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# **THE TSUNAMI OF SOUTH ASIAN STUDENTS HEADING TOWARDS U.S.**

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# Session Format

- Introductions
- Background and Statistics
  - Who the students are
  - Where they go, what they study, why the US
  - Competitors
  - World economic situation
- How to attract these students
- Questions

**INDIA**

**GRADUATE**

**UNDERGRAD**

12.8  
%

72.0%

14.4%

**PAKISTAN**

1%

40.50%

48.50%

**SRI LANKA**

9.2%

45.40%

45.20%

**NEPAL**

15.2  
%

28.70%

64%

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**INDIA** #1 sender since 2001

#1 for graduate

#4 for undergraduate

#8 AA/AS

**PAKISTAN** #19 for graduate

**NEPAL** #14 for graduate

#11 for undergraduate

# Indian students in US

## Top 5 UG states:

1. New York
2. Texas
3. Pennsylvania
4. Indiana
5. California

## Top 5 Graduate states:

1. Texas
2. New York
3. California
4. Illinois
5. Pennsylvania

# Indian students in US

## Top 5 UG institutions:

1. Purdue U – Main Campus
2. SUNY Buffalo
3. Drexel U
4. U of Illinois, Urbana Champaign
5. Indiana U, Bloomington

## Top 5 Graduate institutions:

1. USC
2. IIT Chicago
3. U of Bridgeport
4. Texas A & M
5. UT Arlington

# Pakistani students in US

## Top 5 States:

1. Texas
2. New York
3. California
4. Illinois
5. Massachusetts

## Top 5 institutions

1. Houston Community College System
2. Purdue University
3. University of Houston
4. Univ of Texas - Austin
5. Wichita State University

# Sri Lankan students in US

## Top 5 States:

1. California
2. Texas
3. Kansas
4. Minnesota
5. New York

## Top 5 institutions

1. Wichita State Univ
2. Wayne State Univ
3. No. Dakota St. Univ
4. Purdue University
5. Montgomery College



# Nepalese students in US

## Top 5 States:

1. Texas
2. Minnesota
3. Oklahoma
4. California
5. Alabama

## Top 5 institutions

1. North Lake College
2. St. Cloud State Univ
3. U of Central Oklahoma
4. Univ Texas - Arlington
5. Lincoln University

# What they study (not rank order)

## ■ Undergraduate

- ❑ Engineering
- ❑ Business
- ❑ Sciences
- ❑ Liberal Studies
- ❑ Journalism
- ❑ Fine Arts
- ❑ Aviation

## ■ Graduate

- ❑ Engineering
- ❑ Business
- ❑ Sciences
- ❑ Math

# What attracts them to the US?

- Prestige of degree
  - Worldwide recognition
  - Raise in social status
  - Family comfort
- Good Return on Investment
  - Valued by employers
  - Gain valuable skills
- Financial Aid
- Other students there
- Competition at home
- Lack of space at home institutions
- Diversity of Programs
- Family already in US
- Middle class can afford
- Availability of loans
- Climate
- Support Services

# Who are the competitors to US?

Competitor Country	India	Pakistan	Sri Lanka
Australia	X	X	x
Canada	X	X	X
France	X		
India			X
Ireland	X		
Malaysia		X	
Netherlands	X		
New Zealand	X	X	X
Singapore		X	X
United Kingdom	X	X	X

# Why competitors instead of US

- “Easier” application process
  - Spot admissions
  - Recognized agents
- “Too many” choices in US - confusion
- Perception of lower fees
- Aggressive marketing
- Immigration opportunities
- “Friendlier” visa process
- Shorter programs

# Impact of economic situation

- Applications for Fall 2009
- Enrollments for Fall 2009
- Advising center traffic
  - Visa preparation sessions
  - Pre-departure programs
- Anecdotes

# How US can (continue to) compete

- “Simplified” Admissions Process
  - Accept attested copies and official photocopies
  - Waive application fees
  - Clarity: “transcripts”; GPA conversions
- Consider accepting 15 yrs of education
- Prompt(er) and clear(er) responses
- Offer (more) financial aid/scholarships
- Accelerated (shorter) degree programs
- Engage alumni in US as well as abroad

# How US can (continue to) compete

- Use faculty and students abroad for promotion
- Exploit Technology
  - mediated promotions (DVC, CD/DVDs, web chats, blogs, e-newsletters, polls, message boards)
  - admissions staff, faculty, students, alumni
- Media engagement
  - Articles, interviews, supplements
- Encourage national education strategy
- EducationUSA advisors & advising centers
  - Visits, postings, reference materials, “give-aways”



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# What does the future hold?

- Predicting future enrollments
- Population growth trends
- University expansion in South Asia
- Impact of increased technology
- Internal and external competition for students
- Role of politics
- Who'll be #1 – US or a competitor country?

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# Questions?

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# Want to know more?

- Attend the EducationUSA Country Fair
  - Wednesday
  - 3:00 – 5:00 pm