

The global competition for student recruitment

A UK Perspective



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UK Snapshot

The UK has the world's second-largest international student population.

Total domestic HE students:

2,073,070

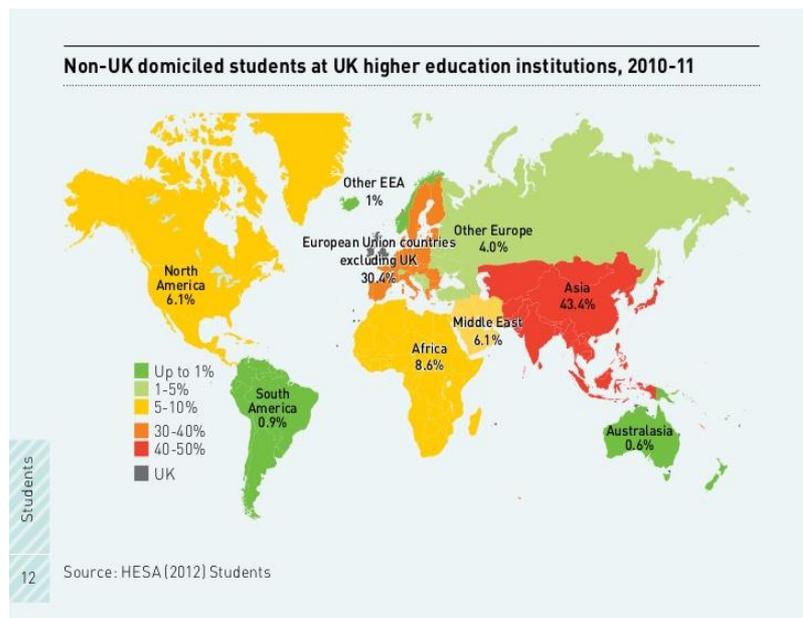
Total international HE students:

428,225

Top international student origins:

**China, India, Nigeria, US,
Ireland, Germany, France**

HE institutions: **165**



Source: Higher Education Statistics Agency (HESA)

National Approach

1. Create sustainable funding model
2. Protect UK funding base for research
3. Establish better links with business



National Support

1. Internationalised Higher Education System

16% of all students in the UK are international

2. Economic Value

Education exports are worth £14bn to the UK and the 5th largest service industry for the UK

3. World Class Research Base

UK universities produce 14% of the most cited papers in global research and generates over £3bn for the UK each year.

4. Trust Pays

Participation in one or more cultural activity with the UK is associated with an increase in the average level of trust in people in the UK

National Strategy

Prime Minister's Initiative for International Education

Since 1999 the UK has been marketing its education facilities overseas using national marketing campaigns and the Education UK brand.

- PMI (1999-2005)



- PMI2 (2006-2011)



International Education Advisory Forum

A cross Whitehall international strategy group

UK Education Services team (UKES)

New BIS/UKTI/BC coordination portal

Beyond Education UK

Services for International Education Marketing (BC SIEM)

Provides services to UK education institutions for:

- international student recruitment
- market intelligence
- partnership development

Education Intelligence



Provides analysis of underlying trends pertinent to the internationalisation of education.

What characterizes the UK as a top study destination?

Factors defining UK as top study destination

- 1 Quality of education
- 2 Internationally recognized qualifications
- 3 Career prospects
- 4 University reputation
- 5 Safety

Factors for selecting a UK institution

- 1 Quality of the course
- 2 Scholarship offers
- 3 Career prospects
- 4 Institution reputation
- 5 World class academics

‘Student Insight Hot Topics’ British Council Education Intelligence, 2012

Beyond Education UK

Knowledge Partnerships



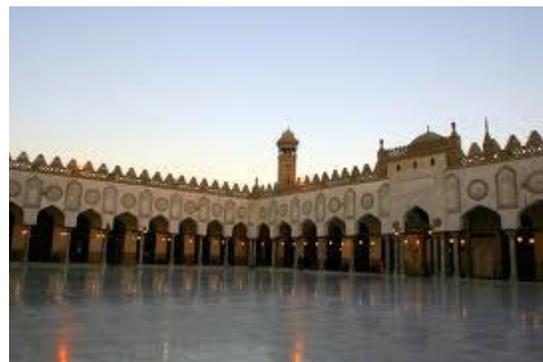
Providing opportunities to expand existing co-operation as well as develop new relationships between UK, US and Indian higher education institutions.



Funded through PMI2, this initiative funded 37 new UK-US university partnerships in 2011

Case Study

English language training centre at Al Azhar University



RESOURCES

British Council USA

www.britishcouncil.org/usa

International Higher Education

www.ihe.britishcouncil.org

Education Intelligence

www.ihe.britishcouncil.org/educationintelligence