

Strategy Review

International Student Recruitment

The International Student Recruitment Strategy Review by Crimson is tailored to assist UK higher education institutions in optimising their strategies for attracting and supporting international students.

Given the significance of nearly 700,000 international students annually and the fact that 50% rely on agents for admission, this review is crucial.

Crimson's consultants will examine key areas in-depth, including agent management, direct vs. agent applicant journeys, marketing strategies, and risk and compliance.

The objective is to ensure institutions fully prepare to capitalise on the international student market and maximise their benefits. Upon completion, institutions will receive a detailed report through a playback session, highlighting priority areas for improvement and the role of technology in enhancing processes.

This comprehensive analysis aims to provide actionable insights for better decision-making, improved efficiency, and stronger relationships, positioning institutions to scale and enter new markets effectively.

Deliverables include:

- Comprehensive report identifying areas for improvement.
- Recommendations for mitigating business and reputational risks.
- Benchmarking analysis against industry best practices as defined by The UK Agent Quality Framework (AQF).
- Insights for enhancing student, agent, and staff experiences.
- Suggestions for optimising automation and efficiency processes.
- Strategic advice on scaling and entering new markets.
- Assessment of data quality improvements across the applicant journey.
- Enhanced insights for better-informed decision making.
- Strategies for improving relationship development and management.

Who should attend?

Up to eight people, including heads of international recruitment, marketing and admissions; pro vice-chancellor and chief financial officer.

What is included?

Two-day workshop, half-day playback and an assessment report.

Time included

Five days, to include a two-day workshop, report write-up findings and a half-day playback.

Investment

£5,000