



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

## Income generation from sources other than student recruitment

Dr John Law, British Council

Sue Bishop, UK Trade & Investment

Daniel Waller, University of Central Lancashire

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# Maximising Education Exports

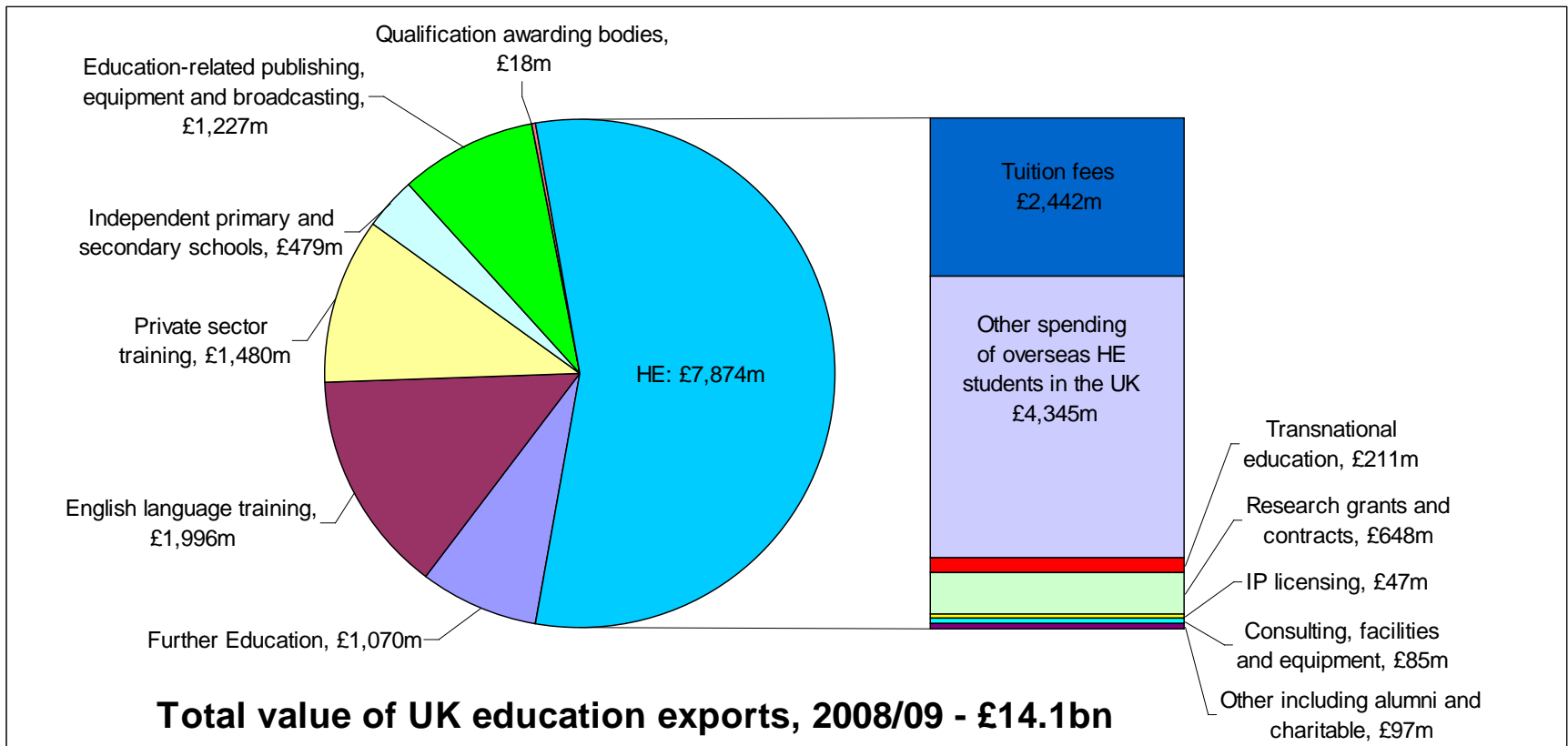
**Sue Bishop**  
**Director, Service Industries**  
**UKTI Strategic Trade Group**

# UKTI – Who we are

Government department that:

- helps UK-based business succeed in the global economy
- assists overseas companies to bring their high-quality investment to the UK
- Professional advisers both within the UK and across more than 100 international markets

# Total value of UK education exports 2008/09 - £14.1bn – Education sector overall



# Value to the UK of Education Exports

<b>£billion</b>	<b>Total</b>	<b>HE</b>	<b>FE</b>	<b>ELT</b>	<b>Rest</b>
<b>2008/09</b>	14	7.8	1	1.9	3
<b>2015</b>	17.6	10.4	0.88	2.8	4.6
<b>2020</b>	21.5	13.2	0.75	2.8	4.7
<b>2025</b>	26.5	16.9	0.65	3.3	5

*Estimating the Value to the UK of Education Exports June 2011, BIS Research Paper 46, London Economics*

# Education Industrial Strategy – *Supporting Growth and Influence*

- Enabling UK providers to realise the potential export opportunities
- 'Soft Power'
- 'Join up and scale up'
- Promotion of the whole of UK Education's offer
- 'System to System' approach
- New delivery methods

# 'System-to-system'

- The 'system-to-system' approach seeks to maximise UK opportunity by offering the target country a package of education products and services, delivered by multiple providers working together.

# System-to-system offer

- Relevant curriculum leading to internationally respected qualifications
- Development of practical hands-on training
- Teacher/lecturer training including specialist content
- Teaching resources
- Capacity-building
- Establishment of one or several specialist academic and/or technical departments
- Establishment of specialist public or commercial expertise/facilities



# Education Exports – Some Examples

- English language programmes, inc teacher training – *Sussex Downs College*
- Teacher training appropriate to local curriculum and culture – *University of Huddersfield*
- National skills college – *Warwickshire College*
- Capacity development to teach and assess competency-based vocational qualifications – *Westminster Kingsway College*
- Joint delivery of qualifications – *Glasgow, Loughborough and Sheffield Hallam Univs*

# Education Exports – Some Examples 2

- Quality assurance programme and systems in Gulf States – *QAA supported by several UK universities*
- Technical (sector based) training – *Cranfield University*
- Engineering courses for Siemens

# Thank you

Sue Bishop

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

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# The School of Languages, Literature & International Studies, UCLan

- 2003      Approached to provide a language test
  - 2003 – 6    Design and pilots
  - 2006      First large-scale tests (5,000+ candidates)
  - 2012      18 - 20,000 candidates annually
- 
- Provide tests under our own banner (University of Central Lancashire Examination Board) but also write for other organisations



# Why do it?

- Provision of an additional income stream
  - Helps to support other projects and courses in the School
- Develop a reputation for expertise in a particular field
- Enhances the reputation of the institution internally & externally
- Generates research and funding
  - Link between knowledge transfer (KT) and research
  - Generates data for other fields of research
  - Practical ‘hands on’ experience of staff (and students)
  - Attracts postgraduate students
  - Promotes collaboration with other national & international institutions



# Challenges & Responses

- Internal

- University culture, systems and processes
- Financial models
- Time
- Expertise (in the area & management)

- External

- Competitors
- Regulating bodies (e.g. UKBA and Ofqual)
- Unfamiliar environments

# Contact Details

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