Reasons For Students Who Are Completing Cambridge Qualifications
Choosing The USA for Higher Education

- To attend a university with a good reputation: 53%
- Scholarship opportunities: 53%
- Entrance requirements generally achievable: 37%
- To improve career opportunities abroad: 29%
- Family expectations: 25%
- Culture of the country: 17%
- To improve career opportunities at home: 14%
- Affordable cost of degree fees: 12%
- To leave their home country: 9%
- To study in a different educational system: 7%
- Affordable cost of living: 7%
- To travel/see the world: 6%
- It is considered a safe country: 6%
- User-friendly visa processes: 2%
- To improve their English: 2%
- It is close to home: 0%

USA, UK then Canada and Australia are the most popular overseas destinations for students.

US higher education remains highly prestigious but increasing competition from other countries.
Trends In International Education And Student Mobility In Schools Using Cambridge qualifications

More than 10,000 schools in over 160 countries growing at approximately 15% per-annum:

- Stability in numbers of international schools serving expatriate professionals.
- Rapid rise in the number of schools serving indigenous middle / professional classes. English is not their first language but want bi-lingualism. Rise in number of private and State / Private hybrid schools. More than half the worlds ‘international’ schools are now based in Asia.
- Increasing numbers of Cambridge graduates seeking university admission overseas. Rapid rise in numbers seeing university admission in their own country.
- Importance of developing the dispositions and skills needed for effectiveness in College and the global work place as well as getting into University. Recognition that this starts in middle school or earlier.
More than 30 Ministries. Activities range from Cambridge administering qualifications [Singapore], supporting qualifications localization [Botswana] and national educational reform [Kazakhstan]

- Globalization is encouraging governments to align and integrate national and international curricula. Demand for local bespoke curricula with international comparability and recognition.

- Universities been accessed through increasingly diverse pathways in many countries. Increasingly students opting for transitional colleges, notable proliferation in SE Asia where Cambridge students qualify with IGCSEs and AS levels. USA: The Cambridge program for Board Examination System Schools with NCEE Excellence for All.

- Some school systems raising the bar in terms of breadth and depth of study. [example: Kazakhstan NIS]

- Advanced placement credit and scholarship programmes at university are increasingly necessary to provide access to students from the developing world.
International education and trends in global student mobility

Drew Deutsch, Director IB Americas
Factors impacting IB students’ global mobility

- Diversity and growth
- Access and equity
- National curriculum reforms
Growing demand for international education

Programme & School Growth - Global

- Diploma
- MYP
- PYP
- Schools
Projected growth in international schools

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SCHOOLS</th>
<th>STUDENTS</th>
<th>STAFF</th>
<th>FEE INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2,584</td>
<td>1 million</td>
<td>90,000</td>
<td>$4.9 billion</td>
</tr>
<tr>
<td>2009</td>
<td>5,051</td>
<td>2.4 million</td>
<td>225,121</td>
<td>$20.1 billion</td>
</tr>
<tr>
<td>2013</td>
<td>6,734</td>
<td>3.4 million</td>
<td>316,000</td>
<td>$34.4 billion</td>
</tr>
<tr>
<td>2014</td>
<td>6,887</td>
<td>3.5 million</td>
<td>326,571</td>
<td>$35.4 billion</td>
</tr>
<tr>
<td>2019</td>
<td>9,216</td>
<td>4.9 million</td>
<td>457,026</td>
<td>$47.4 billion</td>
</tr>
<tr>
<td>2024</td>
<td>12,334</td>
<td>6.9 million</td>
<td>584,839</td>
<td>$63.5 billion</td>
</tr>
</tbody>
</table>

Source: International Schools Group
Growing market in non-US public schools

Non US Public schools

IB Americas
Drivers of growth in international schools

• Growing middle class

• Increase in students wanting to study abroad

• Investment potential for for-profit education providers such as Gems, Nord Anglia

• Changing educational / pedagogical attitudes among parents

• Growing national interest in International education and country curriculum reform

• Growing expatriate populations
Growth in foreign students in the U.S.

Foreign Students in the U.S. 900,000 Enrollment

200,000

433,333

666,667


Allie Bidwell for USN&WR; Source: Institute of International Education

IB Americas
Where in the world do IB graduates go?

Country of IB School

United States: 51%
Canada: 11%
India: 3%
United Kingdom: 2%
China: 2%
Hong Kong: 1%
Mexico: 1%
Indonesia: 2%
Netherlands: 2%
Colombia: 3%
Spain: 3%
Other: 1%

IB graduates by university

United States: 63%
Canada: 8%
India: 1%
United Kingdom: 1%
Australia: 1%
Hong Kong: 1%
Mexico: 1%
Netherlands: 1%
Colombia: 1%
Spain: 1%
Other: 9%

IB Americas
Access and Equity

• IB’s mission calls for increased access to an IB education regardless of personal circumstances

• Approximately 25% of all US public school IB exams taken in May 2014 were taken by students who qualified for free or reduced meals

• “Michael and Susan Dell Foundation Grant Bridging the Equity Gap”

• Partnerships with higher education providers to develop Access Workshops
<table>
<thead>
<tr>
<th>Countries with the largest numbers of DP schools (September 2014)</th>
<th>Countries with the Most DP exam takers in 2014</th>
<th>Largest growth rates in DP exam takers, 2010 to 2014*</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>UNITED STATES</td>
<td>ESTONIA</td>
</tr>
<tr>
<td>CANADA</td>
<td>CANADA</td>
<td>ANTIGUA AND BARBUDA</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>UNITED KINGDOM</td>
<td>BOLIVIA</td>
</tr>
<tr>
<td>ECUADOR</td>
<td>NETHERLANDS</td>
<td>CAMBODIA</td>
</tr>
<tr>
<td>INDIA</td>
<td>MEXICO</td>
<td>AZERBAIJAN</td>
</tr>
<tr>
<td>SPAIN</td>
<td>INDIA</td>
<td>NIGERIA</td>
</tr>
<tr>
<td>CHINA</td>
<td>CHINA</td>
<td>PAPUA NEW GUINEA</td>
</tr>
<tr>
<td>MEXICO</td>
<td>SINGAPORE</td>
<td>QATAR</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>AUSTRALIA</td>
<td>CAYMAN ISLANDS</td>
</tr>
<tr>
<td>GERMANY</td>
<td>SPAIN</td>
<td>BULGARIA</td>
</tr>
</tbody>
</table>
National Curriculum reforms spur growth in international education

• Ecuador
• Peru
• Malaysia
• Japan
International and Global Education and Student Mobility

College Admission 2025: Embracing the Future
CERPP
Thursday, January 22, 2015
1:15 - 2:30 pm

Clay Hensley
Senior Director, International Strategy & Outreach
Undergraduates continue to drive international student mobility to the U.S.

UNDERGRADUATE Growth from 2013 to 2014
+6%

SOURCE: IIE.ORG | OPEN DOORS REPORT 2014
Although overall int’l student mobility to U.S. universities continues to increase, recent trends reveal most of the growth derives from only a handful of source countries.

Approximately **370,000** international undergraduate students in the U.S. in 2014

**Top 7 countries**
- Saudi Arabia
- Vietnam
- China
- India
- Canada
- Japan
- South Korea
- Rest

Although overall int’l student mobility to U.S. universities continues to increase, recent trends reveal most of the growth derives from only a handful of source countries.

Approximately 370,000 international undergraduate students in the U.S. in 2014

- **Saudi Arabia**: CAGR: +33%
- **Vietnam**: CAGR: +14%
- **China**: CAGR: +36%
- **Rest of the World**: CAGR: 0%

Since 2006

Global aspirations to study in the U.S. will likely continue to rise

SAT 1 & 2 Registration Volume, FY08 – FY14

NOTE: Data indicate all SAT 1 and 2 registrations outside of the U.S.
SOURCE: College Board internal analysis, SAT 1 & 2 registrations FY 2007/8-2012/13. 2013/14 data is based off Registration Volume from Assessment Operations.
Demand for international & American-style education will continue to be driven by East & South/Central Asia

Five-year Compound Annual Growth Rate of AP Exam Volume (FY09 – FY14)

- East Asia & the Pacific: 19%
- South & Central Asia: 19%
- Sub-Saharan Africa: 7%
- Middle East & N. Africa: 11%
- Europe & Eurasia: 6%
- Americas: 6%

NOTE: Data indicate all graded AP exams taken outside of the U.S.
SOURCE: College Board internal analysis, AP exams FY 2005/6-2012/14.
International schools

The new local

English-language schools once aimed at expatriates now cater to domestic elites

Dec 20th 2014 | From the print edition
However, the international education landscape is likely to continue to shift toward local schools with nontraditional/hybrid instructional models.

**AP Exam Volume in China by Segments, FY09 vs. FY14**

<table>
<thead>
<tr>
<th>Segment</th>
<th>2009</th>
<th>2014</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>International School</td>
<td>2,529</td>
<td>5,038</td>
<td>15%</td>
</tr>
<tr>
<td>Non-International School</td>
<td>1,471</td>
<td>19,846</td>
<td>68%</td>
</tr>
<tr>
<td>Self-Study</td>
<td>517</td>
<td>12,995</td>
<td>91%</td>
</tr>
</tbody>
</table>

**NOTE:** Data indicate all graded AP exams taken outside of the U.S.

**SOURCE:** College Board internal analysis, AP exams FY 2005/6-2012/14.
More U.S. institutions will allocate resources, including financial aid, strategically to attract best-fit international students.

Number of U.S. Institutions Awarding Financial Aid & Distribution of Financial Aid to International Undergraduate Students, 2008/09-2013/14

NOTE: Data excludes institutions that did not respond to questions in the Annual Survey of Colleges.