

International Engagement

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The HE International Unit internationalunit

- Established in 2007 to support the internationalisation of UK Higher Education
- Funded by: HEFCE, HEFCW, SFC, DELNI, UUK and GuildHE.
- Located within Universities UK.
- International and Europe Units reviewed late 2009 and funding agreed to 2014:

One Unit: Two Brands

IU/EU: One Unit, Two Brands



Drivers for next stage of development:

- Awareness of distinct IU/EU ‘brands’;
- Bologna: shift from new policy to ‘care and maintenance’.
- Europe as a market for UK HE and as a competitor;
- Administrative efficiency.

IU/EU Cross-cutting themes international unit

- Quality assurance (inc. qualifications frameworks);
- Transnational education (TNE);
- Promotion of the HK HE brand;
- Staff and student mobility;
- ‘Internationalisation’;
- Collaboration and partnership in teaching and research.

IU Main activities



Overriding principle is to be **USEFUL**:

- Newsletter: International Focus;
- Website
- Research/ Publications:
 - E.g. *Guide to Enhancing the International Student Experience (March 2010)*
- Events:
 - E.g. *Quality, Price and Reputation, (February 2010)*

- Other:

E.g. Representing the sector internationally; organising international delegations; facilitating new partnerships; co-ordinating activities of different agencies (government departments, British Council etc.) institutional visits.

Assumptions underlying future developments



International activity will become more important for UK HEIs:

- Financial imperatives;
- Internationalisation agenda;

Political context:

- Political awareness of value of HE 'exports' to UK economy;
- Changing dynamic between public and private in HE provision;

Global competition:

- ‘New global regionalism’;
- Growth of domestic capacity in market countries;
- Growth of Anglophone provision abroad;

Most growth will be through TNE:

- Branch campuses;
- Offsite delivery: franchise, flying faculty, open and distance learning;
- Partnerships will be increasingly important in securing sustainable international delivery.

Global competitiveness:

- Competitor analysis/ recruitment trends;
- The UK HE 'brand': opportunities and risks;
- Finance: fees
- UK policy – e.g. Tier 4.

Transnational Education

- Risks and opportunities;
- Emerging models and competition;

Partnerships:

- Teaching – new models of collaboration;
- Research – international collaboration and funding;
- Public/ private.

