

Iceland Country Strategy 2015 to 2016

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1. Overview

- Iceland is non-EU market but with close links to the European Union in its politics and government economic policy.
- Iceland is a small country (geographically) and has one of the smallest populations in Europe at approx. 320,000, most of whom (approx. 210,000) live in the capital, Reykjavik.
- Standard of living is high, with large-scale public spending on education and public services.
- English is widely spoken in Iceland, being a compulsory subject in schools from lower secondary level upwards, and there is a growing tradition of studying abroad for higher education purposes.
- The anticipated partnership with Reykjavik Technical College Multimedia School (MMS) has not yet been confirmed, which will limit intake for 2015-16 but it remains a priority aim for this market for the 2016 year of entry. Work in 2015-16 will focus on broadening BU's reach and activity in Iceland and identifying alternative routes into BU for the MMS candidates while continuing to work towards a progression agreement for 2016 entry.

2. Statistics and Targets

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	90	90	40	220
2012/13	85	100	40	225
2011/12	75	85	50	210
2010/11	105	100	60	265

Source: HESA data

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	3	-	-	3	1.36%
2013/14	2	2	-	4	1.81%
2012/13	1	-	-	1	0.44%

Source: For Tables 2.2 to 2.6, stats are from Academic Business Intelligence April 2015.

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

2.3 Conversion rates (Sept + Jan combined)

UG conversion rates

	Applications	New enols	Conversion (%)
2014/15	4	2	50
2013/14	3	1	33.3
2012/13	6	1	16.6

PGT conversion rates

	Applications	New enols	Conversion (%)
2014/15	0	0	n/a
2013/14	2	2	100
2012/13	-	-	-

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Essemm – Lingo	-	5	3	1
Kilroy Education	N/A	N/A	1	2
TOTAL:	-	5	4	3

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	9		7		-		14		
2015/16	6		4		-		10		
2014/15	4	3	4	-	-	-	8	3	-62.5%*
2013/14		1		3		-		4	N/A

* 2014-15 target based on anticipated partnership with Reykjavik Technical College, which did not come about for 14-15 (or for 15-16) so targets revised accordingly

2.6 Breakdown by School/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
AS	-	1	-	-	-	-	-	-	-
BS	-	-	-	-	-	-	-	-	-
DEC	-	-	-	-	-	-	-	-	-
HSC	1	-	-	-	-	-	-	-	-
Law	-	-	-	-	-	-	-	-	-
MS	-	-	2	-	2	-	-	-	-
ST	-	-	-	-	-	-	-	-	-
Combined*									
Totals	1	1	3	-	-	-	-	-	-

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

*Combined- BSc Marketing between Business School and Media school

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

University	Undergrad	Postgrad Taught	Postgrad Research	Total
University of the Arts, London	10	0	0	15
The University of Edinburgh	5	5	0	10
Royal College of Art	0	5	0	5
Rose Bruford College	5	0	0	5
University of Cumbria	5	0	0	5
Bournemouth University	5	0	0	5
The University of Brighton	5	0	0	5
Kingston University	0	5	0	5
London South Bank University	0	0	0	5
The University of Westminster	5	0	0	5

Source: HESA 2013/14

3. Marketing Activities (Planned)

3.1 Key messages

- Highly practical and creative approach to studies
- High graduate employment
- Professional recognition
- Industry engagement
- Paid work placement opportunities

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

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
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3.3 External Contacts and Relationship Building

- None specifically in Iceland

3.4 Alumni activities

3.5 International Team-led Activities in the Market

Date	Event	Who involved	Faculties
07-Sep	Kilroy Live – Reykjavik	AT	All
30-Oct	Visit to Reykjavik Technical College	AT & Academic	MS
31-Oct	Lingo Education Fair	AT	All - FMC esp.
Apr TBC	Kilroy Education UK focus event	AT	All

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches - N/A

4.2 Kaplan related activities (including trips and advertising) - N/A

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	0	0	0	0%
2013/14	0	0	0	0%

4.3 Partnerships

Current Strategic partnerships - N/A				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction (what are we doing with that partner in 2015-16 to support them)

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Reykjavik Technical College, Multimedia School	Computer Animation	Final year entry articulation	

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

- Drama
- Design
- Architecture
- Economics
- Management

Source: HESA 2012/13

5.2 The most popular courses at BU are:

- BSc (Hons) Biological Sciences
- BA (Hons) Advertising
- BA (Hons) Global Media Practice (Top-up)

Source: Olikview

5.3 Potential in the Market for the University's Academic Schools

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)
AS	-	1	-	-	-	-	-	
BS	-	1	1	-	-	-	-	
DEC	-	1	-	-	-	-	-	
HSC	-	1	-	-	-	-	-	
Law	-	-	-	-	-	-	-	
MS	-	5	5	-	1	-	1	MS - Reykjavik Technical College (Sep/Feb)
ST	-	1	-	-	-	-	-	