

INTERNATIONAL STUDENT REVENUE

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OVERVIEW

- Numbers
 - Where the money comes from (revenue per unit / student)
 - How much of it there is and trends
- Larger context of international enrollment
 - Trends
 - Competition
- Current Priorities

WHERE DOES THE MONEY COME FROM?

- Non-Resident / International tuition
 - 17-18 \$160 per unit / \$1920 quarter / \$5760 year
 - 18-19 \$163 per unit / \$1956 quarter / \$5868 year
 - 19-20 \$177 per unit / \$2124 quarter / \$6372 year

REVENUE SUMMARY

- Non-Res & International computed together & separately
- International team has hands in both
- Overall, holding almost steady
 - International and non-res show different trends
 - Foothill and De Anza show different trends

REVIEW OF THE NUMBERS

THE LARGER CONTEXT

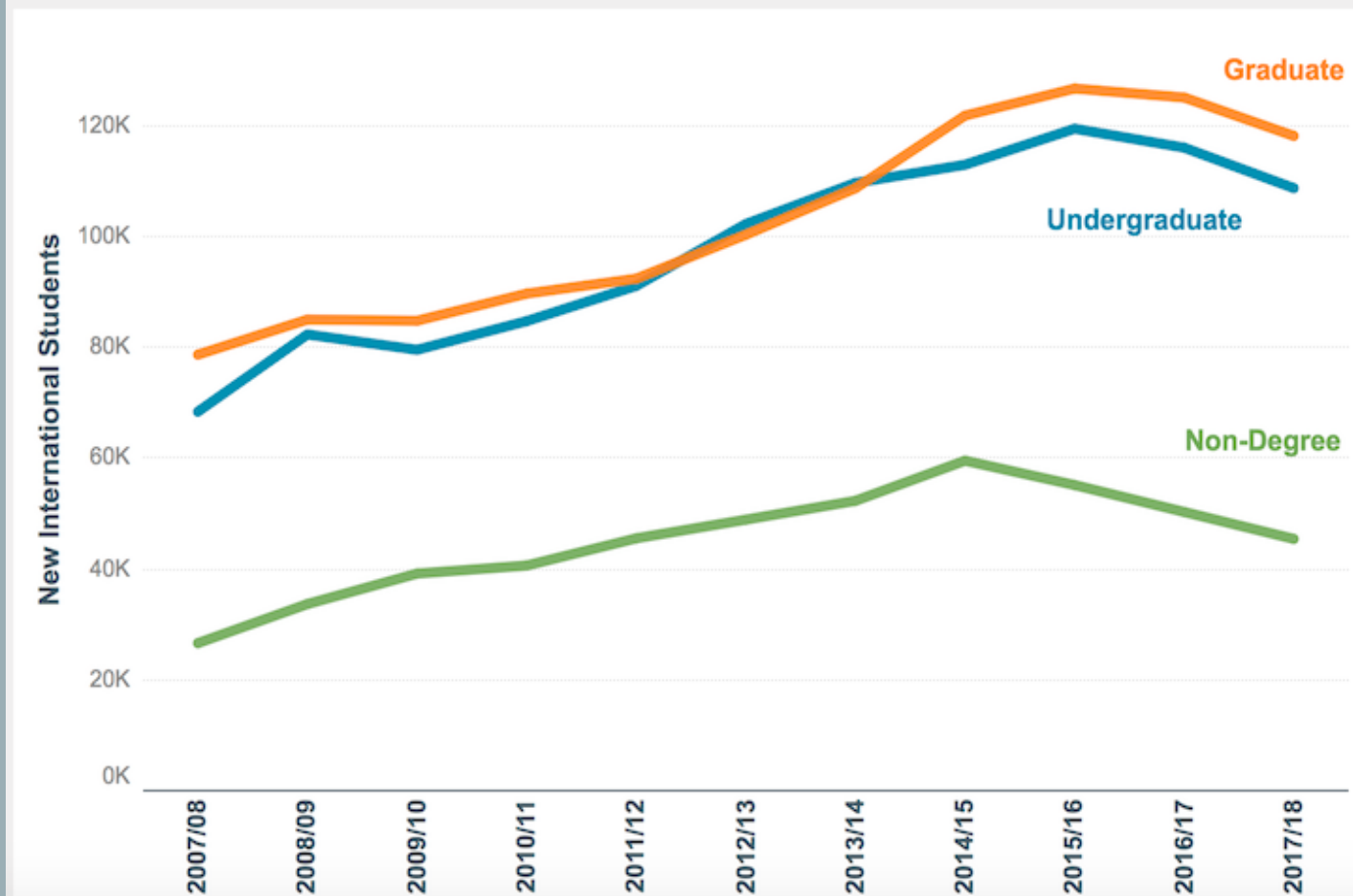
Fewer students coming to the US (since 2016)

Increased competition

- Abroad
- US Institutions
- Local & Similar Institutions

International student market is unpredictable

Academic Level	% Change from 2016/17	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	
Undergraduate	-6.3	3	102,069	109,486	112,765	119,262	115,841	108,539
Graduate	-5.5	1	100,129	108,519	121,637	126,516	124,888	117,960
Non-Degree	-9.7	3	48,722	52,123	59,364	54,965	50,107	45,239
Total	-6.6	67	250,920	270,128	293,766	300,743	290,836	271,738



TRENDS & OVERVIEW OF THE MARKETPLACE

OVERVIEW & TIMELINE OF CURRENT PROJECTS

QUESTIONS?