Transnational Education: Assuring the Student Experience

Dr Christine Humfrey

Going Global,15 March 2012.

Transnational Education: Assuring the Student Experience

- **What does Transnational Education (TNE) mean today: the context in terms of opportunities and challenges?**
- **The growing awareness of the student experience**
- **The TNE student experience: through strategy to quality**

Transnational Education Today

- **GATS and British Council definitions:**

  Continuum from e-learning to articulation/twinning/franchise to joint or double degrees to overseas campuses

- **Risk, Return, Control and Cost.**

- **The good, the bad and the ugly!**

The growing awareness of the Student Experience

- **Massification and marketing**
- **Consumerism and competition**
- **The private for profit sector**
- **Surveys, ranking and feedback**

The TNE student experience: through strategy to quality

- **Appropriate nature of the relationship**
- **Consistency of the experience**
- **Transparency of the scheme**
- **Adequacy of the resources**
- **Embedding of the programme in the institutional strategy**
- **Commitment by the providers**

The TNE student experience: through strategy to quality

Inspiration and insight

Integrity

Investment

Integration

Specific suggestions:

- Long term perspective
- Clear vision and leadership
- Identify a champion
- Show you value the partnership
- Identify the central point for operational work
- Encourage wide ownership
- Ensure adequate resourcing
- Maintain robust processes
- One size does not fit all

In practice: some examples from the case studies

- Generous resourcing for English language teaching
- Top slicing of income to create staff development fund for the partners
- Creation of a teaching toolkit for partners
- Recognition of the employment needs of the area
- The involvement of UK students
- The ability to be flexible
- Listening to a partner's needs… no automatic "cloning"
- Named course consultants
- Experience breeds confidence
- Positioning of TNE on the website
- Joint appointments between partners
- Involvement across all staff
- Communication
- Ability to learn from mistakes
- Strong presence especially in orientation, graduation and alumni activity