ENGLISH – PATHWAY AND PIPELINE

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The bleedin' obvious

- Students need a good level of English to benefit from, contribute to and successfully complete degree-level studies
- English language competence and teaching quality round the world is highly variable
- Writing accurate 'academic' English for assignments/dissertations a difficult skill to master
- Other reasons for ensuring students have adequate English – admissions standards and UKBA compliance
- English language and study skills support may need to be ongoing in first year of degree course

A few good reasons...

- Around 60% of international students in UK HE are recruited from previous courses in the UK – English pre-sessional and IFY programmes
- Taking an IFY/EAP pre-sessional course in the UK gives an international student a 5x better chance of getting their preferred college/course combination than applying from their home country
- Students are committed – have bought into British English and the British system
- English course (typically £5K) gives a better chance of recruiting to a degree course (say £50K in fees) – 10x ROI.

Models

- Outsource (eg Kaplan, StudyGroup) – work with 25-30 partner HEIs to do IFY/English to degree entry – not necessarily with targets/quotas and not exclusive
- Joint venture (eg INTO) – usually on HEI campus or close to it – HEI issues CAS for full length of combined course and c.80% of students at JV centre go on to degree course at host HEI
- Integral centre (eg Regent's College) – around 120 students a year go on to degree courses from EAP pre-sessionals, so worth c. £6 million in degree course fee income

Regent's – case study

- Separate language centre (Internexus) bought and integrated
- Still does other ELT (eg year-round academic programme) but focus is on 3-4 months EAP leading to IELTS – smaller number of longer-stay higher-value students
- In-sessional support – 2 hours/week free to degree students
- As HEI can do own assessment – no need for SELT
- Acts as Pearson test centre (1 of 3 in London) – gets potential students to visit Regent's
- Does own specific ELT marketing – focus on agents handling HE placement who have students who want to progress

Conclusions

- Worst case – you can't avoid some form of ELT/IFY provision and assessment – may as well make it work for you
- Best case – provides a reliable pipeline of well-prepared degree course students who are 'known quantities'
- Admissions standards and academic quality
- Early warning on visa issues
- Helps with UKBA compliance (course completion)
- Student satisfaction/success
- Potential recommenders/advocates
- Revenue stream in itself + follow-on degree course fees

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