

Norway Country Strategy 2015 to 2016

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1. Overview

- Norway is non-EU market but with close links to the European Union in its politics, economics and defence.
- As a member of the European Economic Area and a signatory of the European Free Trade Agreement, it retains strong trade links with EU nations, and also holds a seat on the Council of Europe.
- Norway is a large country with a small population (approx. 4.5 Million) and is among the world's richest nations, thanks to its large oil reserves, largely located under the Norwegian island territory of Svalbard.
- Standard of living is extremely high in Norway, with large-scale public spending on education and public services.
- English is widely spoken in Norway, being a compulsory subject in schools from lower secondary level upwards, and there is a strong tradition of studying abroad for higher education purposes.

2. Statistics and Targets

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	4025	1065	165	5255
2012/13	3745	1010	185	4940
2011/12	3420	910	170	4500
2010/11	2915	850	160	3925

Source: HESA data

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	30	13	1	44	
2013/14	21	12	0	33	0.62%
2012/13	19	11	0	30	0.60%

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 enrolls	Conversion (%)
2014/15	29	12	41.37
2013/14	24	9	41.67
2012/13	26	10	34.62

PGT conversion rates

	Applications	New enrolls	Conversion (%)
2014/15	23	12	52.17
2013/14	29	13	34.48
2012/13	24	12	50.00

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Education Link, Oslo	7	1	1	-
Kilroy Education	6	6	7	9
TOTAL:	13	7	8	9

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	16		16		-		32		
2015/16	15		15		-		30		
2014/15	14	12	14	12	-	-	28	24	
2013/14		10		10		-		20	N/A

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	-		-	1	-	1	-	-
BS	-	1	1	4	3	5	-	-	-
DEC	3	2	3	1	1	1	-	-	-
HSC	-	-	1	-	-	-	-	-	-
Law	-	-		-	-	0	-	-	-
MS	2	3	5	8	6	6	-	-	-
ST	4	3	2	-	2	-	-	-	-
Combined*	-	-	-	-	-	-			
Totals	10	9	12	13	13	12	1	-	-

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 continuation)

University	Undergrad	Postgrad Taught	Postgrad Research	Total
Kingston University	350	55	0	410
Roehampton University	230	5	0	240
The University of Essex	180	30	0	215
The University of Edinburgh	185	25	5	215
Middlesex University	190	10	5	205
Bournemouth University	150	15	0	165
Oxford Brookes University	140	10	0	150
Heriot-Watt University	120	10	0	130
Southampton Solent University	125	0	0	125
The City University	50	75	0	120

Source: HESA 2013/14

* Figure includes students at Anglo-European College of Chiropractic (BU validation programmes)

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

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

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
	<ul style="list-style-type: none"> • Basic marketing presence on Kilroy website and database 	<ul style="list-style-type: none"> • N/A - all design work done by Kilroy
	<ul style="list-style-type: none"> • Kilroy Education Brochure profile (full page) 	

3.3 External Contacts and Relationship Building

- ANSA, the Association of Norwegian Students Abroad
- International Schools:
 - Oslo International School
 - International School of Stavanger
 - St Olav's International School
 - The British School of Stavanger
- High Schools (secondary priority for 2015-16):
 - Elvebakken Videregaendeskole (VGS) – Oslo
 - Thora Storm VGS - Trondheim
- NOKUT - Norwegian Agency for Quality Assurance in Education (Norway's equivalent to the UK NARIC and part of the ENIC-NARIC network)

3.4 Alumni activities - N/A

3.5 International Team-led Activities in the Market

Date	Event	Who involved	Faculties
09-Sep	Kilroy Live - Oslo	AT	All
06-Oct	QS World Grad School Fair - Oslo	AT	All
Nov TBC	Visit to International School of Stavanger	AT	All
28-29 Jan	Norway Study Fairs - Bergen	AT	All
17-18 Feb	Norway Study Fairs - Oslo	AT	All
Apr TBC	Kilroy UK Focus event	AT	All

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- Small scale recruitment consortium with four other UK universities booking joint stands at some of the Norwegian exhibitions.
- Close collaboration in recruitment with Arts University Bournemouth and the Anglo-European College of Chiropractic.
- Currently no academic consortia in place.

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				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction (what are we doing with that partner in 2015-16 to support them)
Hogskolen I Sor-Trondelag	HSC: Nursing	Erasmus (student mobility)	N/A - Archived	
Hogskolen i Telemark	HSC: Nursing	Erasmus (staff mobility)	N/A - In Development	
Norwegian School of Sport Sciences (NSSS)	ST: Sports	Erasmus (student and staff mobility)		
Oslo University College	HSC	Erasmus	N/A - Archived	
Volda University College	MS: Journalism, Comms, Animation	Erasmus (student and staff mobility)		

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Westerdals Oslo School of Art, Communication and Technology	Media	Erasmus (staff and student mobility) And PG progression articulation	Visit alongside Norway Study Fair, Oslo, Feb 2016
Norges Kreative Hogskolen (NKH)	Health Science	PG progression articulation	Visit during Education Link Roadshow, Sep 2015

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

- Business
- Politics
- Psychology
- Management
- Design

Source: HESA 2013/14

5.2 The most popular courses at BU are:

- BA (Hons) Advertising
- BA (Hons) Business Studies
- BA (Hons) Computer Animation Framework
- BA (Hons) Communication and Media
- MSc Management Masters Framework
- MA 3D Computer Animation
- MA Digital Effects

Source: Qlikview

5.3 Potential in the Market for the University's Academic Schools, 2015/16 year of entry

Acad 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	1	-	-	-	-	
BS	-	2	4	-	-	-	-	
DEC	-	2	1	-	1	-	1	To NKH - September 2015
HSC	-	2	-	-	-	-	-	
Law	-	1	1	-	-	-	-	
MS	-	6	8	-	2	-	2	To Volda and Westerdals - February 2016
ST	-	4	1	-	-	-	-	