ILLUMINATE CONSULTING GROUP PLACEMENT STRATEGIES

INTRODUCING THE GLOBAL ACADEMIC PLACEMENT INDEX

AGENDA

ICG / ICGPS / ICGRS

Analytical Models

Consultants and Advisory Board

Services

   Global Academic Placement Index

   Global Outcome Performance Index

   Student Academic Success Tracking

   Strategic Planning Seminars

Development Roadmap

Contact Information

Illuminate Consulting Group (ICG)

- Founded in 2003.
- Advises primarily on strategy issues in international education, with a focus on recruiting, admissions, and student performance.
- Two Advisory Boards with more than 50 members.
- More than a dozen major research reports.
- More than 90 conference presentations worldwide.

Illuminate Consulting Group Placement Strategies (ICGPS)

- Founded in 2013.
- Focused on advisory services to institutions dealing with secondary education.
- Client base includes schools, school districts, associations, and education ministries.
- Operates the Global Academic Placement Index.
- A subsidiary of ICG.

Illuminate Consulting Group Research Services (ICGRS)

- Founded in 2012.
- ICGRS operates ICG's four major analytical models:
  - ISAFM: International Student Analytics and Forecasting Model
  - SEPAT: Strategic Enrollment Performance Assessment Toolkit
  - ITBCD: International Tuition-based Competition Database
  - PRISM: Student Academic Success and Performance Benchmark Model
- A subsidiary of ICG.

Headquartered in Silicon Valley with researchers in Canada and Europe

SELECT ICG CLIENTS

Higher Education Institutions

- Bonn University
- Freie Universität Berlin
- Frankfurt University
- Griffith University
- Imperial College London
- King's College London
- Linkoping University
- Lund University
- Memorial University Newfoundland
- Monash University
- OCAD University
- Oxford University
- Royal Institute of Technology
- Simon Fraser University
- UC Santa Cruz
- University of Arizona
- University of British Columbia
- University of Melbourne
- University of Queensland
- University of Tasmania
- University of Victoria

Public Agencies / Governments

- Australia
  - Austrade
  - Department of Education, Employment and Workplace Relations
  - Government of Victoria
- Canada
  - Council of Ministers of Education, Canada
  - Department of Foreign Affairs, Trade and Development
- Denmark
  - Ministry of Science, Innovation and Higher Education
- Germany
  - German Academic Exchange Service
- New Zealand
  - Education New Zealand
  - Ministry of Education
- Sweden
  - Study Destination Sweden
- United Kingdom
  - British Council
  - Universities UK

Associations / Schools / Others

- British Columbia Council for International Education
- Canadian Consortium for International Education Marketing
- Conenza
- Consortium of Hong Kong Universities
- Consortium Ruhr
- CultureWorks
- EduNova
- German American International School
- IDEA League
- Languages Canada
- Others…

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MAJOR ANALYTICAL MODELS CREATED BY ICG

ISAFM

International Student Analytics and Forecasting Model

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.

ISAFM segments these flows out by nationality, gender, subject, and degree level.

ISAFM is in its third release.

ITBCD

International Tuition-based Competition Database

ITBCD contains tuition fees, added fees, and cost of living data on nearly 7,000 degree programs from art and design schools, and universities.

ITBCD bands programs by peer brand/rank to identify direct competitor programs.

Scenario building allows for modeling the impact of fee changes up to a decade into the future.

PRISM

A Cross-national Student Success and Performance Benchmark Model

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PRISM analyzes and benchmarks student performance based on up to two dozen admissions and student record attributes on harmonized grade scales and unified outcome metrics.

The use of an advanced BI tool allows for selecting up to six attributes at a given time for deep comparisons and pattern detection.

Institutions can load many millions of data points.

SEPAT

Strategic Enrollment and Performance Assessment Toolkit
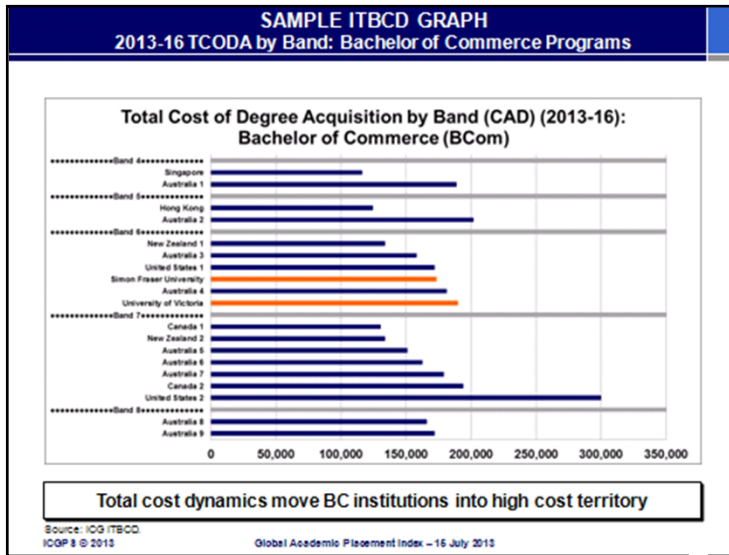

SEPAT is based on a continuous process and data flow model.

It is coupled with extensive benchmarking databases that allow tracing the marketing-recruiting-admissions-enrollment-student services performance of an institution.
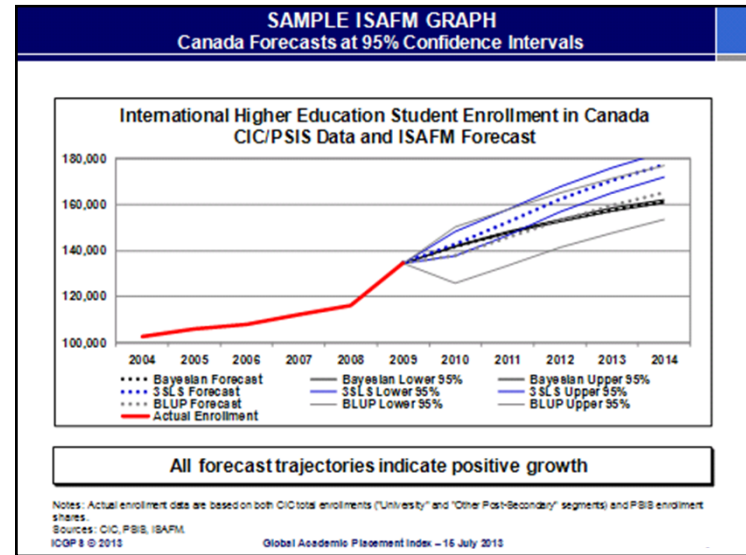
SEPAT is focused on systematically identifying process, policy, and procedure improvements.

ITBCD

SAMPLE ITBCD GRAPH
2013-16 TCODA by Band: Bachelor of Commerce Programs

Total Cost of Degree Acquisition by Band (CAD) (2013-16): Bachelor of Commerce (BCom)

Total cost dynamics move BC institutions into high cost territory

ISAFM

SAMPLE ISAFM GRAPH
Canada Forecasts at 95% Confidence Intervals

International Higher Education Student Enrollment in Canada CIC/PSIS Data and ISAFM Forecast

All forecast trajectories indicate positive growth

PRISM

SAMPLE PRISM GRAPH
The Role of Language: Student Performance Relative to IELTS Scores

English language ability and academic performance: A hockey stick relationship

SEPAT

SAMPLE SEPAT GRAPH
Application to Admissions Cycle Mapping

Legend

Sanitized to protect client information
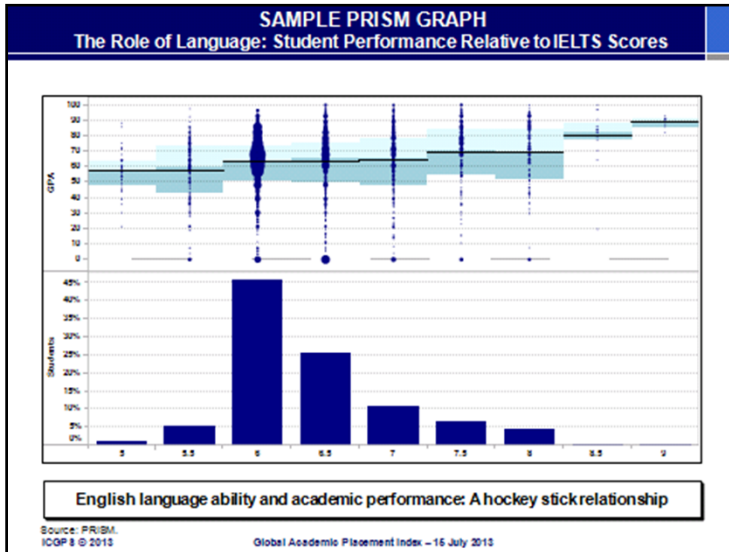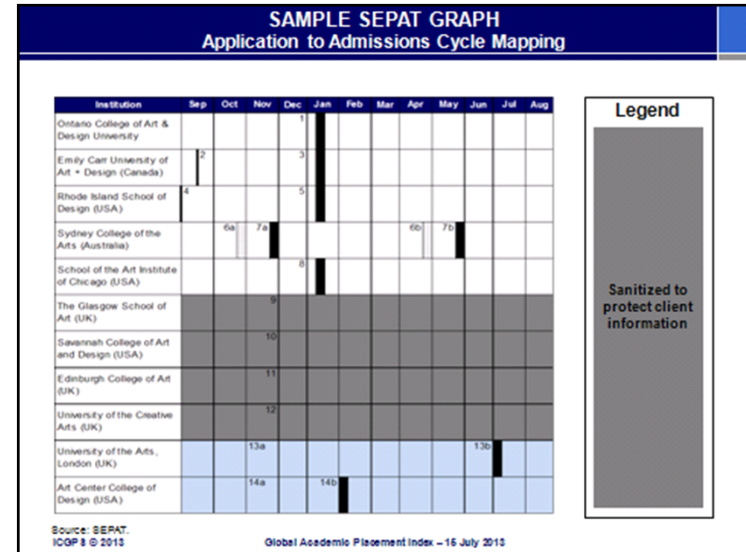
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ICGPS TEAM

Dr. Daniel J. Guhr

Role
- Managing Director

Degrees
- D.Phil., Oxford
- M.Sc., Oxford
- M.A., Brandeis

Research
- UC Berkeley CSHE
- Max-Planck-Institute for Human Studies

Further Studies
- Harvard
- Bonn

Experience
- SAP
- Boston Consulting Group

Robert W. Jackman

Role
- Head Analyst

Degrees
- MPP, Stanford
- M.A., Stanford
- B.A., University of British Columbia

Research
- Stanford IEPR
- Stanford PACS
- Stanford GSE

Background
- IB Diploma Graduate

Experience
- Mineral Resources Education Program of BC

Nelson D. Furtado

Role
- Analyst

Degree
- B.A., Carleton

Research
- Federal Advisory Panel on Canada's International Education Strategy

Background
- IB Diploma Graduate

Experience
- Department of Foreign Affairs, Trade and Development Canada
- Ontario Ministry of Training, Colleges and Universities

ICGPS Researchers

Aurelie Basha
- Ph.D. student at the London School of Economics
- MPP, Harvard
- B.Sc., London School of Economics

Veronika Kupriyanova
- Ph.D. student at the Free University of Brussels
- Joint MIR and MEI, Sciences Po and MGIMO

Robyn Sneath
- D.Phil. student at Oxford
- M.Div., Harvard
- B.Ed., University of British Columbia

Support by additional ICG researchers and Advisory Board members as needed

ICG ADVISORY BOARDS

Academic Advisory Board

- Louis E. Alexander, MIT, USA
- Orhun Aydin, Stanford University, USA
- Nicole Brigg, Griffith University, Australia
- Laurel Bright, Ultimate Positioning, Australia
- Stephanie Busch, Goodgame Studios, Germany
- Angela Chapman, National University of Singapore, Singapore
- Prof. Bruce Chapman, Australian National University, Australia
- Arnold Chazal, Vumed, USA
- Seong Chen, Roche, Switzerland
- Prof. Russell Cummings, US Air Force Academy, USA
- Dr. Paul Davis, Boise State University, USA
- Dr. Francine Gordon, F Gordon Group, USA
- Sonja Knutson, Memorial University, Canada
- Prof. Erich Leitner, Universität Graz, Austria
- Frank Loennies, Zurich Insurance Group, Germany
- Dr. Phil McLauchlan, MirriAd, UK
- Ian Moore, Queen's University Belfast, UK
- Dirk Radzinski, Algenol, Switzerland
- Prof. Ravi Rajan, UC Santa Cruz, USA
- Prof. Sheldon Rothblatt, UC Berkeley, USA
- Carolyn Russell, University of Victoria, Canada
- Andrew Shaindlin, Carnegie Mellon University, USA
- Dr. Kirk Simmons, UC San Diego, USA
- Sonja Steinbrech, UC San Diego, USA
- Dr. Wedigo de Vivanco, de vivanco consulting, Germany
- Prof. Wilhelm Vossenkuhl, LMU Munich, Germany
- Prof. Michael Wilkes, UC Davis, USA
- Patrick Zielinski, e.q.z Sozietät, Germany

ISAFM Advisory Board

- Bjorn Einar Aas, Bergen University, Norway
- Dr. John E. Andersen, University of Copenhagen, Denmark
- Prof. Chris Auld, Griffith University Business School, Australia
- Britta Baron, University of Alberta, Canada
- Paul Brennan, Association of Canadian Community Colleges, Canada
- Prof. Sheila Embleton, York University, Canada
- Dr. Andy Gillespie, Auburn University, USA
- Prof. Nigel Healy, Nottingham Trent University, UK
- Markus Laitinen, University of Helsinki, Finland
- Sonny Lim, JD., Rice University, USA
- Chris Madden, Griffith University, Australia
- Dr. Randall Martin, British Columbia Council for International Education, Canada
- Gonzalo Peralta, Languages Canada, Canada
- Prof. Chris Robinson, Victoria University, Australia
- Richard Stenelo, Lund University, Sweden
- Jean-Philippe Tachdjian, DFAIT, Canada
- Delia de Vreeze, Wageningen University, The Netherlands

51 Advisory Board members in 12 countries

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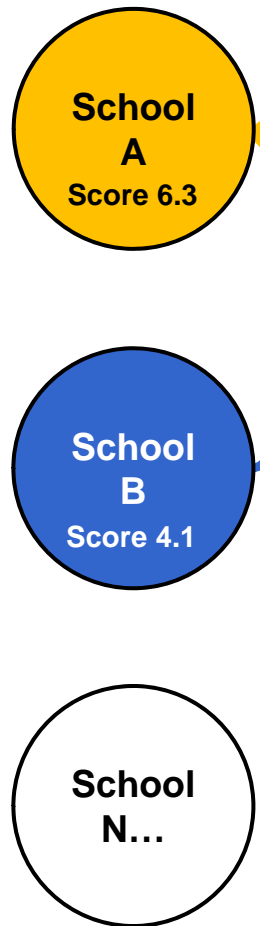   **Strategic Planning Seminars**

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GLOBAL ACADEMIC PLACEMENT INDEX
More than 1,100 Higher Education Institutions Covered

Secondary Schools

School A — Score 6.3
School B — Score 4.1
School N...

Banded Internationally Ranked Universities

Band 1	Rank 1-9
Band 2	Rank 10-25
Band 3	Rank 26-50
Band 4	Rank 51-100
Band 5	Rank 101-200
Band 6	Rank 201-300
Band 7	Rank 301-400
Band 8	Rank 401-500
Band 9	Rank 501-600
Band 10	Rank 601-700
Band 11	Rank 701-800
Band 12	Rank 801-850

Added National Indices

US: Universities
Top 201 universities based on U.S. News

US: Colleges
Top 178 liberal arts colleges based on U.S. News

Canada: Universities
Top 45 universities based on Mclean's

Australia: Universities
All 39 universities based on AEN

UK: Universities
All 124 universities based on CUG

ICGPS-created rankings for Ireland, Hong Kong, New Zealand, and Singapore

Notes: The banded internationally ranked universities index synthesizes leading international university rankings.

By Tuition Fees Segment (USD)

- USD 10-20,000 Segment
  - Pine Academy   3.1
  - Bodleian School   3.2
  - Chicago College   3.4
  - St. John's Hall   3.6
  - Hogwarts High   3.9
  - San Carlos High   4.1
  - Immaculate Prep   4.4
  - Bales-Merrion   4.7
  - Kodakai Int'l   5.0
  - Menlo Prep   5.2
  - School N   …

By Curriculum Model

- IB Schools (Public)
  - Pine Academy   3.1
  - Lake Magnet   3.2
  - Ridge High   3.4
  - San Carlos High   4.1

- IB Schools (Non-Public)
  - London Int'l   3.1
  - Hill College   3.3
  - Chicago College   3.8
  - Berlin Academy   4.6

By Geographic Location

- Global Metro Area
  - London Int'l   3.1
  - San Carlos High   4.1

- Secondary Metro Area
  - Bodleian School   3.2
  - Hill College   3.3

- Non-Metro Area
  - Bales-Merrion   4.7
  - Kodakai Int'l   5.0

Other Attributes and Analytics

Other School Attributes Captured

- Public
- Independent
- Religious affiliation
- Multi-curricular
- Enrollment size
- Fees levels
- Boarding school
- Association membership

Additional Analytics Offered

- Placement value analysis (Index Score relative to tuition fees)
- Placement gap analysis (untapped application/placement opportunities)
- Admissions funnel ratios (applications to registrations)

By Tuition Fees Segments (USD)

- Segment 1:   0-10,000
- Segment 2:   10-20,000
- Segment 3:   20-30,000
- Segment 4:   30-40,000
- Segment 5:   40,000+

By Curriculum Model

- A-level
- AP (add-on)
- Australia (State)
- Canada (Provincial)
- IB (full, stream)
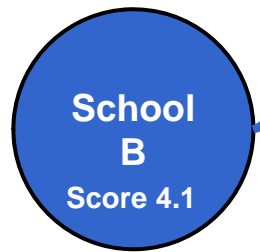- New Zealand (national)
- US (common core)

By Geographic Location

- Global destination metro area (London, Singapore, etc.)
- Secondary destination metro area (Brisbane, Seattle, Vancouver, etc.)
- Non-metro region

From Schooling …   to   … Outcome

Upper Secondary Schooling	Applications/ Offers/ Acceptances/ Registrations	Undergraduate Higher Education Experience	Workforce Participation
			Graduate Higher Education Experience
			Other

School/Association Survey of Graduates Five Years Out (Alumni Records)

School District Tracking Study of Graduates Six Months and Five Years Out

Higher Education Institution Alumni Records

Jurisdictional Tracking Survey (Multi-Level)

STRATEGIC PLANNING SEMINARS

Seminar Service Offering

- One full day at client location
- Delivered by one or two ICGPS team members
- Ideal client participation ranges from 6 to 25 staff
- Delivery of a multi-year Global Academic Placement Index
- Optional custom analysis of other school data
- High-level analysis of marketing and recruiting collateral is included
- Documentation will be made available to school

Seminar Thematic Portfolio

- Global Academic Placement Index
- Global Outcome Performance Index (school-specific)
- Global higher education admissions trends
- Third parties in admissions (agents, foundations)
- University/college application strategies
- Tuition fees, scholarships, and economic value
- Marketing and recruitment perspectives
- Curricular best fit design and positioning
- School branding

Seminar Example Outline

- 09:00-10:00 Placement Index discussion
- 10:00-11:00 Gap analysis and discussion
- 11:00-12:00 Marketing and recruiting strategies
- 12:00-12:45 Break
- 12:45-13:45 Trends in university admissions
- 13:45-14:45 Fees, costs, and competition
- 14:45-15:15 Testing (IELTS, TOEFL, SAT, …)
- 15:15-15:30 Break
- 15:30-16:30 Curricular aspects and best fit design

ICG has delivered more than 50 seminars/workshops worldwide

ICGPS FEES LIST

Global Academic Placement Index

Depth of Index
- Secondary school, one-year index   2,500
- Secondary school, multi-year index   3,500
- Secondary school, custom analysis   quote

Notes
- The Index will include 100+ secondary schools from half a dozen countries as of August 2013
- Custom analysis quoted on a case-by-case basis

Strategic Planning Seminars

Location
- North America   6,000 – 10,000
- Europe   8,000 – 12,000
- Asia-Pacific   9,000 – 15,000

Notes
- Includes multi-year index
- Optional custom analysis available
- Seminars are staffed with 1 or 2 ICGPS members
- Cost is flat fee-based and includes travel

Global Outcome Performance Index

- Delivery of this custom service is driven by data availability and analytical requirements
- Estimated project fees range from 25,000 to 80,000
- Estimated project duration is three to nine months

Student Academic Success Tracking

- ICGPS offers to build, run, and maintain student success tracking models
- Owing to the differentiated nature of tracking models, projects will be quoted on an individual basis

Legal Disclaimer

- Quotes are in US Dollars
- All quotes are valid for 2013
- All information is subject to revision

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DEVELOPMENT ROADMAP

- **Release of Global Academic Placement Index with 100+ secondary schools** **August 2013**

- **Strategic Planning Seminars commence** **September 2013**

- **Presentation at EAIE conference in Istanbul** **September 2013**

- **Presentation at CBIE conference in Vancouver** **November 2013**

- **Update of Global Academic Placement Index with additional secondary schools** **December 2013**

- **Release of Global Outcome Performance Index** **2014**

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Contact Information

Key Staff Members

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