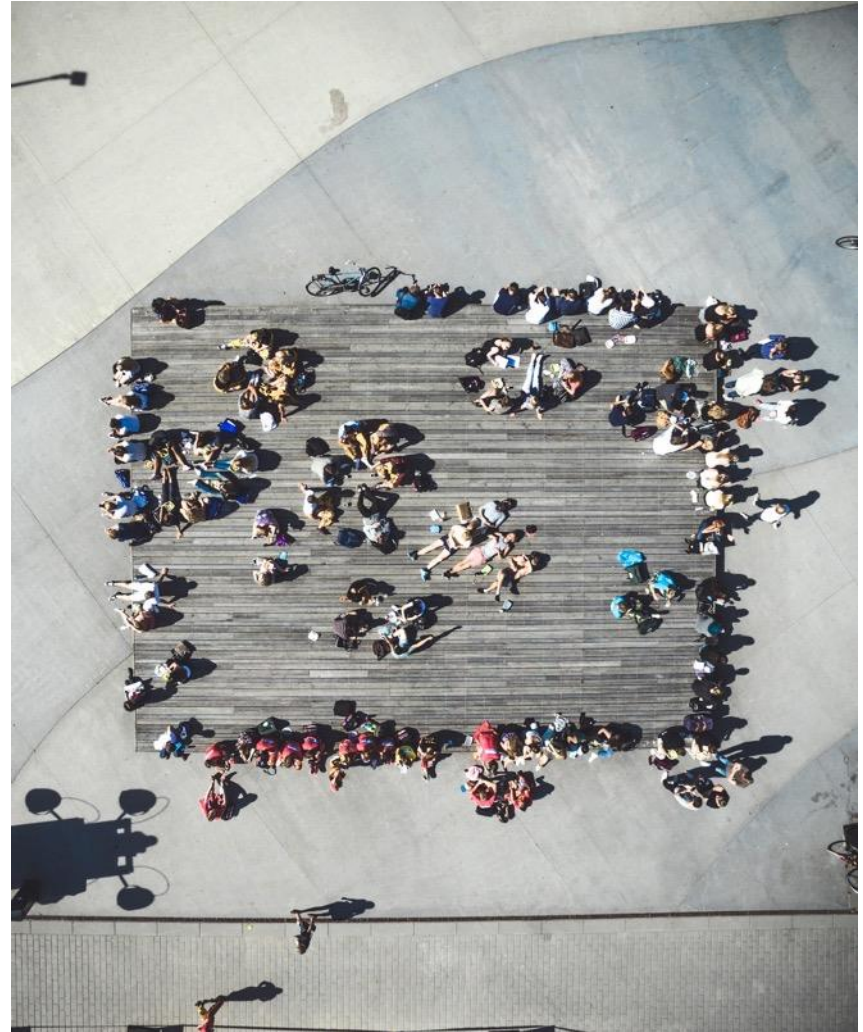


Attracting and retaining students

Johanna Gistvik, International Office

This is Linköping University

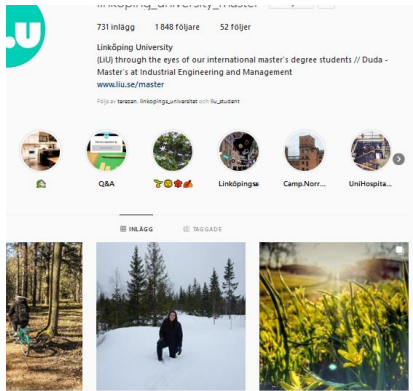
- Innovator in education and research
- Established 1975
- 32,000 students
- 120 degree programmes
27 taught in English



The "right" students



Attracting students



Web and social media



Paid advertisements
and agents

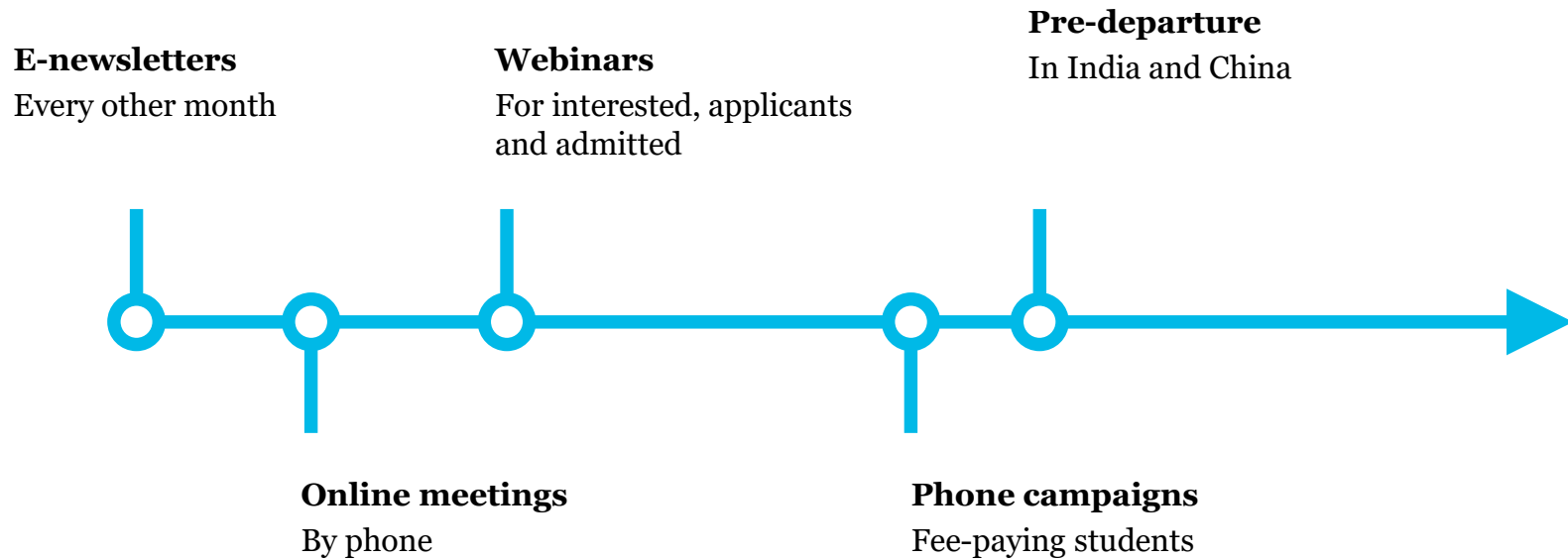


Few travels



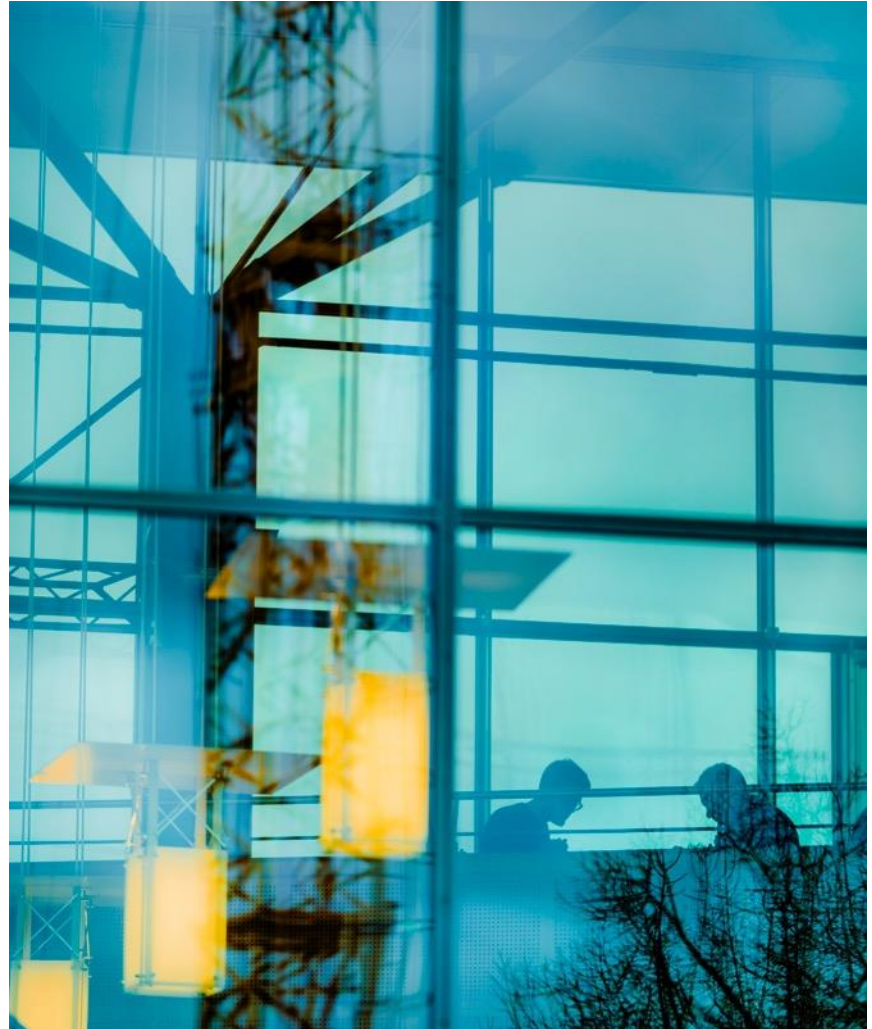
Study in Sweden
brand

Retaining interested students



Challenges

- Non-serious applications
- Non-serious agents
- Few scholarships
- Accommodation
- Unprepared students
- Lack of diversity



(Not so) hidden assets

- Current students
- Exchange students
- First impressions
- Student experiences
- Social media run by students
- Word of mouth



PHOTOGRAPHERS

David Einar, Peter Karlsson, Melinda Danielsson, Thor Balkhed, Peter Holgersson, Anna Nilsen, Charlotte Perhammar, Josefine Loftenius, Cecilia Olsson, Rebecca Havedahl, Göran Billeson, Emma Busk Winqvist, David Brohede, Anna Nilsen, Peter Modin, Mats Ögren Wanger.

www.liu.se