

Building strategic links for the UK abroad

International student experience

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Changing international education landscape

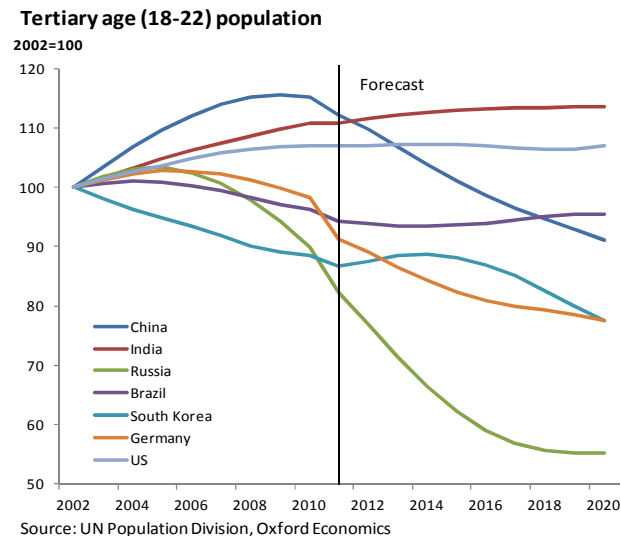
1. Analysis of macroeconomic and demographic data suggests a significant slow down in the growth of tertiary education enrolments.
2. This directly affects the mobility of international students – much lower growth is projected to 2020
3. Continued trans-national education growth, determined by quality, student experience and responding to demand in niche subject areas
4. Increasing importance of international collaborations in the production of quality research

British Council (2012) 'The shape of things to come'



Unfavourable demographics

1. Drivers of Higher education demand
 - Demographic and macroeconomic drivers
 - Countries' national policies on international education and legal frameworks
2. Tertiary education enrolments globally - 170 million in 2009:
 - This represents 160% growth since 1990
 - Average annual growth at 5-6% pa in previous decades



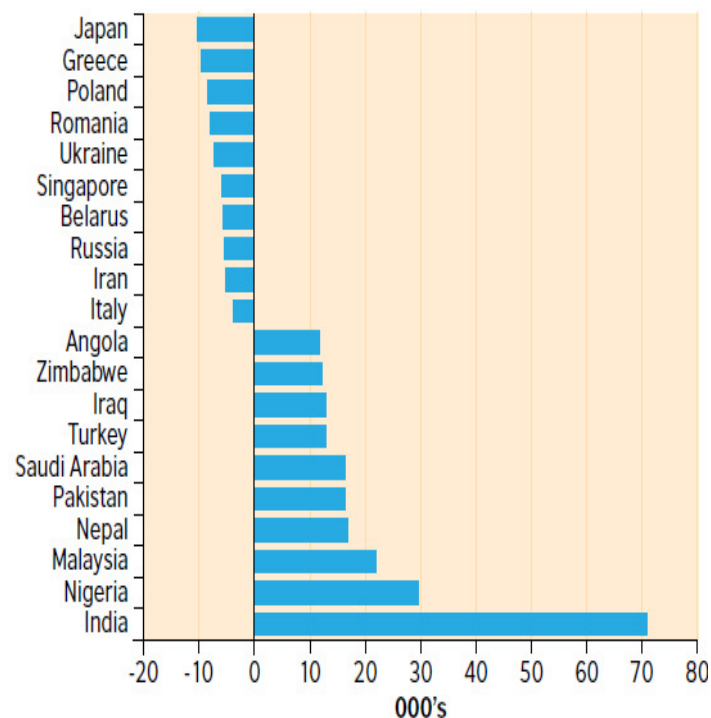
3. However – slower tertiary enrolments growth at 1.4% pa to 2020 compared to 5-6% pa in previous decades. Growth (absolute) will come from:

- India (7.1m)
- China (5.1m)
- Brazil (2.6m)
- Indonesia (2.3m)
- Nigeria (1.4m)



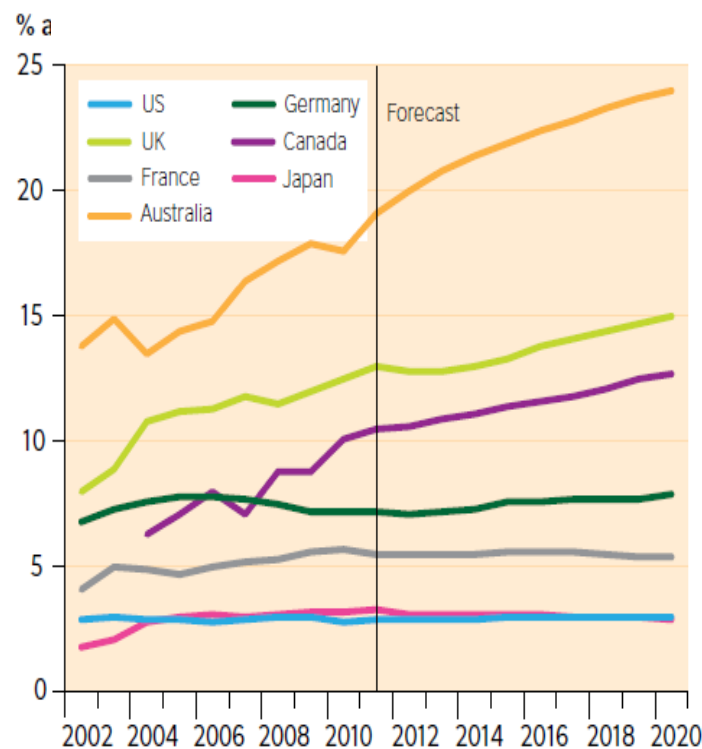
Globally mobile students in 2020: forecasts are policy neutral

Projected growth/decline in outward mobility



UK outward mobility will increase to 38,000 students by 2020

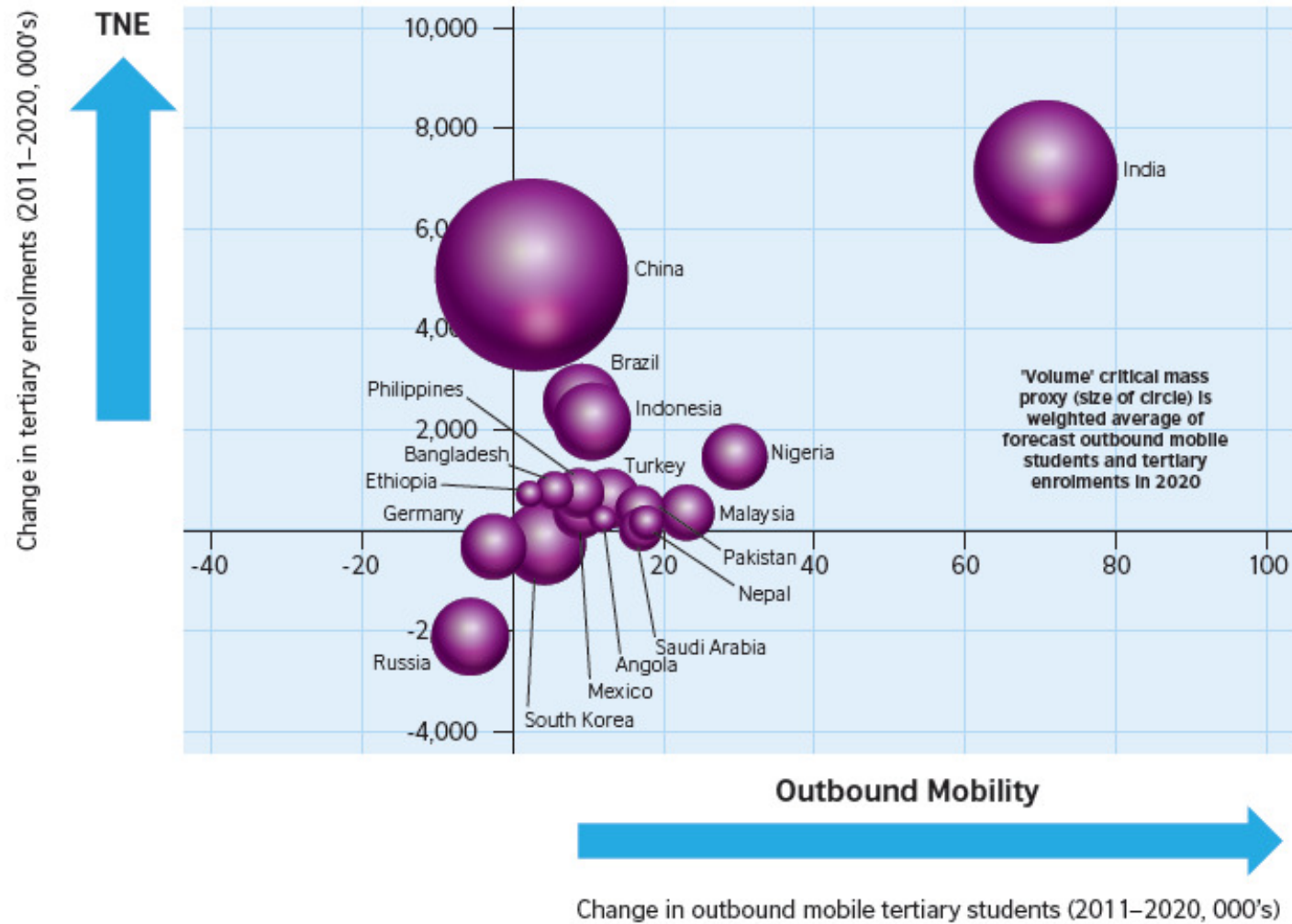
Projected growth in inward mobility



UK is set to see a net increase of 28,000 students in its inward mobility



BRITISH COUNCIL Global opportunities for engagement: recruitment and TNE



Building links overseas: trans-national education (TNE)

Over 120 UK HEIs deliver programmes in some form outside the UK including:

14 at some form of branch campus

79 through some form of partnership with a local provider

In 2011-12, there were 571,010 students studying UK qualifications entirely outside the UK

Includes branch campuses, partnership models of TNE, and distance learning.



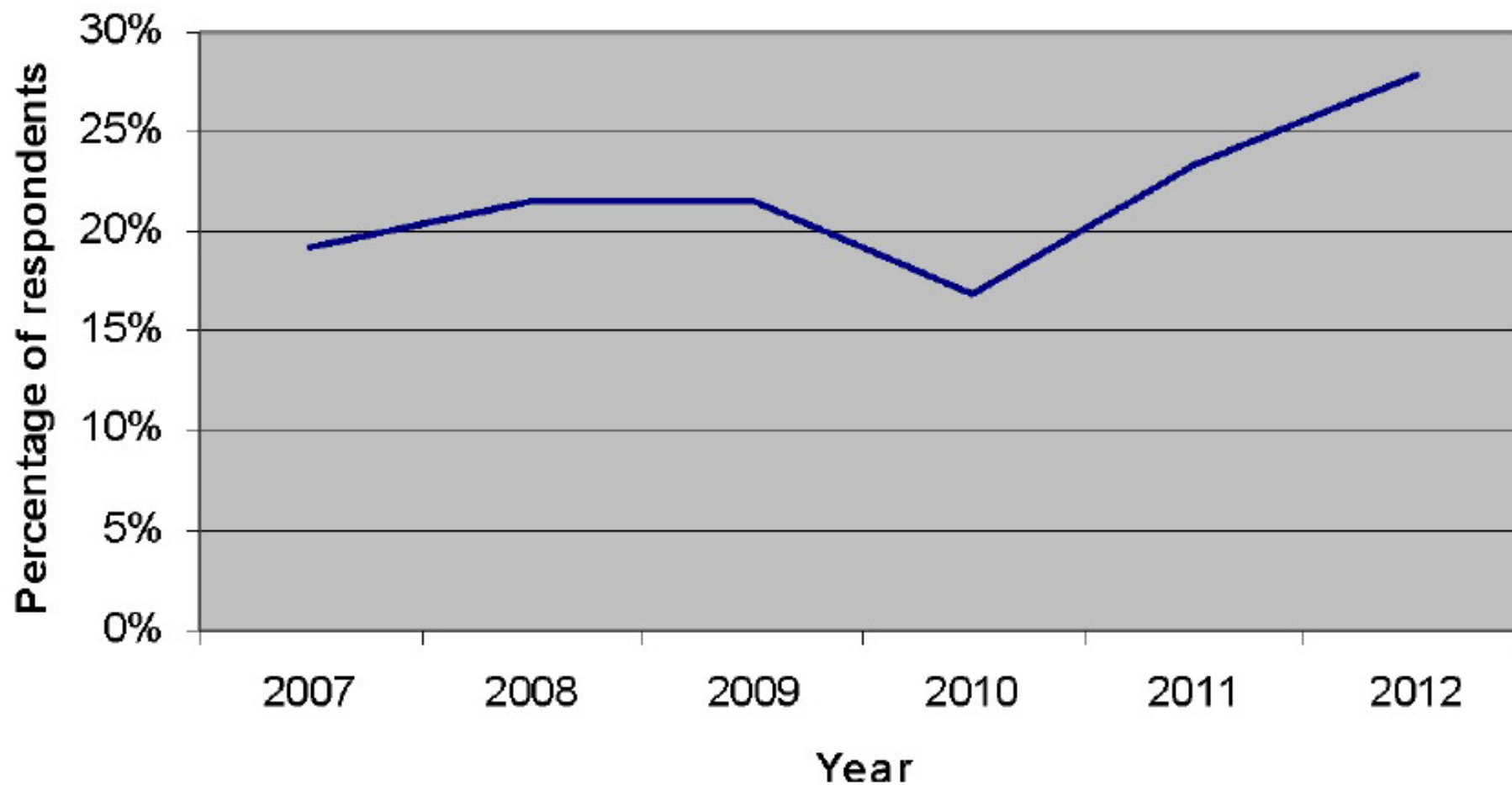
Students in Trans-national Education

- What defines today's transnational education student?
- What do they think about TNE study?
- What are their motivations and priorities?

British Council (2012) Student Insight Hot Topics –
'Portrait of a Transnational Education Student'



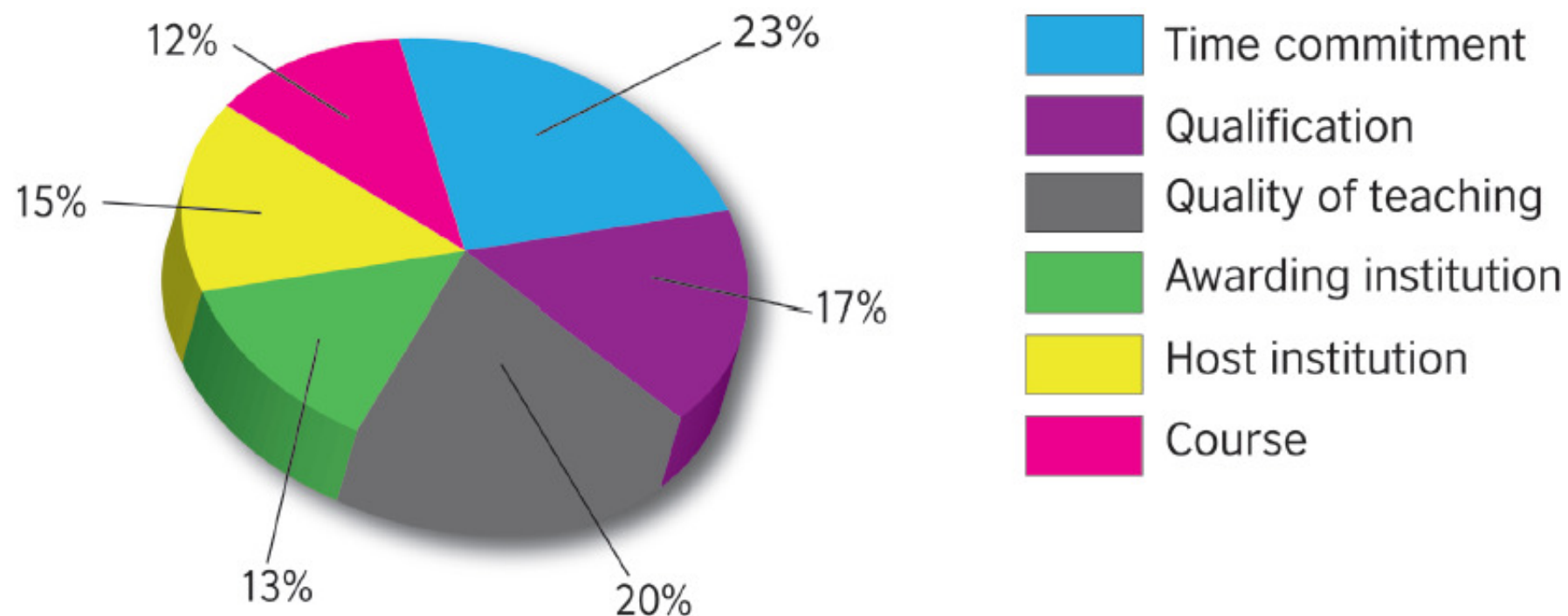
Student interest in TNE year by year



Source: Student Insight 2012



Factors of importance to TNE students



Source: Student Insight 2012



Time commitment

‘I had a full time job like everyone else on my programme, but was also establishing a start – up so I wanted a flexible class schedule’

TNE MBA graduate



Relevance of the qualification

“It doesn’t matter where you go as long as you have a recognized qualification. That’s what is most important to employers.”

TNE undergraduate student



Quality of teaching

“I wanted to make sure the programme had good teachers. I didn’t want to learn from the book, I wanted to learn from the guy that wrote the book.”

TNE MBA graduate

“The materials are great but the on-campus students get better resources and have more advantages.”

Current TNE bachelor’s degree candidate



Other key findings

- **Practicality** of the course is more important than **reputation**
- **Face to face** teaching and learning is irreplaceable
- **Student experience** was not a decision-making factor, but is the area in which students would most like to see improvement
- TNE students form distinct **communities**
- What is learnt from a TNE course is **markedly different** from what is learnt from its companion on-campus course



Building international links for UK student experience

Around 22,000 UK HE students study outside the UK
(diploma mobile)

In addition, 13,665 students studying and working through
ERASMUS placements (2011-12)

How can we use strategic links to provide
international experience for UK students?





UK Students Abroad

UK Students Abroad

Thinking about studying or working abroad as part of your studies? UK Students Abroad has lots of useful information and links to help you with your research. From what to do and where to go, to funding opportunities and healthcare - UK Students Abroad is here to help.

UK students abroad

[What can you do?](#) >[Where to go](#)[Why do it?](#) >[What do you need?](#) >[Can you get funding?](#) >

Global landscape to 2020: 'Shape of things to come'

<http://ihe.britishcouncil.org/news/shape-things-come-higher-education-global-trends-and-emerging-opportunities-2020>

Transnational students: profile, motivation, expectations

<http://ihe.britishcouncil.org/educationintelligence/student-insight-tne>

Transnational education: the student experience at
Going Global 2013

<http://ihe.britishcouncil.org/going-global/sessions/42-transnational-education-student-experience>

UK Students Abroad portal

<http://www.britishcouncil.org/higher-education/uk-students-abroad>

