

Winning developed markets – Case studies from Japan and Korea

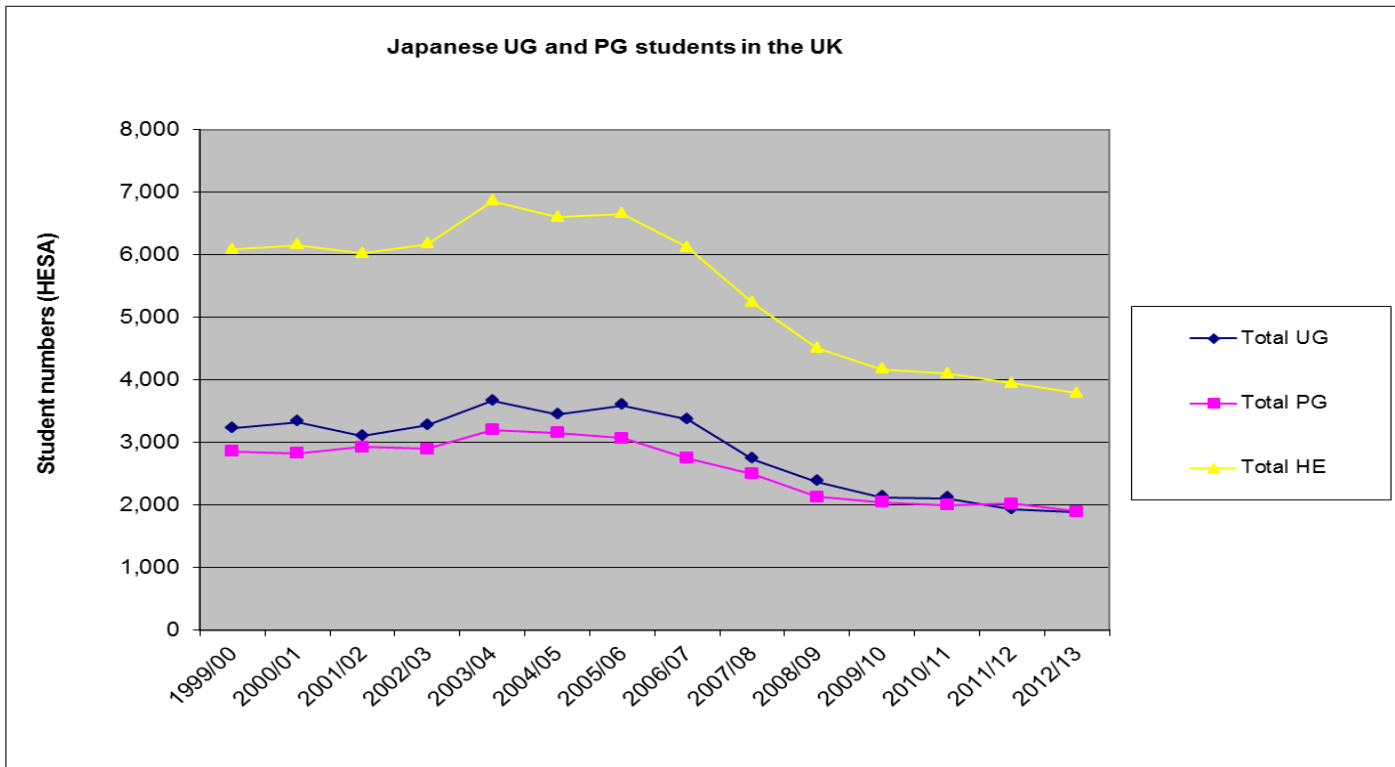
SERVICES FOR
INTERNATIONAL
EDUCATION
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Agenda

- I. Trends in developed markets – mobility and partnerships
- II. Education policies and new initiatives
- III. Findings and implications from the interviews
- IV. Looking forward
- V. Discussions

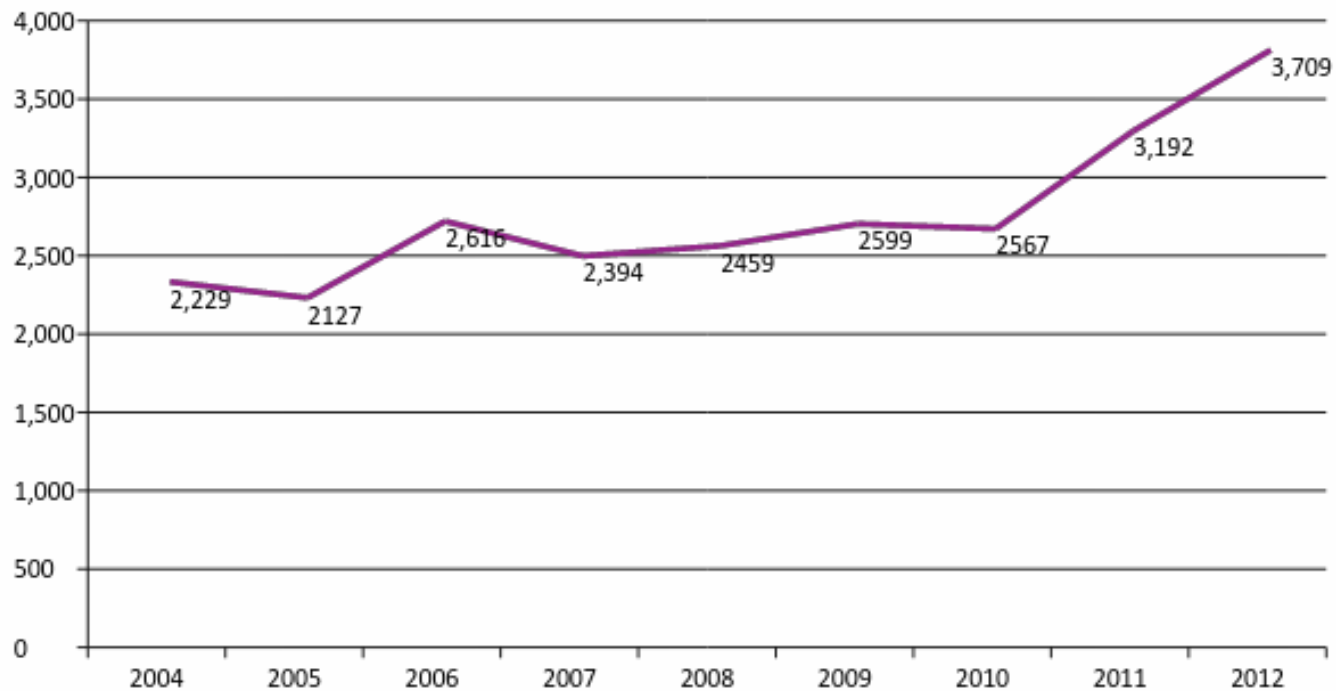
Trends in developed markets - mobility and partnerships

Number of Japanese students in the UK



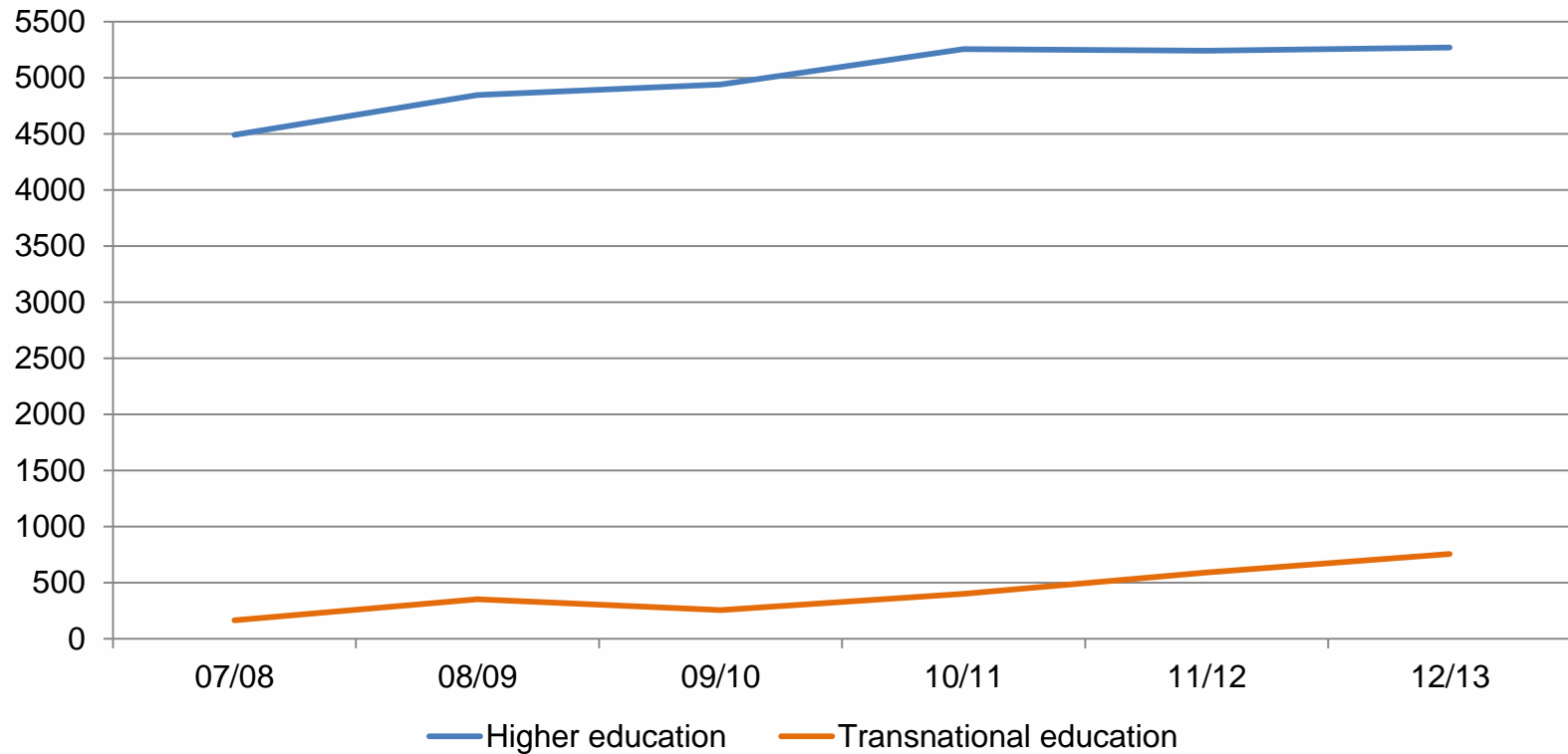
Source: HESA

Japanese students in the UK through partnerships



Source: JASSO

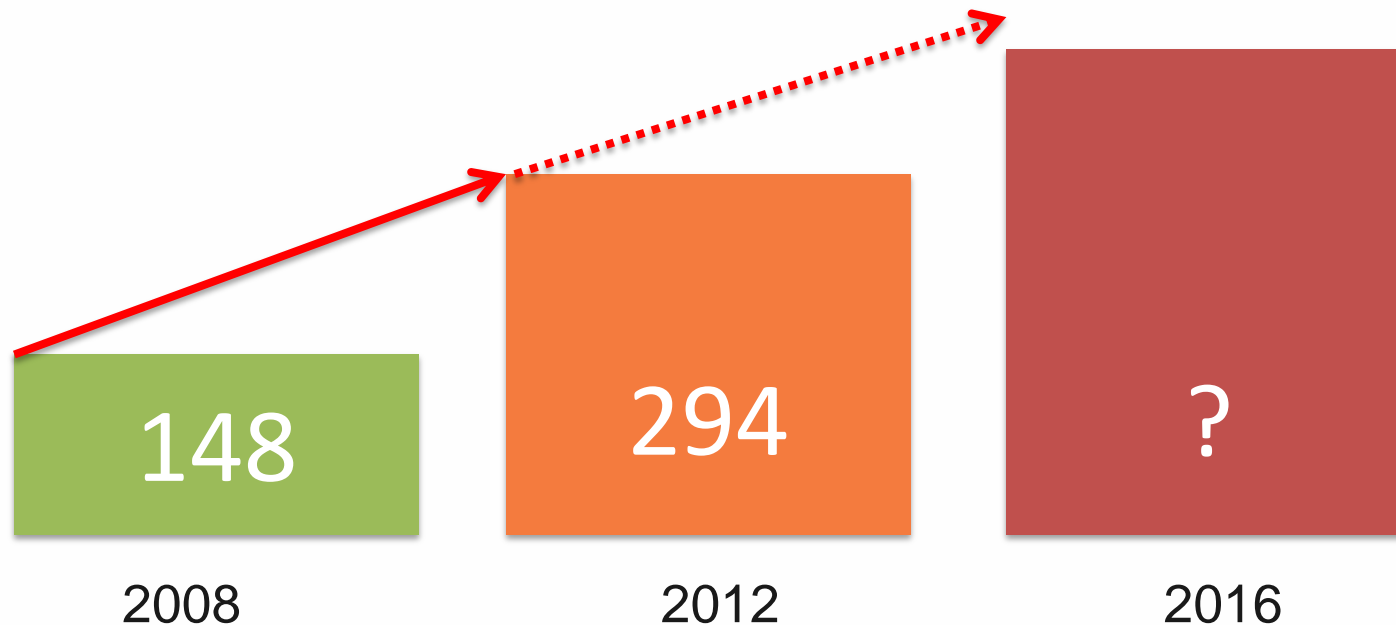
Korea – enrolled students



Source: HESA

Korea – number of partnerships

- Doubled between 2008 and 2012 for four years
- As of Spring 2012, 39 Korean universities have developed 294 partnerships with around 100 UK institutions



Source: British Council Korea

Japan



Internationalisation of Japanese HE – the story so far

The role of Japanese government initiatives:

- Global 30
- Go Global Japan

Demand from industry

- Tobitate! Ryugaku Japan scholarships

The latest initiative: Top Global Universities

Aim: comprehensive reform of education and university management for increased international competitiveness (10 years)

Type A (13 universities)

World-class education and research, with the potential to reach the Top 100

Type B (24 universities)

Universities that will lead the globalisation of Japanese society

Interviews with Japanese universities

- Chiba University, Hitotsubashi University, Keio University, Shinshu University, Sophia University, Tokyo Tech, Waseda University
- Public and private institutions
- General and subject-specific institutions
- Widely-varying previous experience of UK partnerships
- UK partnerships: experiences, recent trends and challenges
- Opportunities for future collaboration, and the decision-making process

Summary of findings – student mobility

The UK remains a popular destination for short courses and exchanges

- More than enough applicants for the UK and high level of competition
- Imbalance between outgoing and incoming students – particularly with the UK

UK higher education's high-quality image is both a strength and a weakness

- Top students often opt for the UK
- But perceived as too difficult by the majority of students

Types of opportunity for UK institutions

- Short courses
- Student exchange
- Dual and joint degrees
- Joint research

Short courses

- Overall demand is high, and the UK is popular
- “Once-in-a-lifetime experience”: a high-value product
- Opportunity to meet with UK students is valued
- Demand from Japanese universities is likely to rise:
 - relatively easy way to increase study abroad numbers
- Potential for short course for science students

Student exchange: Japanese students to the UK

- Exchange programmes with the UK (at UG level) are popular, but absolute numbers are low
- Many universities plan to send more students on semester-long and year-long exchanges: opportunities for new partnerships
- Cost is a barrier for longer programmes
- English-language requirements are seen as high, and confusing
- UK universities are often perceived as elitist

Student exchange: UK students to Japan

- Non-reciprocity is the biggest issue for Japanese partners, particularly when it comes to the UK
- A growing move to push for reciprocal exchanges
- Partners are willing to be flexible about the nature of the exchange
 - Short courses (ex. 2 weeks) rather than year-long courses
- Awareness that in order to attract Western students, Japanese universities must offer attractive EMI (English-medium instruction) courses

Dual and joint degrees

- Overall, there are approx. 140 double degree programmes with overseas universities in Japan, usually at PG level with some examples with the UK in social sciences and business
- Interest in developing more, but the process will be gradual
- Existing exchanges or research links are important
- Also interest in joint degrees, but the legal framework is still being established

Joint research

- Until now, joint research has taken place, but bottom-up
- Now a strategic priority for universities aiming to raise their global rankings (e.g. Type A Top Global Universities)
- Focus on creating links in key research clusters
- Awareness of the potential of PG exchange – may lead to future joint research
- Overseas associate research supervisors

Setting up new partnerships

- In general, international activities less centralised than in the UK, though this is changing. International office staff are happy to put you in touch with departments or academics
- International events, such as NAFSA, EAIE, APAIE, for initial contact
- Timing of visits: avoid entrance exams (Jan – Mar). University budgets are fixed around December (better to approach by summer of previous year)
- Criteria for partners: depends on university's strategy and type of programme, but reciprocity is a common theme

Issues: Japanese perspectives

- Mismatch between expectations and reality (particularly among senior management)
- Challenge of offering more courses in English
 - Opportunities for staff development
- Lack of experience and confidence in working with overseas partners
- Particular barriers for STEM students

Issues: UK perspectives

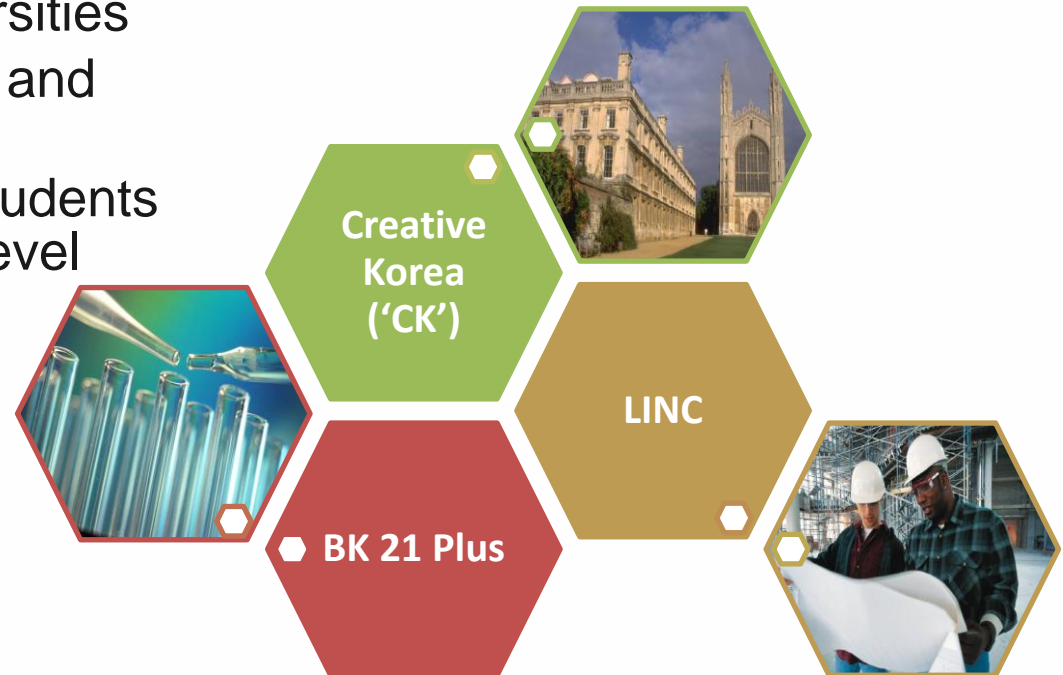
- Flexibility over tuition fees
- Flexibility over English-language requirements
- Make the tone of publicity materials more friendly
- Send staff responsible for exchanges and partnerships to Japan
- Send more UK students: provide more information on study opportunities in Japan, and understand each partner's offer

Korea



Park's Administration and new education initiatives

- Promoting specialist university and university specialisms
- Fostering regional universities
- Strengthening university and industry links
- Enhancing capacity of students and researchers at PG level

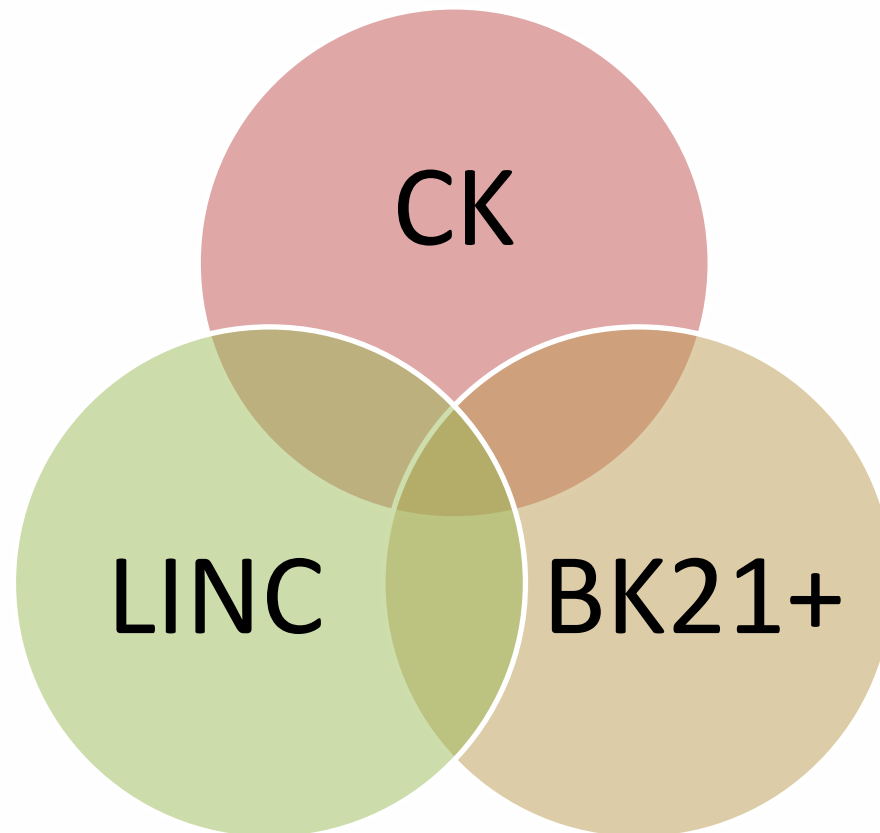


Universities selected for funding schemes in 2014

- **Creative Korea (CK): 108 universities (28/80)**
 - **Hanyang**, **SKKU**, Sogang, SeoulTECH, Sangmyung, **Chung-Ang**, Kookmin, Ehwa, Kunkuk, Dongguk, SNU, Chungnam National, Jeonbuk National, Yeungnam, Chungbuk National, Kyungpook National Chonnam National, Gyeongsan National and **Pusan National**...
- **LINC: 56 universities (15/41)**
 - Kyungpook National, **Hanyang**, Jeonbuk National, **SKKU**, Gangwon National, Gyeongsang National, Gongju, **Pusan National**, Chonnam, Pukyung, Yeungnam, Chosun, Chungnam National, **Chung-Ang**, SeoulTECH, Kookmin, Dankuk, **Ajou**...
- **BK 21 Plus: 64 universities (35/29)**
 - SNU, POSTECH, Korea, Yonsei, **Hanyang**, Kyunghee, **Pusan National**, **SKKU**, KAIST, Ewha, **Chung-Ang**, Inha, **Ajou**, Kunkuk, Sogang, GIST, UNIST...

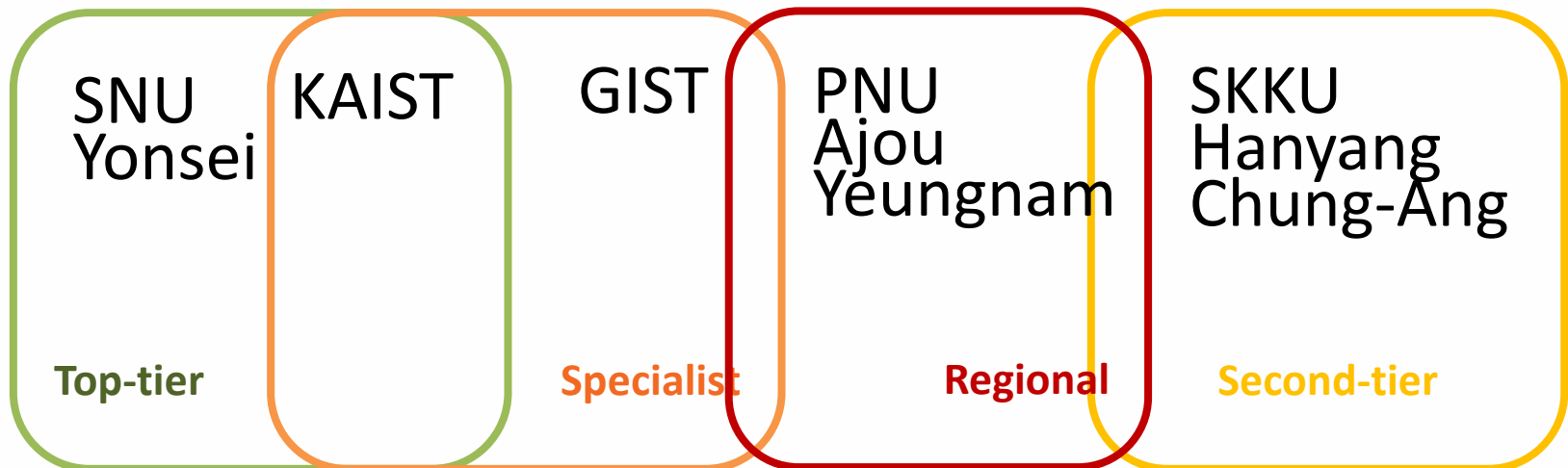
A group of 20 universities...

received all three schemes
of government grants



Interviews with ten select Korean universities

- From the university group who have received government funding in more than two schemes
- Representation by private/public, top-tier and mid-tier university (by global standings), specialist university, and regional university



Findings – preferred partnership, discipline, level of study

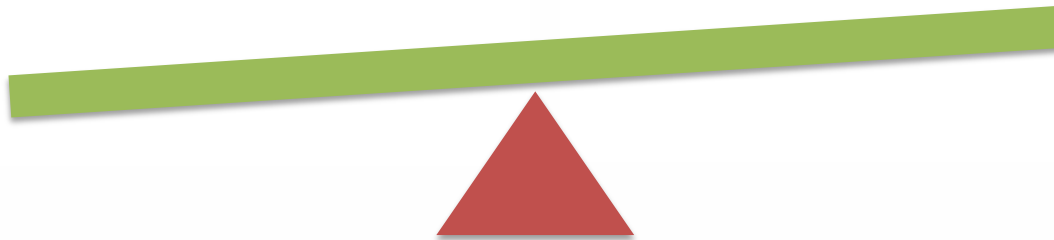
- In general, student exchanges and summer programmes still preferred and easy win for partnership.
- Top-tier and specialist universities to have preference to joint conference and research as well.
- Internship and consortium partnership considered for in Seoul universities whereas double degrees or English language training for regional universities.
- Specialist and some regional universities tend to have specific disciplines for partnership.
- Mostly preferred UG level exchanges considering the volume excepting for a couple of universities such as GIST, Yonsei, SKKU.

Potential partners – what they are looking for

- Top-tier and specialist universities look for reputation and strategic fit whilst second-tier and regional universities for passion, responsiveness, flexibility, care for students alongside the reputation.
- Mostly meet at international events such as NAFSA, EAIE, APAIE and followed by emails and visits, takes some time to form a relationship. UK's recruitment calls often do not work for partnership.
- Top tier and specialist universities have specific target partners in their mind at institutional level and faculty level but mid-tier and regional universities are open for discussion (in particular, regional universities)

Working with UK partners – good and bad

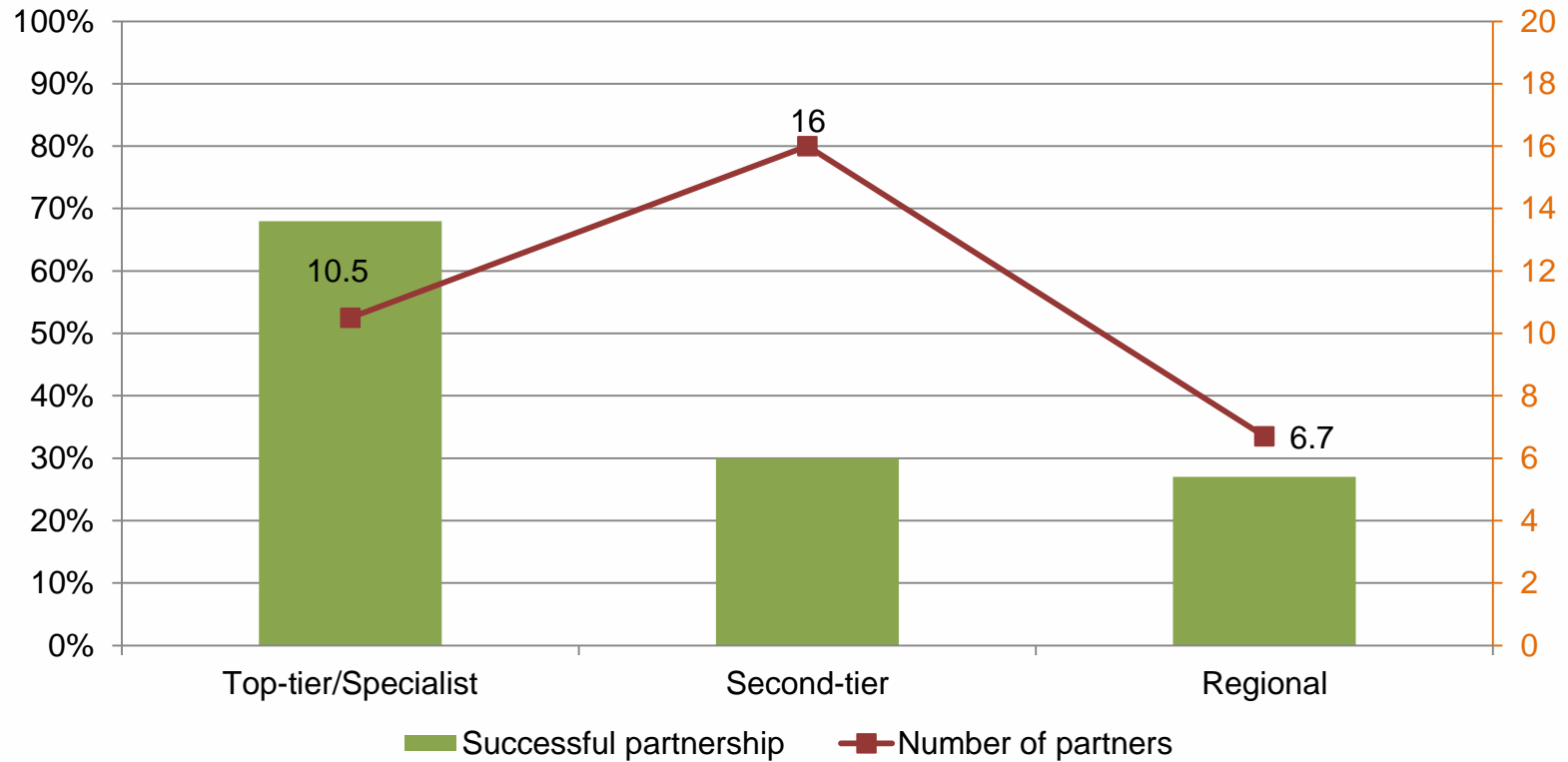
- English speaking country in Europe
- Students' high demand
- Long tradition and international reputation
- High quality research and good research environments
- No two-way exchanges
- High tuition fees and living costs
- Different credit system and academic term
- No credit transfer from summer schools of Korean universities



UK partnership – now and then

- Compared to five years ago...majority said in terms of UK interest in Korean universities increased enormously and a range of partnership programmes in discussion expanded
- However, it is not yet two-way traffic.
- Out of the total UK partnership they have, 42% was assessed satisfactory and successful on an average (ratings vary from 20% to 100% by group)
- Top-tier and specialist universities showed more satisfaction with a smaller volume of partnership than the other groups of universities.

UK partnerships – self assessment



UK partnership for my own university is...

Proud lady

Persistence and patience

Now opportunity

Difficult to start

Marathon

Uncut stone

Result of continued efforts

Inevitable challenge

Marriage

The way forward for Japan and Korea

The way forward – partnerships will grow

- Know your partner: are they a top-tier, second-tier, specialist, or regional university? Or none of these?
- Understand why they need you, match your offer, and diversify your offer. Or think of your niche or distinctive offer.
- Treat universities as partners, not recruiting agencies.
- Stay flexible, responsive and friendly!
- Ensure reciprocity: two-way student exchange.



Thank you!

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