

What's that coming over the hill, is it a sponsor?...

Yes it's a sponsor!

Elizabeth George

International Scholarships & Sponsors Manager, University of Bristol

Michael Bissell

International Stakeholder Relations Manager &

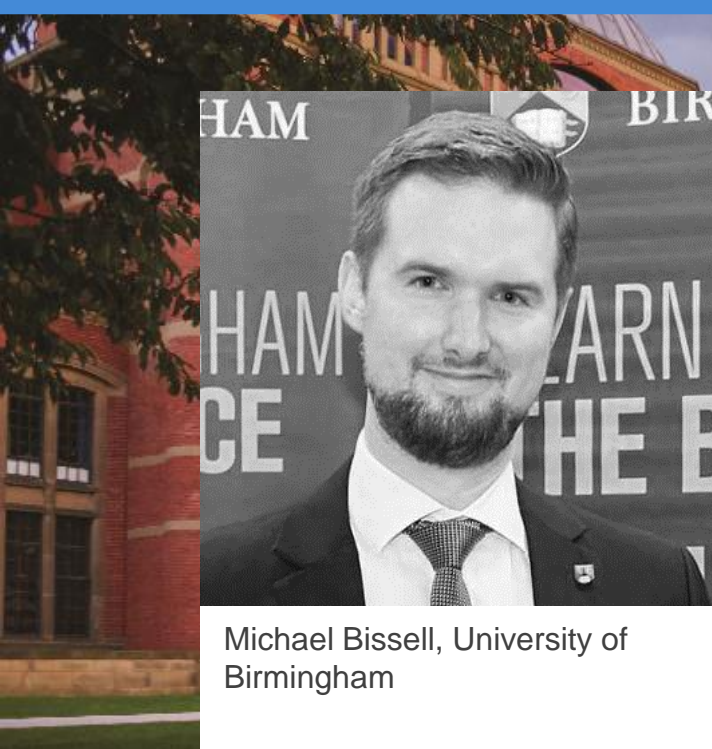
Deputy Head of International Recruitment, University of Birmingham



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Elizabeth George, University of Bristol



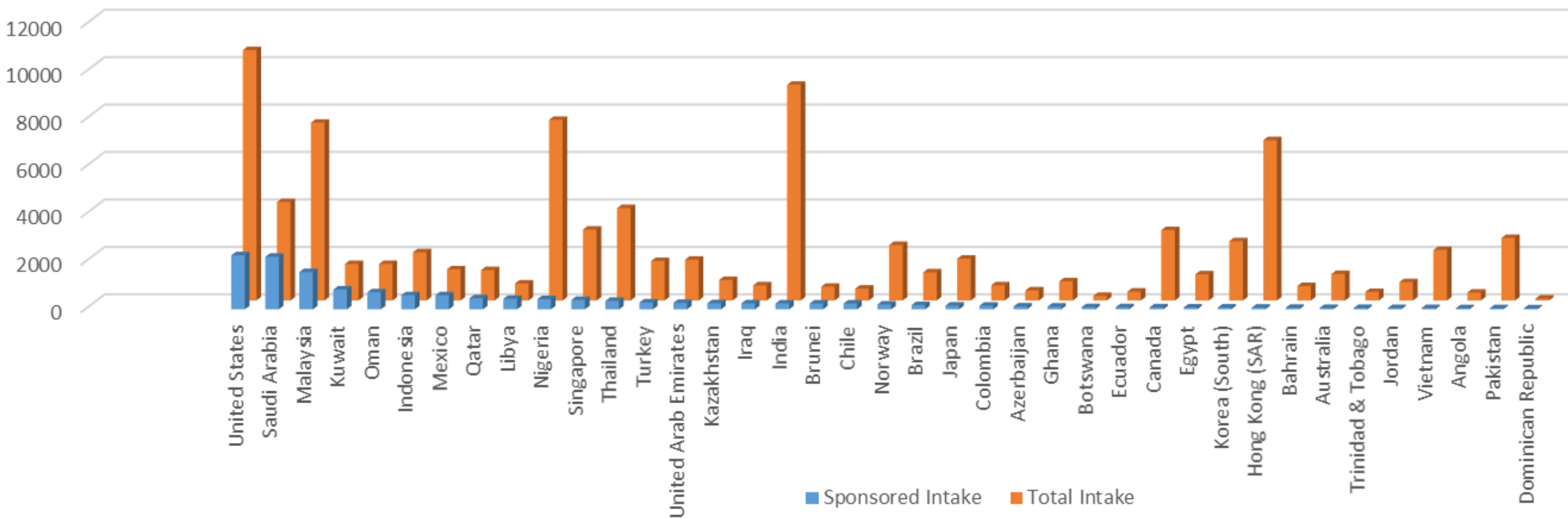
Michael Bissell, University of Birmingham



Challenge: How can we measure
sponsor engagement & intakes?



2015/16 NEW SPONSORED STUDENT ENROLLERS VS ALL NEW ENROLLERS BY COUNTRY



Challenge: What do sponsors mean to you, your university and who manages sponsor relationships?

- ▶ Recruiters?
- ▶ Recruitment Managers?
- ▶ Fees/Finance Office?
- ▶ Faculty/Colleges?
- ▶ Partnership Office?
- ▶ Careers Office?
- ▶ Research Office?



Challenge: But sponsored students intakes are in decline...



Challenge: We know who the international sponsors are! ...There's no 'new frontiers?'



Challenge: How to increase market share in declining sponsor markets without compromising ROI?



مؤتمر الطلبة السعوديين في المملكة المتحدة
Saudi Students Conference - UK



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Challenge: What to do when things go wrong?

- ▶ How to deal with huge downswings in intake?
- ▶ How to deal with non payment of fees?
- ▶ How to deal with failing students on courses?
- ▶ How to deal with non-responsive sponsors?
- ▶ Other examples and solutions found?



What we've learnt...

- ▶ Data is important!
- ▶ Knowing where to target
- ▶ Power of working together
- ▶ It's more than just discounting fees



Elizabeth George
elizabeth.george@bristol.ac.uk

Questions?



Michael Bissell
m.bissell@bham.ac.uk

