



# Updates 2023

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## Highly Experienced

Melanie is a member of the International Association for College Admission Counseling, a professional member of the Careers Development Institute and has been counselling students in the UK and abroad for the last 13 years.





# The University Guys



# We are college counsellors... who happen to also do tour and events

## ❑ Work with apx. 100 Year 13 students annually (and more in other year groups)

- ❑ Full-service global applications package
- ❑ Explore Packages (universities and careers)
- ❑ Apply Packages
- ❑ Portfolio Support
- ❑ Hourly support e.g. Application essays

## ❑ Free support and knowledge sharing

- ❑ Answering questions via email and on social media,
- ❑ Free content on our site e.g. podcasts
- ❑ promoting international higher education in any way possible.

## ❑ Deliver talks and workshops to schools around the UK

- ❑ most of the big-name schools
- ❑ hidden gems

## ❑ We run roadshows bringing international universities to the UK





**International University Roadshow**  
 Thursday 22<sup>nd</sup> September  
 Concourse, 9.30-11.00pm

- Michigan State University
- Loyola Marymount University, LA
- High Point University, North Carolina
- Bocconi University, Milan
- ESCP European Business School
- Les Roches Universities
- Hult International Business School, Boston/International
- IE University, Spain

Come along to talk to representatives from these universities to find out more about what they offer. Open to all.

'Invisible' connectives	'Kick' connectives	'Switch' connectives
aber	but	, weil
denn	for	, wenn
und	and	, (so) dass
sondern	rather	, obwohl
oder	or	, bevor
		, nachdem
		, als
	normal word order	

Handwritten notes on the poster include: 'DAMIT - so' and 'TH'.







**So what's going on?**

# UK capacity challenges

- ❑ COVID ???
- ❑ Demographic growth of the university-seeking population
- ❑ Political uncertainty and the 'third rail' of tuition fees
- ❑ The idea of the 'Russell Group' as a brand of value
- ❑ Hollowing out of expert opinion in the news media about higher education



We are trying to pour more students into fixed capacity selective courses

The students who spill may be looking beyond the UK rather than settling for the overflow option

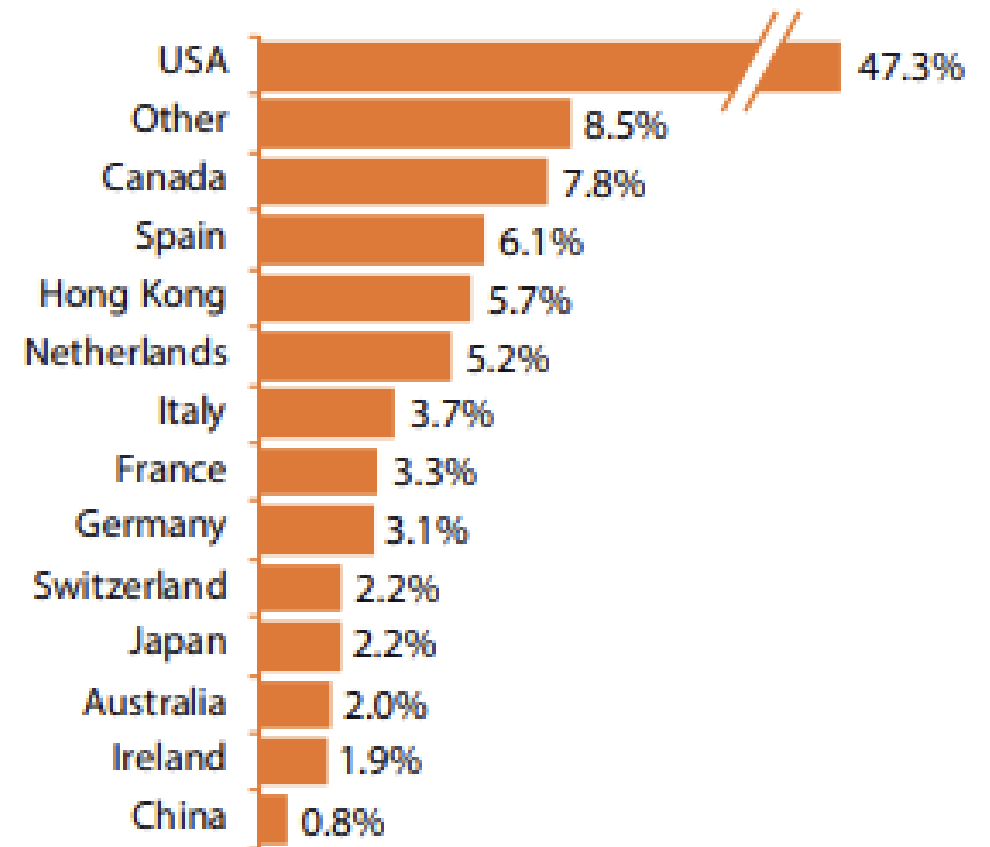
# International options

Solid data is hard to come by, but The Independent Schools Council survey found:

- ❑ The USA is the most popular destination for the 5% of pupils who chose to study outside the UK
- ❑ This cycle the USA attracted 47%, a 4 % increase on last year

Fig 35. Destination of ISC pupils going to non-UK universities:  
Countries

Proportion of all ISC pupils attending non-UK universities.



[https://www.isc.co.uk/media/8421/isc\\_census\\_2022\\_final-v2.pdf](https://www.isc.co.uk/media/8421/isc_census_2022_final-v2.pdf)



# Open Doors Data



There were **10,292** international students from **United Kingdom** at U.S. higher education institutions in 2021/22. A **28.2%** change from the previous year.

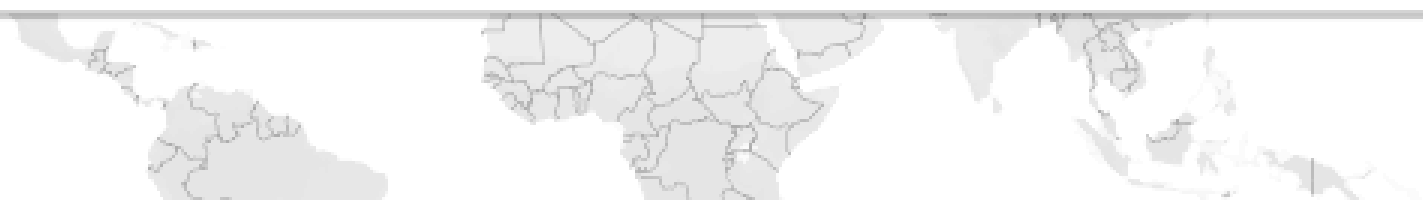
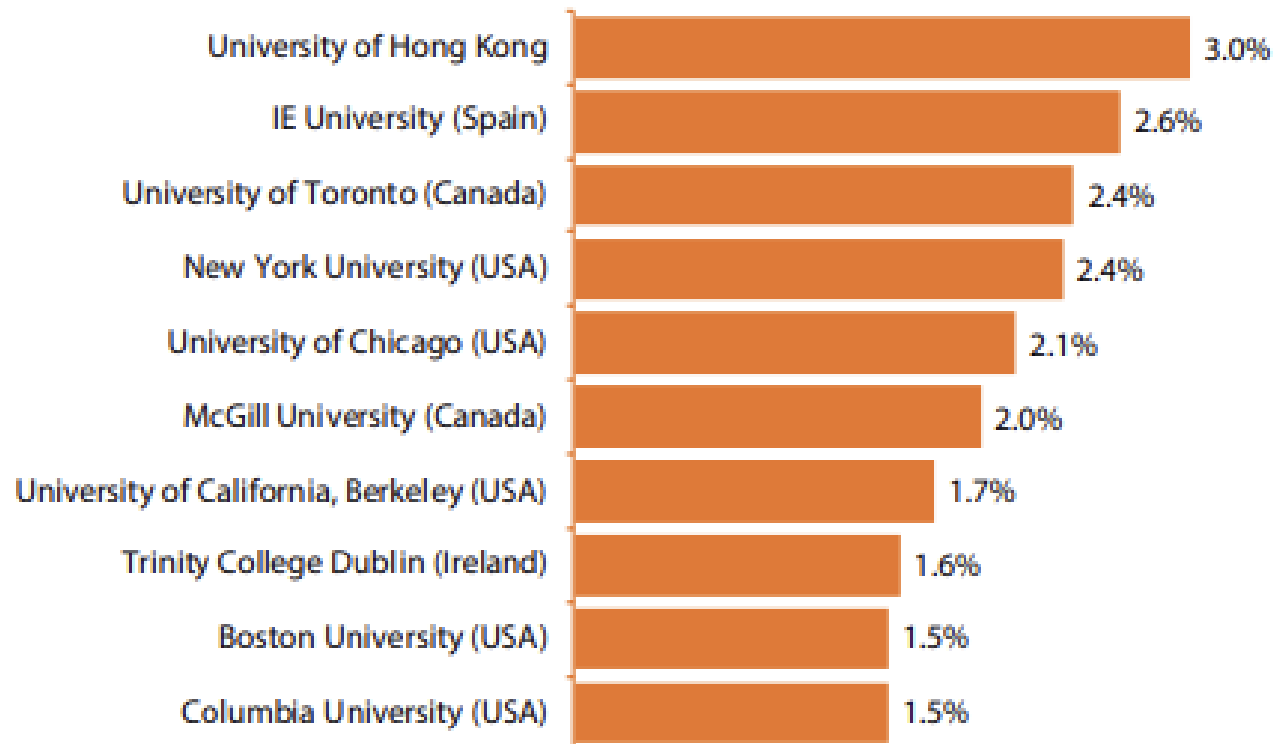


Fig 36. Destination of ISC pupils attending non-UK universities:  
Top 10

Proportion of all ISC pupils attending non-UK universities.



[https://www.isc.co.uk/media/8421/isc\\_census\\_2022\\_final-v2.pdf](https://www.isc.co.uk/media/8421/isc_census_2022_final-v2.pdf)

ISC pupils go on to a wide range of overseas universities and this range has been expanding year on year.

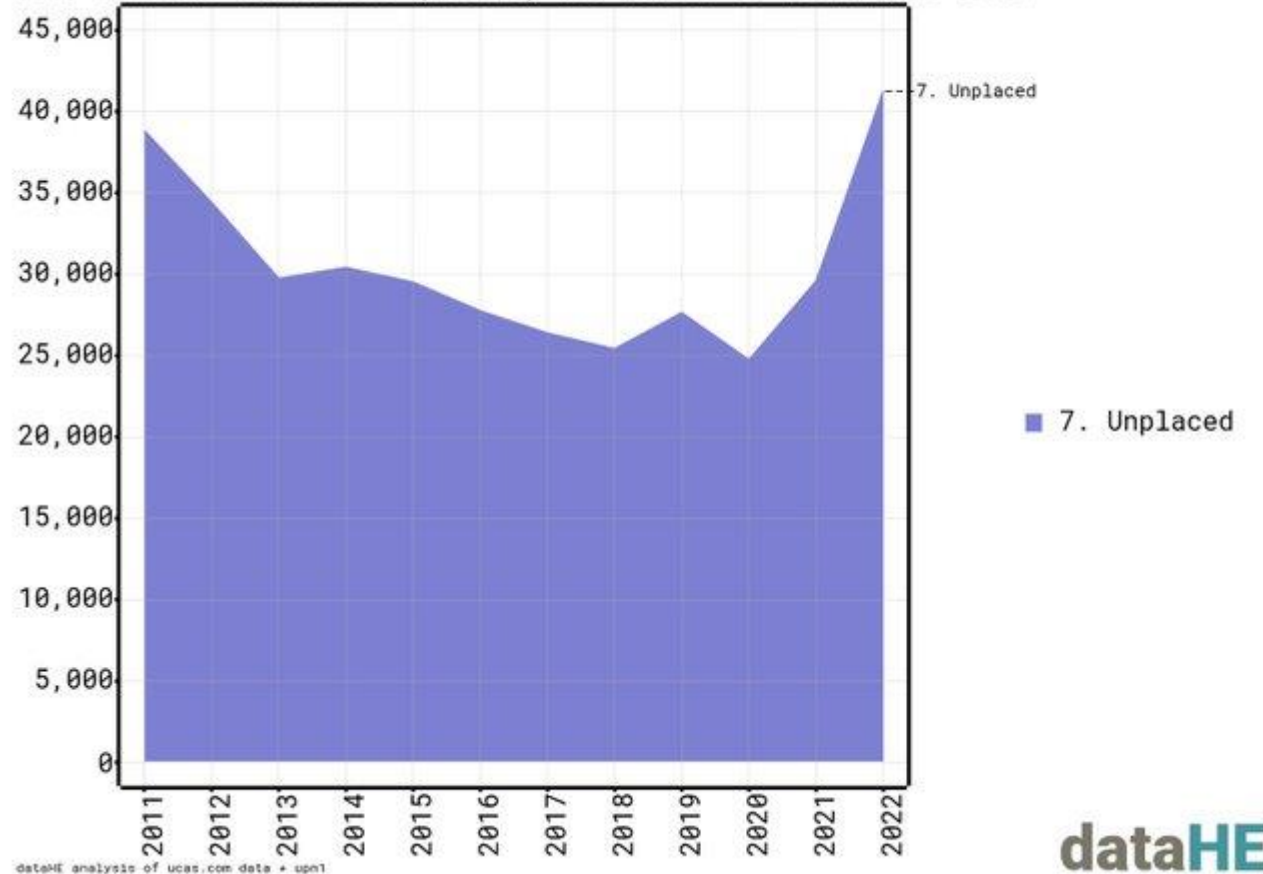
- ❑ In 2021 fewer than 400 institutions attracted ISC pupils. Last cycle there were 529
- ❑ Pupils from 55% of ISC schools with Yr 13 leavers have pupils progress to university overseas



# UCAS 2022 Cycle: 'unplaced' students increased by more than 15,000

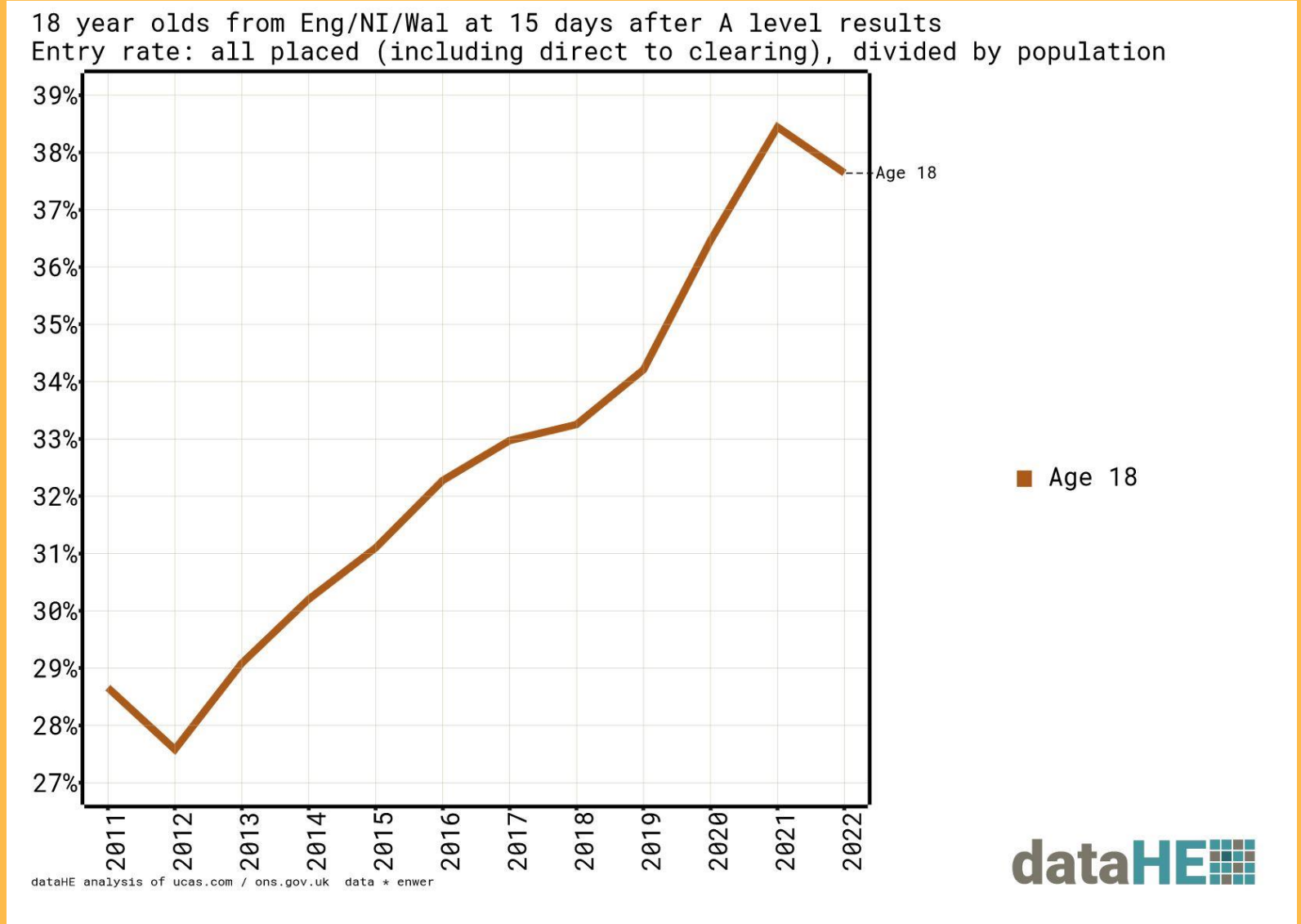
How many of these  
were students  
who **didn't secure  
somewhere 'good  
enough'** choosing to  
reapply or go outside  
the UK?

18 year olds from Eng/NI/Wales 15 days after A level results  
June deadline applicants (active) not placed or holding an offer



“Just 37.6 per cent of 18-year-olds will start degrees at UK universities this autumn, or have a deferred place to start next year, compared with 38.4 per cent last year, according to data from the Universities and Colleges Admissions Service... experts predict that the trend is likely to continue because universities cannot afford to keep enrolling growing numbers of UK teenagers. Many institutions are recruiting more overseas students, who pay fees of up to £40,000 a year on some courses.”

Sunday Times, 11<sup>th</sup> Sept 2022





FEATURES

# Why Ivy League universities are drawing the UK public school crowd like never before

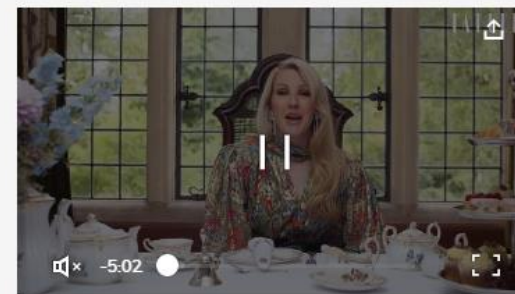
Forget Oxbridge – Princeton, Yale, Harvard and MIT are where the country's brightest private school pupils are aiming for now

By Hope Coke

12 August 2022



WATCH



Ellie Goulding takes on Tea With Tatler

EDUCATION

# Why British students have their eyes on the Ivy League

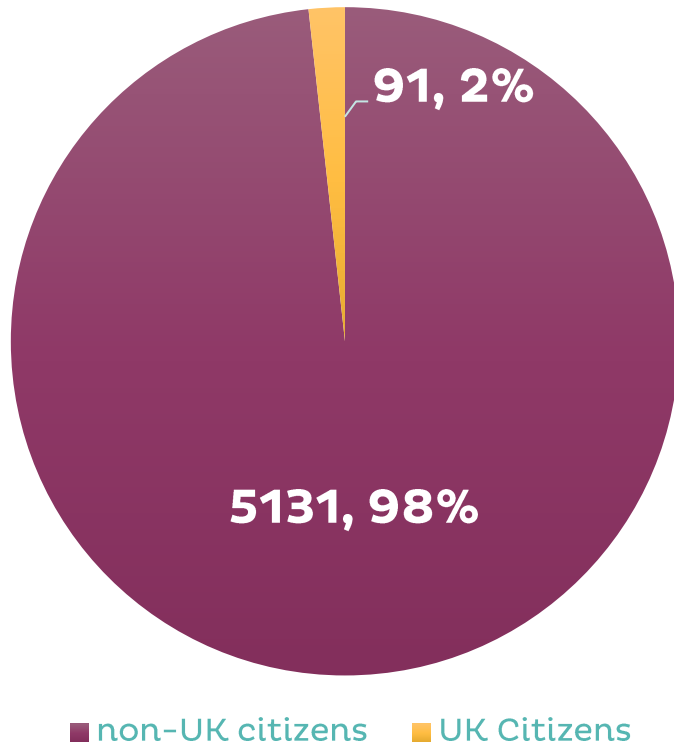
With record numbers of pupils rejected by elite UK universities, one in five private school leavers are targeting American institutions instead



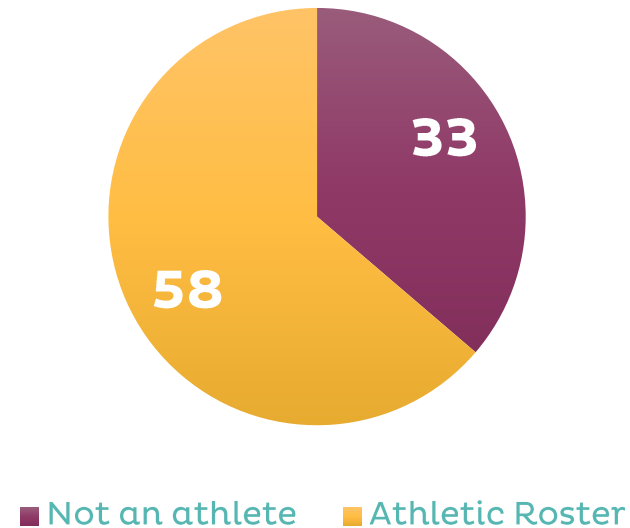


# What does the reality look like?

Number of UK citizens in UG at Harvard (22/23)



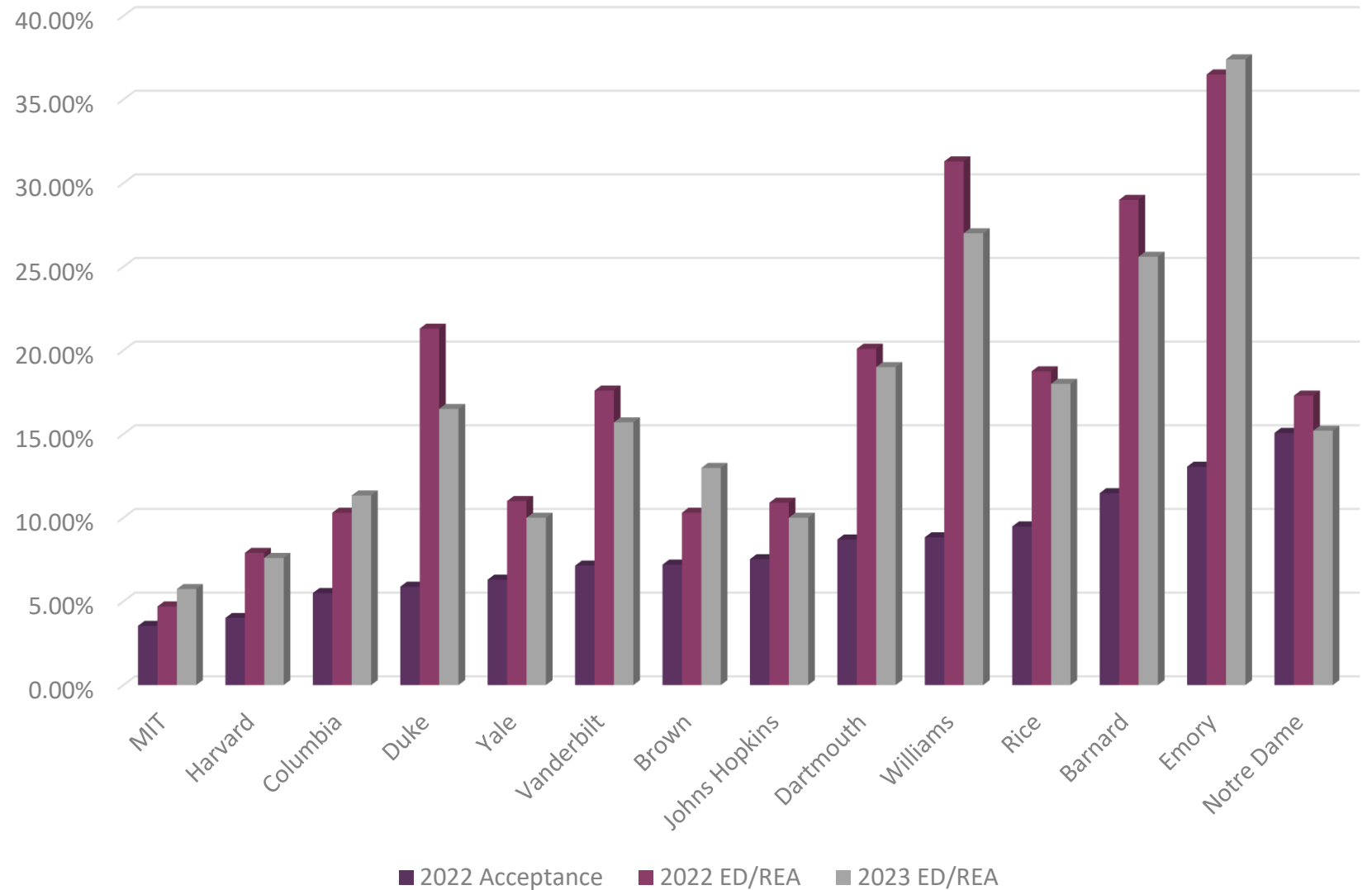
UK educated students on the UG athletic rosters at Harvard (22/23)



**0.6%** of the students enrolled at Harvard are UK educated students without a sports hook

# Admissions Rates

- ED has a higher admit rate at most schools
- Application numbers for ED/EA have continued to rise.
  - Notably Columbia's ED applications reduced by 9% this year
- Some institutions have started to move to admitting less in Early Rounds than in previous years e.g. Yale, Duke, Barnard, Williams





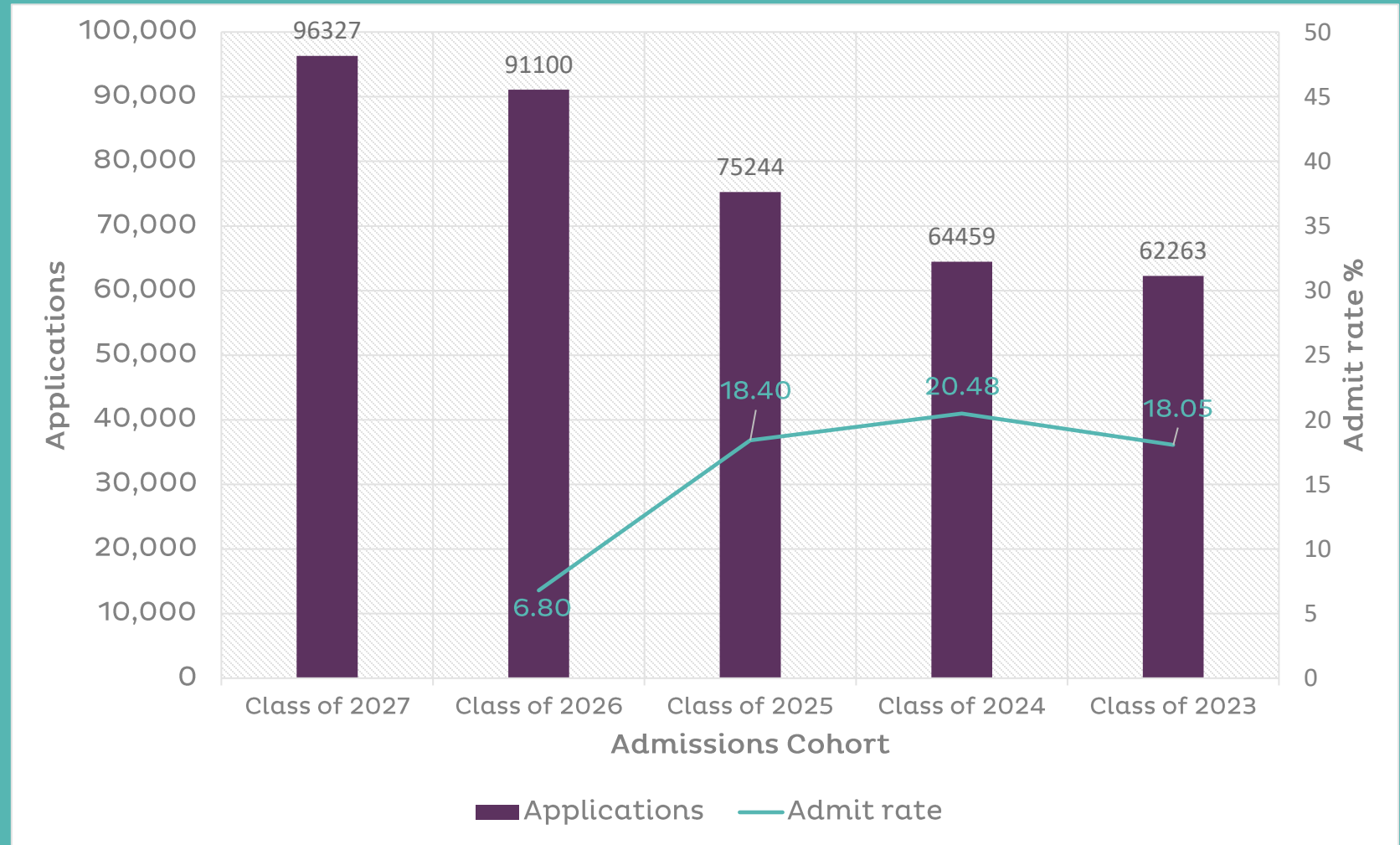
# Northeastern this cycle

Northeastern received a record number of undergraduate applications

- They have seen a 49.5% increase in applications over four years
- A 86% increase in ED applications since 2015
- A 30% increase in ED from the last cycle

University officials attribute this to Northeastern's expanding global footprint and leadership in experiential learning.

But – N.U.In isn't included in these figures.....



# Trends we are seeing

- ❑ Rise in applications to private European universities: Bocconi and IE particularly popular.

- ❑ Increase in interest for Trinity College Dublin, but more on the realities behind that to come.

- ❑ Awareness of Canada is growing, based on our work on the 2022 EduCanada event

- ❑ The idea of “UCAS +1” being encouraged by many UK schools

# Netherlands





# The Netherlands

The minister of education, culture and science in the Netherlands has written to the boards of all public research and applied sciences universities, urgently requesting a halt to international student recruitment.

The letter, dated December 22 2022 and signed by Robbert Dijkgraaf, comes weeks after a parliamentary motion, spearheaded by MPs Peter Kwint and Harry van der Molen, was passed which called on Dijkgraaf to limit international student recruitment efforts.

The letter, discussing the “termination of active recruitment of international students”, highlighted the importance of international students but cited pressure on teaching staff, facilities and accommodation shortages as overwhelming reasons for the request.

The PIE, Jan 5<sup>th</sup> 2023

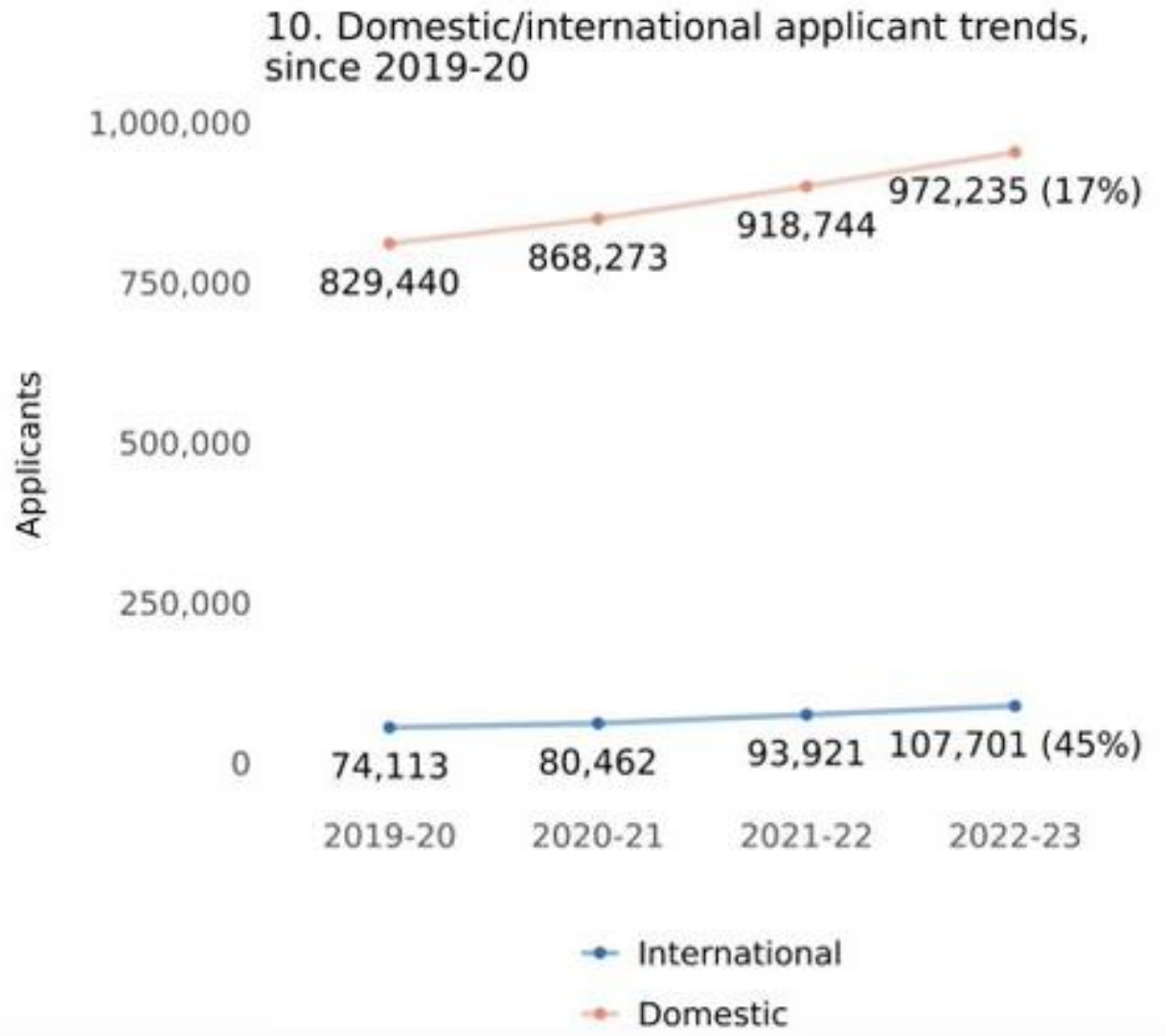


**What else is going on with  
the USA?**

# US Admissions Trends

- ❑ Common App reported 20% increase in applicants to 1 Jan 2023 compared to 2019-2020
- ❑ International student applications rose at triple the rate of domestic applicants (45% vs 17%)
- ❑ Applications to public institutions rose at triple the rate of private institutions (39% vs 13%)

Figure 10. International applicants increased 45% since 2019-20





# Supreme Court case

We await a decision on the case against Harvard and UNC Chapel Hill which could radically (and immediately) change the landscape of US admissions:

- ❑ Banning the use of race in admissions
- ❑ Changes to how legacy can be used
- ❑ Restricting / banning Early Decision
- ❑ Roles of how institutional priorities can work within institutions.

Predictions of how this will impact things range from the cataclysmic to a mild shrug – it all depends on the exact ruling.

But, with a conservative majority on the Supreme Court, some change seems likely.

# IPEDS data

A **change** in the way the US Department of Education requests **data** has had some unintended consequences. By **no-longer allowing universities to count incomplete applications** in their data, many US colleges may see the a decline in the number of “applications” to their university – and thus **a rise in the admissions rate**.

As a result, many colleges are chasing students who have added a college to the Common App – which universities can see as – without actually going on to submit an application

“The Council voted to **eliminate test score requirements** for immediate eligibility for incoming freshman student-athletes, at the recommendation from the NCAA Standardized Test Score Task Force. The task force was a specialized group charged with reviewing initial eligibility requirements as part of the NCAA's eight-point plan to advance racial equity.

"As some NCAA member schools shift away from requiring standardized test scores for general student admissions, the Council felt it was appropriate to reflect those admission standards in eligibility requirements for incoming freshman student-athletes," Tealer said.

Since 2020, NCAA Division I has waived standardized test requirements due to the COVID-19 pandemic and its impact on the ability of prospects to take the test.”

# NCAA & Testing

- **Test scores have been removed from the NCAA eligibility requirements for student athletes**

<https://www.ncaa.org/news/2023/1/11/media-center-division-i-council-modernizes-rules-for-coaching-limits.aspx>



The image shows the entrance to the LSE Old Building, a grand stone structure with a large arched doorway. People are seen walking up and down the steps, some carrying bags. The scene is overlaid with a semi-transparent purple filter. The text 'The challenge for schools and students' is centered in a bold, yellow font.

# The challenge for schools and students

# Mismatch between expectations and realities

- ❑ AAA is no longer “special” in the UK admissions process
- ❑ Changes to the UCAS reference and (possibly) the personal statement create anxiety
- ❑ Fears stoked by certain media outlets about admissions to certain UK universities from certain UK schools

**This all leads to massive student anxiety**

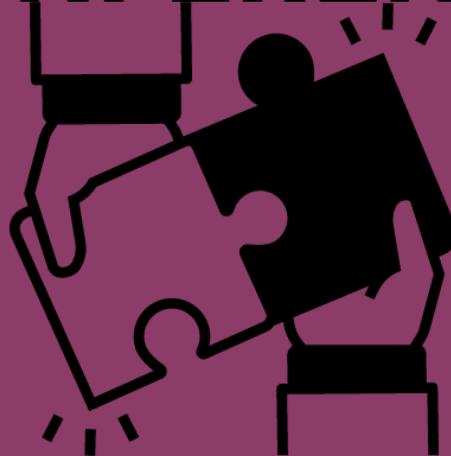
# So, what can you do?

Educate your school community about the realities of the scene right now – you don't want a teacher or HSM being well-meaning but messing up the messaging to students.

Signpost to students and parent where they might add a 'plus 1' non-UK application depending on their subject interest for UK applications.



# GLOBAL UNIVERSITIES & COUNSELLOR CONFERENCE



**COST TO ATTEND: £125 + VAT**

- **APPLICATION PROCEDURES:  
NORTH AMERICA, EUROPE AND BEYOND**
- **FOR BEGINNER, INTERMEDIATE & EXPERIENCED DELEGATES**
- **PROFESSIONAL DEVELOPMENT**
- **NETWORKING UNIVERSITY FAIR**
- **CATERED LUNCH**

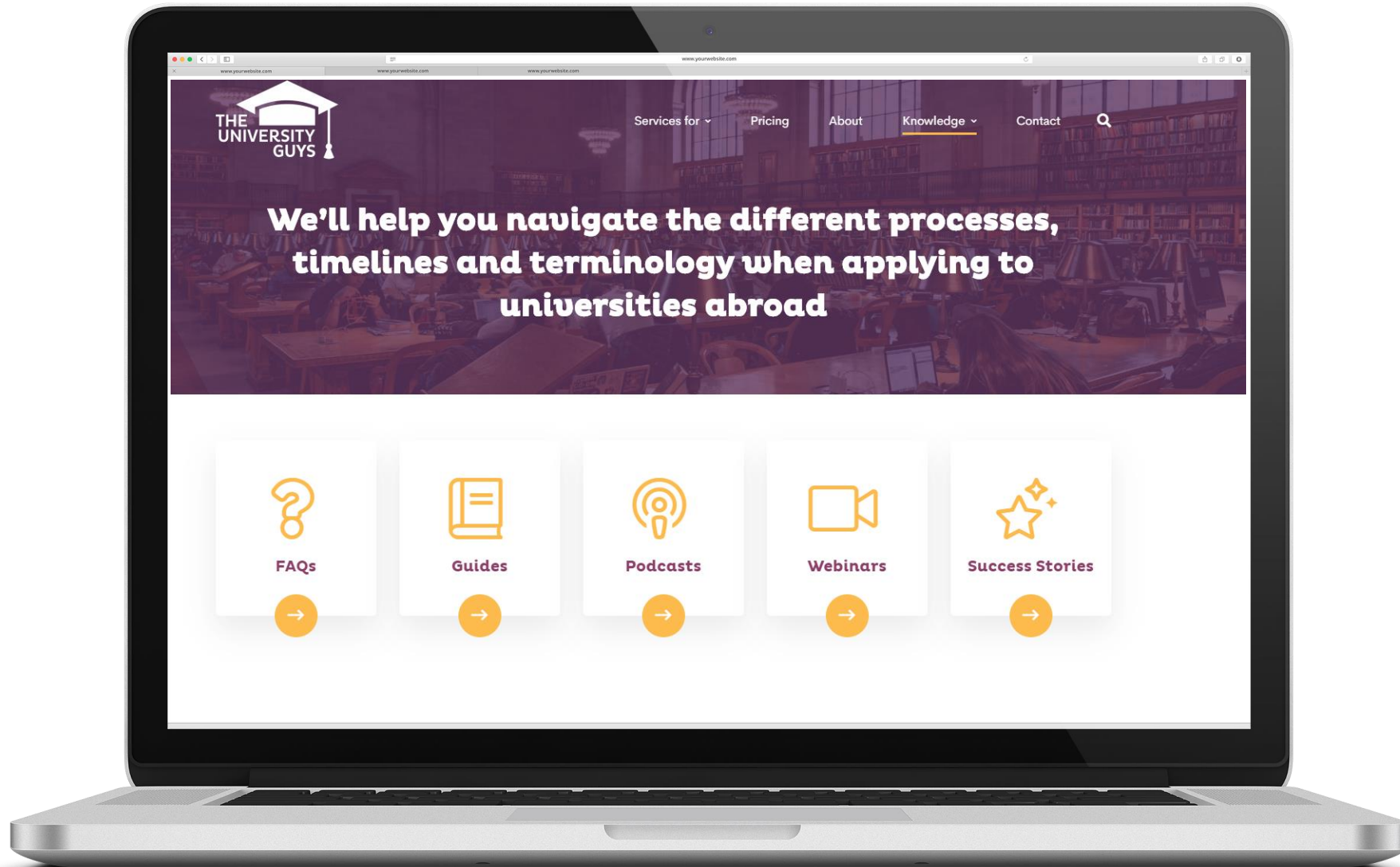
**ADD ON: VISIT THREE INTERNATIONAL UNIVERSITIES'  
LONDON CAMPUSES**



**MONDAY, APRIL 24TH  
SADLER'S WELLS, LONDON**  
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# Resources online



# Request more information

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