

Indonesia Country Strategy 2015 to 2016

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1. Overview (particularly related to BU)

- Indonesia was the 46th biggest sender of students for HE study in the UK in 2012/13.
- The top 5 subject areas for Indonesian students in the UK are; Business & administrative studies (33.4%); Engineering & technology (14.4%); Social studies (10.3%); Creative arts & design (6.0%) and Law (4.3%).

2. Statistics and Targets

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

Year	UG	PGT	PGR	Total
2013/14	740	1020	470	2235
2012/13	555	785	420	1760
2011/12	435	680	375	1490
2010/11	340	640	295	1275

Source: HESA data

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

Year	UG	PGT	PGR	Total	Market Share
2014/15	5	24	2	31	
2013/14	13	21	3	37	1.65%
2012/13	9	28	3	40	2.27%

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 Enrols	Conversion (%)
2014/15	13	2	15.38
2013/14	18	7	38.89
2012/13	18	6	33.33

PGT Conversion Rates			
	Applications	New Enrols	Conversion (%)
2014/15	59	14	23.72
2013/14	73	18	24.66
2012/13	69	18	26.09

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
E2D Overseas Education Representative	1	-	-	-
Education Network Indonesia	1	1	-	-
IBEC Jakarta	7	15	10	7
Sun Education, Jakarta	12	3	6	7
TOTAL:	21	19	16	14

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	10		30		0		40		
2015/16	5		17		0		22		
2014/15	3	2	20	14	0	-	23	16	-30%
2013/14		8		18		0		26	

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

School	UG	UG	UG	PGT	PGT	PGT	PGR	PGR	PGR
	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15
AS	0	0	0	0	0	0	0	0	0
BS	0	4	2	8	11	9	0	0	0
DEC	0	0	0	1	1	1	0	0	0
HSC	0	0	0	0	0	0	0	0	0
MS	1	0	0	2	2	1	1	0	0
Law	0	0	0	1	3	0	0	0	0
SoT	5	4	0	7	4	3	0	0	0
Combined*									
Totals	6	8	2	19	21	14	1	0	0

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 in the UK 2013/14. (New and Continuing Students)

Rank	Indonesia	PGR	PGT	UG	Total	Market Share
1	The University of Birmingham	0	15	55	70	8.04%
2	The University of Manchester	25	30	15	70	6.03%
3	University of Newcastle-upon-Tyne	10	35	15	60	5.03%
4	University of Northumbria at Newcastle	5	40	5	50	4.02%
5	University of Nottingham	0	25	10	35	3.52%
6	The University of Leeds	0	25	5	30	3.02%
7	The University of Southampton	5	15	10	30	2.76%
8	Coventry University	0	20	5	25	2.51%
9	Bournemouth University	0	20	5	25	2.26%
10	University of the Arts, London	0	20	0	20	1.76%

Source: HESA data

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

3. Marketing Activities (Planned)

3.1 Key messages

- Industry led Business School with professionally focussed Accounting, Finance and Economics programmes
- Ease of finding part time work in Bournemouth during studies
- Safe, cosmopolitan and international study environment
- Great location, proximity to London and access to Europe
- An active and welcoming Bournemouth PPI Society

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

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
Sep 2015 – Aug 2016	<ul style="list-style-type: none"> Marketing support for IBEC (Annual contribution) 	
Sep 2015 onwards	<ul style="list-style-type: none"> Develop a Bournemouth PPI webpage in collaboration with the president of Bournemouth PPI. 	<ul style="list-style-type: none"> Design team and Bournemouth PPI
September 2015 onwards	<ul style="list-style-type: none"> Promotional flyers for scholarship funding & USPs 	<ul style="list-style-type: none"> Design Team
September 2015	<ul style="list-style-type: none"> Develop a suite of student and alumni profiles for use in promotional literature. 	<ul style="list-style-type: none"> Design Team

3.3 External Contacts and Relationship Building

- Continue to build relations with the Ministry of Finance through regular visits in collaboration with IBEC.
- Strengthen relations with state owned companies such as JAMOSTEK to ensure that management training opportunities are aimed at BU.
- Continue to work with the British Council and strengthen relationship through tailored collaborative activity.
- Support in country representatives by attending exhibitions, interview sessions and ensuring that counsellors are adequately trained and managed to become advocates of the BU brand and study experience
- Build upon existing work with Alumni network to identify key members and establish more formalised “Ambassador” roles

3.4 Alumni activities

- Plan to hold an alumni reception in the summer of 2016.

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Support required
Sept 2015	Activity: <ul style="list-style-type: none"> Sun Education Exhibition Visit to Global Jaya School 	<ul style="list-style-type: none"> Alumni
Nov 2015	Activity:	<ul style="list-style-type: none"> RM & FoM Academic

	<ul style="list-style-type: none"> • British Council Exhibition • Agent Interview Sessions • Visit to BINUS University • Informal Alumni Dinners • Brief students at partner institution • Relationship building with British Council, Alumni, Partners and Agents 	
Feb/March 2016	<p>Activity:</p> <ul style="list-style-type: none"> • IBEC Interview Sessions and Application Days • British Council Exhibition • Guest Lecture • Informal Alumni Dinners • Visit to BINUS University & potential partner universities • Relationship building with Alumni, Partners and Agents 	<ul style="list-style-type: none"> • RM
Jun 2015	<p>Activity:</p> <ul style="list-style-type: none"> • Agent Interview Sessions • Guest Lecture • Pre-Departure Briefing • Visit to BINUS University 	<ul style="list-style-type: none"> • RM

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- N/A

4.2 Kaplan related activities (including trips and advertising)

Enrolments				
	PSEUSP	Pathways	Total	% of all NE
2014/15	4	0	4	13%
2013/14	3	0	3	8%

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)
BINUS International University, Jakarta	BS, MS and SoT	3+1	4	Will be visiting the partner to provide information to new students in September 2015 and continuously throughout the cycle with School Academics to encourage applications and ensure conversion.

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Institute of Technology, Bandung	BS & MS	3+1	Will be visiting in November 2015 for exploratory visit
Pelita Harapan University, Jakarta	MS & SoT	3+1	As above exploratory visit for November 2015
Universities Indonesia, Jakarta	MS	3+1	Will contact key alumni in faculty to arrange meeting.

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

Rank	Subject area	Total	Market Share
1	Business & administrative studies	595	34%
2	Engineering & technology	260	15%
3	Social studies	180	10%
4	Creative arts & design	100	6%
5	Law	80	5%
6	Computer science	70	4%
7	Subjects allied to medicine	65	4%
8	Architecture, building & planning	60	3%
9	Mass communications and documentation	60	3%
10	Biological sciences	55	3%

Source: HESA data

5.2 The most popular courses at BU are:

Rank	Subject	Total	Market Share
1	MA/MSc Finance Framework	6	22%
2	BA (Hons) International Hospitality and Tourism Management	4	15%
3	BA (Hons) Business and Management	4	15%
4	LLM Law Framework	3	11%
5	MSc Events Management	3	11%
6	MA Directing Digital Film and Television	1	4%
7	MA/MSc Design Framework	1	4%
8	BA (Hons) International Business and Management	1	4%
9	MSc Management Framework	1	4%
10	MSc Tourism Management and Marketing	1	4%

Source: BU Management Information

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

Academic School	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collaboration Potential	SA/Exchange Potential	Visits by Academics Recommended?
Applied Science	No	No	No	No	No	No	No	No
Business School	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes, Jun
DEC	No	No	Yes	No	No	No	No	No
HSC	No	No	Yes	Yes	No	No	No	No
Media School	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Law	Yes	Yes	Yes	No	No	No	No	No
School of Tourism	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes, Nov & Jun