Understanding and Leveraging International Master’s Student Funding

December 2019
What brought you to this session?

What are your international recruitment goals & how does funding fit into them?

What strategy and tactics do you leverage to enable your next cohort of global talent?

- Just beginning to secure first few global students?
- Diversifying enrollment to enrich the campus plan?
- Scaling from 50 - 100 or 1500 - 3000+ international students?
AGENDA

• Introduction to Prodigy Finance
  – International Master’s students’ challenges with accessing funding

• Addressing International Barriers
  – Tailoring strategies for graduate enrollment management

• Q&A/Discussion
  – Tactics to improve your international retention while supporting your future student yield
Students who would have found it difficult to attend graduate school without Prodigy Finance

- **89%** Students from emerging markets

Veenah comes from Chennai. She studied engineering but knew she needed to attend a top program in the US to take the next step.

She dreamt of becoming a technical consultant to help solves the world’s healthcare challenges. Studying abroad was not an option until she could find a funding solution.

Veenah | Chennai, India
MEET AYOBOLA

“Prodigy Finance isn’t just a lending institution, it is a company that represents hope and is constantly changing lives and communities one student at a time.”

Oct 2018
- Accepted in INSEAD
- Applies for a loan with Prodigy Finance

Jan 2019
- Starts GEMBA

Dec 2019
- Will graduate
- Continue being a mentor to other students
At the graduate level it is assumed that nearly 60% of international students are ‘personally or family funded.’

What is below the surface of this stat and how do our emerging middle class markets afford COA?
THREE STUDENT LENDING OPTIONS FOR INTERNATIONALS

To prove funding via a home country bank (if available) heavy **collateral** is often required in the loan agreement.

To borrow in country of study, like the US, a domestic **co-signer** (co-borrower) is required to take on the debt liability with the student. This could be a citizen or permanent resident with good credit, in rare cases this has also been universities.

To **self fund**, without collateral or co-signer, Prodigy Finance’s cross border lending option liberates international students and universities from traditional banking barriers.

Anna Helhoski, Nerd Wallet.Com

HOW PRODIGY FINANCE WORKS

UNIQUE OFFERING
• No co-signer or collateral required
• No risk share or university contract
• 6-month grace period after FT completion
• No early repayment penalties

TRANSPARENT PROCESS
• Quick and easy online application
• Individualized credit risk assessment
• Competitive interest rates (4-8.5% plus LIBOR)
• Funds disbursed directly into university financial aid framework

INCLUSIVE
• Career services & financial literacy for international students
• Flexible hardship options
• Networking with students at top universities worldwide
Since 2007, Prodigy Finance has lent $877M to over 18,200 international Master’s students from 133 countries, attending 670+ top schools.
Tailoring Strategies for International Graduate Enrollment

There are a few tactics every campus can utilize to reach, yield & graduate the best global talent, even in the face of limited scholarships.
INTERNATIONAL EDUCATION:

IT’S A REALLY BIG MARKET TO PAY ATTENTION TO!

MIDDLE CLASS TERTIARY ENROLMENT +15% in the past decade

8m international students in 2025

2bn entering the middle class

10x the economic growth generated from each dollar spent on education

IIIE Open Doors 2019: while international student growth in the US has slowed, it was still up 1.6% for graduate international students in 2018

G7: US, Japan, Germany, UK, France, Italy, Canada | E7: China, India, Brazil, Russia, Indonesia, Mexico, Turkey Source: World Bank, UNESCO, British Council; OECD Observer, ICEF, Manpower
Geographic Personas

Dream of improving their professional options to impact their local environments but have very limited options to leave their country.

Looking to advance career development and wants independence. Studying abroad culturally accepted but moving funds cross-border challenging.

Family decision where parents want what’s best for their children and children want to find new job opportunities. Financial decisions are made together.

Top students have been groomed to strive for greatness and educational achievement adds to their credibility. Strong desire for financial independence while family remains important.

Students study abroad because only a few universities in their country offer enough resources. These students want to broaden their intellectual horizons to provide them with a competitive advantage in the job market.
How do these internationals students make their decisions?
Student clubs

40,000

# of international students touched through international student clubs in 2019

“We mentor fellow international students as our Seniors did it for us. We generally have an outreach of about 700-800 new students incoming every Fall who find us, 90% ask about funding, all ask about the day to day experience.”

- Texas A&M Club President

Early connections drive credibility and yield

TIMING
COMMUNITY
AFFINITY
Growth
In numbers

YoY student interest growth from trending countries (excluding IN, BR, CN)
International Student Placement & Alumni

Personal stories & a few well shared stats can have large impact

1,000
Student RSVPs for introductory career guidance specifically for international prior to their first career fair
With fewer personal savings and limited scholarship funding available, students are increasingly looking to loan-financing options to attend their first-choice programs.*

*Based on Prodigy Finance 2015-19 loan application data, including STEM funding expansion in 2017.
More schools supported than ever before!
We’re adding funding for 230+ new schools in 2020*, open for applications now

Expanding further into Business and Engineering

Business

Eng

Adding Science as a new course type

Public Policy

Health

Adding Science as a new course type

Including:
Statistics
Math
Physics
Biology
Chemistry
Earth Science
Economics

*Fall 2020 intakes
How do you synthesize and apply this info?
Quick Actions for BIG Impact

Know Your Growth Goals & Demographics
What programs have attracted internationals? From where?
Word of mouth rules - it can start with one student

Amplify Communication Channels
Tap into your infinity clubs on campus
Diversify - webinars, one on one, Q&A/AMA
Engage global alumni

Share Options For Funding Clearly & Consistently
Ensure ALL funding options are known:
- Scholarships
- Opportunities for fellowships
- Loans options, including those international students
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Appendix
Additional Readings

The Loan Landscape for International Students

Student Loan Lessons From Abroad

Student Loans in an International Perspective: The World Bank Experience

Innovating Out of Student Debt

Working with Prodigy Finance Resource Site
https://prodigyfinance.com/community/working-with-schools
For more research, bespoke data reports, and opportunities for collaboration:

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