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A member of the Russell Group

Case Studies of International Partnerships

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Our Global Strategic Aims and Partnerships
Overview

- "To build on Liverpool's position as a top 200 global University through attracting the best academics and students from around the world, engaging with global networks to deliver internationally leading research and creating a community of influential international alumni."

  ➢ To increase UoL's international reputation

  ➢ To grow UoL's international student intake (both in Liverpool and overseas)

  ➢ To increase student and staff mobility

  ➢ To strengthen international research, diversify research income and increase numbers of international PGR students

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Three Case Studies
Overview

1) Online Programmes

2) Singapore Institute of Technology

3) Xi'an Jiaotong-Liverpool University (XJTLU)

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Online Programmes

Key information

Online Programmes
Structure

The Deal Structure/ Funding Model

- Partnership with Laureate Online Education – Laureate provide financial investment.

- UoL - percentage share of net revenue generated by programmes.

- Initially viewed as an accreditation arrangement, now a collaborative partnership.

How the Relationship Works

- UoL - complete academic control.

- Laureate market the programmes, recruit and enrol students, build the materials in the online platform, maintain the online platforms, teach and assess the modules.

Technology

- Our online degrees are fully accessible online, making it possible for professionals to continue working while they study asynchronously in online classrooms.

- Laureate provide technical support 24 hours a day, 7 days a week.

- MOOCS as a shop window for brand and reputation.

Online Programmes
Risks and Benefits

Risks to UoL

- Quality of provision.
- Brand reputation.

Risks to Laureate

- Financial loss.
- Operational.
- Market– growing competition.

Benefits to UoL

- Partner with global leader in online provision.
- Support our strategic aims, growth in student numbers, reputation and global reach.

Benefits to Laureate

- Partner with a UK university in the top 1% of the world with a global reputation.
- Quality assured products, many with external accreditations.
- Financial.

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Singapore Institute of Technology (SIT)
Key information

Singapore Institute of Technology (SIT)
Structure

The Deal Structure / Funding Model

- Financial risk borne by SIT, who guarantee a minimum number of students.

How the Relationship Works

- UoL - complete academic control. UoL invested in new academic staff in Singapore; some adjunct staff from SIT.
- SIT – provide physical and operational infrastructure, market the programme and recruit students.

Technology

- Campus-based but SIT students have access to the University of Liverpool's electronic library and online services and databases.
- Adobe Connect software purchased by the University for use with International Institutions.
- Meetings held by Skype and telephone conferencing.

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Singapore Institute of Technology
Risks and Benefits

Risks to UoL

- Quality of provision.
- Brand reputation.
- 5 year collaboration.

Risks to SIT

- Financial.
- Operational.
- Market.

Benefits to UoL

- Partner with reputable and established provider in Singapore.
- Growth in student numbers, reputation and global reach.
- Two way exchange of staff and students between UoL and SIT.
- Stronger links to Singapore government, industry and universities.

Benefits to SIT

- Partner with a UK university in the top 1% of the world with a global reputation.
- Competitive advantage – offering students something unique.
- Academic quality assured programme.
- Financial.

Xi'an Jiaotong-Liverpool University (XJTLU)
Key Information

Xi'an Jiaotong-Liverpool University (XJTLU)
Structure

The Deal Structure/ Funding Model

- Partnership with Chinese University, XJTU.

- Financial Investment by SIPEDI and Laureate for UoL costs.

- Income for UoL - fees from articulating students and accreditation fees.

How the Relationship Works
- XJTLU independent University with own regulatory framework.
- Dual awards from XJTLU and UoL.
- Recognised under license by the Chinese Ministry of Education.
- Private institution but student numbers and tuition fees approved by government.
- Delivery and assessment is in English.

Technology
- Staff in the UK and China use various tools such as Skype and video conferencing to enable interactions at all levels.
- New campus - high spec, with the latest teaching technology.

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Xi'an Jiaotong-Liverpool University (XJTLU)
Risks and Benefits

Risks to UoL

- Quality of provision.

- Brand reputation.

- Over reliance on student stream.

Risk to XJTU

- Quality of provision.

- Brand reputation.

- Financial.

Benefits to UoL

- Partnership with a top 10 Chinese University.

- Link into Chinese education system.

- Growth in student numbers, reputation and global reach.

- Competitive advantage – offering students something unique.

- Financial.

Benefits to XJTU

- Partnership with a UK University in the top 1% of the world with a global reputation.

- Growth in student numbers, reputation and global reach.

- Competitive advantage – offering students something unique.

- Financial.

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Partnership Development & Management
Lessons Learnt

- Good strategic fit essential.
- Financial sustainability of partnerships important.
- Leadership and project management approach essential for large scale projects.
- Commitment at senior level required but also buy-in at all levels.
- Strong academic management with quality assurance framework.
- Full consideration of business planning and resourcing.
- Careful risk analysis - including reputation and brand.
- Detailed market analysis and understanding stakeholder expectations.
- Take specialist advice about contracts and legal issues.
- Specifically define Intellectual Property rights arrangements.
- Look for ways that each partner can add value.
- Efficiency – separation of tasks with clear roles and responsibilities.
- Good governance structures across different locations.
- Allow flexibility to renegotiate as operating environments change.