

# ‘Enhancing Reputation; Ensuring Quality’

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qualifications are better understood

# International Market - Focus Areas

- Institution Status
- Qualifications
- Student Experience / Retention
- Market Knowledge

# Institution Status

- Tier 4 – Highly Trusted Sponsor Status
  - assessed against 9 criteria
  - NQF level 3 courses / sub-degree courses (with work placements)
  - specified recruitment practices
  - student vetting/ monitoring
- International Activity
  - direct / agencies / partnerships

# Qualifications

- International qualification recognition and understanding
- Appropriate entrance requirements
- Ability & willingness of student to complete courses
- Progression routes for learners
- Use of preparatory courses

# Student Experience / Retention

- Recruitment of high calibre students
  - maximising success rates
  - reducing 'drop out' rates
- Obligations of Highly Trusted Sponsor Status
- Adoption of an 'International' approach
  - student experience (reputation)

# Market Knowledge

- Identification of target markets
  - intelligence gathering
  - growth areas
  - identification of potential issues, education fraud
- Understanding 'Education Systems'
  - effective engagement with agents
  - staff development

# Considerations

- National education systems continue to change and evolve
- Internationalisation of education
- Academic, vocational and professional qualifications
- Immigration policy requirements and developments
- Education fraud
- Highly competitive industry