**Study UK: Discover You campaign update**

**Message from Simon Edwards, Campaign Director, GREAT Britain campaign**

There have been a number of achievements over the summer and I wanted to share progress about a few initiatives:

* **Our first MOOC** (massive open online course) aimed at education agents, advisors and counsellors was piloted and tested in July: over **2,700 people joined the course**, with over **1,100 learners**. Engagement and feedback from participants was strong and we are now in the evaluation phase. We will be consulting with our stakeholders before launching an updated version of the course in the autumn.
* **UCAS media digital campaign:** we are working together with UCAS media on a digital campaign aimed at prospective international students who have not yet landed a place at a higher education institution for September 2017. To date there have been: more than **1,500 applications** generated, **165 acceptances**, **125 indicative enrolments** for 2017 entry. The campaign will continue until **30 August** and we will share more results in September.
* **Uptake of GREAT Scholarships has been high**: In China, 139 scholarships will be made available, with 31 participating higher education institutions (HEIs) and in India, 274, with 55 participating HEIs. Promotion for these scholarships will start in October 2017 for the 2018/2019 intake.

**FACEBOOK LIVE**As many of you are aware, we ran our first **Facebook Live #StudyUKLive pilot** recently. If you missed it, you can [catch-up here.](https://www.facebook.com/StudyUK.BritishCouncil/videos/1424772364226004/)

We received expressions of interest from **29 higher education institutions** wishing to take part in our upcoming shows. Thank you for taking the time to complete these and turn them around so fast. We have been in touch with universities for our first three shows which will complete series one:

•           23 August: Preparing for the UK (4pm UK time)

•           13 September: Freshers’ Special (4pm UK time)

•           20 September: Employability (4pm UK time).

We will then start series two in October and will be in touch with all applicants, and expect to include every one that submitted a proposal. We will do another call-out when we have spaces available.