INTO
the global education partners

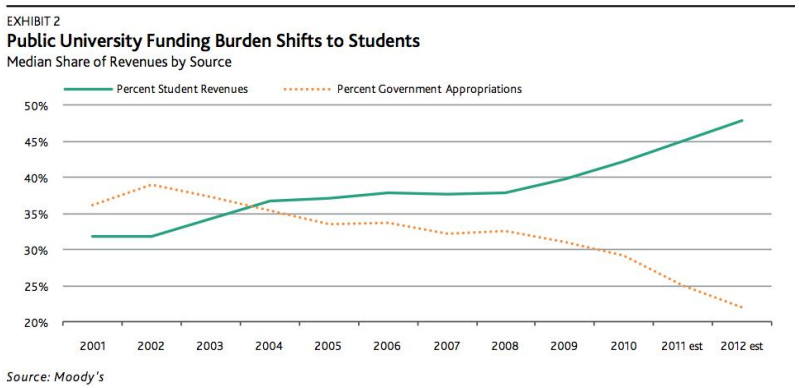
Distinctiveness in Higher Education
It ain’t what you do . . .

Distinctiveness isn't easy

It’s not easy being a university

Changing market conditions

Shifting funding burden from public to student



BIS | Department for Business Innovation & Skills

HIGHER EDUCATION

Students at the Heart of the System

JUNE 2011

Disruptive market entrants

BPP PROFESSIONAL EDUCATION

BPP LEARNING MEDIA

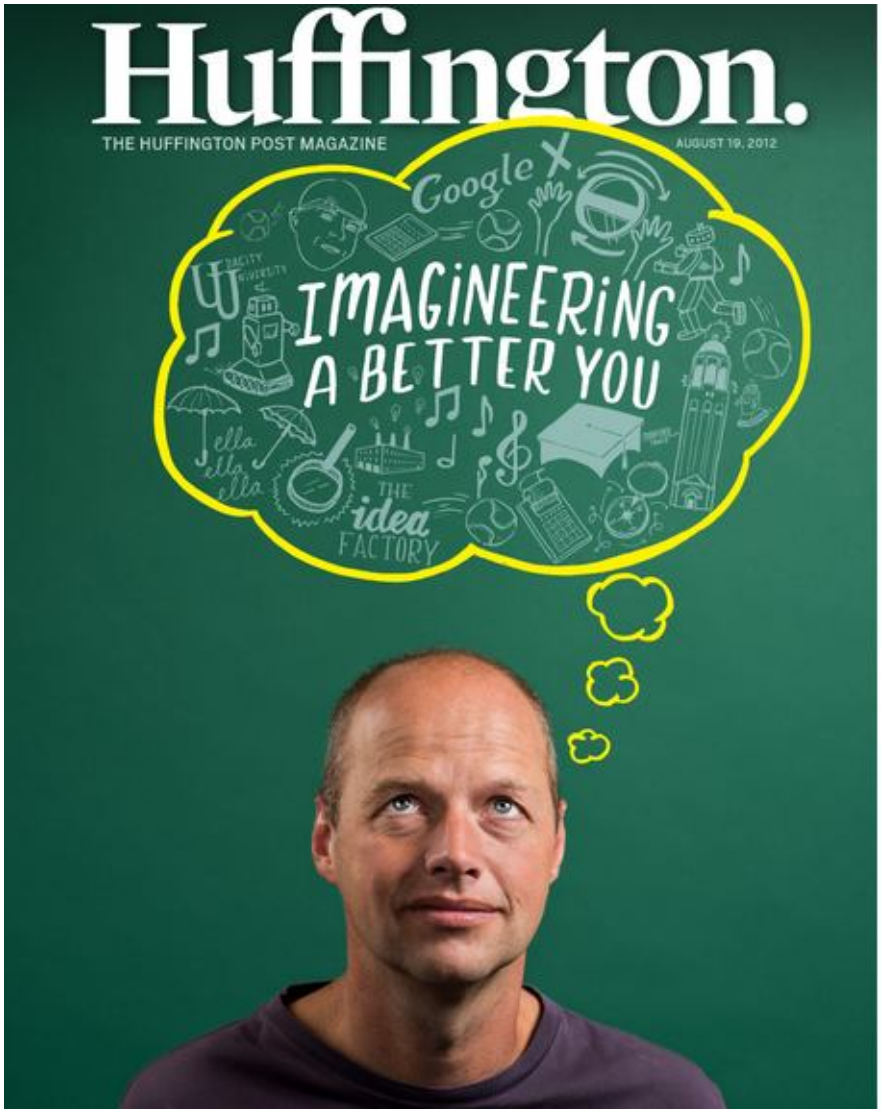
BPP BUSINESS SCHOOL

BPP SCHOOL OF HEALTH

BPP LAW SCHOOL

New College of the Humanities

The most disruptive person in world higher education?

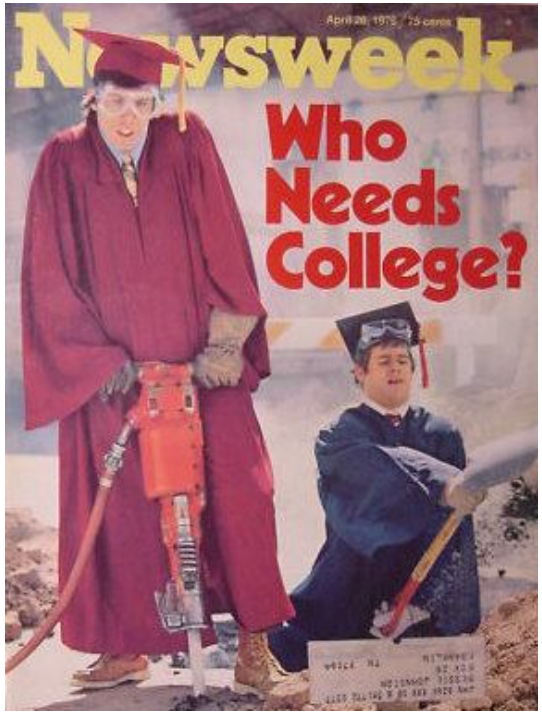


Rising expectations

Entertain me, fulfil me and get me a job!

It was ever thus...

"There will almost surely be a surplus of college graduates on the market for at least the next decade. Such a glut will have serious effects on the economy, on national policy and on the future of higher education..."



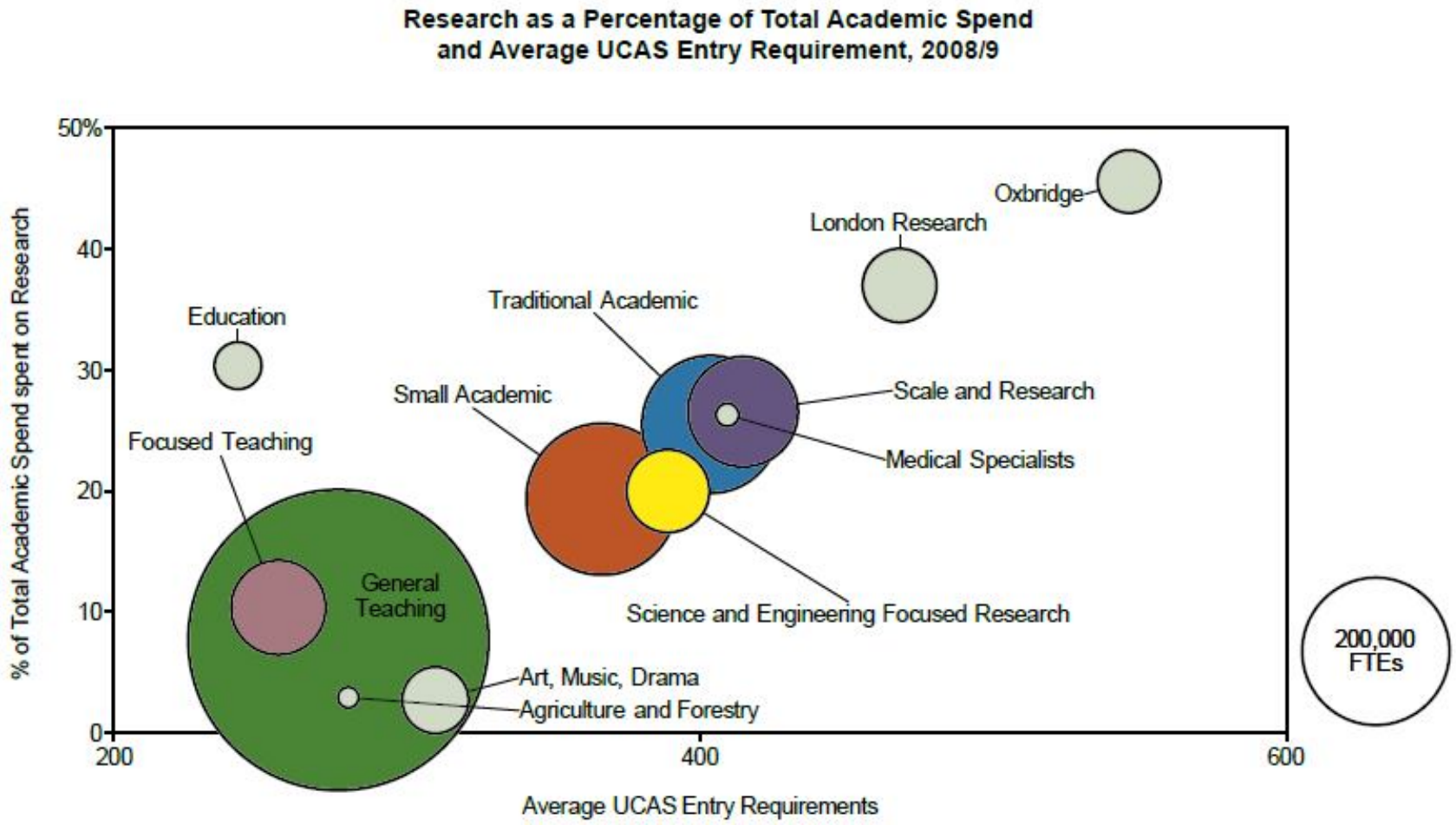
1976

University challenge

"accommodating the additional 105 million students would require more than four major universities to open every week for the next 15 years."

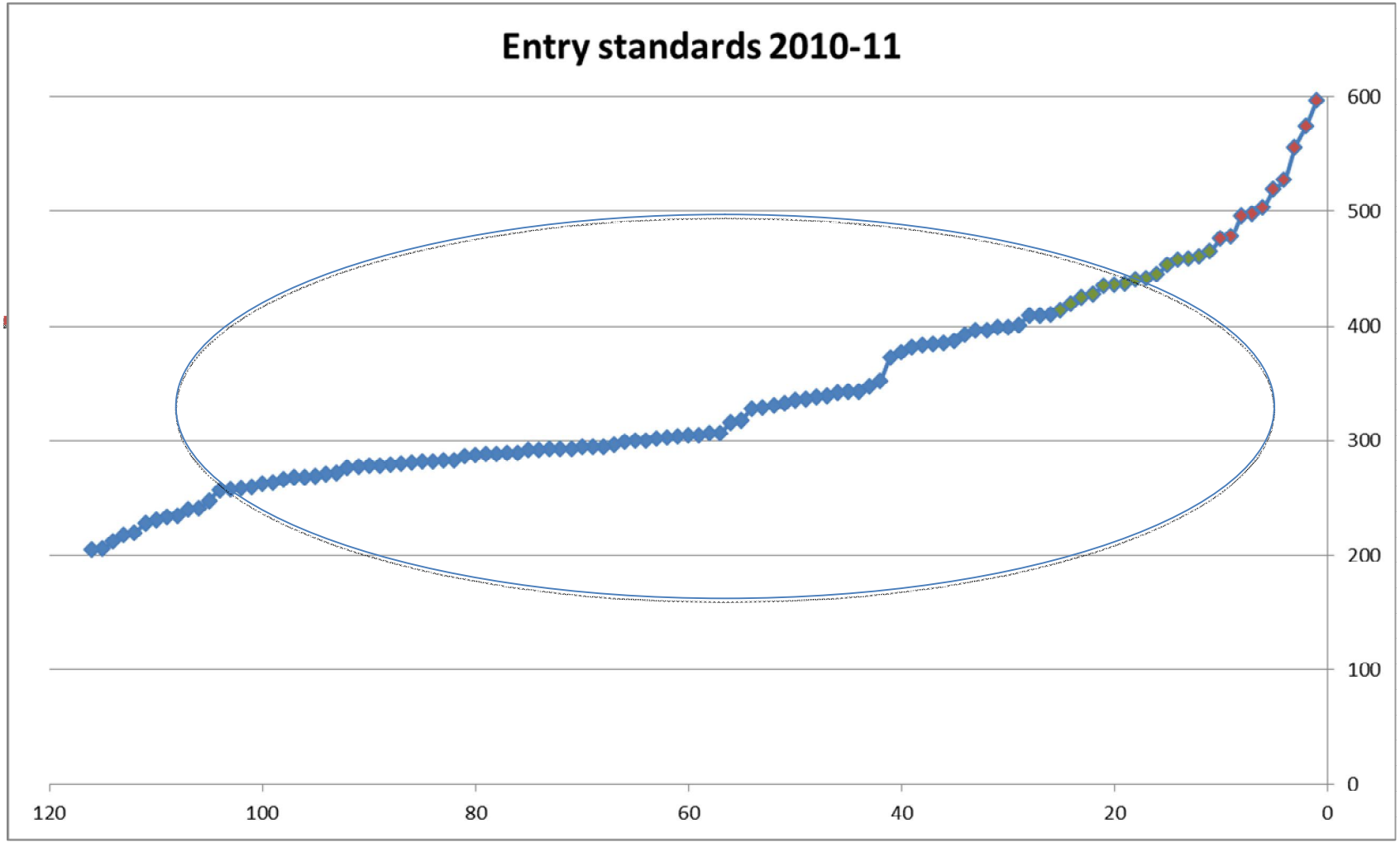
Stamenka Uvalić Trumbić, *UNESCO Global Forum*, 2011

It ain't what you do…

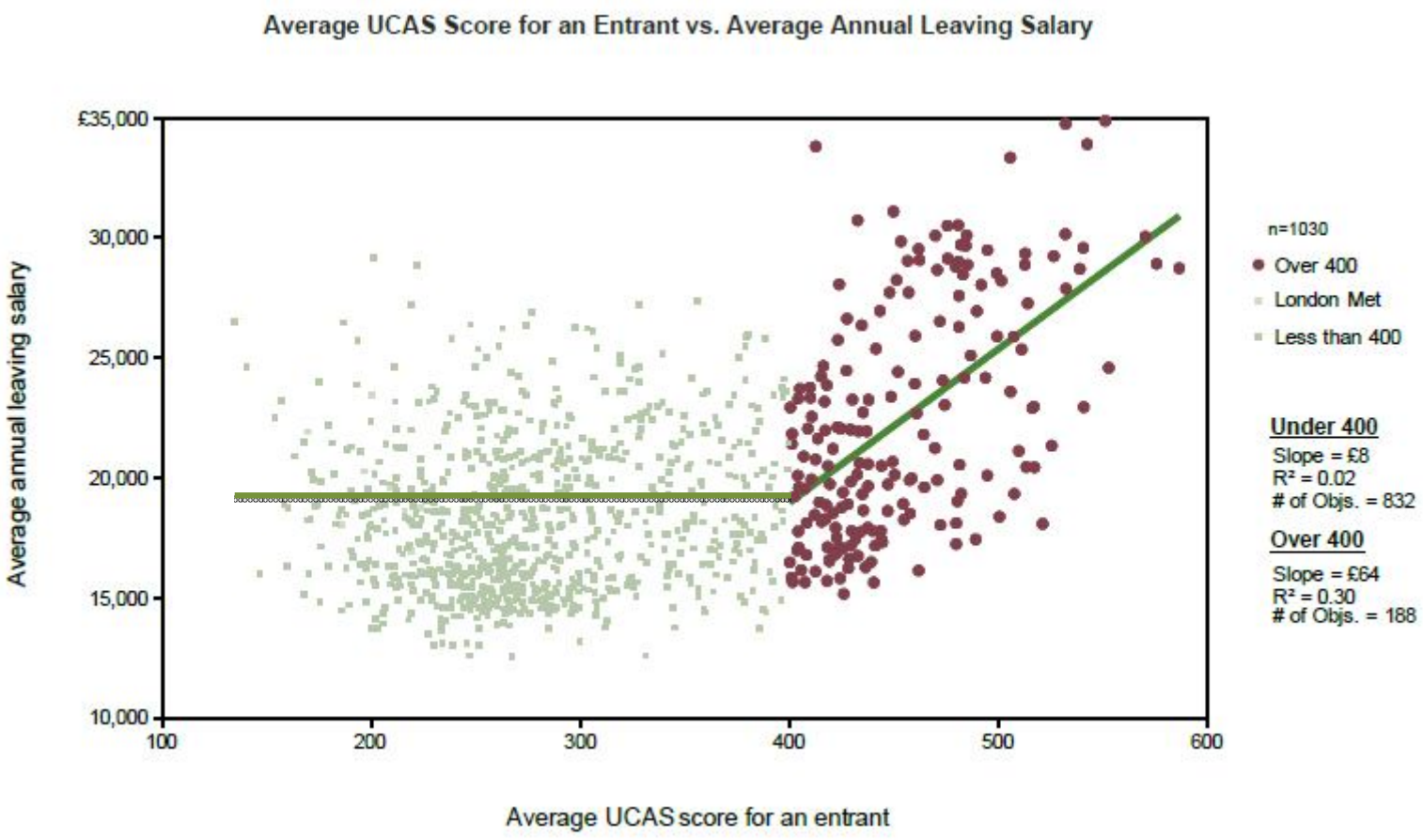


Source: Parthenon

Average UCAS points for entry

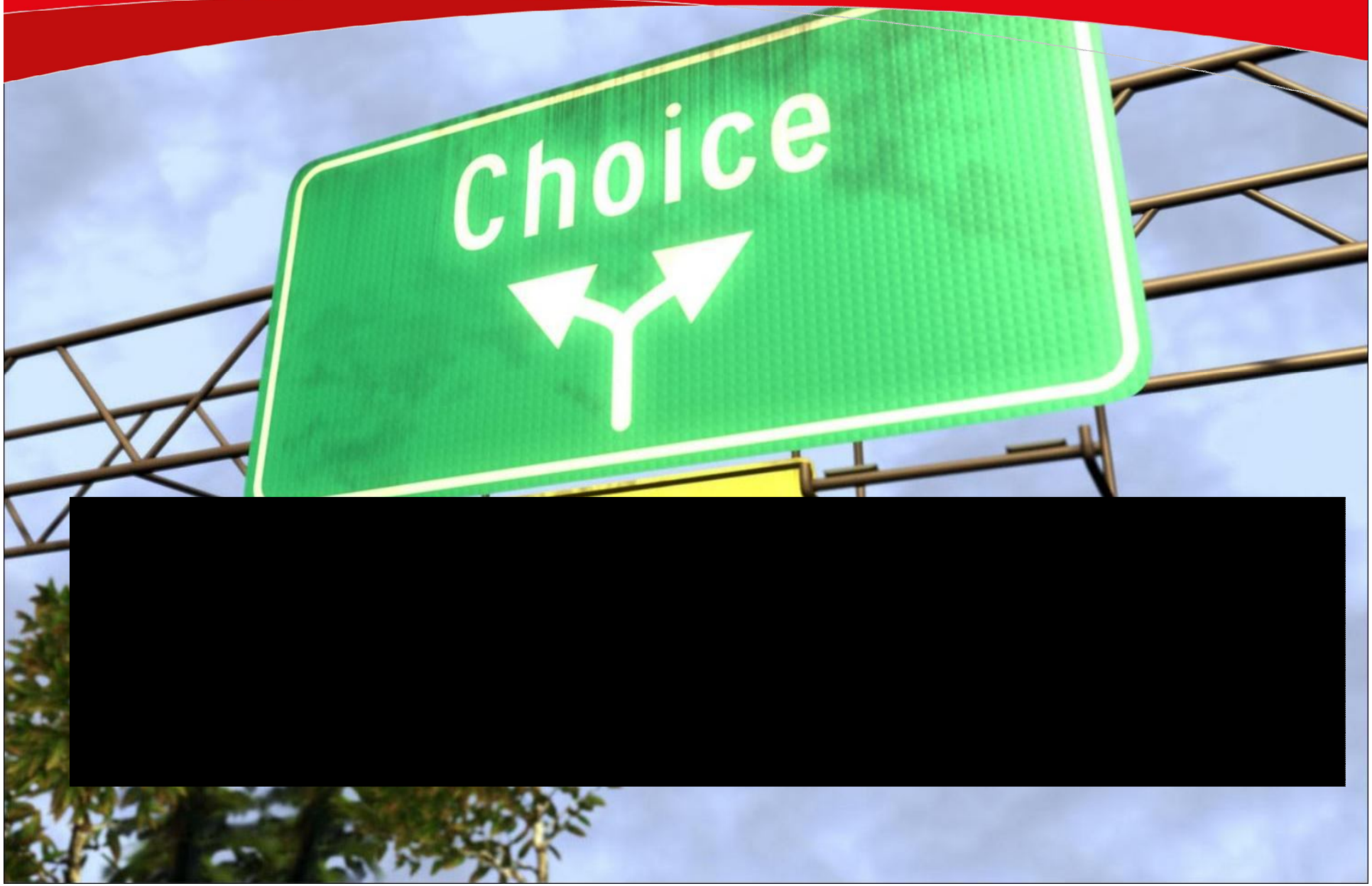


Correlation between UCAS points and graduate starting salary



Source: Parthenon

What makes you distinctive?



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It’s the way that you do it!

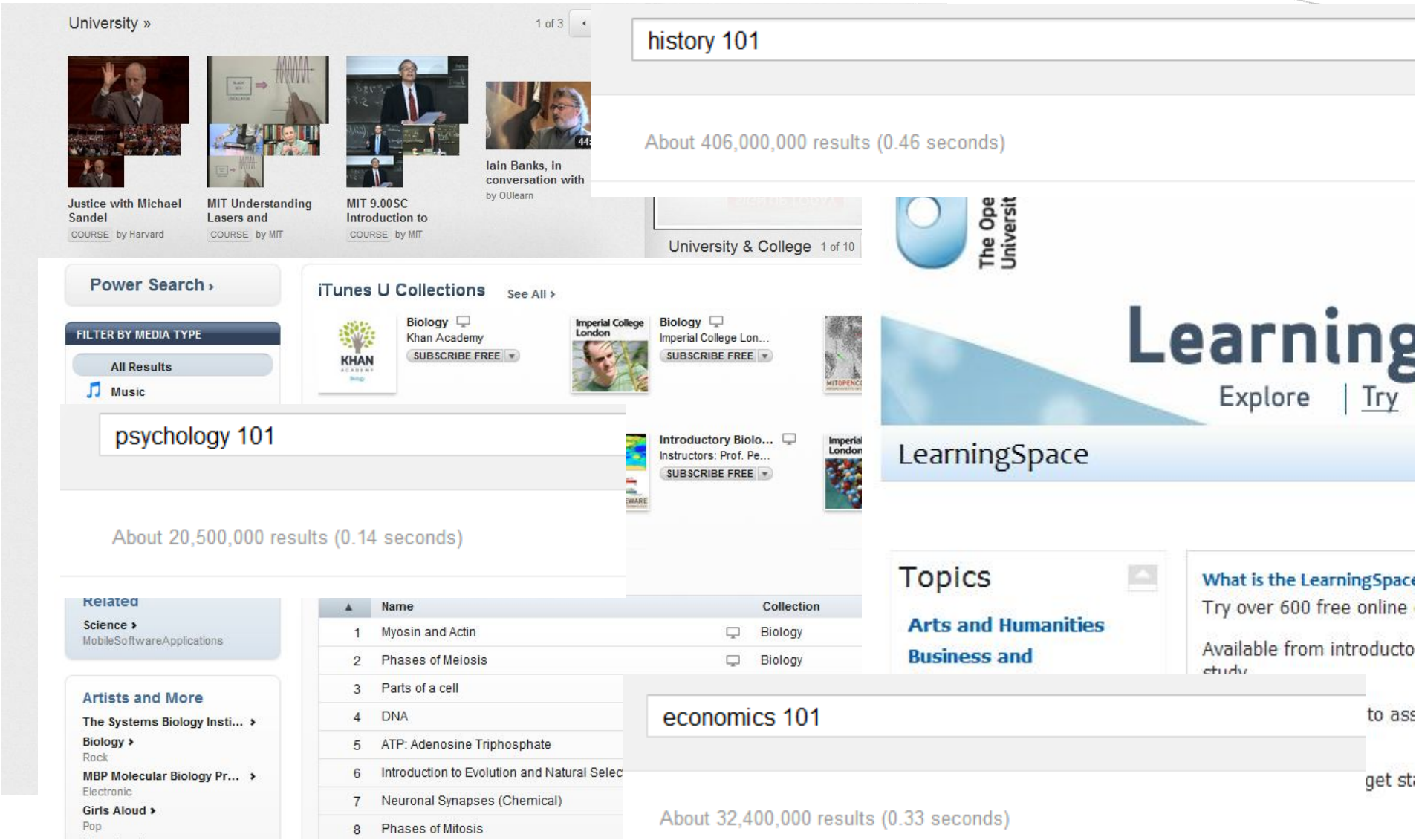
Proposition

Processes

Performance

Resources

Content is not enough



But the way you deliver is

Awareness and local support

Market planning, brochures, websites, logistics, Regional Office

Admissions and Pre-departure

App processing
Visa support
Pre-departure despatch
Fee payments

Arrival and Orientation

Student services, center teams

Living

Building design
Residential tutors

Social programs
Catering

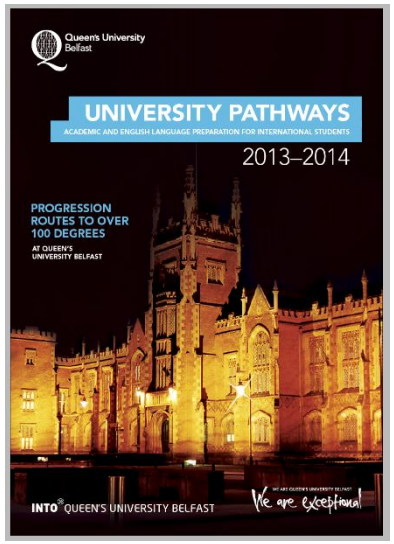
Teaching and Pastoral support

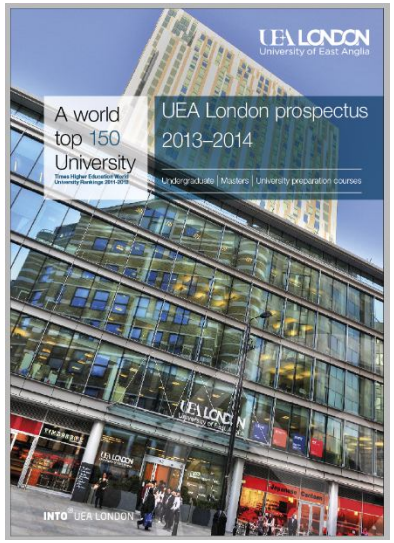
Curriculum design and validation.
Teachers and academic support teams
University engagement

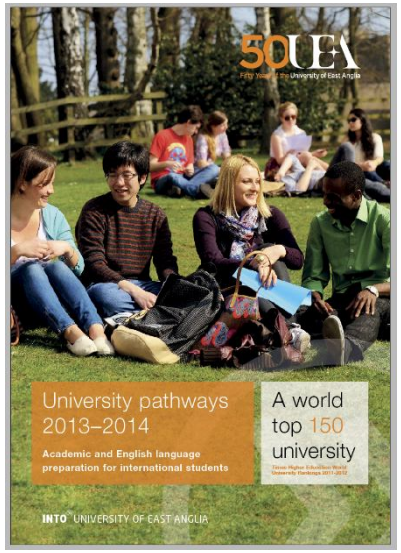
Progression

In center counselors
University guidance
Marketing profiling to share the good news

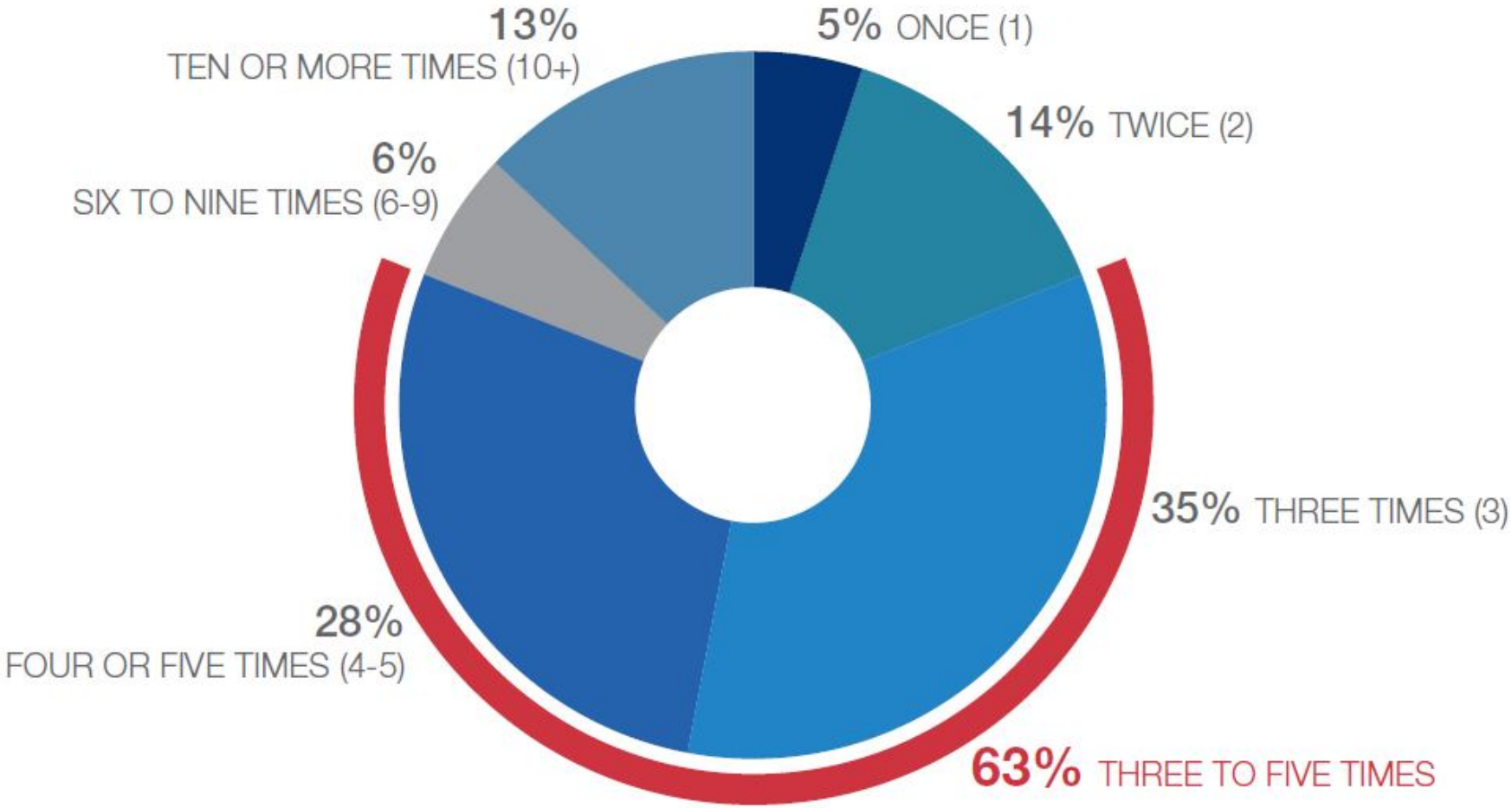
Communicating the proposition





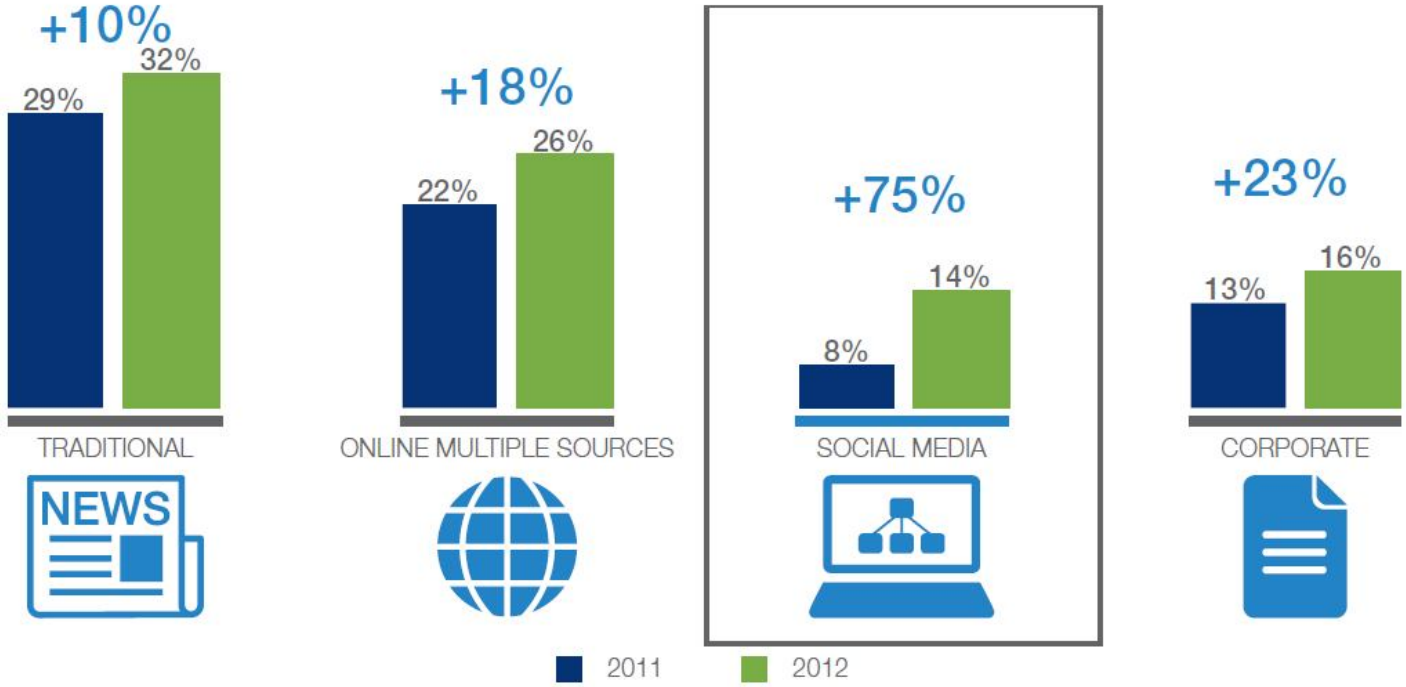


Repetition builds brand trust



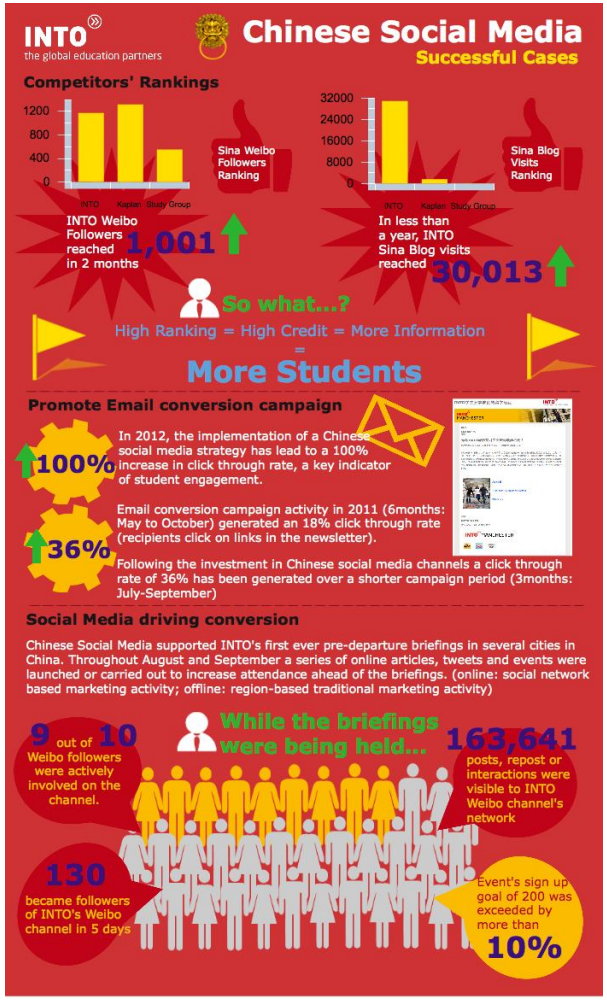
Source: Edelman Trust Barometer 2012

Understanding the customer



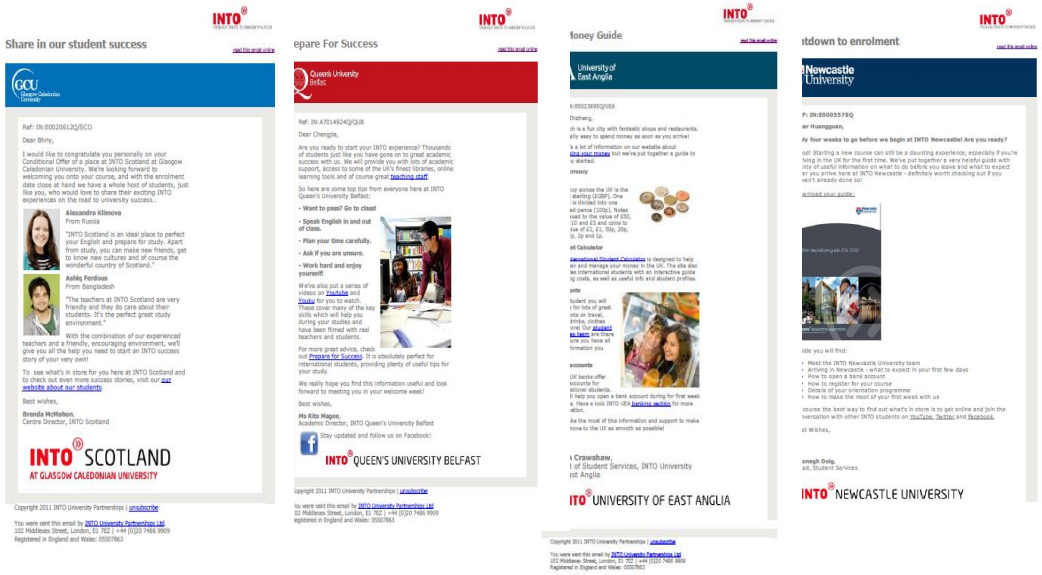
Source: Edelman Trust Barometer 2012

And then In Russian, Chinese, Arabic and Japanese



Created by Iona Meng, Digital Marketing Manager - China, Digital and Web team

Admissions should not be an endurance test



- **48 hour response**
- **Working to university set admissions criteria**
- **Supported by sophisticated database marketing**
- **Multi-channelled and multi-lingual**

Resourcing the proposition

The additional revenue from our partnership with INTO has allowed us to invest in 75 new members of our tenure track faculty and support staff to complement those hires this year and next.

Mark McCambridge
Vice-President for Finance and Administration
Oregon State University

Investing in the international experience

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The facilities are really good here. It is really advanced and has great technology. I've never been in such a 'high tech' building! It is clean and neat in the new building and I think that's important. The layout of the building is interactive and it's also colourful. People can meet up and mix with other students from different courses.

TASHA KESWANI, INDIA
FOUNDATION IN ECONOMICS, FINANCE & MANAGEMENT
INTO UNIVERSITY OF EXETER

As a member of the INTO Oregon State University housing team, I'm really happy to be in the new International Living and Learning Centre. It's an environment where domestic and international residents, and all of our international students, have the opportunity to meet American friends, practice English and learn about American culture. It's rewarding to be able to offer students such immersion into American culture and the English language.

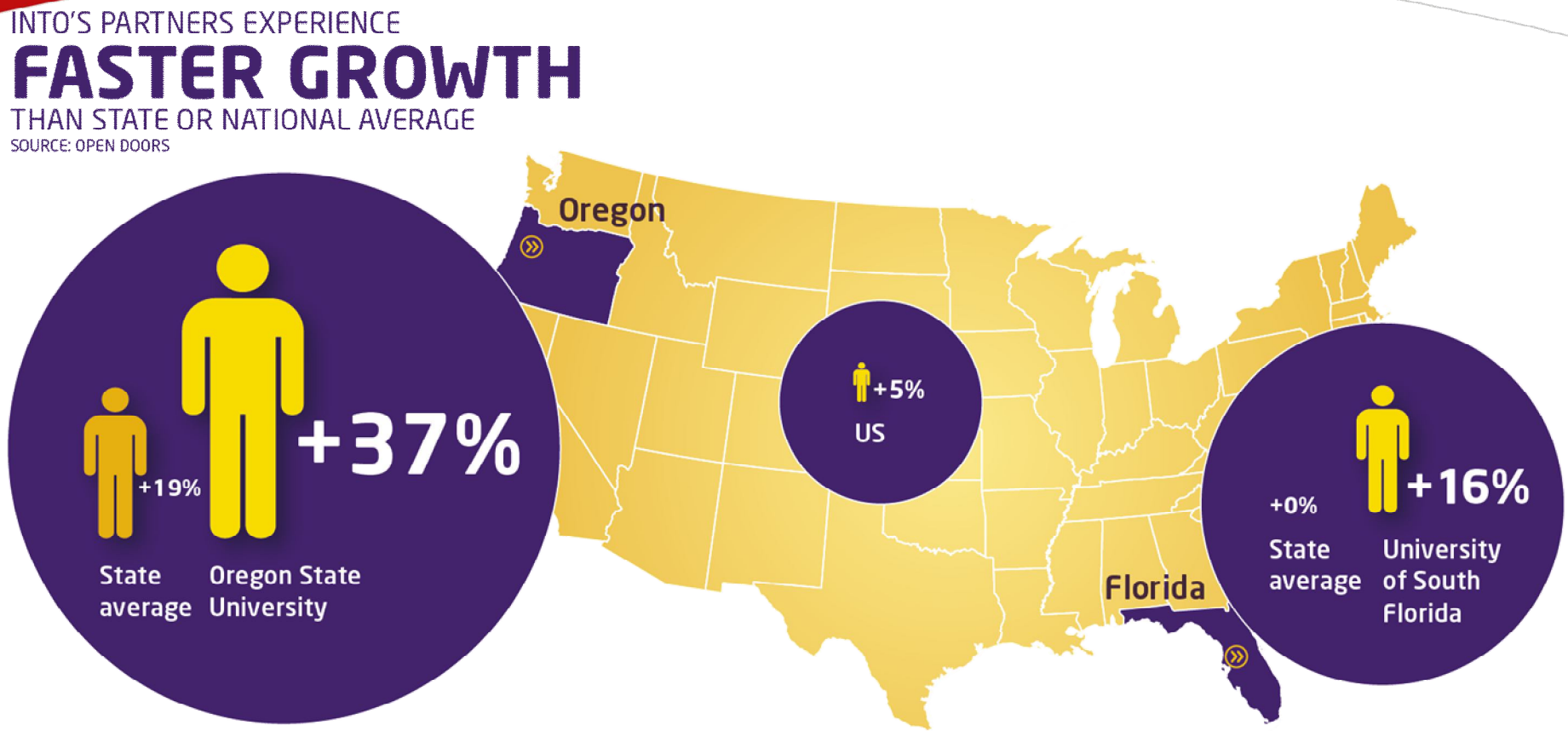
EMILY STOKES
INTO OREGON STATE UNIVERSITY HOUSING ASSISTANT

Photograph: Mahlum Professional

Process: Extending global reach

- **90 staff, 28 offices servicing 55 countries, engaging in 17 languages providing**
- **Agent management**
- **Quality control**
- **Permanent in-market presence**

Celebtrating success



- Oregon State University is growing at seven times the rate for the US as a whole.
- University of South Florida is growing three times faster than the United States

"Institutions that cling too long to the old model are unlikely to survive. But those that innovate quickly have a bright future."

The Innovative University:
Changing the DNA of Higher Education

by Henry J. Eyring and
Clayton M. Christensen

Keep in touch

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