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Doubling the UK's outward student mobility:  
Research, policy & practice  
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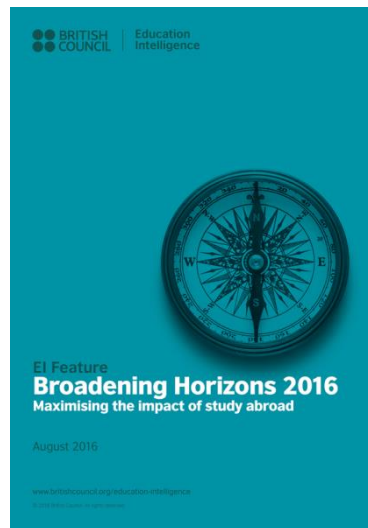
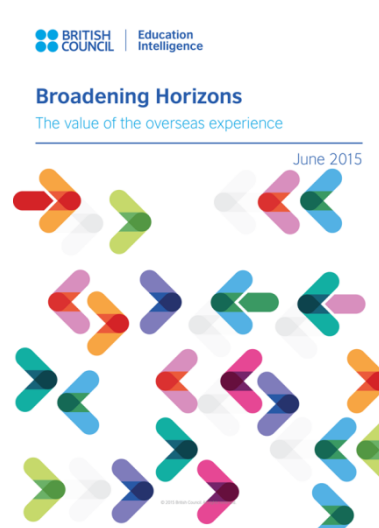
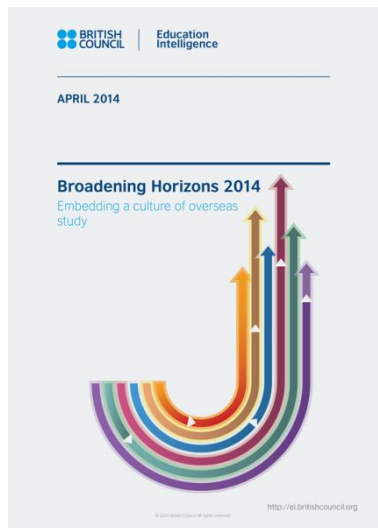
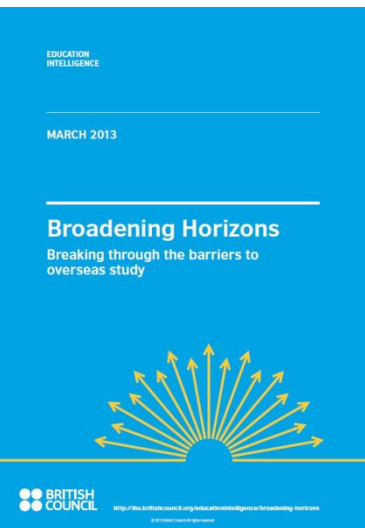
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# Five years of *Broadening Horizons*



## Headlines from the research 2013-2015

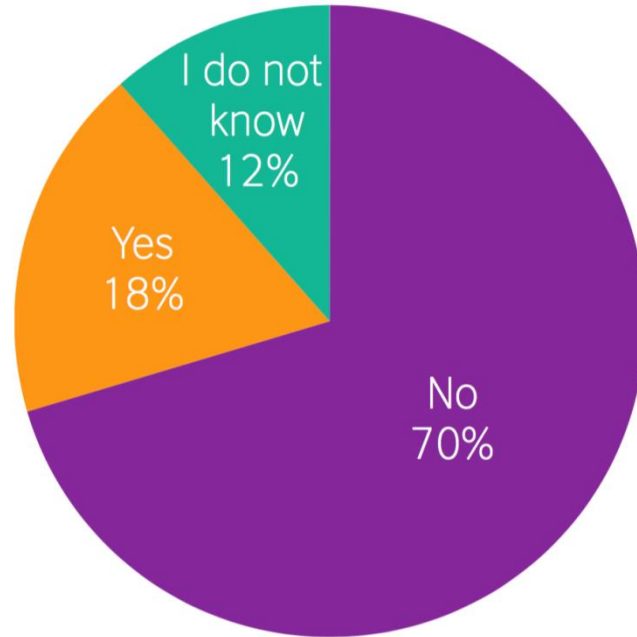
- While travel and adventure were consistently the most popular drivers, students stated that study abroad could give them an edge in the job market
- Returned students were more likely to link broader career prospects with study abroad
- Just less than one quarter of students indicated they had sufficient information prior to making study abroad decisions
- Perceived cost and, in more recent years, foreign language were the biggest barriers
- English-speaking destinations were popular
- Linking institutional TNE strategy and outward mobility could provide incentives for home students to study abroad

## Interest in studying abroad 2013-2017

2013	2014	2015	2017
20%	37%	34%	18%

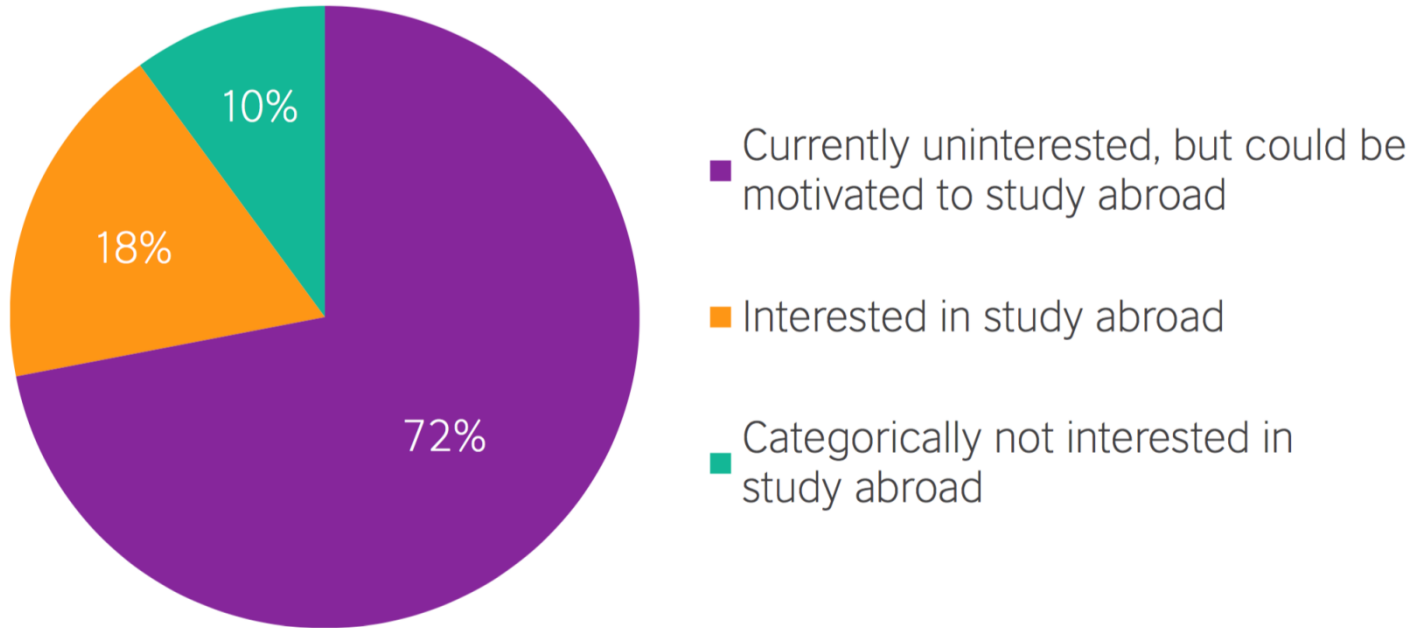
## Weakened interest in study abroad

Are you considering overseas study?



# Incentivising study abroad

## UK student views on study abroad



## A renewed focus on the UK

- 49% of students interested and 77% of students uninterested in study abroad wanted to stay in the UK immediately upon graduation for work or further study
- 44% of students interested in study abroad stated that they were concerned with how difficult it would be to leave family and friends
- Top reasons for students not being interested in studying abroad included not wanting to miss family and friends, being happy in the UK and that the UK has the best quality of education
- Some students felt anxiety regarding being away from family in case of emergency

*‘What’s wrong with studying in the UK?’*

## Top barriers

2013	2014	2015	2017
Costs	Programme may be too difficult	Costs	Costs
Not confident in local language	I don't know if I would fit into a different culture	Not confident in local language	Would miss family & friends
Concerned about healthcare costs	Not confident in local language	Access to quality healthcare	I am happy in the UK now
Concerned about visas	Costs	Safety	The UK offers the best quality education
Programme may be too difficult	Don't want to travel overseas	I don't know if I would fit into a different culture	Not confident in local language



## The cost(s) of study abroad

- Historically has been the top barrier to study abroad
- Living costs abroad were the top concern of those interested in studying abroad, and tuition fees were the 4<sup>th</sup> highest concern
- Top obstacle to study abroad in 2017, chosen by 51% of respondents
- 70% of students not interested in study abroad said they would consider the experience if they were provided help with funding

*'I feel like you have to have a lot of money to be able to do it.'*

## The cost(s) of study abroad

- Costs of study abroad not just financial
- Time necessary to engage in study abroad was seen as a deterrent
- Students did not want to fall behind with their peers or cohort
- Lack of consistent understanding of foreign qualifications in relation to UK standards

*A year abroad...would lengthen my degree by a year meaning I would have a year's extra debt and [would be] a year delayed in starting a career, for a year which does not contribute toward my degree.*

## Further findings

- Language remains a crucial barrier and driver
- The value of personal safety remains an important consideration
- Students may prefer overseas experiences outside of study abroad

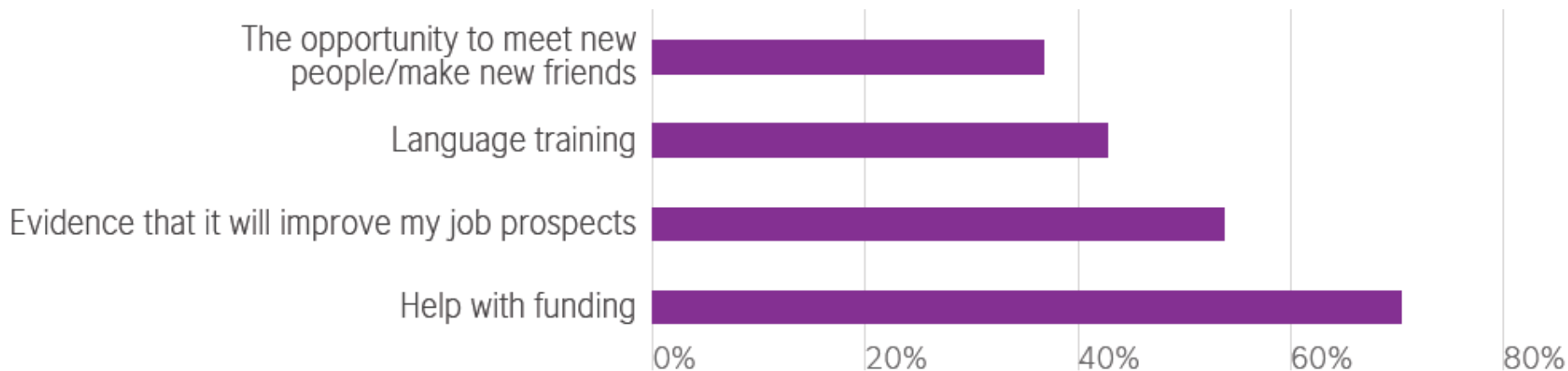
*'I would prefer to travel abroad and experience things when I'm not committed to studying.'*

## Preferred destination

2013	2014	2015	2017
US (29%)	US (33%)	US (40%)	US (22%)
Australia	Australia	Australia	Canada
Canada	France	France	Germany
France	Germany	Germany	France
Germany	Canada	Canada	Australia
Netherlands	Spain	Spain	Sweden
Italy	Netherlands	Netherlands	Japan
Spain	Japan	Japan	Spain
China	New Zealand	Italy	Italy
Japan	Italy	New Zealand	Netherlands

# Incentivizing students to study abroad

## What would motivate you to want to study abroad?



# What would motivate you to study abroad?

2013	2017
Help with funding	Help with funding
Information sessions with returned students	Evidence it will help my job prospects
Language training	Language training

## Timing and content of messaging is key

- Mismatch & gaps in communications regarding study abroad from institutions
- Timing of information is crucial to the decision-making process
- Address barriers: financial costs, time commitment, confusion regarding credits, language, a desire to stay in the UK, personal safety and – most importantly? - employability

*'We're not given enough information at the start of my degree to be able to think about studying abroad. [I] didn't realise it could have been an option for me.'*

# Thank you!