

Promoting UK higher education to an international audience

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January 2012

The Reputation of UK HE Internationally

- The UK higher education sector has a world-wide reputation for its excellence and diversity
- A wide variety of strengths in teaching, research, business collaboration and innovation
- World-class research
 - Creates 14% of the world's highly cited research output
 - Average research impact is greater than the US
- Reputation for autonomy and independence



UK HE: Facts and Figures 2009/10

- 405,805 international/EU students studied at UK HEIs
 - 27.5% change since 2004/5
- 408,685 students studied for a UK degree wholly outside the UK
- In 2009, UK had 28% of the EU mobile student market

Audiences for the promotion of UK Higher Education

- Students and Staff
- Institution-to-institution
- Government-to-government
- Europe

Opportunities for UK HE: Students, Staff and Transnational Education



- Second only to the US attracting international students
- More overseas students per capita than any other major higher education system

UK is at the forefront of transnational education

- In 2009/10 there were 408,000 students studying for a UK qualification outside the UK, more than the total number of international students in the UK (405,000)

Government-to-Government Approaches

UK-India Education and Research Initiative	UK-Brazil partnership	Other regions of the world?
UK-China Partnership in International Education	UK-US Higher Education Policy Forum	

- Government to government, underpinned by strong HE sector and business involvement at every level
- Creating conditions for favourable HE environment
- Interdependency is more significant – important to think creatively about the mechanics of alliances and networks.

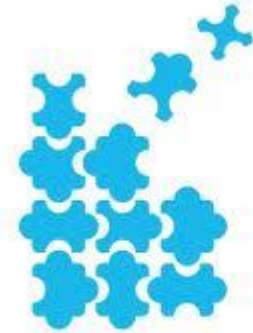


UK and India

- Strong links between UK and India
- Strategic priority for UK Government
- UKIERI Phase One and Phase Two

Opportunities in Europe: UK engagement in the Bologna Process

- Attractiveness of European and UK HE worldwide
- Greater student mobility for both EHEA and international students
- Recognition of qualifications
- Influence on future of European HE



EUROPEAN
Higher Education Area



Challenges

Rising Competition

- Rise of English language HE provision elsewhere
- Perceived high cost of UK HE

Internationalisation of UK campuses

- Campus cohesion
- Support for international students

Combating Negative and Misleading Messaging in International Media

Challenges

Engaging in High Risk Regimes

- ‘Where’ and ‘how’ universities choose to engage.
- Reputational risks
- The role of HEIs in disseminating and fostering knowledge

Promoting UK HE in the Future

- Where are the new emerging markets?
 - BRIC - Brazil, Russia, India, China
 - MIKT - Mexico, Indonesia, South Korea and Turkey
 - CIVETS - Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa
- HE Global Integrated Advisory Service
- How to promote “UK HE”?