

Information Sheet - 17 July 2014 - Vicky Lewis and Alex Bols © 2014

International activities – benefits, risks and resources

Activity	Benefits	Costs and risks	Early questions to ask	Resources to help
International student recruitment	Diversity on campus; income stream	Moderate cost (marketing and infrastructure); moderate risk (immigration compliance)	What is the right balance of markets to target? What staff and systems are needed to support more international students?	British Council – Services for International Education Marketing: https://siem.britishcouncil.org/ UKCISA: http://www.ukcisa.org.uk/Info-for-universities-colleges--schools/
Outward student mobility	Student experience; graduate employability	Low-moderate cost (infrastructure and support); low-moderate risk (safety / poor experience)	How do we incentivise overseas experience / remove barriers? What staff and systems are needed to manage this?	British Council - Erasmus: http://www.britishcouncil.org/erasmus.htm The International Unit (Outward Student Mobility): http://www.international.ac.uk/programmes/programmes/outward-student-mobility.aspx
Internationalised curriculum	Learning experience; graduate employability	Low cost; low risk	Which elements are common to all disciplines, which discipline-specific? How do we facilitate curriculum change (eg. academic champions)?	The Higher Education Academy: http://www.heacademy.ac.uk/resources/detail/internationalisation/ISL_internationalising_the_curriculum
International research	Prestige / reputation; income stream	Moderate cost (recruiting and supporting staff); low risk	Can we facilitate joint research with current international partners? What funding streams can we tap into? Do we need to recruit academics with an existing international profile?	RCUK: http://www.rcuk.ac.uk/international/ and http://www.rcuk.ac.uk/Publications/archive/Ensuring_global/ European Commission – Horizon 2020: http://ec.europa.eu/programmes/horizon2020/

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Collaborative partnerships	Vary but can include: Learning experience; staff development; income stream; prestige	Cost varies depending on model; high risk (reputation and potentially financial)	What do we want from our 'strategic' partnerships? What resources are needed to build and maintain partner relations?	British Council: http://www.britishcouncil.org/education/ihe/knowledge-centre/transnational-education and British Council – Services for International Education Marketing: https://siem.britishcouncil.org/ The International Unit: http://www.international.ac.uk/programmes/partnerships.aspx QAA: http://www.qaa.ac.uk/about-us/international
Overseas campus	Prestige / reputation; staff development; income stream (longer term)	High cost (up-front investment); high risk (financial and reputation)	What is the objective and do we have a compelling business case?* Is host country government supportive?	British Council: http://www.britishcouncil.org/education/ihe/knowledge-centre/transnational-education and British Council – Services for International Education Marketing: https://siem.britishcouncil.org/ The International Unit: http://www.international.ac.uk/programmes/partnerships.aspx QAA: http://www.qaa.ac.uk/about-us/international

* A series of key marketing questions to be asked at different stages of overseas campus development can be found at:
<http://vickylewisconsulting.co.uk/new-information-sheet-on-overseas-campus-marketing.php>