



Next-Gen International Student Recruitment

*Upgrading Your Traditional
Recruitment Strategy
for the New Era*

 **applywave**

 **ustudy**



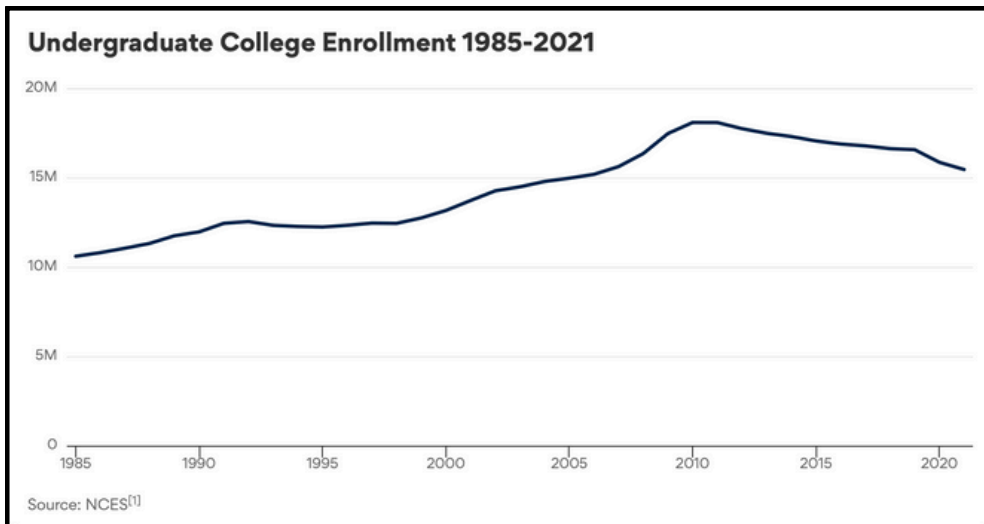
Ustudy Global
(DBA applywave)

25 Treeview dr
Melville NY, 11747, USA

www.applywave.com
www.UstudyGlobal.com

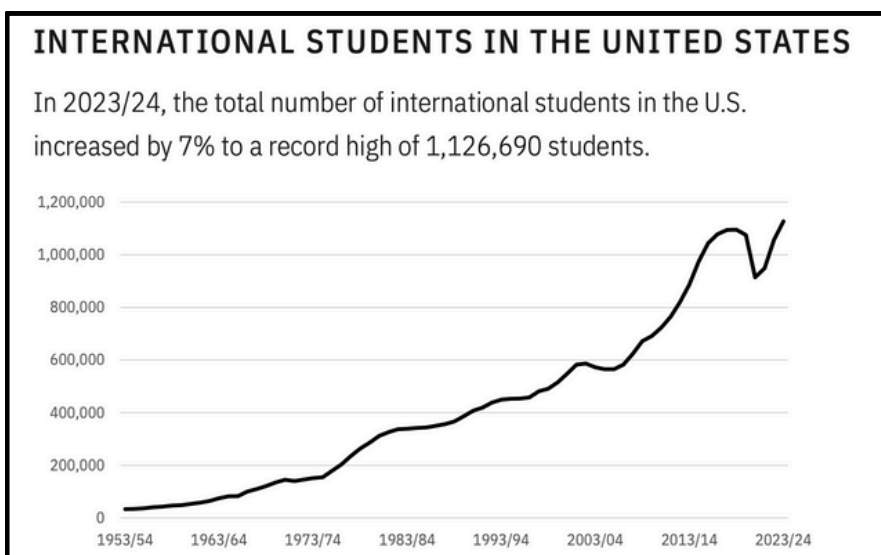
U.S. College Domestic Enrollment Decline

U.S. colleges are confronting a significant decline in domestic student enrollment, with a 7.4% decrease—approximately 1.5 million students—over the past decade. This trend intensified during the COVID-19 pandemic, as undergraduate enrollment fell by nearly 6% between fall 2019 and fall 2023.



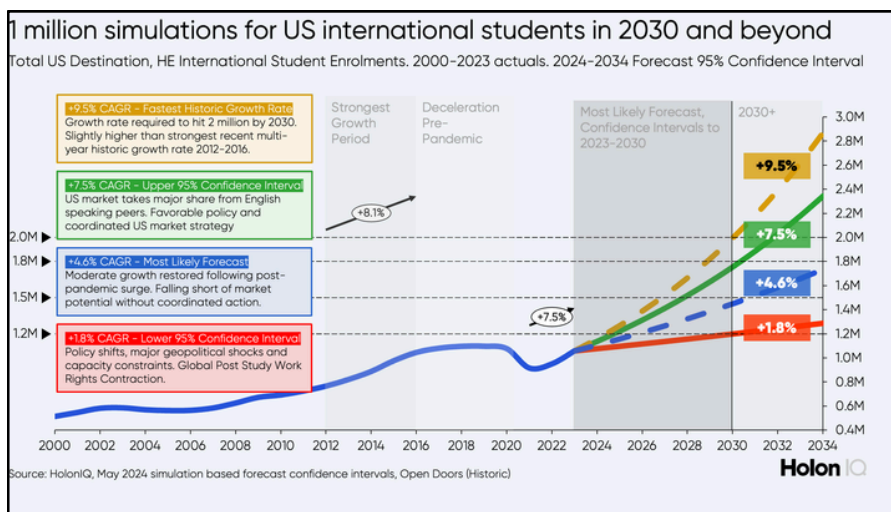
international student enrollment has shown resilience and growth

In contrast, international student enrollment has shown resilience and growth. The 2022–2023 academic year witnessed a 14% surge in international students, rebounding from previous declines. Projections indicate that by 2030, the U.S. could host nearly 1.5 million international students, contributing approximately \$100 billion in direct economic benefits.



Constant Growing Demand

While the growing demand for 'Study Abroad' presents significant financial opportunities for educational institutions, it also brings along a set of unique challenges that institutions must navigate to effectively accommodate this influx of students. It requires careful planning, investment, and support to address the challenges associated with international student recruitment and accommodating a diverse population. By effectively navigating these challenges, institutions can streamline IEM processes, reduce recruitment costs, and improve enrollment rates.



Traditional Ways No Longer Effective - Preferences Have Become Digital

With the over saturation of global channels for international student outreach, it has become more difficult for recruiters to cut through the noise to grab student's attention and communicate the institution's mission statement. As new channels permeate, a trend is becoming clear: international students prefer to interact on digital and mobile channels.

- Text messaging is the #1 most important communication channel on smartphones
- 75% of Gen Z and Millennials would rather text than talk on the phone
- Over 1/3 of boomers say it's acceptable for brands to text them a few times a week
- Text message open rates are around a staggering 98%
- More than three quarters (76%) of Gen Z research schools online

Comprehensive Solution

applywave's innovative and effective platform is tapping into a robust, omnichannel approach to outreach that meets international students where they are today. Through an integrated methodology that leverages various of channels, the applywave solution is transforming international student recruitment into an all-in-one "digital engagement center" on a global scale.

ALL-IN-ONE BENEFITS

International Marketing



- Global Digital Presence and Reach
- Consistent and Accurate Information Across Regions
- Tailored Information for International Students
- Enhanced Branding, Marketing, and Global Visibility

International Direct Recruiting



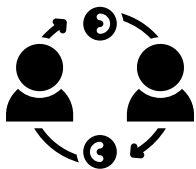
- Student Outreach and Support Services
- Lead Qualification and Assessment
- Student Tracking and Application Monitoring
- Document Verification and Credential Evaluation

Agency Management Solutions



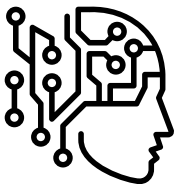
- Standardized Partnership Agreements
- Extensive Global Network
- Comprehensive Agent Training and Resources
- Dedicated Agent Engagement and Support

Peer To Peer Engagement



- Harnesses the Influence of Current Students
- Drives Positive Word-of-Mouth Recommendations
- Boosts Engagement Rates
- Delivers Authentic and Relatable Testimonials

Artificial intelligence (AI)



- 24/7 Customer Support
- Instant Answers to Inquiries
- Multilingual Support
- Reliable Information Tailored for International Students

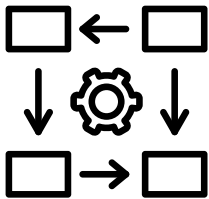
Bank Statement Verification (BSV)



- Instant and Accurate Processing
- Enhanced Operational Efficiency
- Strengthened Compliance, Fraud Prevention, and Security
- Improved Student Engagement

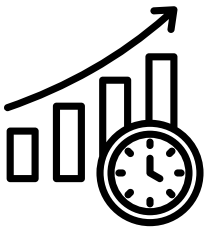
ALL-IN-ONE ADVANTAGES

Measurable Outcomes



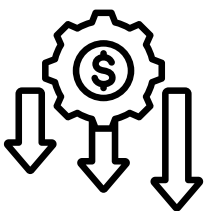
- Real-Time Data
- Analytics and Insights
- Precise Key Performance Indicators (KPIs)
- Clear Metrics for Return on Investment (ROI)

Time to Market



- Immediate Impact and Global Exposure
- Aligned with Your Recruiting Cycles
- Built Around Admission Deadlines and Start Dates
- Flexible and Modular Scheduling Features

Reduce Recruitment Costs



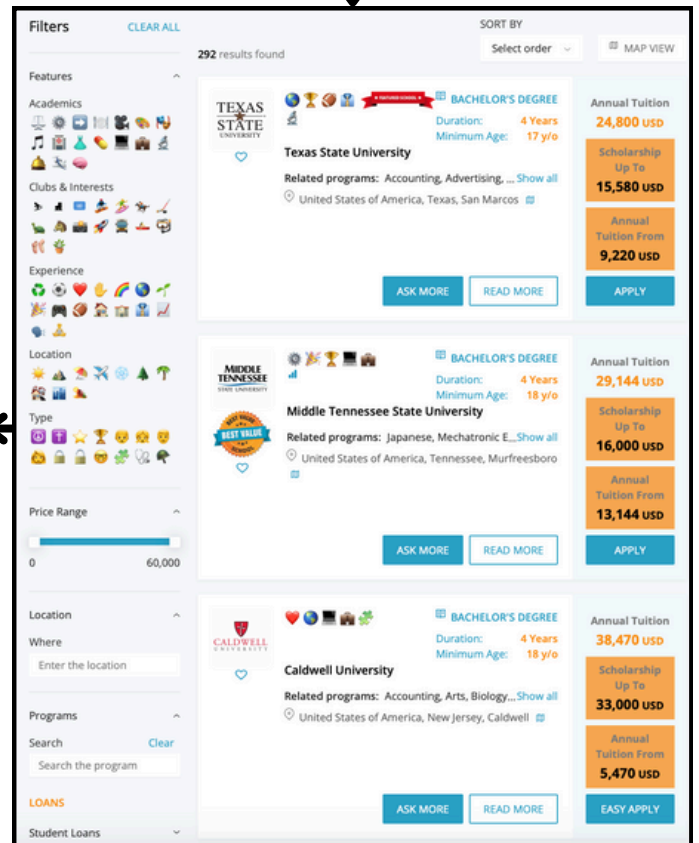
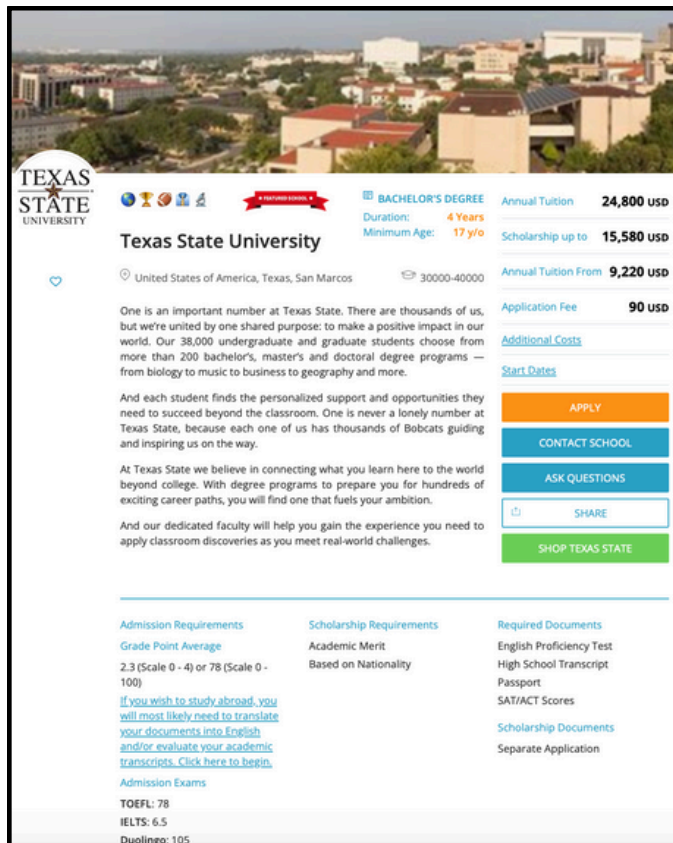
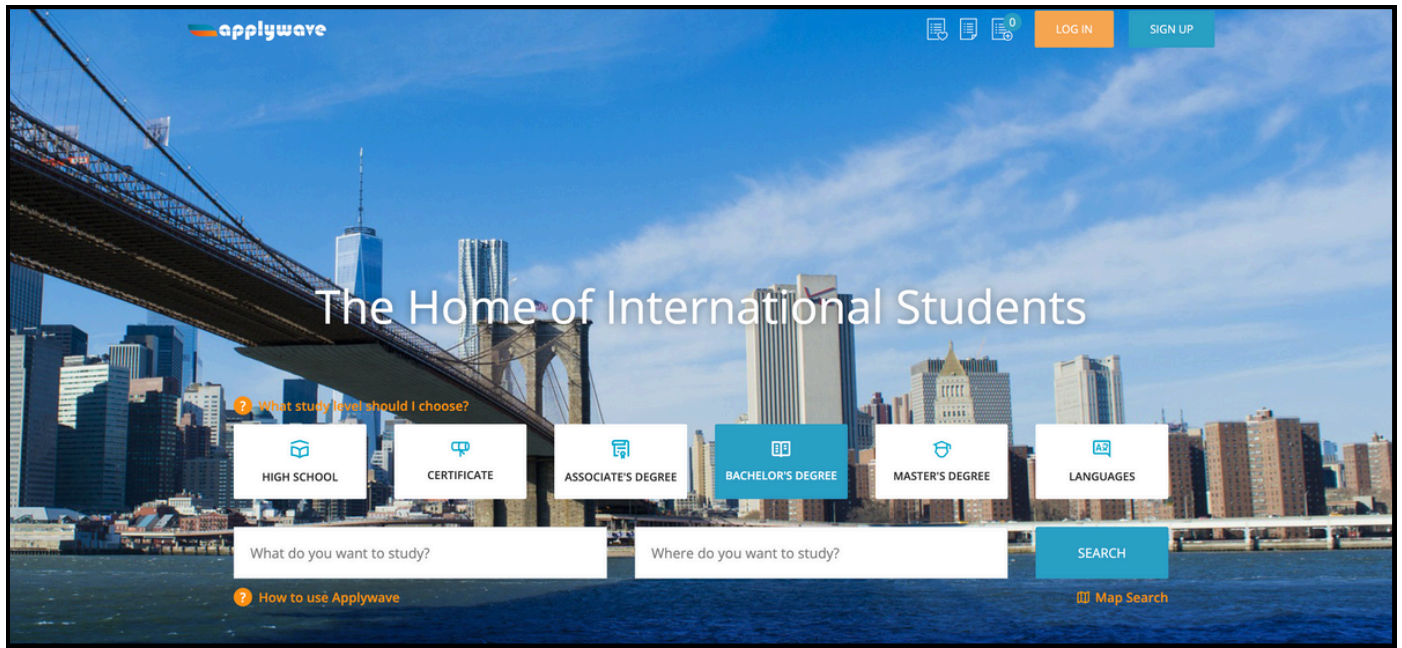
- Improve productivity and reduce labor costs
- Adopt automation and digital tools
- Reduce administrative overhead
- Minimise staff training costs

Top-Quality Credential Evaluations




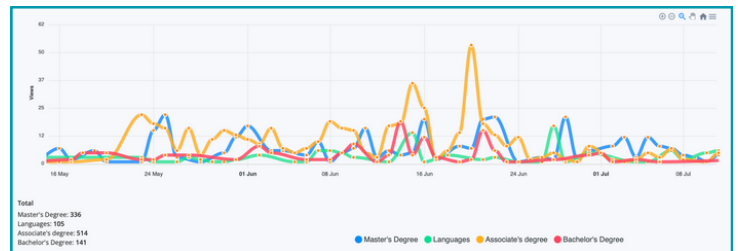
- Streamlines Admissions, Recruiting, and Eligibility Processes
- Ensures Consistency with Academic Credential Evaluations
- Accelerates Processing Through Electronic Record Submission
- Utilizes NACES/AICE Records Directly for Eligibility Assessments

STUDENTS INTERFACE



Institution Dashboard

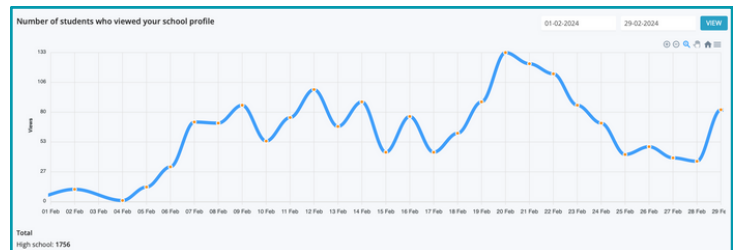
SHOW 25 ▾	Select Country	Select Type	Search				
Date	Study type	Name	Email	Phone	Type	Country	Message
2024-03-21	High school	Taye Kidder	andymathew99@gmail.com	+51913070815	student	Austria	
2024-03-21	High school	Shariq Nicole Almaraz Salas	sandqshariq1@hotmail.com	+573107805320	student	Colombia	Quiero má...
2024-03-19	High school	Roy de Ramirez	royramirez2011@gmail.com	+50375181777	parent	El Salvador	I need inf...
2024-03-19	High school	Lia Mariam Flores Brillo	mariamfloresbrillo@gmail.com	+50433513091	student	Honduras	Yes...
2024-03-19	High school	Alexandra Sanchez	mellingsaench@gmail.com	+51993005922	student	Peru	more info...
2024-03-17	High school	Roberto	rcalo23@gmail.com	+5048990509	parent	Costa Rica	My son's ...
2024-03-17	High school	Steven	stevendobson@gmail.com	+50433799365	student	Honduras	Soccer...
2024-03-16	High school	Kwesi Kwesi Kwesi	kewiskwesi799@gmail.com	+555191212494	student	Brazil	Ol...
2024-03-16	High school	Piero Alexander Garcia Cortez	clavetool@hotmail.com	+51984271741	student	Peru	More info...
2024-03-16	High school	Fernando	fer.jgarcia@gmail.com	+50434271968	student	Honduras	Hello...
2024-03-16	High school	Orlando Ariel González Harrington	orlandogonzalez@gmail.com	+50760373144	student	Panama	Hola mi na...
2024-03-16	High school	Javier	javedon@ubz.net	+506058336435	parent	Costa Rica	I want inf...



Students

SHOW 10 ▾

Name	Campus & Start Date	Admission Documents	Scholarship Documents	Application Fee	Application Evaluation	Acceptance Offer	Acceptance Confirmation
<div> Al Iranan</div> <div>Master's Degree</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>		<div></div>
<div> Sai Darshan</div> <div>Master's Degree</div>	<div></div>	<div></div>	<div></div>				<div></div>
<div> Minmon Akter</div> <div>Bachelor's Degree</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>		<div></div>
<div> Mujahid Bilal</div> <div>Bachelor's Degree</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>		<div></div>
<div> Seetha Nagula</div> <div>Master's Degree</div>	<div></div>		<div></div>				<div></div>
<div> Adelya Bakieva</div> <div>Bachelor's Degree</div>	<div></div>		<div></div>	<div></div>			<div></div>
<div> Milana Mirjanova</div> <div>Bachelor's Degree</div>	<div></div>	<div></div>	<div></div>	<div></div>			<div></div>
<div> Sewabetsa David beckham</div> <div>Bachelor's Degree</div>			<div></div>	<div></div>			<div></div>



Campus & Start date

Admission Documents

Scholarship Documents

Application Fee

Application Evaluation

Updated 10

Approved 10

100%

COMPLETED

Please upload the required documents in order to process your application. All documents will be marked as APPROVED or DECLINED within 48 hours. *Additional documents may be required by the school based on your program of choice.

Portfolio

shariq_arnold_12192_portfolio_2014.pdf

Approved

Comment

Upload

English Proficiency Test

shariq_arnold_12192_english_proficiency_test_2021.pdf

Approved

Comment

Upload

Recommendation Letter (R1)

shariq_arnold_12192_recommendation_letter_1-2014.pdf

Approved

Comment

Upload

Recommendation Letter (R2)

shariq_arnold_12192_recommendation_letter_2-2014.pdf

Approved

Comment

Upload

Undergraduate Degree Transcript

shariq_arnold_12192_undergraduate_degree_transcript_2014.pdf

Approved

Comment

Upload

Undergraduate Degree

shariq_arnold_12192_undergraduate_degree_2014.pdf

Approved

Comment

Upload

Personal Essay

shariq_arnold_12192_personal_essay_2021.pdf

Approved

Comment

Upload

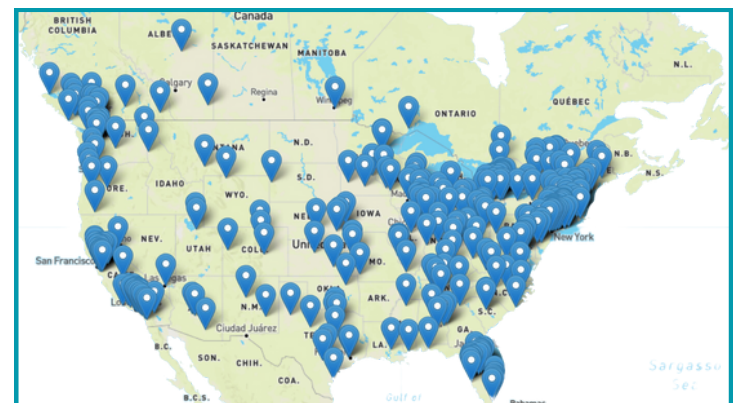
Recommendation Letter (R1)

shariq_arnold_12192_recommendation_letter_1-2014.pdf

Approved

Comment

Upload



INSTITUTION POSITIONING

BANNERS



Online positioning refers to the strategic approach and techniques used to enhance the visibility and attractiveness of educational institutions on applywave.

ICONS



Schools that utilize the positioning option on applywave are showcased ahead of those that do not.

EMOJI'S



Emojis are used to quickly convey the type of institution in a visually engaging way.

STUDENTS ENGAGEMENT TOOLS

Testimonials



Student testimonials provide authentic insights into the experiences and satisfaction of current students, building trust and credibility.

Ambassadors



Student ambassadors serve as relatable representatives of the institution, offering prospective students genuine insights and personalized experiences.

AI



AI assists international students by providing instant support to queries 24/7 in multiple languages. It handle a large volume of queries and respond to diverse questions quickly and accurately.

DIGITAL RECRUITMENT REGIONS

With our turnkey packages you will gain an immediate impact and exposure in targeted regions. Using cutting-edge technology, captivating marketing, and professional human touch, we will boost efficiency, diversity, and enrollments from any region!

Latin America Package



Africa Package



Middle East Package



Eurasia Package



ABOUT US

Ustudy Global is a leading firm in international student recruitment, offering innovative, technology-driven solutions to enhance the enrollment process for educational institutions worldwide. The company merges traditional recruitment techniques with cutting-edge technology to create a seamless and efficient system for attracting and enrolling students from around the globe.

Mission

We aim to simplify and optimize the international student recruitment process by providing education providers with the tools and expertise needed to connect with prospective students effectively. Our mission is to foster global education opportunities and bridge the gap between students and educational institutions.

Consulting

Provides strategic consulting services to educational institutions, helping them develop and implement effective international student recruitment strategies. Expertise in managing international education programs and understanding global market trends.

Technology

The Applywave platform is a key offering, designed to reduce recruitment costs and improve conversion rates by streamlining the application process and enhancing communication between students and institutions. Utilizes advanced data analytics and AI to match students with the best-fit educational programs.

Events

Organizes and hosts global events, including fairs and webinars, to connect education providers with potential students from various regions. Facilitates networking opportunities and provides a platform for institutions to showcase their programs and offerings.

Certifications and Recognition

Ustudy Global is certified by the American International Recruitment Council (AIRC), ensuring adherence to high standards of ethics and professional practices in international student recruitment.

Partnerships and Collaborations

Collaborates with a wide range of educational institutions, from high schools to universities, to expand their global reach and enhance their recruitment efforts.

Works with government agencies and educational organizations to promote international education and foster partnerships that benefit students and institutions alike.

Ustudy Global stands out in the field of international student recruitment by leveraging technology and strategic consulting to provide comprehensive solutions for educational institutions. Our commitment to high standards and innovative approaches makes us a trusted partner for schools and universities looking to attract and enroll students from around the world



THANK YOU

 **applywave**

 **ustudy**



Ustudy Global
(DBA applywave)

25 Treeview dr
Melville NY, 11747, USA

www.applywave.com
www.UstudyGlobal.com