



ICEF Agent Voice 2024

Up to date insight into global student
recruitment agents' changing world.



Introduction

Initially launched in 2020, ICEF Agent Voice is an **annual survey** voicing the **opinions of student recruitment agents** across the globe.

The current study ran from April until September **2024** and covers **6 key topics**. This allows us to view **student recruitment** through the **eyes of recruitment agents globally**.



Key Topics

1 Recruitment
expectations & student
decision-making
factors

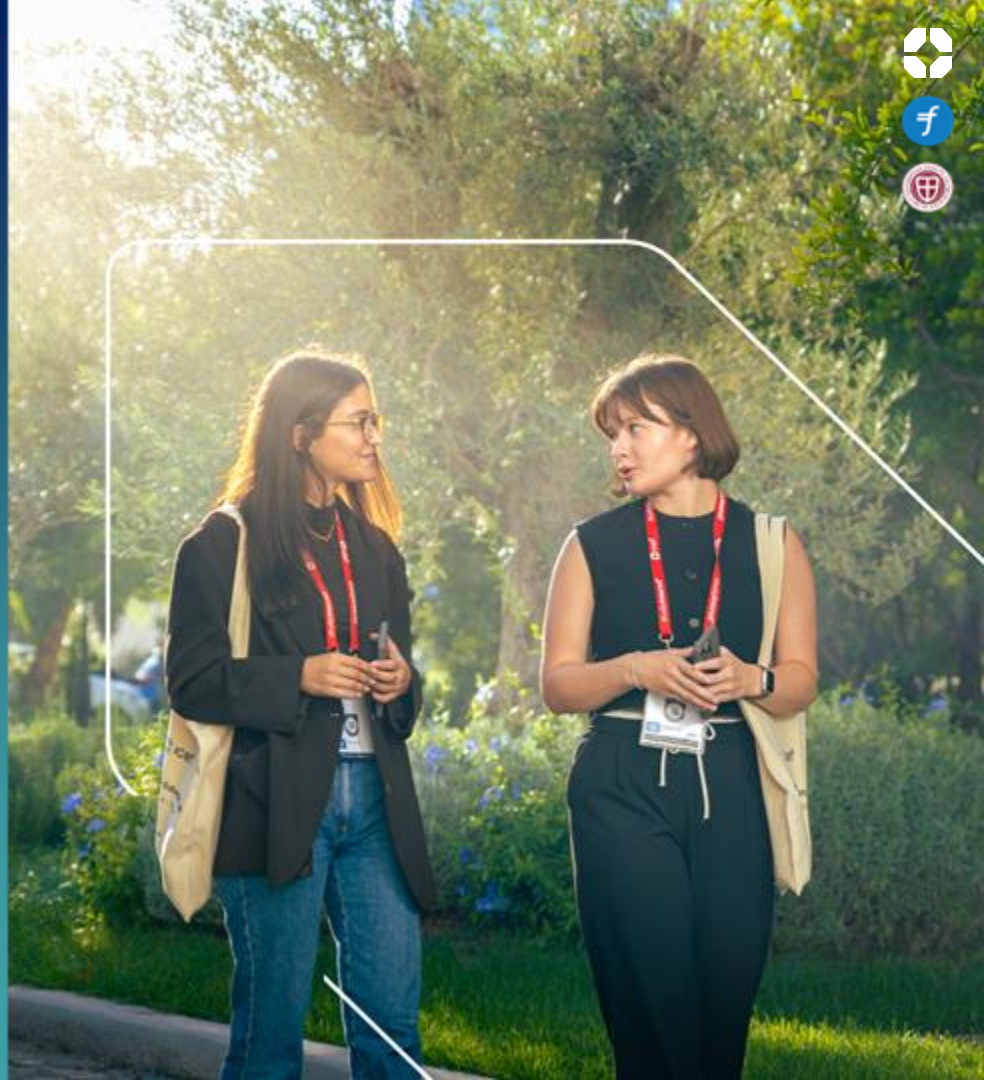
2 Student interest &
visa approval rates

3 Employability
factors

4 Enrolment
challenges &
institutional support

5 Agency
operations

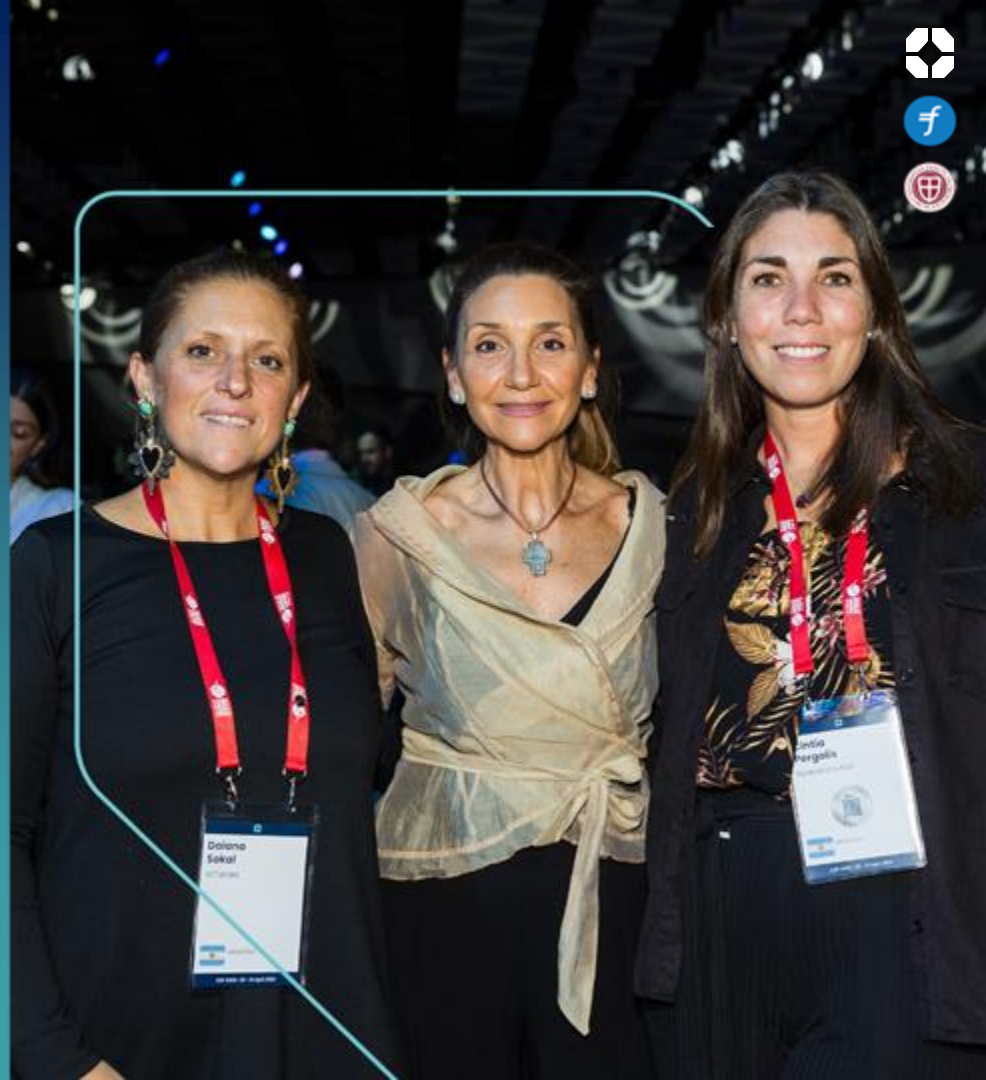
Agent profile



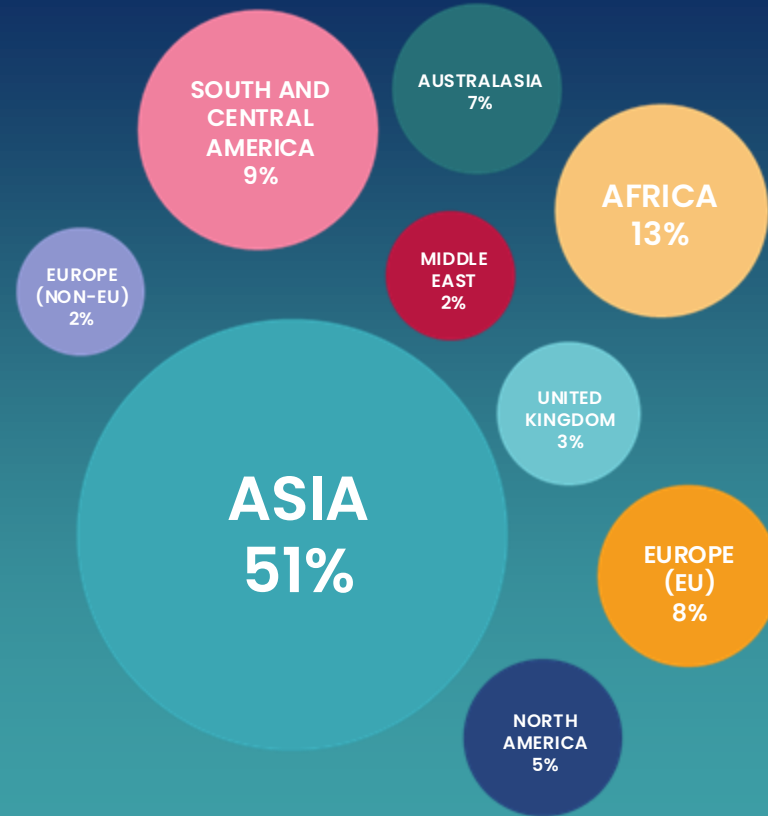
1021 Agents



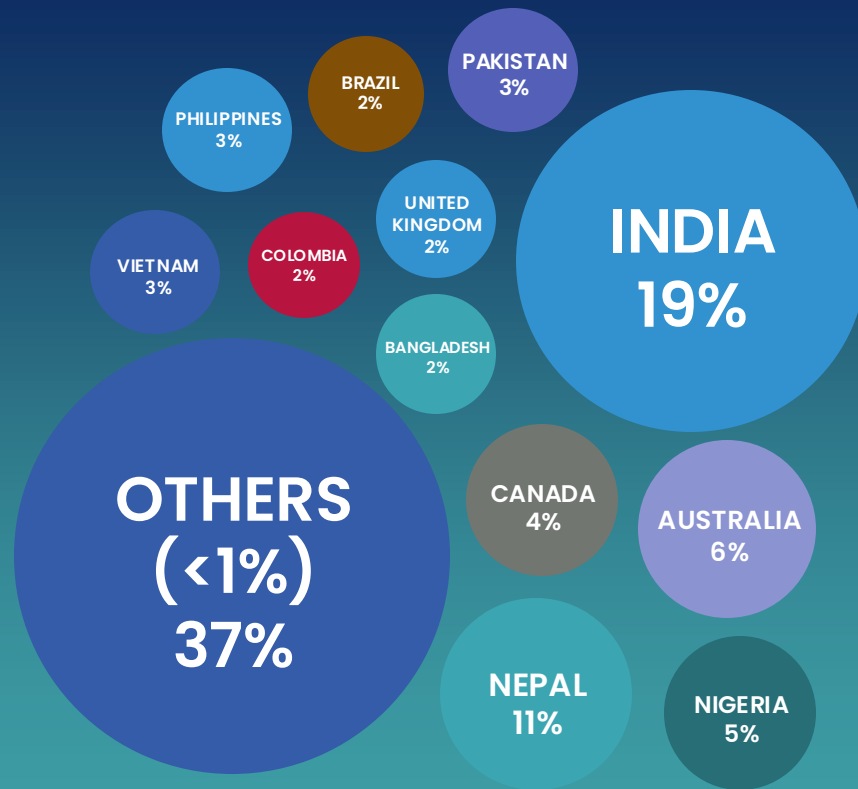
111 Countries



Across 9 regions



Country breakdown



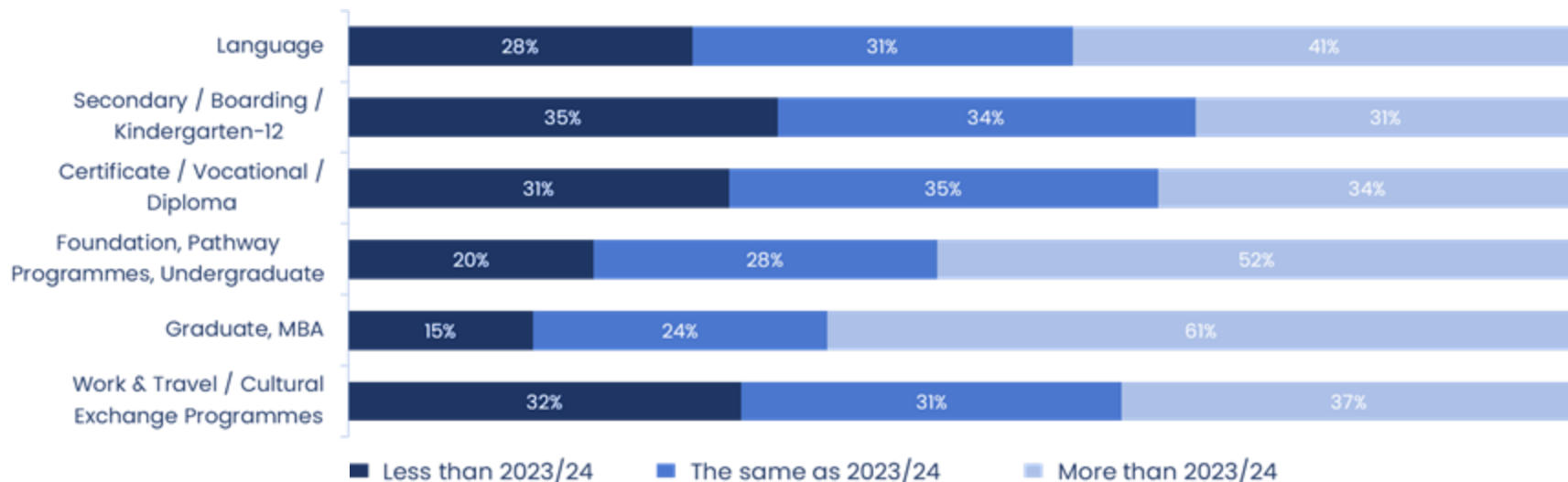
Keypoint 1.

Recruitment expectations & decision-making factors



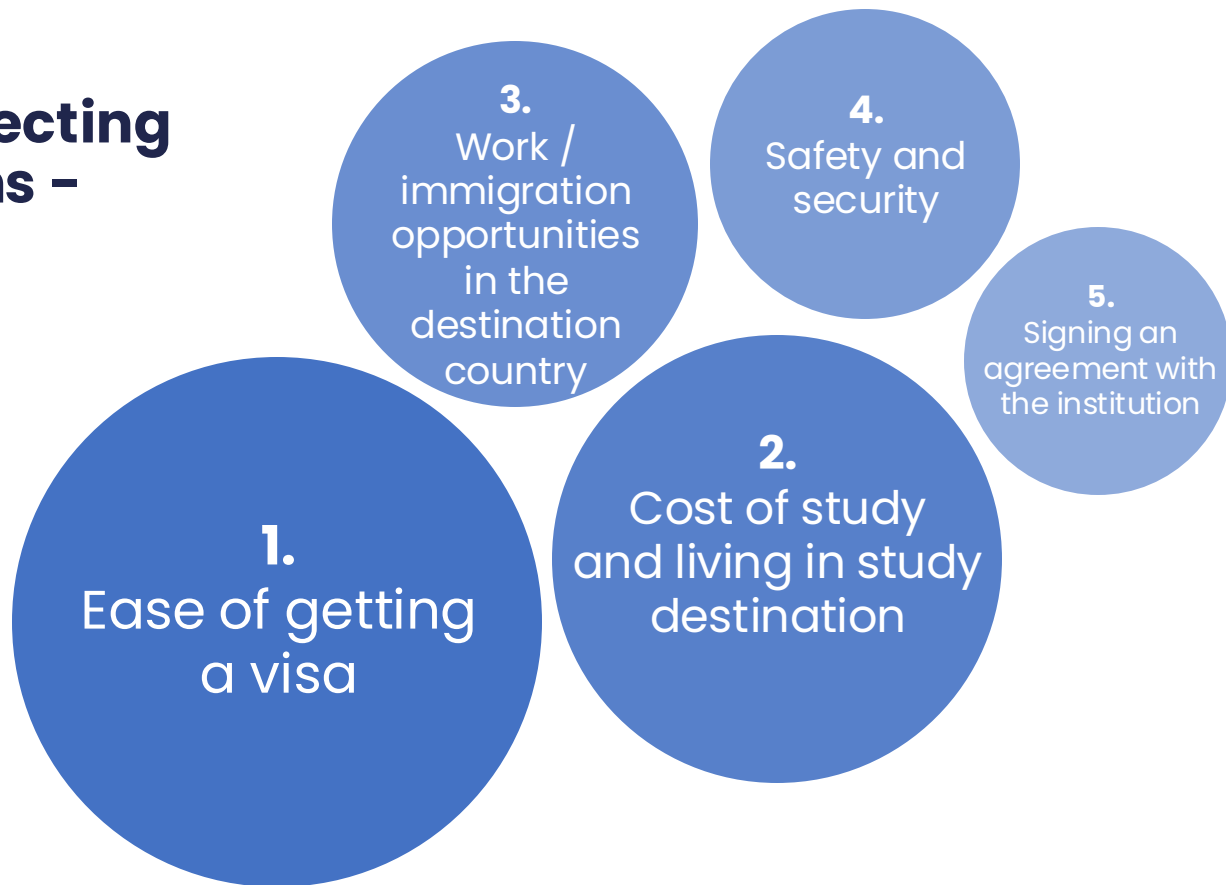
Enrolment expectation: Year on Year

What are your expectations for student enrolments for **2024/25** in comparison to **2023/24**?



Top 5 factors affecting student decisions – globally

What factors do your students consider most crucial when making decisions about their study abroad plans?





What factors do your students consider **most crucial** when making decisions about their study abroad plans?

Africa

1.
Ease of
getting a
visa

2.
Cost of
study and
living in
study
destination

3.
Work /
immigration
opportunities
in the
destination
country

Asia

1.
Ease of
getting a
visa

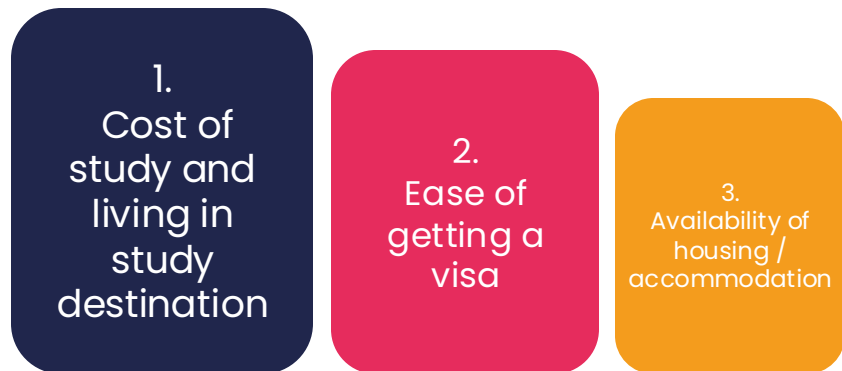
2.
Cost of
study and
living in
study
destination

3.
Work /
immigration
opportunities
in the
destination
country

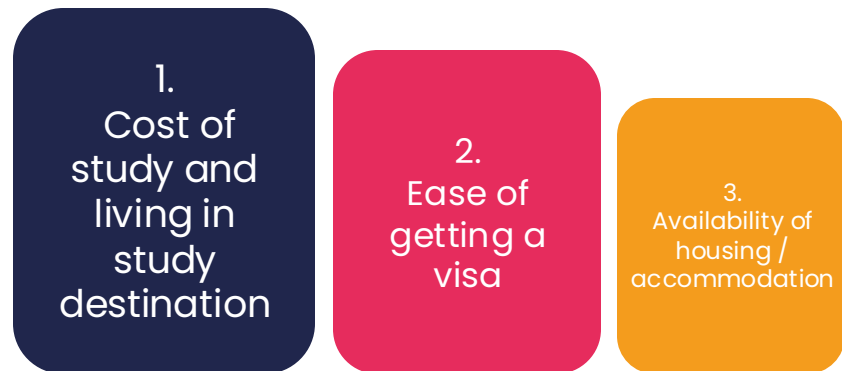


What factors do your students consider **most crucial** when making decisions about their study abroad plans?

Europe



Europe (Non-EU)





What factors do your students consider **most crucial** when making decisions about their study abroad plans?

Middle East

1.
Ease of
getting a
visa

2.
Availability
of housing /
accommod
ation

3.
Travel
restrictions /
flight
availability /
cost of
travel

South and Central America

1.
Cost of
study and
living in
study
destination

2.
Work /
immigration
opportunities
in the
destination
country

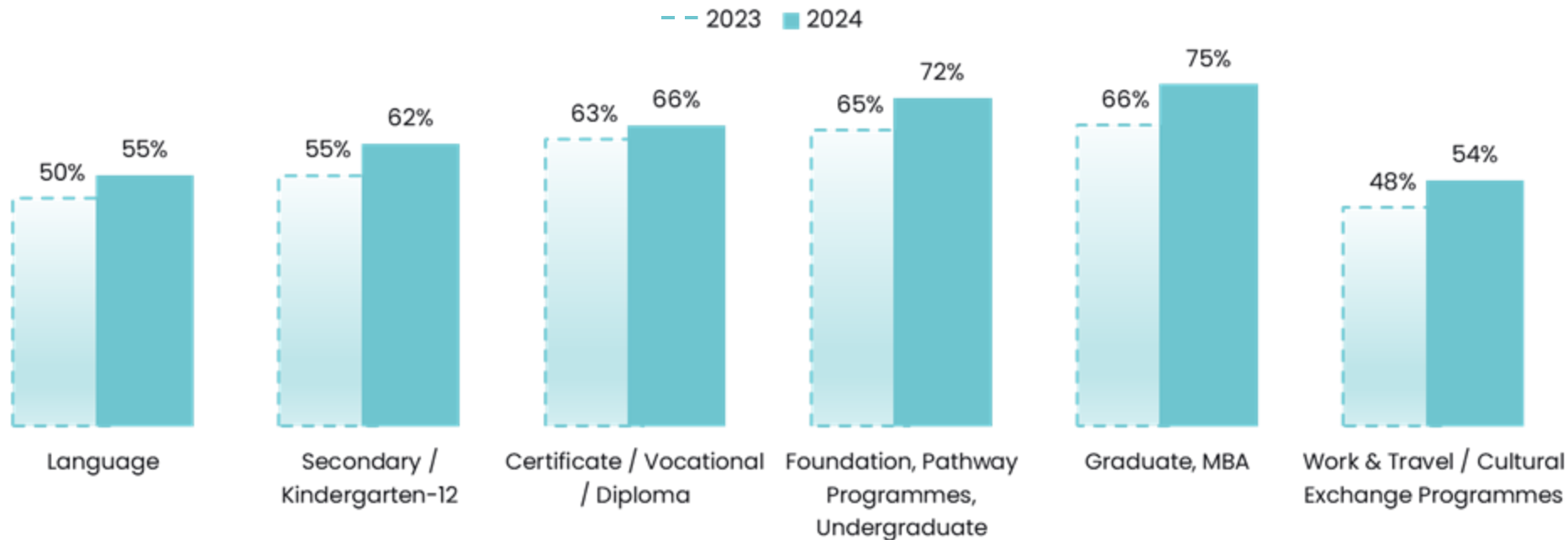
3.
Ease of
getting a
visa

Keypoint 2.

**Student interest &
visa approval rates**



Visa approval: Approximately what percentage of student **visa applications** are approved?

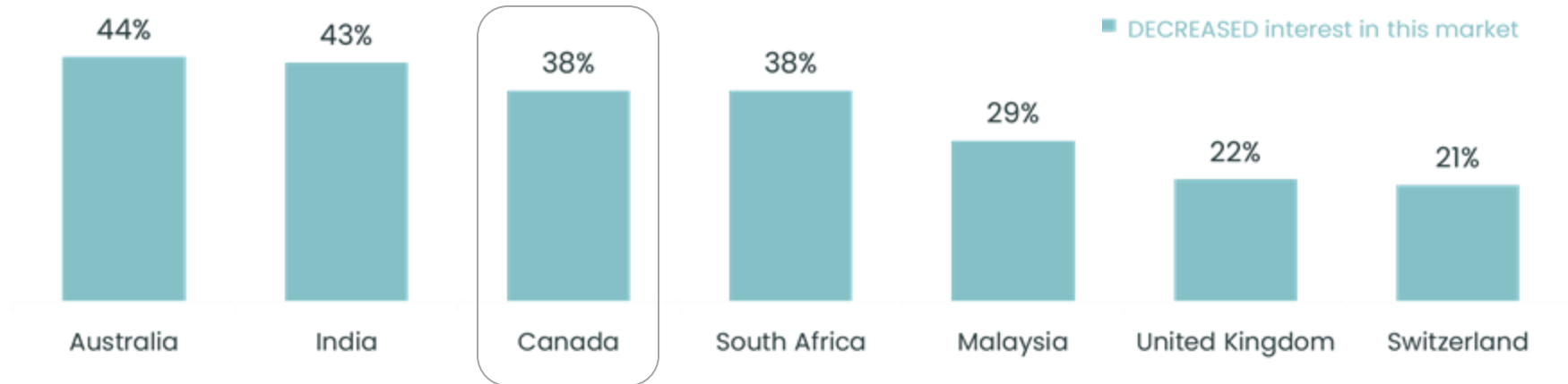


Top 7 decreased interest



Student interest by country

Over the **past year**, how has students' interest in the following study destination countries changed?





Growth Efforts

In the past two years, have you:

Started recruiting students from new/alternative source countries = **51%**

Started placing students into new/alternative fields of study = **51%**

Started placing students into new/alternative destination countries = **74%**



Top 6 new fields



51% of agents have started placing students into new fields of study

What **new fields of study** are your students seeking?

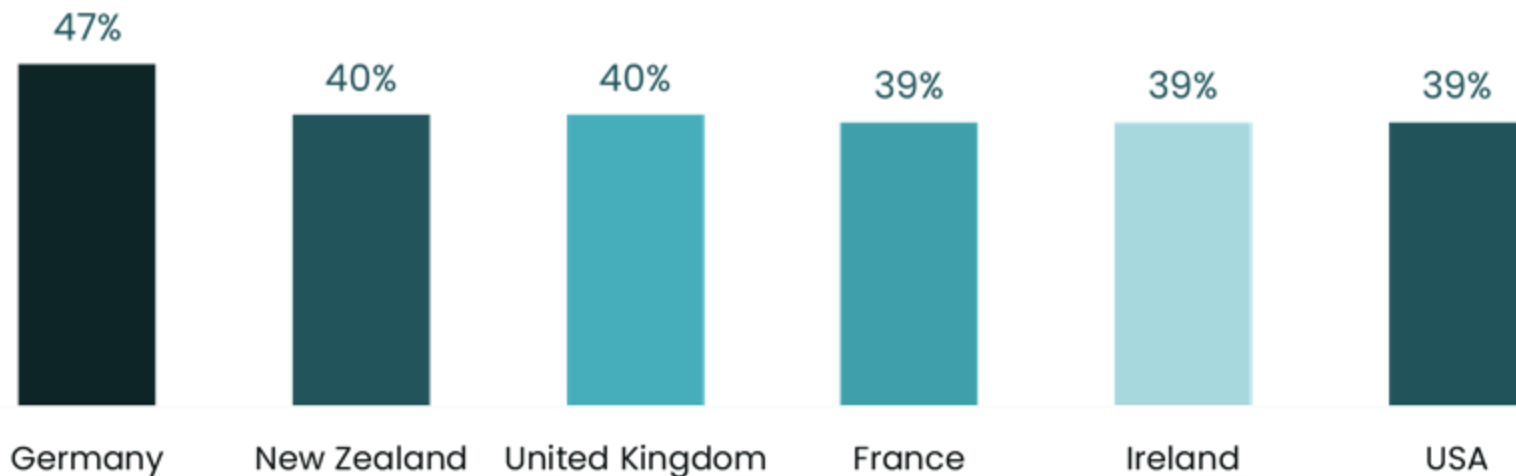


Top 6 most popular



74% of agents have started placing students into new/alternative destination countries in the past 2 years

What **new/alternative study destinations** are your students seeking?

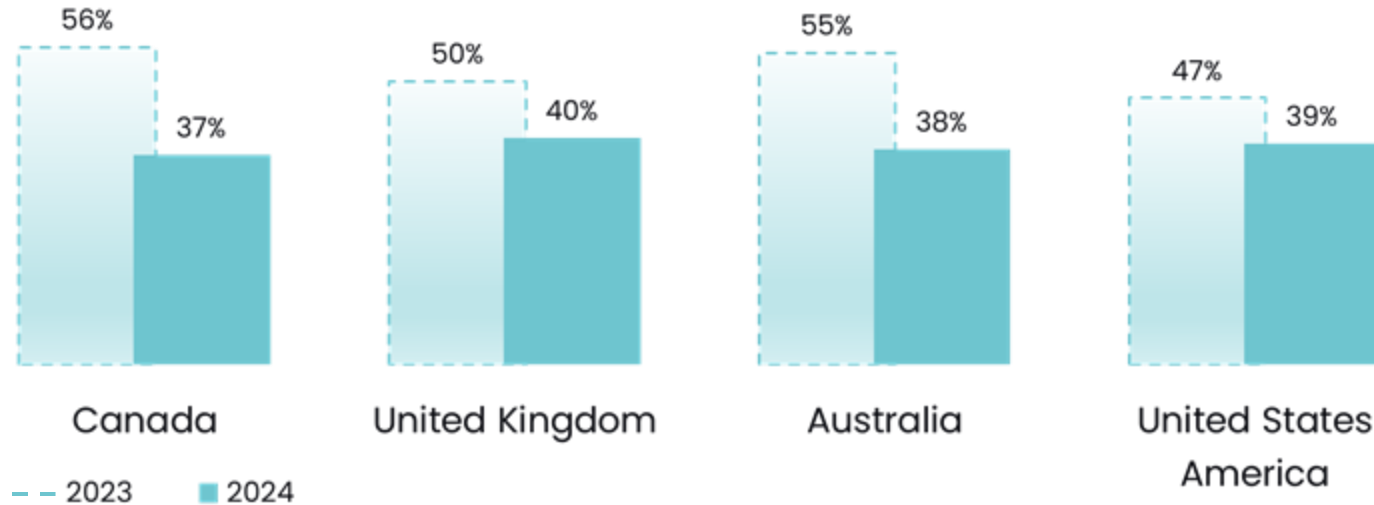


2024 vs 2023



74% of agents have started placing students into **new/alternative destination countries** in the past 2 years

What **new/alternative study destinations** are your students seeking?



Keypoint 3.

Employability factors





Importance of student employment opportunities

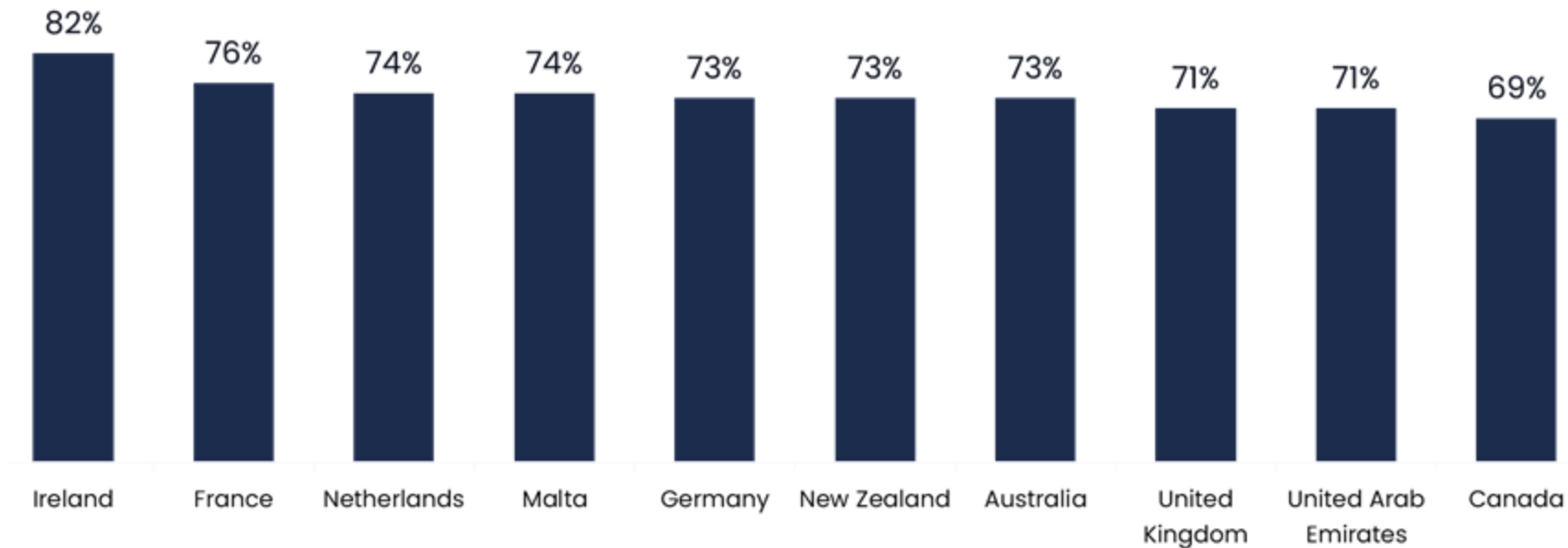
How important are **employment opportunities** to your students when choosing a study/career destination?





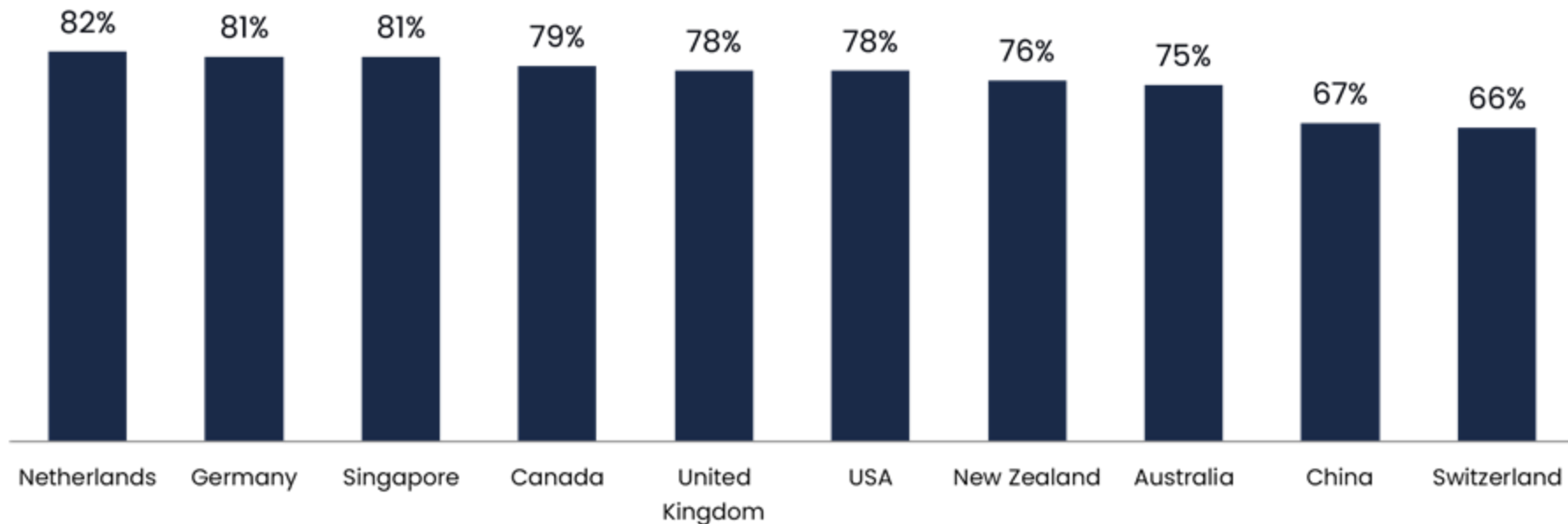
Top 10 countries to work during study

What are your students' preferred destinations when looking to work **during** their studies?



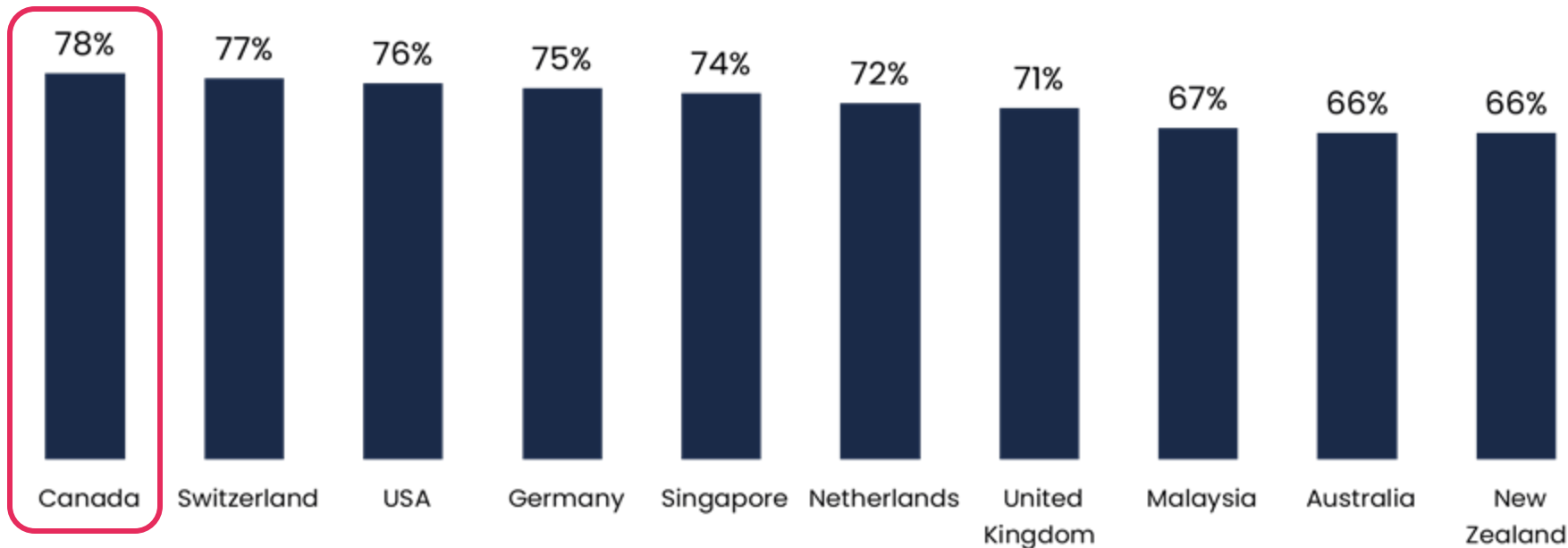
Top 10 countries to work post-study

What are your students' preferred destinations when considering **post-study** work/career options?



Top 10 countries to work post-study

What are your students' preferred destinations when considering **post-study** work/career options?



Top 6 new fields



51% of agents have started placing students into new fields of study

What **new fields of study** are your students seeking?



Keypoint 4.

Enrolment challenges & institutional support



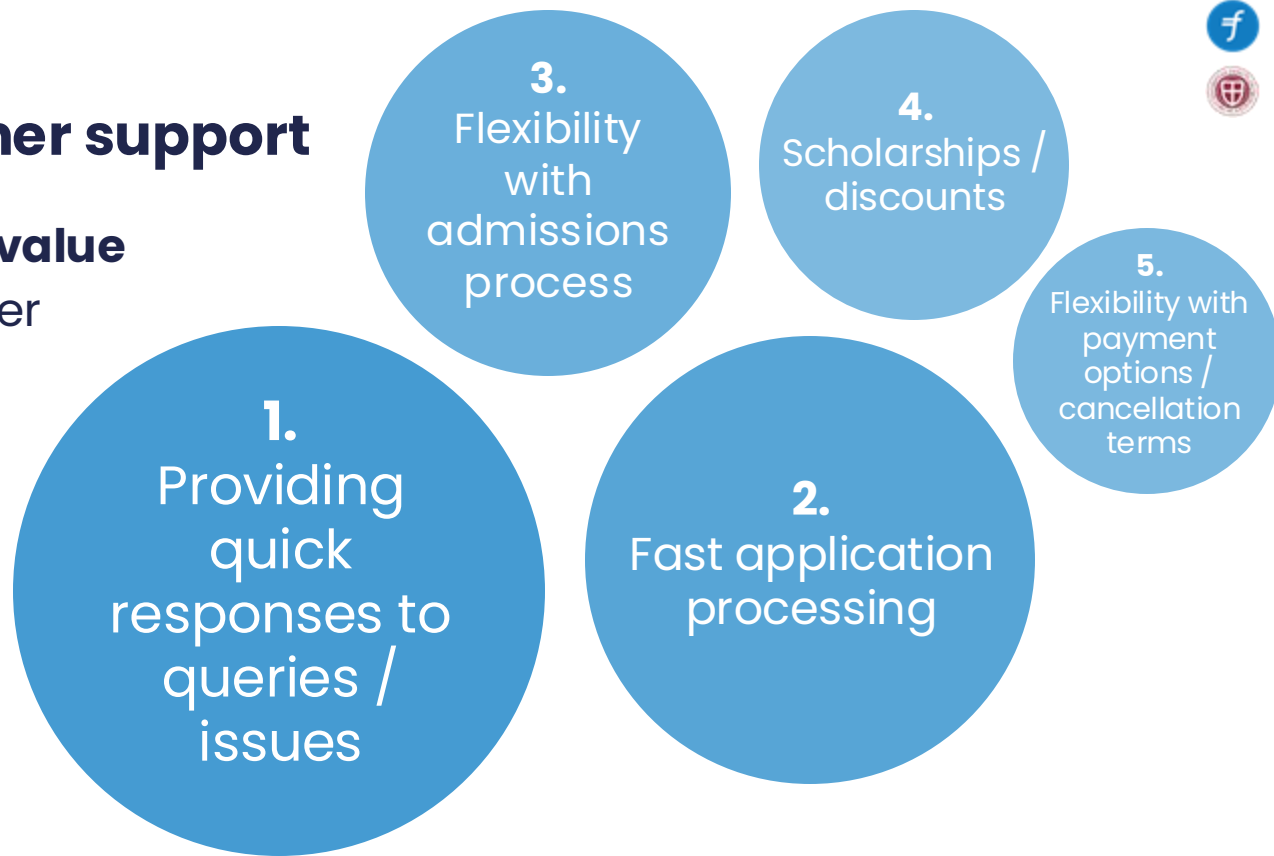
Top 5 enrolment challenges

What are the **most challenging aspects** of successfully enrolling students?



Top 5 valuable partner support

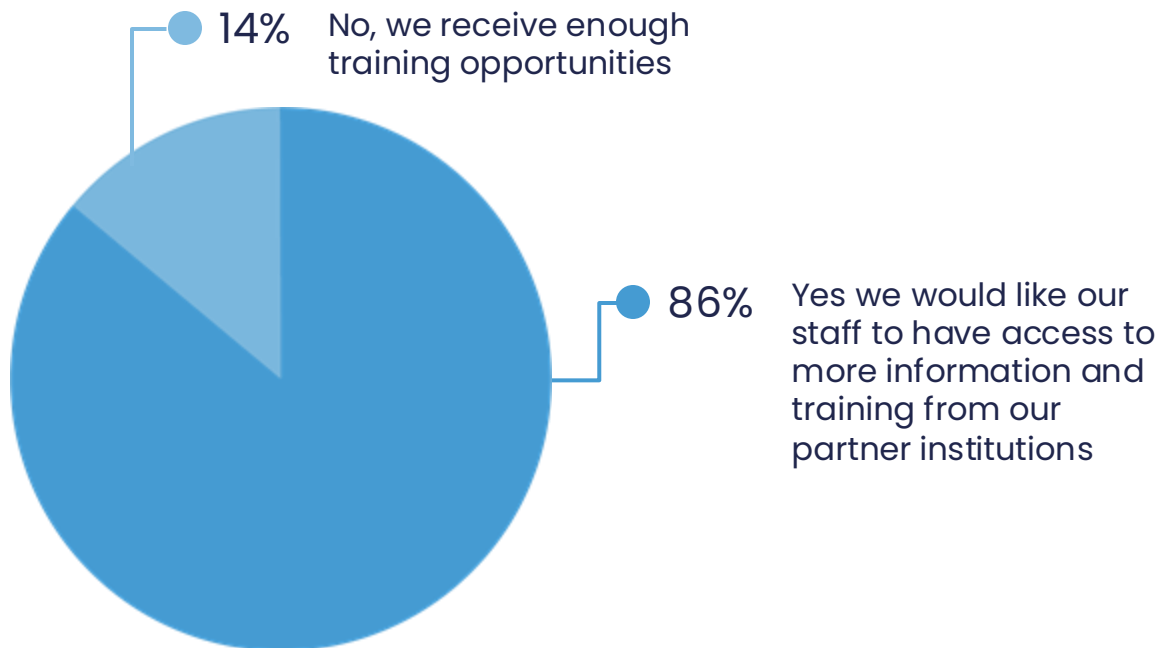
Which area do you **most value** the support of your partner schools when it comes to successfully enrolling students?





Training from partner institutions

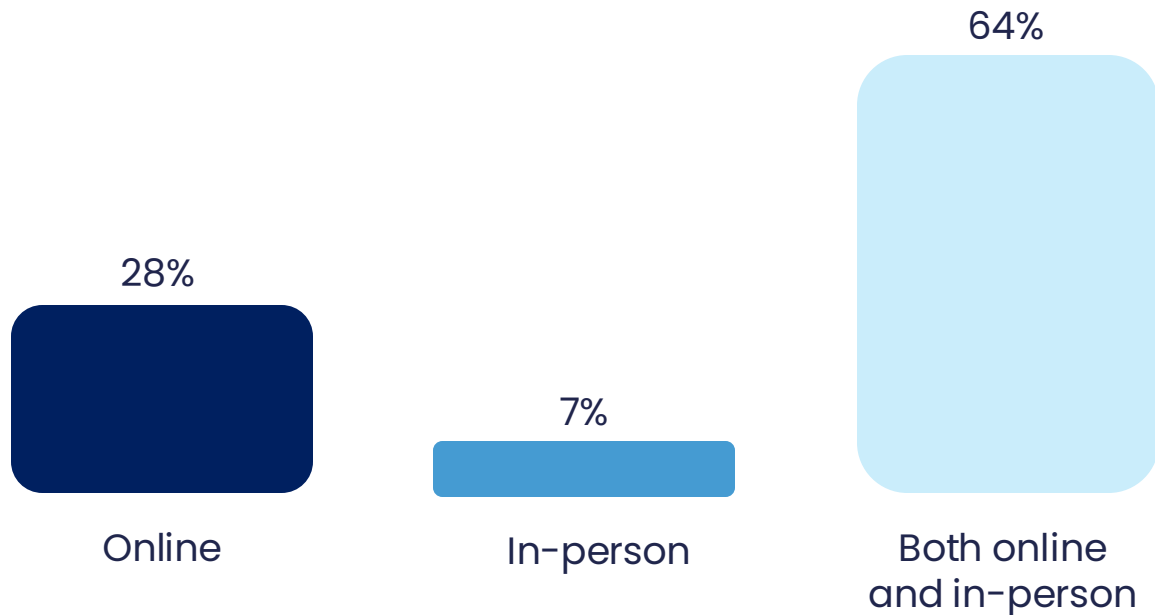
Would you like your colleagues / staff to be able to receive more **training from partner institutions**?





Would you prefer this training to be...

86% would like to receive training from partner institutions



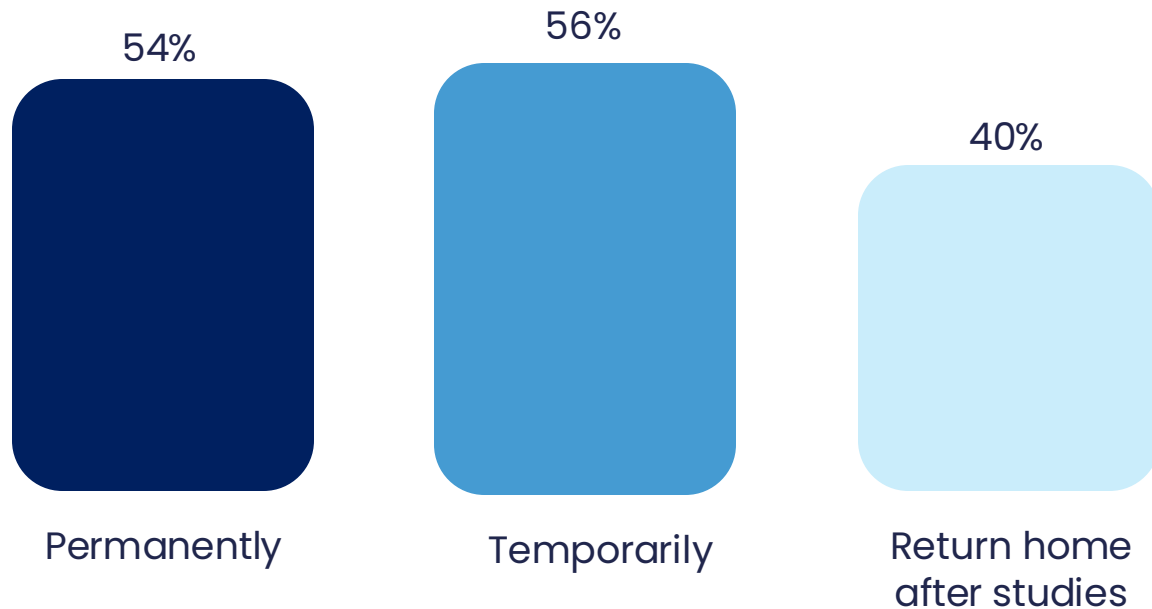
Top 5 time-consuming processes

During the recruitment process, where is the **majority of your time spent on assisting a student?**



Post-study plans

After finishing their studies, what percentage of your students **stay in the country of study**:



Keypoint 5.

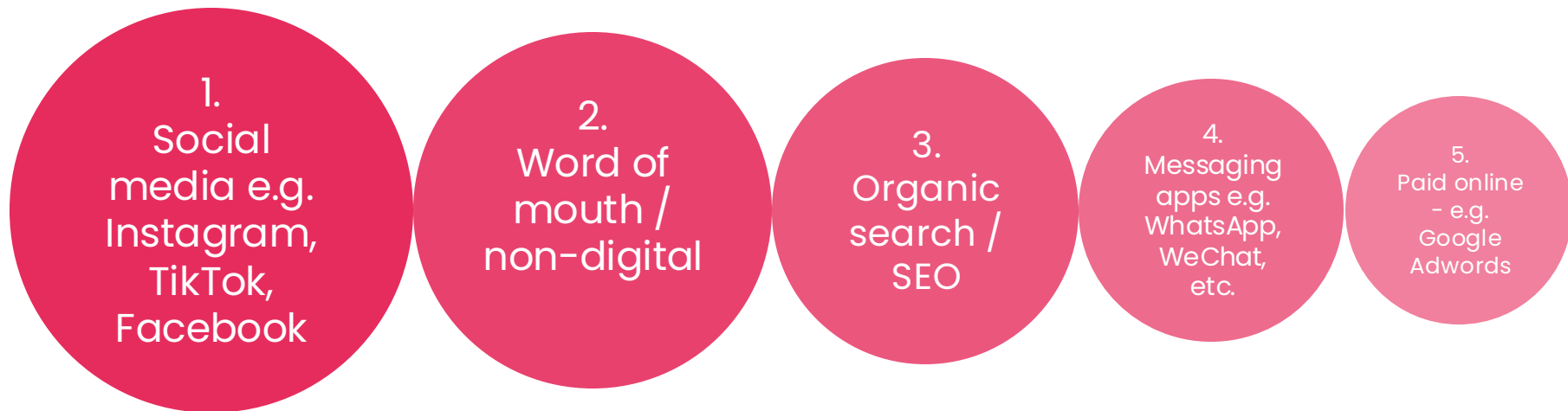
Agency operations





Top 5 Marketing Channels

How important are these marketing channels in **sourcing your student leads?**



Agent data from ICEF Berlin eSchedule 2017-2024

Countries agents are looking for partners in





Icef agency status

The largest global network of
accredited education agencies

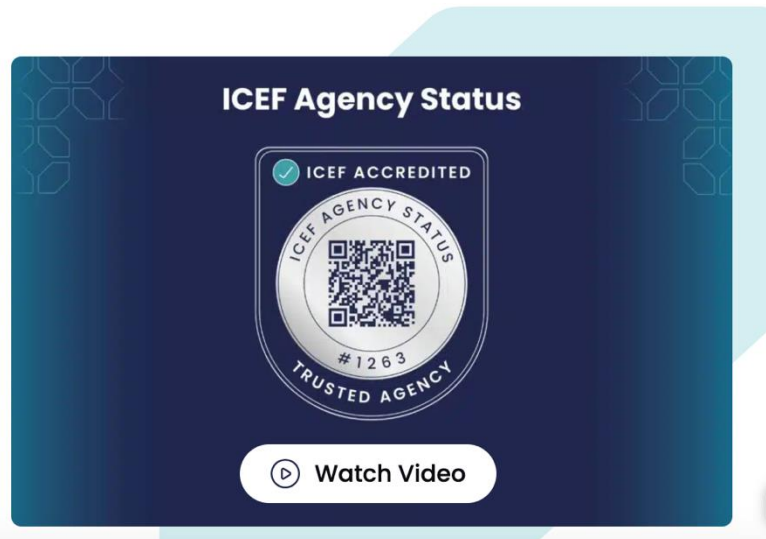


Raising standards in international education

ICEF Agency Status (IAS) is a comprehensive quality assurance accreditation programme that ensures the transparency and integrity of international education agencies. With over 2,300 agencies from 131 countries listed in our open-access online directory, it is the largest and fastest growing network of independently accredited agencies in the industry, providing the de-facto global benchmark of quality.

We ensure that only the best agencies around the world are able to join and retain IAS. Our rigorous process has resulted in over 1,800 agency applications not being accepted.

- Stringent vetting
- 4 reference checks from educational institutions
- Adherence to our [Agency Code of Conduct](#)
- State-of-the-art ID verification
- Reviewed annually
- Independent [Adjudication Board](#)



2300+ ICEF accredited
agencies in **131 countries**

Data current as of 2 December 2024.



ICEF Agency Status – Global Team

Team of 29 around the world



14 Agent Relations Managers

Primary point of contact and support for all agencies



12 Global Processing Unit

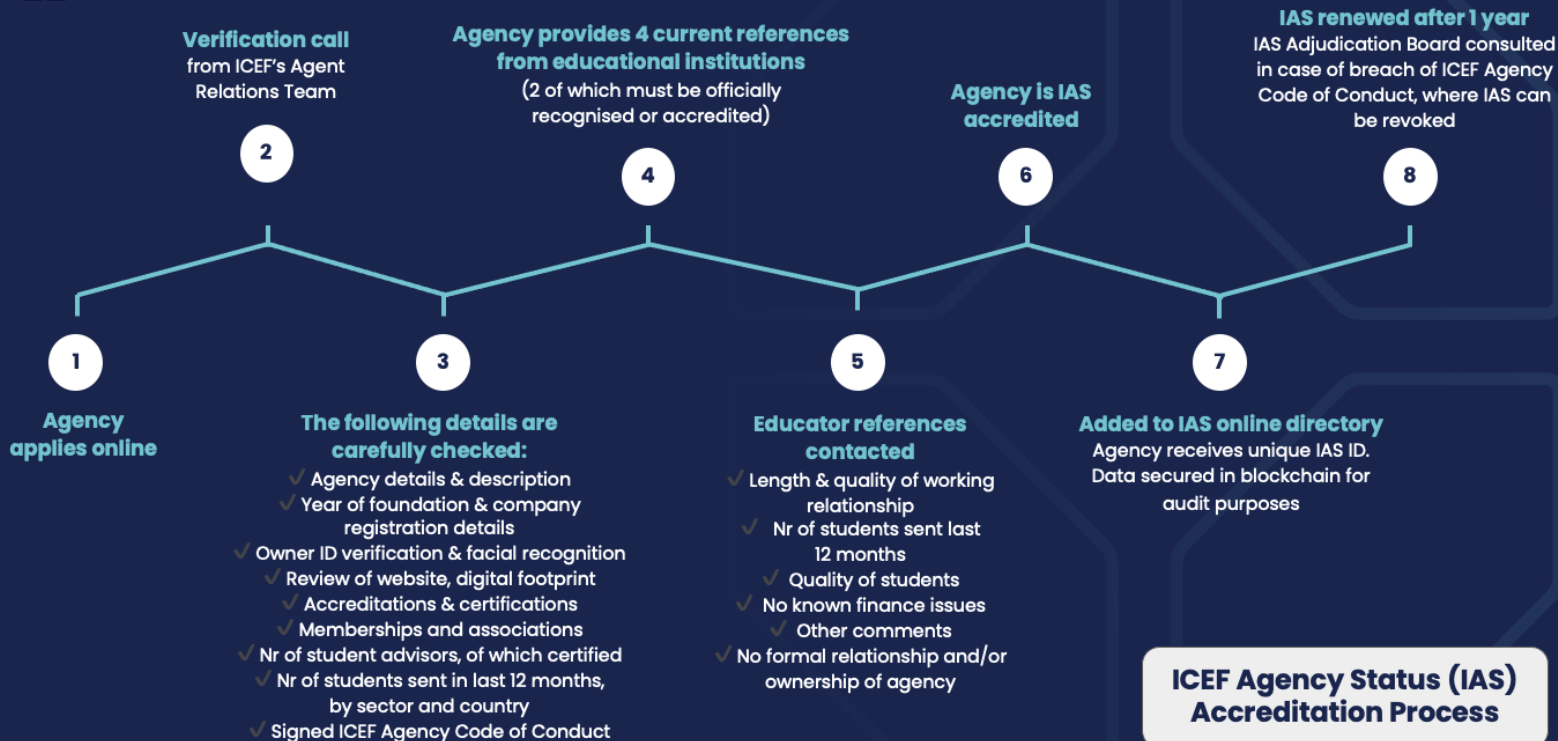
Manage the accreditation process



3 Global Support Unit

Team strategy and management





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Languages Canada Conference. February 2025

Thank you

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