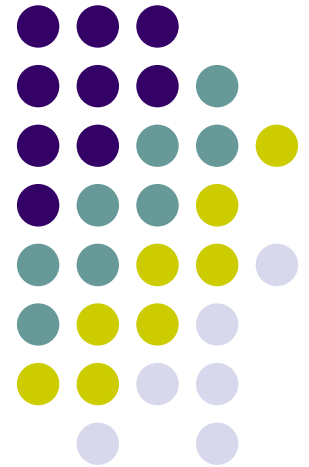


# Managing International Student Numbers at New Zealand Public Universities and Polytechnics

Dr Leanne Smith and Professor Allan Rae,  
Massey University

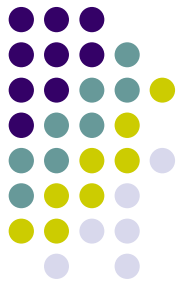




# Introduction

- Do NZ public universities and polytechnics choose to manage international student numbers at their local campuses? If so:
  - For what reasons?
  - By what processes?
  - What target number/percentage are they aiming for?
  - What are the perceived costs and benefits of such policies?

# Context: New Zealand Universities



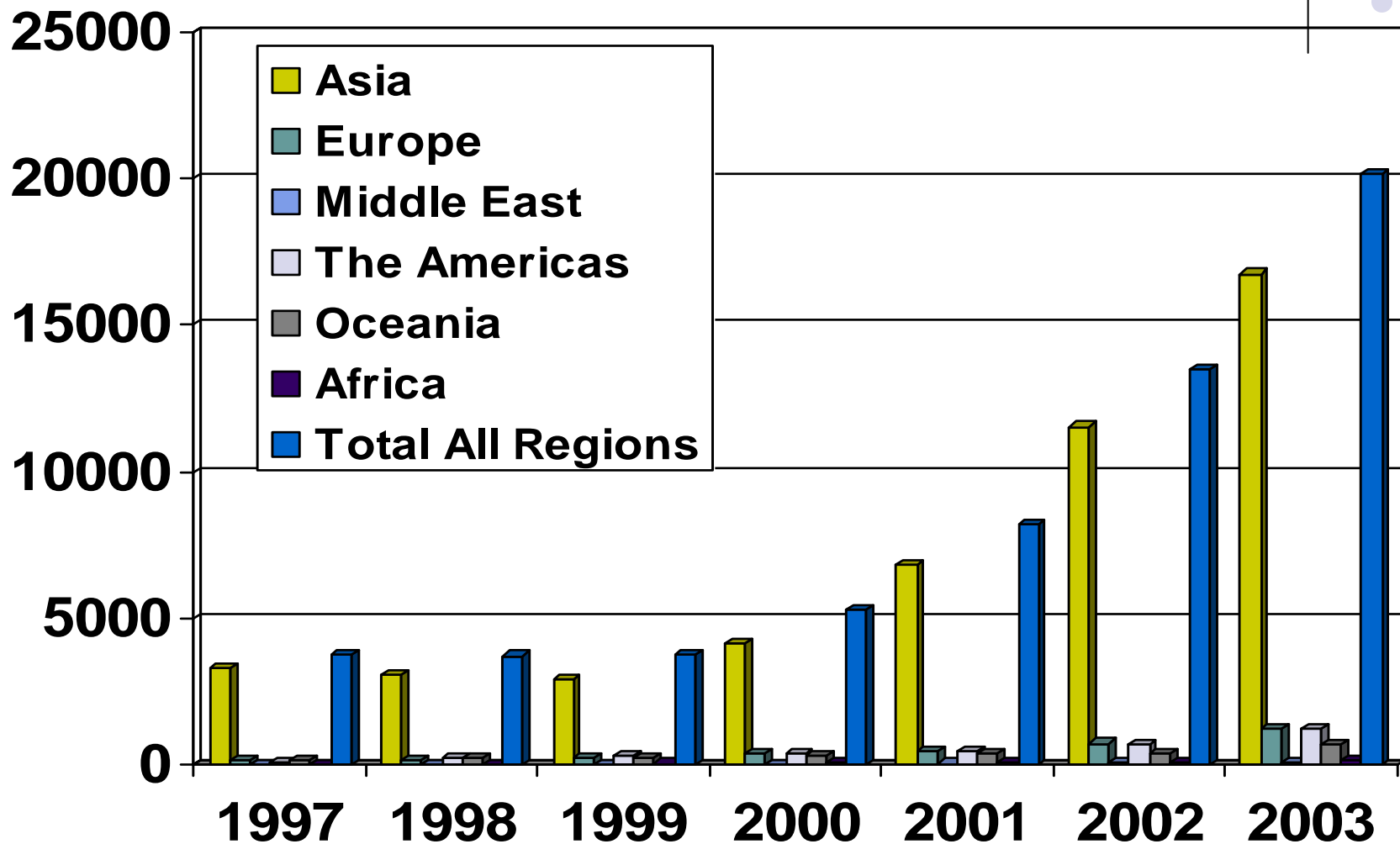
**Table 1: New Zealand Universities  
Countries of Origin of International Students 1997 to 2003<sup>1</sup>**

<b>Region</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
<b>Asia</b>	3319	3074	2937	4133	6794	11541	16754
<b>Europe</b>	144	140	226	351	433	727	1254
<b>Middle East</b>	16	8	11	17	35	79	106
<b>The Americas</b>	79	219	277	400	452	666	1212
<b>Oceania</b>	154	212	216	317	385	383	688
<b>Africa</b>	8	18	32	41	71	96	135
<b>Total All Regions</b>	<b>3775</b>	<b>3719</b>	<b>3751</b>	<b>5260</b>	<b>8173</b>	<b>13494</b>	<b>20153</b>

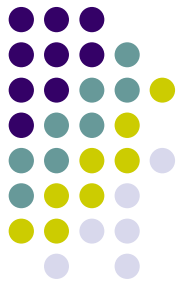
Source: Ministry of Education

<sup>1</sup> The 1997 through 2002 data is of year ended December, the 2003 data is as of July 1 2003 as the data for year ended December 2003 was not available.

# New Zealand Universities Regions of Origin of International Students 1997 to 2003



# Context: New Zealand Polytechnics



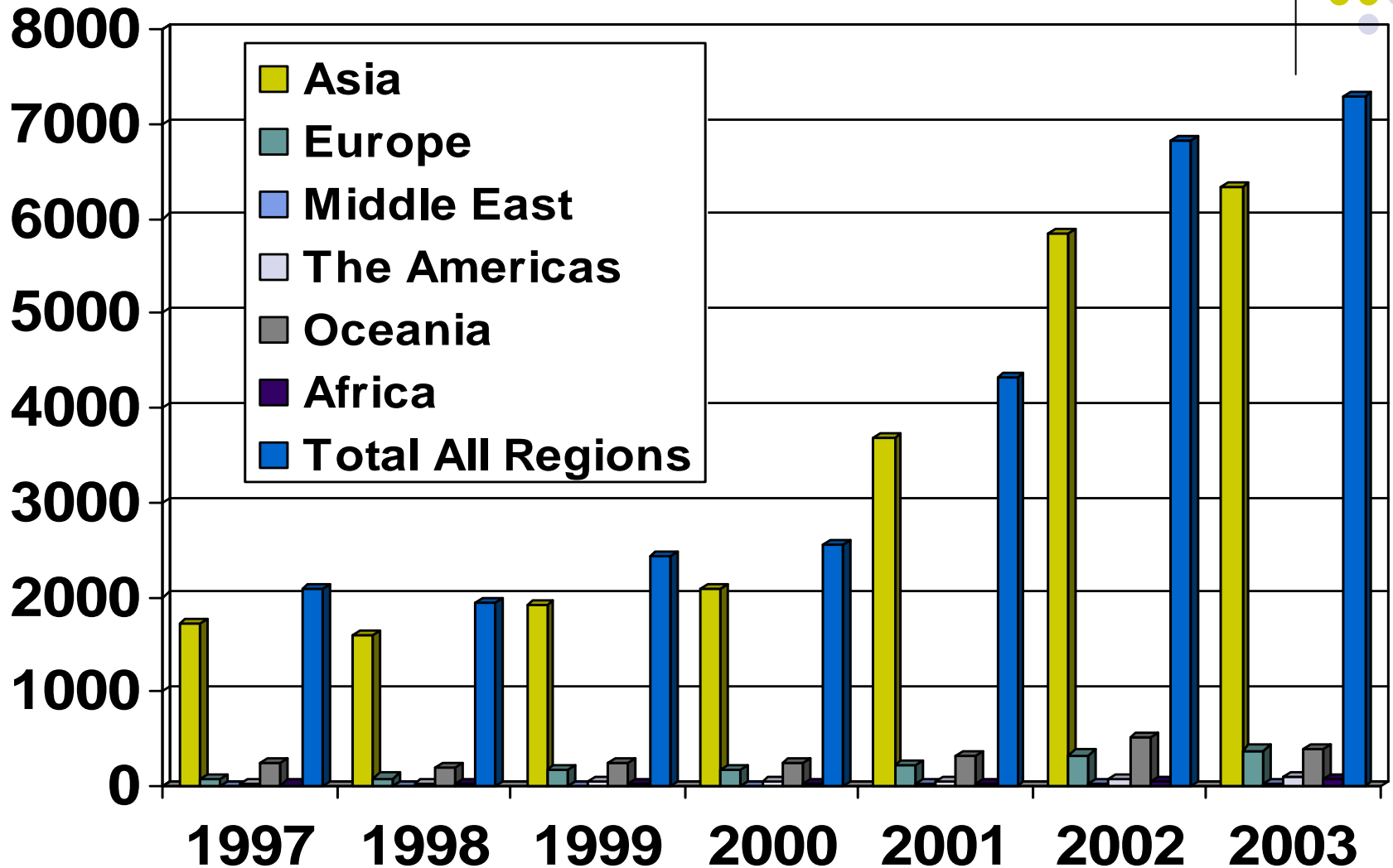
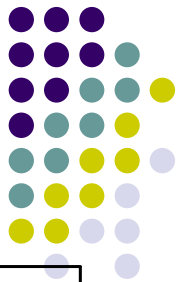
**Table 2: New Zealand Polytechnics  
Countries of Origin of International Students 1997 to 2003<sup>1</sup>**

<b>Region</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
<b>Asia</b>	1721	1593	1905	2079	3688	5840	6340
<b>Europe</b>	81	85	166	167	222	329	379
<b>Middle East</b>	2	4	4	5	13	23	15
<b>The Americas</b>	26	31	41	39	55	74	97
<b>Oceania</b>	238	202	240	246	307	504	395
<b>Africa</b>	12	21	17	19	26	57	70
<b>Total All Regions</b>	<b>2088</b>	<b>1943</b>	<b>2436</b>	<b>2555</b>	<b>4311</b>	<b>6827</b>	<b>7296</b>

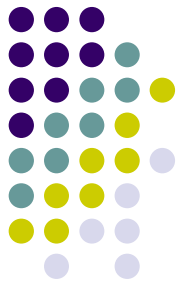
Source: Ministry of Education

<sup>1</sup> The 1997 through 2002 data is of year ended December, the 2003 data is as of July 1 2003 as the data for year ended December 2003 was not available.

# New Zealand Polytechnics Regions of Origin of International Students 1997 to 2003

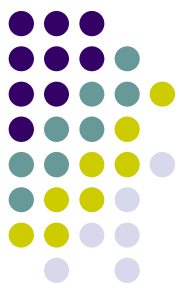


# Interview Results: Are Institutions Looking to Manage Numbers?



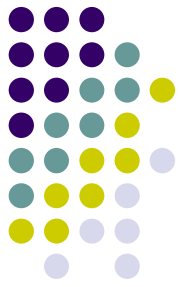
- 8 of 16 institutions manage international student numbers down in 2004
- 6 of the institutions (3 universities and 3 polytechnics) still looking to increase international student numbers
- 2 institutions had no specific policy to manage international student numbers up or down in 2004

# Interview Results: What is the target figure of international students at institutions?



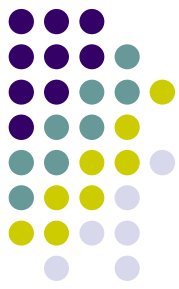
- Target or quota figure for international students ranges from 12 to 20% of total student population at their institution
- One institution not concerned if figure reached 50%

# Interview Results: Why manage international student numbers?



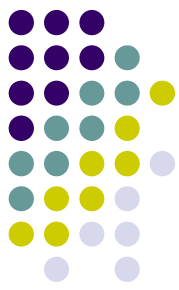
- Diversification and risk management
- Resource management
- Impact on domestic student experience
- Impact on international student experience
- Issues of educational quality
- Impact on classroom environment and academic outcomes

# Interview Results: What tools are used to manage international student numbers?

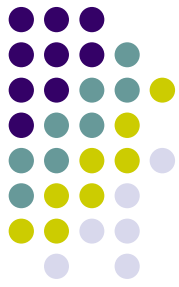


- Quotas
- Fees policies
- Entry requirements
- English language proficiency
- Selective marketing
- Limits on places in specific programmes

# Interview Results: Costs and benefits of managing international student numbers?



- Costs
  - Decrease in revenue streams
  - Impact on international reputation
- Benefits
  - Improved academic outcomes
  - Increased student retention
  - Decrease in staff pressure and pressure on other resources
  - More integration and diversity of the student population
  - Risk spreading across markets and programmes



# Conclusion

- Most public universities and polytechnics in New Zealand have considered managing international student numbers
- Those who are managing numbers are working to a target number/percentage
- Variety of reasons and tools used by institutions to manage numbers
- Costs and benefits attached to such policies
- Need for ongoing research