

Recruiting International Students: Different Country Perspectives

University of Warwick: UK Perspective

Simon Hall

Head of International Student Recruitment

Assistant Director – International Office

February 2009



Some Jargon

- **International/Overseas student:** generally referred to as students who are classified as non-EU residents for tuition fee purposes
- **Home EU:** or HEU. These students (and fee category) are controlled by the government. Overseas student numbers and tuition are not capped
- **PBS:** Points Based System. New visa system introduced in 2009
- **International Foundation Programmes:** Programmes set up to enable students with a non-UK / non-IB qualification to gain entry to HE
- **Undergraduate:** also referred to as UG. Bachelors degrees (3-4 years)
- **Postgraduate taught:** also referred to as PGT. One year Masters degrees
- **Postgraduate research:** also referred to as PGR. MRes, MSc by research, MPhil, PhD Programmes. 3-5 years full time

UK Higher Education Landscape

- 166 Higher Education Institutions - HEIs (Aug 2008)
 - Russell Group: an association of 20 major research-intensive universities of the UK.
 - 1994 Group: so called because it was founded in 1994, consists of 19 UK universities, who share common aims, standards and values.
 - Million+ : university think-tank. They work to help solve complex problems in higher education and to ensure policy reflects the potential of the UK's world-class university system. It mainly comprises post-1992
 - University Alliance: formally launched in 2007. Its member institutions have a balanced portfolio of research, teaching, enterprise and innovation as integral to their missions
 - Non alliance
- Private education providers: Navitas, Kaplan, INTO. Preparation programmes and feeder colleges

History of UK Recruitment

- Pre 1967. All students paid the same tuition fee
- Post 1967. Slightly more expensive, and quotas introduced in 1977
- 1979 - 1982. New government, fees significantly increased and quotas lifted. Introduction of lab based and non-lab based fee differentiation
- Diplomatic tensions within Commonwealth. Malaysia “Buy British Last!”
- Pym Package introduced special financial agreements
 - FCO Chevening Scholarships
 - Special scholarships arrangements for commonwealth countries
 - Grant to provide British Council to promote UK Education

History of UK Recruitment Cont...

- 1983. Appointment of Marketing Advisor in BC. Production of video: “Degrees of Excellence”. Included Warwick, Edinburgh
- Pressure applied by UK Vice Chancellors to increase promotional efforts, including from Jack Butterworth (Warwick) and Ray Rickett (Middlesex)
- 1984. BC sets up Education Counselling Service. Subscription service. All universities except Cambridge join
- ECS began as a placement service, but not successful
- 1986. First exhibitions on British education held in Kuala Lumpur and Hong Kong, attracting a combined total of nearly 100,000 visitors
- 1999. Prime Minister's Initiative launched
- 2000. Education UK brand launched in 20 countries
- 2006. PMI 2 launched

Prime Minister's Initiative (PMI)

- PMI 1: aim to increase the number of international students following a UK education, in recognition of their importance in fostering international relations and bringing long-term political and economic benefits to UK
- PMI 2:
 - investment in a UK education marketing campaign
 - streamlining of entry procedures and work rules for overseas students
 - increasing the number of Chevening scholarships 1,670 Research students
- Target: attract an additional 50,000 international students by 2004/5.

PMI 2 – Agreed Strategies

- **Brand:** development of umbrella brand under which all educational institutions could market themselves and their products more effectively;
- **Website:** development of website accessible to millions of students and their influencers around the world to market UK institutions and the courses they provide;
- **Publications:** a number of guides and magazines to provide advice and profile and showcase UK education providers;
- **Campaigns:** to celebrate and raise the awareness of UK education, e.g. the International Student Awards and Real UK;
- **Working with agents:** working with education agents as marketing partners and developing services to increase the number of agents working for UK education providers

Results of these strategies

Sector wide use of:

- Education UK Partnership resources, including market intelligence
- British Council exhibitions
- British Council network of overseas offices
- Agents – used extensively

Challenges facing UK sector

- Changes in HE landscape in UK
- Competition, both internal and external
- Rising costs of recruitment, decreasing budgets
- Navigation of visa regulations
- Diversity of recruitment channels
- Maintaining high standards of quality of impact
- Maintaining the UK brand consistently across the sector

UK Data (2007 – 2008)

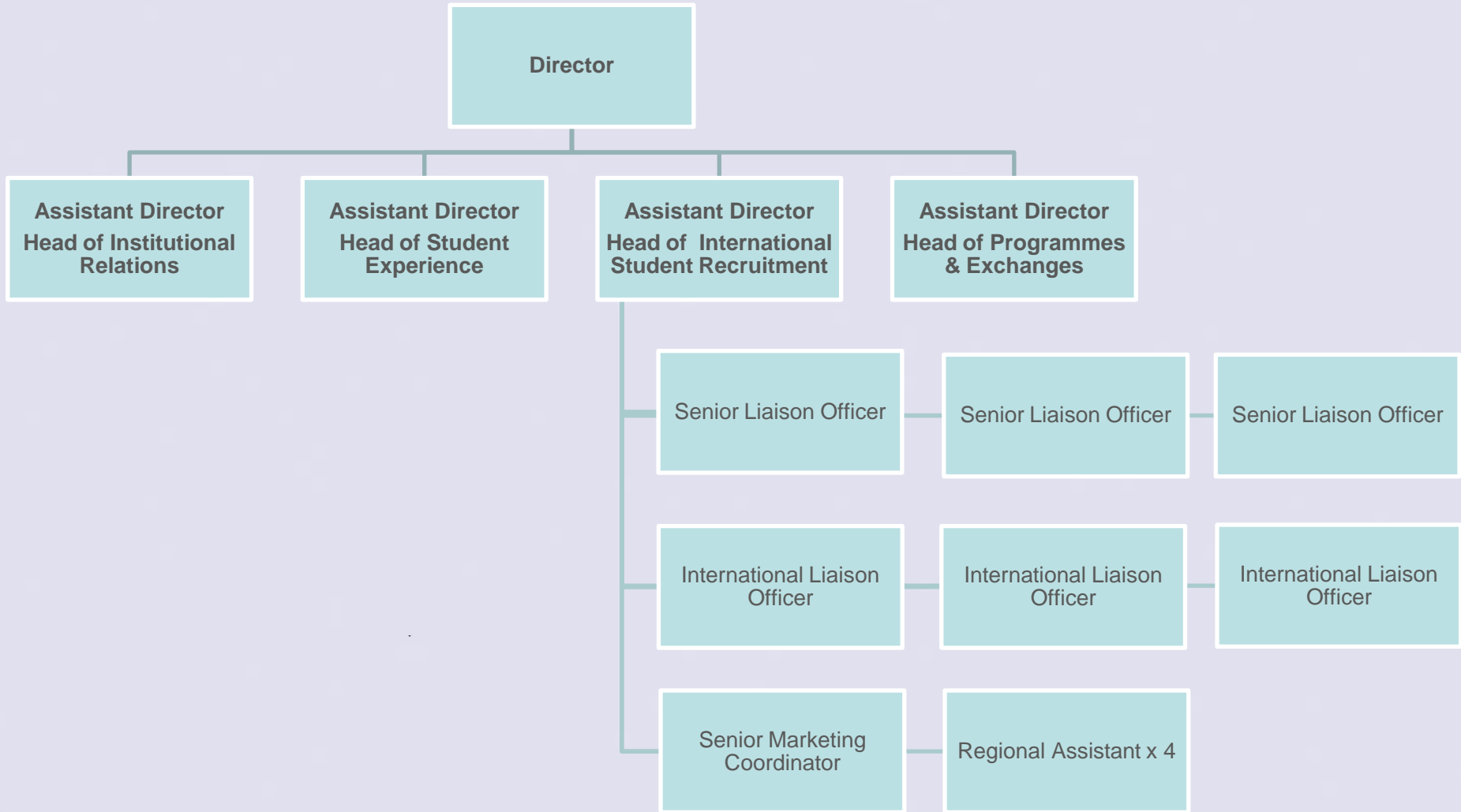
| Institution | % Intake |
|---------------------------|----------|
| Manchester | 2.66% |
| LSE | 2.47% |
| Nottingham | 2.19% |
| Oxford | 2.00% |
| Central Lancashire | 1.96% |
| Northumbria | 1.94% |
| Warwick | 1.93% |
| City | 1.88% |
| Edinburgh | 1.84% |
| University College London | 1.81% |
| London Metropolitan | 1.74% |
| Leeds | 1.58% |
| Sheffield Hallam | 1.55% |

| Country | % Intake |
|--------------|----------|
| China | 19% |
| India | 12% |
| US | 11% |
| Nigeria | 5% |
| Malaysia | 4% |
| Pakistan | 4% |
| Hong Kong | 3% |
| Canada | 2% |
| Taiwan | 2% |
| Japan | 2% |
| Thailand | 2% |
| South Korea | 2% |
| Saudi Arabia | 2% |

University of Warwick

- Founded in 1965
- Approximately 21,000 campus based students
 - 12,500 Undergraduates
 - 6,000 Masters
 - 2,000 Research students
- Approximately 8,450 new intake in 2009 entry
 - 4400 UG, 3800 Masters, 650 Research
- Approximately 3,145 new intake of non-EU students
 - 275 HEFP, 890 UG, 1820 Masters, 160 Research
 - Represented over a 30% increase in overseas intake on 2008 entry

International Office Team



Intake Patterns

- 45% increase since 2007 entry
- Table shows top 17 recruiting countries
- Top 4 recruiting markets for 3 years:
 - China
 - India
 - Hong Kong
 - Pakistan

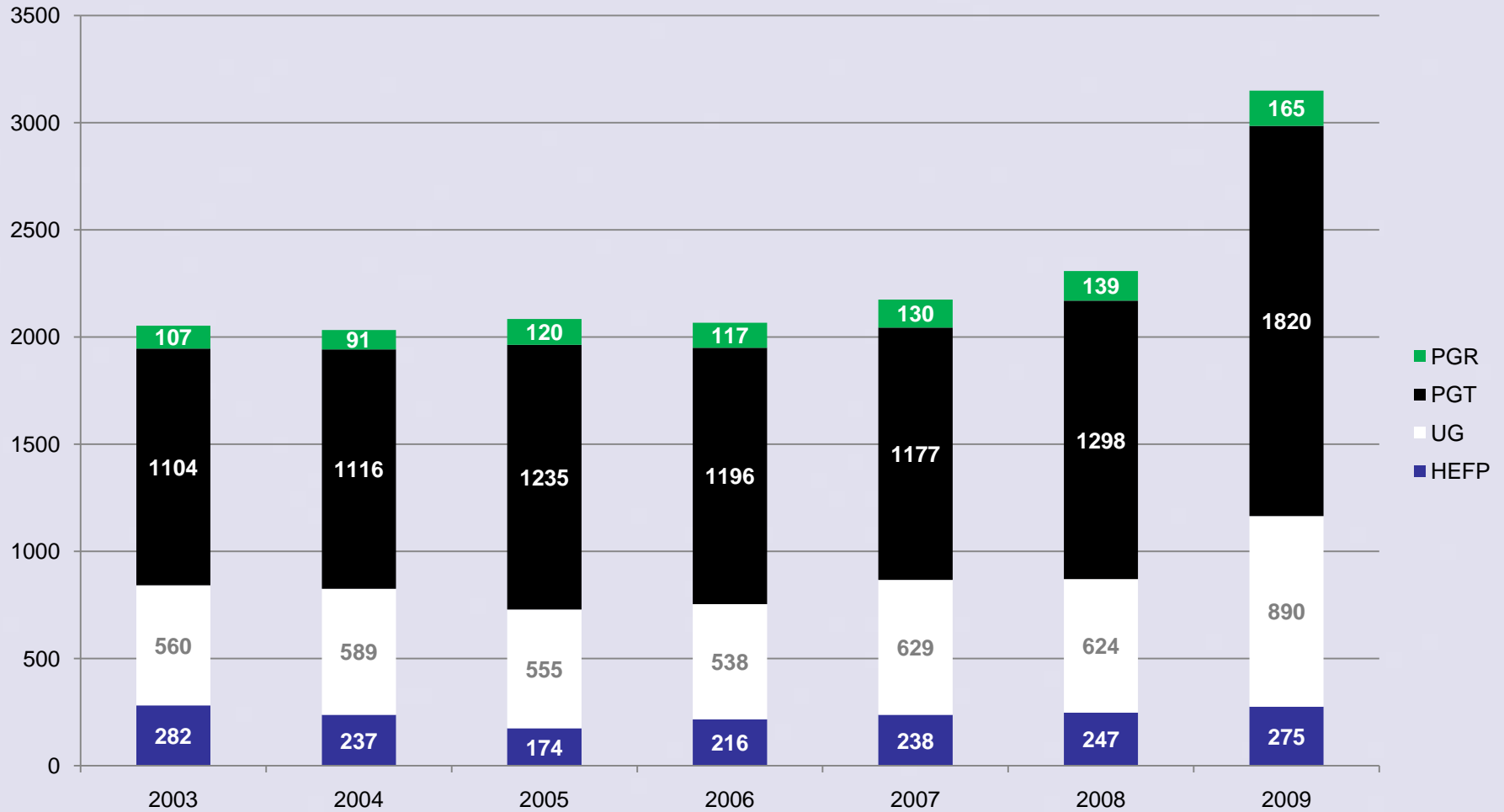
| Country | Total % Increase |
|-------------|------------------|
| Brunei | 233% |
| Singapore | 109% |
| Malaysia | 93% |
| Kazakhstan | 92% |
| Nigeria | 84% |
| Middle East | 67% |
| Hong Kong | 64% |
| Turkey | 59% |
| Japan | 55% |
| South Korea | 44% |
| India | 42% |
| China | 26% |
| Russia | 23% |
| Thailand | 23% |
| USA | 4% |
| Pakistan | 0% |
| Taiwan | 0% |

Intake EU (non UK)

- 25% increase since 2007 entry
- Table shows top 17 recruiting countries
- Significant increases experienced
 - Germany (50%)
 - Bulgaria (118%)
- Increases by level
 - UG (15%)
 - PGT (38%)
 - PGR (18%)

| Country | Total % EU (non UK) Intake |
|----------------|----------------------------|
| Germany | 15% |
| Greece | 14% |
| Cyprus | 9% |
| Italy | 8% |
| Lithuania | 6% |
| Bulgaria | 6% |
| Belgium | 5% |
| Poland | 3% |
| Sweden | 3% |
| Spain | 2% |
| Ireland | 2% |
| Netherlands | 2% |
| Portugal | 2% |
| Switzerland | 2% |
| Luxembourg | 2% |
| Czech Republic | 1% |
| Austria | 1% |

Intake Patterns of Overseas Students



Overseas Office Network

- First office started in 1998
- Sole representatives of Warwick
- Several alumni
- Recruitment focus but also work on broad range of International Office responsibilities
- Superb support to prospective students, current students, and alumni
- Line managed from the UK
- Annual visit to university

| Location | Region |
|---------------|------------------------|
| Lahore | Pakistan |
| Delhi | India |
| Mumbai | Maharashtra |
| St Petersburg | Russia, Kazakhstan |
| Beijing | North China |
| Shanghai | Central and West China |
| Hong Kong | Hong Kong, South China |
| Singapore | Singapore, Brunei |
| Damascus | Syria |

Agent Network

- Since 1985
- Consortium approach
- Outsourcing of services
- Very close relationship with long established agents. Highly trusted
- Annual visits
- Some provide basic services: visa obtainment (for both staff and students), fee payment facilitation
- Annual visits to University

| Long established | Recent additions |
|------------------|------------------|
| Taiwan | Turkey |
| Malaysia | Nigeria |
| Thailand | Kenya |
| Jordan | Iran |
| | Japan |

Warwick Mix

Internal

- Market Intelligence
- Target Setting
- Budget Planning
- University wide communications
- Incoming visits
- Admissions facilitation
- Regional expertise

Promotional

- Schools, Colleges
- Sponsors
- Exhibitions
- Web presence
- Alumni
- Ambassadors
- Website
- British Council
- Website
- Regular country visits

Conversion

- Overseas offices
- Agents
- Offer holder events
- Predeparture activities
- Calling Campaigns
- Live chat campaigns
- Website

Our experience

Where it goes well for us

- Great staff in both the UK and overseas
- Excellent, well established, presence on the ground in a number of countries
- Managing relationships with sponsors and schools
- Strong follow up and conversion efforts

Challenges

- Meeting expectations of all academic departments, at all levels
- Keeping costs down
- Alumni engagement in recruitment
- Making time to be more strategic

Thank You

Simon Hall

Head of International Student Recruitment

Assistant Director – International Office

Email: Simon.Hall@warwick.ac.uk

Tel: +44 (0) 24765 22469

www.warwick.ac.uk

