



# The Prime Minister's Initiative

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British Council

## Prime Minister's Initiative for International Education

PMI2 is a 5 year strategy 2006-11 to:

- secure the UK's position as a leader in international education
- sustain the managed growth of UK international education delivered both in the UK and overseas

## Funding

Funding: c £6.8m pa

*Funding partners include:*

- DIUS, Welsh Assembly, Scottish Government, N Ireland
- British Council
- Universities
- HEFCE
- Learning & Skills Council
- ELT sector

## PMI Strands

- Marketing and communication - *the messages*
- Diversification – *the countries we work in*
- Student experience – *delivering what we promise*
- Strategic alliances & partnerships
- Additional 70,000 international students in UK higher education and an additional 30,000 in further education, by 2011
- Increase in the number of strategic alliances & partnerships
- Demonstrable increase in student satisfaction

# Marketing & Communications

- New Education UK brand
- The brand:
  - *defines and unifies the UK's educational offer, worldwide.*
  - *is the unique identity that distinguishes Education UK from its competitors in the rest of the world*
  - *visuals and messaging - on-line and print communications + campaign activity globally*
- IDP research highlighted Education UK as 'the most visible across all competitor brands'

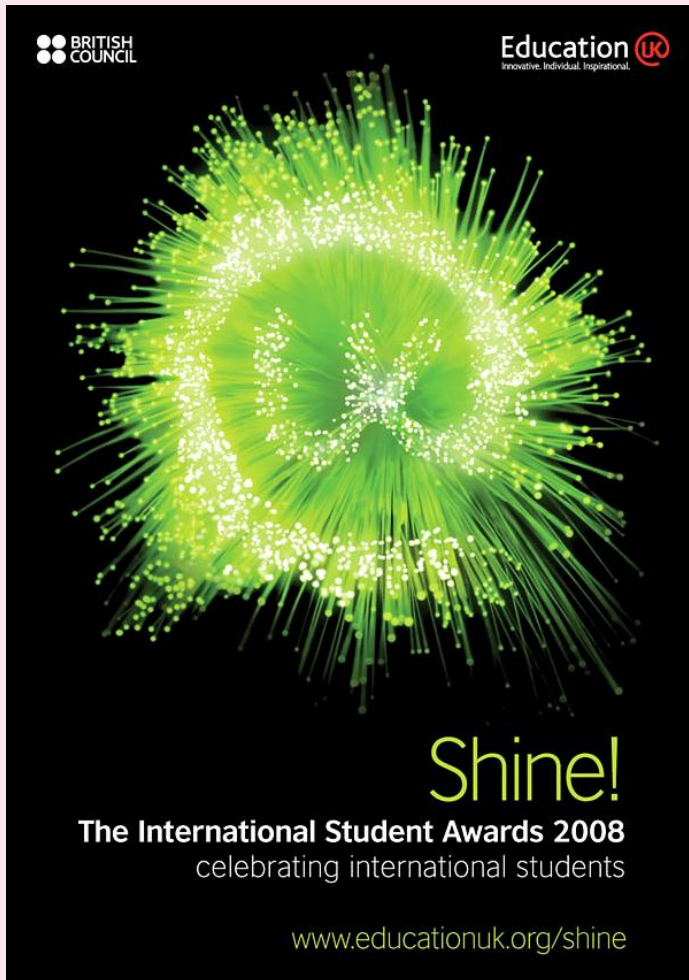
## Marketing & Communications – the messages

- **Employability:** employment and career opportunities from a UK education
- **Innovation:** inventive approach to teaching and learning; dedication to research excellence; development/adoption of new ideas
- **Language:** the home of the English language
- **Value:** of a UK education in terms of quality, return on investment, career, culture and life experience

## Marketing campaigns – some examples

- Shine! International Student Awards
- Let your English Grow
- Employability media campaign – new publications and media materials; web marketing
- Communications around the new points based system
- The Big Education UK Challenge focusing on creativity, team working, problem-solving.

# Campaigns in progress



BRITISH COUNCIL

Education UK  
Innovative. Individual. Inspirational.

**Shine!**  
The International Student Awards 2008  
celebrating international students

[www.educationuk.org/shine](http://www.educationuk.org/shine)

The poster features a central image of a glowing green fiber optic ball against a black background. The fiber optic strands radiate from the center, creating a starburst effect. The text is positioned in the corners and bottom of the poster.



BRITISH COUNCIL

Education UK  
Innovative. Individual. Inspirational.

Let your English grow

Win one of over 200 English language courses in the UK

[www.letyourenglishgrow.org](http://www.letyourenglishgrow.org)

In partnership with  
ENGLISHUK

The poster features a close-up image of a sunflower head with a bee on it. The sunflower head is the central focus, with its petals in shades of yellow and orange. The bee is positioned on the left side of the sunflower head. The text is positioned in the corners and bottom of the poster.



## Getting the messages out

- **Targeted outreach** to schools, colleges, universities overseas
- **E-marketing campaigns** on Education UK web site and social networking sites e.g. Cyworld, MSN, MySpace, TrueLife etc
- **Media strategies** e.g. Education UK TV coverage in **Thailand** and media trip to the UK; radio series in **Pakistan**
- **Road shows** e.g. Employability for Chinese students in the UK involving UK Visas and HR executives from major companies in China + workshops on preparing for the job market; alumni career guide; awareness raising of UK skills and government schemes.
- **Agent network development** – 5000 + education agents and study abroad advisers reached through regional training, information materials, newsletters, and inward visits.

# A powerful brand expression



# Events



¿Qué ves en tu futuro?  
¡Atrévete a ser mejor!

Un programa de posgrado en el Reino Unido es el camino.

Estudiar en el Reino Unido representa prestigio y reconocimiento y te dará la posibilidad de vivir una experiencia de vida internacional, es una inversión en tu futuro y un reto que vale la pena abordar por la excelencia que ha caracterizado a las instituciones educativas británicas durante siglos.

Busca tu camino, visita:  
[www.educationuk.org.mx](http://www.educationuk.org.mx)

No esperes a que las cosas sucedan, provócalas.



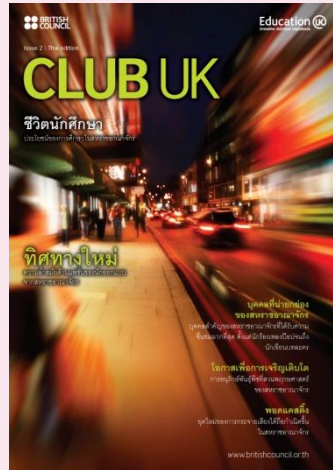
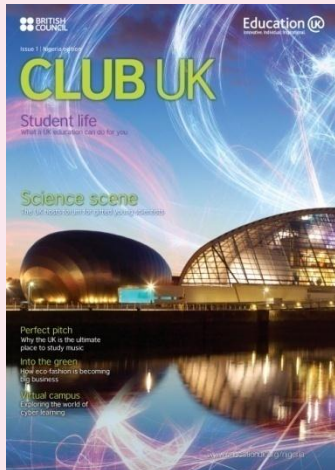
دعوة لحضور إفتتاح  
معرض التعليم البريطاني

Reaching  
new heights

Education UK Exhibition  
EDUKEX 2007

EDUKEX inauguration invitation

[www.britishcouncil.org/me](http://www.britishcouncil.org/me)  
[www.educationuk.org](http://www.educationuk.org)



**Record annual circulation for the portfolio**

*Over 400,000 copies*

**Additional country specific promotion**

*Launch of Club UK for*

- Nigeria
- Thailand



**Enhanced exhibition distribution**

*Club UK Global*

- Increased print run to over 100,000 to allow enhanced exhibition distribution

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Education UK Worldwide

**BRITISH COUNCIL** Education UK Innovative. Individual. Inspirational.

Your study options | Study advice | Living in the UK | Subject zone | Events

## Elementary thinking

Be inspired by UK science education

### Applied and Pure Sciences

**Subject Summary**

The UK's tradition of inspiring brilliant minds is evident in the calibre of its scientists. From Charles Darwin, the father of evolution who changed the way we look at ourselves and our planet, to Sir Paul Nurse, winner of the 2001 Nobel Prize in Physiology or Medicine, UK scientists have been responsible for many important scientific breakthroughs.

[more...](#)

**Features**

Interesting facts, exclusive insights and expert interviews on the subject you're interested in..

[more...](#)

Find a UK provider visiting your country:

Please select January 2007 Search

Applied and Pure sciences

- Subject Summary
- Features
- Institution profiles
- Other subjects

**Quick search**

Enter subject keyword

Please select

Please select study mode

Anywhere in the UK  
Unregistered applications and saved courses.

Email

Password

Login

## Growth in traffic:

15million unique users

## Student demand for subject information

Creation of subject zones

## Integration with marketing strategies:

Event calendar for country visits

Tailored country profiles

## Student experience – delivering the promise

Focus on 3 critical phases of the student journey:

1. Pre-arrivals orientation – *information & support through transition period*
  2. Active involvement in life of the university and the community – *integration, volunteering, community work etc*
  3. Employment & careers advice – *support for the student and development of toolkits for advisers*
- Fund for institutions to develop best practice projects  
[www.ukcisa.org](http://www.ukcisa.org)
  - Campaign focused on UK employers (2008)

# Strategic Alliances and Partnerships:

## To position the UK as a “partner of choice”

*Engaging with countries at two levels:*

- 1. Government & policy level:** UK engaging pro-actively and collaboratively to address global education challenges
- 2. Sector & institutional level:** building strong strategic partnerships

Links with other initiatives UK India Education & Research Initiative;  
British Degrees in Russia, England/Africa Partnerships

## Building relationships at government & policy level

- Policy dialogues in Vietnam, Malaysia, Indonesia, China, Turkey and Russia, Thailand, Japan, Sri Lanka
- Ministerial visits to China, Japan, Korea, Vietnam, Malaysia, Turkey, Singapore
- Education UK brand focus on partnerships – PMI Connect



## Sector and institutional level

### Funding to develop institutional partnerships

*Call for bids issued September :*

- **25** projects to develop international research networks in designated priority countries
- **15** to develop international partnerships for collaborative programme delivery
- **20** to develop & pilot innovative & sustainable models to encourage UK students to undertake study in a variety of countries
- **50** partnership development grants



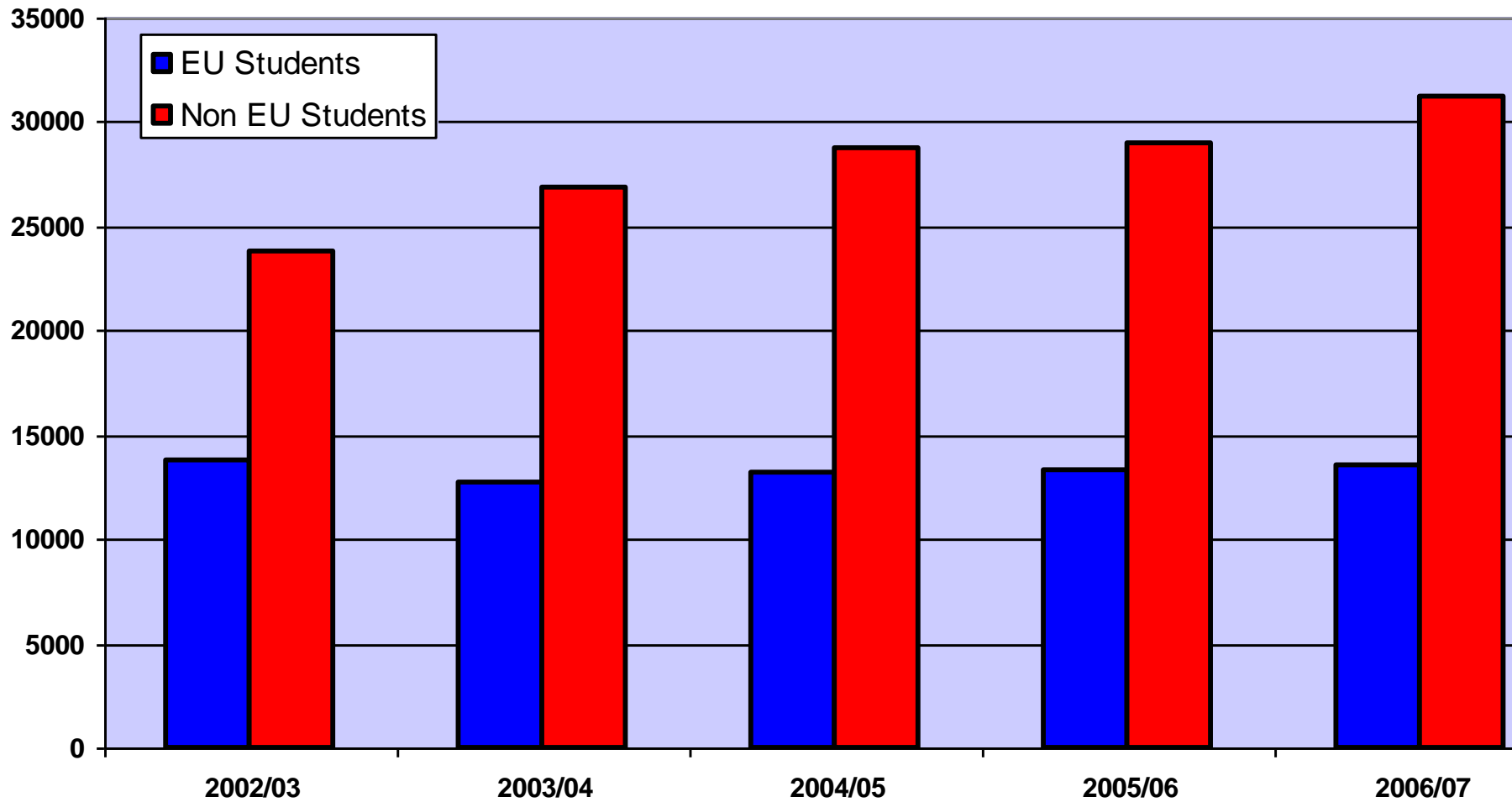
# Engineering: the picture

# Education Market Intelligence

## *Mapping the global landscape*

- Forecasting international student mobility
  - *BC & Economist Intelligence Unit. Launch of China results in May*
- Student decision making
  - *Over 40,000 completed responses*
  - *Data mining means instant access to results*
  - *Pilot service to UK institutions and stakeholders in 2008*
- International Student Mobility in Asia Research

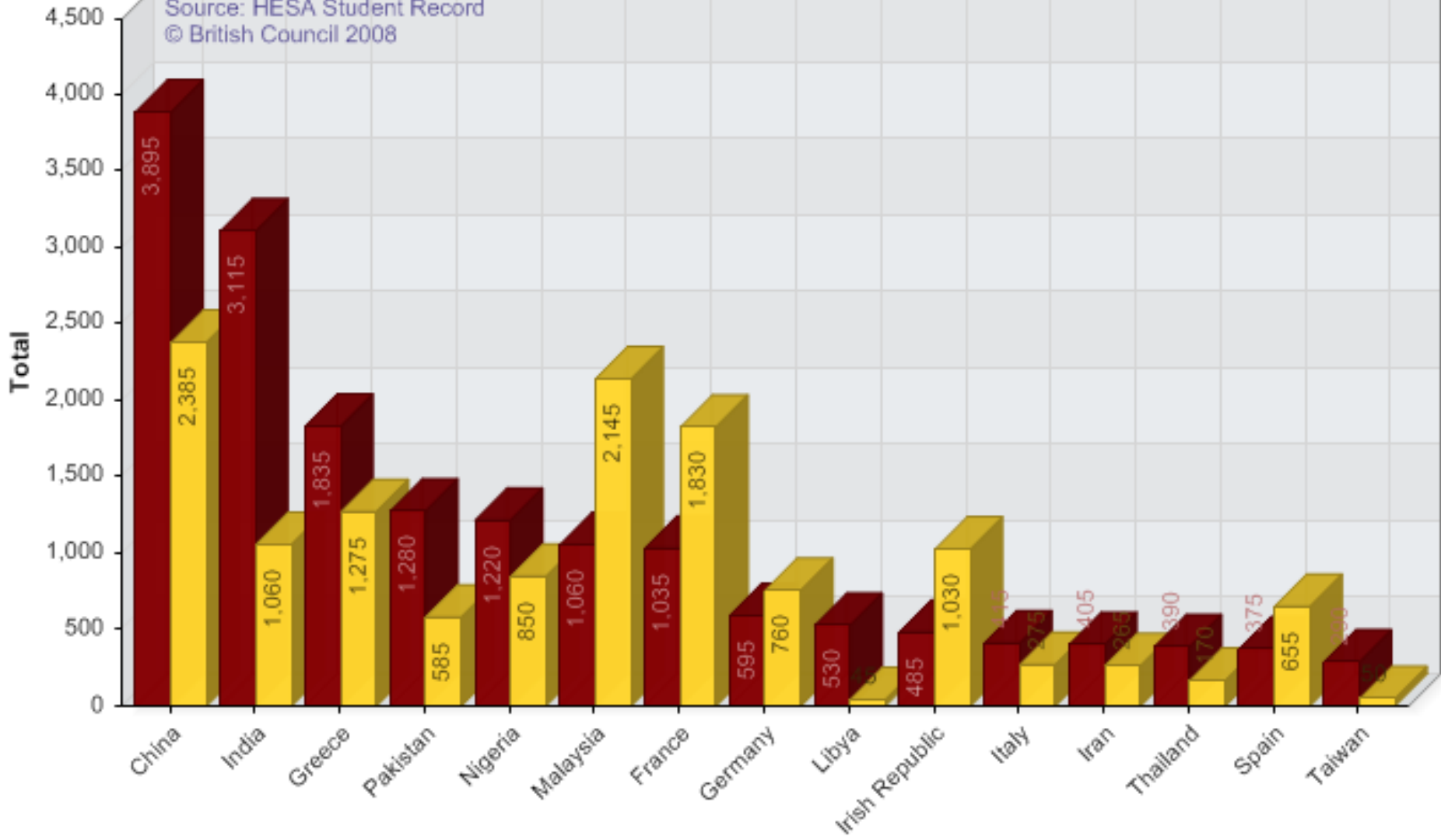
## Demand for Engineering and Technology related subjects in UK



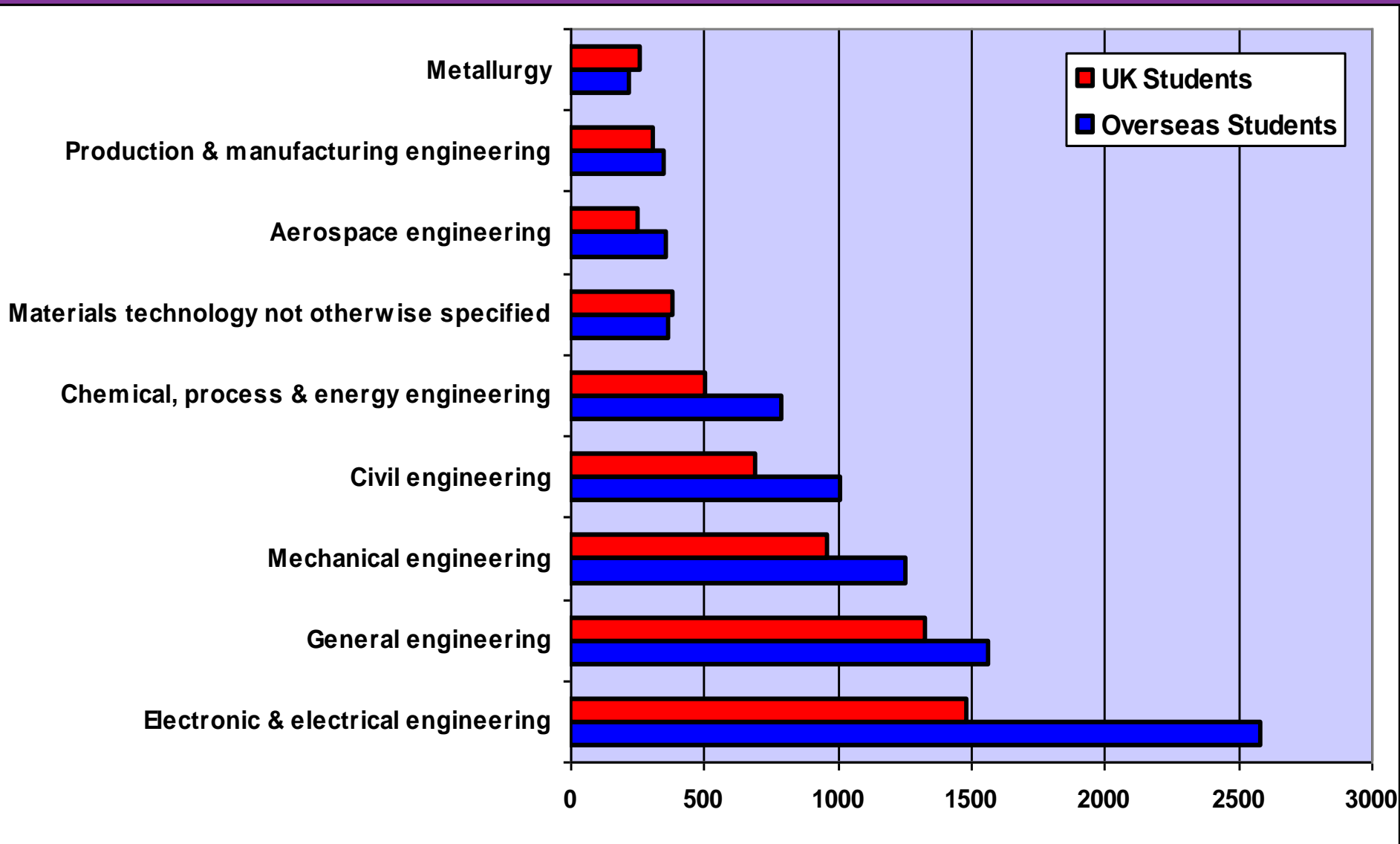
# Top Sending Countries: PG and UG Level

Country; Level of Study Summary; Year:2006/07; Subject Area: Engineering & technology; Limit: Top 15 (Postgraduate)

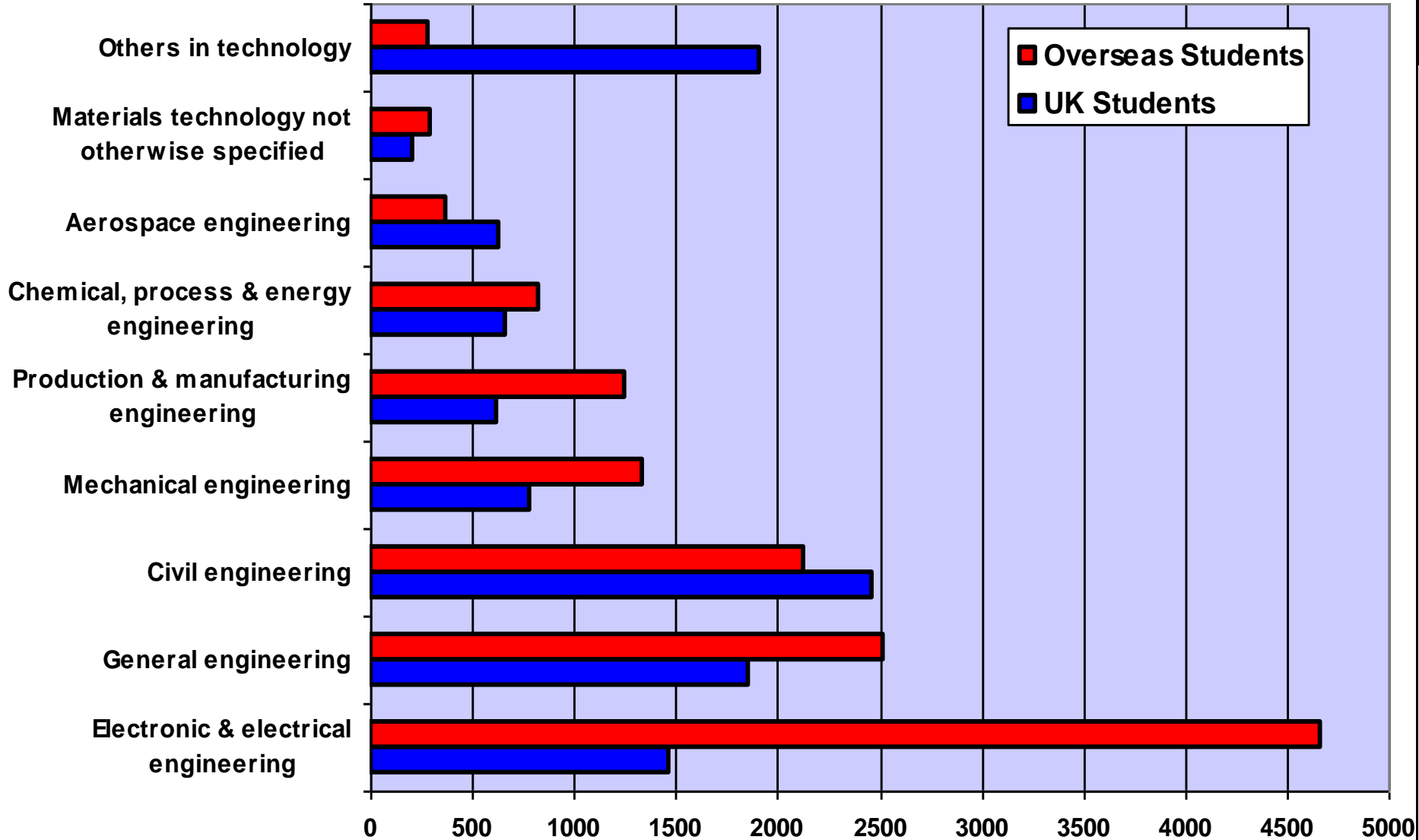
Source: HESA Student Record  
© British Council 2008



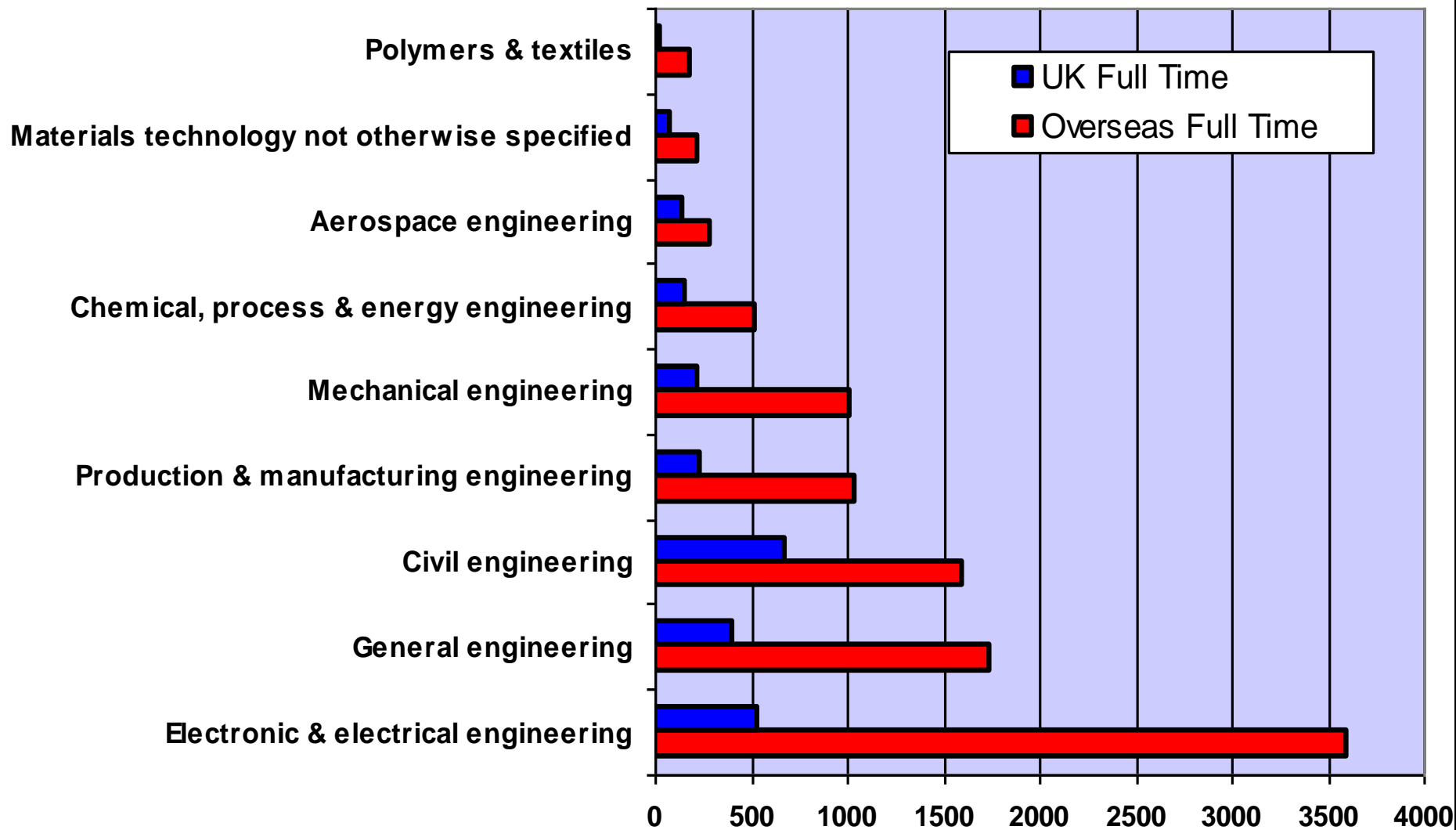
# Demand for Postgraduate Research Degrees



# Recruitment to Engineering and Technology at Postgraduate Taught Level (Full time and Part time)

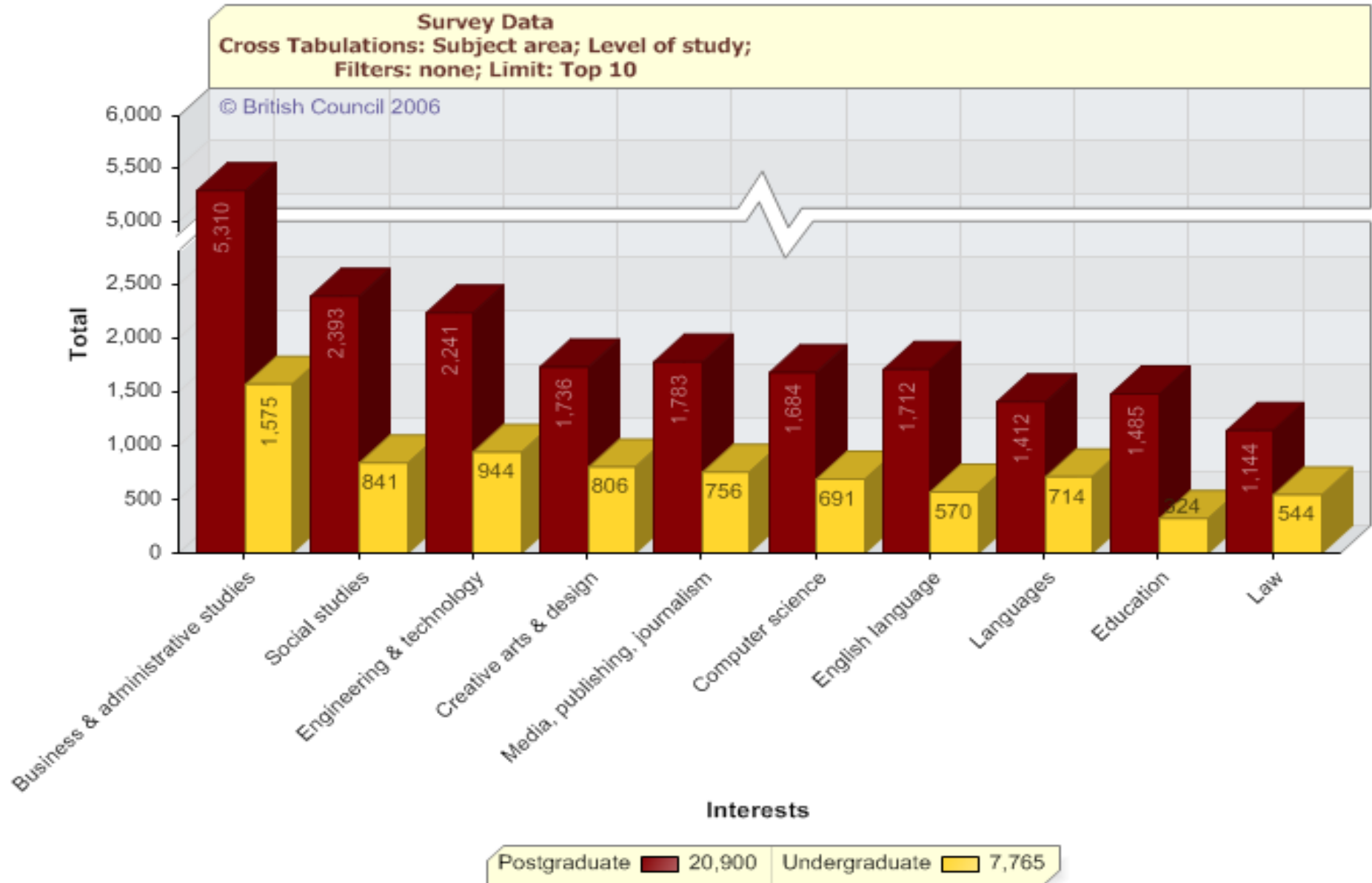


## Full Time Students at PGT Level





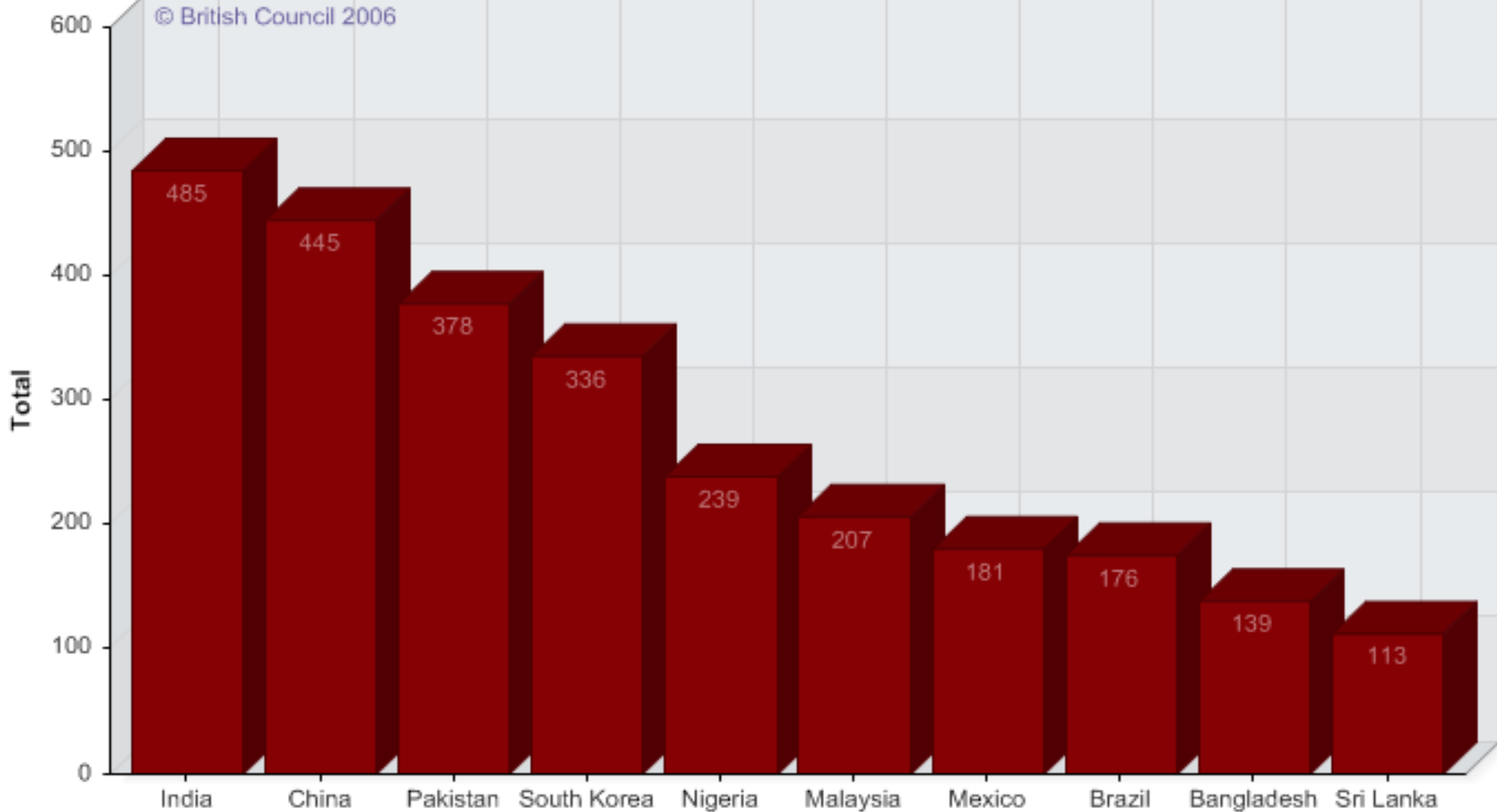
# Demand for Overseas Degrees (Student Decision Making Study, 2007)



# Countries driving potential demand for studying Engineering Abroad (2007)

Survey Data  
Cross Tabulations: Country;  
Filters: Subject area:Engineering & technology; ; Limit: Top 10

© British Council 2006



# Strategic Alliances & Partnerships

## PMI awards:

- *Research co-operation*
  - Total : 88
  - **Engineering:** 25
- *Collaborative Delivery*
  - Total: 21
  - **Engineering:** 2

In Malaysia, Japan, Thailand, Singapore, Korea

## **UK/ India Education & Research Initiative (UKIERI):**

- **Total:** 29
- **Engineering:** 8 (incl 2 major)

