STUDENT RECRUITMENT
Challenges and Strategies
Who are we?

- We are the Center for Global Education (CGE) at Universidad San Ignacio de Loyola (USIL).
- USIL is a well-known private University, that is part of an educational corporation that includes nursery schools, high schools, universities, graduate schools, and technical institutes in three countries.
- We have been a BC partner since 2009.
- We are located in Lima, Peru.
STRATEGIES
REFERRALS

Word of mouth

• Reach new students through current students’ experience.

Referral Campaign

• Offer a special incentive, such as a discount, a present, or a bonus, for referring a new student.

Student testimonials

• In our events, social media, press notes, presentations, and others

Student Life

• Indirectly promote the program through internal events including +1 events.
NETWORKING

CGE Graduates
- Keep in touch, follow their career progression, ask for testimonies.
- CGE experts.
- CGE Talks

Friends and Family (corporation)
- Promote CGE within USIL, a large corporation, to explain the BC concept.

Third parties
- Collaborate with other advising centers (LAE, Score, Educa)
EVENTS

Formal events

• Open invitation - large and central venue - high impact.

Personalized events

• Groups of parents, target schools (breakfast), informal gatherings on campus to interact with staff, faculty, and current students (Pizza Night, Int’l Coffee break).

School Talks

• Present to students and parents at their school

Transfer Fair
EVENTS

Campus tour + Shadowing class

- Show them our classrooms, labs, and facilities and invite students to sit in on one of our classes.

Target B-sector schools

- Promote international Education based on transfer options that are more accessible to them. (Conditional acceptance letter with approx. costs for years 3 & 4).
CHALLENGES
# Challenges

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<thead>
<tr>
<th>Challenge</th>
<th>Details</th>
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<tbody>
<tr>
<td>Social Media internal limitations at the host institution.</td>
<td>• Build of a student account – each new cohort is involved.</td>
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<td>Perception of referral discounts.</td>
<td>• Understanding student background before 1st meeting.</td>
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<td>Host institution not being a target for our most common schools.</td>
<td>• Depending on the school, when necessary, avoid the USIL brand.</td>
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Challenges

Contingencies with Institution that regulates higher Education in Peru.

Get legal approval in our external communication.

Friends and Family

Finding a to fully learn about CGE.

Graduates

After their bachelor’s degree, students identify more with their graduating institution.

B-sector school

Nervous about year 3 and 4 costs.
Questions?