



# INTERNATIONAL EDUCATION SERVICES

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Market Sentiment towards the UK  
March 2020

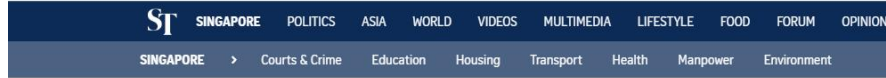
<https://education-services.britishcouncil.org>

# Agenda

- Market sentiment towards the UK – overall picture
- Key Agent and Counsellor questions
- Covid-19 Communications – good practice examples
- Recommendations on communication messages during the crisis
- Q&A

# Overall Picture – Safety and security in the UK

straitstimes.com/singapore/singaporean-student-in-london-seeks-eyewitnesses-after-coronavirus-related-



## More shock than anger: S'porean student seeks eyewitnesses after Covid-19 racist attack in London



Facebook user Jonathan Mok, who said he has been studying in London for two years, posted two photos of himself showing a swollen eye. PHOTOS: JONATHAN MOK/FACEBOOK

“I always felt that London was one of the most open places and this incident doesn’t change the fact that most people are nice; it’s just a few (who aren’t),” Mr Mok told The Straits Times on Tuesday of the assault.

# Overall Picture – Criticism of UK Government Response

South China Morning Post

SIGN IN/UP

World / Europe

## 'Scared' in London as UK coronavirus spread accelerates

- The UK government's response to the coronavirus pandemic is making people anxious
- Virus spread is accelerating and PM Boris Johnson admits cases could 'double every five or six days'



Hilary Clarke in London

Published: 2:53pm, 17 Mar, 2020

### TOP PICKS

#### News

Coronavirus latest:  
Singapore bans  
tourists; Emirates  
suspends flights

22 Mar 2020



#### News

Prince William takes  
royal lead as queen  
escapes London virus  
threat

22 Mar 2020



#### News

Coronavirus latest:  
stocks slide,  
Glastonbury,  
Eurovision cancelled

18 Mar 2020



#### News

China expels  
American journalists  
from 3 US  
newspapers

1.1k



Serina and Spencer, two students from Beijing in London: 'We are shocked at what the government here is doing'. Photo: Hilary Clarke

“We are shocked at what the government here is doing. We think they don't have access to the right scientific advice,” Serena said. They are engineering management students at London's Imperial College, and hope to return to China. “We are scared, we don't feel safe.”

# Overall Picture – Students returning home

**The Standard** 英文虎報  
Fully furnished interiors by Kelly Hoppen  
For YOO and 5-star hotel service by Kempinski  
Inquiries: 2869 6683 / 9873 0332 / info@jgroup.hk

Trending Section News Features Event & Promotion Coffee Break

Top News Editorial Local Business China World Sports Central Station

## Exodus back to HK

Top News | Sophie Hui 16 Mar 2020



Hong Kong students scrambled to catch flights back to the SAR from the pandemic-hit UK and US as the SAR last night slapped a red travel alert against the two countries.

Kay Wong, a university student in London, said she had bought tickets to return to Hong Kong next week as she was worried about the pandemic there.

"Nine out of 10 Hong Kong students I know have booked flight tickets to go home next week," she said, adding the university had e-mailed them about suspending face-to-face teaching. She will be doing her exams online. "I worry about the coronavirus more than my studies," she said.

# Overall Picture – Implications for Visas and Scholarships

The Jakarta Post

NEWS BUSINESS SE ASIA OPINION LIFESTYLE TRAVEL MULTIMEDIA DE

NEWS > WORLD

## Should I stay or should I go?: Overseas students in limbo as global lockdown fears mount



Dian Septiari  
The Jakarta Post

Jakarta / Thu, March 19, 2020 / 08:07 am



25-year-old Vicky Nauli of the UK-based Institute of Development Studies was very confused as to what to do with this new information. "With the Chevening [Scholarship] we cannot go home for more than 30 days, so we don't know what to do," Vicky told the *Post* on Wednesday. "We are pretty much in limbo because no one can guarantee if we can get back [to the UK]."

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# Assessment & Admissions

Student attainment in light of reduced F2F teaching hours, and various assessments replacing public examinations (IB, A-Levels, local qualifications, private students)

- Any mechanisms for predicted grades?
- Any contingency plans if local qualification exams are cancelled?
- Will universities change conditional offers to unconditional for IB students?
- A-Levels: are their exams going to be assessed on a similar note as being done by Ofqual?





# Semesters and Deferrals

- Is there any possibility that universities will be flexible with semester commencement dates? Will January 2021 intakes be opened up?
- Can we expect that September intake can start later for international students?
- For how long will universities offer deferred entry for PG students? 1 year or 2 years?
- Can you be pro-active about offering deferrals to students who, for whatever reason, are unable to get into regular admission this year?



# Visas

- May you shed some light on the visa implications, if any, on students that have returned home?
- Have the government commented on how UKVI will consider incomplete qualifications?
- For students who received their Tier 4 vignette, can the travel dates be extended to a future date?
- Can student take the online pre-session course in the UK with the tier 4 visa? Are you able to issue the CAS?



# Online Learning

- Will there be online alternatives for students who can't start in the UK this September?
- What support will be provided for students studying online?
- How are universities planning to handle online teaching where students would otherwise have needed to do practical work eg in a medical or engineering lab?
- Most of my students are worried that there will be so many online courses if they register. The Chinese Government has specified that online courses are not recognised by the Ministry of Education.



# Deposits and Fees

- Will there be deposit refunds for students unable to commence study in September 2020?
- Will tuition fees be pro-rated if students cannot begin on campus until much later than Sep 2020?
- Will there be a tuition discount for online learning?



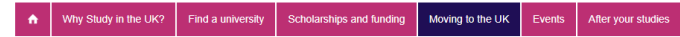
# Health & Welfare

- How are schools and universities handling cases of prejudice and discrimination towards Asian students?
- What measures will UK universities be putting in place to manage the socio-emotional and mental health needs of students?
- If a student got sick due to the virus, what shall he or she do in the UK and who will pay for the costs?
- Will current international students in UK be considered secondary to the local UK citizens for NHS treatment?



# Study UK and Covid-19

- Dedicated global **Study UK webpage**: regularly updated with lines from UKCISA, UUKI, GOV.UK, NHS, IELTS
- Daily coordinated **social media posts across East Asia** and internal FAQs to ensure consistency
- Coordination between UK and local country colleagues



Home > Moving to the UK

## Information regarding the COVID-19 (Coronavirus Disease 2019) outbreak

This is an evolving situation and we will continue to update on current UK Government guidelines. The latest information and advice from the UK Government on COVID-19 can be viewed here:  
<https://www.gov.uk/government/topical-events/coronavirus-covid-19-uk-government-response>

The health, wellbeing and safety of all students is a top priority for everyone. For further guidance and support where you are, please contact your individual university or school directly. Many schools, universities and colleges will be transitioning to more online tuition



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# Growing importance of digital promotion





# Right time, right content and right context



# Stage 1 – Uncertainty and anxiety

Provide transparent and timely communication via multiple channels ✓

Promote student wellbeing ✓

Traditional promotion messages may appear 'tone deaf'! ✗

## Case study 1

- British Council China office assists UK institutions to keep prospective students up to date on their latest policies and support for new applications

STUDY 

 BRITISH COUNCIL  
英国文化教育协会  
英国大使馆文化教育处

 GREAT  
GREAT BRITAIN  
英国大使馆文化教育处

在新冠疫情影响下，英国各院校根据政府的政策指导，陆续出台了相应的政策调整。今天，我们为大家整理了第二批英国院校的政策调整说明，正在计划申请英国留学以及正在英国留学的同学们，请关注相关院校的政策说明。

同时，因为各院校的政策不尽相同，因此如果大家有关于受疫情影响的申请、签证以及请假等政策的任何问题，我们欢迎大家和相关院校取得直接联系和沟通。

英国文化教育协会也和英国各院校一起，持续为大家提供支持。如有任何最新消息，我们也会通过社交媒体及时发布，请大家持续关注。

### 请大家注意

- 如果你想要了解的院校不在本期的院校名单中，我们建议你可以通过直接查询相关院校的官方网站以及社交媒体，同时也可以直接和院校取得联系。
- 如果你对文中英国院校的最新政策有任何疑问，请通过列表中的联系方式，和院校直接取得联系，进行咨询。对各院校新政策的解释权，归各院校所有。

# Stage 1 – Uncertainty and anxiety

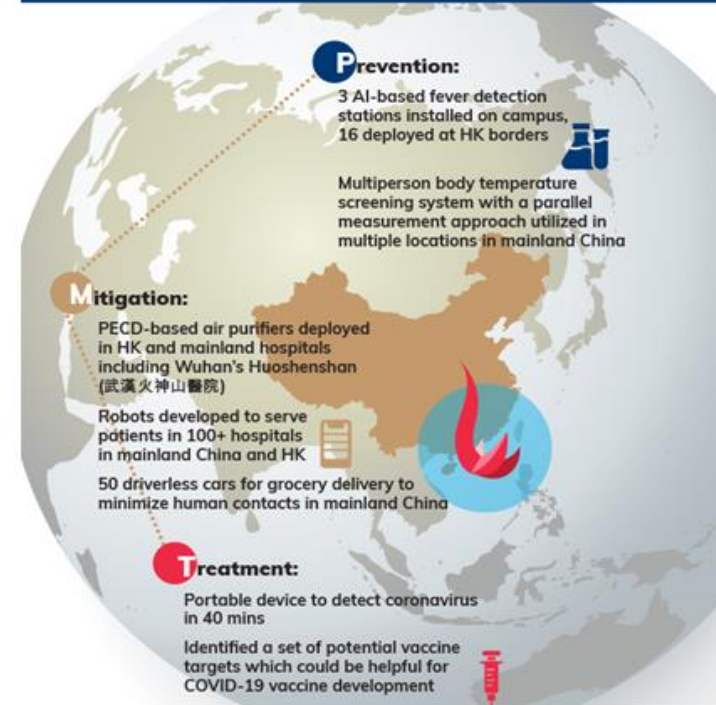
## Case study 2

- Hong Kong University of Science and Technology
- Positive PR – what are you doing in light of the virus, e.g.:
  - ✓ Measures on campus
  - ✓ Research collaboration
  - ✓ Inter-disciplinary solutions

## Our Fight Against COVID-19 Pandemic

As COVID-19 sweeps across the globe, our President Prof. Wei SHYY wrote an article on the [World Economic Forum](#) to talk about the collaborative efforts made by HKUST and its dedicated fellow allies and partners around the world to help prevent the further spread of the disease and mitigate the threat. We have also taken many more significant actions and launched multiple initiatives to fight against COVID-19 and future public health crises in an all-round manner. Please click on the image below to learn more.

### HKUST's All-Round Efforts to Help Fight COVID-19 Pandemic



# Stage 1 – Uncertainty and anxiety

## Case study 3

- '#AlwaysConnected campaign run by University of Warwick
- ✓ Social responsibility
- ✓ Encouraging compliance



# Stage 2 – Business resumption

- Subject specific digital promotion
  - Digital panel discussion
  - Social media promotion

Webinar Session III – Friday 28 February 2020 Career in Medicine and Allied Subjects: Finding Your Career Path		
<b>18.30</b> Beginning of webinar session <b>18.35</b> University of Exeter <b>18.50</b> University of Manchester <b>19.05</b> Brunel University London <b>19.20</b> Q&A <b>19.30</b> End of webinar session		
<b>Seminar Topic: Medicine and allied subject: educating the healthcare leaders of the future</b> This talk will cover the benefits and career progression of Medicine and Allied Subjects, such as Nursing, Medical Sciences, Neuroscience and Medical Imaging, as offered at the University of Exeter's College of Medicine and Health. Each of our programmes aims to educate the healthcare/research leaders of the future where all our graduates have an important role in providing high-quality patient care/research to help meet UK and global healthcare needs. Discussions will centre on the skills needed in applicants, the benefits of clinical and professional placement learning, and career prospects after undergraduate study. Post Graduate programmes can also be discussed.		
Speaker	Profile	
	<b>Julie A. Mills</b> Director of Quality in teaching and learning, Senior Lecturer in Medical Imaging Chair of Programme and Module Approval Group (PMAG), College of Medicine and Health	Julie Mills is a Senior Lecturer in Medical Imaging at the College of Medicine and Health. Apart from her teaching she leads on ensuring that the teaching of the college is up to the highest standard. <a href="#">More</a>



# Stage 2 – Business resumption

- Demo classes (online)
- Promote research stories via social media channels
- Virtual Fairs with mechanic to filter genuine students



# Recommendations on communication messages during the crisis

Current Students	Agents and Counsellors	Prospective students
✓ Regular communication	✓ Regular communication	✓ Regular communication
✓ Clear guidance	✓ Up to date information on key policy	✓ Honest / transparent advice
✓ Address key concerns promptly	✓ Succinct, easy to read summaries	✓ Highlight supportive policy changes
✓ Reassurance	✓ Sign-posting to key information channels	✓ Reassurance

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- British Council Study UK communication
- **Q&A**



## Any questions?

For specific advice and support for your work in East Asia, please contact:

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