

Call for tenders: Analysis of potential international students' recruitment markets for Estonian higher education institutions

Archimedes Foundation

PROCUREMENT DOCUMENTS

**Analysis of potential international students' recruitment markets
for Estonian higher education institutions**

January 2011

Call for tenders: Analysis of potential international students' recruitment markets for Estonian higher education institutions

Internationalisation is one of the main priorities of the development of higher education in Estonia. There is a list of government initiated programmes to enhance the development of degree programmes in English, to hire top foreign lecturers to teach in the institutions of higher education of Estonia, to attract international students to study in our universities, etc.

Study in Estonia is a cooperation platform to improve the competitiveness of Estonian higher education in the region. It is intended to increase the visibility of Estonia's higher education institutions and make studying and working in Estonia internationally attractive. Study in Estonia includes all the institutions of higher education in Estonia that provide study programmes in English is coordinated by the Archimedes Foundation and financed by the European Social Fund under the Doctoral Studies and Internationalisation Programmes „DoRa“.

We are currently looking for an objective international expertise, an analysis, to shortlist the countries/regions of high potential of international degree student recruitment for the institutions of higher education of Estonia.

1. GENERAL

1.1. Procurer: Archimedes Foundation, reg. no. 80011561.

1.2. Address: Koidula 13a, 10125 Tallinn, Estonia

1.3. Person responsible: Ms. Mariann Lugas, tel +372 697 9230, e-mail: mariann.lugas@archimedes.ee.

1.4. Name of procurement: Analysis of potential international students' recruitment markets for Estonian higher education institutions.

2. DESCRIPTION OF PROCURED SERVICES

2.1. Analysis to shortlist the countries/regions of high potential of international degree student recruitment for the institutions of higher education of Estonia.

2.2. The analysis should contain the following:

(Maximum) top 8-10 markets with high(er) recruitment potential of degree (preference on Master's students) students for institutions of higher education in Estonia. The analysis should be based on expert knowledge on international marketing of higher education and potential for foreign student recruitment, using the relevant data available. No profound additional market research should be carried out in connection with preparing the paper, thus suggested countries/regions should be supported with well-founded explanations of the following

- The reasons why Estonia could be successful in that country/region.
- International student profile of the country: level/area/length on studies.
- The short term (2-3 years) and long (5-10 years) term potential of these markets, in terms of admitted student numbers, for Estonia.
- The suggested marketing mix for Estonia together with the suggested size of budget needed to reach the goals.
- Hazards of the market for Estonia.
- General suggestions for development of the environment created for international students in Estonia (e.g. programme development, language courses, more flexible working opportunities, pricing policies, marketing, etc....).

NB! It should be pointed out, that if a market has naturally higher potential for foreign student recruitment for Estonian institutions, but there are no Estonian consular services available in the market, it should still be listed as a market of potential. The analysis will be used later as a basis of negotiations with the relevant officials to make the terms of entering the country for high quality international student candidates more flexible.

Additional information:

Degree programmes in English:

<http://www.smartestonia.ee/index.php?page=72&>

Scholarships for international students:

<http://www.smartestonia.ee/index.php?page=128&>

Presentation on Study in Estonia:

<http://www.smartestonia.ee/index.php?page=72&>

3. DEADLINES OF THE PROCUREMENT

- 3.1. Deadline for submission of tenders: January 31st 2011
- 3.2. Procurer's decision: February 7th 2011.
- 3.3. Deadline for submission of analysis: April 8th 2011.

4. CREDENTIALS OF THE TENDERER

- 4.1. The tenderer should have proven background and competency in marketing for higher education and foreign student recruitment and be able to present credentials of having successfully carried out similar tasks in the past. An experience of consulting national agencies in international marketing and foreign student recruitment for higher education is a forte.

5. REQUIREMENTS FOR THE TENDER

- 5.1. Statement of the tenderer according to Appendix 1 of the procurement documents.
- 5.2. Description of the analysis process:

The tenderer has to describe the timeframe, proposed regions to be analysed and the organisation of the process (e.g. stages of the analysis information provided by the organiser of the tender, involvement of the organiser) for evaluation purposes.

- 5.3. Description of expertise:

The tenderer has to provide a thorough description and credentials of carrying out similar tasks in the past. An experience of consulting national agencies in international marketing and foreign student recruitment for higher education is a forte.

- 5.4. Involved experts:

The tenderer has to provide the CVs of the proposed expert(s) for evaluation purposes. The expert(s) should have proven background and competency in marketing for higher

Call for tenders: Analysis of potential international students' recruitment markets for Estonian higher education institutions

education and foreign student recruitment and be able to present credentials of having successfully carried out similar tasks in the past. An experience of consulting national agencies in international marketing and foreign student recruitment for higher education is a forte.

5.5. Financial tender:

The tenderer has to provide a financial tender in €, which takes into account all costs needed for the final provision of the described services.

6. ADDITIONAL INFORMATION

- 6.1. Additional information may be requested in a written form (by means of e-mail) from **Ms. Mariann Lugus: mariann.lugus@archimedes.ee**.
- 6.2. The questions and answers will be sent at the same time to all potential tenderers who have received the procurement documents.
- 6.3. In case the tenderer has found any mistakes, inaccuracies or contradictions in the procurement documents, he is obliged to immediately inform the contact person of the procurer.
- 6.4. The procurer may ask for clarifications of the documents sent by the tenderer. Such demands will be conducted in writing and must be answered within 3 days of the demand for clarifications.

7. SUBMISSION OF THE TENDERS

- 7.1. The tenderer shall submit the tender until the deadline depicted in article 3.1 of the call of tenders. The tender shall be submitted electronically to Ms. Mariann Lugus at the e-mail address mariann.lugus@archimedes.ee.
- 7.2. Tenders received after the above mentioned deadline will not be taken into account at the evaluation of the tenders.

8. REJECTION OF TENDERS

- 8.1. The procurer may reject any tender that does not fit the criteria set in the procurement documents.
- 8.2. The procurer may reject all tenders in the following cases:
 - 8.2.1. Reduction of funds for the procured services;
 - 8.2.2. Events that can be classified as *force majeure*;
 - 8.2.3. The financial tenders of all received tenders are higher than the budget foreseen for the services.

9. EVALUATION OF TENDERS

- 9.1. The tenders will be evaluated by an expert committee appointed by the procurer.
- 9.2. The procurer will evaluate all tenders that have not been rejected.
- 9.3. The tenders will be evaluated according to the value point method according to the criteria and their percentage value.
- 9.4. Evaluation criteria and their percentage value:

Call for tenders: Analysis of potential international students' recruitment markets for Estonian higher education institutions

- 9.4.1. Suitability of the analysis process for achieving results of the procurement (30% of total rating)
- 9.4.2. Combined expertise and credentials of the tenderer and the proposed expert(s) (30% of total rating)
- 9.4.3. Financial offer (40% of total rating).

10. APPENDICES

Appendix 1	Statement of the tenderer
------------	---------------------------