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# **Trends in Student Global Mobility: Factors that will Drive Significant Change**

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# Factors that will Drive Mobility

1. Global Knowledge-based Economy
  - Marketing/Recruiting/Outreach
2. “Rise of the Rest”
3. Demographic Changes
4. Language Effects
5. Technology
6. Degrees, Degree Structures
7. New Paradigms
  - Admissions
  - Measures of Success
  - Accountability

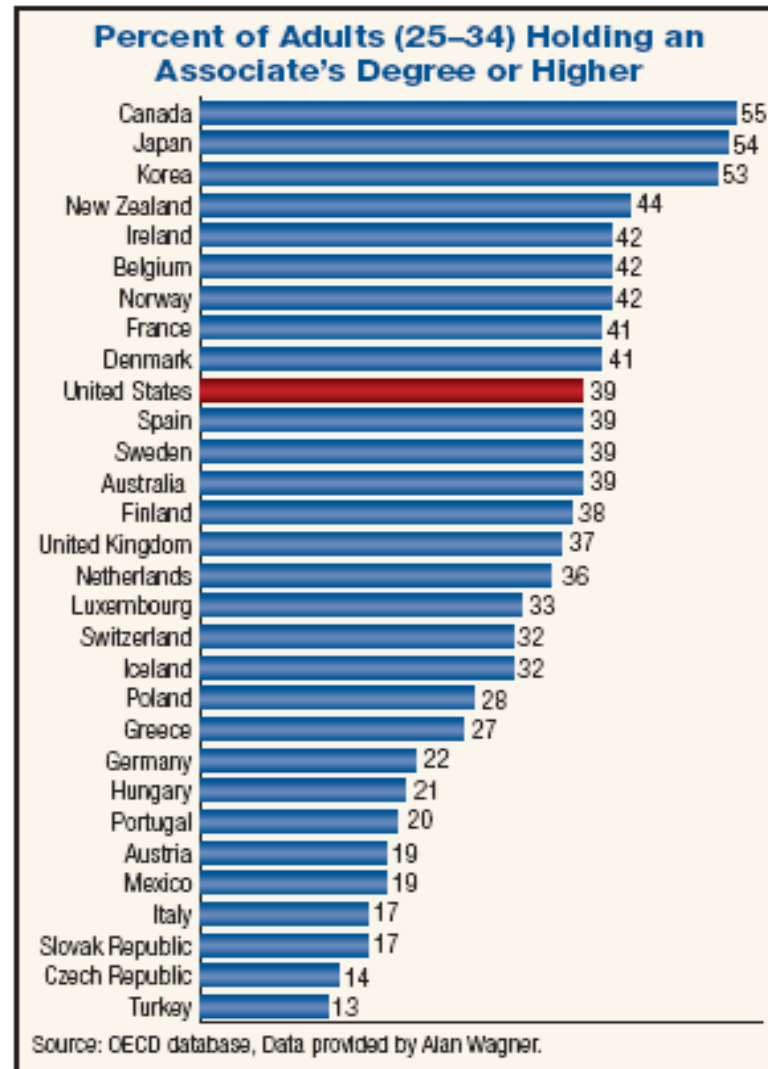
# 1. Global Knowledge-based Economy

- Increased the value of, and demand for
  - Access to quality education by students
  - Access to quality students by Higher Education Institutions
  - Access to a skilled work force by employers, nation-states and regions
- These demands create a **very** competitive environment and this leads to other significant effects, e.g.,
  - Efforts to create a more welcoming environment in the host country
  - Efforts to make the application process more responsive
  - *Efforts to increase the rate of participation in higher education within country*
  - *Aggressive Marketing and Recruiting*
    - *Nations and Regions*
    - *Institutions*

# 1. Global Knowledge-based Economy

***“I ask every American to commit to at least one year or more of higher education or career training. This can be community college or a four-year school; vocational training or an apprenticeship. But whatever the training may be, every American will need to get more than a high school diploma.”***

President Barack Obama --  
Address to Joint Session of  
Congress, February 24, 2009

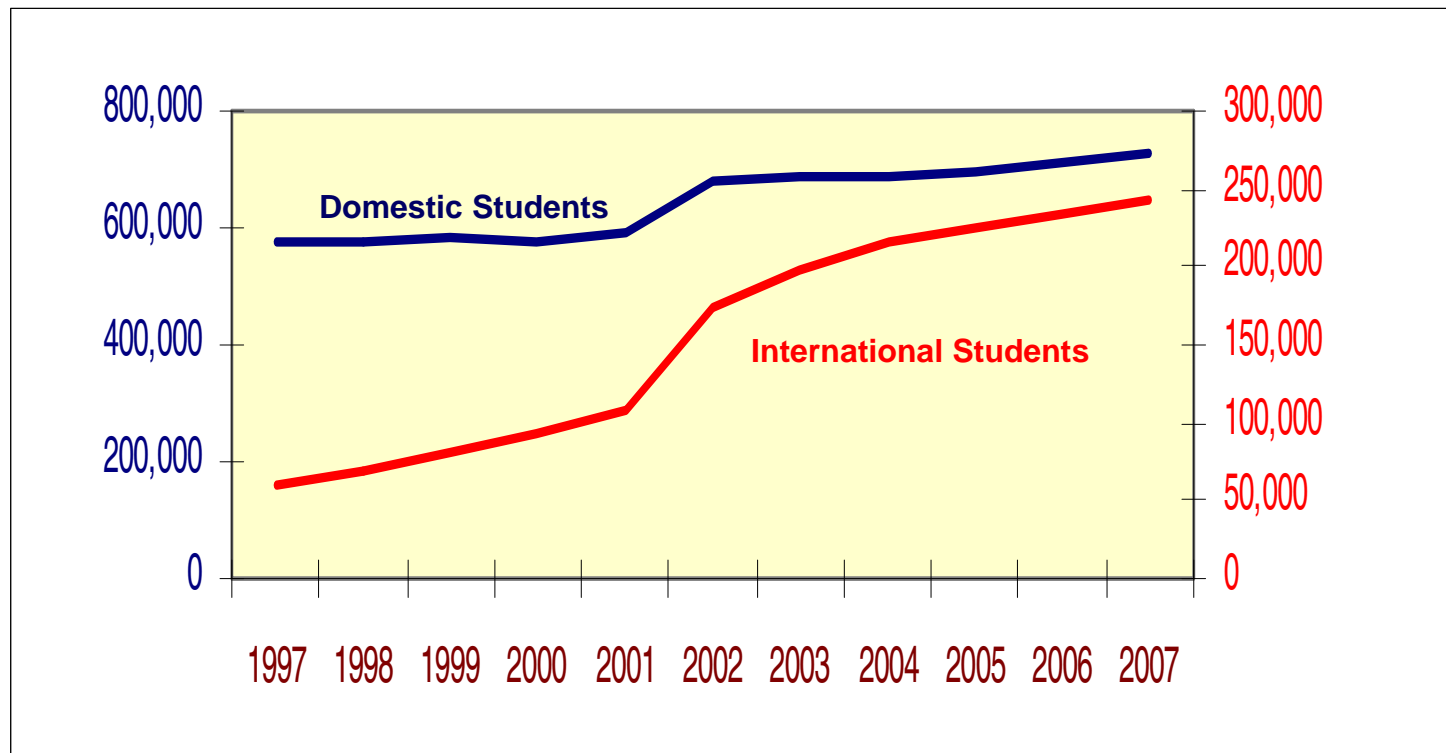


# Marketing/Recruiting/Outreach

- **Pennsylvania Council for International Education (PaCIE)** has worked for over 30 years to strengthen international education in Pennsylvania.
- **Education USA** has over 450 advisement centers throughout the world that actively are helping foreign students make the decision to study in the U.S.
- **China** offers competitive packages, replete with living stipends, health insurance, and sometimes, travel expenses. In 2007, the China Scholarship Council awarded 10,000 full scholarships – at a cost of 360 million yuan (\$52 million) – to international students.
  - By 2020 the council aims to double the number of awards.

## Australian Tertiary Education Enrollment Domestic vs. International Students, 1997 - 2007

- Between 1996 and 2006, the number of international students\* enrolled in Australian universities climbed **298%** from 61,279 to 243,676. By comparison, the number of Australian tertiary students in Australia rose 28% from 572,907 to 731,383.  
\*associate degree level and higher



Source: Australian Government, Department of Education, Employment, and Workplace Relations, 'Students: Selected Higher Education Statistics'

## 2. “Rise of the Rest”

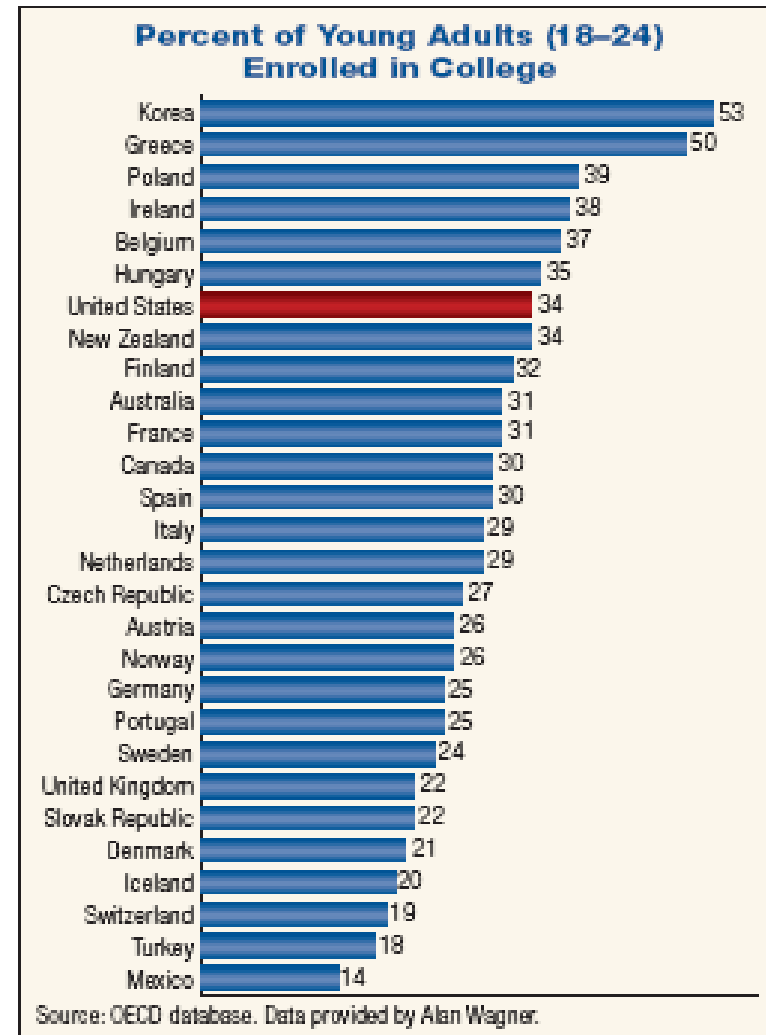
- Many nations are investing in increasing capacity or improving the quality of their undergraduate, graduate and research capacities.
  - National competitiveness
  - Public Diplomacy
  - Development Assistance
- The levels and rates of investment are very uneven:
  - In recent years many US States have decreased public support for higher education
  - Many other nations are increasing their investments in higher education

## 2. “Rise of the Rest” (continued)

***“...by 2020, America will once again have the highest proportion of college graduates in the world.”***

President Barack Obama --  
Address to Joint Session of  
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The U.S. leadership in college enrollment has slipped.



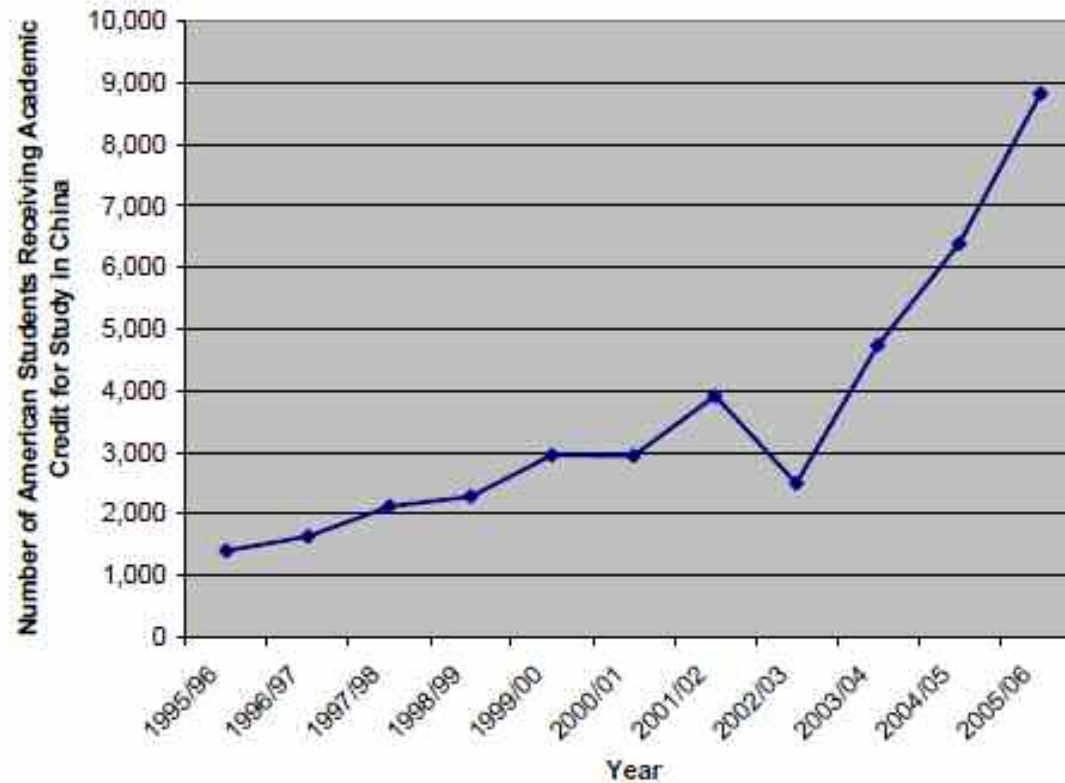
## 3. Demographic Changes

- Population of college age adults
  - Access to educational opportunities
  - Capacity of the educational system
  - Completion rates in Primary and Secondary School
  - “College Readiness”
- Nontraditional age students
- Skill distribution among sub-populations
  - ETS Report “America’s Perfect Storm” highlights the educational challenges in the US
- Cultural effects
  - Familial ability and willingness to pay for higher education
  - Cultural expectations regarding connections with and contributions to the family and community
- Market opportunities in the sending and host countries

## 4. Language Effects

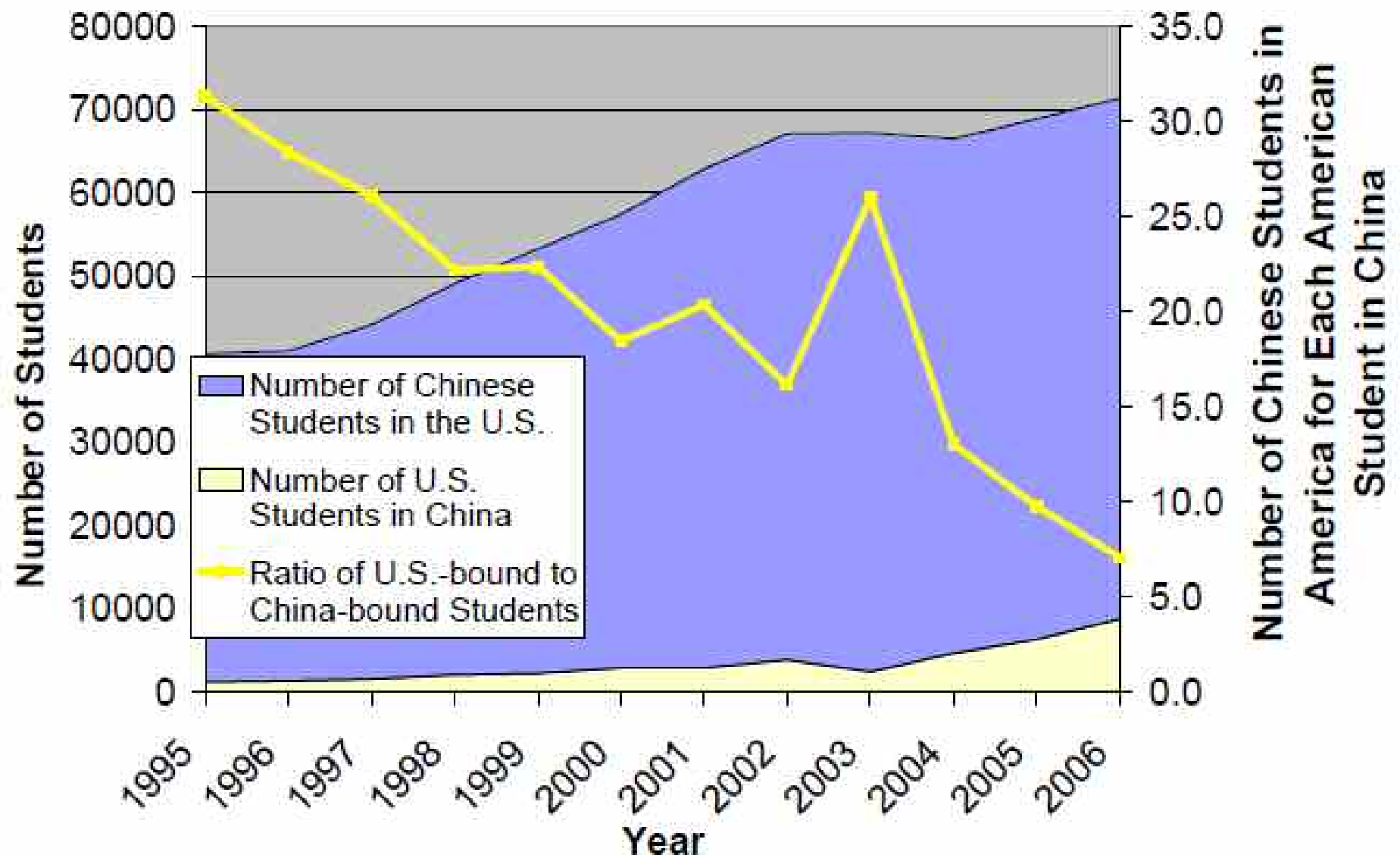
- English becoming the language of instruction in Graduate and Professional Education
  - GRE Board meeting at Maastricht University, May, 2008
- Language proficiency among young adults interested in attending colleges/universities outside the home country
- Opportunities for Joint and Dual Degree Programs
  - Co-opetition

## Number of American Students Studying in China, 1995/96-2005/06



Source: Rajika Bhandari and Patricia Chow, *Open Doors 2007: Report on International Educational Exchange* (New York: Institute of International Education, 2007). Older data is compiled from previous annual *Open Doors* reports.

## Trends in Sino-American Academic Exchange, 1995/96-2005/06



Source: Rajika Bhandari and Patricia Chow, *Open Doors 2007: Report on International Educational Exchange* (New York: Institute of International Education, 2007). Older data is compiled from previous annual *Open Doors* reports.

## 5. Technology

- Distance Learning
  - Creates opportunities for populations that previously had a difficult time accessing higher education
    - Will change the populations of students qualified for graduate education
  - Allows institutions to more effectively develop Joint and Dual degree programs
- Disruptive technology, e.g., individualized learning (Christensen et al., 2008, *Disrupting Class: How disruptive Innovation will change the way the world learns*, McGraw-Hill)
- Learning Communities
- Open Source movement
  - Content
  - Infrastructure

## 6. Degrees, Degree Structures

- European Higher Education Area structure (3-2-3) will be widely embraced
  - Implications for graduate admissions, mobility across borders
- New Degrees that meet professional and employment needs, e.g.,
  - Professional Science Masters (PSM)
  - Professional Doctoral degrees (e.g. Doctor of Audiology; Au.D.)
  - Certificates, esp. for lifelong learning

## 7. New Paradigms for Admissions, Measures of Success and Accountability

	Previously	Future
<b><i>Admissions</i></b>	Selection – exclusion – Academic and Cognitive Performance	Matching – inclusion – Academic, Cognitive and Noncognitive Factors
<b><i>Success</i></b>	Enrollment/Admitted Classes Statistics	Retention/Graduation/Placement
<b><i>Accountability for Learning Outcomes</i></b>	???	Students, Employers, Accreditation

# Summary

## Factors

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## Implications

- ✓ Increasing student mobility can significantly aid efforts in, e.g.,
  - Public Diplomacy
  - Development Assistance
  - Research and Scholarship
- ✓ Many factors will both cause and be caused by changing **patterns** of mobility
- ✓ Efforts are occurring on both domestic and international fronts
- ✓ Understanding the full array of causal factors will allow educators, policy makers, students and other stakeholders to better position society to take advantage of the significant opportunities that lie ahead.
  - A nuanced approach will also allow us to work together more effectively



**Thank you!**