

Executive Report

Orange Tulip Scholarship 2013

Nuffic Neso Indonesia

August 2013

ORANGE TULIP SCHOLARSHIP



Image Source : Kenkerhof



Orange Tulip Scholarship

- Combine funds from profit, non-profit and higher education
- Support Indonesian talents to study in the Netherlands
- Give Dutch universities access to bright students
- Bring companies in contact with potential future employees
- Give companies a chance to get to know skilled students via internships or consultancy projects.
- Nuffic Neso Indonesia coordinates promotion/application
- No management fee charged → No cure no pay principle

ORANGE TULIP SCHOLARSHIP



How does the programme work?



study in
holland
open to
international
minds

August-
October

- Higher education institutions provide (partial) tuition waivers
- Companies commit to financial support or a donation in kind
- Scholarships can be offered separately or jointly (company/university)

October -
April

- Nuffic Neso Indonesia promotes Orange Tulip Scholarship via various channels
- Students apply to Dutch higher education institution for admission
- Students apply for Orange Tulip Scholarship at Neso

May-
June

- Companies and universities assess and select scholarship candidates
- Neso coordinates this process and announces winners
- Award ceremony in Jakarta organised by Neso

> August

- OTS awardees study in the Netherlands
- Corporate sponsor can offer internships or commission consultancy projects
- Internships/projects can take place in Indonesia, NL or other country

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Orange Tulip Scholarship 2013

- Second year in Indonesia
- 16 participating Dutch higher education institutions
- 2 participating Indonesian Ministries
- 1 participating company
- 21 different scholarship schemes:
 - Tuition fee waivers
 - Allowances
 - In kind (e.g. tickets by KLM)
- Programmes under the scholarship schemes:
 - Foundation
 - Bachelor
 - Master
- Total value: €675,490





Campaign overview

- November 2013: Soft launch through website and social media
- December 2013: finalisation of participants and schemes
- January 2013: Official launch during press conference
- Promotion material: flyers, roll-up banners
- Campaign website: www.nesoindonesia.or.id/ots
- Articles in Study in Holland Newsletter (> 12,000 subscribers) and Holland Alumni Newsletter (> 2,500 subscribers)
- E-mail blasts: alumni, prospective students, universities, companies.
- Frequent postings on Social Media: FB, Twitter, Yahoo Messenger
- Flyers to universities and corporate contacts
- Session during Neso Open House

ORANGE TULIP SCHOLARSHIP



Campaign results (exposure)



- OTS pages on website: 83, 536 pageviews (14% of total Neso site)
- 40 online articles in Indonesian media
- Examples of online articles:
 - Kompas.com (11 January 2013)
 - Antaraneews.com (10 January 2013)
 - Kampus Okezone (23 April 2013)
 - The Globe Journal (25 February 2013)



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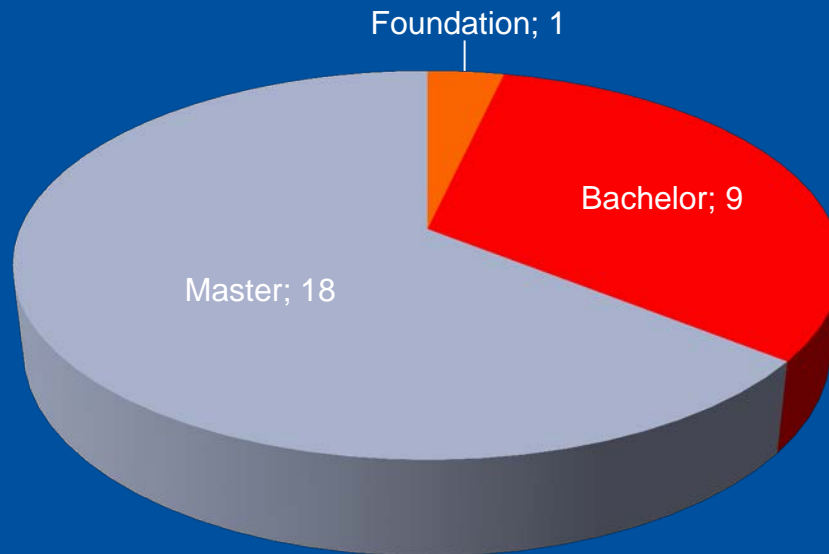


Programme outcome

- Many queries via different channels (mail, phone, social media etc.)
- 98 eligible applications
- 40 Orange Tulip Scholarships granted for 28 study programmes
- 28 Orange Tulip Scholarships accepted for 17 study programmes



Accepted OTS scholarships per programme type





Conclusions

- The campaign shows high levels of interest for OTS
- Candidates unfamiliar with some admission criteria (e.g. GMAT)
- Different deadlines between HEIs lead to unclarity with applicants
- Low number of applications for some programmes
- Cost still a problem for many applicants

Recommendations for OTS 2014

- Long promotion period (November-April) → more time to apply
- Clear communication on individual deadlines of universities
- €5,000 as minimum for participating corporate partners (in money or kind)
- 50% tuition fee waiver as minimum for universities
- Involve more universities/corporate partners → more scholarships
- Scholarships in different academic fields → more diversity

