



INTO University Partnership Expansion

BUSINESS CASE BY SRAVANTHI DEVALPALLI

Apr 2023

Executive Summary

Analytical insights from the Fall Enrolment of Students to the universities in the USA over the years 2014 - 2020 show that there is a decline in international students especially after 2018 in many states. I believe there is a need to focus on the recruitment of international students targeting the states that attract the highest number of international students, and choosing the universities that are affordable and attractive in location.

Business Objective

INTO University Partnerships is considering the expansion of its portfolio in the USA and would like to target potential new partner universities/colleges who fit the following criteria.

The universities must be in a state:

- Which is proven to be highly attractive to international students.
- Where INTO does not currently have a university partner.
- With a relatively affordable price point for undergraduate study.

Problem Statement

Looking at the analytical insights, it's observed that there is a decrease in the number of international students after 2018. The decline in the number of international students can really impact the University budgets. On top of shrinking the university budget, lower enrolment could increase costs for domestic students, and impact the US economy.

Recommendations

Various options and alternatives were analysed to filter the list of the top 20 Universities which will have impactful partnerships with INTO towards success and increasing the number of international students pursuing a 4-year undergraduate degree.

Here is the link for the dashboard:

<https://app.powerbi.com/groups/me/reports/57d9e034-b1ca-42e2-b953-a9d3b6fd0015/ReportSection6cc52752e0c25c8aaaa3>

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List of Top 20 Universities/Colleges:

Institution Name	State	Total Students	International Students	Tuition Fee	Location Type
Embry-Riddle Aeronautical University-Worldwide	FL	2129	47	10296	Small City
ASA College	NY	529	34	12528	Large City
Fashion Institute of Technology	NY	3895	313	16493	Large City
University of Florida-Online	FL	2563	61	16579	Midsize City
Academy of Art University	CA	794	65	24664	Large City
University of Pittsburgh-Johnstown	PA	2557	43	25558	Small Suburb
St Francis College	NY	1188	50	26798	Large City
University of Detroit Mercy	MI	1002	73	29562	Large City
Andrews University	MI	579	61	31008	Town Fringe
Robert Morris University	PA	2170	78	32130	Large Suburb
University of the Incarnate Word	TX	1630	53	32286	Large City
Nova Southeastern University	FL	2937	70	33430	Large Suburb
Gannon University	PA	734	41	34526	Small City
Culinary Institute of America	NY	433	45	34650	Large Suburb
Concordia College-New York	NY	153	34	36000	Large Suburb
Hope College	MI	2294	50	36650	Small City
Embry-Riddle Aeronautical University-Daytona Beach	FL	4627	263	37964	Small City
New York Institute of Technology	NY	3356	224	39760	Large Suburb
Jacksonville University	FL	1857	103	39900	Large City
King's College	PA	2227	82	40080	Small City

Justifications

- The top 10 states that are attracting the highest number of international students (source: <https://www.statista.com>) are considered and filtered the list of universities based on the location which are urban, suburban and town within 10 miles from suburb.
- Also compared the percentage of international students in a particular university to the State benchmark. (Source: <https://www.applyboard.com>)
- Top 50 universities that has highest enrolments of international students over the time 2017 – 2020 are sorted.
- From the top 50 universities, the top 20 universities are then sorted based on the tuition fees taking affordability into consideration.