

1. Introduction

After the success of the Pilot Mini UK University Fairs for independent school counsellors, students, and their parents in Toronto and Vancouver in September 2013 and February 2014, the British Council developed and delivered the EducationUK Universities Roadshow in partnership with UK universities and Canadian schools in Autumn 2014, coinciding with the dates of the Recruit in Canada student fairs which are well attended by UK universities. Nine EducationUK Roadshow events took place between 24 Sept – 7 Oct 2014.

2. Aims and Objectives

The EducationUK Roadshow was British Council Canada's major undergraduate student recruitment exercise in 2014/15. The Roadshow aimed to:

1. Introduce UK universities to private schools and private school counsellors across Canada.
2. Provide a forum for prospective students and their parents to meet with representatives from UK universities.
3. Educate prospective students, their parents and school counsellors on the benefits of UK study and the UCAS and admissions process.
4. Achieve Full Cost Recover for the British Council Canada operation.

3. Programme Overview

The EducationUK Roadshow involved nine events over two weeks. British Council engaged with private and independent schools across Canada to secure collaboration in the events. Nine schools agreed to host the events, and the British Council worked in partnership with the host schools to promote the events to other private and independent schools, and in some cases public schools.

The events all included informational presentations delivered by UK university representatives on the benefits of UK study, UCAS and the application process, and in some cases specific courses such as law and medicine. At three events, Crofton House School, Vancouver, Rundle College, Calgary, and Toronto French School, Toronto, the local British Consul General attended to welcome guests and say a few words about Canada-UK relations. At two events, Crofton House School, Vancouver and Rundle College, Calgary, there was a reception for UK university representatives and local school counsellors.

The schedule of events and hosts schools is set out below.

Vancouver and Vancouver Island, British Columbia	
Wed 24 Sept - evening	Crofton House School, Vancouver
Fri 26 Sept - day	Glenlyon Norfolk School, Victoria, Vancouver Island
Fri 26 Sept - evening	Brentwood College School, Mill Bay, Vancouver Island
Calgary, Alberta	
Mon 29 Oct - evening	Rundle College, Calgary
Ottawa, Ontario	
Wed 1 Oct - day	Elmwood School, Ottawa

Lakefield, Ontario	
Fri 3 Oct - day	Lakefield College School, Lakefield
Belleville, Aurora & Toronto, Ontario	
Mon 6 Oct - day	Albert College, Belleville
Mon 6 Oct - evening	St. Andrew's College, Aurora
Tues 7 Oct - evening	Toronto French School, Toronto

4. Outcomes

For British Council

- Stronger connections to local school/independent counsellors
- Improved knowledge of working in the local environment
- Income – delivery of Full Cost Recovery activity

For UKHEIs

- Direct student connections
- Opportunity to meet school counsellors and parents
- The opportunity to visit schools / cities they had not previously been to

For partners

- Opportunity to host and get to know UK higher education institutions
- Improve relationships with students and parents of the high school
- Showcase the school as a go-to for UK higher education connections

For professionals

- Improved knowledge of UK higher education sector
- Introduction to UK university contacts

For students

- Personal connections with UK universities in their home states
- Greater understanding of the UK higher education sector and the application process

5. Marketing, Communications and Outreach

British Council worked in partnership with the host schools to promote the events. The British Council designed posters and e-blasts, which were sent to school counsellors at all private and independent schools in the areas local to the host schools. The school counsellors were encouraged to put the posters up in their schools and forward the e-blasts to their students. An example of the design is found on the next page.

The British Council collected registrations for five of the events via an eventbrite website. The host schools collected registrations for the other four.

There was a designated photographer at all of the events except for Calgary. We therefore now have a good bank of photos which have been shared on FaceBook and will be uploaded on our website.

Where we had agreement from the host school, we shared details of the event via our social media channels.

An example of the posters / e-blasts:

BRITISH COUNCIL **TFS** **UK Trade & Investment** **British Consulate-General Toronto**

WANT TO STUDY IN THE UK?

VISIT THE EDUCATIONUK ROADSHOW AT TFS - CANADA'S INTERNATIONAL SCHOOL AND MEET . . .

- BOURNEMOUTH UNIVERSITY
- BPP UNIVERSITY
- CITY UNIVERSITY LONDON
- IMPERIAL COLLEGE LONDON
- KEELE UNIVERSITY
- KING'S COLLEGE LONDON
- LONDON MET UNIVERSITY
- MANCHESTER MET UNIVERSITY
- QUEEN MARY UNIVERSITY OF LONDON
- QUEEN'S UNIVERSITY BELFAST
- ROYAL HOLLOWAY, UNIVERSITY OF LONDON
- ROYAL VETERINARY COLLEGE
- UNIVERSITY OF NORTHAMPTON
- UNIVERSITY OF NOTTINGHAM
- UNIVERSITY OF READING
- UCFB
- UNIVERSITY COLLEGE LONDON
- UNIVERSITY FOR THE CREATIVE ARTS
- UNIVERSITY OF BIRMINGHAM
- UNIVERSITY OF BRIGHTON
- UNIVERSITY OF ESSEX
- UNIVERSITY OF GLOUCESTERSHIRE
- UNIVERSITY OF GREENWICH (LONDON)
- UNIVERSITY OF LEEDS
- UNIVERSITY OF LINCOLN
- UNIVERSITY OF SOUTHAMPTON
- UNIVERSITY OF THE ARTS LONDON
- UNIVERSITY OF THE WEST OF ENGLAND

WHERE? 318 LAWRENCE AVENUE EAST, TORONTO
WHEN? TUESDAY 7 OCT 2014 at 6.00PM
COST? FREE
REGISTER EDUK-ROADSHOW-2014-FALL.EVENTBRITE.CA

www.educationuk.org/canada [f /BritishCouncilCanada](https://www.facebook.com/BritishCouncilCanada) [/caBritish](https://twitter.com/caBritish)

6. Delivery Partners

Promotion and conception: Canadian Independent School Counsellors association.
 Host schools: Crofton House School, Glenlyon Norfolk School, Brentwood College School, Rundle College, Elmwood School, Lakefield College School, Albert College, St. Andrew's College, Toronto French School.

7. Participants

Institution	Vancouver and Vancouver Island	Calgary	Ottawa	Lakefield	Belleville, Aurora, Toronto
Bangor University	Yes				
Birkbeck, University Of London				Yes	
Bournemouth University	Yes				Yes
BPP University	Yes	Yes	Yes		Yes
City University London	Yes	Yes			Yes
Imperial College London				Yes	Yes
Keele University	Yes	Yes			Yes
King's College London	Yes		Yes	Yes	Yes
Leeds Beckett University	Yes	Yes			
London Metropolitan University					Yes
Manchester Metropolitan University					Yes
Newcastle University			Yes	Yes	Yes
Oxford Brookes University	Yes		Yes		
Plymouth University	Yes				
Queen Mary University Of London				Yes	Yes
Queen's University Belfast					Yes
Royal Holloway, University Of London				Yes	Yes
Royal Veterinary College, University Of London	Yes	Yes	Yes	Yes	Yes
School of Oriental & African Studies (SOAS), University of London					Yes
St George's, University of London	Yes	Yes			
The University Of Law		Yes			
The University Of Liverpool	Yes				Yes
The University Of Northampton	Yes				
The University Of Nottingham				Yes	Yes
The University Of Reading					Yes
The University Of Sheffield	Yes				
The University Of York				Yes	
UCFB					Yes
University College London	Yes	Yes		Yes	Yes
University Of Birmingham			Yes		Yes
University Of Brighton	Yes			Yes	Yes
University Of East Anglia	Yes				
University Of Essex					Yes
University Of Exeter	Yes				
University Of Gloucestershire	Yes	Yes	Yes	Yes	Yes
University Of Greenwich (London)					Yes
University Of Leeds	Yes	Yes	Yes	Yes	Yes
University Of Leicester	Yes				
University Of Lincoln	Yes			Yes	Yes
University Of Southampton					Yes
University Of Sunderland			Yes		
University Of The Arts London	Yes	Yes	Yes	Yes	Yes
University Of The West Of England	Yes			Yes	Yes
University Of West London				Yes	Yes

8. Budget

Programme Cost	TBC – approx.: £30,000 (inc staff time)	
SIEM Income	£42,166	
Contribution to SIEM programme	£12,166 (approx.. – after accounting for staff time)	
Cost per institution	Vancouver and Vancouver Island, BC	£ 675.00
	Calgary, BC	£ 300.00
	Ottawa, ON	£ 300.00
	Lakefield, ON	£ 180.00
	Belleville, Aurora, and Toronto ON	£ 600.00

9. Scorecard

Event	Student / Parent / Counsellor Attendance
Crofton House School, Vancouver	120
Glenlyon Norfolk School, Victoria, Vancouver Island	100
Brentwood College School, Mill Bay, Vancouver Island	100
Rundle College, Calgary	65
Elmwood School, Ottawa	90
Lakefield College School, Lakefield	40
Albert College, Belleville	110
St. Andrew's College, Aurora	120
Toronto French School, Toronto	80

10. Participant Feedback

An electronic feedback questionnaire was sent to all delegates and main contacts at the participating universities. As of Monday 27 Oct 22 responses had been received.

Positive feedback was received:

- General efforts: *“Well done. We realize it was like trying to herd cats for two weeks and your efforts were very much appreciated.”*
- Logistics: *“The programme was well-organised.”*
- What went well? Working with a range of partners: *“Working with a consortium of schools Pulling good mix of unis together Working well with counsellors.”*

Negative feedback was particularly focused on:

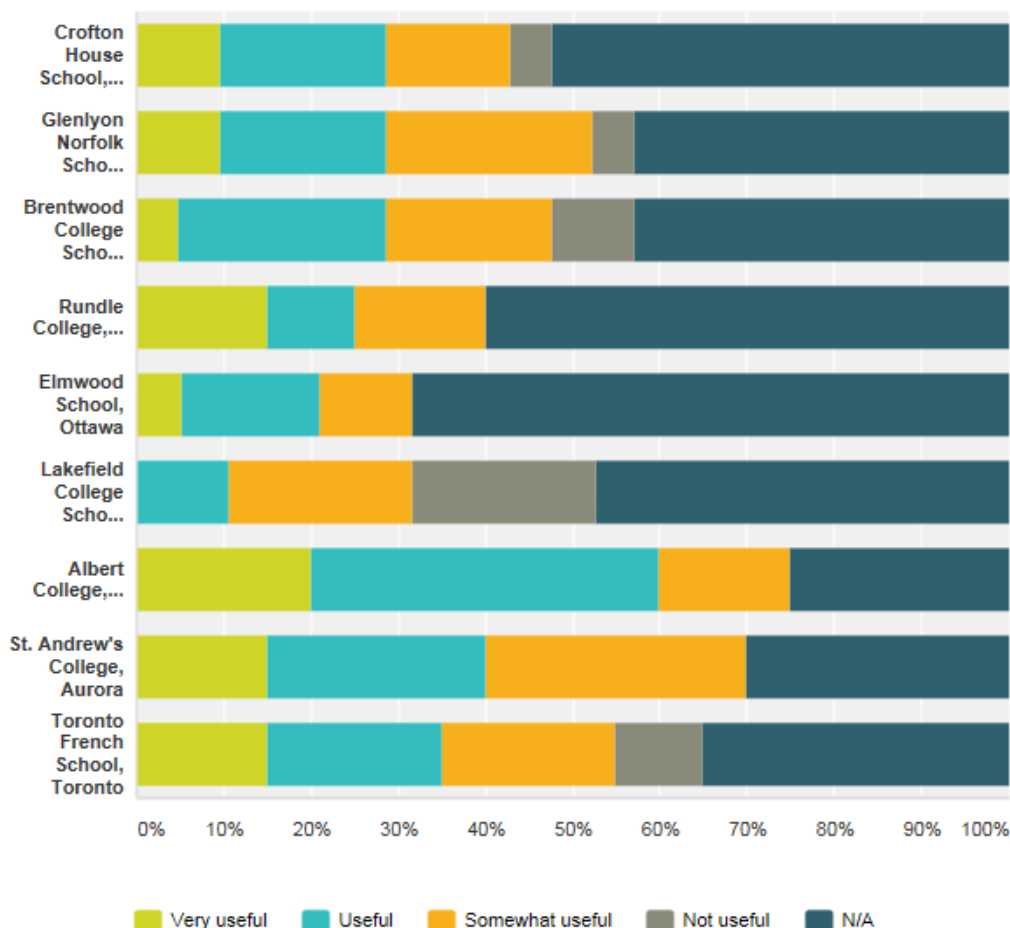
- The cost of the events: *“It did seem to be expensive, and other than transportation I am unsure of what the fees paid contributed towards - could that be shared with the participating universities?”*
- The timing of event announcements: *“Earlier planning of the event would allow universities to plan their recruitment trips around the British Council events, rather than having to re-organise trips to accommodate British Council events.”*
- The ‘competition’ between different cohorts of UK universities; the British Council was asked by Brentwood College School to hold our event at the same time as a separate group of 6 UK universities were visiting: *“There was an issue in regard to the parallel and independent activities of the “Group of 6” universities at Brentwood. They had already delivered presentations before the BC group’s arrival, and this was clearly reflected in the volume and focus of student enquiries at the fair. It made the event worthless for my institution.”*

Universities were asked to rate the usefulness of the individual events. As the chart below shows, once the respondents that did not participate in a given event (the N/As) are discounted,

the majority of respondents found the given event to be 'very useful' or 'useful', with the exception of the Lakefield event. Lakefield was the only event at which students from other schools were not invited (given the remote location of the school). In addition, the school counsellor did not manage to secure the release of students from class that he expected.

Please rate how useful you found the EducationUK 2014 Universities Fall Roadshow activities:

Answered: 22 Skipped: 0

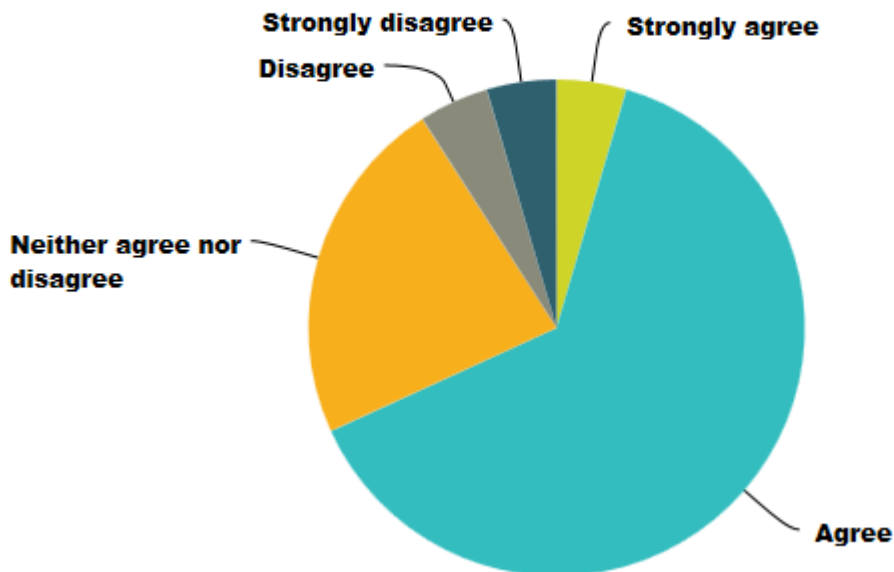


Comments on specific events included:

- *The events at Crofton House and TFS were particularly good - that may have been because for both those schools it was the second time of hosting in this way.*
- *I was surprised how quiet the Toronto fair was, given the large number of private schools.*
- *The best of the events for me were in Toronto... The running of events in the evening was particularly welcome as we got to engage with parents.*
- *I think that both the Calgary and Ottawa events were the most successful in terms of providing opportunities to talk to counsellors, parents and applicants. What worked well in Lakeview was being able to spend time talking directly to students who were interested in law.*
- *The trip to Victoria was very useful, inviting nearby schools whenever possible to join a Roadshow school event was great because we met students and counsellors from other schools. The meet and greet receptions with school counsellors was very useful in each case.*

Overall, the British Council organised a high quality programme.

Answered: 22 Skipped: 0



University delegates were asked to rate the overall quality of the programme. 14 agreed with the statement "Overall, the British Council organised a high quality programme; 5 neither agreed nor disagreed, and one each strongly agreed, disagreed, and strongly disagreed.

Delegates were also asked to comment on future events and how British Council could add value to their strategies in Canada.

- *It would always make sense from a logistics point of view to have the BC coordinate these.*
- *Identify and promote a particular subject or family of subjects i.e. Law or Social Sciences each year as a theme and helping to arrange activity around that. For example, guest lectures or a target fair or mini-fair featuring universities that offer these courses*
- *More of the same*
- *There is a role for the British Council arranging events in Canada but these need to be planned further in advance, with more consultation of institutions and with lower fees.*
- *Organising large scale school visits which attract more of the UK universities as the competition between central activities and small group visits must be very frustrating for the schools.*
- *By promoting UK education to more schools and counsellors. Maybe having activities focused on counsellors rather than the top end private schools who just want to attend oxbridge and St. Andrews.*

11. Follow Up activities

Going forward, we have a number of Follow Up activities to complete, including:

- Undertake a full evaluation with the host school counsellors and key representatives of the Canadian Independent School Counsellors Association to identify what our collaboration should look like.

- Share the results of the feedback exercise with the universities with an indication of next steps (see recommendation 2 below).
- Share school counsellor details with universities where permission is granted.
- Follow up with students re: evaluation, Student Insight Survey; follow-up universities blurb.

12. Recommendations

1. Build agreement with school counsellor representatives as to what support they want from British Council. This is particularly important in Vancouver. This autumn one of the Vancouver schools worked with a group of UK universities to put on a student fair that was free for universities to attend. It may be that the British Council does not have a role in Vancouver going forward, this needs to be determined.
2. Equally, there is a need to engage with the different groups / factions of UK universities (the Scottish group, the 'Elite' group, etc.) to determine how if at all they would engage with British Council activity going forward. On two occasions the host school asked British Council to work with another group of UK universities (the 'Elite' group at Brentwood College School and the Scottish Group in Ottawa). The collaboration at Brentwood was considered unsatisfactory by a couple of universities that were participating with the British Council, highlighting the tension between delivering what the UK universities want, and what the partner Canadian schools want.
3. If Roadshow activity is to happen in future, consider outsourcing logistics organisation (transportation etc.)
4. Confirm activity earlier so that universities can confirm participation and build activity into their plans.
5. Give delegates a clear understanding of the expected travel time at the point of registration, some did not appreciate the distances that needed to be covered to get to some of the schools and while most delegates did not have a problem with this, some were unhappy at the amount of time spent travelling.
6. It seems that some delegates did not read their handbook, and the first communication they received about the events was the reminder email sent the day before the event; we need to find a way to confirm that the right people (the attending delegates) receive and read the handbook.
7. Communicate the offer to give presentations earlier. While all universities were invited to give a presentation and everyone who submitted interest in presenting was given the opportunity, there were some complaints that presentation allocation was not fair. A complicating issue is that the host schools want the higher profile universities to present (e.g. King's, Imperial) and so these
8. Consider activity that works with a wider demographic rather than just the private schools. There may be scope to arrange an event for public schools, however a number of factors will need to be considered such as the call on staff time vs. income, and the danger of being seen to be stepping on Recruit in Canada's toes.
9. Consider sector / discipline focused activity (e.g. Law events); again a cost benefit analysis will need to be undertaken given the likely smaller number of universities participants and the significant call on staff time.