



How public-private capacity building partnerships can enhance university missions and goals

2nd December, 2010

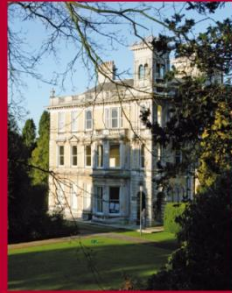
Stephen Healy, Director, Strategy and Development

INTO's University Partners since 2006

University of East Anglia



University of Exeter



Newcastle University



The University of Manchester



Glasgow Caledonian University



Oregon State University



Queen's University Belfast



University of East Anglia, London



City University London



University of South Florida



Who We Are

- INTO is a global private sector organisation that partners with leading universities to transform their international performance and prepare overseas students for success in higher education worldwide.
- Since we were established in 2006 our reputation has grown rapidly, as we have formed 10 joint ventures with nine university partners.
- Working collaboratively, we develop large scale transformational joint ventures that shape the global competitive positioning of our University partners in line with their strategic goals.

“INTO has at its heart a joint venture. What you get ideally is a win-win between the strong university brand and a strong and very knowledgeable, sympathetic private sector partner.”


Professor David Eastwood: Former vice-chancellor, University of East Anglia and Chief Executive, Higher Education Funding Council for England and current vice-chancellor, University of Birmingham

Making the big leap Into the brave new world



Objectives of the seminar

- To explore models of collaboration that empower the public sector to compete more effectively and evolve in line with their core mission and values
 - To discuss the challenges, opportunities and conflicting demands the new environment presents to public sector universities
 - To discuss how private sector provision will evolve, grow and compete with traditional public sector provision in the new domestic and international landscape
 - To explore new models of collaboration between institutions and service providers in both public and private sectors
- 



**The Brand Proposition:
delivering on your promise and
exceeding student expectations
and aspirations...**

HAS NEVER MATTERED MORE!

THE NEW HIGHER EDUCATION LANDSCAPE

Be afraid, Be very afraid!

Success and sustainability will be build around creating resonance with an audience that expects services, student success and the experience to be relevant to them and delivered from their point of interest to graduation.

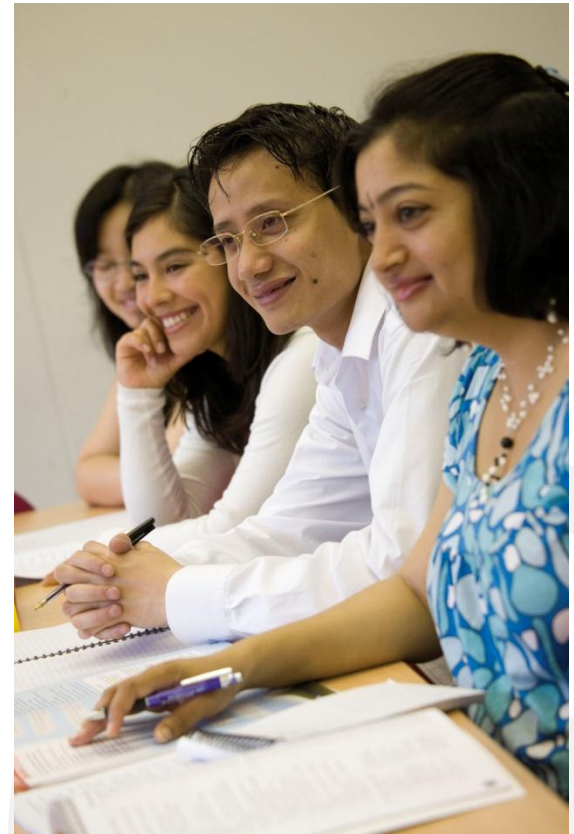
This is the case in the international arena and will be increasingly the case in domestic HE recruitment...in short, the brand experience needs focus and investment.



What We Do: bringing internationalisation quality, quantity and sustainability to our University partners through a collaborative ethos

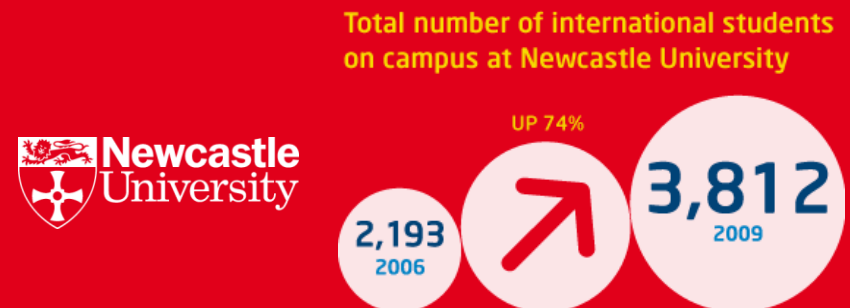
Enabling our university partners to:

1. Harness external resources
2. Build university campus capacity
3. Deliver rapid financial performance
4. Transform student recruitment (quantity and diversity)
5. Invest in the student experience
6. Foster student success and quality
7. Build the international profile and values behind their brands



New and rapid levels of success

- A focus on student needs and expectations:
 - Brand
 - Responsiveness
 - Non-academic
 - Location
 - Service
 - Experience
 - Employability
- Enrolment growth in 4 areas
 - Raised international profile
 - Joint venture enrolment
 - Joint venture progression
 - Direct recruitment



Investing in the Student Experience: £133m committed to living and learning projects at UEA, Exeter and Newcastle



£35m facility at UEA completed in October 2008 – living and learning facility housing over 475 students and teaching over 850 students during the course of an academic year

New Developments for 2011: > £100m at Newcastle University and University of Exeter

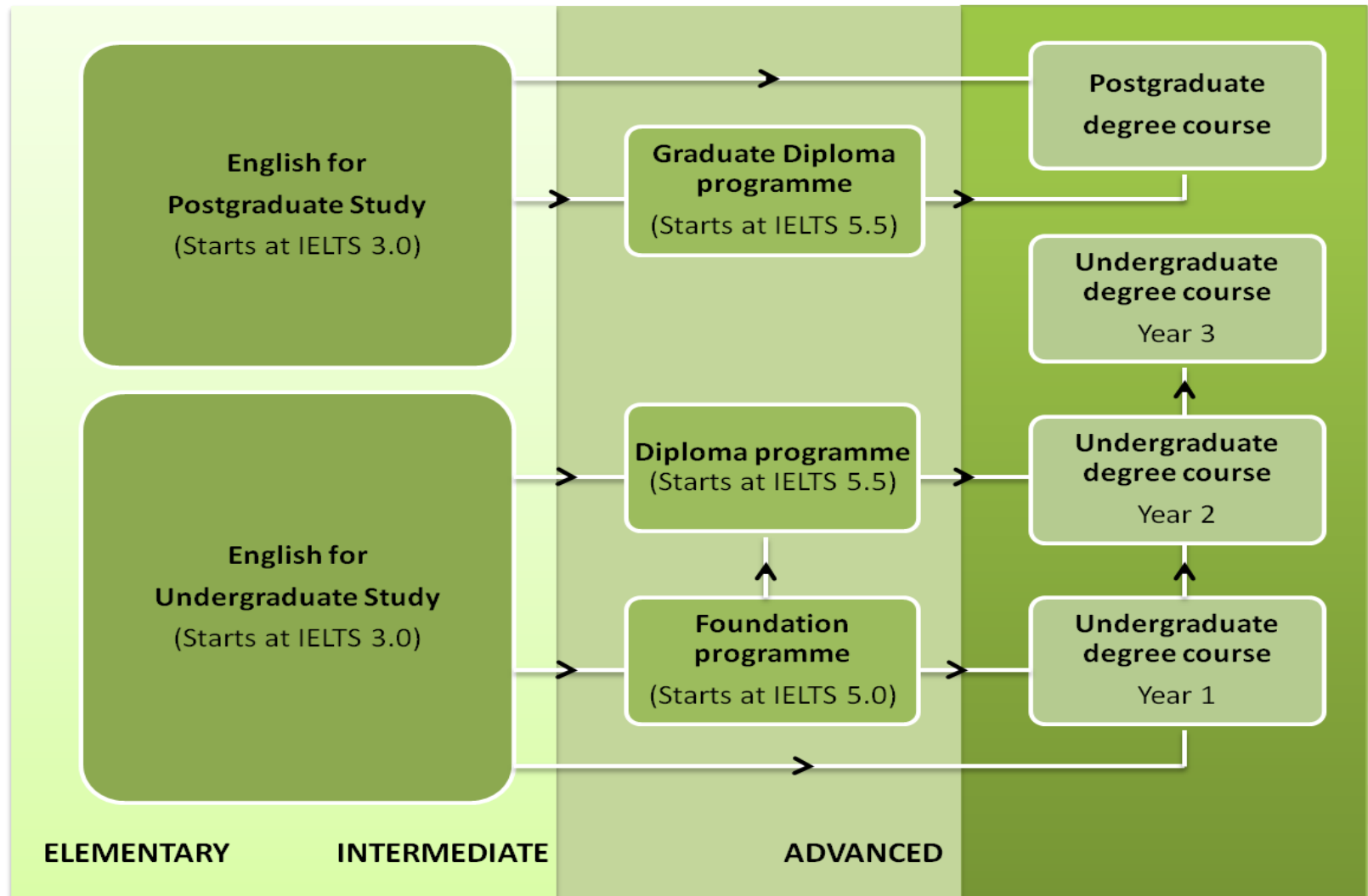


INTO UEA London

An exciting new UEA London Campus!

- ✦ Based in an amazing central London location next to the City of London
- ✦ Located within a brand new state-of-the-art building
- ✦ Offering exciting, specialist degrees and high quality university preparation programmes
- ✦ Taking advantage of the business connections and opportunities offered by a London location
- ✦ Filling an important gap in the London university offering by bringing a high quality top 25 ranked university to London
- ✦ Dedicated student services staff and highly qualified lecturers

INTO UEA London pathway programmes



UEA London Degree Courses

- ✦ Msc International Business Management
- ✦ MA Creative Entrepreneurship
- ✦ MA (PG Dip/ PG Cert) International Diplomacy
- ✦ MA (PG Dip/ PG Cert) International Business and Diplomacy
- ✦ MBA Strategic Carbon Management

More exciting developments for UEA London planned for Sep 2011

- ✦ MSc Management
- ✦ MSc Marketing and Management
- ✦ MSc Finance and Management





The state-of-art learning centre provides the possible best facilities!





INTO London Centre-Library

The INTO Model

- Driving transformational change with regard to international performance amongst public sector Universities in UK and USA...model being stretched with partners to respond to new opportunities and challenges
- Insourcing rather than outsourcing
- University controls academic and reputation with strong governance and integrated operating processes
- Harnessing resources for public sector that
 - Build capacity outside of traditional resource constraints
 - Transforms the student experience
 - Drives up student quantity and quality
 - Enhance global presence and brand
 - Emerging network and alliance of Universities
 - Competence to extend into new opportunities e.g. degrees, domestic, branch campus – UEA London

Some Key Questions

- Is there a third way between traditional funded public sector provision and direct private sector supply?
- How do public sector institutions embrace marketisation without compromising their core mission, academic integrity and ultimately their brands
- What are the models of partnership that will allow the public sector to respond to the new competitive landscape?
- How will the private provider sector adapt and grow into the space taken by previously public sector funded supply
- How can the public sector harness the resources to build their capacity and stay competitive
- Is this all a non-issue? Is just about outsourcing and not insourcing?