



The Power  
of International  
Education

## Market Research on Global Student Mobility

With 100 years of experience in international education, the Institute of International Education (IIE) is a global leader in the international exchange of people and ideas, designing and implementing programs that advance scholarship, build economies, and promote access to opportunity around the globe.

IIE has pioneered applied research and policy analysis in the field of international student mobility. We analyze data from multiple student mobility information sources such as *Project Atlas*®, UNESCO, and *Open Doors*® – the standard reference resource for education and industry professionals on international students and scholars at U.S. higher education institutions and U.S. students studying abroad.

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*IIE members receive a discount on their first custom data report. All reports include a complimentary copy of the most recent edition of Open Doors.®*

### Market Research Benefits

- **Gather information quickly** to identify high-potential international student markets for your institution or organization
- **Make data-informed decisions** on international student recruitment strategies, validate internal research, and confidently pursue your goals using objective market research and data analysis
- **Maximize your research** by purchasing only the specific data analyses you need

### Our Services

IIE research experts prepare highly customized data reports on international student mobility and provide historical trend information and aggregated analyses. We monitor trends in international student mobility by:

- **Geography:** state, region, metropolitan area
- **Institution Type:** public/private and degree-granting classification
- **Target Market Profile:** country or world region of origin, degree level, field of study

IIE's experts provide research, analysis, and evaluation services to colleges and universities, governments, foundations, corporations, and researchers worldwide. Upon your review of your data analysis, we are available to supplement the findings with individualized consultation services to develop a competitive strategy and implementation plan.