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ITBCD – International Tuition-based Competition Database

ITBCD is an analytical tool to compare the cost of international student tuition fees. It contains tuition fees, added fees, and cost of living data on over **12,000 degree programs** from more than **180 higher education institutions**. Currently in its fourth release, ITBCD incorporates research on the **price sensitivity** of international students in relation to factors driving their choice of universities. ITBCD has been deployed by universities and public agencies worldwide to benchmark degree costs for international students, set current tuition fees levels and **future pricing strategies**, and provide better value for their international student populations.

PRISM – A Cross-National Student Success & Performance Benchmark Model

PRISM analyses student performance based on up to **two dozen admissions and student record attributes** on harmonized grade scales and unified outcome metrics. Driven by **millions of data points** loaded by institutions on international student profiles, performance, and success, PRISM enables institutional and comparative benchmark analysis of **segment-based student performance** (e.g., by nationality, study field, English language proficiency at admission, etc.).

SEPAT – Strategic Enrollment & Performance Assessment Toolkit

SEPAT is based on **continuous process and data flow models**, underpinned by extensive benchmarking databases that allow assessing the performance of an institution along the **marketing-recruiting-admissions-enrolment-student services cycle**. Given SEPAT's sensitive competitive nature, only limited details can be shared.

SIRPA – Strategic International Rankings Performance Analysis

SIRPA helps universities to better **understand their performance** in international rankings within the context of institutional research, marketing, and recruiting strategies. Based on extensive rankings analysis, SIRPA positions universities in the appropriate competitive landscape to **ethically improve** their rankings.

GMPD – Global Master's Program Design Benchmarking

Launched in 2014, GMPD assesses the **attractiveness of Master's programs**. GMPD analyses a range of key competitive elements for Master's programs, from **admission requirements** to **duration** and **cost** to **outcomes** for graduating students. Using admission and enrollment data at the program level, GMPD evaluates the relative success of comparable programs at recruiting international applicants and converting them to registered students. GMPD assists universities with articulating the role of Master's programs within their **internationalization frameworks**, and with identifying potential opportunities for **new program development** and **collaboration scenarios**.

ISAFM – International Student Analytics & Forecasting Model

ISAFM was conceived as a tool for introducing evidence-based, expert-derived analytical rigor into the comprehensive **analysis and forecasting of international higher education student flows**. ISAFM uses **System Dynamics** to predict international student flows three years into the future based on **2.1 million data points** and more than **120 variables**. These flows are broken out by **nationality, gender, subject, and degree level**. ISAFM facilitates an empirical understanding of population, market, competition, and performance metrics at an in-depth, unbiased level.

GAPI – Global Academic Placement Index

GAPI is an analytical tool focused on the **academic transitions of secondary school graduates to higher education institutions**. GAPI uses extensive secondary school data on the matriculation of graduates. Based on these data, GAPI can provide a "gap analysis" for universities to identify schools with **performance profiles** that offer compelling recruitment opportunities based on peer acceptance/matriculation patterns.

About ICG

ICG operates as an international science, research, and academic strategy consulting firm advising the leadership of teaching and research institutions, foundations, governments, and public agencies on policy, development, and competition issues.