

## **The British Council's Impact of Studying in the UK Booklet 2017-2018**

### **Background**

The UK has increasingly attracted more international students. Based on LPDP data per January 2016, there are 1,679 awardees that currently studying in the UK. Most of them chose UK because of the quality education and study duration.

Furthermore based on Times Higher Education data in 2016, UK is more affordable (in terms of total tuition fee and living cost) and rank on the 6<sup>th</sup> place compare to USA, Australia, New Zealand, Canada and Hong Kong.

Findings from HSBC report in 2016 stated that over a third (35%) of parents would also consider sending their child abroad to university. The highest proportions of parents considering this are in Indonesia (60%), UAE (58%) and Hong Kong (54%).

62% of Indonesian students in the UK are self-funded and 38% students use scholarships or other financial support from sponsors. Currently there are scholarships and funding that provided by central and provincial government for their staffs, lecturers, researchers and public audience.

### **Impact of Studying in the UK Booklet**

British Council Indonesia will publish its 2<sup>nd</sup> Impact Document for the following purposes:

- To provide in-depth information on world class education, quality, academic tradition and choice.
- To provide a glance to the UK education system.
- To highlight the benefits of a UK education including employability, advancing your career, value for money, being globally networked, enabling international research collaboration, professional enhancement, creating future leaders.
- To provide government officials, decision maker in the university level and school level with thorough information on the impact of studying in the UK.
- To provide parents and students with facts and reasons on the excellence of UK education compare to other countries.

- To provide details on study programmes of some UK institutions, so that potential students can contact the institutions directly according to their interests.

## **Content**

The Impact of Studying in the UK booklet contains the following information:

- Study in the UK
- UK education system
- Why study in the UK
- Benefits of a UK Education
- Scholarships – Chevening
- Visa Services – Student Visa
- Alumni Testimonies

## **Target Audience & Circulation**

The target audience of this booklet includes government officials, universities boards, students (high school, undergraduate, Masters, and PhD), school counsellors, professional, parents, and educationists.

4,000 initial copies of the Impact of Studying in the UK booklet will be distributed during scoping visits to key stakeholders, including government official, government education fair, local institutions education fairs, agents, British Council's education exhibitions and other relevant activities (e.g. schools road show) and major education events in which the British Council actively participates.

The Impact of Studying in the UK Booklet Dimensions is 20x20cm Size, up to 32 colored pages. 2,000 copies will be printed in English and 2,000 copies will be printed in Bahasa Indonesia.

## **Timeline**

Open recruitment: 22 May – 30 June 2017

Production: July – Mid August

**Please submit your application** to Lisa Wilianto: [Lisa.Wilianto@britishcouncil.or.id](mailto:Lisa.Wilianto@britishcouncil.or.id) at the latest on 30 June 2017