

## UK-based International Strategy 2015-2016

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### 1. Overview (particularly related to BU)

- As an international market, the UK is large-scale, diverse and increasingly competitive, but offers more opportunities for low-cost recruitment and potential for growth than any other.
- Increasingly, UK HEIs are becoming aware of the potential for international recruitment within the UK and investing in it.
- Available budget this year is limited and therefore this plan focuses on low-cost activity as much as possible and ultimately aiming to maintain BU's current position in the UK-International market. This is therefore reflected in target numbers for the coming year.

### 2. Statistics and Targets

#### 2.1 Non-UK students (EU and non-EU) studying in UK HE

Actual figures are not calculated by HESA for the UK-International market, but the total number of non-UK students studying full-time in Higher Education in the UK is estimated by UKCISA as being approx. 435,500 per year.

#### 2.2 Non-UK students (EU and non-EU) studying at BU (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2014/15	43	83	-	126
2013/14	69	83	1	153
2012/13	47	96	2	145

Source: BU Management Information and IMSRT data

#### 2.3 Conversion rates (Sept + Jan combined)

Excluding BUIC progressions 2014-15\*

##### UG conversion rates

	Applications	New enrols	Conversion (%)
2014/15	252	41	16.2
2013/14	132	69	52.2
2012/13	73	47	64.3

##### PGT conversion rates

	Applications	New enrols	Conversion (%)
2014/15	341	87	25.5
2013/14	248	83	33.4
2012/13	546	96	17.5

Source: BU Management Information and IMSRT data

\* Data for 2012/13 and 2013/14 includes Kaplan progressions as this pre-dates BUIC

**Please note:** The data in the following tables (2.4, 2.5 and 2.6) are different perspectives on BU's UK-based international recruitment in 2014-15 and there is overlap between the two data sets. Many student enrolments will therefore feature in both tables; BU reporting systems do not currently allow efficient reporting of these as distinct data sets.

## 2.4 BU new enrolments via UK-based Representatives\*, 2014-15

\* Holders of BU representation agreements, including educational agents and international pathway provider colleges, excluding BU campus-based (BUIC) progressions

Agent	BS		DEC		Law		MS		ST		UG Total	PG Total	Grand Total
	UG	PGT	UG	PGT	UG	PGT	UG	PGT	UG	PGT			
Atlantica	1										1	0	1
Bellerbys Colleges							2				2	0	2
BBSI	2	1	1						1	2	4	3	7
CNUK London		1						1		1	0	3	3
EdUKation		1									0	1	1
Eurostudies	2	5	1	4		1	1	2	2	6	6	18	24
GBCL Global		1									0	1	1
IEC Abroad		2	1								1	2	3
IGES		3								1	0	4	4
International Educational Services										1	0	1	1
International Placement Services		2		1							0	3	3
MLS International College	7	1							1		8	1	9
OSSC										2	0	2	2
Pengfei Education & Immigration Consultancy Ltd.	1										1	0	1
Peony Cultural Communications Limited										2	0	2	2
Red Dragon		1									0	1	1
SIUK Education Council	6	4		1	1		1		2	9	10	14	24
Studyways	2	1									2	1	3
TSEL UK	1										1	0	1
UKEC, UK								1		3	0	4	4
UKEO, Edinburgh		1									0	1	1
United World School of English		1				1				3	0	5	5
World Choice Education										1	0	1	1
<b>Grand Total</b>	<b>22</b>	<b>25</b>	<b>3</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>31</b>	<b>36</b>	<b>68</b>	<b>104</b>

Source: BU Management Information and IMSRT commission data

## 2.5 BU new enrolments via UK Pathways\* 2014-15

\* Formally recognised and informally accepted UK-based international recruitment pathways and preparatory routes, not including BU campus-based (BUIC) or franchise programmes, or progressions from other UK university degree programmes.

Pathway Provider	BS		DEC		HSC		MS		ST		Grand Total
	U G	PG T	U G	PG T	U G	PG T	U G	PG T	U G	PG T	
Abbey College	1										1
Aberdeen Business School	1										1
Access College London										1	1
Anglo-Continental School of English, Bournemouth		3									3
Bede's Senior School								1			1
Bellerbys College Cambridge							2				2
Bellerbys College London	1										1
Bellerbys College Oxford								1		1	2
Bournemouth & Poole College	5	1	1			2			3		12
Bournemouth Business School International (BBSI)		1	1	1						2	5
Bradford College		1									1
City College Plymouth									2		2
Colston's School								4			4
Dundee College			1								1
EF International Language Centres							1				1
EF Preparation Course Cambridge			1								1
Global Cambridge College				1							1
Harrow College	1										1
International College of Portsmouth		1									1
INTO Manchester		2									2
INTO University of Gloucester							2				2
Kaplan International Colleges		2					4		1		7
King Edwards School Witley									1		1
Kings College Bournemouth	1		1						1		3
Kings College Oxford	2	1									3
London Bailey College		2									2
London College of Excellence										2	2
London School of Commerce										1	1
MLS International College	4								2	1	7
St Peter's College of London		1									1
St. Bedes School, Hailsham								1			1
The King's School, Ely								3			3
<b>Grand Total</b>	<b>16</b>	<b>15</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>77</b>

Source: BU Management Information and IMSRT data

**2.6 BU UK-based international enrolments (EU & non-EU) by domicile, 2014-15**  
 New enrolments only - Sep 2014 and Jan 2015 combined (excluding BUIC progressions  
 and enrolments from UK university degree programmes)

Domicile	AS	BS	Combined	DEC	MS	ST	Grand Total
Algeria		2					2
Angola		1					1
Azerbaijan		1					1
Bahrain		1					1
Bangladesh						1	1
Belarus					1		1
China (Peoples Republic Of)		7		1	5	12	25
Colombia		2			1		3
Cyprus	1	1					2
Egypt		1					1
Estonia					1	1	2
France						1	1
Germany				1	2	1	4
Greece				1		2	3
Hong Kong					3	2	5
India				1		2	3
Italy		3				2	5
Japan		1					1
Jordan						1	1
Kazakhstan						1	1
Korea (South)		1	1			1	3
Latvia				1	1		2
Lebanon					1	1	2
Lithuania						1	1
Malaysia						1	1
Mauritius						1	1
Mongolia						1	1
Nigeria		1			1		2
Oman		2				1	3
Pakistan		1		1		1	3
Palestine		2					2
Portugal		2			1		3
Qatar		2					2
Romania		1				1	2
Russia		1	1	1	1		4
Saudi Arabia				3			3
Singapore					1		1
Spain		1				1	2
Sweden					1		1
Taiwan					1	1	2
Tanzania						1	1
Thailand		1		1		1	3
Turkey		2					2
Uganda		1					1
Ukraine						1	1
United Arab Emirates		2					2
USA		1			2		3
Venezuela		1		1	1	5	8
Vietnam (South)		1		1			2
<b>Grand Total</b>	<b>1</b>	<b>43</b>	<b>2</b>	<b>13</b>	<b>24</b>	<b>45</b>	<b>128</b>

Source: BU Management Information and IMSRT data

## 2.7 Targets - University-wide: New entrants (Sept + Jan combined), including BUIC progressions

Year	Undergrad		Postgrad Taught		Postgrad Research		Total		% target exceeded or missed
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
2017/18									
2016/17	105		90		4		199		
2015/16	90		85		3		178		
2014/15	85	81	80	94	2	0	167	187	11.9%
2013/14		69		83		1		153	N/A

## 2.8 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined) - via UK Pathways\*

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	4	-	1	1	-	-	-	-
BS	24	17	16	13	49	15	1	-	-
DEC	9	4	5	1	2	2	-	-	-
HSC	25	18	-	-	2	2	-	-	-
Law	-	1		-	2		-	-	-
MS	8	11	9	4	10	10	-	1	-
ST	2	10	10	7	28	8	-	1	-
Totals	69	65	40	26	94	37	1	2	-

Source: BU Management Information

\* Pre-University only; does not include progressions from BU campus-based, or other UK university degrees

## 2.9 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined) - via UK Representatives

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	-	-	-	-	-	-	-	-	-
BS	20	15	22	97	40	25	-	2	-
DEC	-	3	3	8	9	6	-	-	-
HSC	-	-	-	-	-	-	-	-	-
Law	-	1	1		3	2	-	-	-
MS	10	8	4	17	11	4	-	-	-
ST	-	6	6	42	29	31	-	-	-
Totals	30	33	36	164	92	68	-	2	-

Source: BU Management Information

## 3. Marketing Activities (Planned)

### 3.1 Key messages

- High graduate employability
- Strong industry recognition and engagement
- Professional accreditation
- Strong ranking in key subject areas

### 3.2 External Contacts and Relationship Building

- Local and regional partner language schools and international colleges (various)
- Formal pathway partners (various)
- Regional partner colleges (various)

### 3.3 Advertising and Public Relations

Timing	Event/Activity	Support required (e.g. Marcomms, PR)
Sep 15	Advert in SIUK brochure (Int UK)	Design Team/IMSRT Comms. Officer

### 3.4 International Team-led Activities in the Market

Date	Event	Who involved	Faculties
Oct 3 <sup>rd</sup>	QS World Grad School Tour, London	AT	All
Oct 4 <sup>th</sup>	QS World Undergraduate Tour, London	AT	All
Oct 24 <sup>th</sup> & 31 <sup>st</sup>	BU General Open Day	AT	All
Nov 3 <sup>rd</sup>	Kings College Bournemouth Fair	AT	All - FoM esp.
Nov 4 <sup>th</sup>	Kings College Oxford Fair	AT	All - FoM esp.
Nov 5 <sup>th</sup>	Kings College London Fair	AT	All - FoM esp.
Nov 7 <sup>th</sup>	SIUK Fair – London	AT	All
Nov 11 <sup>th</sup>	University + You Fair, Bell Cambridge	AT	All
Nov 21 <sup>st</sup>	BU General Open Day	AT	All
Jan 28 <sup>th</sup>	Kings College Bournemouth Fair	AT	All - FoM esp.
Feb 17 <sup>th</sup>	BU Applicant Open Day	AT	All
Mar 5 <sup>th</sup>	QS World Grad School Tour, London	AT	All
Mar 6 <sup>th</sup>	QS World Undergraduate Tour, London	AT	All
Mar 12 <sup>th</sup>	BU Applicant Open Day	AT	All
Apr 7 <sup>th</sup>	BU Applicant Open Day	AT	All
Jun 30 <sup>th</sup>	OSC visit to Talbot Campus	AT	All
Jul 4 <sup>th</sup>	OSC Fair Oxford	AT	All
Jul 12 <sup>th</sup>	OSC Fair Cambridge	AT	All
Jul 18 <sup>th</sup>	OSC Fair Oxford	AT	All
Year-round	Regional/national seminar visits, to be funded from Pathways budget (approx. £600)	AT	All - FoM esp.
	Local pathway partner visits to Campus	AT	All - FoM esp.
	Local pathway partner seminars	AT	All - FoM esp.

## 4 Strategic Partnerships and Collaboration

### 4.1 Consortium approaches - N/A

### 4.2 Kaplan related activities (including trips and advertising)

Date	Event	Who involved	Faculties
November 2015	Kaplan London – training and Business master class	AT+BS	FoM
March 2016	Kaplan London – training and Business master class	AT+BS	FoM
TBC	Kaplan Westbourne – recruitment seminars	AT	All

### 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)
Bell International, Cambridge & London	Various	Formal Recognition	0 (0)	
Bellerbys Colleges (Study Group)	Various (primarily Business & Media)	Formal Recognition	5 (27)	
Bournemouth and Poole College (UF Foundation)	Business	Formal Recognition	1 (1)	
Bournemouth Business School International (BBSI)	Business, Media, Tourism & Hospitality	Formal Recognition	7 (7)	
Concorde College, Canterbury	Business	Formal Recognition	0 (1)	
ETC International College, Bournemouth	Business	Formal Recognition	0 (0)	
INTO London College	Business	Formal Recognition	0 - new for 2015	
Kaplan London College	Business, Accounting & Finance, Tourism & Hospitality	Formal Recognition	0 - new for 2015	
Kings Colleges (Prime Education)	Business, Tourism & Hospitality	Formal Recognition	6 (6)	
MLS International College, Bournemouth	Business	Formal Recognition	9 (11)	

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
Brockenhurst College	Various	Formal Recognition	
David Game College	Business	Formal Recognition	
EF International Colleges	Business	Formal Recognition	
Navitas	Business	Formal Recognition	
NCC Education	Business	Formal Recognition	
Sussex Downs College of Further Education	Various	Formal Recognition	
Unicentres	Business	Formal Recognition	





## 5 Key Academic Areas and Proposed Engagement in the Market

### 5.1 The most popular courses at BU are:

- BA (Hons) Business Studies
- BA (Hons) Accounting & Finance
- BA (Hons) Tourism Management
- BA (Hons) International Hospitality Management
- MSc International Business Management
- MSc Marketing Management

Source: BU Management Information and IMSRT data

### 5.2 Potential in the UK-International Market for the University's Academic areas 2015-16 academic year (including BUIC pathway entry and degree progressions)

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)
AS	2	2	1	-	1	-	N/A	
BS	60	50	25	2	4	-	N/A	
DEC	20	10	8	2	1	-	N/A	
HSC	2	3	1	-	1	-	N/A	
Law	10	10	10	-	2	-	N/A	
MS	20	20	15	-	2	-	N/A	
ST	60	40	25	-	3	-	N/A	
Total	174	135	85	4				