

How to Recruit in Latin America and India

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INTRO

- A little about myself
- Colorado State University-Pueblo
- What is this presentation about?
 - Get to know about India and Latin America
 - Facts about markets
 - On Site Recruitment
 - Online Recruitment
 - Planning Ahead
 - Budget Friendly Strategies

LATIN AMERICAN MARKET

- Most popular majors: Engineering, Business, and Medicine
- Growing interest majors: Psychology and pure sciences
- Undergraduate vs. Graduate
- Countries to focus on: Colombia, Brazil, Ecuador, and/or Peru
- Who should you target? Parents vs Student

INDIAN MARKET

- Majors of interest: Engineering, IT, Business, and pure sciences
- Growing interest: Undergraduate studies!
- Graduate vs Undergraduate
- Cities to concentrate: Chennai, Bangalore, Hyderabad, Pune, Ahmedabad, and Jaipur
- Who should you target? Parents vs Student

KEY FACTS OF EACH MARKET

LATIN AMERICA

Pricing/ Scholarships

Work while studying

Language

Safety

Relationship with parents

INDIA

Agents

Ranking

Placement

Immigration

Relationship with parents

ON SITE RECRUITMENT

LATIN AMERICA

- University fairs
- High school visits
- University partnerships

INDIA

- University Fairs
- Agent visits
- Agent fairs- warning
- High school visits
- University Partnership

ONLINE RECRUITMENT

■ Webinars

Pros: very targeted audience, whoever signs up will be interested.

Cons: Lower amount of visibility, companies could charge per viewer.

■ Virtual Fairs

Pros: budget friendly, still reach a large audience, engaging, deeper conversations, reach smaller cities with high quality students.

Cons: WHOEVER can log in

The screenshot displays the FPPEDUMedia chat interface. On the left, a sidebar shows the user profile for Anais Escobar, Colorado State University - Pueblo, who is online. The main chat area shows a conversation with Mehmet Afrazi, a student from Turkey. The student's profile includes their education level (Secondary, in progress) and interests in Language Courses (Home Tuition Courses, Junior Vacation, Junior Programs, Distance Learning), Arts and Humanities (Architecture), and Engineering (Civil Engineering). The chat history shows Mehmet Afrazi asking about the application deadline for a Graduate program in Engineering, and Anais Escobar responding that the deadline is June 7. Mehmet Afrazi then asks for more details, and Anais Escobar offers to start a video chat to address his questions one by one. The interface also shows a list of active visitors in the chat and options to archive the chat or call the student.

ONLINE RECRUITMENT

- **Social Media**

Pros: Targeted audience, budget friendly, large audience, engaging visually, best tool for awareness

Cons: Need to know how to use the target tools, if not boosted in Facebook will not get visibility.



- **University platforms**

Pros: Visibility in the right type of website, it can be engaging, and more university website views.

Cons: Fake leads, service can be very low, costs



- **Online Campaigns**

Pros: A lot of brand awareness, new leads, and build up interest

Cons: Costs



PLANNING AHEAD

START YOUR RECRUITMENT PLAN

Outline the countries/cities you want to target

Make a draft calendar for on site and online recruitment

Research well on the companies that have the services needed

Build a relationship with recruitment companies

Make sure to exceed the figures a little in case something goes wrong.

Stick to the plan!



BUDGET FRIENDLY STRATEGIES

TIPS ON HOW TO DO A BUDGET FRIENDLY PLAN

Facebook-Instagram Ads/ Google Ads

Google hand outs

Webinars

Use your relationships with companies to get discounts!

Use your own international students as ambassadors

Work with your embassies and government to help you promote your courses??

Travel in groups like Canadian or Australian universities.

TIP: HOW TO LEARN HOW TO USE FACEBOOK/INSTAGRAM ADS?

Facebook Blueprint courses
They are free!!

Thank you!

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