

MOBILITY POLICY, RESEARCH AND PRACTICE

CATRIONA HANKS

Outward Mobility Policy Lead, Universities UK International

STRUCTURE OF PRESENTATION

1. National context:
 - The UK National Strategy and Target for Outward Student Mobility
 - International context: mobility rates by country
2. Research:
 - A picture of participation (who, what, where?)
 - Widening participation in outward mobility (findings and current practice)
 - The value of outward student mobility: UUKi's Gone International cohort studies
3. The Go International: Stand Out campaign
 - activities and how to get involved

A NATIONAL STRATEGY AND TARGET

UK STRATEGY FOR OUTWARD STUDENT MOBILITY

2017-2020

VISION

To double the percentage of UK, full-time, first degree students who study, work or volunteer abroad as part of their degree to 13% in 2020.



THE INTERNATIONAL CONTEXT



MOBILITY RATES – INTERNATIONAL CONTEXT

% of the 2014/15 UG graduating cohort who were mobile

Australia: 19.3%
USA: 15.1%
Germany: 25%

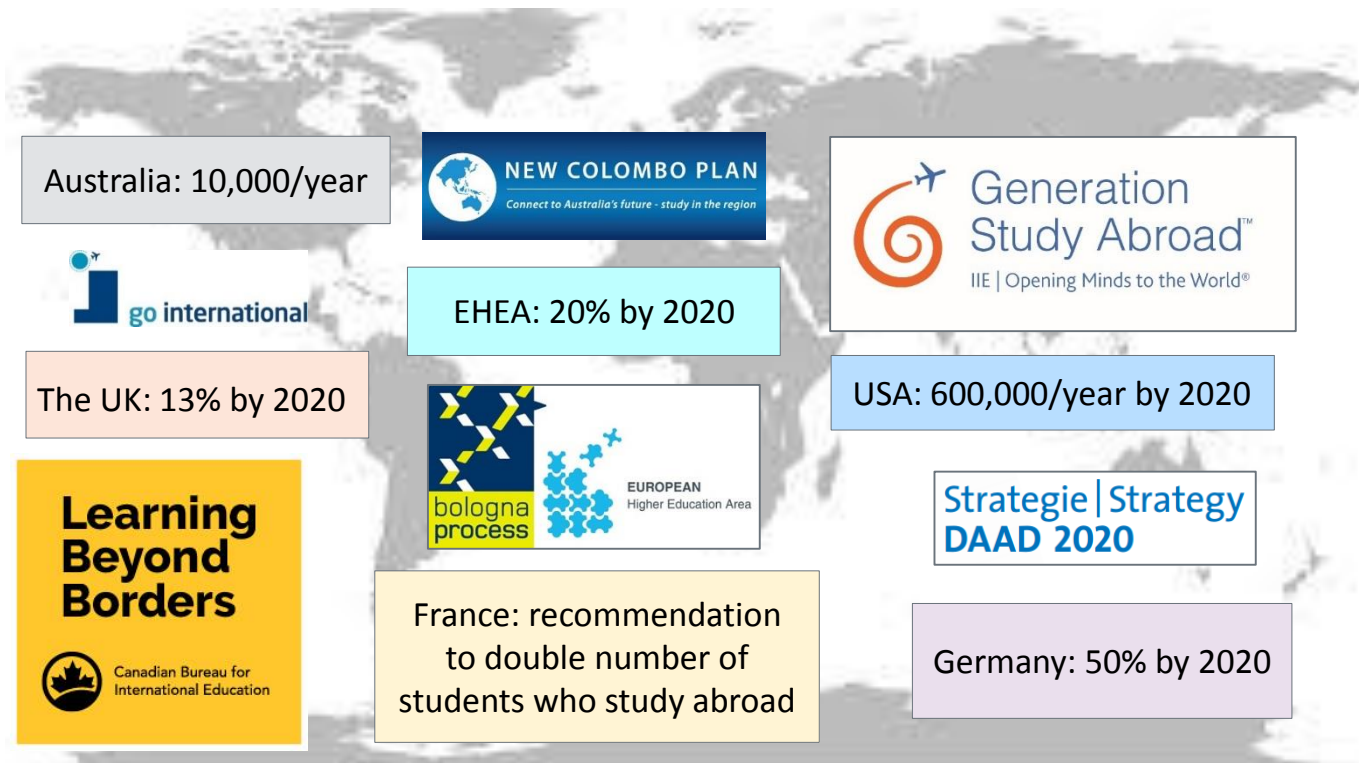
Australian data from the Australian government
'Research Snapshot', January 2017
US data from Open Doors 2016
German data from DAAD (2017) Facts and Figures



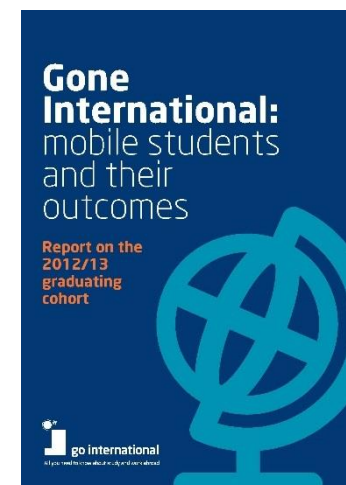
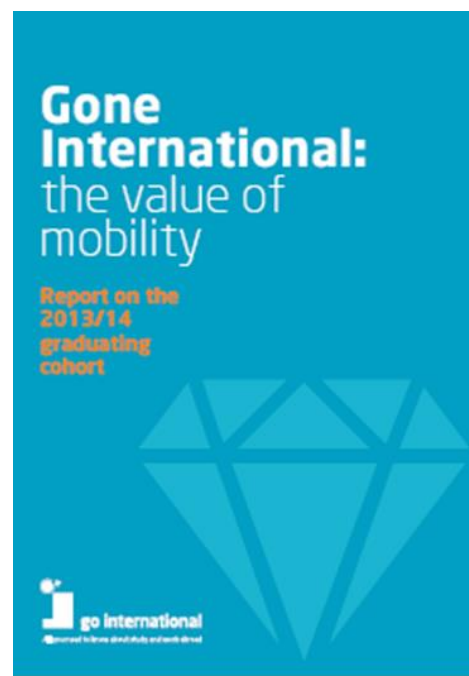
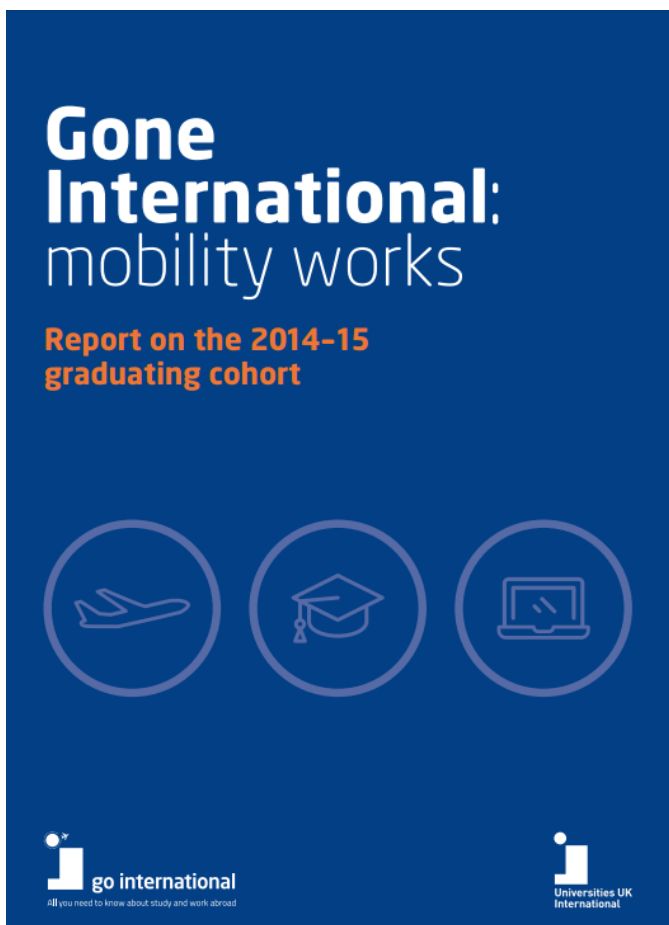
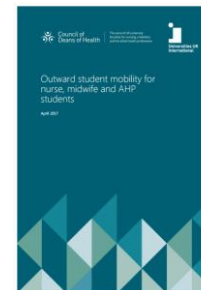
The UK: 6.6%*

*this is the full cohort, not the same cohort as
is used in Gone International, which is students
responding to the DLHE.

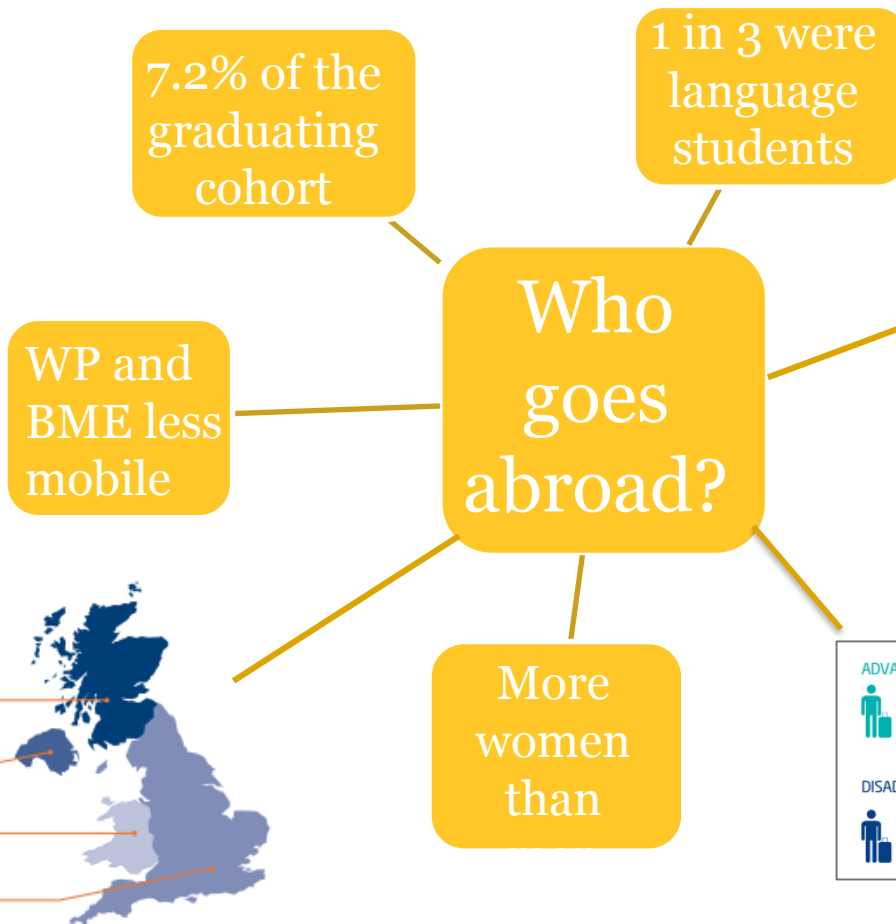
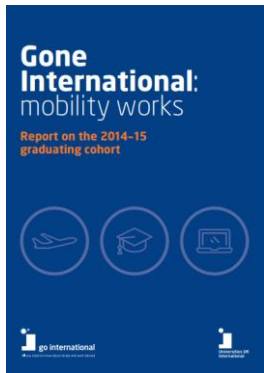
MOBILITY TARGETS AND CAMPAIGNS- INTERNATIONAL CONTEXT



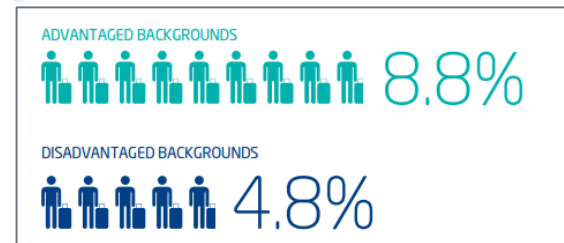
A PICTURE OF PARTICIPATION



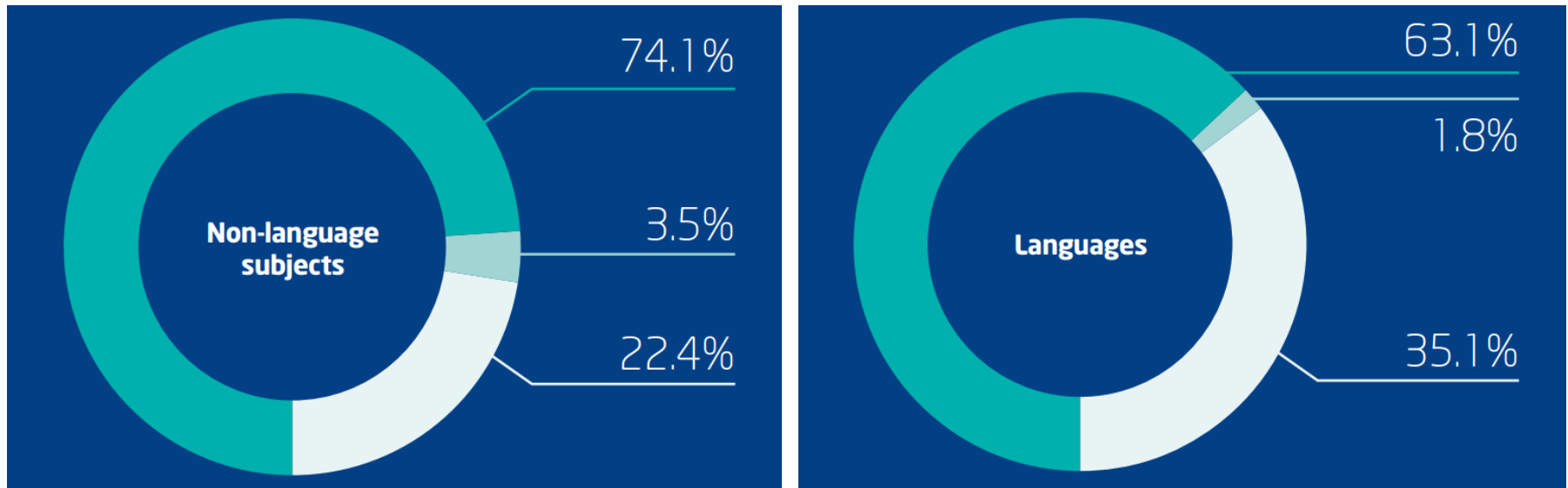
www.universitiesuk.ac.uk/international



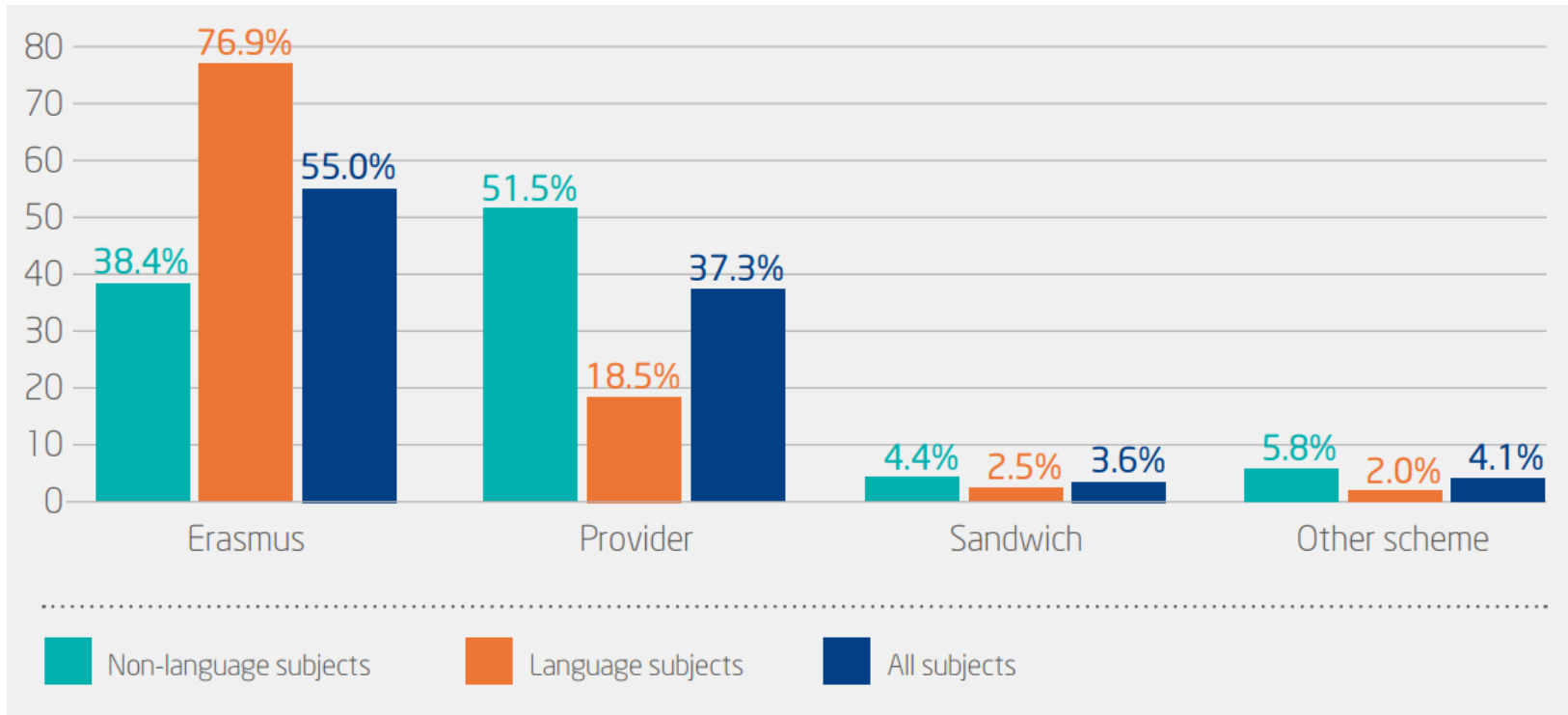
Top 10 mobile subjects	% mobile
Clinical medicine	29%
French studies	92%
Business studies	11%
Spanish studies	95%
English studies	7%
Others in European languages & lit.	86%
Politics	12%
German studies	97%
Law by area	11%
History by period	7%



WORK, STUDY OR VOLUNTEER?

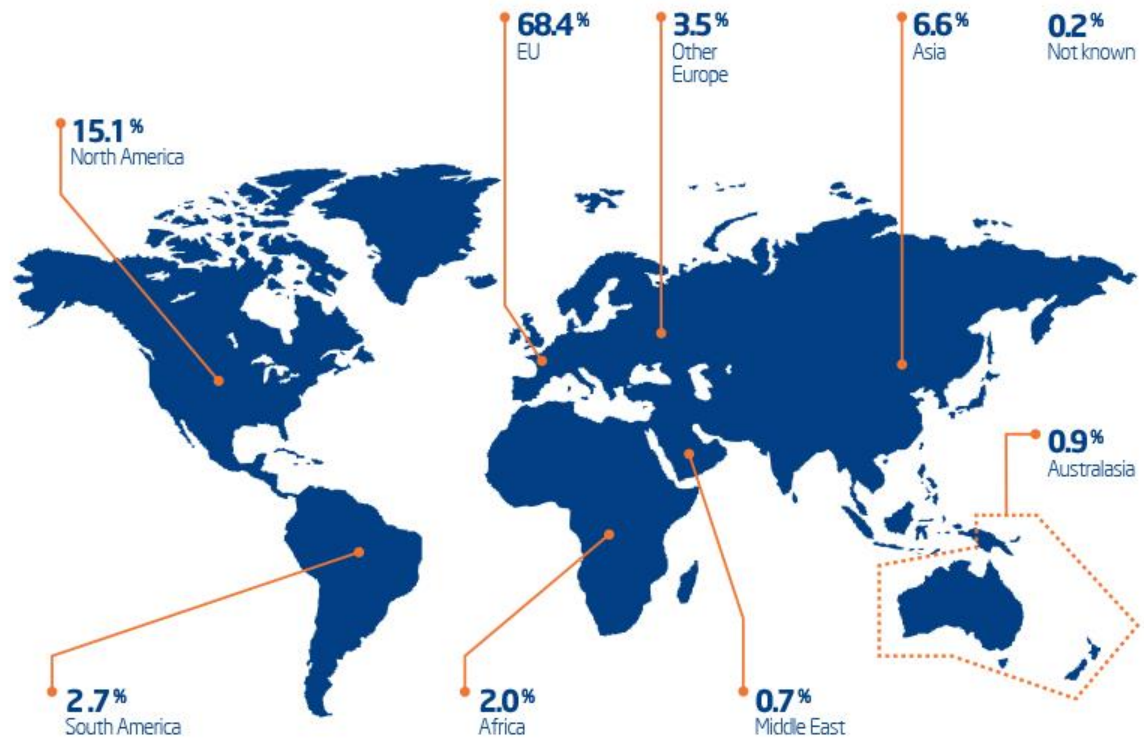


ERASMUS, PROVIDER-LED, SANDWICH OR OTHER SCHEME?



WHERE DO THEY GO?

Mobility location	Instances of mobility	% of all mobilities
France	5,040	23.8%
Spain	3,500	16.5%
United States	2,075	9.8%
Germany	1,965	9.3%
Italy	1,045	4.9%
Austria	830	3.9%
Canada	790	3.7%
Netherlands	430	2.0%
China	420	2.0%
Russia	385	1.8%



THE VALUE OF AN INTERNATIONAL EXPERIENCE





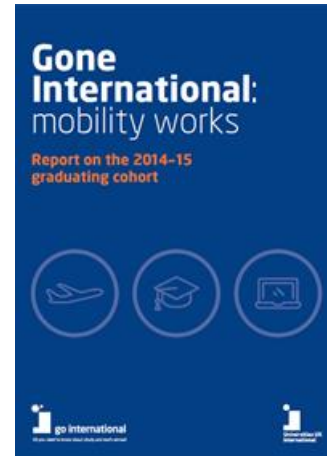
SKILLS FOR SUCCESS

International placements develop important global skills for students, such as:



- ✓ **INTERCULTURAL AWARENESS**
- ✓ **LANGUAGE SKILLS**
- ✓ **KNOWLEDGE OF OTHER COUNTRIES**
- ✓ **CONFIDENCE**
- ✓ **TOLERANCE**
- ✓ **SELF-AWARENESS**
- ✓ **SOCIABILITY**
- ✓ **PROBLEM-SOLVING**
- ✓ **DECISIVENESS**
- ✓ **ADAPTABILITY**
- ✓ **CURIOSITY**

These skills are indicators of both personal and professional success.⁴



BETTER DEGREES AND BETTER JOBS

STUDENTS WHO GO ABROAD ARE:

9%

MORE likely to gain a 1st or 2:1 degree

24%

LESS likely to be unemployed

9%

MORE likely to be in 'graduate' jobs six months after graduation

5%

HIGHER wage earners six months after graduation

COMPARED WITH THOSE WHO DON'T⁵



DISADVANTAGED GROUPS GAIN THE MOST

Students from disadvantaged backgrounds and black and minority ethnic groups are least likely to participate in study, work or volunteer abroad programmes but have the most to gain from them.

GRADUATES FROM DISADVANTAGED BACKGROUNDS WHO WERE MOBILE EARN

6.1%
MORE...



BLACK GRADUATES WHO WERE MOBILE WERE

41%
LESS likely to be
unemployed...

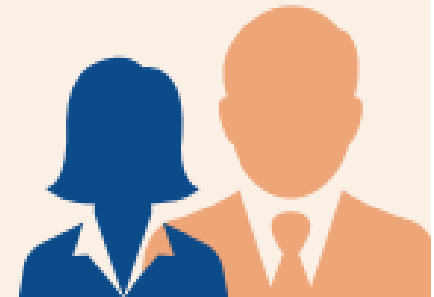


...than peers who did not have international placements

THESE POSITIVE OUTCOMES ARE MIRRORED EUROPE-WIDE.

Research by the European Commission finds that Erasmus alumni are:

- **HALF AS LIKELY** to be long-term unemployed as their non-mobile peers
- **SIGNIFICANTLY MORE LIKELY** to hold managerial positions 10 years after graduation
- **LIKELY TO START THEIR OWN COMPANY**, with more entrepreneurs than the average for the total graduate population.⁶





“By ensuring that study abroad opportunities are open and accessible to all students, universities will demonstrate that they are equipping the future workforce with the skills that employers value and in turn close the attainment gap.”

SANDRA KERR OBE
Race Equality Director,
Business in the Community

MEETING EMPLOYER DEMAND

Year-on-year, the CBI/Pearson finds that UK employers are calling for graduates with international cultural awareness and language skills.

In 2017, 39% of employers were dissatisfied with graduates' international cultural awareness and 47% were dissatisfied with graduates' language skills.¹³ Seven out of ten small and medium size enterprises (SMEs) believe future executives will need foreign language skills and international experience.¹⁴

39%

OF EMPLOYERS

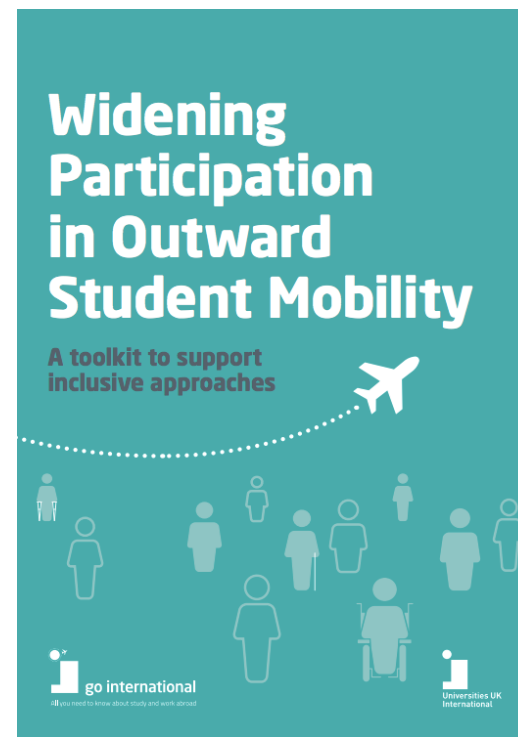
were dissatisfied with
graduates' international
cultural awareness in 2017

47%

OF EMPLOYERS

were dissatisfied
with graduates' language
skills in 2017

WIDENING PARTICIPATION IN OUTWARD MOBILITY PROJECT



www.universitiesuk.ac.uk/international

THE FIVE DEMOGRAPHICS



**Students from low
socio-economic
backgrounds**

**Students from low
participation
neighbourhoods**

**Black and Minority
Ethnic Students**

Disabled Students

Care leavers

KEY FINDINGS

- **Participation rates:** there are gaps in participation for these groups, and these gaps persist.
- **Intersectionality:** many students have multiple overlapping identities, therefore facing compounded barriers, and requiring multiple levels of support.
- **Location:** students from our 5 groups went to fewer, but still a wide variety of countries. 9 of the top 10 destinations were the same for students from across these demographics and more broadly.



- **Growth in the take up of Provider-led programmes**, with the rate of growth in the take-up of provider-led schemes more pronounced for the target demographics.
- **Short-term mobility:** Our target demographics were all more likely to undertake short term mobility than their peers, and that there was significant growth in the take-up of short term mobility of 1-4 weeks.
- **One week mobility:** The growth in 1 week was even more striking – 222% across the sector since 2013/14, and growth again more pronounced for the target demographics.

TEN REPORT RECOMMENDATIONS

1. Support from leadership: Leaders at all our participating institutions give strategic buy-in and champion outward mobility activities.

2. Institutional targets: Our project universities all have numerical targets for mobility.

3. Academic buy-in: International office staff in our project institutions work closely with colleagues in academic departments to champion mobility.

4. Collaborate: Successful institutions offer an integrated approach to support.

5. Transparency: Our project institutions are very clear with students about what a period of mobility will involve by providing extensive handbooks, delivering pre-departure sessions on specific areas of concern, and working closely with student support services.

6. Flexible offer: Our project institutions offer a mix of short and long-term mobility programmes for a range of

activities, from field trips and summer volunteering to semester internships, PhD research mobility and full year study abroad.

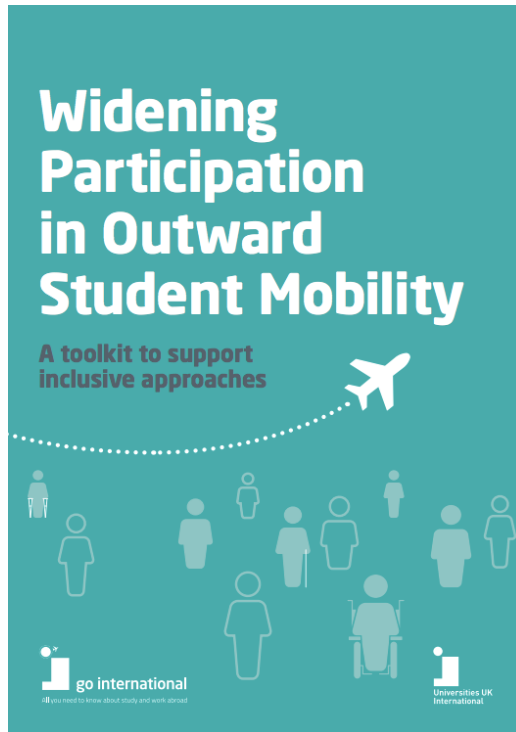
7. Widening Participation agreements: Outward student mobility is explicitly featured in agreements with key policy bodies

8. Funding information: Our project institutions ensure that information on funding opportunities is easily accessible by students.

9. Scholarships, grants and bursaries: Our project institutions offer ring-fenced financial support for students from disadvantaged groups such as mobility bursaries and travel grants.

10. Marketing: Our project institutions market extensively through multiple channels, using a variety of activities.

TOOLKIT LAUNCHING 12 DECEMBER...



- 1. Good practice case studies from across the UK higher education and further education sectors. Case studies provide:**
 - a. A summary of activity**
 - b. Measures of success**
 - c. Quotes from senior champions or mobility participants**
 - d. Tips for institutions who are planning to adopt similar practice**
- 2. Student perspectives from the project's target groups. It includes outputs from a series of focus groups held across the UK which looked at the benefits of and the barriers to mobility.**

CASE STUDIES

ON...



FROM...

King's College London
University of Bristol
Kingston University
University of Birmingham
University of Warwick
Cardiff Metropolitan University
University of Hertfordshire
City University of London
University of Greenwich
Cardiff University

Middlesex University
Northumbria University
Birmingham City University
University of Edinburgh
Newcastle University
University of Strathclyde
Bridgwater and Taunton College
Lancaster & Morecambe College
New College of Lanarkshire
North West Regional College

STUDENTS RECOMMEND

- Start the preparation for mobility early.
- Offer expert support when preparing for mobility and while in-country.
- Provide tailored language learning.
- Create pre-mobility networks.
- Enhance employability skills through post-mobility activities.



"The opportunity to work and study overseas is incredibly valuable. It allows students to learn about other cultures, languages and world views and to test themselves in a new environment. We are pleased to work with our universities and colleges to make this kind of life-changing experience available to students, regardless of their background."

SHIRLEY-ANNE SOMERVILLE MSP
Minister for Further Education, Higher Education
and Science
Scottish Government

go international

STANDOUT

#GOINTL

"Wales benefits hugely from international links, at the student, university and national levels.

We are committed to working with our universities and businesses to support students, from all backgrounds, to gain international experience as part of their studies. Quite simply, the experience of travelling and studying abroad broadens minds and improve student's life chances."

KIRSTY WILLIAMS AM
Cabinet Secretary for Education,
Welsh Government

go international

STANDOUT

#GOINTL

www.universitiesuk.ac.uk/standout
@UUKIntl #GoIntl

www.universitiesuk.ac.uk/standout
@UUKIntl #GoIntl

"We know that students who have experience of studying, working and volunteering abroad have better educational and employment outcomes.

That's why we're working with the higher education sector to promote outward mobility and the benefits it brings young people, especially those from disadvantaged backgrounds.

I thoroughly support the Go International: Stand Out campaign to get more young people interested in an overseas placement and would encourage universities and employers to get involved."

JO JOHNSON MP
Minister of State for Universities,
Science, Research and Innovation

go international

STANDOUT

#GOINTL

"The Department of the Economy will ensure that every student has the opportunity to undertake an international mobility programme, whether through government-funded programmes or those provided by individual institutions. The Department wishes to make students aware of the benefits of international mobility, especially for future employment."

ANDREW MCCORMICK
Permanent Secretary,
Department for the Economy, Northern Ireland

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STANDOUT

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@UUKIntl #GoIntl

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OVER 60

UNIVERSITY PARTNERS

Aberystwyth University
Aston University
Bangor University
Birmingham City University
Canterbury Christ Church University
Cardiff Metropolitan University
Cardiff University
City, University of London
Coventry University
De Montfort University
Edge Hill University
Edinburgh Napier University
Glasgow Caledonian University
Goldsmiths, University of London
Harper Adams University
Heriot-Watt University
King's College London
Lancaster University
Leeds Arts University
Leeds Trinity University
Manchester Metropolitan University
Middlesex University

Northumbria University Newcastle
Oxford Brookes University
Queen Mary University of London
Queen's University Belfast
Southampton Solent University
Swansea University
The University of Bath
The University of Birmingham
The University of Chichester
The University of Edinburgh
The University of Essex
The University of Hull
The University of Kent
The University of Leeds
The University of Leicester
The University of Liverpool
The University of Nottingham
The University of Reading
The University of Sheffield
The University of Surrey
The University of Warwick
The University of Westminster

University of Bedfordshire
University of Bradford
University of Bristol
University of Derby
University of Dundee
University of Exeter
University of Gibraltar
University of Glasgow
University of Greenwich
University of Hertfordshire
University of Keele
University of Portsmouth
University of Roehampton
University of Southampton
University of St Andrews
University of Sussex
University of the Arts London
University of the West of England, Bristol
University of Wolverhampton
University of York



JOIN THE CAMPAIGN



Step 1:
SIGN UP
TO THE CHARTER

Step 2:
MAKE YOUR
PLEDGE



www.universitiesuk.ac.uk/standout
@UUKIntl #GoIntl



**GO INTERNATIONAL: STAND OUT
CAMPAIGN CHARTER 2017-2020**

University of Reading

IS SIGNED UP TO THE GO INTERNATIONAL:
STAND OUT CAMPAIGN CHARTER AND ITS
FOUR GUIDING PRINCIPLES

1 INCREASE THE PERCENTAGE OF UK STUDENTS WHO STUDY, WORK OR VOLUNTEER ABROAD AS PART OF THEIR HIGHER EDUCATION PROGRAMME

The UK has a new national target for outward student mobility: to double the percentage of UK undergraduate students who study, work or volunteer abroad as part of their university experience by 2020.

We commit to boosting and broadening participation in study, work and volunteer abroad opportunities across our entire student population.

2 PROMOTE THE VALUE OF STUDY, WORK AND VOLUNTEERING ABROAD

Students who go abroad are more likely to earn a first class or upper second class degree, and are less likely to be unemployed. For universities, mobility opportunities enhance the student experience and foster teaching and research links. They can improve an institution's academic and employability metrics, and play a role in addressing the attainment gap.

We commit to promoting the benefits of international experience widely and to supporting students in maximising the impact of their mobility experience on their return.

3 ENHANCE THE ACCESSIBILITY OF STUDYING, WORKING AND VOLUNTEERING ABROAD

Widening participation, and ensuring non-traditional student groups access international opportunities, is crucial. Students from disadvantaged backgrounds, and students from certain disciplines, are less likely to go abroad than their peers but often have the most to gain from the experience.

We commit to taking a 'whole institution' approach to widening participation in outward student mobility to enable more students to access life-changing experiences.

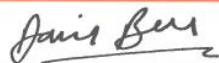
4 IMPROVE THE COLLECTION AND REPORTING OF DATA ON STUDY, WORK AND VOLUNTEERING ABROAD

Reliable data on outward student mobility is vital. It enables in-depth analysis and research on the benefits and barriers to an international education, and allows progress to be tracked against institutional, and national targets. However, many periods of mobility, particularly short-term mobility, go unreported.

We commit to improving the collection and reporting of outward student mobility data to ensure that all students are counted.

SIGNATURE

(Vice-Chancellor, Pro-Vice-Chancellor International or equivalent)



Contact us outwardmobility@international.ac.uk

 @UUKIntl #GoIntl

2. My institution pledges to...

- Increase the number and range of opportunities for our students to gain an International Experience as part of their degree, with an institutional ambition that 33% of the 2026 undergraduate graduating cohort will have spent some time abroad with academic purpose.
- Develop a range of opportunities that are accessible to all students from all backgrounds, and providing encouragement and financial support to facilitate participation.
- Increase the number of partner institutions and opportunities across the world, developing different ways to collaborate with other HEIs beyond traditional mobility.
- Include mobility opportunities into existing and developing TNE partnerships.
- Embed more mobility opportunities into curricula across all disciplines.
- Increase the number of short duration and non-traditional mobility opportunities available to students, including summer school opportunities open to all disciplines at the University of Reading Malaysia and our other global campuses.
- Increase the amount of funding and resource available to support mobility activities across the institution.
- Continue to develop and enhance student support services and practices to ensure a high quality student experience.
- Improve awareness amongst students, staff and enablers regarding the benefits of outward mobility.
- Give more prominence to outward mobility opportunities on our website, at central and School level.
- Create a UR Global award for students who study abroad as part of their degree but who participate in the full range of information sessions and support activities before, during and after their mobility.

3. Our pledge will help contribute towards the overall campaign goal, through boosting and broadening mobility at our institution, or through supporting more students from certain disciplines or demographics that have traditionally been underrepresented in study, work and volunteering abroad by...

- Creating new opportunities enabling a year-on-year increase in the number of students undertaking international mobility experiences.
- Increased institutional visibility of mobility activities and participant achievements.
- Working with all parts of the institution – academic, professional / support services and student representative bodies - to ensure that opportunities are available and accessible by students from all backgrounds.
- Continued development and improvement of support offered to participants at all stages of their mobility journeys - before, during and after.
- Better capturing data regarding all mobility activities by creating the mechanisms to enable comprehensive and accurate reporting to take place.
- Working with Alumni services to engage with ex-Study Abroad students to develop case studies regarding the longer term benefits of mobility.
- Use of #GoIntl alongside institutional Social Media messages related to mobility.
- Placing our Institutional "Go International: Stand Out" pledge on our Study Abroad website.

UNITED KINGDOM

National drive to double study abroad numbers launched

Brendan O'Malley 04 November 2017 Issue No:481

Study abroad is invaluable - students deserve clarity on Erasmus

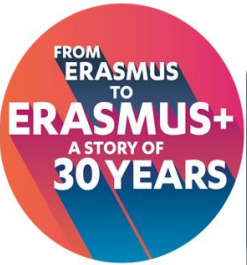


DOUBLE

THE PERCENTAGE OF STUDENTS WHO STUDY, WORK OR VOLUNTEER ABROAD TO

13%

BY 2020²⁴



UUKi launches outward student mobility campaign

Keele University @KeeleUniversity · Nov 5
 We're proud to have signed the @UUKIntl pledge to increase opportunities for students overseas bit.ly/2IlaDLZ #GoIntl

go international STANDOUT #GOINTL

Students who go abroad build new international long term social, academic and professional networks. They develop important global skills:

- language skills
- confidence
- problem-solving
- tolerance
- sociability
- curiosity

www.universitiesuk.ac.uk/standout
 @UUKIntl #GoIntl

GuildHE Ltd @GuildHE · Nov 9
 Overseas experience helps make students more globally aware, boosting #ActiveCitizenship. #GoIntl [universitiesuk.ac.uk/international/...](https://universitiesuk.ac.uk/international/)

81% of students who study abroad felt this experience made them more globally aware.

JOIN THE CAMPAIGN
 double the % of UK students studying, and volunteering abroad by 2020
bit.ly/2IlaDLZ
universitiesuk.ac.uk/standout

Essex Abroad @EssexAbroad · Nov 13
 We are thrilled to announce that we have joined the #GoIntl campaign to increase the number of students taking part in an international experience during their studies! @Uni_of_Essex are working towards 20% of all UG students having an experience abroad during their studies.

go international STANDOUT #GOINTL

WE HAVE JOINED THE CAMPAIGN

Go International: Stand Out is a three-year campaign to increase the number of UK-domiciled students that study, volunteer or work abroad during their studies.

@UUKIntl #GoIntl
www.universitiesuk.ac.uk/standout

Uni of Leicester @uniofleicester · Nov 2
 We've joined the @UUKIntl campaign to help double the % of students studying, working & volunteering abroad bit.ly/2hwSAUD #GoIntl

go international STANDOUT #GOINTL

WE HAVE JOINED THE CAMPAIGN

Go International: Stand Out is a three-year campaign to increase the number of UK-domiciled students that study, volunteer or work abroad during their studies.

@UUKIntl #GoIntl
www.universitiesuk.ac.uk/standout

#WeAreInternational @weareintl · Nov 7
 International mobility and global exchange help nurturing students into globally aware citizens. #GoIntl #WeAreInternational

"We're asking all UK universities, large and small, to commit to increasing the number of students who have the opportunity to study, work or volunteer abroad as part of their studies. It's really a win-win. It's great for students who grow in confidence and cultural understanding. It's good for universities as students with an expanded, global mindset help internationalise home campuses - and mobility establishes and embeds international links across university activities. Plus, it's a boon for employers as they look to build globally skilled and engaged workforces."

VIVIANNE STERN
 Director,
 Universities UK International

go international STANDOUT #GOINTL

www.universitiesuk.ac.uk/standout
 @UUKIntl #GoIntl

Uni of Chichester @chiuni · Nov 10
 We are excited to underscore our commitment to international exchanges by signing the @UniversitiesUK International pledge to double outbound student mobility by 2020. We'll work closely with our international partners to bring global study to more of our students #gointl

go international STANDOUT #GOINTL

Universities UK International

Heriot-Watt Uni @HeriotWattUni · Nov 7
 Many of our students study abroad with our Inter-Campus Transfer, Exchange & @erasmusplusUK opportunities. #GoIntl

HWU - Go Global @HWUGoGlobal
 We are huge believers in the benefits of studying abroa are proudly supporting the #GoIntl Stand Out campaign #TrulyGlobal

THE PERCENTAGE OF STUDENTS WHO STUDY, WORK OR VOLUNTEER ABROAD TO
13%

Cardiff University @cardiffuni · 1
 We're delighted to be supporting th

UUK Internatic
 We're delightec of students stu
bit.ly/2hwSAUD

go international STANDOUT #GOINTL

CAMPAIGN ACTIVITIES



CAMPAIGN OUTPUTS



HOW CAN YOU GET INVOLVED?





1. **Feedback on campaign activities and materials**, and tell us what would be most helpful in supporting your institution to boost and broaden mobility.
2. Visit the campaign website, sign up for regular updates through our outward mobility newsletter and **promote the campaign** to your networks – including through social media.

3. Identify **case-studies** and **spokespeople** from your university community and alumni base that highlight the value of mobility on individuals, the economy and society

4. **Attend and host** campaign events at your university

FINALLY, if you have any questions, come visit us at the GO INTERNATIONAL: STAND OUT STAND, which hopefully stands out, near the catering area.





Universities UK

www.universitiesuk.ac.uk/standout

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Stand Out

The UK's national campaign to double the percentage of UK-domiciled students who study, work or volunteer abroad during their degrees.



About

Overview of the Go International: Stand Out campaign



FREQUENTLY ASKED QUESTIONS



FAQs

Frequently asked questions about the Go International: Stand Out campaign



Spotlight

Read the latest news opinion pieces on the Go International: Stand Out campaign

