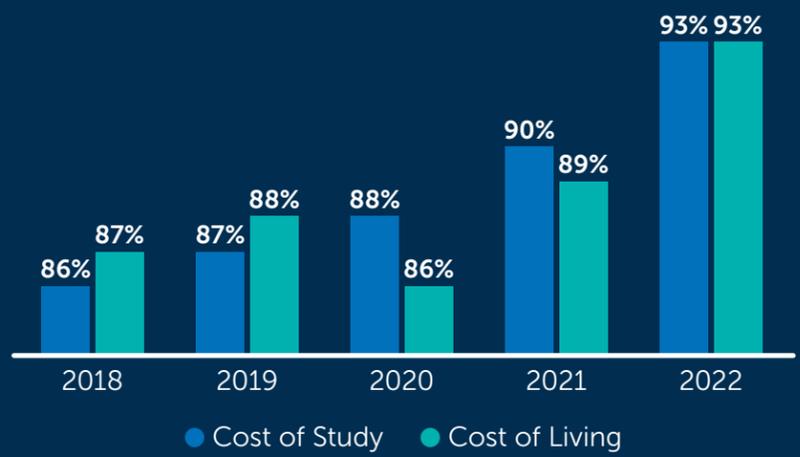


# 8

## Ways to Court the Cost-Conscious International Student

### Percentage of Students Citing Selected Factors as "Very Important" to University Choice<sup>1</sup>



Help International Students and Their Parents Understand the Overwhelming Value of an Education from Your Institution

Concerns about the affordability of university have always been with us. But a growing gap between the financial circumstances of university-bound students and the cost of higher education has given those concerns a new urgency.

Improving communication with university-bound students and their parents is crucial. The complexity of the university search process and families' understandable desire to limit their spend can cause students to choose universities that are a poor fit with their needs and goals. Recruitment marketing, more often understood as a tool for persuasion, is the most powerful means you have of helping families make informed decisions. This infographic explains how communications with students and parents can further both aims.

## An Imperative to Educate Families on Value

### Why students question your value...

### ...and what you can do about it

1	<p><b>Scared or confused by the cost</b></p> <p>Difficulty understanding overall costs and debt causes families for whom your university could be an excellent choice to cross you off their list based on misunderstandings regarding your affordability.</p>	<p><b>Educate on cost</b></p> <p>Provide families with information on university finances starting early in the recruitment process, including explanations of fees vs living costs.</p>	Focus on the right messages
2	<p><b>Missing what's great about your academic offerings</b></p> <p>Uninspiring programme-level information on your institution's website undersells your university's offerings in key courses, a factor that plays a major role in student choice.</p>	<p><b>Invest in promoting programmes</b></p> <p>Partner with your academic staff to ensure that the course pages on your website paint a compelling picture of the interesting and rewarding things their students do.</p>	
3	<p><b>Concerned about employability</b></p> <p>Students' growing focus on employability leads them to under-appreciate the value of academic programmes that are not obviously tied to specific careers.</p>	<p><b>Emphasise career connections</b></p> <p>Underscore aspects of your offering that prepare students for today's unpredictable, fast-changing job market and enable graduates to thrive in many possible careers.</p>	
4	<p><b>Undervaluing success support</b></p> <p>Most students believe they will complete their degree, regardless of their chosen institution, limiting the effectiveness of success-oriented support as selling points.</p>	<p><b>Promote importance of success support for all students</b></p> <p>Communicate how opportunities for academic advising, study skills workshops, careers support, and mental health support for all students contribute to increased student satisfaction and engagement.</p>	
5	<p><b>Unable or disinclined to visit</b></p> <p>Campus visits, among the most powerful tools for converting prospective students, are costly and inconvenient for many families, limiting the number of students participating.</p>	<p><b>Provide a virtual-visit experience worthy of your institution</b></p> <p>Ensure that your virtual campus tour comes as close as possible to replicating the feeling of being there—an aim more attainable than ever, thanks to recent advances in web media.</p>	Convey them in a maximally impactful way
6	<p><b>Overweighting expense</b></p> <p>While creating transparency around the total cost of pursuing a degree is essential in converting students, it can alienate prospects if done incorrectly.</p>	<p><b>Connect cost and benefit messaging</b></p> <p>Never show information about costs (or other financial topics likely to make families anxious) without also including compelling illustrations of the benefits of attending your school.</p>	
7	<p><b>Feeling unwanted</b></p> <p>Not all enrolment teams have the capacity and specialised skill set to build deep affinity with students and parents, which is crucial in overcoming price sensitivity.</p>	<p><b>Hardwire high-touch engagement</b></p> <p>Students see their recruitment experience as a preview of how they will be treated after enrolling. Lavish, personalised attention sends them the message they most want to hear.</p>	
8	<p><b>Doubtful about balancing full-time study with work or family commitments</b></p> <p>Many students work or have other commitments while studying that may make them anxious about whether a full-time degree at your institution is right for them.</p>	<p><b>Highlight the spectrum of options available for their course of study</b></p> <p>Promote the flexibility offered to students with work or family commitments, including hybrid, evening, or asynchronous course offerings and how students can access higher education through a degree apprenticeship, online degree, or full-time opportunities.</p>	

<sup>1</sup>Tribal i-graduate 2023