



China Country Strategy 2015 to 2016

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1. Overview

- China remains to be a top overseas student recruitment market for BU despite the drop in both PGT applications and enrolments for the last three years (numbers almost halved from 2012-13 to 2014-15 although we have slowed down the rate of decrease from 2013-14 to 2014-15 – see table 2.3 below).
- A number of reasons have contributed to this: BU's relatively low ranking in a league table driven market; low profile and brand visibility in a hyper competitive market; less positive output from existing partnerships for progression and lack of feeder institutions in China; and relatively weak agent relationship.
- International joint education leading to studying overseas for part of the Chinese degree have proliferated in the past 10 years and BU is increasingly losing out on the student recruitment market share due to the lack of investment in this type of collaboration.
- BU has been put in place an in-country representative exclusively working from July 2014, and this has helped greatly in terms of agent relationship building and conversion of prospective students. This will continue into next year with development in partnership and alumni activities.
- Kaplan is well established in China; BU's stronger links with them will assist in increasing our presence in country through their extensive agent network and aggressive marketing.
- BU's portfolio is a good fit with the most popular business based courses in China; our media and tourism courses have a good reputation and attract students from China.
- Work placement is a huge selling point however support for Chinese student to secure the placement is key if we are able to use this as a differentiator in the market.

- BU successful Chinese alumnus are very good case studies to attract students from China.
- BU Chinese student interviews/feedbacks are a good selling point of the media promotion in China.
- Chinese students are very sensitive at statistics, good statistics figures can be good contribution of building up the brand and the reputation of BU as well as attracting students.

2. Statistics and Targets

2.1 Students from China studying in UK HE (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	35,385	44,740	7,080	87,205
2012/13	39,945	42,250	6,400	88,595
2011/12	38,585	38,415	5,995	82,995
2010/11	35,050	30,815	5,535	71,400

Source: HESA data 2012/13

HESA data figures are rounded to the nearest multiple of 5, with 0, 1, 2 rounded to 0

2.2 Students from China studying at BU (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	50	128	24	202	N/A
2013/14	34	163	18	215	0.0025%
2012/13	55	230	11	296	0.0033%

Source: Academic Business Intelligence June 2014

Note: Stats include all fee regions – Home/EU and Overseas.

2.3 Conversion rates (Sept + Jan combined)

UG conversion rates

	Applications	New enrols	Conversion (%)
2014/15	293	29	9.89%
2013/14	271	13	4.8%
2012/13	383	21	5.48%

PGT Conversion rates

	Applications	New enols	Conversion (%)
2014/15	656	94	14.32%
2013/14	755	100	13.28%
2012/13	1,267	170	14.05%

Source: Academic Business Intelligence June 2014

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Aoji (Beijing)	7	7	2	5
Beijing HHL Overseas Education Service Co Ltd	14	-	2	-
Beijing JJI Overseas Education Consulting	6	14	8	5
Beijing Normal University	31	9	1	-
Beijing Wuzi University	4	-	-	-
BEO	3	6	1	-
Burgeon Education	7	-	4	3
CN UK, London	-	-	-	3
Eduglobal	3	-	1	4
IAE China				3
EIC	-	-	3	-
Index (Beijing) Education Services	19	25	15	12
Oxbridge Holdings Ltd	7	16	-	-
Peony Cultural Communications Ltd	-	-	-	2
Power Academy Co. Ltd, Beijing	2	-	6	6
SourceTech	5	14	5	-
UKEAS Ltd	2	4	1	-
UKEC, Shanghai	-	-	-	8
TOTAL:	110	95	49	51

2.5 Targets - University-wide: New entrants (Sept + Jan combined)

Year	Undergrad		Postgrad Taught		Postgrad Research		Total		% target exceeded or missed
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
2017/18									
2016/17	50		115		15		180		
2015/16	40		105		10		155		
2014/15	30	32	71	94	3	7	104	133	28%
2013/14		13		107		7		127	

Source: Academic Business Intelligence June 2014

2.6 Breakdown by Academic Department of Data on Newly Enrolled Students (Sept + Jan combined)

School	UG 2012/13	UG 2013/14	UG 2014/15	PGT 2012/13	PGT 2013/14	PGT 2014/15	PGR 2012/13	PGR 2013/14	PGR 2014/15
Applied Science	0	0	1	0	2	0	0	0	
Business School	15	8	23	81	33	27	0	2	1
DEC	1	1	0	4	6	2	2	2	
HSC	0	0	0	1	0	0	0	0	0
Media School	3	2	7	16	19	23	2	4	2
Law	0	0	0	2	2	0	0	0	
Science & Technology									4
School of Tourism	1	2	1	66	45	42	0	0	0
Combined*	0	0	0	-	-	-	-	-	-
Totals	22	13	32	170	107	94	4	7	7

Source: Academic Business Intelligence June 2014

Note: The Law subjects stats are **included** in the total BS stats

*Combined- BA Marketing between Business School and Media school

2.7 Top 10 recruiters of Chinese students in the UK 2013/14 (New and Continuing students)

University	Undergrad	Postgrad Taught	Postgrad Research	Total
The Uni of Liverpool	1,205	935	45	2,180
The Uni of Manchester	665	1,235	105	2,005
The Uni of Sheffield	295	1,280	65	1,645
The Uni of Birmingham	510	1,045	40	1,595
The Uni of Southampton	830	625	75	1,530
Uni College London	160	1,285	35	1,475
The Uni of Glasgow	280	1,150	25	1,455
Coventry University	450	890	80	1,420
Uni of Newcastle-upon-Tyne	510	740	15	1,270
The Uni of Leicester	260	905	75	1,240
Bournemouth Uni (75)	35	190	20	250

Source: HESA data 2013/14 HESA data figures are rounded to the nearest multiple of 5, with 0, 1, 2 rounded to 0

Note: The Law subjects stats are included in the total BS stats

*BU ranked no. 75

3. Marketing Activities (Planned)

3.1 Key messages (what is our “proposition”)

- Strong professional orientation with a focus on academic excellence and graduate employability
- Professional accreditation and recognition
- Research recognised worldwide
- Optional placements across all programmes
- Range of preparatory and pathway programmes
- Generous scholarships for international students
- Better opportunity to earn money / part-time work experience whilst study (from recent ISB result)

3.2 Advertising and Public Relations (consider on-line and off-line advertising)

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
Aug-15	<ul style="list-style-type: none">Produce bespoke partnership promotional materials	<ul style="list-style-type: none">M&C Comms team re branding
Jul-15	<ul style="list-style-type: none">Building up Chinese website hosted in China	<ul style="list-style-type: none">M&C Comms team re branding
Jul-15	<ul style="list-style-type: none">production of student video and social media content strategy	<ul style="list-style-type: none">Red balloon and Netnatives
Sep-15	<ul style="list-style-type: none">advertising in agent or BC publication	<ul style="list-style-type: none">Country manager/comms officer
Oct-15	<ul style="list-style-type: none">online advertising on study portals in China	<ul style="list-style-type: none">Country manager/comms officer

3.3 External Contacts and Relationship Building

- British Council China
- Government and funding bodies (e.g. China Scholarship Council for PhD studies)
- Existing and new institutional partnership for recruitment
- Agents
- Kaplan in country office staff

3.4 Alumni activities

BU has a large alumni base in China and we will utilise them for recruitment, conversion, internship arrangement, re-orientation for new BU graduate who returned home, and professional network.

We will seek to start a China Chapter for 2015-16 with activities organised that are valued by alumni, and include them in the Alumni and Applicant reception in March 2016.

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
October 15 (10 days)	<ul style="list-style-type: none"> BC exhibition, agent/Kaplan and partnership visits 	<ul style="list-style-type: none"> ZL, CW, plus BS and MS rep
March 2016 (1 week)	<ul style="list-style-type: none"> Agent exhibition/ visits, partnerships/guest lecture, Kaplan joint activities, alumni/applicant event 	<ul style="list-style-type: none"> ZL, CW, plus BS rep
Apr-16	<ul style="list-style-type: none"> Conversion trip 	<ul style="list-style-type: none"> ZL, CW

3.6 In Country Representative (IC Rep) led Activities in the Market

Target Cities

South China: Guangzhou, Shenzhen, Changsha

North China: Beijing

East China: Shanghai

West China: Chengdu

Timing	Event/Activity	Who involved	Note
Sept 2015	<ul style="list-style-type: none"> First round agent visits in South China - General catch-up, courses information update with student interviews (1 week in mid Sept) 	<ul style="list-style-type: none"> IC Rep 	
Oct - Nov 2015	<ul style="list-style-type: none"> First round agent visits in West China with partner visit (UESTC) - General catch-up, courses information update with student interviews (1 week in mid Oct) Partner visit at BNU (1 or 2 days in mid Nov) First round agent visits in North and East China with RM, and partner visit (CUC) - General catch-up, courses information update with student interviews (2-3 weeks in late Oct – mid Nov) 	<ul style="list-style-type: none"> IC Rep 	<ul style="list-style-type: none"> - Agents exhibitions in target cities (date-tbc) - 24-25th Oct: China International Education Expo in Beijing
Dec 2015 – Jan 2016	<ul style="list-style-type: none"> Partners follow-up visits if needed (BNU,CUC and UESTC) with second round 	<ul style="list-style-type: none"> IC Rep 	<ul style="list-style-type: none"> - Agent exhibition in target cities

	visits to target cities (2 weeks in mid Dec or mid Jan)		(date-tbc)
Mar 2016	<ul style="list-style-type: none"> Third round agent visits in South China with RM. (1 week in mid Mar.) 	<ul style="list-style-type: none"> IC Rep 	<ul style="list-style-type: none"> Agent exhibition in South China (date – tbc)
Apr – June 2016	<ul style="list-style-type: none"> Conversion visits in target cities – meeting offer holders in target cities with attending various of agents spring exhibition tour 	<ul style="list-style-type: none"> IC Rep 	<ul style="list-style-type: none"> Agent exhibition in target cities (date- tbc)
July 2016	<ul style="list-style-type: none"> Pre-departure in Beijing, Shanghai and Guangzhou if needed. Attending various of agents summer exhibition tour 	<ul style="list-style-type: none"> IC Rep 	

4. Strategic Partnerships and Collaboration

4.1 Consortium approaches

- N/A

4.2 Kaplan related activities (including trips and advertising)

Enrolments				
	PSEUSP Enrols	Pathways Enrols	Total (enrols)	% of all NE
2014/15	43	24	67	33.17%
2013/14	47	11	58	26.98%

4.3 Partnerships:

Current Strategic partnerships				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction (what are we doing with that partner in 2015-16 to support them)
Beijing Intellectual Property Office (BJIPO)	Law	Research / Staff Exchange		Two visiting staff from BJIPO studying at BU from Sep 2015- Jan 2016, more planned for next year.
Beijing International Studies University (BISU)	Various	General Co-operation		To explore recruitment potential in 2015/16
Beijing Normal University,	Various	Recognition with		To include in regular recruitment visits for

Zhuhai Campus (BNUZ)		advanced standing		progression; may require flying faculty to support link.
Communications University of China (CUC)	Media	Recognition without and with advanced standing Masters entry,		To include in regular recruitment visits, requires academics to offer seminars, taster sessions to aid promotion and conversion.
Institute for Tourism Studies (IFT)	Tourism	Student Exchange		To explore recruitment potential in 2015/16
Nanjing University of Finance and Economics	Tourism	Recognition without advanced standing		As above
University of Electronic Science and Technology of China	Media (Animation)	Recognition with advanced standing		To include in regular recruitment visits, requires academics to offer seminars, taster sessions to aid promotion and conversion. First students in Sep 2016
Wuhan Business University	Media (Animation)	Recognition with advanced standing		To explore recruitment potential in 2015/16
Xidian University	Computing	Recognition with advanced standing		To include in regular recruitment visits, requires academics to offer seminars, taster sessions to aid promotion and conversion. First students in Sep 2016

Additional Strategic partnerships (potential)

Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Beijing Jiaotong University (BJTU)	Computing	Recognition with advanced standing	To archive due to programme change at BJTU

4 Key Academic Areas and Proposed Engagement in the Market

4.1 The most popular programmes nationally for this market are:

PGR

- Electronic & electrical engineering
- General engineering
- Computer science
- Chemistry
- Mechanical engineering

PGT

- Business studies
- Management studies
- Economics
- Marketing
- Accounting

UG

- Business studies
- Accounting
- Finance
- Management studies
- Economics

Source: HESA 2012/13

4.2 The most popular courses at BU (2014/15) in order of popularity are:

PGR - Subjects based in:

- Media, animation, computing, tourism and hospitality

PGT

Top ten programme for new entrants in 2014/15

MSC EVENTS MANAGEMENT	17
MSC MANAGEMENT FRAMEWORK	16
MSC INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT	13

MA/MSC FINANCE FRAMEWORK	11
MA MEDIA AND COMMUNICATION	6
MA 3D COMPUTER ANIMATION	5
MSC TOURISM MANAGEMENT AND MARKETING	5
MSC TOURISM MANAGEMENT	3
MSC HOTEL AND FOOD SERVICES MANAGEMENT	2
MA SOUND PRODUCTION FOR FILM AND TELEVISION	2

UG

Top ten programme for new entrants in 2014/15

BA (HONS) ACCOUNTING/ FINANCE FRAMEWORK	12
BA (HONS) BUSINESS AND MANAGEMENT	4
BA (HONS) INTERNATIONAL FINANCE	3
BA (HONS) COMPUTER VISUALISATION AND ANIMATION	3
BA (HONS) MEDIA PRODUCTION	2
BA (HONS) BUSINESS STUDIES	2
BA (HONS) INTERNATIONAL MANAGEMENT	2
BA (HONS) INTERNATIONAL HOSPITALITY MANAGEMENT	1
BSC (HONS) APPLIED GEOGRAPHY	1
BA (HONS) MULTIMEDIA JOURNALISM	1

4.3 Potential in the Market for the University's Academic Schools (Sept '15 and Jan '16)

Academic School	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab Potential	Study Abroad/ Exchange	Visits by Academics Recommended (include possible times of year)
Applied Science	N	N	Y	N	N	N	N	No
Business School	Y	Y	Y	Y	Y	N	N	2 visits out of Oct, March or May*
DEC	Y	Y	Y	Y	N	N	N	No
HSC	N	N	Y	N	N	N	N	No
Media School	Y	Y	Y	Y	Y	N	N	2 visits out of Oct, March or May*
Law	N	N	Y	N	N	N	N	No
School of Tourism	Y	Y	Y	N	N	N	N	No

*2 Academics out of BS and MS to visit twice in the year