



Using data in your international enrollment strategy:

# IIE OPEN DOORS DASHBOARDS



# World-leading global platform and connected community



World's  
best college  
search

Leading  
office  
network

Global  
contact  
center

Digitizing  
student  
expos

Virtual  
Agency

Leading  
CRM and  
CMS

Student  
Demand  
Data

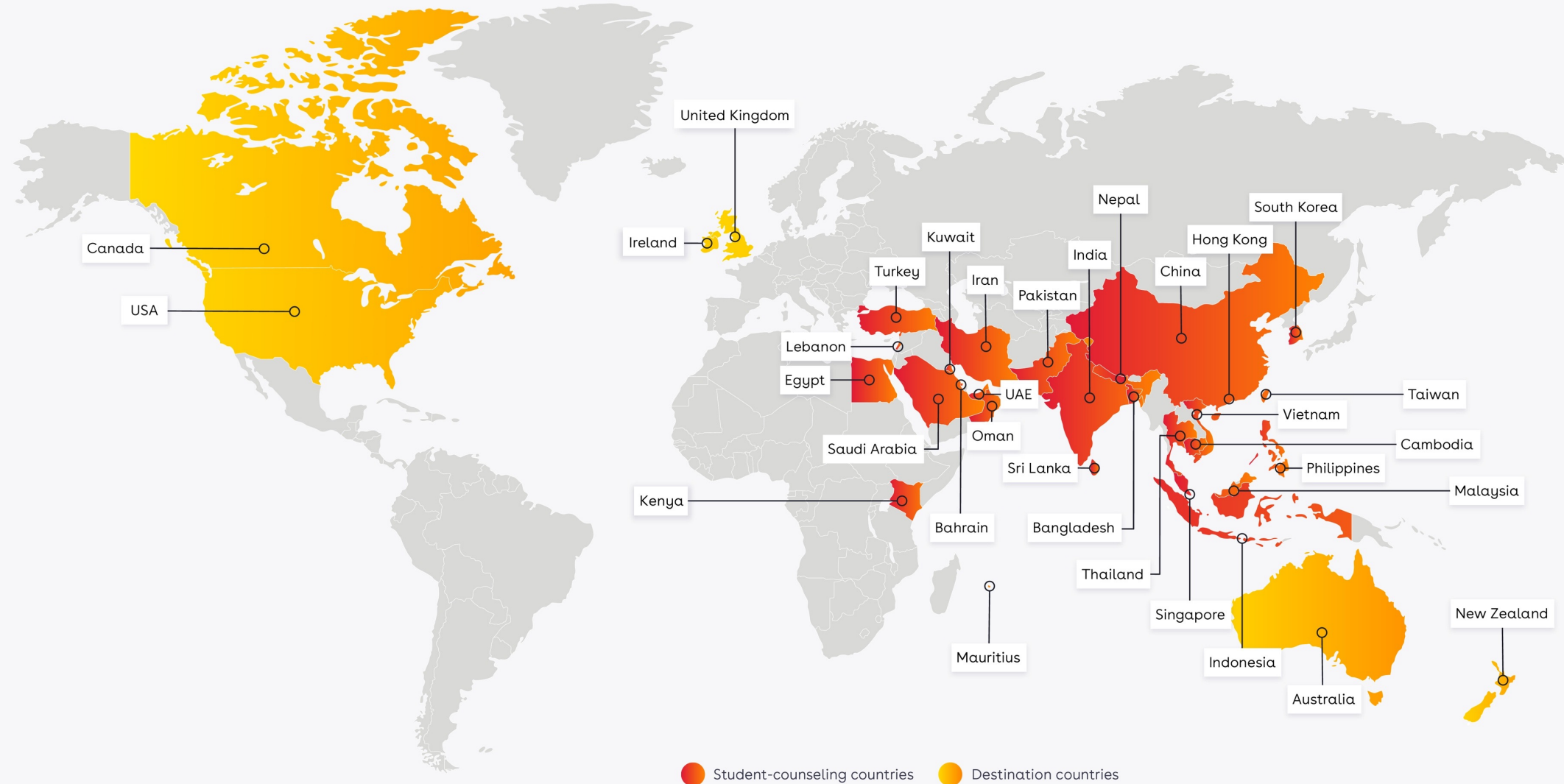
Research &  
Consulting

Powered by the definitive dataset for the sector

*Over 3 million unique customers in our connected platform dataset*

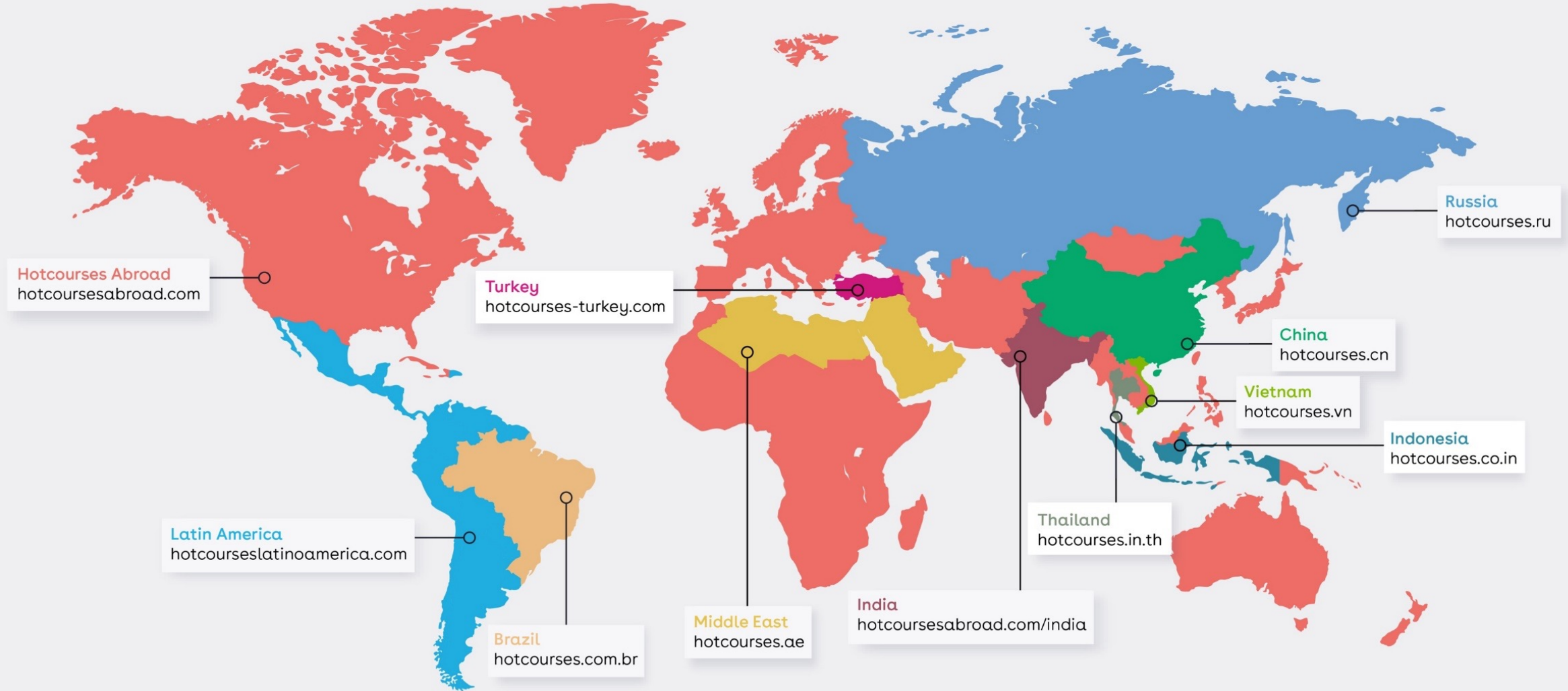
# A GLOBALLY CONNECTED COMMUNITY

A living network of services to help students achieve their study, career, and migration goals

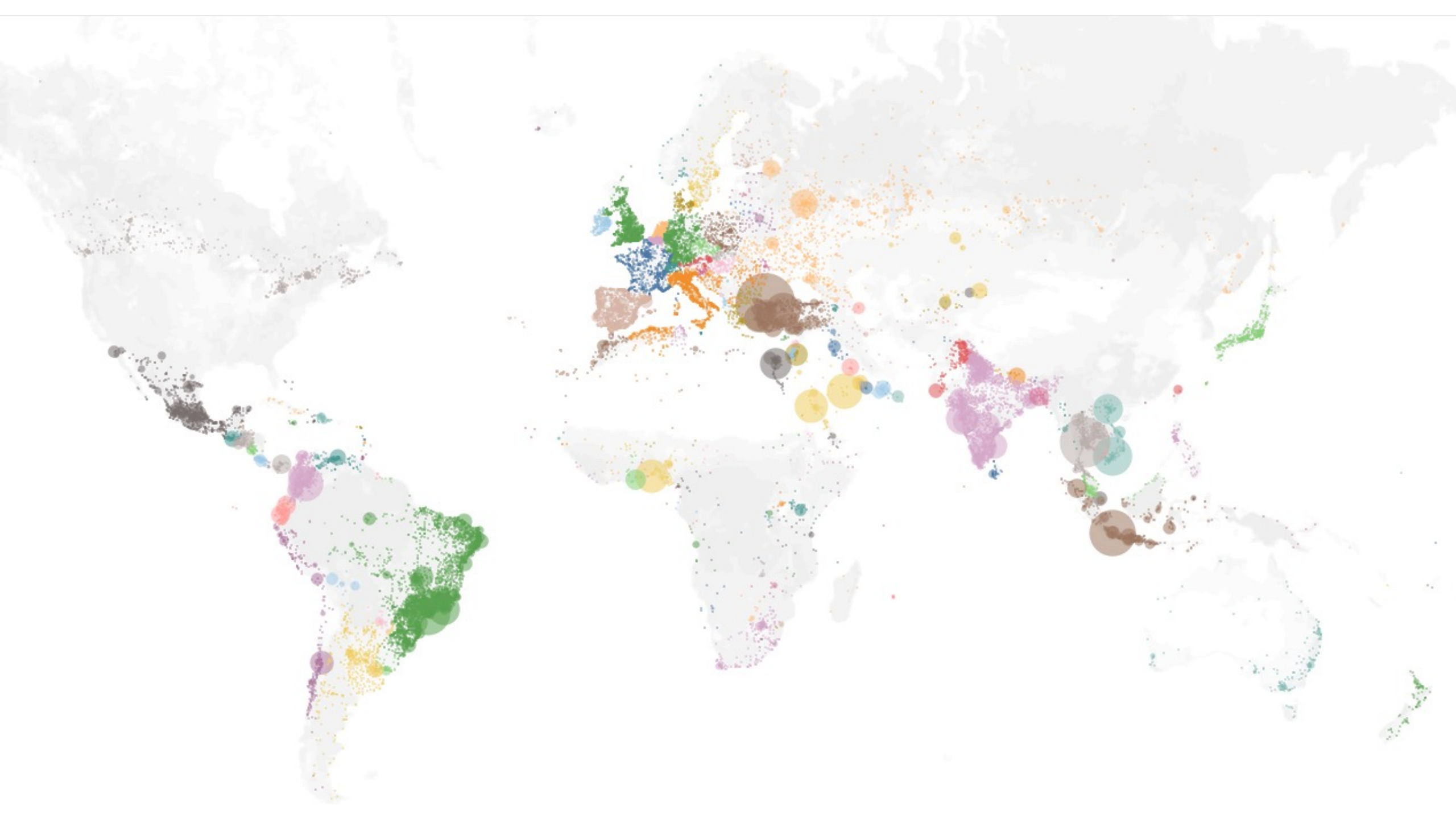


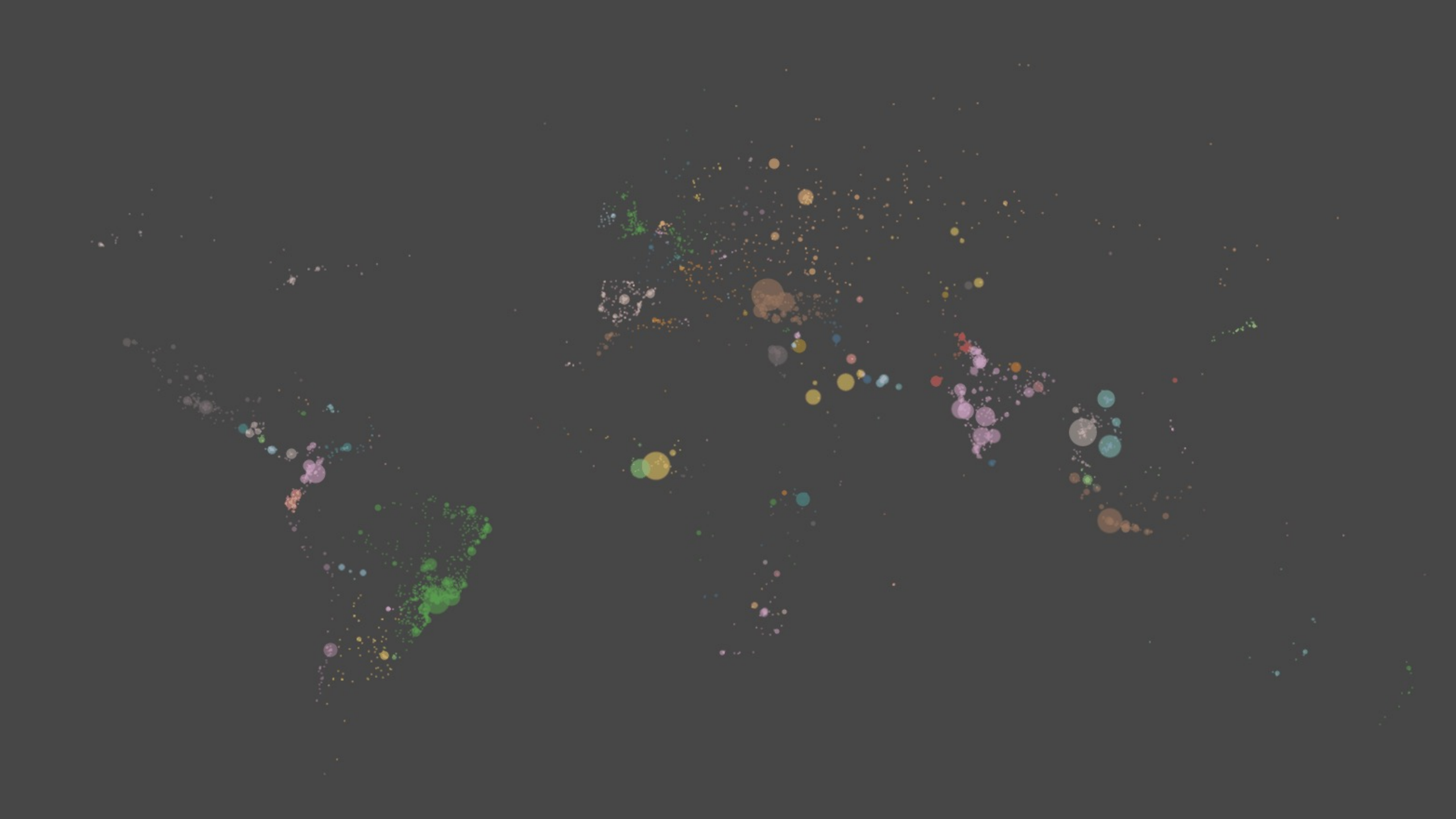
# GLOBAL REACH, LOCAL EXPERTISE

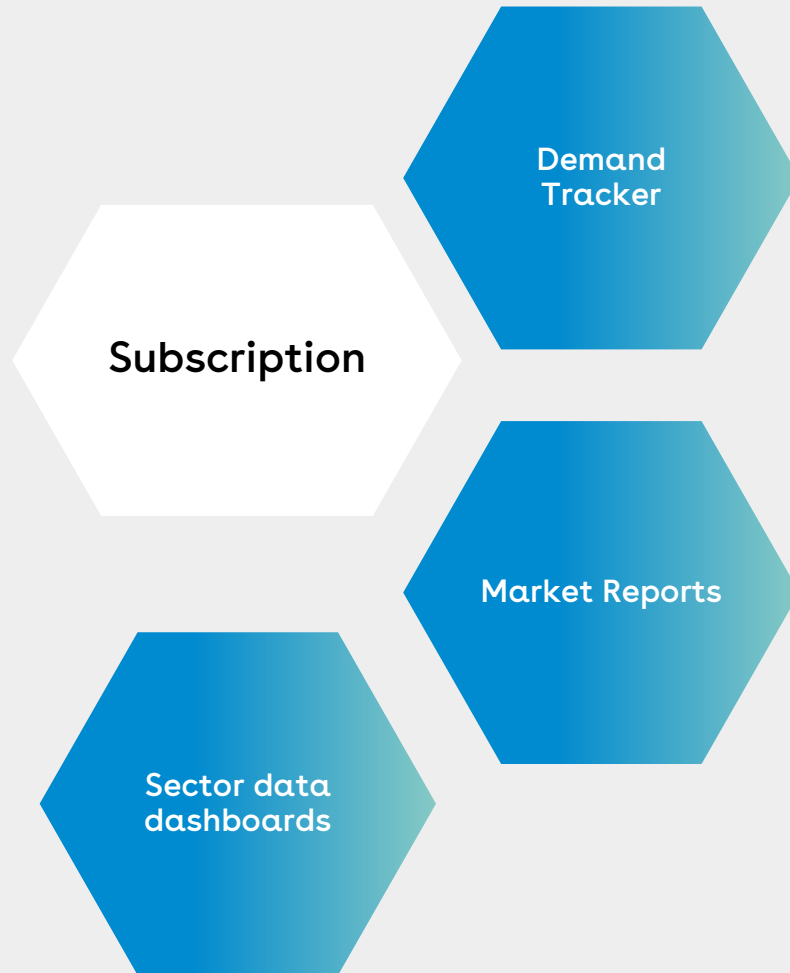
Millions of Visits Across 33 Connected Sites In Over 15 Different Languages











**IQ**  
**SUBSCRIPTION**  
**SERVICES**

**2**

**IQ**





# DEMAND TRACKER



Unique self-service data tools for tracking and forecasting student demand trends

idp connect

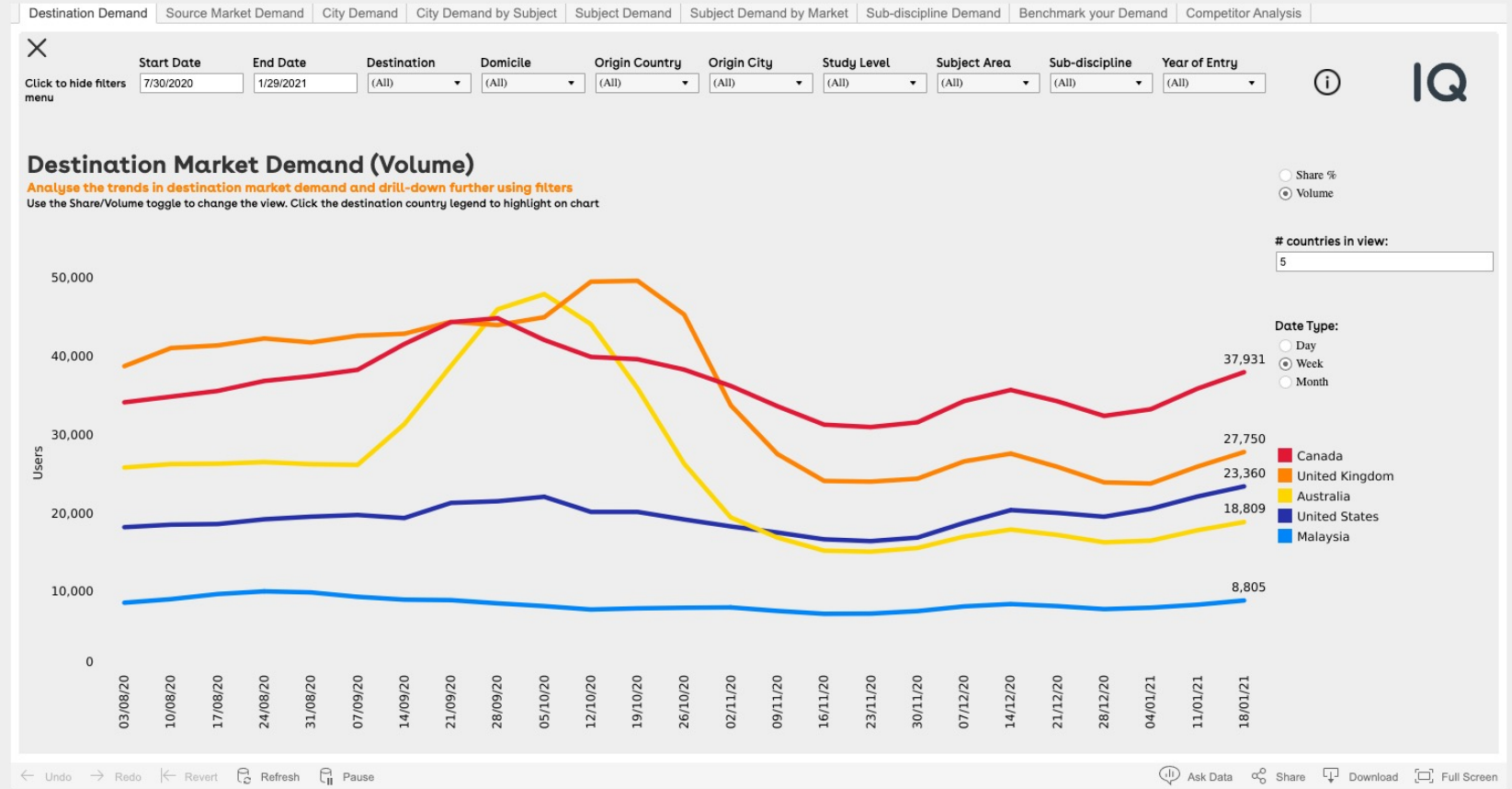
- International
  - Demand Tracker**
  - International Student Crossroads Survey
  - International Student Crossroads Survey II
  - International Student Crossroads Survey III
- Domestic
- Domestic Premium

On Demand

## Demand Tracker ?

[Help and Feedback](#)

[Full screen](#)



# INTELLIGENCE REPORTS



## Quarterly analysis of key trends

### IQ ON DEMAND DATA INSIGHT



Intelligence Report – December 2020

In October 2020, IDP Connect conducted the third instalment of its International Student Crossroads Survey. The series of surveys tracked applicants' and offer-holders' intentions for studying abroad and perceptions of country destinations, including attitudes toward institution plans and government policies amidst the COVID-19 pandemic.

A total of 5,165 students from 62 nationalities, who applied to more than 400 institutions across Australia, Canada, New Zealand, the United Kingdom, and the United States, completed the survey between October 15 to November 6.

This report highlights key survey findings and features data from international users' search behaviour from January 1, 2020 to November 15, 2020, compared with the same time period in 2019 to identify shifts in trends.

#### Perceptions of Study Destinations

The New Zealand government's effective response to the global pandemic, coupled with its clear and consistent messaging, may have influenced why students continue to view the country more positively than other study destinations.

While New Zealand, Canada, and Australia were still leading the student perception race, there was a shift toward slightly more positive views of the UK and USA\*. This trend was consistent across all other key metrics tracked, which included perceptions of travel restrictiveness and safety.

In the most recent Crossroads survey, the UK and USA have also started to close the gap on how the countries were viewed on the welfare of their international students.

With most countries perceived to be performing at the same level as in the previous survey, it is important for institutions to communicate and inform students and parents on its best practices in supporting international students and applicants during this time.

\*Survey was launched prior to the UK lockdown and the surge of USA COVID-19 cases. Real-time search trends can be viewed on the Demand Tracker.

Response to COVID-19

Question	Country	Survey Date	Score
Australia	Australia	Jan 2020	7,420
		Oct 2020	7,382
Canada	Canada	Jan 2020	7,248
		Oct 2020	7,271
New Zealand	New Zealand	Jan 2020	6,807
		Oct 2020	6,811
UK	UK	Jan 2020	6,328
		Oct 2020	6,367
US	US	Jan 2020	5,260
		Oct 2020	5,187

Welfare on International Students

Question	Country	Survey Date	Score
Australia	Australia	Jan 2020	6,685
		Oct 2020	6,518
Canada	Canada	Jan 2020	7,322
		Oct 2020	7,265
New Zealand	New Zealand	Jan 2020	6,205
		Oct 2020	6,197
UK	UK	Jan 2020	6,324
		Oct 2020	6,323
US	US	Jan 2020	5,027
		Oct 2020	5,217

### IQ ON DEMAND DATA INSIGHT

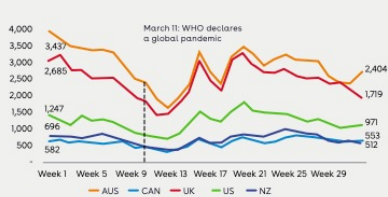


Intelligence Report – September 2020

This intelligence report reviews recent information gathered across a broad range of IDP Connect data products and services. In this issue, we share some **key market observations for Indonesia** from our International Demand Tracker and global student and parent research studies.

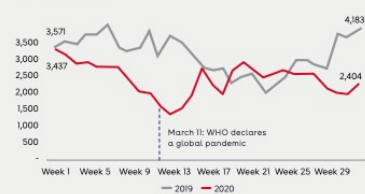
#### UK Highlights

Indonesian Users by Destination Country  
1 Jan - 31 July 2020



- Overall searches from Indonesia have declined by 10% from 2019.
- A significant dip in search traffic for the UK was noted in mid-March, as the WHO declared the pandemic.
- The market soon regained its confidence as evidenced by the spike around week 15, before a second dip was observed, with increased cases and subsequent travel restrictions imposed in Indonesia.
- Australia and the UK have maintained their positions as front runners but have also suffered more fluctuations in demand.

Indonesian Users Searching for UK  
1 Jan - 31 July 2020



- Whilst the bounce back since March looks promising, the key challenge is to maintain an upward momentum in interest.
- Indonesian applicants are keen digital users and represents the second largest source market searching for courses in the UK whilst being the 5th largest market for IDP student placements to the UK (425 in 19/20).

1 These reports are part of the IQ On Demand subscription.

### IQ ON DEMAND DATA INSIGHT



Intelligence Report – June 2020

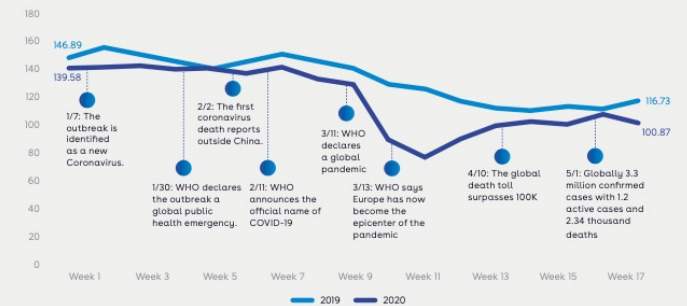
#### COVID-19 Focus

In April 2020, IDP Connect conducted a survey titled "International Student Crossroads: Demand for On-Campus Education Amidst COVID-19" to identify international student perceptions and intentions for studying abroad after COVID-19. The survey included 6,954 current IDP applicants from 72 nationalities who applied to more than 500 institutions across Australia, Canada, New Zealand, the United Kingdom, and the United States.

The intelligence report not only includes results from the survey; it also includes data from international users' search behavior from January 1, 2020 to May 15, 2020 compared with the same time period in 2019 to identify search trends.

#### Global Search Trends 2019 and 2020

International Users (in thousands, Jan 1 - May 15)



- Week 1 showed searches at a similar level in 2020 compared with 2019.
- Since the low point of week 10 after WHO declaring a global pandemic, we see search volume increase, and by week 16 almost returning to the same level as 2019.

1 These reports are part of the IQ On Demand subscription.

# INTERNATIONAL STUDENT SURVEY RESULTS



Delivering unique insights to our clients and policymakers

**idp connect**

- International
  - Demand Tracker
  - Demand Tracker Quickview
  - International Student Crossroads Survey
  - International Student Crossroads Survey II
  - International Student Crossroads Survey III
  - US Post Election Survey 2021
- International Premium
- Domestic
- Domestic Premium

On Demand

## US Post Election Survey 2021

Help and Feedback

Full screen

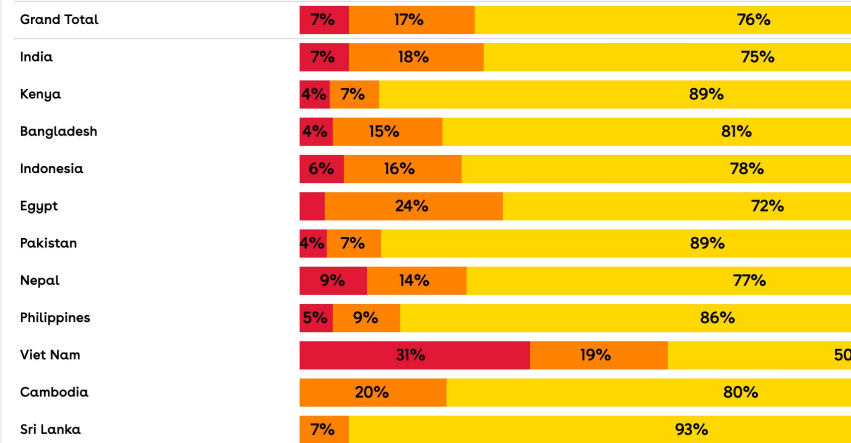
Survey Overview | Perception Change | Likelihood to Study | Factor Impact | Factor Impact (2) | Interest in Country | Affect Home Country

### How has your perception of the United States changed as a result of the 2020 US presidential election?

Student Status (All) | Region (All) | Country (All) | Study Level (All) | Expected Commence... (All) | US Politics Awareness (All) | Survey Completeness (All)

On a scale of 0-10, how much has your perception changed?  
 0 = Much worse, 5 = About the same, 10 = Much better  
 Sorted by highest number of respondents first for Country/Region/Level,  
 Commencement is sorted by date order

Worse (0-4)  
 About the same (5)  
 Better (6-10)



Dimension Selector

- Country
- Region
- Study Level
- Expected Commence...
- US Politics Awareness
- Survey Completeness

idp connect

International

Demand Tracker

International Student Crossroads Survey

International Student Crossroads Survey II

International Student Crossroads Survey III

Domestic

Domestic Premium

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## International Student Crossroads Survey III

Survey Overview | Destination Perceptions | Dest. Perceptions - Surveys Co... | Planned Start (PS) | PS - Surveys Compared | PS - By Cohort | PS - By Destination | Online vs F2F | Online vs F2F - Surveys Compa... | Online vs F2F - Surveys Compa...

### Demographics

Origin Country (All) | Destination (All) | Institution Group (All) | Study Status (All) | Subject Area (All) | Level (All) | Cohort (All)

As well as using the filters above, clicking on the charts below will filter the other charts on the dashboard (click again or away to deselect)

#### Global Coverage

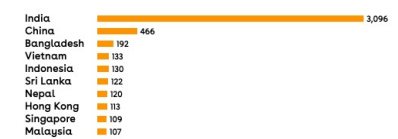
Students from all over the world have participated in the survey



© 2021 Mapbox © OpenStreetMap

#### Top 10 Origin Countries

Choose how many origin countries you view by typing in the box below

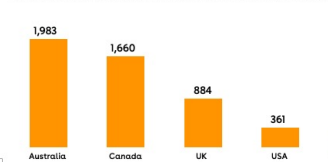


Select # origin countries:

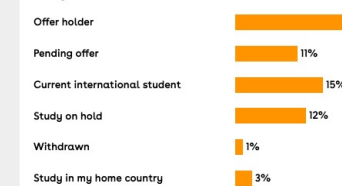
10

#### Destination

Students with a destination of one of the below five English speaking countries



#### Study Status



#### Course Level



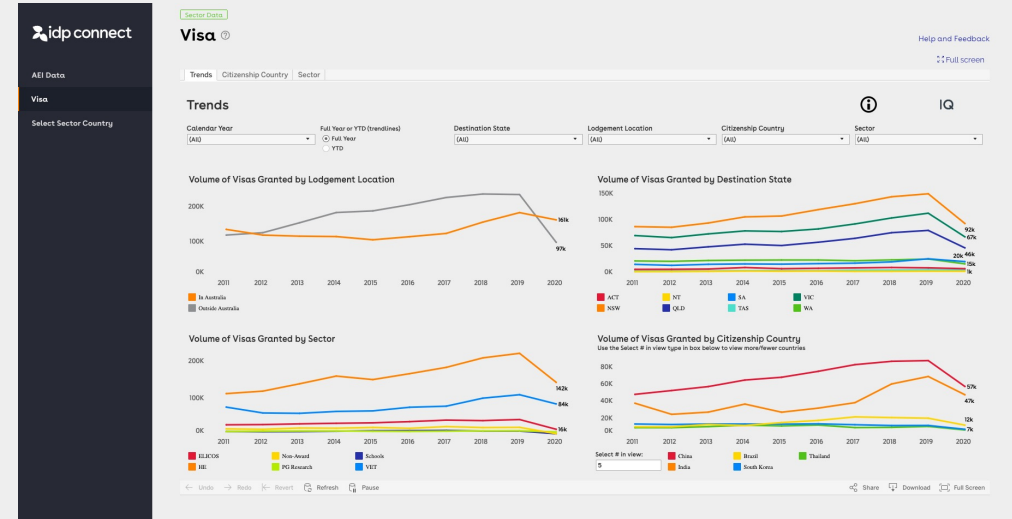
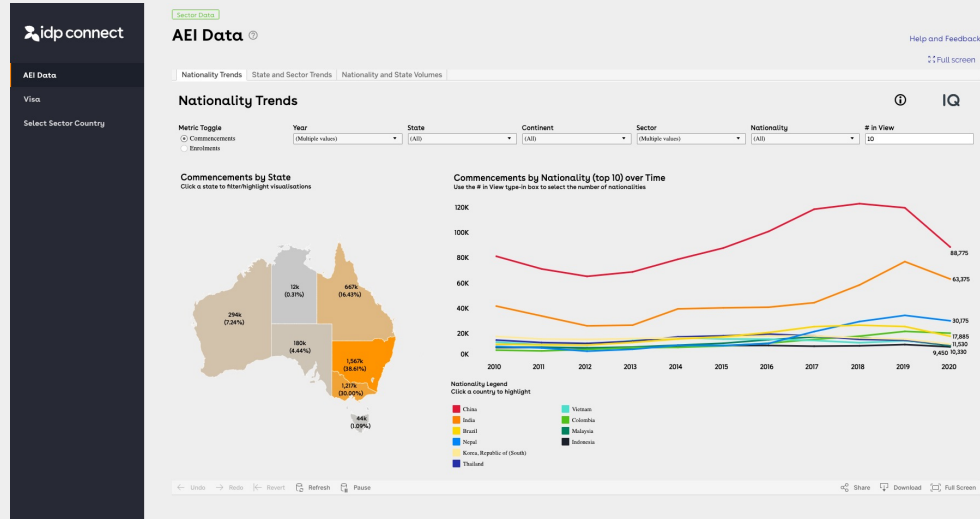
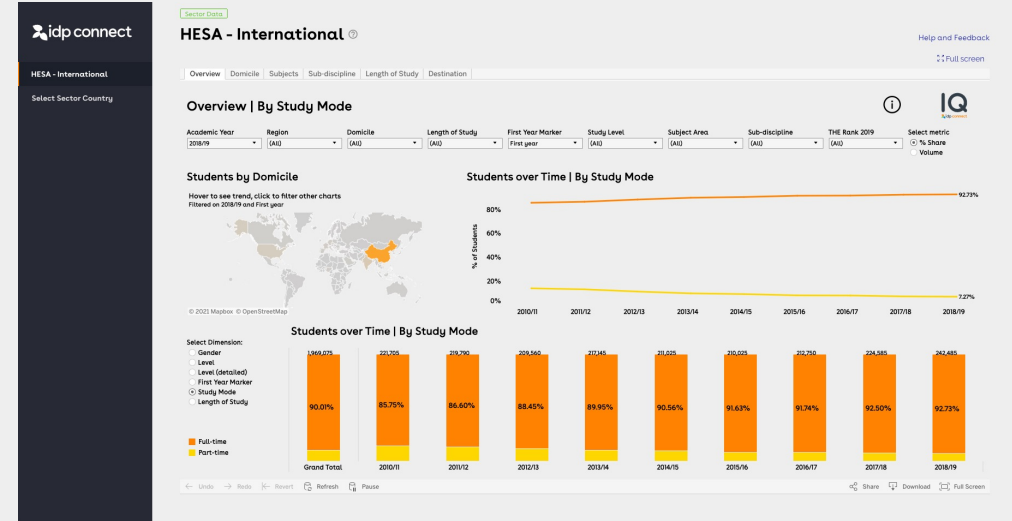
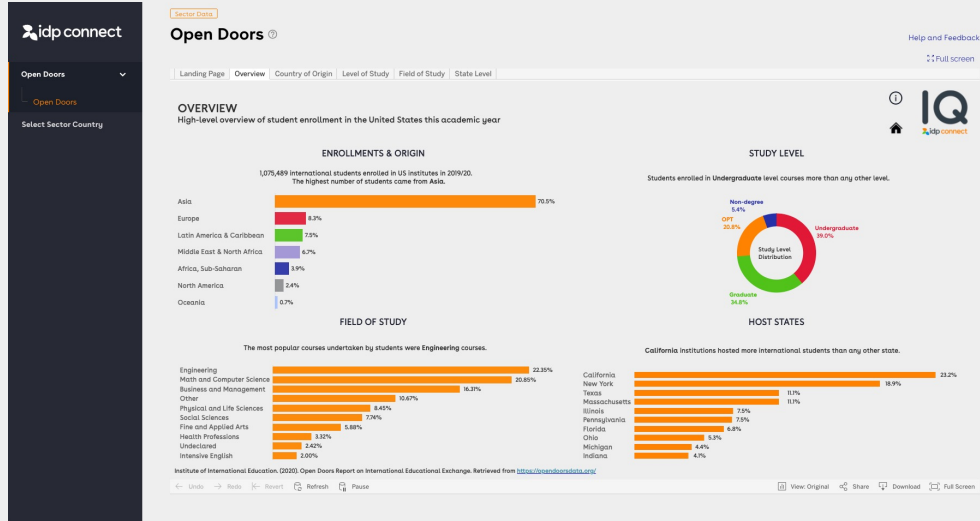
Undo Redo Revert Refresh Pause

Share Download

# SECTOR DATA - NOW FEATURING OPEN DOORS



Best third-party student data from accredited organizations





# IIE OPEN DOORS DASHBOARDS

# 3

IQ

An abstract graphic on the right side of the slide. It consists of a central point from which numerous thin, light-colored lines radiate outwards, forming a fan-like shape. The lines are densely packed and curve slightly, creating a sense of depth and movement. The overall effect is reminiscent of a stylized sunburst or a data visualization of a large number of connections or paths.

# IIE OPEN DOORS DASHBOARDS

With the addition of IIE's Open Doors, our dashboards now allow you to explore international student enrollment trends in addition to real-time student demand from our suite of websites - giving you full-funnel visibility over the international student journey.

With these dashboards and data visualizations, IDP Connect partners are able to:

- Plan and develop data-backed international recruitment strategies
- Observe trends in demand and enrollment data to identify emerging markets
- Maximize marketing investments by targeting the right regions for your institution's programs



opendoors®

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INTERNATIONAL  
EDUCATION