

2025 Higher Ed Roundtable

LIVE WEBINAR



Our Panel



Jaime Hunt

Solve Higher Ed
Marketing

USA



Robbie Willis

University of Edinburgh
UK



Stephanie Worden

Josef Korbel School of
International Studies -
University of Denver

USA



Monique Swennenhuis

Hanze University of
Applied Sciences

Netherlands

Housekeeping

Your audio and video is off by default

We will email you a copy of the recording tomorrow

If you experience any technical issues, please email
marketing@keg.com

Questions

If you have a question for our
panel, please submit it using the
Q&A tab or in the chat



Political impact in 2024 and 2025

1



2024 election

2



Potential caps in
Australia,
Netherlands,
Canada

3



PGT visa
changes, Graduate
review, proof of
funds increase



POLL

**Has political policy
impacted your student
recruitment in 2024?**





Opportunities for 2025

1

Delivery becoming even more digital

Mobile friendly applications, interactive learning via mobile, using Twitch, securing enrollments via DMs.

2

Student interest in 'new' countries

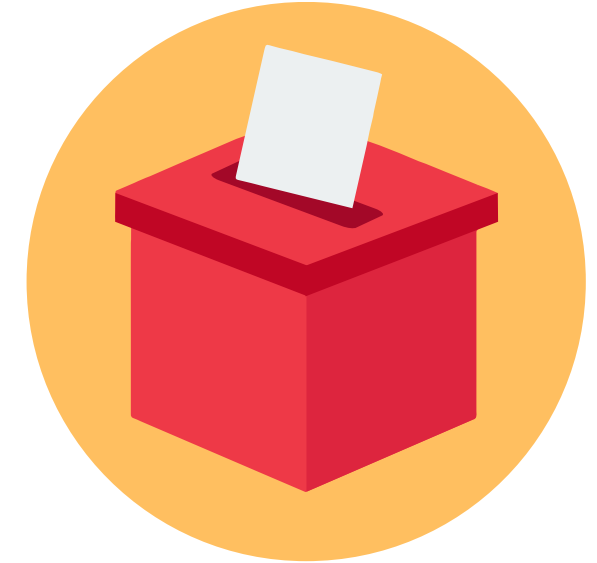
Potential for interest to increase for countries with clear paths (e.g. stable visa requirements, no student caps.)

3

Emphasizing career-focused programs

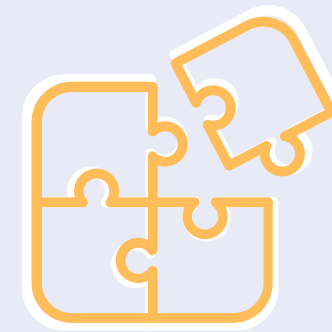
- *Ensuring key industry skills are as up-to-date as possible.*
- *Keystone SSR survey 2024, 84% of students plan to or want to do an internship.*





POLL

What has been your biggest student recruitment challenge in 2024?



Biggest challenges



1

Visa issuing delays

Top challenge in Keystone university survey October 2024

2

Quality of applications

- 71% concerned, Keystone survey October 2024
- 51% of universities concerned about AI use in applications

3

Growing ROI concerns

Employability in UK and in key 'sending' destinations, such as China and India has created a need for greater ROI



Any questions?



KEYSTONE
EDUCATION GROUP