



International Recruitment: Issues and Challenges facing the sector in a highly competitive market

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Q. Why does your institution recruit international students?

Why do we want international students?



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- Enrichment of campus and academic scholarship
- Brightest and best
- Alumni benefits - Global influence networks
- To even out peaks and troughs of UK student demand particularly for STEM subjects
- To keep the research lights on and maintain output
- Significant income stream
- League table positions influenced by overseas numbers
- To save the world...



**Which countries send the
most students to the
UK?**

Do you know the top 5?

Top 20 Countries (HESA 2011/12)



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		UG	PGT	PGR	Total
1	China	30001	35544	4157	69702
2	India	5417	17391	1429	24237
3	UK based	13735	5183	2189	21107
4	Nigeria	5003	8236	1349	14588
5	United States	3751	5755	2326	11832
6	Malaysia	8737	1731	1085	11553
7	Hong Kong	7957	1141	239	9337
8	Saudi Arabia	3639	2440	2091	8170
9	Pakistan	2550	3709	858	7117
10	Thailand	994	3749	799	5542
11	Canada	2467	1665	814	4946
12	Singapore	3667	638	266	4571
13	Taiwan	581	2734	598	3913
14	Korea (South)	2002	1393	474	3869
15	Norway	2930	616	61	3607
16	Vietnam	1624	1488	145	3257
17	Bangladesh	1452	1274	273	2999
18	Iran	807	1166	901	2874
19	Russia	1423	1129	204	2756
20	Turkey	681	1518	542	2741
	ROW	24084	20872	8740	53696
	Grand Total	121398	116725	28794	266917

What do they study?



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Which subjects are the most popular with international students?

List the top 5...

not 'Engineering' or 'Business'

need next level down so 'Civil Engineering' or 'finance'

Top subjects (HESA 2011/12)



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	Subject (JACS code)	Total
1	(N1) Business studies	30905
2	(N2) Management studies	19673
3	(N3) Finance	16741
4	(L1) Economics	11657
5	(H6) Electronic & electrical engineering	10663
6	(G4) Computer science	9049
7	(N4) Accounting	8964
8	(M2) Law by topic	7284
9	(W2) Design studies	6537
10	(N5) Marketing	6434
11	(H3) Mechanical engineering	6110
12	(L2) Politics	6059
13	(M1) Law by area	6038
14	(B7) Nursing	5809
15	(H2) Civil engineering	5080
16	(G1) Mathematics	4332
17	(A3) Clinical medicine	4197
18	(B2) Pharmacology, toxicology & pharmacy	3650
19	(C8) Psychology	3614
20	(H1) General engineering	3477
21	(G5) Information systems	3452
22	(H8) Chemical, process & energy engineering	3293
23	(N6) Human resource management	3233
24	(P3) Media studies	3231
25	(N8) Hospitality, leisure, tourism and transport	3141

Top subjects (Research)



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	Row Labels	PGR	Total
1	(H6) Electronic & electrical engineering	1677	1677
2	(G4) Computer science	1473	1473
3	(H1) General engineering	1248	1248
4	(A3) Clinical medicine	1159	1159
5	(F1) Chemistry	1022	1022
6	(N1) Business studies	948	948
7	(N2) Management studies	870	870
8	(X3) Academic studies in education	858	858
9	(H3) Mechanical engineering	844	844
10	(L2) Politics	774	774
11	(L1) Economics	725	725
12	(C1) Biology	721	721
13	(F3) Physics	666	666
14	(H2) Civil engineering	591	591
15	(C8) Psychology	573	573
16	(M2) Law by topic	553	553
17	(Q3) English studies	536	536
18	(G1) Mathematics	520	520
19	(H8) Chemical, process & energy engineering	518	518
20	(B2) Pharmacology, toxicology & pharmacy	446	446
21	(L3) Sociology	445	445
22	(V6) Theology & religious studies	428	428
23	(C7) Molecular biology, biophysics & biochem	419	419
24	(V1) History by period	400	400
25	(B9) Others in subjects allied to medicine	385	385

How are YOU doing in STEM?



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**Do you know how many STEM
students your university recruits?**

Volumes in STEM



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		UG	PGT	PGR	Total
1	The University of Manchester	2119	1414	845	4379
2	Imperial College	2382	592	772	3746
3	The University of Nottingham	1722	1207	685	3614
4	University College London	1722	894	575	3191
5	The University of Sheffield	1374	850	589	2813
6	The University of Edinburgh	1231	556	487	2274
7	University of the West of England, Br	2081	98	42	2221
8	The University of Southampton	924	715	536	2175
9	The University of Cambridge	808	177	1037	2022
10	The University of Warwick	798	843	342	1983
11	The University of Birmingham	974	546	452	1972
12	The University of Liverpool	1272	376	305	1952
13	The University of Leeds	970	541	418	1929
14	University of Bedfordshire	441	1335	44	1820
15	The University of Newcastle	718	675	394	1787
16	The University of Oxford	539	239	907	1685
17	The University of Greenwich	647	888	119	1654
18	King's College London	681	527	230	1438
19	The University of Strathclyde	761	355	297	1413
20	The University of Bristol	849	303	223	1375
21	The University of East Anglia	1015	211	144	1370
22	The University of York	671	378	194	1242
23	The University of East London	720	475	23	1218
24	Brunel University	286	614	292	1192
25	The University of Glasgow	595	306	280	1180

Why chose overseas study?



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- Career advancement
- Local provision not strong
- Best local provision is full
- Sponsor/scholarship directs
- Reputation / History / Academic excellence/ brand on CV
- Jobs, Careers, Jobs,



So why is it getting harder?



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Competition intensifying

- Local provision
- Off shore delivery
- Increased USA efforts
- Oz, Canada, NZ
- Europe
- Asian hubs



So why is it getting harder?



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- Market Volatility
 - economic
 - political
- UK based changes:
 - more institutions are fishing in the pool
 - Private providers
 - Government Policy
 - Immigration
 - Post study work rules



The student experience

- Expectations rising (from enquiry to graduation)
- Diversity – risk of mono cultural classes at PGT in popular subjects
- Some students struggling with academic study skills.
 - ‘I have never written down a long essay’
- English Language challenges “I was top of my class in XXXXXX but now I feel stupid I dare not to speak in seminars. I know people think I am unkind (rude).”
- Lack of UK friends
- International Student Barometer.....



Employability

- We will be judged by the graduates we produce and what they go on to do....
- Oversupply of graduates in some countries
- National markets expect different things
- Risk of overseas training become DISadvantage
- Engaging international students with skills development
- Huge unmet demand for meaningful work experience



•Product Development

- Horizon scanning – HEIs not quick to change or to spot future trends
- Programme structures
- Collaborative and joint degrees
- Off shore / mixed mode / MOOCs
- Subjects
- Embedded work experience



And the rest.....

- Price competition creeping in,
- Increasingly difficult to differentiate (risk of commoditising some subjects)
- Effective communication of our proposition
- Value for money?
- Diversity (subject and country)

Given all the challenges.....



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Remember we've still got to get the basics right....

- Improved customer focus in enquiry and application
- Deliver high quality experience
- Keep up with innovations/expectations in communication and marketing

As well as.....

- Break down subject silos
- Speed up approval and programme development
- Improve partnerships with industry at home and overseas
- Get alumni relations right
- Pray that US continues to bumble
- Get your team into the Premiership – and win it (preferably fielding a player from each of your target markets)



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Thank you