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International Students & Global Markets

Sending the right signals

Pat Killingley
British Council

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International Students in UK

Higher Education:

Total non-EU	**257,525**
Grand total	**389,330**

From 5 main countries:

• China	49,090
• India	27,905
• United States	21,985
• Nigeria	12,680
• Malaysia	12,435

Source: HESA (2009)

Further Education 2006/07:

Total non-EU	**37,955**
Grand total	**84,340**

Sources: LSC, DELNI, SFEFC, LLWR)

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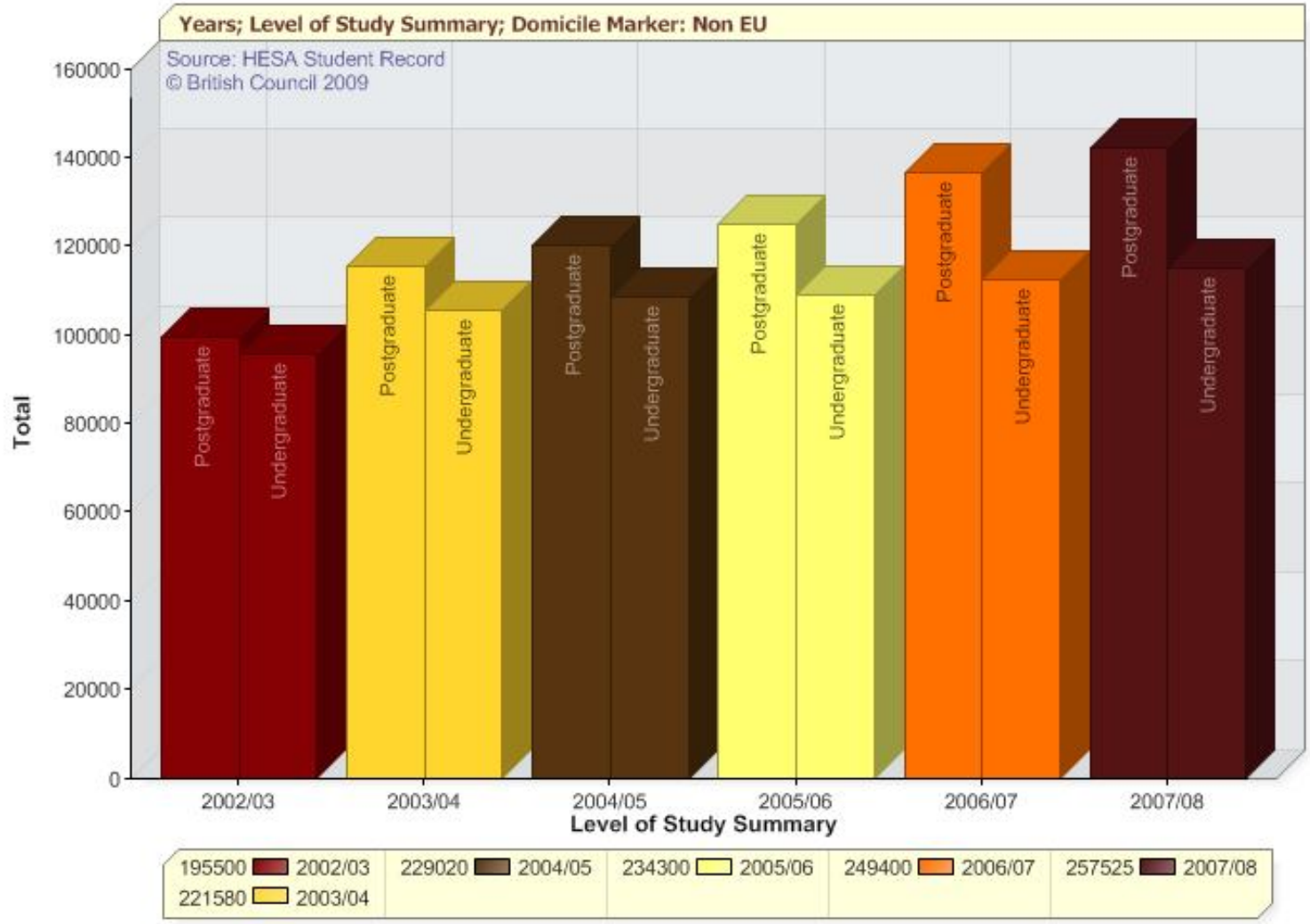
Significant increase in the PG recruitment for non-EU students



- Significant increase in PG enrolments for non-EU students. This can be explained by improved provision at home at UG level, PG as a differentiator on the market; increased price sensitivity and PG degree is perceived as increasingly better value for money.

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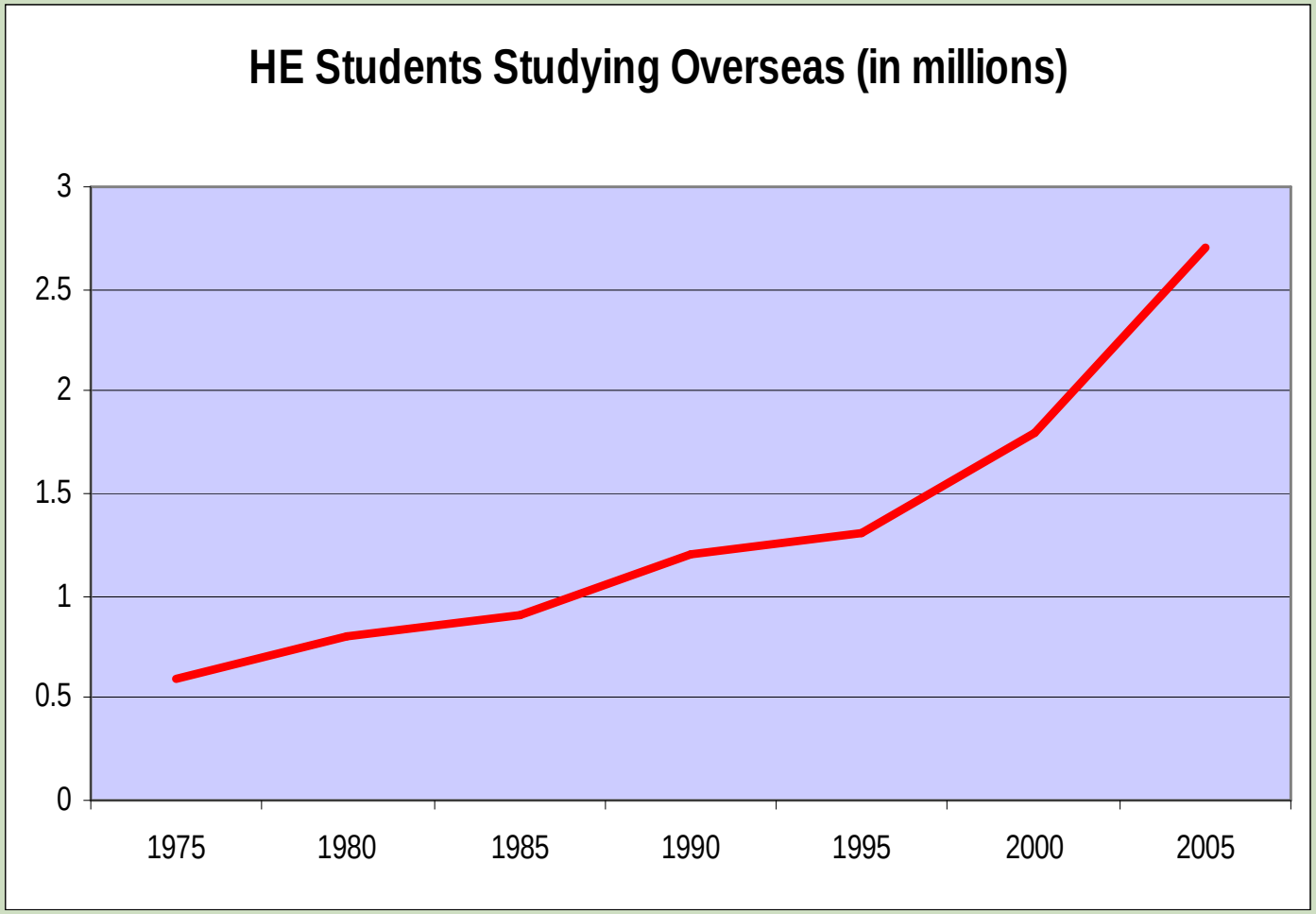
International students are critical to the UK:

- UK Research & teaching base:
  - 14% of the total student population in HE
  - 43% of students at postgraduate research level
  - 40% of students doing research degrees in science
- Economic impact
  - Total value of education & training exports £28bn pa
  - Total value of HE exports (UK & TNE) £6bn pa
- Contribution to UK campuses, communities and regions
- Contribution to UK's diplomatic and cultural relation agendas

Global market: Student Mobility

- Over 2.7 million students enrolled outside their home country in 2005 (OECD, 2007)
- Over 120 million students study in HE across the world (UNESCO 2007 and BC estimates)
- Estimates that students from China are more than 15% of the total internationally mobile students, (they represent 20% of the non-EU population and 15% of the total international student population in UK).



Source: OECD (2007), *Education at a Glance.*

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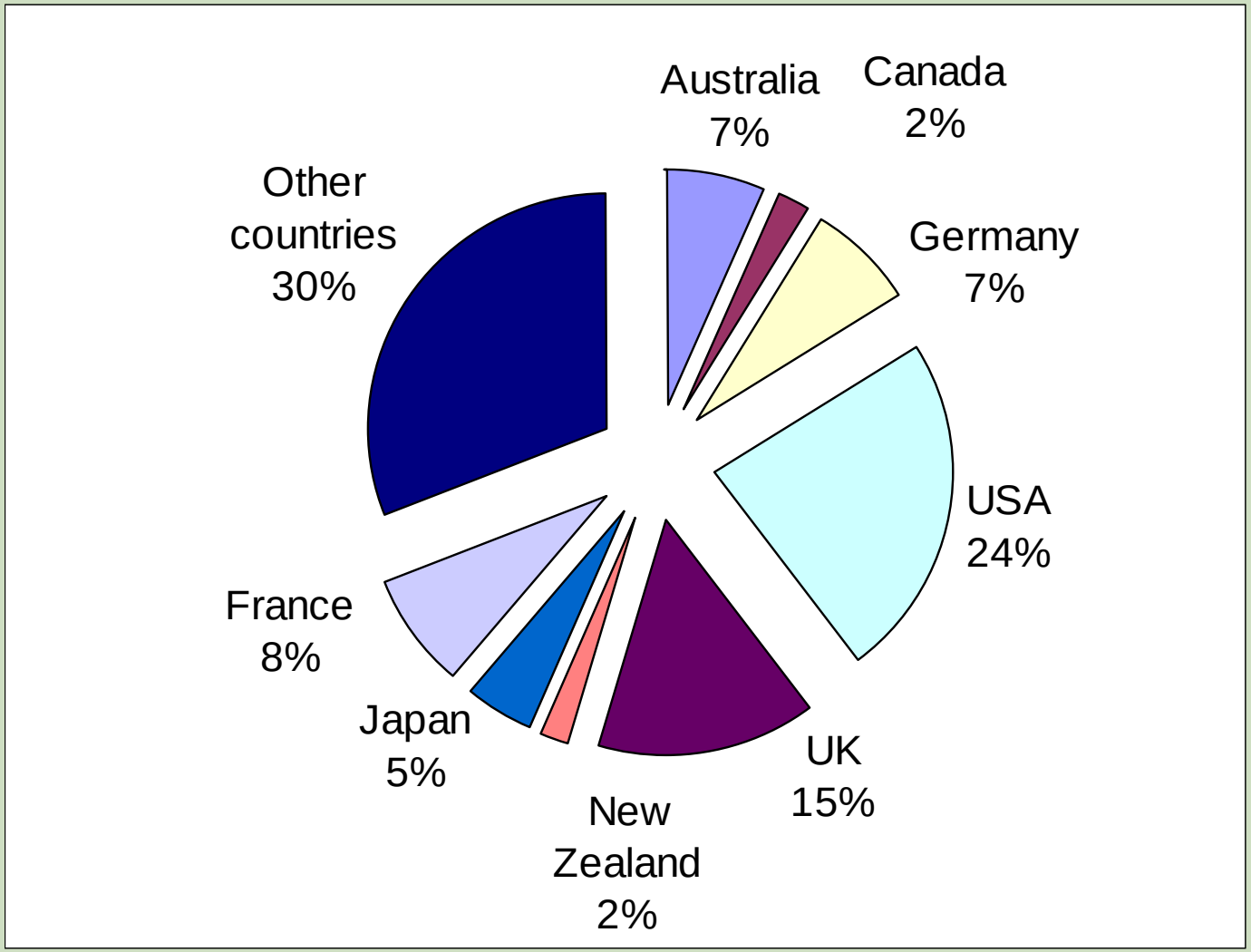
Global Market Share



Sources: HESA, AEI, IIE, JASSO,
MOHE (Malaysia), DAAD, Campus France, Statistics Canada.
Other countries from UNESCO.
Data for 05-06, 06-07, or 07-08 academic year depending on source

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Prime Minister's Initiative (PMI2) national strategy: the importance of student experience

"To secure the UK's position as a leader in international education"

Targets increasing:

- student numbers
- number of institutional partnerships
- student satisfaction ratings

Strands of activity:

- Marketing & communications
- International Partnerships
- Student experience

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What are international students seeking?

- British Council Student Decision Making survey captures aspirational data from those considering studying for a qualification outside their home country (2-3 years before study)

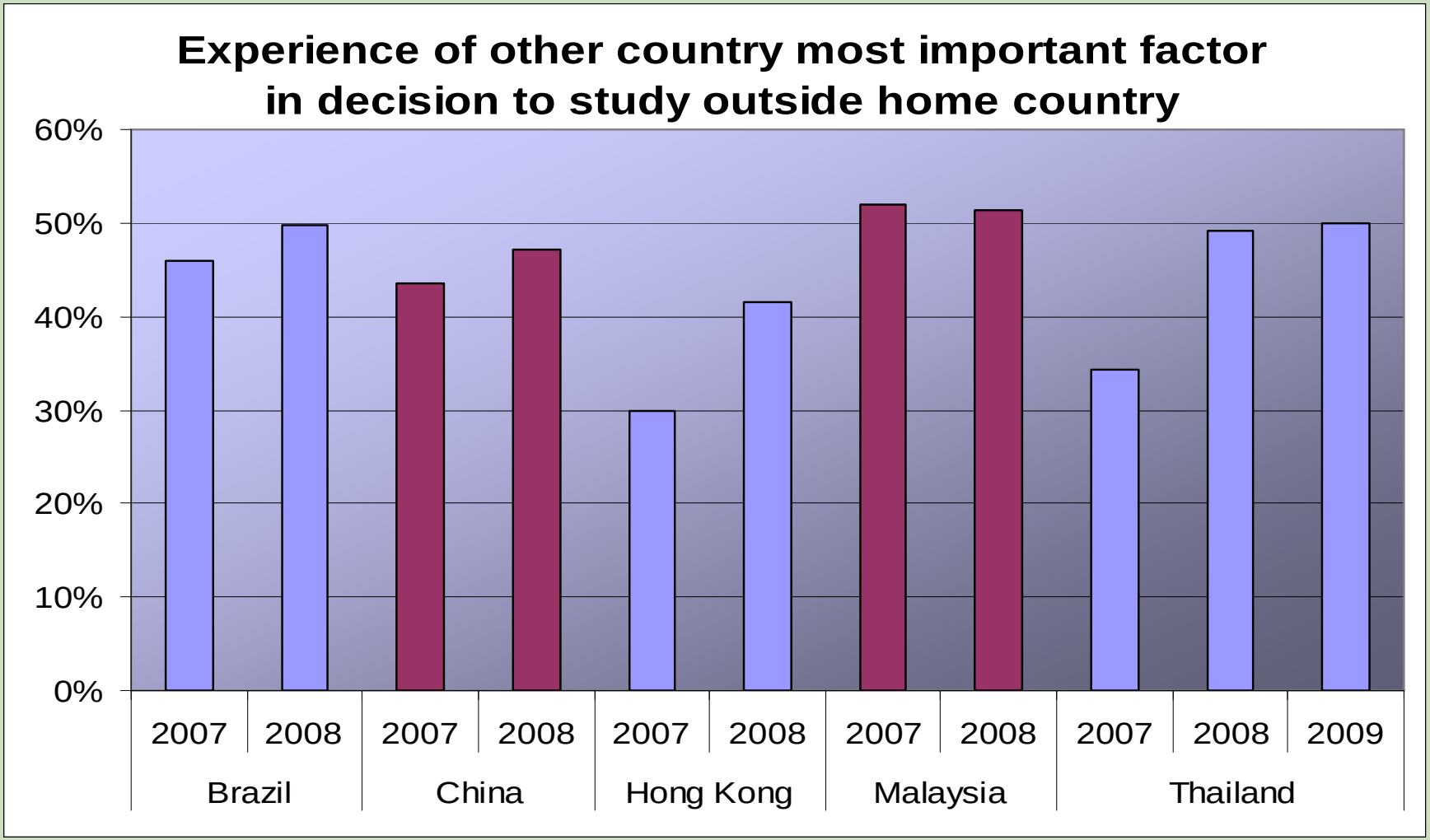
- 80,000 responses since 2007

- The most important factors in their decision to study overseas:

  - Experience of living in a different country
  - In search of a better quality of education
  - To enhance career prospects

- **Experience** is increasingly important. It is the most important factor in many countries.

Experience as a major factor



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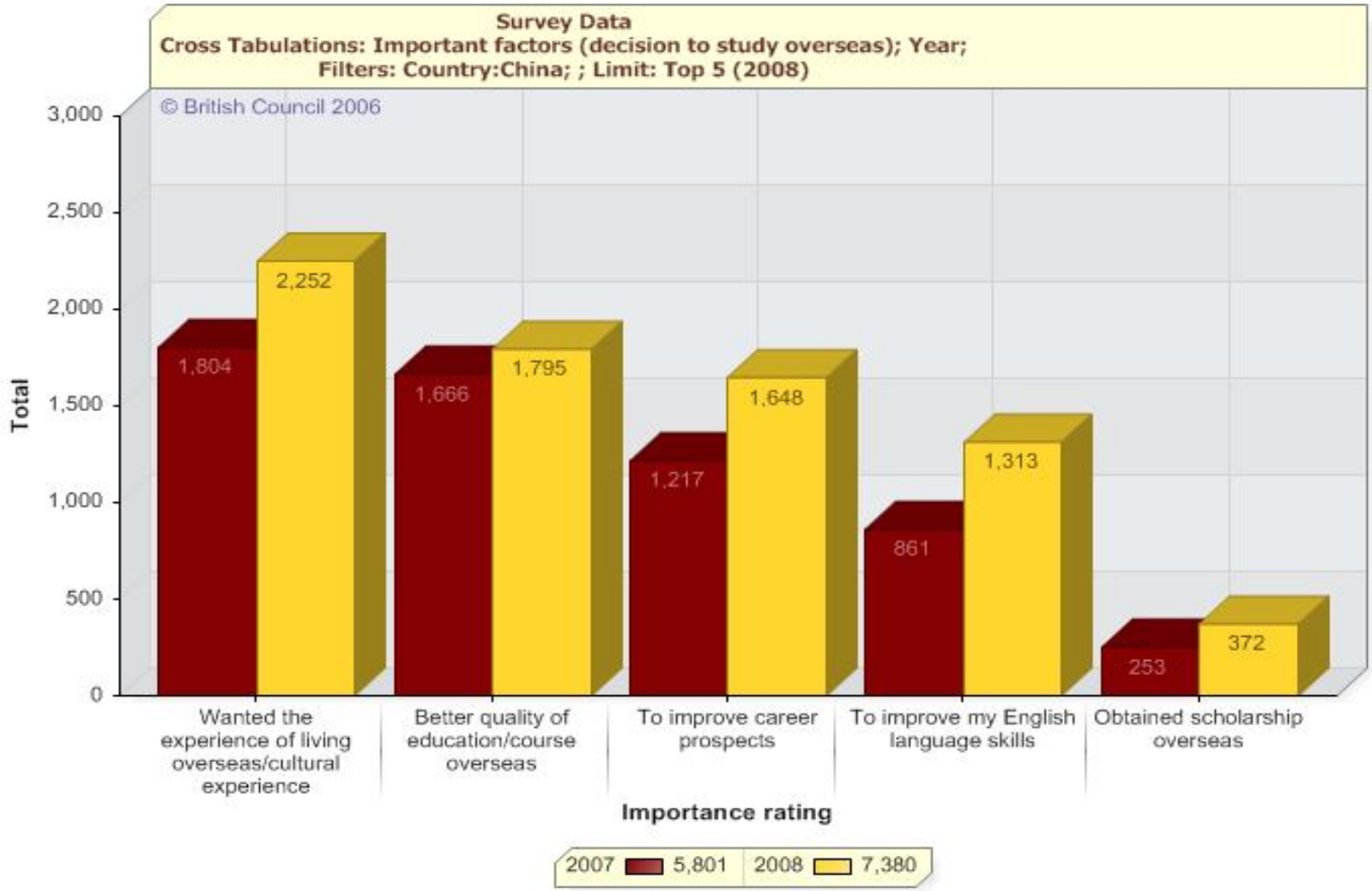
In China:



Source:
Student Decision Making Survey,
© British Council

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Communicating the UK experience in global markets

- **What we say** – our values, intentions, key messages
- **What we look like** – logo, images, colour
- **How we say things** – our tone of voice

Carried globally through:

- **Education UK brand**
- **Website** (12m ‘unique hits’ pa), **on-line, printed materials**
- **Global campaigns**
- **Events and exhibitions**
- **Media activity** (TV, radio, press)
- **Work with intermediaries** - teachers, agents, policy makers,

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UK key messages to students: “a tradition of innovation”

- **Value** – UK education in terms of quality, culture and life experience, return on investment

- **Innovation** – UK’s inventive approach to teaching and learning, its willingness to develop and adopt new ideas, and dedication to excellence in research

- **Employability** – the value given to a UK education and qualifications by employers, and the career opportunities that creates worldwide

- **Language** – UK as the home of the English language and a source of learning or improving their English

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Education UK Brand

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Education UK Brasil | Imprimir | Cadastre-se | Vá para o seu "Education UK" | English | Brazilian Portuguese

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Opções de estudo | Dicas de estudo | A vida no UK | Bolsas | Eventos | Experience UK | Instituições

A bright canvas

With a tradition of excellence and new ways to learn, you have the makings of a brilliant education

Estude em uma independent school no UK

As escolas britânicas combinam a tradição da excelência em educação com uma cultura de inovação constante, em um clima divertido, amigável e inspirador.

Por que escolher uma independent school no UK?

Começar sua vida educacional em uma escola particular no UK é a oportunidade ideal para conhecer as particularidades da vida e cultura da sociedade britânica e, ao mesmo tempo, se preparar para obter qualificações que podem ser determinantes para garantir o seu sucesso no futuro. Saiba mais sobre os benefícios de estudar em uma escola particular no UK.

▲ De volta ao topo ▲

Sobre as independent schools no UK

Em uma *independent school* no UK você vai ter acesso ao que há de mais moderno em educação. Saiba mais sobre os pré-requisitos, quais os cursos disponíveis e quais os custos envolvidos. Saiba também como verificar a garantia de qualidade dos cursos.

▲ De volta ao topo ▲

Experience UK now

Viver em um país estrangeiro é uma ótima oportunidade para fazer novas amizades e,

Procure uma escola/instituição específica

Tipo de escola
Escolha a opção

Tipo de residência estudantil
Escolha a opção

Região do UK
Escolha a opção

Procurar

Procurar por nome de instituição

Onde no Reino Unido ?

UK significa United Kingdom (Reino Unido), que é formado pela Grã-Bretanha (Inglaterra, Escócia e País de Gales) mais a Irlanda do Norte.

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Education UK Worldwide

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Your study options | Study advice | Living in the UK | Subject zone | Events

Subject Zone

Agriculture and related subjects

A huge choice of roles is open to anyone who studies agriculture-related subjects in the UK. Veterinary surgeons can choose to work in practice, industry, food hygiene, teaching or research, while consultants are in needed in the area of humanitarian issues such as Fair Trade agreements. **More...**

Applied and Pure sciences

The UK's tradition of inspiring brilliant minds is evident in the calibre of its scientists. From Charles Darwin, the father of evolution who changed the way we look at ourselves and our planet, to Sir Paul Nurse, winner of the 2001 Nobel Prize in Physiology or Medicine, UK scientists have been responsible for many important scientific breakthroughs. **More...**

Architecture, building and planning

UK architects have created some of the most forward-looking and stylish architecture in the world. Today, UK architects and architectural practices are doing their best to save our planet. Sustainability is now a compulsory part of the curriculum in the UK's architecture schools. **More...**

Business and administrative studies

The UK's history of commercial achievement is as long as it is impressive. Success stories of UK business include Stuart Rose, credited with reviving the fortunes of Marks & Spencer, (recently voted one of Europe's favorite shops) and Sir Stelios Haji-Ioannou, best known for setting up easyJet at just

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Where in the UK?

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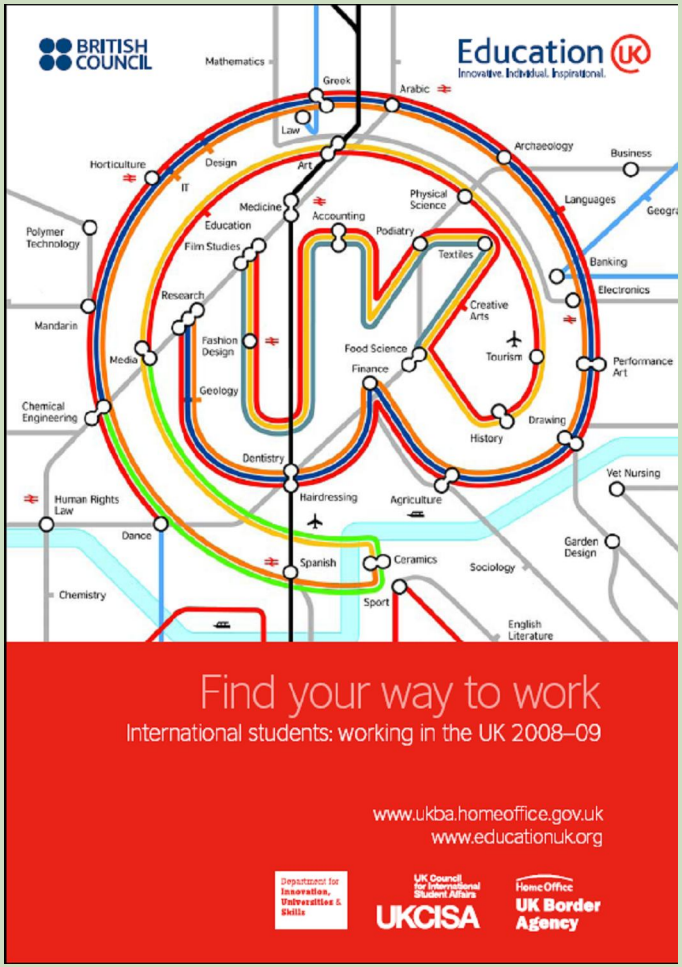
Information for Students



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Portraying UK education style

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Global campaigns: the Student Journey & Experience

- Visas and working in the UK
- Let Your English Grow
- Video diaries/ talking heads
- The Challenge
- Shine: international student awards

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Portraying student experience

www.projectorhead.org

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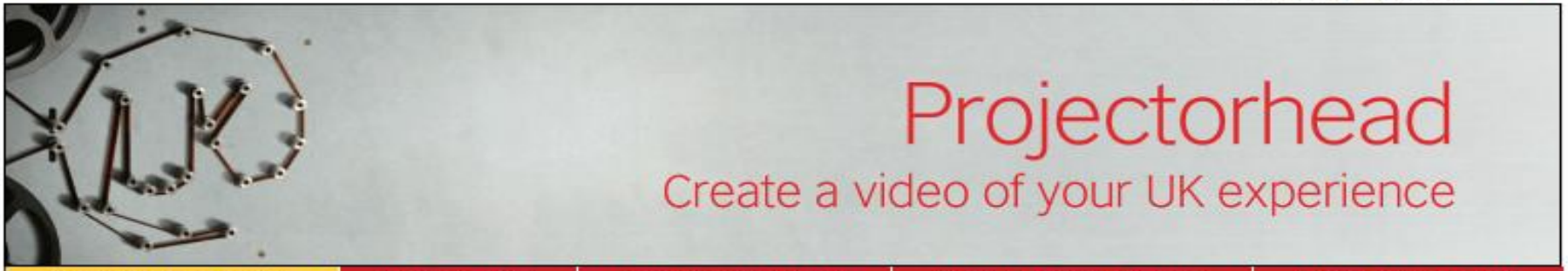

Projectorhead home | How to enter | Login/Upload video | Projectorhead Network | Terms & Conditions

Show the world what's in your head

Are you an international student in the UK? Become a Projectorhead and create a video diary of your UK experience. Upload your video here and we'll post it on the Projectorhead YouTube channel for the whole world to see. If your video tops the charts, you could win a prize worth up to £200.

Choose from:

- Apple iPod Touch
- Nintendo Wii
- Canon Camcorder
- Panasonic Digital Camera

Share your experiences of what the UK means to you as an international student. Just press record and let it all out.

Heading in the right direction?

Find out how to enter

Project your thoughts

Join the Projectorhead network

Empty

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Projectorheads

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“Talking heads” - video content

- Presents the experience and value of a UK education
- High quality video ‘portraits’ of a range of students and employers
- Content delivered on wide range of platforms

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‘The UK Challenge’

Teaching & learning in the UK

- Multi-market campaign delivered overseas in partnership with UK universities and colleges
- Profiles innovative teaching and leaning in UK universities and colleges
- Teams of students from overseas institutions compete against each other in multi-disciplinary challenges created by UK institutions.

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Shine!

- Celebrating international students & showcasing non-academic achievements
- High-profile competition generating significant publicity & PR both in UK and in home countries
- Development of an ‘International Student Experience’ programme and Ambassadors scheme

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International Student Experience : the Challenges

Student Experience throughout the whole student journey is critical to UK's position in the global education market

Challenges:

- Building a quality experience – in the UK & overseas
- Communicating coherent messages about our values, intentions and 'offer'
- Delivering what we promise
- Internationalising UK education

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