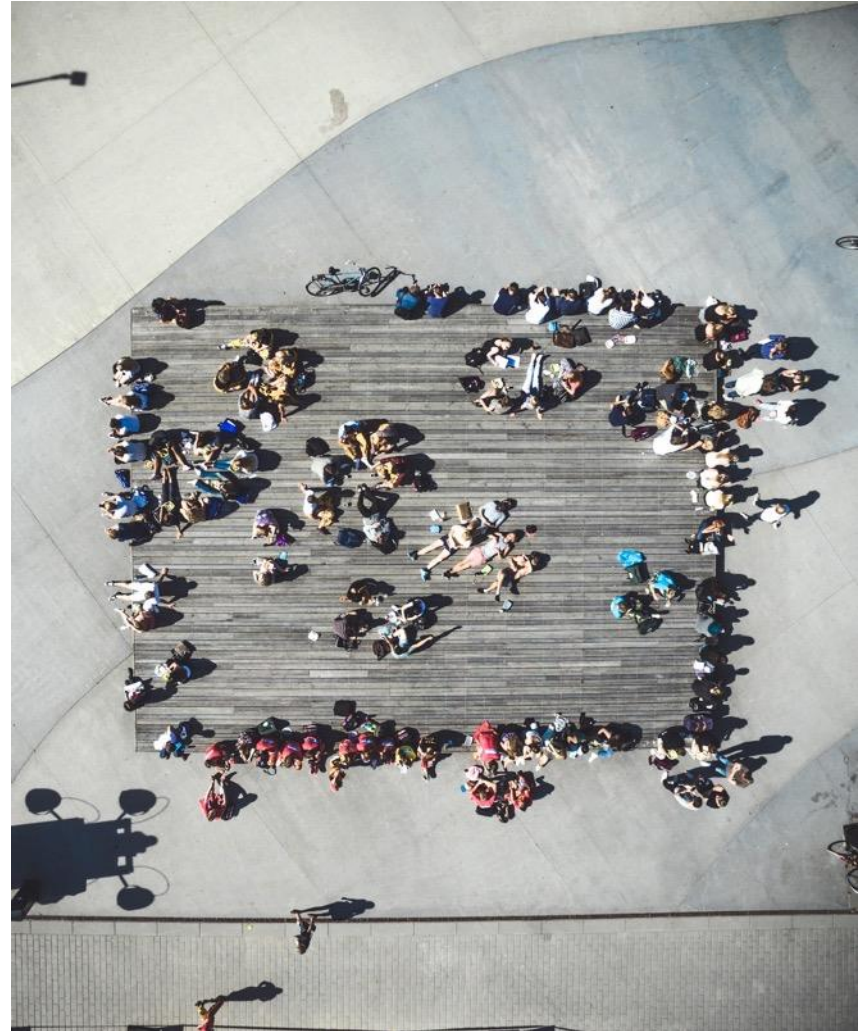


# Attracting and retaining students

Johanna Gistvik, International Office

# This is Linköping University

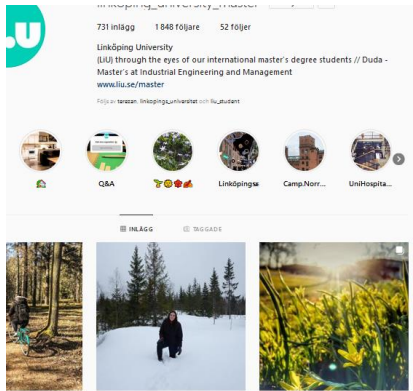
- Innovator in education and research
- Established 1975
- 32,000 students
- 120 degree programmes  
27 taught in English



# The "right" students



# Attracting students



Web and social media



Paid advertisements  
and agents

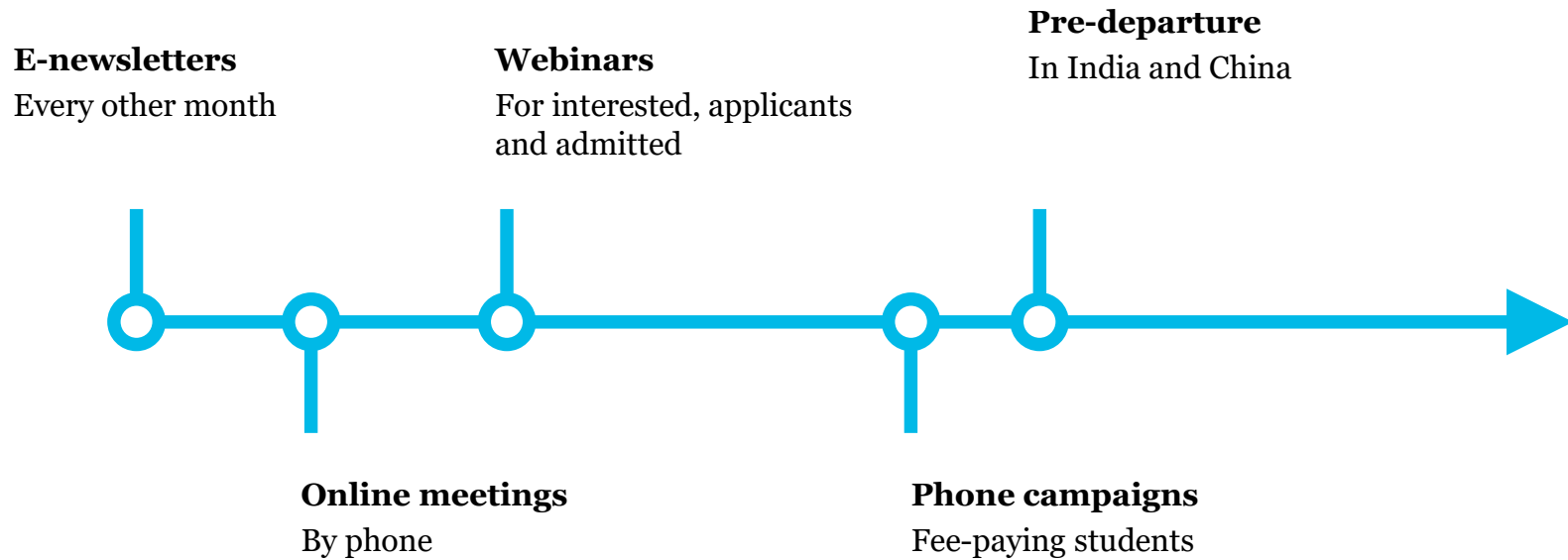


Few travels



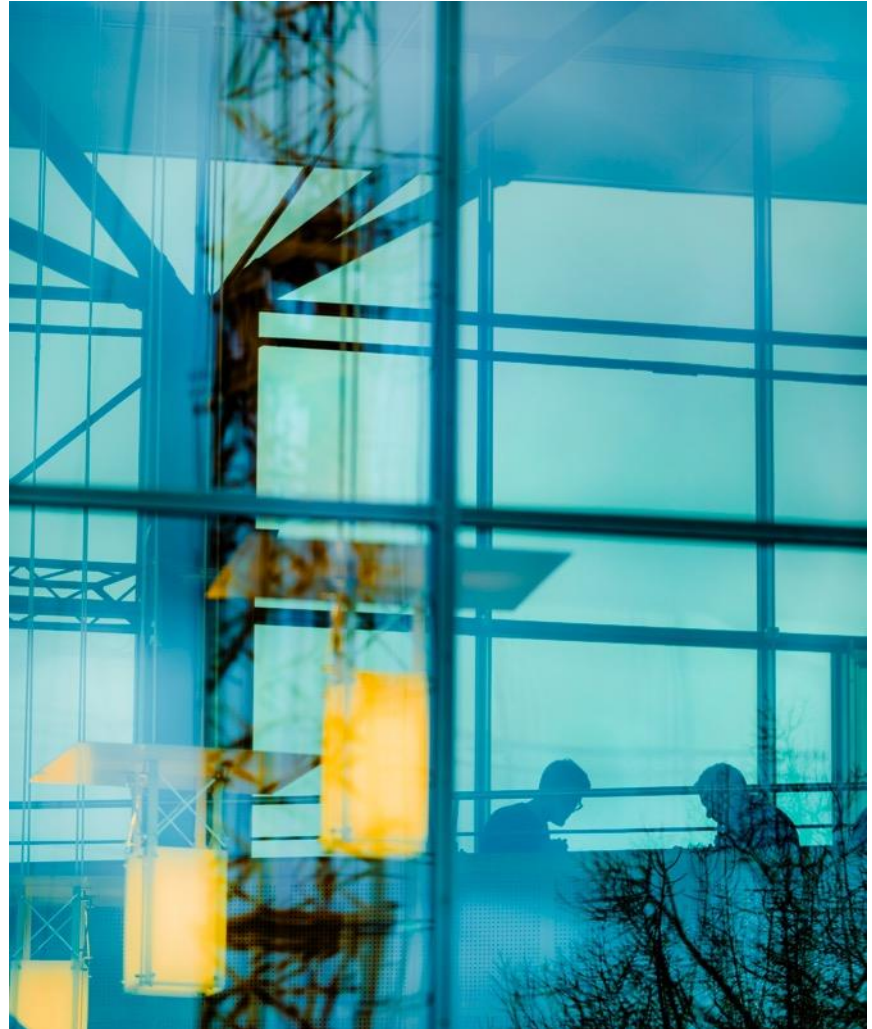
Study in Sweden  
brand

# 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

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