

INTO-University US Expansion Business Case

EXECUTIVE SUMMARY

Overview

Analysis of the College Scorecard data from 2016 – 2020 was performed with the goal to identify potential universities INTO could partner with to extend their geographical reach within North America. Analytical focus was on two key metrics: ratio of international to US based students, International Proportion (IP), as well average costs of attendance for these universities. At the end 20 universities (all in different states) have been chosen as candidates for partnerships based on their suitability for a typical international student.

Problem

For a university to be suitable, they need to have a historically low IP as well as be affordable for students originating from price-sensitive backgrounds.

Focus Points:

- Low Ratios of International Students to US Students that sit under state benchmarks
- Affordable institutions compared against median household incomes of students
- Declining number of international students for at least 3 years

Solution

To decide which universities had the best potential to be picked as partners, a ranking system was implemented based on two scores: “Prop” and “Cost” scores. These scores measured the presence of international students as a percent of students based in the US, as well as the average cost of attendance for that university respectively.

A final score was then calculated by multiplying these two values to decide which universities had the highest suitability to be deemed as potential candidates. The ordered list is as follows:

UNITID	INSTNM	State	Prop_Score	Cost_Score	Full_Score
157058	Kentucky State University	KY	10	10	100
188058	Northern New Mexico College	NM	10	10	100
247773	Yeshiva Gedolah of Greater Detroit	MI	10	10	100
484756	University of Phoenix-Texas	TX	10	10	100
237330	Concord University	WV	10	10	100
131113	Wilmington University	DE	10	10	100
433387	Western Governors University	UT	10	10	100
420042	University of Phoenix-Hawaii	HI	10	10	100
217420	Rhode Island College	RI	10	10	100
161217	University of Maine at Augusta	ME	10	10	100
128780	Charter Oak State College	CT	10	10	100

238263	Madison Area Technical College	WI	10	10	100
183257	Granite State College	NH	10	10	100
155681	Pittsburg State University	KS	10	10	100
151102	Indiana University-Purdue University-Fort Wayne	IN	10	10	100
484631	University of Phoenix-California	CA	10	10	100
198507	Elizabeth City State University	NC	10	10	100
210146	Southern Oregon University	OR	10	10	100
139153	Beulah Heights University	GA	10	10	100
160630	Southern University at New Orleans	LA	10	10	100

Each university is in a **different** state to ensure INTO has the widest geographical grasp within the US institution market.

Highlights

- The baseline average for all institutions had an IP of **4.5%**, whereas the average of the above have an IP of only **0.86%** (3.64 PPTs lower)
- All the universities in the list have had declining international numbers from 2017 to 2020, with an aggregated overall decline of around **83%** over these years
- The average cost of attendance for these institutions is around **30%** of the average median household income for students enrolled

Conclusion

It's important to note that all these universities listed in the "Top 20" are suitable for international students and INTO's criteria in other ways:

- 1) All offer undergraduate programmes of 4-years
- 2) All have a minimum offer of a Bachelor's
- 3) All are situated in medium or large city like areas
- 4) All are in states where INTO currently has no partners in

Along with these the "Top 20" all have low IPs and relatively cheap costs of attendances allowing international students of all backgrounds to enrol with little to no worry about price.

Appendix

Glossary

IP (International Proportion) – The ratio of international students to US based students, for a given year

Prop_Score – A score given to an institution based on IP ranging from 1 – 10 (1 – heavy international presence and 10 – minimal international presence)

Cost_Score – A score given to an institution based on their COSTT4_A value (cost of attendance) ranging from 1 – 10 (1 – Very Expensive and 10 – Relatively Cheap)

Full_Score – An overall score given to institutions calculated by multiplying together their “Prop” and “Cost” scores

Dashboard

<https://app.powerbi.com/groups/me/reports/c78c777d-1107-4bfc-afcc-b84e45dac1f2/ReportSection>