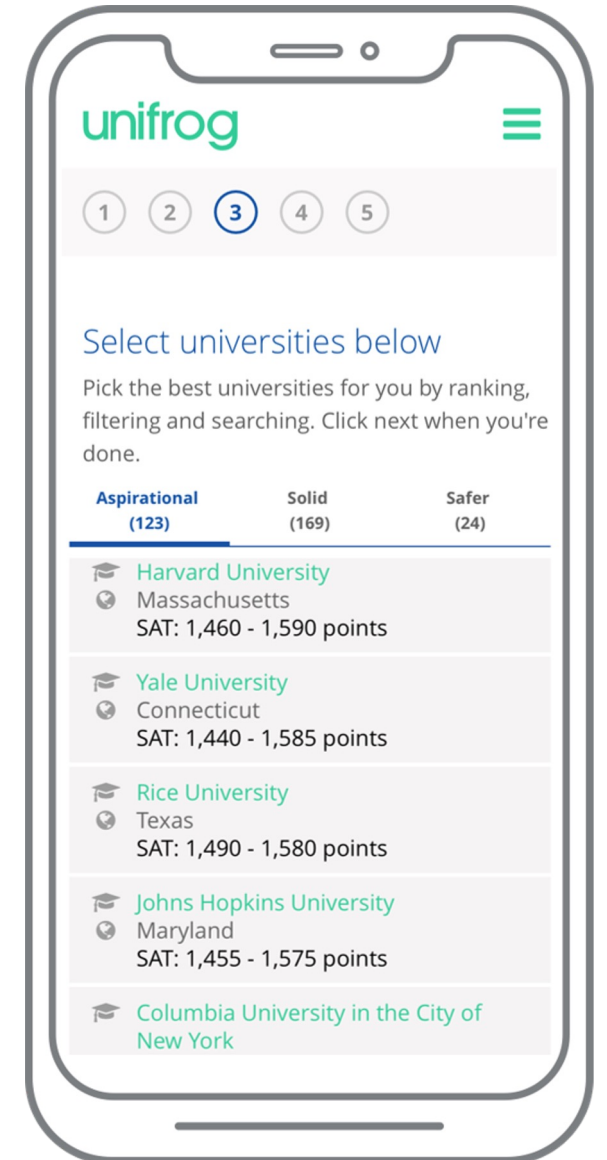
### **Track destinations**

The more accurate alumni destinations data you keep, the better you can support future cohorts.



## For students

- Comprehensive international university **search tools**
- Know-how **articles and videos**
- **Webinars** hosted by global universities
- Purpose-built tools to craft **Common App essays**
- **Unifrog International University Fair** (13 June 2024)



## For teachers and advisors

- Resources on **global application systems**
- Integrated **document sending** – Common App and Parchment
- Careers Year Plan: **plug-and-play lessons** on studying abroad
- **Networking** opportunities with global universities



## NEXT STEPS

---

- ✓ **Boost students' self-awareness by exploring interests and skills**  
Start with Unifrog's free psychometric testing quizzes!
- ✓ **Record activities, both academic and extracurricular**  
A holistic application is especially important for US institutions
- ✓ **Check out resources and events on Unifrog**  
Sign up to the Unifrog International University Fair on 13 June
- ✓ **Get students to start shortlisting opportunities**  
The more they engage, the more tailored opportunities and guidance can be
- ✓ **Run this free lesson with your students**  
We'll share the lesson with you via email!



GET IN TOUCH



Get in touch to learn more about how Unifrog can support you and your students.



**Mitch Purnell**  
Area Manager



[mitch@unifrog.org](mailto:mitch@unifrog.org)