



Country Brief – North America

United States of America - Update

The United States is the number one destination for international students yet it does not have a unified international education strategy. There are many different organisations involved with developing international education policy, regulations and standards while maintaining steady marketing and promotion.

The U.S. has had five years of consecutive increases in international students college enrolment. In 2010-11 international student made up of 3.5 per cent of all U.S. institution enrolment. Graduate enrolment for international students make up the majority of students studying in the U.S., however international student undergraduate enrolments have steadily increased.

The U.S. takes many measures to increase international student enrolments each year. By actively recruiting overseas, increasing international linkages, and increasing numbers of sponsored students, the enrolment of international students continue to rise. U.S. college campus recognition abroad attracts international students. California, New York, and Texas alone host 32% of international students in 2011-12.

The primary growth however is at the non-traditional level of undergraduate study with the growth in student numbers coming from just China and Saudi Arabia. This is indicative of the continued 'narrowing' of the international student body in the US. In 2012, 96 out of 161 countries on which data were collected sent fewer students to the US when compared to 2009.

Looking Ahead

Things to watch for / key initiatives (beyond increased promotional effort of US institutions and states):

- Immigration Reform – a key discussion by congress in 2013. It could be comprehensive immigration reform, or a smaller bill that gives greater clarity and certainty to international students seeking a pathway to migration, especially those from STEM fields.
- National Association for College Admission Counseling (NACAC) review on US universities use of agents to recruit international students. While the report is not due out until 2014 the potential direction should be evident in this year's discussions.
- New Federal Initiatives Targeting Key Regions: 100,000 Strong in the Americas Program (Latin America and Caribbean), 100,00 Strong Initiative (US-China) joined by 10000 Bridge Scholarships from China to US, Higher Education Partnership with Indonesia (Indonesia) 165M over 5 years for research and technology via Fulbright.

Canada – Update

Canada is ranked sixth in the distribution of international students by country of destination.

- 218,200 long term international students (2010)
- \$7.7 billion spent on tuition, accommodation and discretionary spending
- Created 81,000 jobs
- Generated \$445 million in government revenue.

Their ultimate goal is to double their international student enrolment numbers by 2022. In order to attract international students, Canada's new international education strategy includes: increasing brand promotion, regroup grants and scholarships for graduate students aligned with the federal agenda, create council on international education and research with government and quality education, support visa efficiency.

One way Canada hopes to increase international student enrolment is by establishing a survey method (much like Australia's) where students returning home would be asked questions regarding their activities while in Canada. This will include a system of record-keeping to track international student expenditures to monitor the impact on the Canadian economy, jobs and government revenue.

Looking ahead

Things to watch for / key initiatives:

- Council on International Education & Research – established to guide a national strategy for Canada
- Promotion in priority markets
- Development of a comprehensive digital strategy – in recognition that students increasingly use web based sources to research and apply for international education opportunities
- Review of visas efficiencies
- Development of a National Brand of Canada scholarships.

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