

# A NEW APPROACH TO RECRUITMENT

UNIVERSITY BROCHURE



Presented to  
**FUTURE  
UNIVERSITY  
PARTNER**



## RECRUITING IN INDIA

India is fast becoming a major economic power in the world today. With the robust economic growth and over 50% of the 1.3 billion population under 25 years old, India has been a major magnetic force for institutions around the world. Barring China, India remains a force to reckon with in terms of students seeking a foreign education.

### COLLABORATE

Partner with Indian institutions for a more targeted approach to recruitment.

### MARKET

Create a presence in India with an in-country representative to manage ground level operations.

### RECRUIT

Work with a network of reliable associates to cast a wider net to improve student enrolment numbers.

## THE RETAINER MODEL

At a time when universities are facing uncertainty about the future, we at Indo Global Studies (IGS) understand the need for alternative models of student recruitment. One of the most effective strategies that has usually been implemented is one of maintaining a local office and representative. However, such a strategy involves high investment with no guarantee on returns.

### THE MODEL IN A NUTSHELL



IGS uses its network of vetted and reliable associates across India to market your university.



A minimum number of students are guaranteed by IGS to your university for a period of at least one year.



You make a monthly investment for services offered by IGS for a period of at least one year.



In the event IGS is unable to meet the guaranteed number of students, you get a full refund on investment.

## WHAT WE PROVIDE



- A dedicated team marketing and representing your university on the ground in India
- A network of vetted agents across India with just one point of contact
- A minimum enrollment guarantee from IGS for at least a year, increasing year on year
- A measured return on investment unparalleled in the industry
- Your money returned if we don't meet the recruitment goals for the year.

## WHAT YOU PROVIDE



- A one year agreement authorizing IGS as the main point of contact in India (agreement can be renewed at your discretion).
- A monthly retainer for our services plus a predetermined travel budget.
- Participation fees to attend select student recruitment fairs, payable at your discretion as well.
- An email ID for purposes of carrying out our operations in India on your behalf.
- Marketing support in terms of sending us flyers and brochures, visiting with our agents and their students through webinars, etc.
- A bonus if the target has been achieved in the given time frame.

## BUT...WHAT'S THE CATCH?

Well, there is none! We don't work with a legion of universities, which means you get a high level of commitment from us. And, we work hard to make this a win-win model. If we fail (and we won't!), you still "win" with a guaranteed return of your investment.

## OTHER RECRUITMENT STRATEGIES

Academic collaboration programs between Foreign and Indian institutions are aimed at meeting the rapidly growing Indian educational needs by leveraging mutual capabilities. A part of the core mission of all educational institutions is to prepare their students to compete in the global economy. These collaboration programs contribute to that goal by giving students and faculty members international experience and global perspectives.



As a part of the retainer model, your institution also gains access to our Indian partner institutions for academic collaborations. This allows for a more targeted form of recruitment through twinning & transfer programs (models like 3+1+1, 4+1, etc.), summer programs and joint certification/diploma programs.

## TWINNING & TRANSFER PROGRAMS

Through this collaboration, your institution offers curriculum mapping and credit transfer options to allow for a cohort at the Indian institution to transfer and complete their degree at your institution. Typically done at the undergraduate level, the transfer allows you to retain these students at the graduate level as well.

This also allows for accelerated graduate programs at your institution, saving time and money for students.



## SUMMER AND SEMESTER ABROAD PROGRAMS

These popular programs that allows for domestic students to visit foreign institutions for a short period of time. Being both academic and extracurricular in nature, students who participate in these programs are more likely to return as a full-time degree seeking student.

## JOINT CERTIFICATE OR DIPLOMA PROGRAMS

Distance education is an emerging global phenomenon that promises to alter fundamentally the nature of traditional education and training. The phenomenal growth of distance education is explained by the fact that over 90% of college students access the Internet, with 50% accessing the Web daily.

Joint certificate and diploma programs with our Indian partner institutions gives your university the exposure to recruit students effectively.



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STUDIES**



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