

## The Agent Barometer for Scotland

### THEME:

- Development of **institutional capacity** to engage successfully in international education
- **Enhanced profile for Scotland** in key international markets including brand development

### OUTLINE:

Because of Scotland's increasing use of education agents, the level of dependence on different agencies for student flows and the varying success of agents, i-graduate propose a specific, tailor-made Agent Barometer for Scotland. Education agents are a vital conduit in the international education industry, providing invaluable services to both prospective students and Scottish education providers alike. The Agent Barometer for Scotland would be an independent study which aims to provide the education community with access to the views and perceptions of education agents across a range of core issues.

### OUTCOMES:

- Insight into key emerging study destinations by study type and source country
- Priority marketing and student recruitment strategies for Scotland/ Scottish institutions: an agent's perspective
- Analysis of recruitment projections; which agents are expecting increases in placements in the coming year
- Which are the most attractive study destinations for language, school, higher education/university programmes and vocational courses; as seen by agents
- Competitor insight for Scotland/ Scottish institutions
- Review of the most important services provided by agents; what services do they charge for?
- Comprehensive analysis by study type, source country and region

### WHAT IS COVERED?

- Demographic information including use of branch offices and sub-contracting
- Summary of agents' services
- Whether they charge for services and which services they charge for
- Numbers of students recruited per year in total for Scotland/ Scottish institutions
- Current nature of the relationship with Scotland/ Scottish institutions
- Satisfaction with response times/documentation/training/visits by /commission rates provided by Scottish institutions
- Importance of response times/documentation/training/ visits by / Scottish institution staff/commission rates provided by Scottish institutions
- Knowledge of Scotland / Scottish institutions (including scholarships etc)
- Knowledge of any Scottish institution incentive schemes
- Indication of most effective channels of communication in their markets
- Indication of Scotland / Scottish institutions' main and/or most effective competitors/competitor products in each market

### FEASIBILITY:

The 2007 i-graduate Agent Barometer received responses from 880 student recruitment agents and representatives located in 115 countries. Responses were received from Asia and Europe, student recruitment agents and representatives based in Latin America, Africa, North America and Oceania.

### WHAT DOES THE PARTNERSHIP INCLUDE?

- Consultation - We work with you to agree the process for your institution
- Survey design and coding - We deal with all design and technical aspects, including coding and building of questionnaires
- Advice on how to maximise the response from agents
- Response monitoring - i-graduate manages and monitors all data collection
- Management of the response process, analysis of results and delivery of a personalised report to each institution
- Central annual report for all Scotland
- Incentives (prize draw)

**UNIVERSITY REQUIREMENTS:**

Involvement in the initial consultation process

**CENTRAL (GOVT) COST:**

£18,000\*

**MATCHED FUNDING REQUIREMENT:**

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\* Falls below the funding threshold. Could be combined with proposed inward mission for agents.

**For further information, please contact:**

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