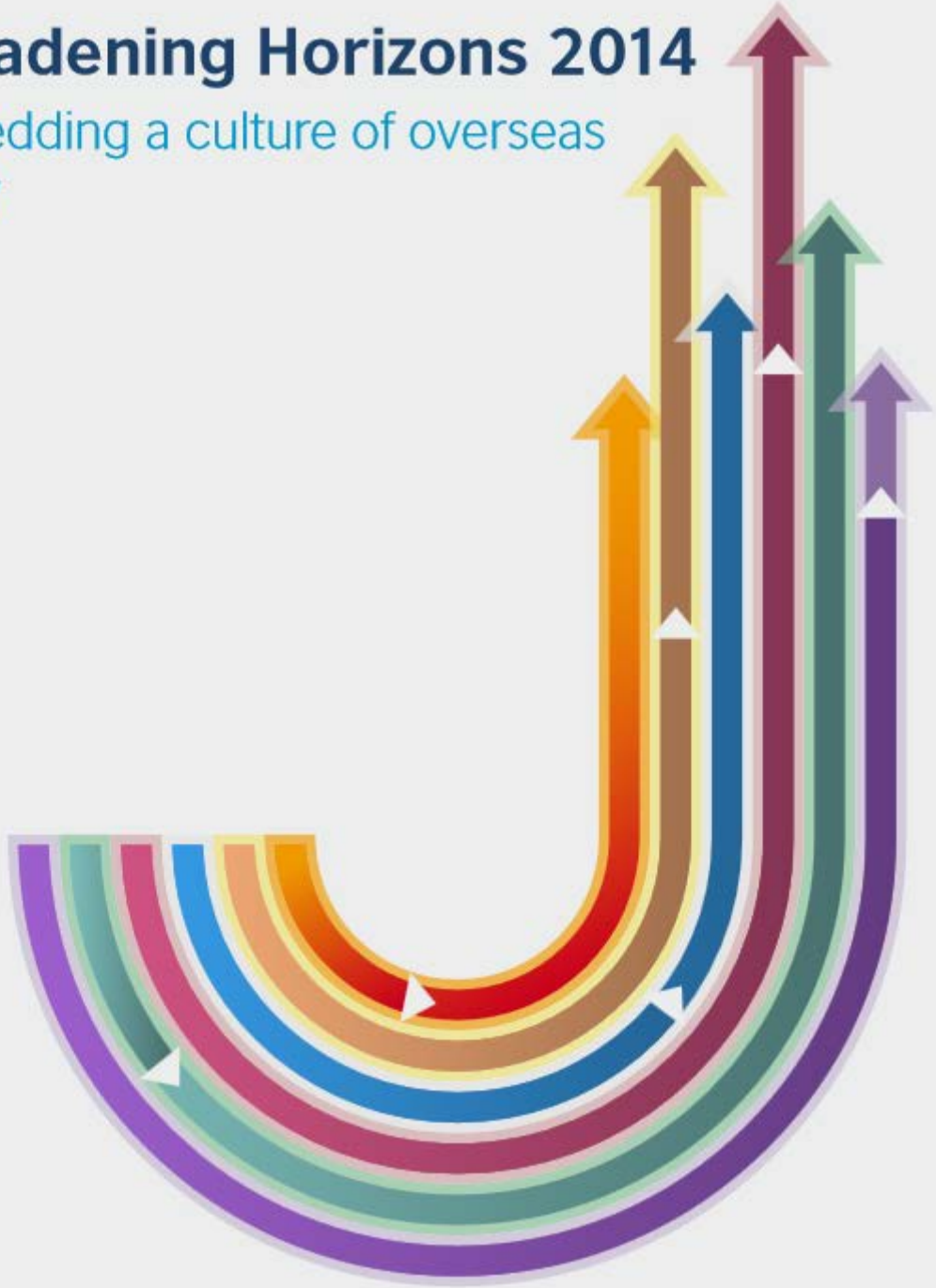
Broadening Horizons 2014

Embedding a culture of overseas study



Capturing the view from students in 2014

- Year 2 of data collection completed
- Key findings from March 2013 showed, cost, language ability, information on study abroad were the most significant barriers
- Track barriers over time, during significant strategic, programme developments
- Measure changes in students perception
- Data collection partners UK and US

Are you considering studying outside your home country?

UK research findings

- N = 2630
- 37% indicated positive consideration of overseas study
- 17% increase from 2013
- Over 50% of top 10 destinations remain English speaking/ using EMI
- Others European, Japan and China as exceptions

Barriers to outward mobility

Academic

- 38% - Degree programme may be too difficult

Non – academic

- 34% - I don’t know if I could fit into another culture

US research findings

- N = 4680
- 44% indicated positive consideration of overseas study
- 12% decrease from 2013
- Less than 30% of top 10 destinations remain English speaking/ using EMI
- Broad range; South Korea, Japan Brazil and China

Barriers to outward mobility

Academic

- 37% - Foreign language skills

Non – academic

- 32% - The cost will be prohibitive

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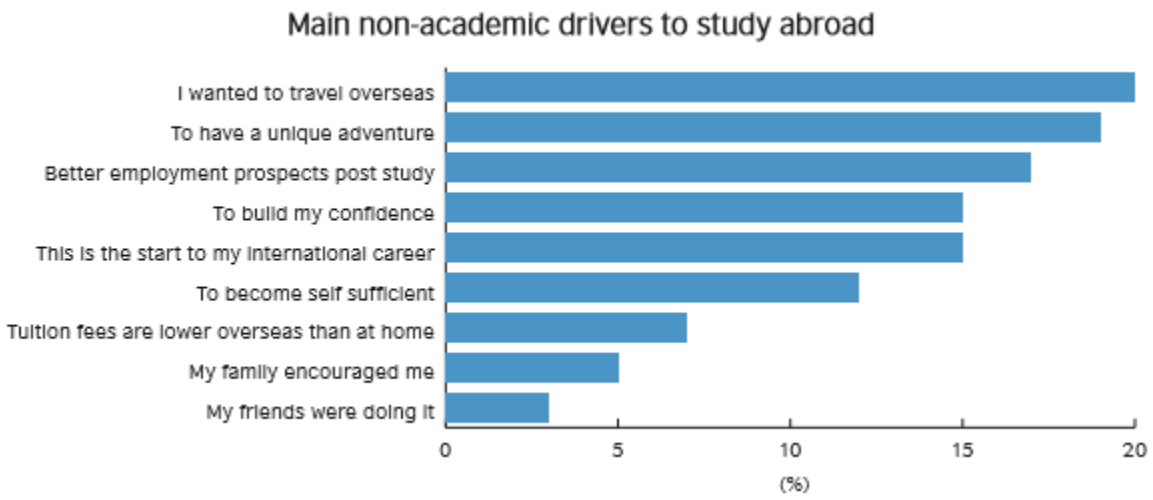
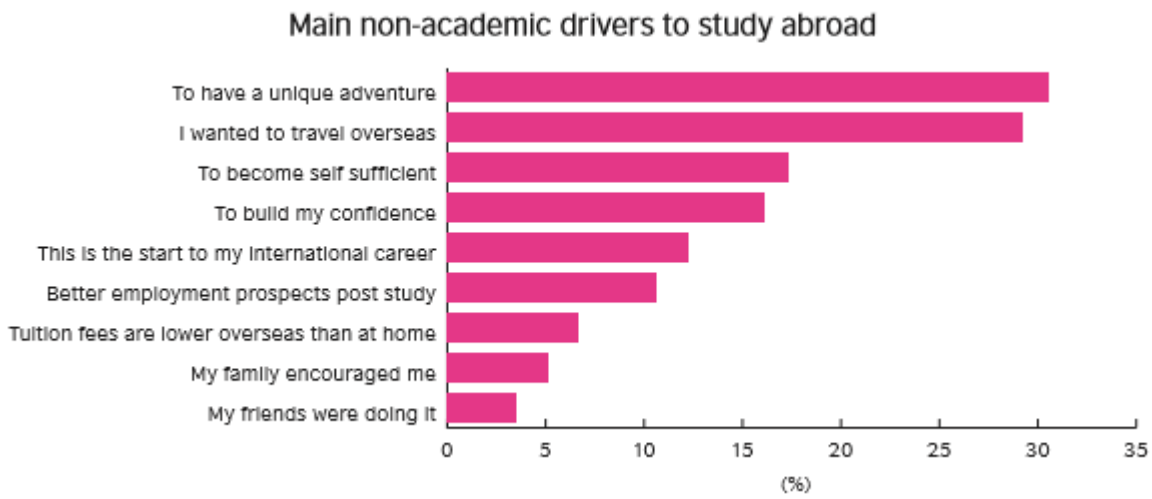


UK survey respondents

US survey respondents



Inspiring the individual – embedding a culture

- US analysis – The Next Generation of study abroad: sustaining scale, growing and widening participation, best illustrated by Generation Study Abroad
- UK analysis – Embedding a new mind-set of international ambition, best illustrated by strategy development
- Explicate links to increasing employability essential
- Culture asset advantage – internationalisation at home
- Combatting cost and quality barriers – utilising transnational education for mandatory international experience