

INTERNATIONAL
EDUCATION
SERVICES
CONFERENCE 2018

Rebuilding your South Asia Internationalisation Strategy

#IES2018
<https://www.britishcouncil.org/education-services>

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Today's session

- Digital landscape in numbers
- Attitudes and trends in digital marketing
- Student mobility and affordability – snapshot
- Effective platforms and practices to engage students
- TOP international education trends – India, Pakistan, Bangladesh & Sri Lanka
- Case study – The University of Edinburgh
- Workshop on Recruitment, Alumni, Partnership – the three keystones of international education in South Asia

Speakers

Leighton Ernsberger, Director Education, South Asia, British Council

Aatreyee Guha Thakurta, Marketing and Communications Manager, South Asia, British Council

Suchita Gokarn, Assistant Director, Education Services, India, British Council

Saman Imtiaz, Head IES Pakistan, British Council

Harish Lokhun, Regional Manager for South and Central Asia, The University of Edinburgh

Digital and social media landscape in numbers

INTERNET
USERS

597
Mn

34%

16%



4Bn

53%

7%



SOCIAL
MEDIA
USERS

321
Mn

21%

20%



3Bn

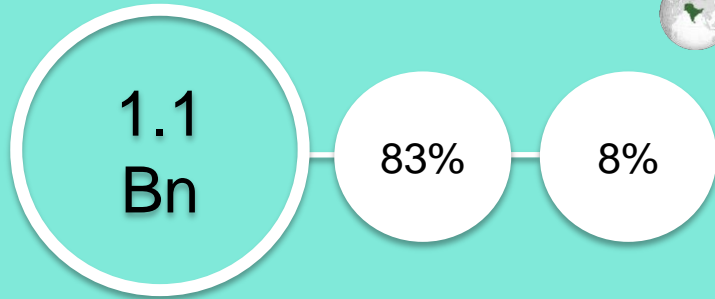
42%

13%



Digital and social media landscape in numbers

UNIQUE
MOBILE
USERS

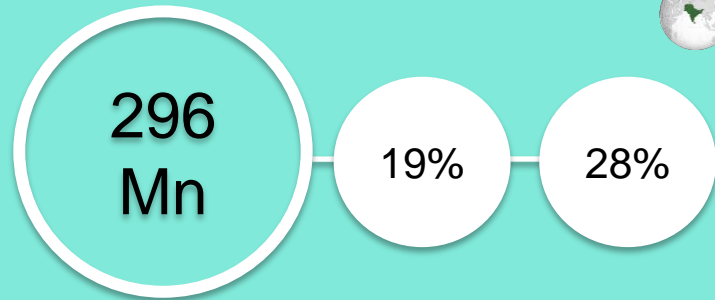


5.0
Bn

68%

4%

SOCIAL
MOBILE
USERS



3.0
Bn

39%

14%

Attitudes and trends in Digital Marketing

Demographic Dividend



ENABLERS



Institutional Support

Existing & Unmet Demand

EXPRESSION

1 Explosion of Content

2 Constant Innovation

3 Digital Learning

4 Encryption

Student mobility and affordability in SA - snapshot

STUDENT MOBILITY

DRIVERS

1 Limited Domestic Capacity

2 Quality Of Education

3 Scholarships

4 Historical Ties

5 Employability

CURRENT



60K



278K



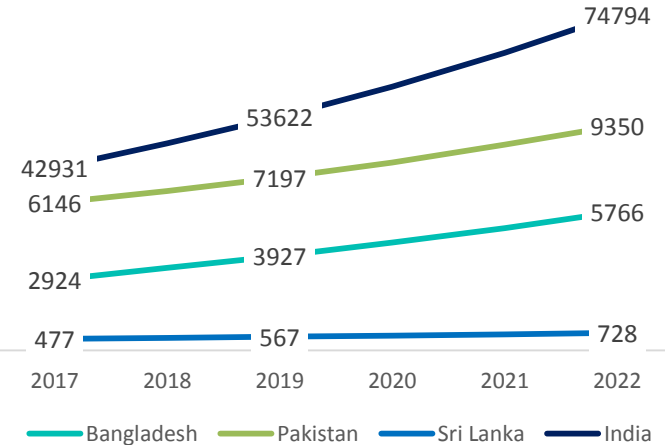
53K



18.5K

PROJECTED EXPENDITURE

Expenditure on Education - GBP million(s)



Effective platforms and practices to engage students

Traditional media **goes hand in hand** with digital marketing

Replace focus on visas/work permit **with** employability of degree

Experience **is preferred to** information

Multiple and brief engagements **give way to** sustainable and strategic engagement

Face to face engagement **still valued**

Personalised content **over** generic campaigns

Complement focus on students with focus on influencers

Incentives work! Scholarships

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

Some initiatives that worked:

Brand management campaign

Inward visits

Counsellors symposium

Summer schools

Alumni showcase and events



Top 3 international education trends and opportunities

Top 3 international education trends and opportunities

1

Increase in the number of Tier 4 visas issued for the 2nd consecutive year in running -18,735 visas issued for Oct 17-Sept 18 recording a 33% increase

2

India is no longer only about Business and Engineering, diversity of subjects. Internal competition on the rise.

3

Growing interest in TNE though the environment still remains challenging.



PAKISTAN

Top 3 international education trends and opportunities

Top 3 international education trends and opportunities

1

PAK–UK Education Gateway signed between HEC and British Council Pakistan and TNE

2

Increase in International competition and growing number of UG students

3

Growing interest for STEM and interdisciplinary courses



SRI LANKA
&
BANGLADESH

Top international education trends and opportunities

Bangladesh and Sri Lanka top international education trends and opportunities

1

Cross Border Higher Education policy

2

Growth in demand for Computer Science and Software Engineering courses



Transnational education continues to thrive – 50000 students gain UK qualifications each year

1

New subjects on the rise – psychology, creative industries, nursing, education, hospitality. MBA grows bigger

2

Students from government schools also now applying abroad

3





EDINBURGH GLOBAL

– Visibility across

South Asia –

“What are we doing and how are we doing it?”



Harish Lokhun – Regional Manager, South and Central Asia

The University of Edinburgh *in* India

- ❖ South Asia 'Regional Centre' established in 2010 in Mumbai, previously the India office.
- ❖ Established to develop and maintain links with universities, research institutions, government agencies, companies and cultural organisations



Community in India – Recruitment and Alumni

- ❖ 2017/18 HESA Data – **17th** in the UK and **1 in Scotland** for Indian Students
- ❖ 2017/18 academic year – over 4000 applications received for 2018.

Activity

- ❖ Exhibitions and Agent Network
 - ❖ Tier 2 growth and focus on cities
 - ❖ Academic collaboration
 - ❖ Conversion
 - ❖ Recruitment-Alum Transition – South Asia
- ‘Leavers’ Event



Alumni

- ❖ Alumni Chapters in Delhi, Bangalore and Mumbai – Over 1,400
- ❖ Focus Groups and Online Community
- ❖ Annual Burns Suppers



Partnerships *in* India

❖ Research projects:

- Livestock genetics
- Marine Energy in India
- Centre for Brain Development and Repair, Bangalore
- UKERI funded projects – digital communications, big data

❖ Teaching partnerships:

- Biotechnology Institute in Gujarat

❖ Institutional Collaborations:

- Edinburgh College of Art – Architectural Conservation, Music, Sound and Design.
- School of Informatics – IITs

❖ Commercial – Li-Fi



Exchanges *in* India

- ❖ **Widening Access** – The Karta Initiative – 2017
- ❖ Increase **Mobility opportunities**:
 - Delhi University ‘college on wheels’ - 2013
 - Salam Baalak Trust, Delhi - 2017-18
 - NISM, Mumbai - annual
 - Business School Inter-disciplinary Trek - 2018



The University of Edinburgh *in* Pakistan

- ❖ Recruitment – increased presence in **Islamabad, Lahore and Karachi**. 2018/19 academic year led to largest cohort of Pakistani students on campus overall.
- ❖ Partnership – **Higher Education Commission** – over **20 new Phd scholars** welcomed in 2018/19 academic year.
- ❖ **Institutions of Importance** - private visits to **LUMS** and **Lahore Animal and Veterinary Sciences**.
- ❖ Alumni – **increased efforts** with events held across Islamabad, Lahore and Karachi.



Chris Hunt @ChrisinKarachi · Oct 16
#happeningnow - the Study UK exhibition in #Karachi. Delighted to welcome representatives from 15 #UK universities to #Pakistan and meet so many students. Especially fun to talk with students about my years @EdinburghUni #StudyUK @ukinpakistan



The University of Edinburgh *in* Bangladesh and Sri Lanka

Bangladesh

- ❖ First scoping exercise undertaken in Nov 2018.
- ❖ Recruitment – **Dhaka College Counsellor Network (DCCN)**
- ❖ Partnership – Opportunities presented via North South University; University of Dhaka; RESPIRE partners.
- ❖ Alumni – **Bangladesh UK Alumni Network - BUKAN**

Sri Lanka

- ❖ Recruitment – Tailored visits in top schools in Colombo
- ❖ Partnership – Opportunities presented through the School of Nursing and Vet School; University of Peradeniya.



Workshop by Harish on Recruitment, Alumni, Partnership – the three keystones of international education in South Asia

- Three breakout areas in the room are defined by the following themes:
Recruitment, Alumni and Partnerships

Take 10 minutes, pick one of the defined themes and think about:

- ***What 3 things are you doing in each area? Where do you think you are on a scale of 1-10?***
- ***How are you doing it?***
- ***What could you do better in this area and how do you think the sector could do better?***

Our FINAL 3 recommendations

Continue to invest in digital marketing

Bridge the gap between alumni and employability

Invest in a long term strategy across the region

Q n A