

Session on Tuition fees for non-EU/EEA students – the changed context

Denmark

- A white paper in 2004 on the internationalisation of the higher education system in DK, included tuition fees for students coming from countries outside EU/EEA (third countries), tuition fees introduced in 2006, to achieve balance between international students and what they cost
- introduction of 2 scholarship schemes
- the amount of students from countries outside EU/EEA first dropped, then there was a small increase, then again a drop and now at a stable level (U-curve)
- all students from third countries don't pay tuition fees, approx.. 50 % of the non EU/EEA students pay tuition fees
- where do foreign students come from (change between 2005-06 to 2009-10)? fewer students from Europe outside EU/EEA (-7 %), Asia (-10 %) and South America (-6 %), more students from Africa (+19 %) and North America (+31 %), more students from the EU
- what do the students study? an increase in humanities, natural sciences and social studies. Decrease in health and technical sciences
- “Denmark – an attractive study destination” - Action plan for strengthening the internationalisation of higher education II, April 2014
 - to attract the most talented people from all over the world
 - to retain them in DK
- still a challenge to attract students from countries outside EU/EEA - an attempt to attract more students from outside EU by introducing a new grant programme, collaboration with private foundations, summer school courses, easier to apply for student resident permits etc
- Goal: 20 % new international students from outside the EU/EEA by 2020 (2012: 12 %)

Sweden

- government bill in 2010: “Konkurrera med kvalitet – studieavgifter för utländska studenter”, June 2011 application fee and tuition fees for students from outside EU/EEA and Switzerland
- the same arguments as in DK – why should tax payers pay for students coming from outside EU?
- the tuition fee should cover the full cost of education, not a low price to indicate low quality
- 2011 the number of applicants went down dramatically, since then it has risen a little bit
- from where do students come from? drop from outside EU by 80 %, Asia dropped dramatically, less also from Africa, proportion of EU students is now bigger
- what do the students study? a big drop in all areas, most dramatically in natural sciences and engineering, humanities gone up
- a dozen universities receive most of the fee paying students
- the government started 2 new grant schemes, also grant system by HEIs themselves
- strengthening of the marketing abroad, “Study destination Sweden” was formed by some of the HEIs
- Analyse consequences beforehand! Involve all ministries! Have a strategy what to focus on!

Lund University

- it's about quality not quantity - very important to prepare to get quality
- Lund University is the most popular university for both exchange and degree students, has been successful
- fee paying students demand a lot more than students not paying tuition – all services had to be increased
- creation of a marketing and recruitment team that works closely with other international activities; with partnerships and student mobility etc, marketing and recruitment is part of the strategy, the objective is not to increase quantity just to get money (like UK universities)

- different approaches/strategies in different parts of the world, important to know what to market in which country (not Business programmes in the US but programmes that “save the world”)
- scholarship schemes, also e.g with the Indonesian government (ranking position important)
- redesign of the web to make it more student friendly, social media, recruitment fairs are important – if you do marketing and recruitment students will come!, meet admitted students around the world – sometimes together with alumni or other Swedish HEIs
- big drop in applicants the first year, now the applications have gone up (43 % in 2013 and 48 % in 2014)
- where do the students come from? the goal is to have 20 % international students from all over the world, 1/3 Nordic, 1/3 EU, 1/3 Non-EU, before the fees 7 % was non EU/EES, now 18 % (e.g. China, USA, Brazil, Asia countries, Africa etc)
- it’s the right of the students to get quality education, quality is very important, students perform better now

Conclusion (by both DK and S): it’s not about business but quality! For small countries it’s not possible to make profit