


BRITISH COUNCIL

Education 
Innovative. Individual. Inspirational.

The Prime Minister's Initiative for International Education

Christine Bateman
Director Education
UK Marketing and Communications

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Outline

- The first Prime Minister's Initiative and what it achieved
- The changing market context
- The second phase: The Prime Minister's Initiative for International Education

Importance of International Education to the UK

- Enhance the range and quality of UK programmes
- International Competitiveness
- Internationalisation of institutions and their staff and students
- Research output

The first Prime Minister's Initiative

Recognition of the strategic importance of international education, specifically the value of international students:
"People who are educated here have a lasting tie to Britain",
Tony Blair, 1999

The first national campaign of its type, a joined up approach across government departments and other organisations

An additional 50,000 HE students and 25,000 FE students by 2004–05

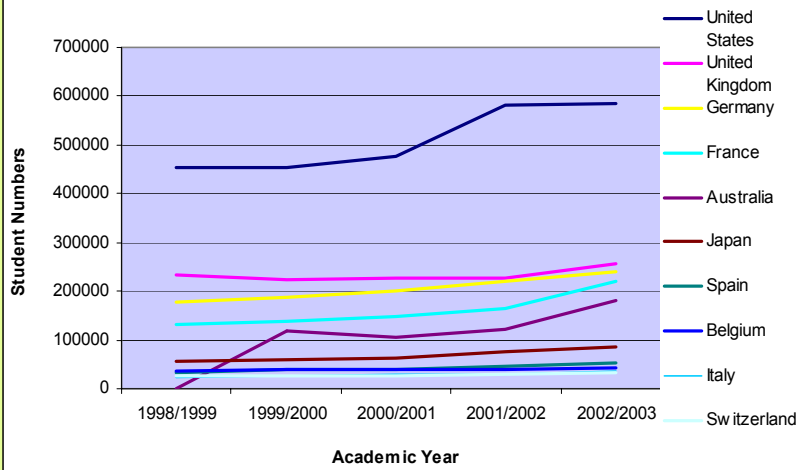
- A marketing campaign managed by the British Council
- Practical changes to improve opportunities for students to work whilst studying, streamline visa processes, increasing the number Chevening scholarships



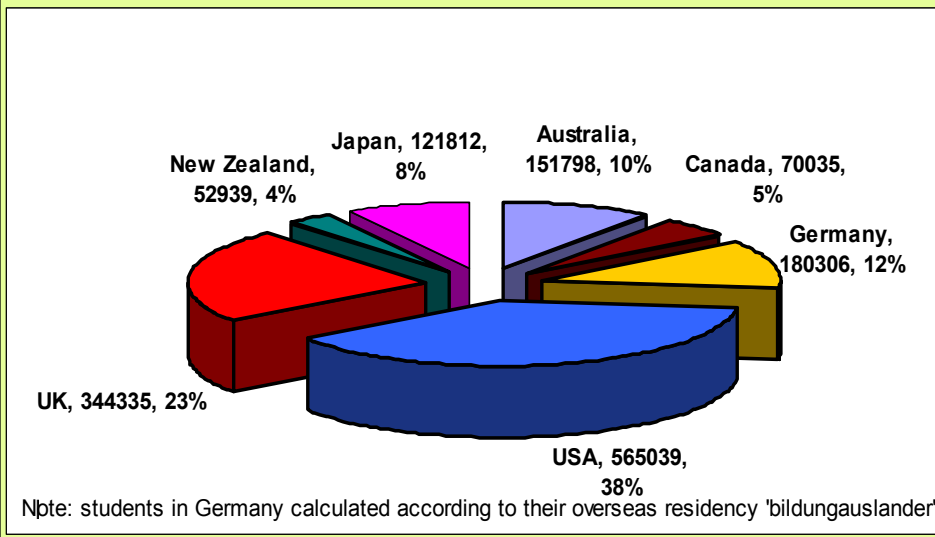
Changing global context

- Global education market is expected to grow significantly in the long-term
- Fundamental and far reaching changes in the underlying dynamics of the global education market mean that the operating context is very different and there are no guarantees that the UK will maintain its strong position
- Early indicators suggest a market break-point: established trends are changing dramatically

Top 10 Host Country Historical Trends



Major host countries 2004-05



Overview: a new strategic direction

The first PMI successfully achieved its targets.

Our ability to recruit students will increasingly depend upon our international reputation: the value of our education, the contribution we make globally and the strength of the partnerships we build.

The PMI for International Education is a new five year strategy which will build on the success of the first PMI to **secure the UK's position as a leader in international education and sustain the managed growth of UK international education delivered both in the UK and overseas**

The Prime Minister's Initiative for International Education

The new strategy sets out four interconnected strands

- Marketing and recruitment
- Student experience
- Collaborative partnerships and strategic alliances
- Market diversification and consolidation

UK Positioning (Marketing & Recruitment)

- Education UK brand – evaluation and development of the Education UK brand to meet the needs of today's international students

Brand development

International students told us...

UK is welcoming and supportive for international students, but also perceived as very traditional, reserved and unfriendly

Although the majority find UK education easy to understand and accessible, there are some exceptions, particularly where stronger visa restrictions apply

while UK has strong academic reputation, when it comes to career opportunities, the US is perceived as a stronger education investment; UK has less flexible / restrictive systems

UK and its education is not perceived as innovative or creative compared to the US

UK education is perceived as expensive

Source: MORI

Our unique proposition.

A tradition of innovation

Tradition is central to perceptions of both the UK and of UK education from abroad.

Innovation, although almost the opposite of tradition, is another key attribute of the UK and UK education.

Put them together and the two elements support each other with a strong, credible claim that works both ways – reinforcing the positives.

Global campaigns

Employability
Visas and immigration
Tradition of Innovation
International Partnerships and Collaboration

Student Experience

Focusing on the quality of international student experience – pre-enrolment to alumni

- Visas and work issues
- Employability and careers support
- High quality learning experience – UK and overseas

Collaborative partnerships and strategic alliances

- Events in East Asia and China in Year 1
- Focused on building relationships with governments; policy makers; business and education providers
- Supporting international partnerships
- Identifying best practice for effective collaboration in key countries/regions and share best practice

Diversification and managing risk

- The majority of the UK's international activities are with a small number of countries
- Need to diversify in both countries and products
- Better market intelligence needed to provide better information and predictors on which to base decisions

Priority markets

Brazil	Australia	Sri Lanka
China	UAE & Saudi	Taiwan
Hong Kong	Indonesia	Thailand
India	Nigeria	Turkey
Japan	Ghana	USA
Malaysia	South Korea	Vietnam
Russia	Mexico	
Singapore	Pakistan	

Funding of the new PMI

- A total of nearly £7 million in 2006-07 to directly promote the objectives of the second phase of the PMI
 - Government
 - British Council
 - The further and higher education sectors
 - the English Language sector

Performance indicators

Target year: 2011

- An additional 70,000 international students in UK higher education; and 30,000 in further education
- Double the number of countries sending more than 10,000 students pa to the UK
- Achieve demonstrable improvements to student satisfaction ratings in the UK
- Achieve significant growth in the number of partnerships between the UK and other countries

The year ahead

Implementation of country strategy and plans
Development of global campaigns
Market research
Ministerial visits and partnership events
New structures for managing the PMI

Going Global Conference, December 2006

