Study Group Overview

Emily Williams Knight, Ed.D.
Managing Director, Higher Education North America
AGENDA

- Introduction and Overview of Study Group
  - SG Higher Education North America
- SG-HENA Educational Approach and Student Outcomes
- Western Washington University Pathway
- Q&A with Managing Director
What Does Study Group Do?
Provide Best-in-Class Pathway Services to University Partners

- Promote university brands internationally and recruit international students providing a 5-star concierge-style experience
- Prepare universities for increased international student population and needs for campus services
- Provide newly arrived international students with additional services in English language, acculturation, and general support to acclimate them to the university campus
- Produce a well-prepared international student to matriculate and successfully complete their degree
What is a Pathway Program?
The International Study Center

International Study Center Pathway
- Campus-based sheltered environment to welcome International students and acclimate them to the university, strengthen their English and study skills, and prepare them for academic success
- First two to three quarters are augmented to include these courses in addition to undergraduate or graduate coursework in order to immediately apply learnings in relevant classroom context. All courses are taught by university faculty
Study Group’s Global Network of University Partners
The World’s Leader in Higher Education Pathway Programs

More than 50 worldwide University partners

Number 1 Largest UK & European and US & Canadian pathway provider

Top 2 provider in Australia & New Zealand
Our Growing Family of North American University Partners
Largest Pathway Portfolio of Universities in North America /// Providing “A Seat for Every Student”
**Study Group Higher Education North America**

**2017 Growth and 2018 International Student Outlook**

### 2017 Nationally a Challenging Year
Aggregate decline in undergraduate and graduate international enrollments of 3.75%*

<table>
<thead>
<tr>
<th>All Fields</th>
<th>2016</th>
<th>2017</th>
<th>∆</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>450,850</td>
<td>440,720</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Graduate</td>
<td>389,310</td>
<td>367,920</td>
<td>-5.5%</td>
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### 2017 a Growth Year for Study Group Higher Ed North America
- SG Higher Education North America enrollments increased 4% (Global Study Group increase of 15%)
- 6 New University Partners in North America
- 90%+ completion and matriculation

### 2018 International Student Outlook
- International enrollments to the U.S. are expected to continue to decline with uncertainty and political narrative as key drivers. Differentiation in the markets and a clear value proposition will be critical to attracting students
- Students seek institutions with strong outcomes that prepare them for a successful global career

*Inside Higher Ed, International Student Numbers Decline, Elizabeth Redden, 22 January 2018*
SG-HENA Educational Approach and Student Outcomes

Introduction and Overview of Study Group

SG Higher Education North America

SG and Western Washington IEP and Pathway

Q&A with Managing Director
## Successful Outcomes
Preparation Yields Strong Excelling Students

![Image with graduates]

- **99% Completion**
- **95% Progression**
- **96% Matriculation**

Spring 2017 Aggregate Higher Education North America

<table>
<thead>
<tr>
<th>University</th>
<th>Undergraduate Completion and Matriculation</th>
<th>Graduate Completion and Matriculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Vermont</td>
<td>91.3% 96.9%</td>
<td>100%</td>
</tr>
<tr>
<td>James Madison University</td>
<td>98.0% 98.7%</td>
<td></td>
</tr>
<tr>
<td>Royal Roads University</td>
<td>98.5% 100%</td>
<td>98.5% 100%</td>
</tr>
<tr>
<td>Roosevelt University</td>
<td>100% 87.5%</td>
<td>100%</td>
</tr>
</tbody>
</table>

N/A Program started 2017
Case Study
University of Vermont

Improved international student enrollment and outcomes through flexible partnership model

Study Group and the University of Vermont (UMV) began working together in 2015 to expand the international student cohort through the Global Gateway Program.

OCALL: This collaboration wherein UVM maintained ownership of all aspects of the academic experience.

RESULT: Study Group’s flexible partnership model made it possible for UVM to manage the academic component of the international pathway while Study Group continues to provide recruitment and student support services. This combination of both has prepared students to be successful, yielding strong academic outcomes.

6.2% Total international student population

Total international student enrollment increased by

+53% between 2015 and 2016

98% matriculation

In Fall 2016, 98% of Global Gateway Program graduates continued their studies in their chosen degree at UVM.

23 graduates

In 2017, the first cohort of Global Gateway students graduate from the University, 5 of them a year earlier.

200+ clubs and organizations, many of which focus on internationalization and diversity.

2017 GRADUATES

23 students

of whom 5 graduated early*

2017 STUDENT STATISTICS

372 undergraduate international students studying at UVM who started in the Global Gateway Program.

9 majors across 4 colleges

Between them, they are:

50 majors in all 7 colleges

Achieving an average cumulative GPA of 3.0

The retention rate after successfully completing GGP is 94-95%

(Class compared to the university average retention rate of 86%)

2018

2017

2016

2015

2014

New student enrollment

X Matriculated into degree program

65

16.7

22

11

14.1

11.8

10.9

5

3

5

3

4

2

2

“Study Group had an outstanding reputation of partnering with higher education institutions here and abroad to help universities recruit international students based on quality and integrity.”

ANNE HANCOCK, DIRECTOR OF GLOBAL EDUCATIONAL INITIATIVES

“I cannot stress enough how much the recruitment plan is. Getting students from around the world excited about coming to UVM will take a firm of Study Group’s caliber, which has a strong on-the-ground presence and a great reputation.”

GAYLE MANZIE, DIRECTOR OF GLOBAL EDUCATIONAL INITIATIVES

“The GGP helped me cut a lot in academic writing, with the transition from writing in high school to writing in college. It was a very foreign concept for me. I’m really grateful that I put that training within the GGP program.”

Robert King
Student Global Gateway Program. Now studying Computer Science at UVM.
Welcoming international students to the all-American university experience

Study Group and James Madison University (JMU) began their partnership in 2010 to increase international student enrollment. That Fall, the International Study Center (ISC) opened as English-only training for a few students, and a year later expanded into the ISC that exists today.

**Goal:** To increase the diversity on the JMU campus and fully prepare the university to welcome international students.

**Result:** Throughout the 9-year relationship, Study Group and JMU have strengthened their relationship, resulting in one of the most-established and successful ISC’s in the US, both academically and culturally. Through the preparation of all departments to meet the needs of international students, the ISC collaborates with JMU, providing a smooth transition into their JMU academic experience.

"We were not going to be able to accommodate the large number of students whose English was already sufficient for direct entry. It made a lot of sense for us to, in effect, build an English facility, which students get accreditation to the associate degree of an American university.

Linda Isaacs, Vice President for International Programs

"What Study Group offers JMU that we would not get otherwise is in recruit and students all over the world. Online recruitment is great, but it’s not the same as having a presence on ground in a country, which we’re now going to be able to do that. That’s a huge added benefit with Study Group now this past year, the chance to touch more countries and have a business advantage.

Deborah Stiglitz, Associate Executive Director of the Center for Global Engagement

Of the approximately 600 international students now on campus, 76% are enrolled in the program. 83% have progressed into the university undergraduate program, and 73% were admitted directly to the university.

**Top 10%** for international student value (U.S. News & World Report, 2017)

Students from 42 countries have gone through the ISC program since opening.

15.5% of Harrisonburg’s population were born in another country (U.S. Census, 2010)

More than 350 student clubs and organizations focus on academics, diversity and activities.

76 undergraduate majors

3.8 is the average GPA of JMU freshmen

International students who began their careers in the ISC program have a higher GPA and better graduation rates than the international students who were admitted directly to the university.

Retention rate after successfully completing the ISC program is 80% (versus the national average of 75% at all four-year public institutions)

JMU ACT report 2010

438 students have gone through the ISC to JMU since 2008, 64% have already graduated from JMU as of 2017.

"Since Study Group has come on campus, we’ve noticed a more diverse student population. Study Group with their network of agents, allows us to reach far different parts of the world.

Roger Bone, Associate Dean - Office of Admissions

"The International Study Center offers designed opportunities for international students, such as a class on research skills and another in American culture, hands-on activities which in my country we don’t do, such as reading, papers and presentations.

Angela Garmon, Administrations
discover tomorrow together

Join a collaborative community and prepare to change the future.
Pathway Program /// International Year and Pre-Master's Program
Students study English, Acculturation, and Degree Courses with intent to pursue a degree

Transition Point /// Students may move from IEP to Pathway upon successful completion of Level 4

Intensive English Program /// Students study English only – no plans to seek degree

- Study Group and Western Washington Staff collaboration to ensure student success
- Western Washington Faculty teaching courses and own all curriculum
- Enhanced Professional and Curriculum Development Resources available to Western Washington Faculty and Staff
Questions?