

The Adoption of International High School Programs in Latin America: A Comparative Analysis

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Intercultural Educational Programs

Latin America Overview

The Latin America region offers great potential for High School international education industry, with countries such as Brazil, Chile, Mexico and Colombia already important sources of international students.

Latin America Overview

Education New Zealand website

Students from Latin America enjoy high school programs for an international experience, way of life, add diversity to the international student population and enhance the internationalisation of the education system.

The education reforms in a number of countries in this region also present opportunities for high school providers in different countries.

Latin America Overview

Target Latin American countries considered in this presentation:

- **Brazil**
- **Chile**
- **Colombia**
- **Mexico**

Latin American Culture

- Latin American students from middle class families go to private high schools in their home countries and aim at quality education they cannot find in public high schools.
- Studies from Prado (2002) confirm that it is a strategy from middle class families to send their children to a high school program abroad.

Latin American Culture

- Besides High School education middle class families invest also in the learning of a second language. (nowadays English is the priority)
- Students from Latin America go abroad for only an academic semester or academic year. What determines the duration of time abroad is the relation cost/benefit from the program and the country to be chosen.

Latin American Culture

- Historically, USA is the country the most thought for a high school program by the families. J1 programs are still the least cost/benefit program, but with limitations that fear middle class families.
- With the effects of globalization there is a move from USA destination to other countries.

Latin American Culture

Another aspect of the Latin American culture is to always look for something new, or crystalized n their minds:

some countries may think the British education is the best in the World; some think about Canada as a “close” substitution for USA; some may adventure to far away countries such as Australia and New Zealand.

Belta Statistics, 2013 about High School market

In 2013, Belta association divulged a research about the percentage of High School recipient countries:

CANADA	42,9%
USA	25.0%
NEW ZEALAND	11.3%
AUSTRALIA	5.0%
UK	2,5%

Target High School Countries Considered in this Presentation

- AUSTRALIA
- CANADA
- NEW ZEALAND
- USA (J1 PROGRAMS)

AUSTRALIA

- HIGH SCHOOL STUDENTS FROM LATIN AMERICA IN 2015 AND 2016

NUMBERS PER LATIN AMERICA SENDING COUNTRY

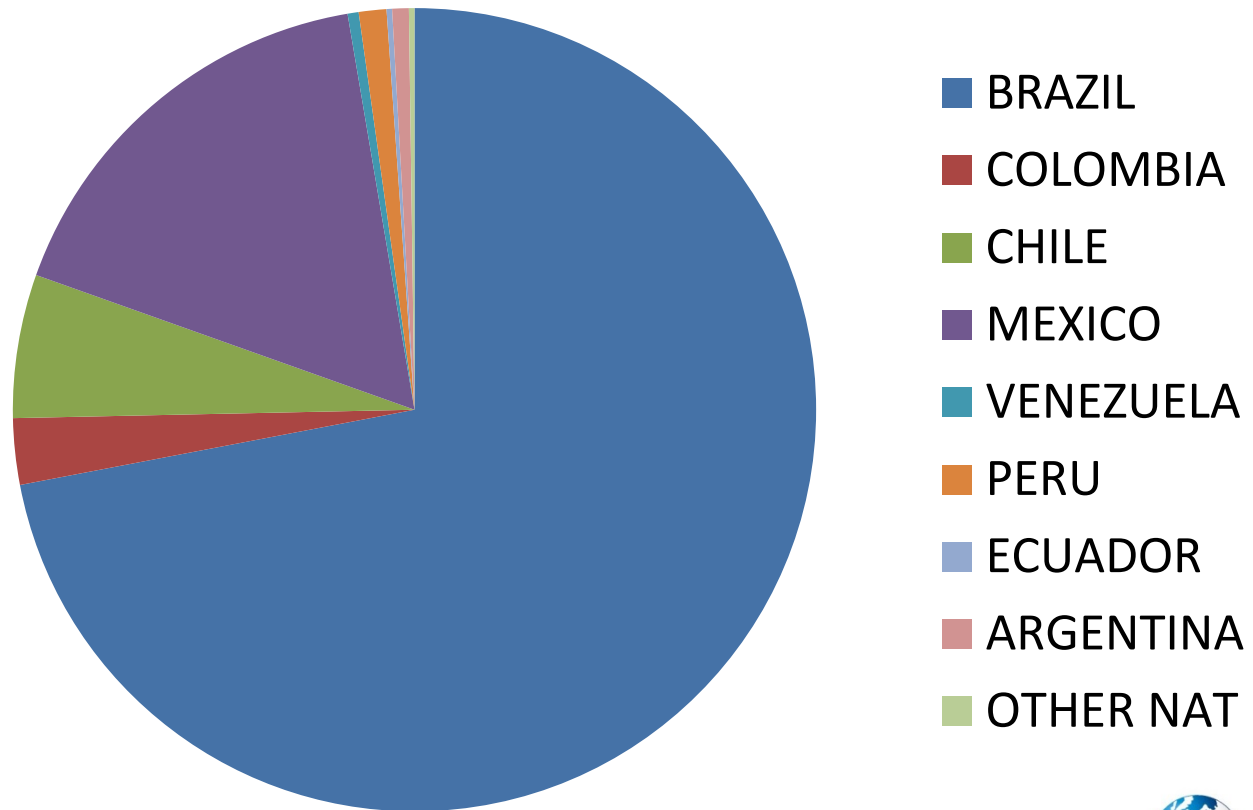
NUMBERS PER RECIPIENT STATES IN AUSTRALIA FROM LATIN AMERICA

Source: Australian Government

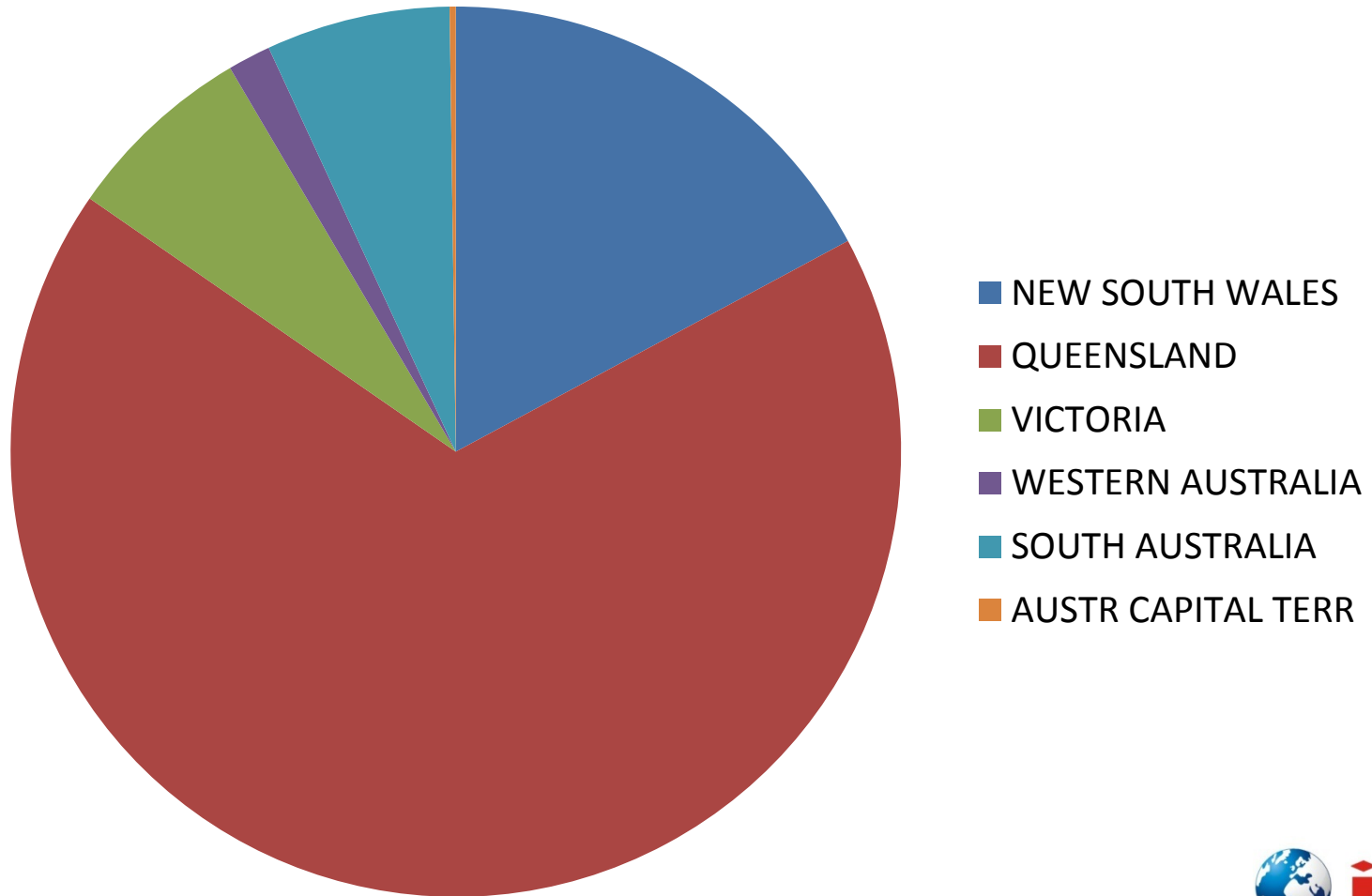
Department of Education and Training (Nov, 2016)

Number of High School Students to Australia from Latin America in 2015

TOTAL 450 STUDENTS

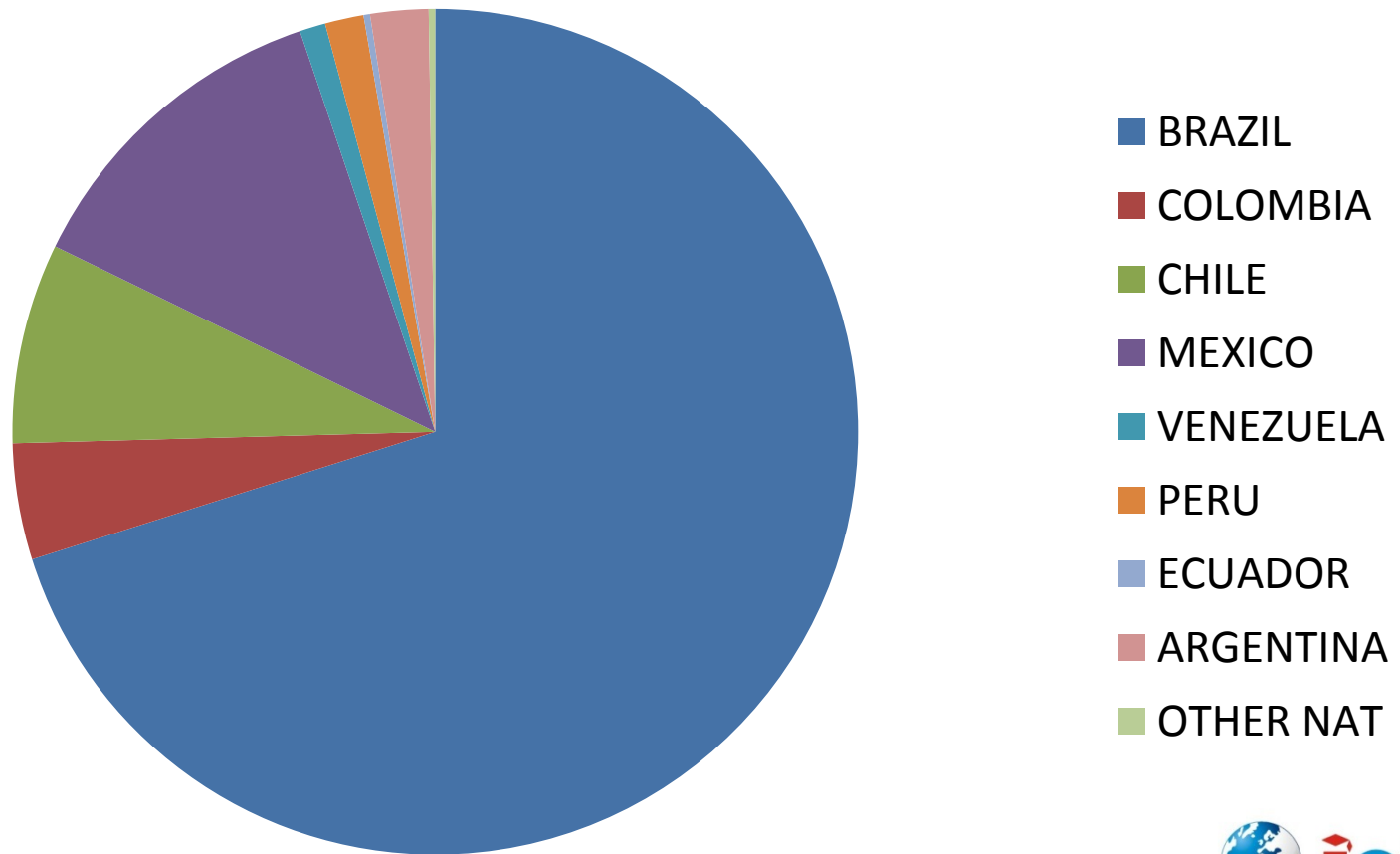


Number of High School Students per State in Australia in 2015

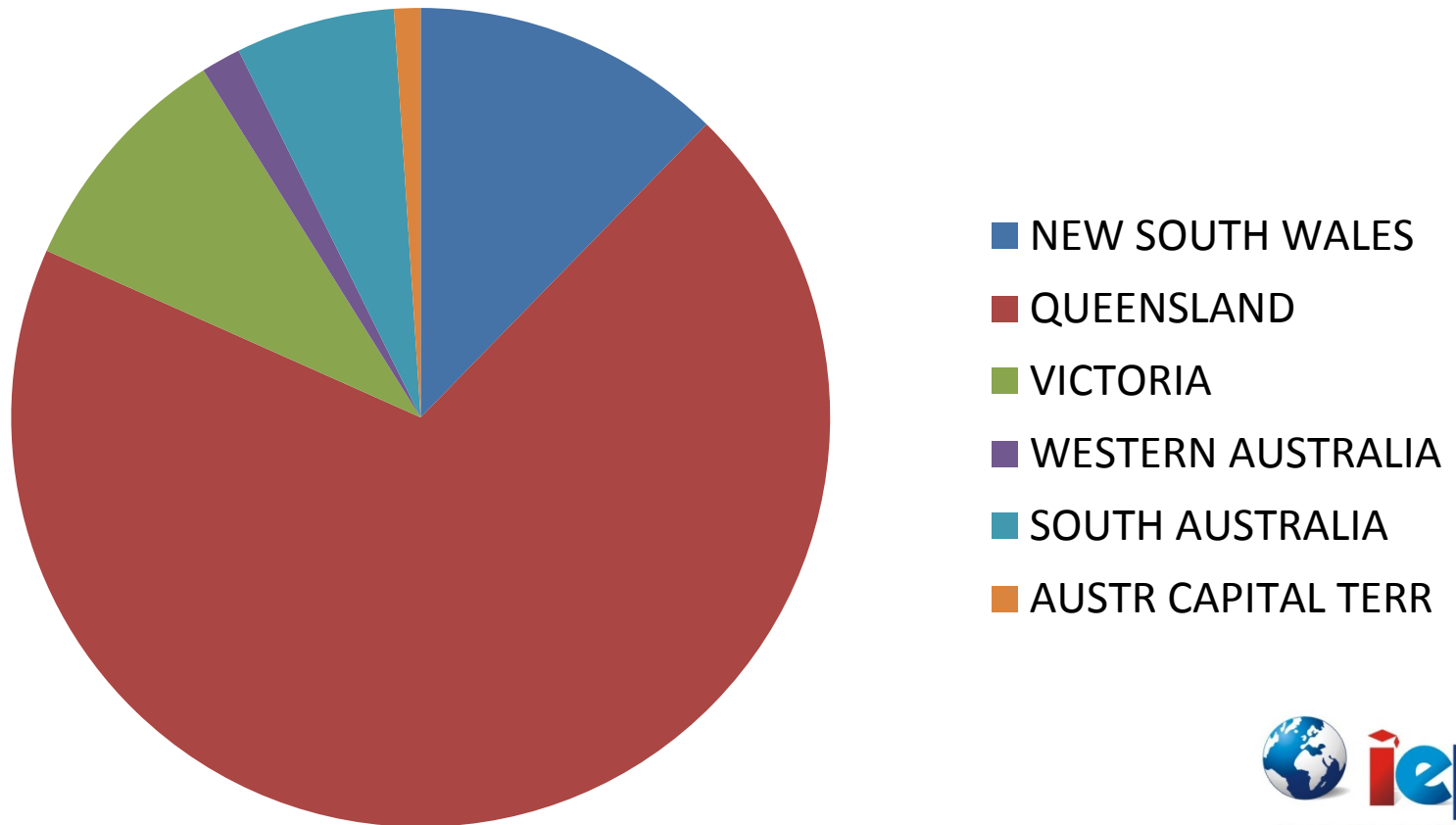


Number of High School Students to Australia from Latin America in 2016

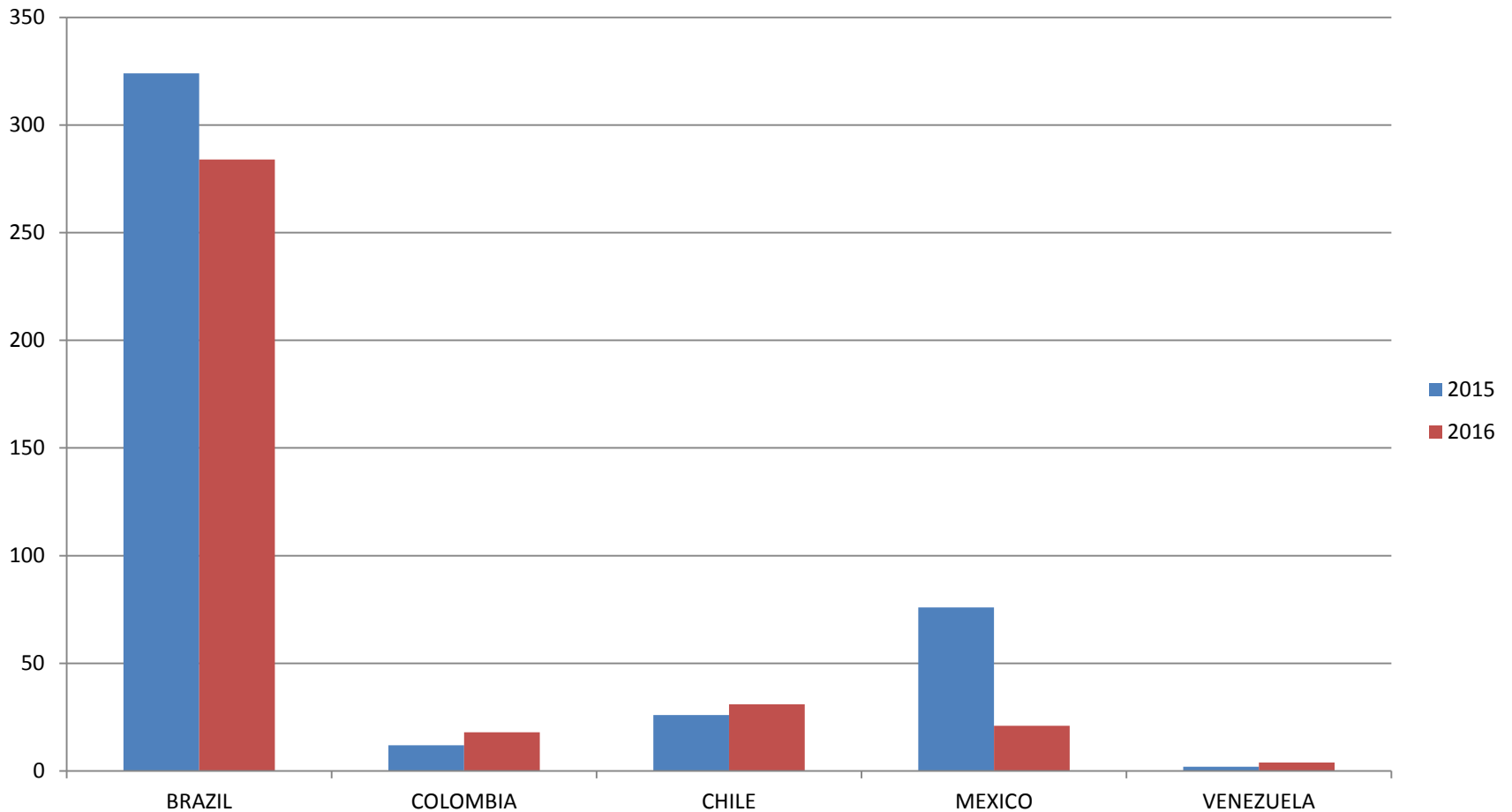
TOTAL 405 STUDENTS



Number of High School Students per State in Australia in 2016



Number of High School Students to Australia 2015/2016



CANADA

- **HIGH SCHOOL STUDENTS FROM LATIN AMERICA IN 2015 AND 2016**

There are no statistics available for high school students to Canada from Latin America. IEP Brazil requested the numbers from CAPSi and the Canadian Education Sector at Canadian Sao Paulo Consulate with no success.

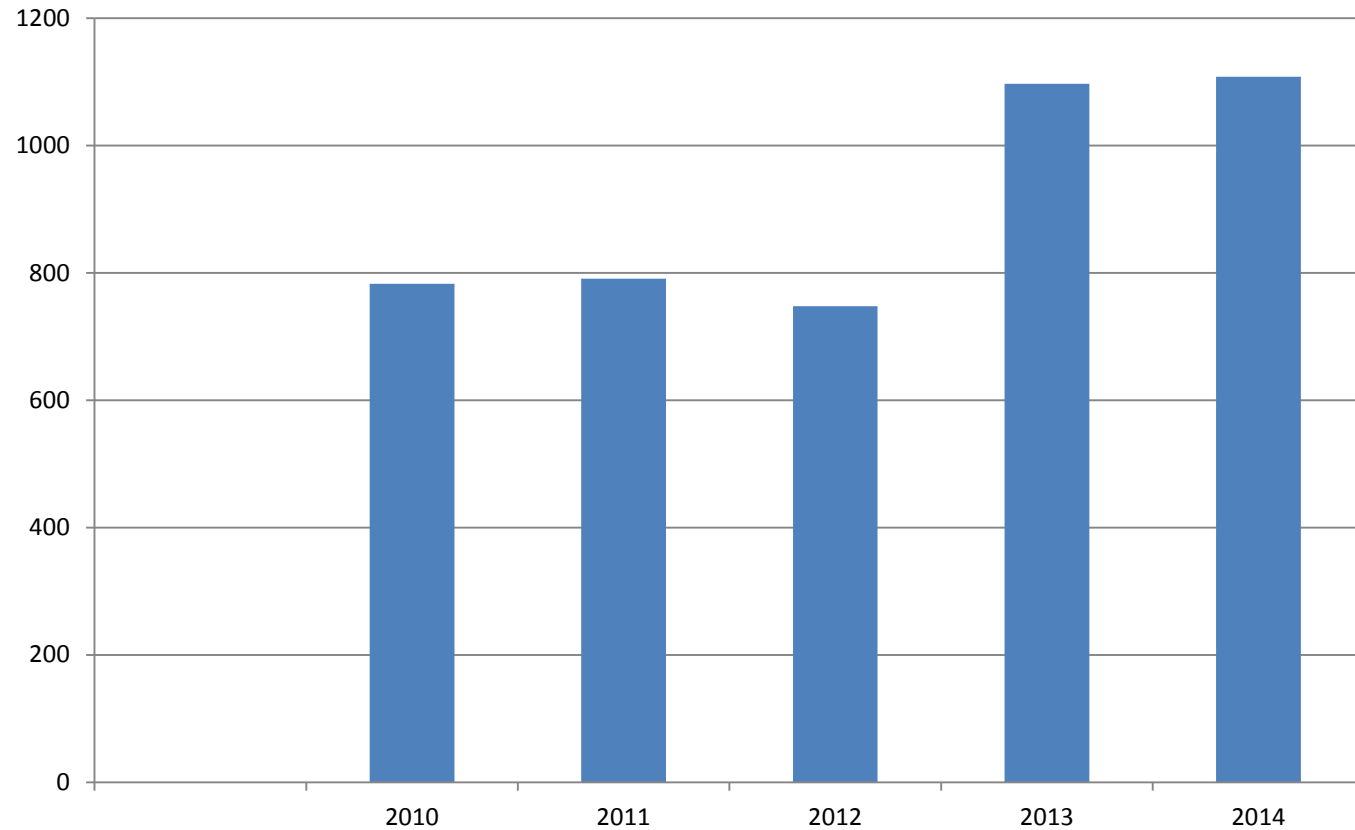
NEW ZEALAND

HIGH SCHOOL STUDENTS FROM LATIN AMERICA TO NEW ZEALAND FROM 2010-2014

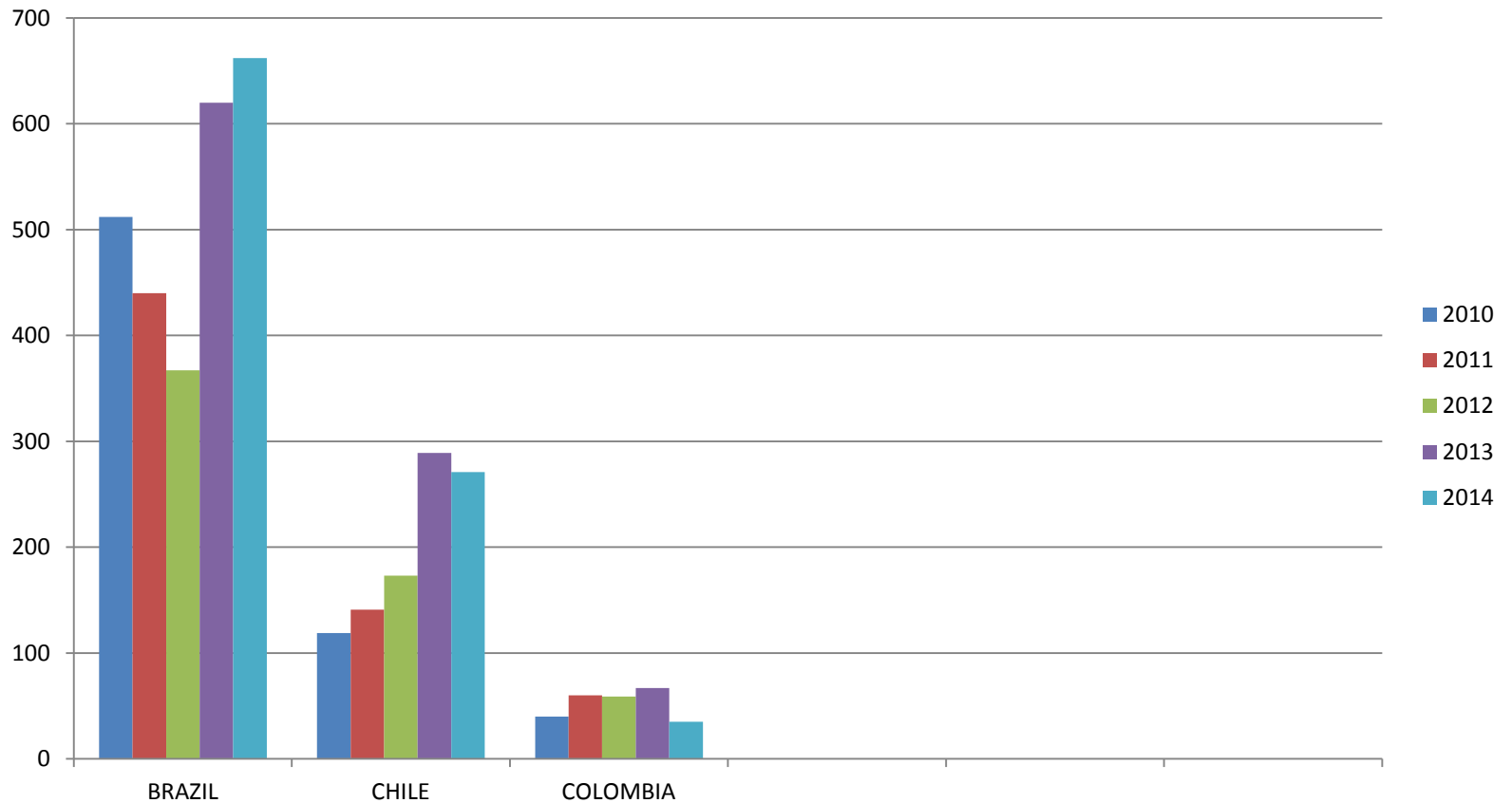
NUMBERS PER LATIN AMERICA SENDING COUNTRY

Source: Education New Zealand, Wellington

NUMBER OF HIGH SCHOOL STUDENTS FROM LATIN AMERICA TO NEW ZEALAND



Number of High School Students to New Zealand from Latin America per Country



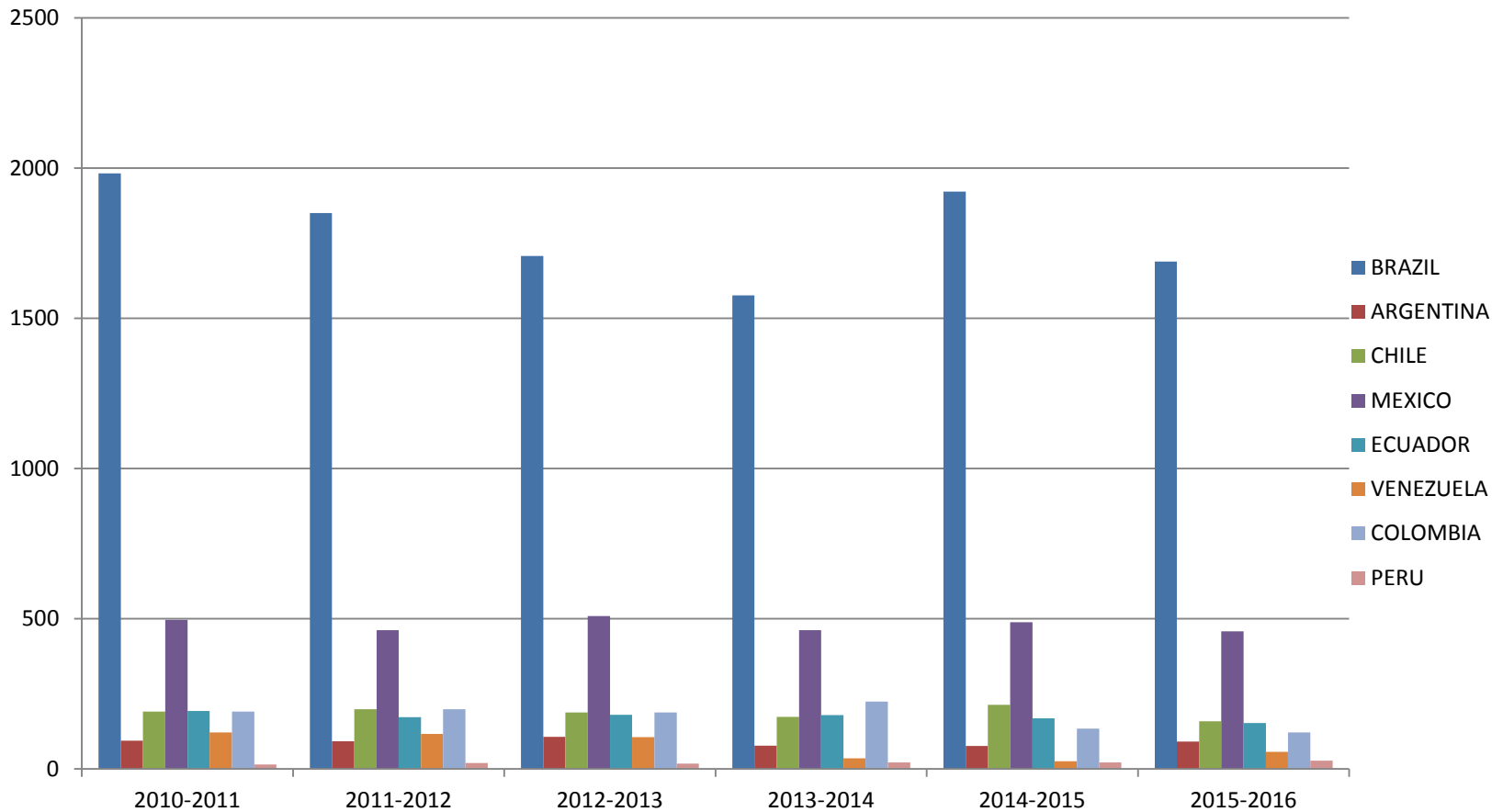
USA (J1 PROGRAM)

HIGH SCHOOL STUDENTS FROM LATIN AMERICA TO USA (J-1 PROGRAM) FROM 2010-2016

NUMBERS PER LATIN AMERICA SENDING COUNTRY

*Source: CSIT – International Youth Exchange Statistics,
March 2016*

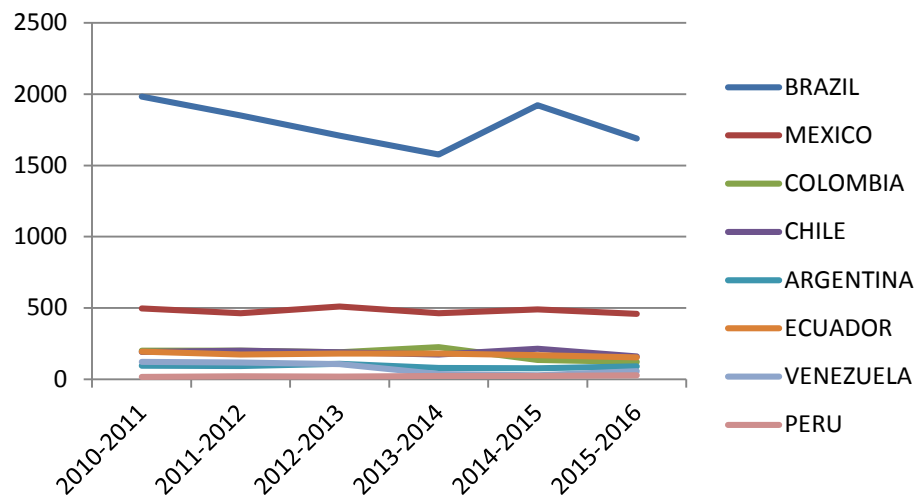
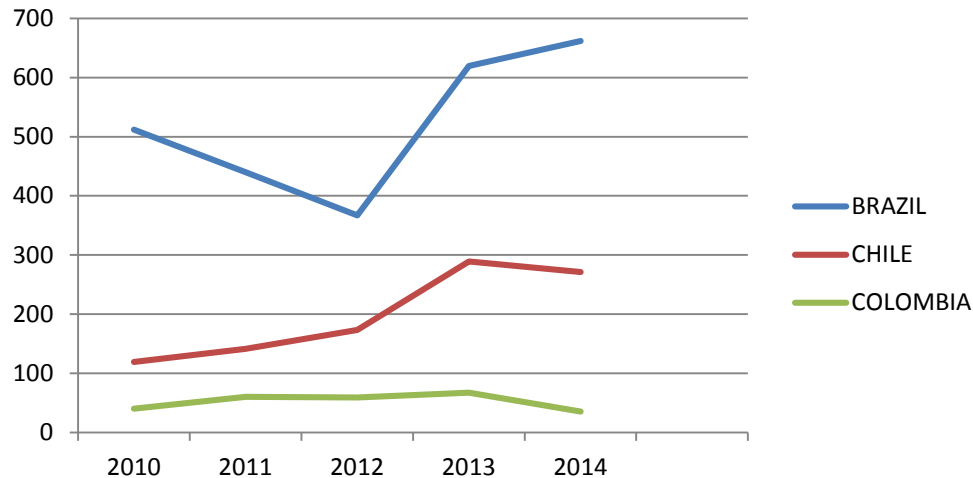
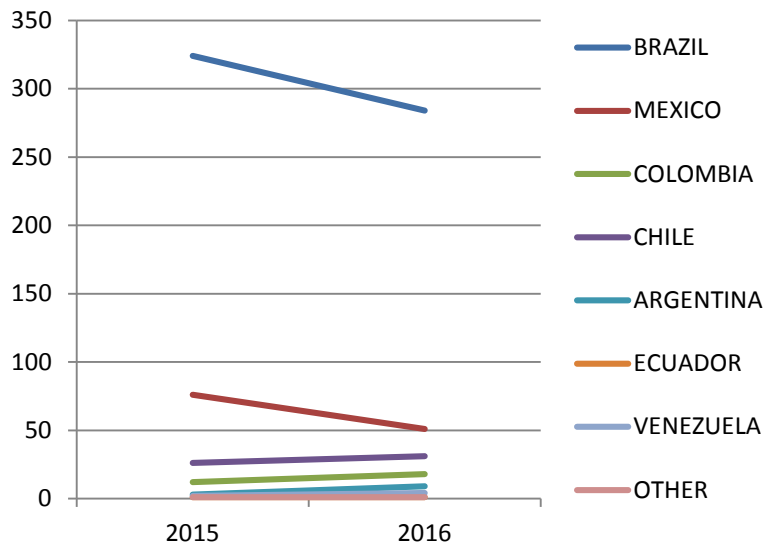
Number of High School Students sent to USA (J1 Program) from Latin America



AUSTRALIA

**NEW
ZEALAND**

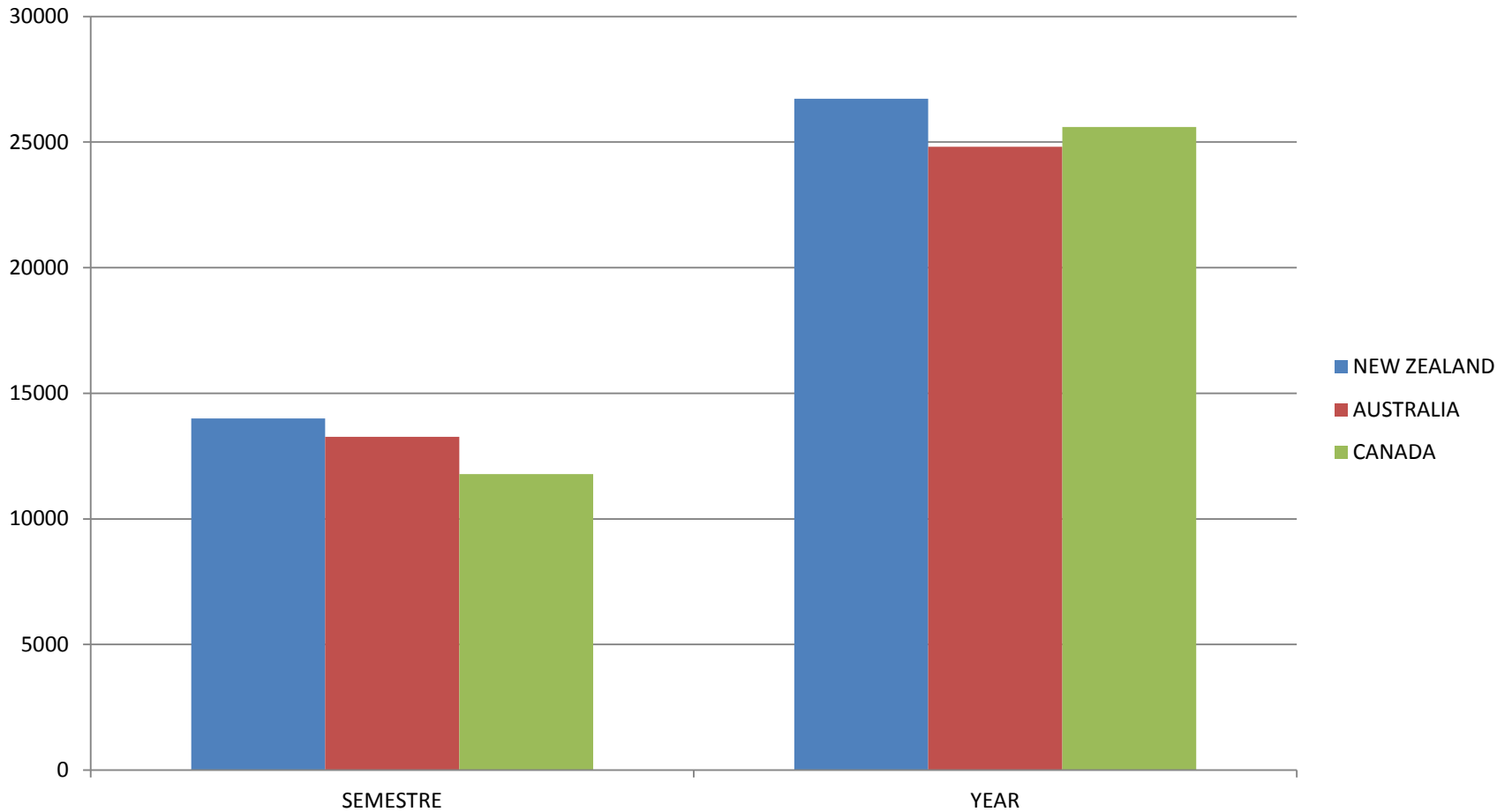
**UNITED
STATES J1
PROGRAM**



SOCIAL MOBILITY PROGRAMS

- **BRAZIL – Win the World Program**
- **CHILE – Penguins Without Borders**

COMPARISON OF VALUES BETWEEN NEW ZEALAND, AUSTRALIA & CANADA



Comparison of High School Prices

New Zealand – Australia - Canada

VALUES IN NZ\$ (average tuition considering different places in all countries)
 AU\$ and CN\$ converted into NZ\$ using website: moneycoverter.com on June 8, 2016.

	SEM NZEAL	YEAR NZL	SEM AUS	YEAR AUS	SEM CAN	YEAR CAN
Tuition + Adm Fees	7,600	14,260	7,133	13,400	7,060	16,160
Homesta y Fees	6,050	11,760	5,860	11,700	4,320	8,630
Insuranc e Fees	350	700	270	540	405	810
TOTAL NZ\$	14,000	26,720	13,263	25,640	11,785	25,600

**HOW CAN
SCHOOLS/DISTRICS/STATES
ACHIEVE SUCCESS AND RECRUIT
MORE STUDENTS FROM LATIN
AMERICA?**

Conclusions

- Australia, Canada, New Zealand and USA High School providers have great potential to grow their market share from South America
- Reflexions should be done to intensify the action of providers in the target markets
- Australia, Canada and New Zealand are not too far behind prices of competitors.

Conclusions

- Countries should be united in a marketing plan thru their associations or government agencies and promote marketing actions together.
- Prices and commission policy could be reviewed to be competitive (Canada and New Zealand pay 15% on tuition discounted from the payment and Australia only 10% and after the student gets in the program.
- Fam Trips for agents should be offered. Having a counselor motivated will generate sales or change destination.

Conclusions

- It is fundamental that Canada produces statistic numbers through CAPS-I and each district. It is hard for Immigration Canada to gather numbers since some countries are not required visa to enter for high school program up to 6 months.
- USA – J1 programs seem to be losing students to other countries. USA should review its policy for giving the host families an aid to host students on this program.



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