Study Korea 2020 Project
2013 to 2020

November 27, 2013

KOREAN ASSOCIATION OF INTERNATIONAL EDUCATORS
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2. Purpose of Policy & Strategy
3. Main Strategy & Action Plans
4. Expectations
Internal & External Environments

Policy

- Extension of Study Korea Project (’05-’12)

External Environments

- Recruitment of highly-qualified int’l students and competition to attract int’l students

Internal Environments

- Need for inflow of outstanding int’l students to cope with declining sustainable population

Number of Students in Higher Education Institutes

- Green line: Inflow
- Blue line: Outflow

Chart showing the number of students in higher education institutes from 2004 to 2012.
## Internal & External Environments

### Type of Int’l Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Division</th>
<th>Liberal Arts</th>
<th>Engineering</th>
<th>Natural Science</th>
<th>Fine Arts</th>
<th>Medical</th>
<th>Language Study Abroad</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>'11</td>
<td>Graduate School</td>
<td>11,690</td>
<td>3,874</td>
<td>885</td>
<td>2,104</td>
<td>459</td>
<td>-</td>
<td>-</td>
<td>19,012</td>
</tr>
<tr>
<td></td>
<td>Undergraduate</td>
<td>31,055</td>
<td>5,247</td>
<td>2,455</td>
<td>3,197</td>
<td>173</td>
<td>17,333</td>
<td>7,317</td>
<td>66,777</td>
</tr>
<tr>
<td></td>
<td>Community College</td>
<td>1,274</td>
<td>771</td>
<td>223</td>
<td>246</td>
<td>-</td>
<td>1,091</td>
<td>143</td>
<td>3,748</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>44,019</td>
<td>9,892</td>
<td>3,563</td>
<td>5,547</td>
<td>632</td>
<td>18,424</td>
<td>7,460</td>
<td>89,537</td>
</tr>
<tr>
<td>'12</td>
<td>Graduate School</td>
<td>12,489</td>
<td>4,074</td>
<td>2,011</td>
<td>984</td>
<td>480</td>
<td>50</td>
<td>507</td>
<td>20,595</td>
</tr>
<tr>
<td></td>
<td>Undergraduate</td>
<td>28,131</td>
<td>4,739</td>
<td>2,451</td>
<td>2,867</td>
<td>201</td>
<td>15,403</td>
<td>8,811</td>
<td>62,603</td>
</tr>
<tr>
<td></td>
<td>Community College</td>
<td>971</td>
<td>761</td>
<td>164</td>
<td>266</td>
<td>-</td>
<td>1,186</td>
<td>332</td>
<td>3,680</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>41,591</td>
<td>9,574</td>
<td>4,626</td>
<td>4,117</td>
<td>681</td>
<td>16,639</td>
<td>9,650</td>
<td>86,878</td>
</tr>
</tbody>
</table>

### Number of Int’l Students per Country

<table>
<thead>
<tr>
<th>Nations</th>
<th>'04</th>
<th>'05</th>
<th>'06</th>
<th>'07</th>
<th>'08</th>
<th>'09</th>
<th>'10</th>
<th>'11</th>
<th>'12</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>8,677</td>
<td>12,312</td>
<td>19,160</td>
<td>31,829</td>
<td>44,746</td>
<td>53,461</td>
<td>57,783</td>
<td><strong>59,317</strong></td>
<td><strong>55,427</strong></td>
</tr>
<tr>
<td>Japan</td>
<td>2,232</td>
<td>2,638</td>
<td>3,621</td>
<td>3,531</td>
<td>3,324</td>
<td>3,931</td>
<td>3,876</td>
<td>4,520</td>
<td>4,093</td>
</tr>
<tr>
<td>USA</td>
<td>586</td>
<td>766</td>
<td>1,216</td>
<td>1,173</td>
<td>1,481</td>
<td>1,898</td>
<td>2,193</td>
<td>2,707</td>
<td>2,665</td>
</tr>
<tr>
<td>Vietnam</td>
<td>457</td>
<td>705</td>
<td>1,179</td>
<td>2,242</td>
<td>1,817</td>
<td>1,787</td>
<td>1,914</td>
<td>2,325</td>
<td>2,447</td>
</tr>
<tr>
<td>Other</td>
<td>4,880</td>
<td>6,105</td>
<td>7,381</td>
<td>10,495</td>
<td>12,584</td>
<td>14,773</td>
<td>18,076</td>
<td>20,668</td>
<td>22,246</td>
</tr>
<tr>
<td>Total</td>
<td>16,832</td>
<td>22,526</td>
<td>32,557</td>
<td>49,270</td>
<td>63,952</td>
<td>75,850</td>
<td>83,842</td>
<td>89,537</td>
<td>86,878</td>
</tr>
</tbody>
</table>
Why do int’l students come to Korea?

**Structural Mechanisms for Study Abroad**

**Origin Country**
- Alternative policies for developing countries to educate human resources
- Low competition of education in home country

**Changes of Environment & Technology**
- Extension of academic scope by new business, new technology & convergence of academic disciplines

**Changes of Market**
- Demands from multi-national business sectors for university graduates with abundant int’l experiences

**Destination Country**
- Planning social and economic advancement by recruiting globally talented students
- Improving the country’s educational cost system through the industrialization of study abroad
Purpose of Policy and Strategy
What is the policy goal?

- Increase of Int’l Students from **90,000 in 2011** to **200,000 in 2020**
- Decrease of outbound Korean students: 260,000 in 2011

**Main Strategy**

**Promoting Recruitment**
- Supporting settlement in Korea ex) reinforcing networks for job placement for Int’l students
- Securing budget for “Global Korea Scholarship Program”
- Systematizing and recruiting int’l students more effectively

**Decreasing Outbound**
- Increasing English course offerings and establishing English tracks in strategic departments
- Constructing world class research universities
- Decreasing study abroad students with more int’l schools

**Expanding Base of Internationalization**
- Creating new systems for recruitment, management legislation & organizations
- Setting up int’l education environments in Free Economic & Int’l Education Zones
- Promoting more exchanges between domestic & int’l universities
- Reinforcing the Korean Language education in Korea & outside of Korea
What is the policy goal?

### Expected Number of Int’l Students

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate</td>
<td>201</td>
<td>7,356</td>
<td>12,388</td>
<td>16,291</td>
<td>20,038</td>
<td>24,843</td>
<td>31,341</td>
<td>36,310</td>
<td>42,467</td>
</tr>
<tr>
<td>Undergrad.</td>
<td>9,567</td>
<td>12,362</td>
<td>23,605</td>
<td>40,442</td>
<td>38,389</td>
<td>55,048</td>
<td>69,446</td>
<td>80,455</td>
<td>94,100</td>
</tr>
<tr>
<td>Community College</td>
<td>1,353</td>
<td>2,906</td>
<td>4,592</td>
<td>3,267</td>
<td>2,162</td>
<td>3,285</td>
<td>4,144</td>
<td>4,801</td>
<td>5,616</td>
</tr>
<tr>
<td>Language Training</td>
<td>5,711</td>
<td>9,933</td>
<td>23,367</td>
<td>23,842</td>
<td>26,289</td>
<td>33,823</td>
<td>42,669</td>
<td>49,434</td>
<td>57,817</td>
</tr>
<tr>
<td>Total</td>
<td>16,832</td>
<td>32,557</td>
<td>63,952</td>
<td>83,842</td>
<td>86,878</td>
<td>117,000</td>
<td>147,600</td>
<td>171,000</td>
<td>200,000</td>
</tr>
</tbody>
</table>

△ Statistics of Number comparing previous years
What are strategy & action plans goal?

Creating Domestic Footing ('13-'15)
- Expanding the scope of Global Korea Scholarship (GKS) Program
- Refining int’l student recruitment and management systems
- Enacting legislation for management and support for int’l students

Expanding International Systematization ('16-'18)
- Securing more budget for Global Korea Scholarship Program
- Improving int’l student counseling program & systems
- Empowering int’l student management organization

Stabilizing Stage ('19-'20)
- Vitalizing int’l students’ job placement
- Refining int’l networks & int’l students' settling down in Korea

Expected number of int’l student: 130,000
Expected number of int’l student: 170,000
Expected number of int’l student: 200,000
Main Strategy and Action Plans
1st Main Assignment for Int’l Students

Recruiting More Int’l Students

- Listing up countries which have the potential number of the students wishing to study in Korea for MA and (or) Ph.D.
- Government’s supports for developing specialized program and promoting academic & research interchanges
- Government’s permit for relaxing entrance requirements of community colleges
- Recruiting int’l students from beneficiary countries of Korean Government’s sponsored scholarship programs

Improving Customized Int’l Student Recruitment Strategy

- Reinforcing transition/recruitment of outstanding students via support for job placement of int’l students
  - Expanding links for job placement in Korean companies & providing int’l students with more information
  - Expanding internship opportunities for int’l students and hosting more job fairs
- Improving communication and integration between Korea & int’l students
  - Improving transition conditions and providing communication channels through more meetings & consulting for int’l students

Supporting Int’l Students’ adaptation in Korea
# 1st Main Assignment for Int’l Students

## Strategies & Implementation of “Customized Int’l Student Recruitment”

<table>
<thead>
<tr>
<th>Graduate School for Research Universities</th>
<th>Status in 2011</th>
<th>Main Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• About 21% (19,012 students)</td>
<td>• Expansion of recruiting efforts for Engineering graduate school int’l students via special strategy for Engineering Graduate School and systemic promotion</td>
</tr>
<tr>
<td></td>
<td>• 49% from China &amp; other countries/32% majoring in Engineering comparing undergrad.</td>
<td>• Recruitment of int’l students from ‘strategic countries’ ex. India, Vietnam, Mongolia, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Undergrad. Program for Teaching Universities</th>
<th>Status in 2011</th>
<th>Main Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• About 47% (42,127 students)</td>
<td>• Focus on int’l students’ nationality diversification</td>
</tr>
<tr>
<td></td>
<td>• 83% from China</td>
<td>• Preparing strategies to recruit Engineering students</td>
</tr>
<tr>
<td></td>
<td>• 74% majoring in Liberal Arts</td>
<td>• Increase number of int’l students from renowned universities</td>
</tr>
<tr>
<td></td>
<td>• 43% in Seoul Metropolitan area</td>
<td>• Promoting job links and recruiting int’l students from regional universities linked with language courses</td>
</tr>
<tr>
<td></td>
<td>• 71% (language studying students) in Seoul Metropolitan area/60% (language studying students) in Seoul</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Colleges for Job Training</th>
<th>Status in 2011</th>
<th>Main Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• About 3% (2,514 students)</td>
<td>• Increase number of int’l students from specialized community colleges</td>
</tr>
<tr>
<td></td>
<td>• 40% for Engineering</td>
<td>• Easing Korean language requirements for Engineering, Fine Arts majors of undergraduate programs</td>
</tr>
<tr>
<td></td>
<td>• 10% for Arts &amp; Physical Education and Fine Arts/40% for Engineering comparing undergraduate programs</td>
<td>• Courses linked with job placement of Korean specialized companies</td>
</tr>
</tbody>
</table>

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1st Main Assignment for Int’l Students

**Increasing Int’l Student Recruitment**

- Expanding Global Korea Scholarship (GKS) Program up to US $100 million annually by 2015
- Establishing the scholarship budget through Government grants & matching fund with partner countries
- Expanding support scale and strengthening partner country's support & participation

**Expansion of Global Scholarship Program**

- Construction & vitalization of online promotion system
- Expansion of hosting and joining study abroad educational fair
- Strengthening promotion by applying foreign base institutes such as establishing foreign offices

**Promotion of Studying in Korea and Systematizing/ Seeking Efficiency**

- Operating consulting bodies between universities and Government
- Expanding Int'l students Recruitment &Management Capacity Certifying System by Government
- Producing &distributing guidelines for recruitment of int'l students and holding regular briefing sessions

**Improving Universities’ Capacity to Manage int'l students**

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1st Main Assignment for Int’l Students

Governmental Scholarship of USA, Japan & Korea

Number of Application
(Unit: People)

- USA('09): 6,999
- Japan('09): 27,365
- Korea('12): 3,579

Budget
(Unit: 100million won)

- USA('09): 4,922
- Japan('09): 6,409
- Korea('12): 523

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2nd Main Assignment for Korean Students

Reduction of Outbound Korean Students

- Expanding Int’l Scholarships / Research Business
  - Fostering globally talented domestic students through completion of Governmental support projects such as World Class University, Brain Koran Project, etc.

- Strengthening industrial cooperation of Korean universities
  - Expanding universities’ job placement supporting functions via LINC (Leaders in Industry-University Cooperation) project and ACE (Advancement of College Education)

- Quality & Quantity improvement of Courses in English
  - Strategic expansion of bilingual classes through establishment of English tracks & Increase of foreign faculty members

- Reinforcing Research Universities for Global Standard
  - Expanding universities’ R&D support & fostering globally ‘high quality brain resources’ by connecting technologies

- Absorbing Outbound Demands from Korean Students
  - Satisfying the demand for early/language abroad training domestically via establishing international schools
  - Nurturing global faculty through GTU (Global Teachers University)
# 2nd Main Assignment for Korean Students

## Type of International Schools

<table>
<thead>
<tr>
<th>Established District</th>
<th>Jeju Int’l School</th>
<th>Int’l Schools in other areas</th>
<th>Int’l Higher Education Institutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose of Establishment</td>
<td>Enhancing the public’s foreign language abilities / Nurturing global human resources</td>
<td>Education for foreign children living in Korea, Education for locals returning from abroad</td>
<td>Boosting investment by foreigners, Improving the transition conditions</td>
</tr>
<tr>
<td>Grounds of Establishment</td>
<td>Special Law of Jeju</td>
<td>Education law of elementary / middle schools</td>
<td>Special law of foreign education institutes</td>
</tr>
<tr>
<td>Current Status of Establishment (scheduled)</td>
<td>3 schools</td>
<td>51 schools</td>
<td>5 schools</td>
</tr>
<tr>
<td>Public KIS-Jeju (’11.9) Private NLCS-Jeju (Eng, ’11.9) Private BHA(加, ’12.10 scheduled)</td>
<td>50 established schools nationwide Dwight Foreign School (’12.8)</td>
<td>Gwangyang STC-Korea (’08) Daegu Int’l School (’10.8) Songdo Int’l School (’10.9) Busan FAU (’11.3) Korean New York State Univ. (’12.3)</td>
<td></td>
</tr>
<tr>
<td>Promoting Additional Attraction</td>
<td>1 American School KIS-Jeju High School Course</td>
<td>Pohang International School, etc.</td>
<td>George Mason University, Gent University (Belgium)</td>
</tr>
</tbody>
</table>
3rd Main Assignment for Globalization

Expanding the Base of Globalization

Preparation of Int’l Student Management & Support System
• Enactment of the ‘Foreign Student Management/Support Legislation’
• Development of Korean Cultural Institute and Cooperation System with National Institutes
• Support of Immigration Improvement for int’l students’ Visa System

Creation of Global Education Environment
• Relaxation of Regulations in Free Economic Zone (FEZ)
• WCU attraction to Free Economic Zone (FEZ)

Exchanges between Universities and Overseas Organizations
• Exchanges among Korea, China, Japan (Campus Asia Project) and Korea-Europe University Exchanges (EU-ICI ECP)
• Relaxation of Overseas Branch School Establishment Regulations, and Development of Task Manual

Strengthening the Korean Language Education
• Developing Education Materials and expanding Language Institutes / Operating Special Programs
• Strengthening and Expansion of TOPIK, Management of the Sejong School
### Status of the Songdo (Free Economic Zone) Global Campus

<table>
<thead>
<tr>
<th>School</th>
<th>Specialized Programs</th>
<th>Opening Schedule</th>
<th>Expected Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York State University</td>
<td>Computer Science, Technical Business</td>
<td>‘12.3</td>
<td>807</td>
</tr>
<tr>
<td>George Mason University</td>
<td>Economics, Business, International, Bio Information</td>
<td>‘13</td>
<td>1,500</td>
</tr>
<tr>
<td>Gent University</td>
<td>Bio, Ecology, Food Engineering</td>
<td>‘14</td>
<td>1,020</td>
</tr>
</tbody>
</table>
Expectations
Expecting Result

Goal of Campus Globalization

- Recruitment of 200,000 int'l students by 2020
- Increasing the foreign student rate up to 5.4% by 2020 (2% in 2009)

Addressing the Decrease of the Sustainable Population (ages 15 to 64) due to Low Birthrate and Aged Society

- Dealing with the low birthrate issue and aged society by promoting active inflow of int'l students
- Need to recruit 200,000 students with the assumption that there is 7% of int'l students from the 2,800,000 foreign immigrants in Korea by 2020

Globalization of Korean Higher Education, Globalization of Companies, Raising National Brand Value

International Students Satisfaction & Performance Increase
## Expecting Result

### Goal of annual inflow of int'l students in response to sustainable population decrease

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foreigners, long-term stay</strong></td>
<td>1,000,000</td>
<td>1,100,000</td>
<td>2,000,000</td>
<td>2,800,000</td>
</tr>
<tr>
<td><strong>Total population</strong></td>
<td>50,510,000</td>
<td>50,730,000</td>
<td>50,620,000</td>
<td>51,430,000</td>
</tr>
<tr>
<td><strong>Number of int'l students</strong></td>
<td>84,000</td>
<td>89,000</td>
<td>127,000</td>
<td>200,000</td>
</tr>
<tr>
<td><strong>Long-term stay foreigner rate</strong></td>
<td>1.98%</td>
<td>2.20%</td>
<td>3.95%</td>
<td>5.44%</td>
</tr>
<tr>
<td><strong>Foreign student rate</strong></td>
<td>8.4%</td>
<td>8%</td>
<td>6.3%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

*Source: Research of Policy Direction of the Society Integration and Immigration preparing for changes of population structures (2011.12, Immigrant Policy Researchers)*
What KAIE did for 2020 Project

• Educational programs such as sessions and special lectures during annual workshop in fall & conference in winter for KAIE member universities

* outcomes and directions of research on inbound int’l students

* efficient ways of admission procedures for int’l students

* marketing strategy for attracting European students

* analysis on current situation of int’l students

* following up trends of Chinese education market

* understanding new markets in Latin America, Middle East, South East Asian countries
Suggestions from KAIE for 2020 Project

* governmental supports for int’l student recruiting office in Korean universities

* establishing ‘national agency’ such as British Council, Study USA, etc.

* establishing systems of attracting int’l students with local governments

* establishing ‘job placement center’ for int’l students by affiliation among Ministry of Employment & Labor, Ministry of Justice and Ministry of Education
Thank You

KOREAN ASSOCIATION OF INTERNATIONAL EDUCATORS