



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING  
CONFERENCE 2016

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Alumni: Ambassadors and credible voices  
to promote UK higher education  
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#siem2016  
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# How are alumni ambassadors for UK education?



## The Role of Regional Alumni Hubs

To better “**prepare international students for the British higher education experience:**

**Arranging links with alumni in their own countries**  
before departure.





# FIGHTBACK

- 16,000 police flood the streets ready to use plastic bullets
- Armoured cars confront looters
- Capital 'under control' but trouble flares in other cities

COLLECTIVE RAGE bursted in the morning when the looting started in the city. The police were ready to use plastic bullets to control the situation. The police were ready to use plastic bullets to control the situation.







## Discussion topics

GENERAL QUESTIONS	ACADEMIC QUESTIONS
Visas	Plagiarism
Life in London	Soft skills/CPD
Accommodation	Library/Reading Lists
Finances	Assessment
Food	Which modules to choose
Weather	UK teaching methods



# Graduate Careers and Destinations

Data obtained from:

- The School's Alumni database (\*Alumni Database). We used all data updated within the past year and this included 6,227 records from over 25,000.





# Graduate Careers and Destinations

LONDON  
SCHOOL of  
HYGIENE  
& TROPICAL  
MEDICINE



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## Sample Job Titles

\*Alumni Database



## Sample Survey Size

Alumni  
**25,000+**  
TOTAL

## Employment Sector

\*Alumni Database



# BREXIT





# THE ECONOMIC IMPACT OF INTERNATIONAL STUDENTS (EU AND NON-EU)

For the full set of reports on the impact of higher education institutions on the UK economy, visit: [www.universitiesuk.ac.uk](http://www.universitiesuk.ac.uk)

## UK EXPORT EARNINGS



**£10.7bn**

In 2011-12, the higher education

## OVERSEAS STUDENTS



**435,235**  
students

UK universities attracted **435,235 students** from outside the UK in 2011-12. **70%** were from outside the EU.



**£4.9bn**

## OFF-CAMPUS EXPENDITURE

International students buy goods and services off-campus. In 2011-12 their estimated expenditure was **£4.9 billion**, **£3.4 billion** of which was from non-EU students alone.



## OUTPUT GENERATED

Nearly **20%** of the output generated by the higher education sector can be attributed to the enrolment of non-EU students (**£13.9 billion of £73 billion**).

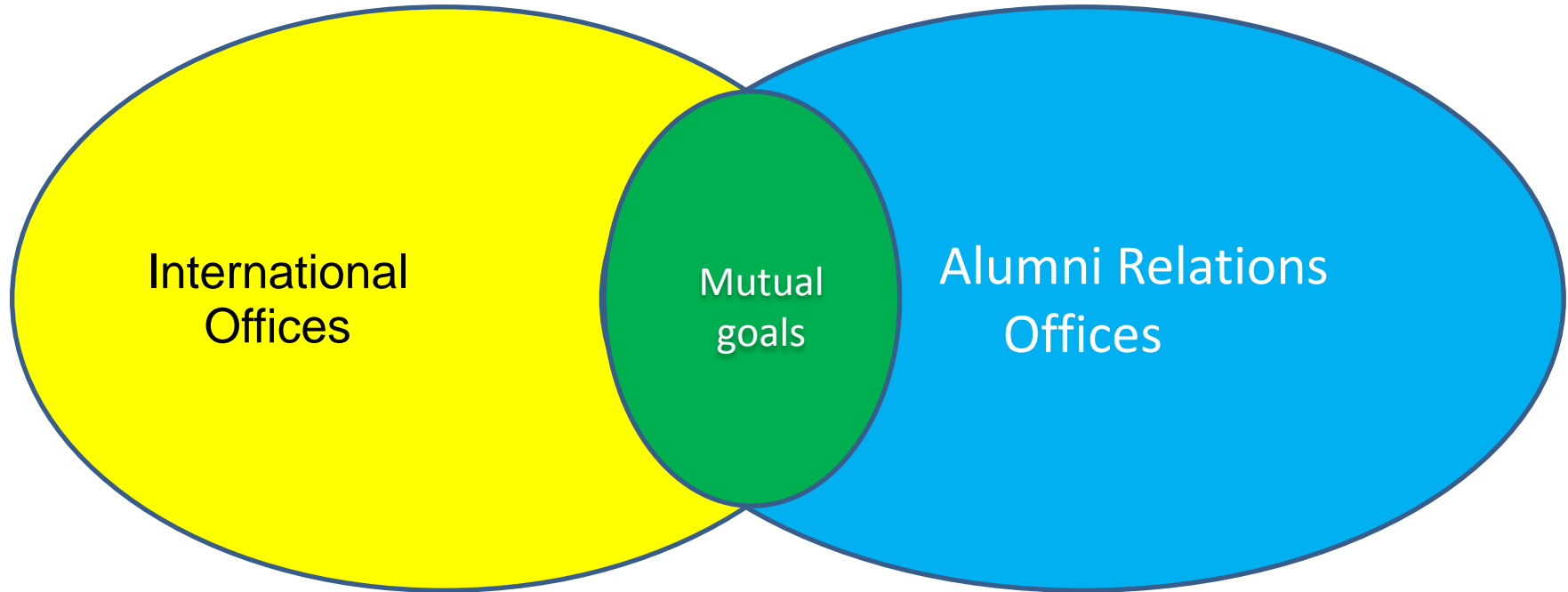
## JOBS GENERATED

**136,639**





## Working together.. mutual goals



# British Council and Alumni







## Global reach and impact

# 100m

**people reached globally  
through positive press  
and media coverage  
Alumni Awards 2015 & 16**

# 690m

**digital impressions in ten  
countries  
Alumni Awards 2016**

## Global reach and impact

In China, Awards introduced by  
**HRH Duke of Cambridge**



[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)



Articles in major international press including **Financial Times, Al Riyadh, Jakarta Post**

British Council hold UK Alumni Awards in Indonesia for first time



SAUDI ARABIA

## THE TIMES OF INDIA

Four Saudis win top British alumni education awards **UNI AWARDS**

SAEED AL-KHOTANI | Published — Saturday 12 March 2016

### BRITISH COUNCIL HONOURS INDIAN ALUMNI

SEVERAL Indian alumni who studied at a UK university in the last 10 years were honoured by the British Council, at an award ceremony in the Capital last week. The award winners included Ankit Mehrotra, a former student at the University of Essex who won the recognition for his contribution towards the country's entrepreneurial landscape and Ria Sharma, a former Leeds College of Arts student who won the award in

Indians, who studied at a



the 'social impact' category. Around 160,000 students have studied in the UK in the last 10 years alone.





# Award Winner: Patricia Mechael, UN Health Innovator & m-Health pioneer

Winner of the Alumni Award for  
Social Impact; USA, 2016

*“I applied for the awards to acknowledge and applaud the foresight of the UK for taking a risk on an Egyptian-American doctoral candidate who asked: “what if we used cell phones to support health?”*”





**Alumni Award winners in India meet Duke and Duchess,  
April 2016**



# Workshop

## Working with international alumni: challenges and successes

- Does your institution have an **international** alumni strategy?
- How are your institutions working in this area? What's the priority? (Friend-finder Fund-finder?)
- How connected are your Alumni Relations Offices to International/Marketing Offices? From 1-10, 1 = low, 10 = high.
- In your institutions what are the challenges of working with alumni as an extension of your recruitment? And solutions?

## Contact us

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