

Gulf & Turkey

U.A.E., Oman, Kuwait, Qatar, Bahrain, and Turkey

For the past decade, the Middle East has represented one of the strongest markets for international students. The region is dominated by Saudi Arabian and Kuwaiti students representing the top 2 countries coming to the USA (and historically to Wright State).

The countries listed in this event also represent second tier countries which would diversify our portfolio as numbers from Saudi Arabia and Kuwait continue to drop and scholarships run dry. Bahrain, UAE, and Qatar are considered to be some of the larger second tier countries interested in intensive ESL programs such as our LEAP Intensive English Program (Open Doors, 2019).

Africa

South Africa, Kenya, Nigeria, Ghana, Ethiopia

Since Wright State changed our English proficiency regulations in recent months, the continent of Africa has become one of our largest pool of new applicants. Selecting these territories is also in line with pre-approved plans to recruit in Eastern and Western Africa before the pandemic.

As noted in the original approval for Joy Wanderi's trip in April 2020, both Ghana and Kenya have been listed as two of the top four rising markets in Africa by the ICEF Monitor in January 2020.

As noted in the FPP Edu Media Fair website, "Africa has the fastest-growing middle class of any continent, boasting the most countries in the world's 20 fastest-growing economies. By 2020, 50% of Africa's population may be in the middle class, which suggests tremendous buying power. Consumer spending is in the midst of tripling over a 20-year period - an unprecedented rate for any continent."

Rising incomes across Africa have created millions of families willing to pay for better schooling for their children. And it is this surging middle class buying power, which continues to fund the growing number of African students seeking quality higher education abroad, with no slow-down in sight. With the low rate of COVID-19 in Africa, UCIE is also hopeful that the economies there will not be as negatively impacted as other regions.

Nigeria is currently the top sending country for international students to Wright State with Ghana a close second. South Africa and Ethiopia will be two newer markets for us but where there also has been a rise in the middle class. All countries have a younger population than most other countries, with rising wealth, and few educational opportunities at in their home countries. Entering early into these growing markets is critical for Wright State as other developing countries increase their educational opportunities at home or students choose other countries such as the UK, Australia, and other strong educational systems around the world.

With the President's focus on African and African American students, the presence of more African students on campus will be most welcome.

Latin & the Caribbean

Brazil, Panama, Ecuador, Colombia, Guatemala, Jamaica, Bahamas, Dominican Republic

Latin America is a region that WSU has tried to enter for a few semesters before the pandemic. Countries like Brazil and Colombia represent, respectively, number 9 and 21 in the top places of origin for international students (Open Doors, 2019). UCIE had received pre-approval for Giancarlo Mariani to attend a Brazil tour for April 2020 later postponed due to the pandemic.

Brazil's annual growth has shown a decrease from 2017 (11.7%) compared to 2018 (9.8%). However, it still represents one of the largest growing markets. With a peak of 23,375 students in 2015, the number has dropped dramatically, however, in the past two years, the market has shown improvement in undergrad, graduate, and non-degree seeking applicants. In 2018/19, the Brazilian market has shown an increase of 16.2% in non-degree and a 12.5% in graduate students.

Across the board, Latin American continues to be an important part of a recruitment portfolio. Key countries we would like to focus on are Brazil and Colombia, however, enrollment from this initial investment will be tracked to gauge ROI for future recruiting in Latin America as it is new to us. With the President's focus on Latino Affairs and Diversity, the presence of more Latin American students on campus will be most welcome.

East Asia

Indonesia, Thailand, Vietnam, Japan, South Korea, Malaysia

Wright State has not historically recruited in important markets such as Vietnam (#6), Japan (#8), and South Korea (#3) (Open Doors, 2019). The webinars covers other territories such as Indonesia (#19 Open Doors, 2019), which was highlighted at the February 2020 Washington International Conference as one of the top growing economies in the world with a Scholarship Program available from the government. The Open Doors report also indicates that the region, including Thailand and Malaysia, has a high demand in Intensive ESL programs such as our LEAP Intensive English Program.

Most of Asia continues to do very well with COVID-19 and UCIE hopes that these economies will continue to grow unlike other regions of the world.

With the President's focus on Asian students and diversity, the presence of more Asian students on campus will be most welcome.