

INTO University Should Further Expand Into Universities in California & Texas Due To High Potential Foreign Student Increase & High Ranking

Executive Summary

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Power BI Dashboard Report

<https://rb.gy/uaodj>

Overview

Analysis of data provided by INTO University and external data sources such as IPEDS was performed, with the goal to identify where in the US for higher education undergraduate programmes INTO should further expand into. I used the 2017 - 2019 data provided for Data Dictionaries & Enrolments, as I believe the pre-pandemic data will be useful to use and measure against for the now post-pandemic era we are now present in. I disregarded any data during the Covid-19 pandemic due to the disruption this had on international students travel & migration, therefore being an unreliable source.

My focus was on three metrics:

- ☐ Percentage of foreign students out of total students for selected universities in selected states
- ☐ Total cost of selected universities against total average cost of universities in the selected states - this is including tuition and living costs separated for both on and off campus
- ☐ University rankings measured using the US News website where they are published -



Highlights

My findings showed that universities across the US for undergraduate higher education programmes had a range of 0 - 34% international student base. The lower end of this range were generally the more affordable universities, whereas the range of higher international student base was present amongst the more expensive universities. The total cost of universities across the US including tuition and living costs for both on and off campus ranged for \$17,000 - \$82,000. Results showed that universities at the mid-high price point were performing well at attracting international students and the student base were able to commit to the cost. However, the impact of scholarships and financial aid on this would need to be explored. My top 20 recommendations are for varying states, however I emphasise my top 5 recommendations based in California & Texas.

Recommendations

My final recommendations were based on low to mid percentages of foreign student base of 0.1% - 22.7%, where they were performing either better than the state average, or lower than the state average with high potential to improve due to the states positive average percentages between 5% - 18%. In addition to this, the top 20 are at mostly the higher end of cost spectrum of \$54,000 to \$80,000 as mentioned this group have been successful at attaining a significant international student base. Notably, I have included 2 more affordable universities based on price such as University of Idaho, and California State University of Channel Islands based on general state popularity & affordability. These two options are are the \$40,000 mark. Furthermore I have ensured that my recommendations are positively present in the US News National University Ranking, ranging from favourable ranks of 15 - 121.

My Top 20 Recommendations:-

Universities	Rank
Rice University	15
University of Notre Dame	18
Emory University	22
California State University of Channel Islands	28
Wake Forest University	29
Case Western Reserve University	44
Brandeis University	44
University of Miami	55

Santa Clara University	55
California State University of Bakersfield	60
Southern Methodist University	72
Baylor University	77
University of California of Santa Cruz	83
Marquette University	83
Colorado School of Mines	89
University of San Diego	97
University of San Francisco	105
University of Idaho	105
Fairfield University	115
Chapman University	121

My Top 5 Recommendations:-

Universities	Rank
Rice University	15
Santa Clara University	18
Southern Methodist University	22
University of California of Santa Cruz	28
University of San Francisco	29

Further Research

- ☐ Median of 59% of adults describe American universities as either the best of the world or above average compared to those in other developed nations - <https://rb.gy/veczy>
- ☐ California is the no.1 US state for international students - <https://rb.gy/yvmtu>
- ☐ Texas is the 3rd most popular US state for international students - <https://rb.gy/q3l3e>