

14° Seminário Nacional ABED Captação 4.0 ED MEETS TECH Are you Ready?



- ✓ Foco
- ✓ Criatividade
- ✓ Percepção
- ✓ Intuição
- ✓ Motivação





Your time is limited, so never wear polo shirts.
Steve Jobs





One Size Does Not FIT ALL

Case 1: AI



- ✓ AUTODIRECIONADA
- ✓ PERSONALIZADA
- ✓ DEMOCRÁTICA

Case 2: Student Experience on Campus



- ✓ TCC STARTUP PRESENCIAL
- ✓ F2F COM ALUNOS DO BRASIL ON CAPUS
- ✓ COMPETIÇÃO UNICA

Case 3: Empowerment Straight to Business



Aqui você monta a sua própria grade: simule!

Segunda-feira

Terça-feira

Quarta-feira

Quinta-feira

Sexta-feira



- ✓ GRADE PERSONALIZADA
- ✓ FOCO NAS COMPETÊNCIAS
- ✓ INTELIGÊNCIA CURRICULAR

Case 4: Polos Abroad



Orlando



Madrid

- ✓ PRESENÇA GLOBAL
- ✓ PROPAGAR CONHECIMENTO
- ✓ INTEGRAÇÃO



Córdoba



Toyohashi-shi



Lisboa

Case 5: WOW Room



- ✓ SIMULAÇÃO DO AMBIENTE F2F
- ✓ EXPERIÊNCIA IMERSIVA
- ✓ HIGH INVESTMENT IN TECH

Crise na Educação - Brasil

Assine o Estadão • Acervo • Agência Estado • Classificados • Estradão • E+ • #FERA • Jornal do Carro • Link • Paladar • PME • Rádio Eldorado

ESTADÃO .Edu

Imprensa britânica critica Neymar: 'Mimado, resmungão, dramático e trapacei...'

Em jantar, Maia, Temer e Aécio discutem candidatura tucana

Identificado, brasileiro preso na Rússia aguardará extradição em São Peters...

As lendas do metrô de Moscou

PUBLICIDADE

RAV4 2.0 4X2 2018
AUTOMÁTICA

Entrada de R\$ 64.570
+ 36x de R\$ 1.399

+ parcela residual de R\$ 38.700
Taxa: 1,09% a.m.
Preço à vista: R\$ 129.990

Toyota

Ministro da Educação culpa crise econômica por estagnação de matrículas no ensino superior

Censo da Educação Superior de 2016 apontou queda no número de alunos da rede particular de ensino

Renan Truffi, O Estado de S.Paulo
31 Agosto 2017 | 13h34

SIGA O ESTADÃO

Assine o Estadão • Acervo • Agência Estado • Classificados • Estradão • E+ • #FERA • Jornal do Carro • Link • Paladar • PME • Rádio Eldorado

ESTADÃO .Edu

Com crise, cai número de alunos na rede particular de ensino superior no País

Pela primeira vez, desde 1991, as instituições particulares não tiveram aumento de matrículas

Isabela Palhares e Luiz Fernando Toledo, O Estado de S. Paulo
31 Agosto 2017 | 11h00
Atualizado 31 Agosto 2017 | 23h22

SIGA O ESTADÃO



Pela primeira vez em 25 anos, o número de alunos na rede particular de ensino superior caiu no Brasil. Em 2016, as instituições privadas - que respondem por 75% das

EBC Radioagência Nacional

Ensino superior foi marcado pela crise financeira de universidades em 2017

Gosto 27 Tweetar G+

URL: <http://radioagencianacional.ebc.com.br>

03:32 Educação, Notícias 30/12/2017 - 10h18 Brasília Embed

Mariana Martins

GAZETA DO POVO

EDUCAÇÃO

ASSINE

ENTRAR

CENÁRIO

Ensino superior sofre com crise, Fies e inadimplência

O número de matrículas nos cursos presenciais caiu em 2015 e 2016, mas os números oficiais ainda não foram divulgados

Crise na Educação - USA



HOME DIRECTORY INFORMATION SFUAD HISTORY CAMPUS

SFUAD Officially Closed Following the 2017-2018 Academic Year

The Santa Fe University of Art and Design officially closed in May of 2018 after a rich history of preparing talented students around the world for successful careers as creative professionals in the fields of art, design, entrepreneurship, and innovation.

More than 5% of American colleges closed or stopped being able to take federal financial aid last year

BUSINESS

Colleges All Across The US Are Closing At An Accelerated Rate

Many more closures may be yet to come.

Posted on July 19, 2017, at 2:32 p.m.



Molly Hensley-Clancy
BuzzFeed News Reporter



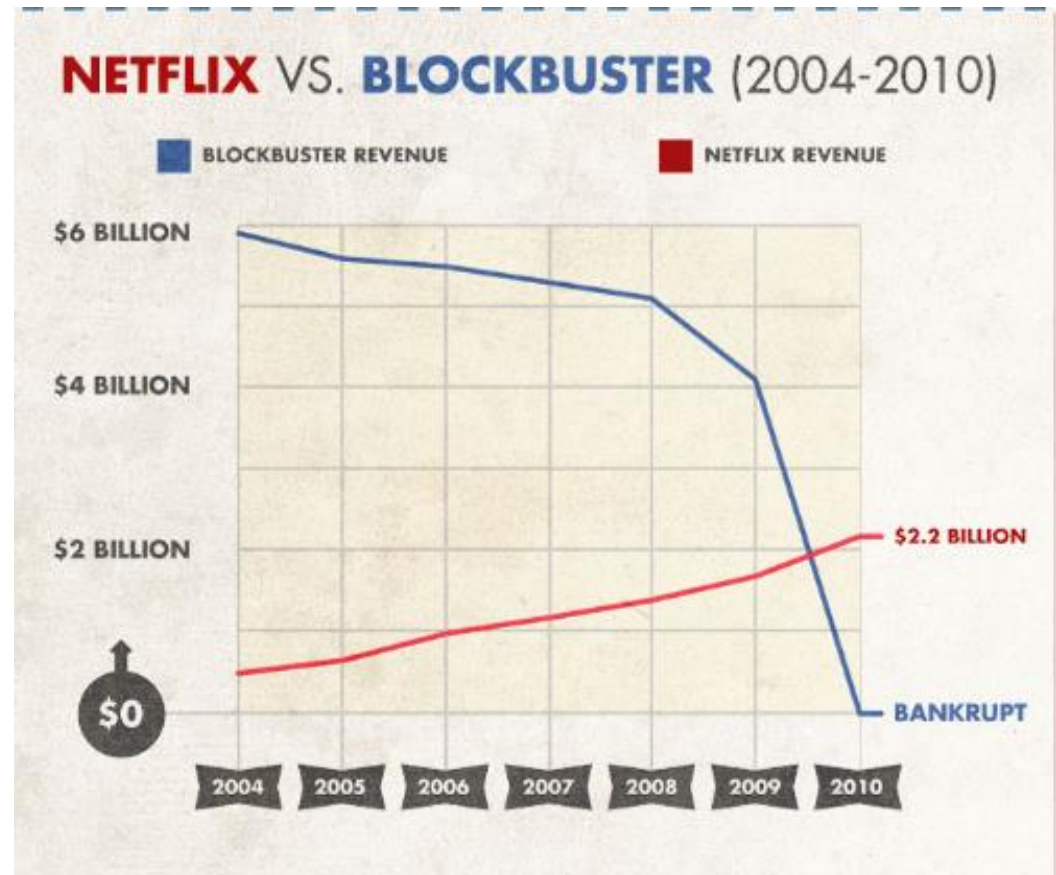
Reporting From
Washington, D.C.



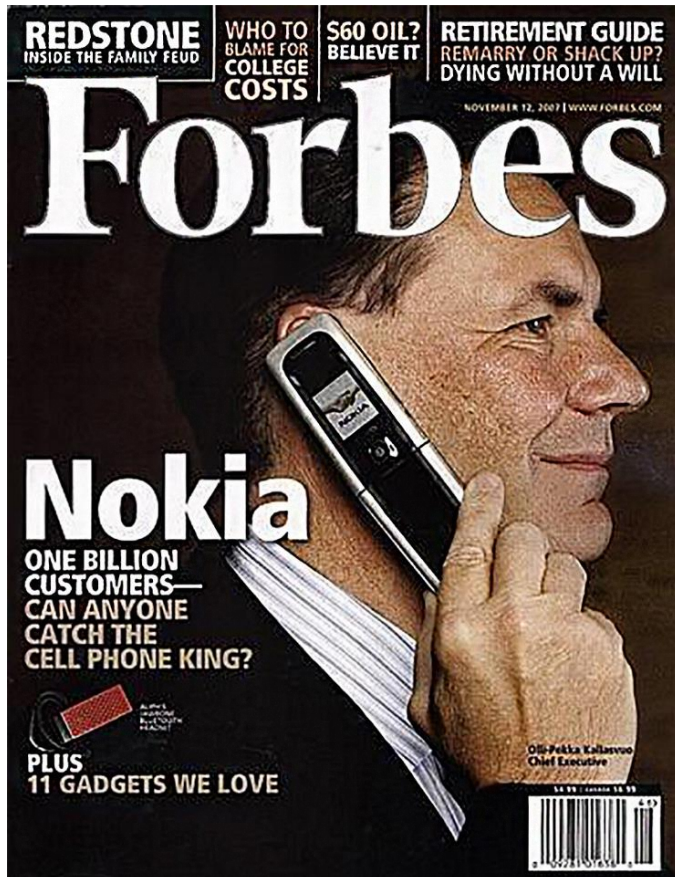
Too big to fail?



Attempt to sell USD 50MM
TD Market Value USD 150B



Too big to fail?



Sponsored Financial Content

dianomi

June 29, 2007?



Strategic Partnerships – Ed MEETS TECH



19/06/2018 - 11H26 - ATUALIZADA ÀS 15H15 - POR BARBARA BIGARELLI

Kroton e Cubo lançam parceria para apoiar startups de educação

“Nosso objetivo é tornarmos a empresa de
educação mais digital do mundo” - RG

Ed CREATES TECH



HARVARD
UNIVERSITY



**Massachusetts
Institute of
Technology**



Watch out!

Executive education

+ Add to myFT

How edtech start-ups are shaking up executive education

Disruption prompts innovative partnerships and experimentation in teaching



Henry Lane Fox (left) and Frank Meehan, co-founders of London's SmartUp © Charlie Bibby

Jonathan Moules MAY 14, 2017



% of Revenue non-degree programs

- Wharton > 50%
- Chicago Booth > 50%
- MIT > 50%
- Columbia > 50%
- Insead 44%
- Harvard 17%

ED MET TECH

codecademy

25 million



1.6 million



24 million



14 million



*Students/ users

International HEI



University of
Pittsburgh



100+

Bolsas de Fundos, Associações, Institutos, Comissões

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service



**ORANGE TULIP
SCHOLARSHIP**

FULBRIGHT



**CAMPUS
FRANCE**
campusfrance.org

C Fundación
Carolina



**BRITISH
COUNCIL**

Convocatoria Beca Internacional Gobierno Canadiense

Canada
EMERGING LEADERS IN THE
AMERICAS PROGRAM (ELAP)

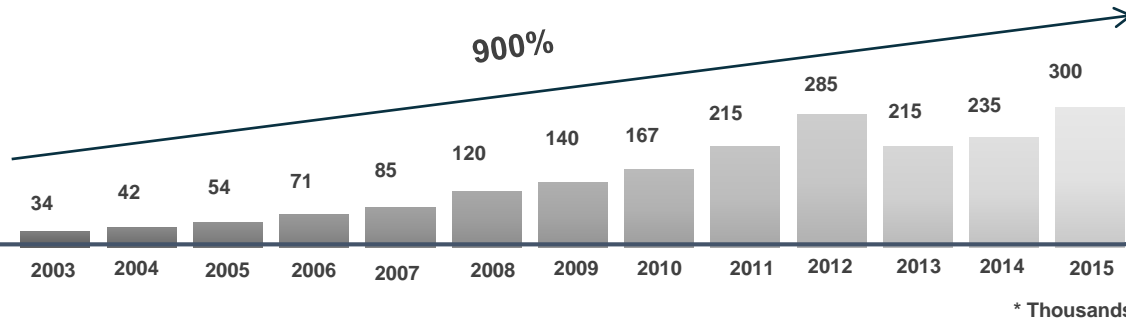


ENDEAVOUR
Scholarships and Fellowships

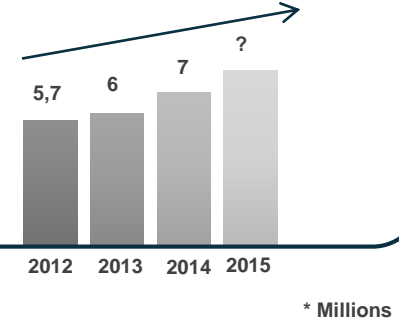
**NEW ZEALAND
EDUCATION**

Exchange Student Profile

Brazilians' participation in exchange programs



Foreigners in Brazil



One of the world's greatest exchange students exporters.



Growth of 5%, against a global average of 3%.



In 9 years 900% growth in the segment



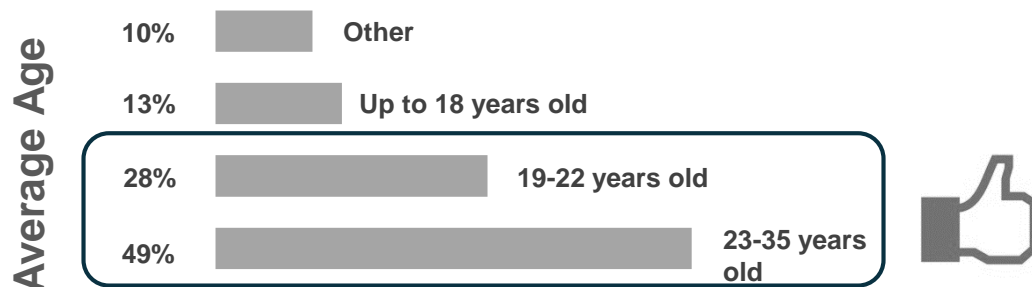
More and more students coming to study and work



Estimated growth of 40% for the next three years.



Exchange Student Profile



1st

60% Interested in Language Programs

Followed by summer jobs and vacation programs



Apart from A and B, the C class started to weight in the demand, due to payment facilities provided by student exchange agencies.



Average stay:
Up to 6 months

TOP Destinations



Canada



United States



United Kingdom



Australia



Ireland



New Zealand

30% são estudantes da classe C

☰

EXAME

📈

Copa 2018

📄

Dólar

📖

Revista

📺

PIS/Pasep

📺

Netflix

📖

Mentoria PME

🔍

👤

Assine

JÁ PAROU PARA PENSAR QUE VOCÊ PODE SER UM PORTADOR DE UMA NOTÍCIA FALSA?

Faça sua parte: sempre verifique a informação antes de repassá-la. Clique aqui e saiba mais.

PME

Startup brasileira paga intercâmbio para jovens de baixa renda

O programa da OBolsista surge como um incentivo ao intercâmbio multicultural, aumentando a capacitação profissional e pessoal dos participantes

Por AdNews

📅 25 Jun 2018, 15h00

f

🐦

in

G+

⋮

Pela web

16 "bicos" pra enriquecer em casa em 2018

(Liberdade 360)

Professor que revelou método para dominar provas e concursos é

(Gula do Estudo)

As tendências mais imperdíveis deste inverno!

(Amaro)

Para você

Magnetis acirra luta de startups de investimento com aplicação de R\$ 1

Cresce investimento no profissional que domina marketing digital

Symbols



The First International University (Private) in Brazil



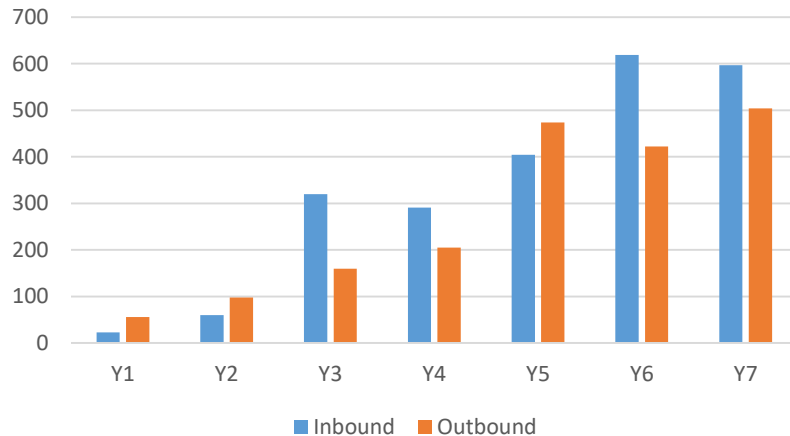
**Universidade
Anhembi Morumbi**

LAUREATE INTERNATIONAL UNIVERSITIES*

Student Mobility

In/ Oubound

Student Mobility IN/ Out



~1% do TE

Student non-Mobility

Internationality at home



20K+

Estudantes

Impactados

~50% do TE

Student non-Mobility

International Lecture e Certificates



Student non-Mobility



Who needs to be involved?

LEADERSHIP			
Faculty Development	Technology Support	Global Engagement International	Academic Curricular Oversight
<ul style="list-style-type: none"> • Teaching and Learning Center • Pedagogical Support • Existing Programs • \$\$ 	<ul style="list-style-type: none"> • LMS • Instructional Designers • Off-hours support • Synchronous tools • \$\$ 	<ul style="list-style-type: none"> • Partnerships • Mobility • Existing Programs • Internationalization of the curriculum • \$\$ 	<ul style="list-style-type: none"> • Curriculum control • Buy in • Sustainability/normalization
INSTRUCTORS-PROFESSORS			

Impact at HEI

- Professional development for faculty and staff
- Significant international experience to a wider range and greater numbers of students
- Increased appreciation for diversity
- Applied learning
- New institutional partnerships
- Increase student study abroad interest/preparation
- Stimulate course redesign to include technology
- Alignment with strategic goals

Benefits at HEI

10 High impact practices:

- **First year seminars**
- Common Intellectual Experiences
- Learning Communities
- **Writing Intensive Courses**
- **Collaborative Assignments and Projects**
- **Undergraduate Research**
- **Diversity/Global Learning**
- **Service Learning**
- Internships
- **Capstone Projects**

COIL has aligned with 7 of the 10 High Impact Practices

13,2 Mil Polos, Oportunidade ou Ameaça?

	Uninter	Uniaselvi	Anhanguera	EAD Laureate	UNG/Ser	UNIP	Uninove
# Polos	460	74	+700	+250	7	+600	20
# Cursos	42	47	35	24	16	36	33
Entrada	-Semi presencial	-Online -Semi presencial	-Online -Semi presencial	-Online -Semi presencial	-Online -Semi presencial	-Online -Semi presencial	-Semi presencial
Celebridade	Otaviano Costa	N/A	Luciano Huck	Ivete Sangalo	Serginho Groisman	N/A	Giovanne Volei (ex)
Ticket Médio	R\$ 189	R\$ 203	R\$ 199	R\$ 249	R\$ 170	R\$ 149	R\$ 190

Key Observations

- Online and Semi presencial DL dominate format
- Celebrities appearance (30M)
- **Low Tuition – up to R\$ 250**
- Large International Players dominate the Market

So, are you ready?

Quais são seus pontos Fortes, Pilares, Diferenciais?

Non-mobility programs

- Visiting Faculty
- Live/ International Events & Seminars
- International Class/ (in country) Certificates
- International Curriculum
- Dual Degrees
- COIL - Collaborative Online Integrated Learning
- Cambridge English Program
- English Classes (Grade comum Curricular)
 - Cidadania e Sociedade
 - Gestão de Projetos
 - Empreendedorismo
 - Comunicação e Expressão
- Join Research

Digital Ecosystem





Reach international students

from the world fastest-growing student community

www.docsity.com

What we do

We specialize in **recruitment & promotion** in higher education, providing tailored marketing solutions for *Universities and Business Schools*.

We have a **flexible, customized approach** to every project and partner to guarantee the best results, leveraging local and international expertise.



Our Community in numbers

150.000

New students every month

13.000.000

Monthly unique visitors

6.000.000

Total registered students

Italy

1.500.000

Spain

1.000.000

Brazil

2.500.000

Latam

250.000

Russia

200.000

Other countries

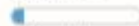
550.000

Type

- 10% High School students
- 31% Bachelor students
- 34% Master students
- 20% Professionals
- 5% Parents

Age

Under 18



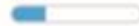
18 - 24



25 - 34



35 +



Gender



54%



46%

Fields of Study

- 25% Science, Technology, Engineering, Mathematics
- 21% Finance, Business, Management, Economics
- 18% Law Studies & International Relations
- 14% Humanities & Social Sciences
- 10% Communication & Media Studies
- 6% Medicine
- 6% Art & Design

How we direct students to your institution

VISIBILITY & ENGAGEMENT

on targeted students

LANDING PAGE

with contact form

QUALIFIED LEADS

generated and shared with School

RECRUITMENT



Reach your Goals through our Channels



We offer



TAILORED PACKAGES

according to your needs



TARGETED CAMPAIGNS

according to your courses



BRANDING

visibility all-year long



Bocconi



LUISS



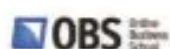
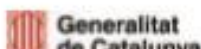
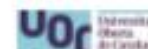
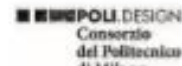
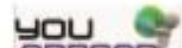
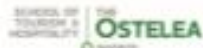
SAATCHI BUSINESS SCHOOL



KAPLAN



humanvalue





Get in touch with us

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“We did not come
to fear the FUTURE.
We came here to shape it.”

—Barack Obama