



Taiwan Country Strategy 2015 to 2016

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1. Overview

- Taiwan, formally the Republic of China (ROC) has operated as an independent state since 1950; its status is still disputed
- There is a presidential election in January 2016. According to the constitutional rules, incumbent president Ma Ying-jeou cannot seek re-election. The outcome of the election is thought unlikely to change education policy
- The official language is Mandarin Chinese, English is widely spoken by those under 30
- The population is declining in most sectors apart from the 20-24 age group which is predicted to continue to rise until 2017, then decline
- The BC reported that Taiwan has a clear skills gap, suggesting that education is not meeting the needs of industry
- The BC 2013 survey found that 43 per cent of graduates struggled to find employment in their field, while just 40 per cent of jobs require a university degree
- Education control is highly centralised; it is compulsory and free from the age of 6 to 18
- Education is a high priority for Taiwanese people at both the Government and individual level; 95% of students go on to higher education.
- Consumer spending on education has increased by over 40% since 2012
- Students wishing to enter university undergraduate programmes must sit the Universities and Colleges Joint Entrance Examination, which is widely regarded as difficult
- Most college and university programmes are 4 years, with the exception of civil engineering (5 years) and undergraduate law and medical programmes (5 to 7 years)

- Taiwan has 193 institutions of higher education, including 118 state universities and 30 institutes of technology. Eight are ranked among the top 400 universities by the Times Higher Education World University Rankings (NTU with the top 100)
- BU has seen an increase in of 400% in the number of students on Pre English Programmes entering academic courses from Sept 14 to Sept 15
- Competition for BU is strong; from local and international universities
- The Taipei Times reported in 2014 that 19,000 students were studying in Europe, 7,000 in Asia (the majority in Japan) 7,200 go to Australia and 1,400 to New Zealand. The overseas Taiwanese student population grew by 1,000, but the number of Taiwanese students in the UK rose from 4,600 to 16,000
- 2012-13 HESA data shows the following:
 - 19% of Taiwanese students in the UK are studying on undergraduate programmes, 61% are on postgraduate taught programmes and 20% are on postgraduate research programmes (5% are on other undergraduate programmes). This shows an increase in undergraduate programmes from 14% in 2011-12, while PGT has dropped from 64% and PGR from 21%.
 - The top 5 most popular principal subject areas for Taiwanese students studying at undergraduate level in the UK are design studies, business studies, management studies, music and marketing.
 - The top 5 most popular principal subject areas for Taiwanese students studying at postgraduate taught level in the UK are marketing, management studies, business studies, design studies and finance.
 - The top 5 most popular subjects for Taiwanese students studying at postgraduate research level in the UK are academic studies in education, clinical medicine, English studies, chemistry and sociology.

2. Statistics and Targets

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	690	2620	795	4100
2012/13	655	2845	905	4405
2011/12	660	2985	975	4620
2010/11	685	3110	1060	4855

Source: HESA 2013/14

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

Year	Undergrad	Postgrad Taught	Postgrad Research	Total	Market Share
2014/15	5	68	-	73	
2013/14	3	63	0	66	1.6%
2012/13	3	94	0	97	2%

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	12	2	16.67
2013/14	13	1	7.14
2012/13	13	1	7.14

PGT conversion rates

	Applications	New enrolls	Conversion (%)
2014/15	329	53	16.11
2013/14	306	42	13.73
2012/13	417	71	17.03

2.4 Agents

Agency	Enrolments			
	2011/12	2012/13	2013/14	2014/15
Academic Excellence Intl.	16	8	2	-
A-Studio Consulting Co, Taipei	-	-	3	-
GetSet	7	9	5	-
GoStudy	11	28	3	-
Index Education Services	7	2	6	1
NEEC Total	-	3	-	-
New England Education Centre, Kaohsiung	-	-	1	3
Oxbridge Consulting Inc, Taipei	-	-	4	-
Oxbridge Holdings Inc (Power Academy)	-	8	-	-
Oxbridge Holdings Ltd				
StudyLink Education Advisory	1	5	-	2

UK Education Consultants	2	-	-	-
UKEAS	65	48	21	35
Vanguard Education Consultancy (VEC)	1	4	1	1
World Education Group (WEG)	5	10	4	-
TOTAL:	115	115	50	32

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	6		68		0		68		
2015/16	4		60		0		60		
2014/15	2	2	44	53	0	-	46	55	19.5%
2013/14	XX	1	XX	42	XX	0	XX	43	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
Applied Science	0	0	0	0	0	0	0	0	0
Business School	0	0		50	20	25	0	0	0
DEC	1	0	1	0	0	1	0	0	0
HSC	0	0	0	0	0	0	0	0	0
Media School	0	1	1	2	4	5	0	0	0
Law	0	0	0	0	0	2	0	0	0
School of Tourism	1	0	0	14	18	22	0	0	0
Combined*	0	0	0	0	0	0	0	0	0
Totals	2	1	2	66	42	53	0	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)

University	Undergrad	Postgrad Taught	Postgrad Research	Total
University of the Arts, London	120	90	0	210
The University of Birmingham	5	135	15	150
The University of Manchester	30	100	20	150
The University of Southampton	15	110	15	145
University College London	30	80	30	140
The University of Leeds	5	100	10	115
The University of Warwick	5	95	10	115
The University of Edinburgh	15	60	30	105
The University of Sheffield	15	70	10	95
Bournemouth University (14th)	5	75	0	75

Source: HESA 2013/14

3. Marketing Activities (Planned)

3.1 Key messages

- Modern, innovative UK University
- High ranking schools and subjects (Media School, School of Tourism, Accounting & Finance, Computing)
- Variety of subjects offered
- Variety of preparatory programmes
- Graduate employment prospects (Placements at both UG and PG)
- Foundation programmes available for diverse range of UG courses
- Efficient and transparent admissions process
- Long term commitment to the market (in country staff, agent relationships, alumni)
- Great location (close to London, South Coast) and convenient transport links
- A vibrant, safe, student friendly town
- Strong alumni network
- Knowledge of Bournemouth as a University/town through alumni, English language study and agent visits
- Excellent range of scholarships

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

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
Mar 16	<ul style="list-style-type: none"> • Adverts/promotion /social media around interviews and exhibitions • Possible channels include: BC, Facebook, social media, newspaper, banners on popular websites 	<ul style="list-style-type: none"> • Design/IMSRT Comms. Officer
Oct 15 - May 16	<ul style="list-style-type: none"> • Support to BU Taiwanese Soc. for events. Details tbc 	<ul style="list-style-type: none"> • TBC

3.3 External Contacts and Relationship Building

- To work with British Council, liaise closely to take advantage of their market intelligence and experience
- The agent network in Taiwan requires careful management and performance review. Ensure agents are trained/updated to ensure they are producing the best results for BU. Support key agents through fair attendance, joint marketing initiatives and frequent visits
- Review of agent network and research further the information behind the drop in enrolments from some of BU's key agents
- Establish relationships with selected colleges and universities and maintain through regular visits and meetings
- Regular meetings with alumni and organise an alumni/applicant reception annually
- Develop the relationship with the Kaplan marketing team (based in HK and China) through joint marketing activities
- Continue to develop relations with the Taiwanese student society and sponsor/attend events

3.4 Alumni activities

- During the year develop alumni relations
- March 2016, Alumni and applicant event to assist with applications and conversion

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
Oct 15	BC Exhibitions + Agent (UKEAS exhibition?)	• RS/FoM (BS?)
Jan 16	Agent exhibition, agent visits,	• RS
Mar 16	Agent exhibition, agent visits	• RS/FoM (BS?)
May 16	Agent visits/conversion activities 4	• RM
Oct 15- May 16	Freighting	

4 Strategic Partnerships and Collaboration

- Yuan Ze University, Faculty of Management (Tourism), Research, staff and student exchanges.
- Chung-Jen Junior College of Nursing, Health Science and Management (Possible link with Faculty of Management, (Business) for Junior College Diploma students to go onto the Pre Masters the a BU Masters degree)

4.1 Consortium approaches

- None at present

4.2 Kaplan related activities (including trips and advertising)

Enrolments				
	PSEUSP Enrols	Pathways Enrols	Total (enrols)	% of all NE
2014/15	28	8	36	49.32%
2013/14	21	3	24	36.36%

- Develop relations with the Kaplan Team covering Taiwan who are based in Hong Kong and China
- Plan joint recruitment activities throughout the year

Timing	Event/Activity	Who involved
Oct 15	Joint agent training (Pathways)	• RS
Mar 16	Joint agent training (PSE)	• RS

4.3 Partnerships

Current Strategic partnerships

Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction
Yuan Ze University	Tourism	Research/staff exchange	0	First exchange students at BU in 2015/16. Plan visit during recruitment trip (1 hour from Taipei)

Additional Strategic partnerships (potential)

Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Chung Jeng College	Business	3+1+1	5

4.4 Employability and Careers Services

Research to be undertaken (through the BC, BU alumni and current students) to build up a list of websites and resources that students can use for job search. Information to be passed on the Careers and Employability Service.

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

Subject area	Taiwan 2013/14
Total	4640
Business & administrative studies	1805
Creative arts & design	670
Engineering & technology	295
Languages	295
Social studies	290
Education	260
Biological sciences	165
Mass comms and documentation	140
Physical sciences	115
Subjects allied to medicine	100
Architecture, building & planning	95
Medicine & dentistry	90
Computer science	90
Historical and philosophical studies	85
Law	55
Mathematical sciences	40
Combined	25

Source: HESA 2013/14

5.2 The most popular courses at BU are:

PGR - Subjects based in:

- DEC
- MS

PGT

- MSc Tourism Management and Marketing
- MA Digital Effects
- MSc Management Framework
- LLM Intellectual Property
- MSc Green Economy
- Ma Media Communication
- MSc Events Management
- MSc Sports Management

UG

- BA (Hons) Business Studies
- BA (Hons) Design Business Management
- BSc (Hons) Software Development for Animation Games and Effects
- BA (Hons) Industrial Design
- BA (Hons) Computer Animation Arts
- BA (Hons) International Hospitality Management

Source: Academic Business Intelligence – May 2015

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

Academic Areas	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 Sciences	No	No	No	No	No	No	No	No
Business & Mgmt	Yes	Yes	Yes	No	No	Yes	No	Yes, October/Jan or March (1 or 2 visits out of 3)
DEC	No	No	No	No	No	No	No	No
Health and Social Sciences	No	No	No	No	No	No	No	No
Media	Yes	Yes	Yes	No	No	No	No	No
Law	No	No	No	No	No	No	No	No
Tourism	Yes	Yes	Yes	No	No	Yes	No	Yes, October/Jan or March (1 or 2 visits out of 3)

