

POST EVENT REPORT

STUDY UK SCHOOLS AND UNIVERSITIES TOUR COLOMBIA

October 2017



Dear Exhibitor,

British Council Colombia thanks you for participating in Study UK Schools and Universities Tours held in Bogota from 17th to 18th October, 2017.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

This second edition of the tours was aimed at providing opportunities for UK Higher Education, Further Education and English providers to meet with potential students from schools and universities. It also gave access to relevant decision makers and influencers from the 6 campuses visited with the hope of establishing a connection for future collaboration. The event hosted **13** UK institutions as listed in Appendix below who engaged with prospective students, visitors and partners, providing audiences with information on education as well as other opportunities that exist in the UK.

The event attracted over **884 visitors** thanks to support from host schools and universities. Alongside the main tour, a series of seminars were also given by delegates and British Council staff, covering topics such as: General Info about applying to a UK university, UK outside London, Writing a Personal Statement, How to choose the right BSc, Internet of things and digital fabrication, among others. The event was successful and generated huge expectations among local schools and universities in terms of the opportunity that exists.

British Council and SIEM team in Colombia highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our upcoming recruitment events scheduled to take place in the autumn term. We will be forwarding information on the call for applications within the next few weeks.

Bárbara De Castro
Tertiary Education Lead
British Council Colombia

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I. Highlights

We obtained great feedback from host schools, universities and visiting UK institutions.

- 884 visitors
- 13 UK participating institutions
- 4 private schools within social economic strata 4-6 were visited in Bogota
- 2 private universities were visited in Bogota. One of them ranked 256 in the world and number 8 in Latin America (QS University Rankings)
- Participation of UK Embassy Visa section offering financial advice on visas processes.
- Networking cocktail held in Bogota

A number of successful seminars were held on the following topics:

- Accounting: It's not about the maths
- Studying in Manchester
- UK outside London
- General info about applying to a UK University
- How to pick your university
- How to choose the right BSc?
- Writing a Personal Statement
- Internet of things and digital fabrication
- Business Careers in the UK
- IELTS

This tour was held on the following campuses

Date	Time	Campus
17 Oct 2017	07.15 -10.00	Universidad Externado de Colombia
	10.45 – 12.30	Colegio San Bartolomé La Merced
	14.30 – 17.30	Universidad de Los Andes
18 Oct 2017	07.50 – 09.50	Gimnasio Vermont
	10.55 – 12.55	Gimnasio Los Pinos
	13.40 – 15.15	Gimnasio Femenino

II. Local Institutions Profiles

INSTITUTION	DESCRIPTION	CITY
<p><u>Colegio San Bartolomé La Merced</u></p>	<p>Colegio San Bartolomé La Merced is a private, jesuit, bilingual and co-educational school. The school is affiliated with the Society of Jesus of the Roman Catholic Church and is referred to as "San Bartolo". The school campus, founded in 1604 by Jesuits, is located in the traditional neighborhood of "La Merced" in downtown Bogotá.</p> <p>The school is considered one of the most traditional and prestigious schools in the country. The education has been recognized for taking a humanistic and social approach. Since its foundation, the school has been ranked among the top high schools in the nation. San Bartolo Alumni have reached high job positions in Colombian politics, including former presidents, senators, ministers and ambassadors of the Country. Others have become scientists, journalists, academics, artists and entrepreneurs.</p> <p>The school has a strong internationalisation policy which includes the offer of English immersion programmes at a national and international level, participation in several international competitions (including the British English Olympics, the Masters and EF Challenge), existing double degree programmes with high schools abroad, and summer camps. The school is also the number one IELTS exam taker in Bogotá. Colegio San Bartolomé La Merced is in the process of becoming an approved Cambridge International School, which will deliver all the programmes from Cambridge Primary to Cambridge Advanced.</p>	<p>Bogotá</p>
<p><u>Gimnasio Femenino</u></p>	<p>Established 90 years ago in 1927, Gimnasio Femenino is a private all-female bilingual school located in the north part of Bogotá. It is the only school in Colombia with a leadership programme focused on women and 188 acres of forest integrated to the Educational Project. They have received a national A+ classification, earned by schools with the highest scores on Saber 11¹.</p> <p>The school has a Quality Management System based on processes and procedures bound to international quality</p>	<p>Bogotá</p>

¹ National standardised test administered before graduation.

	<p>norms. They also belong to the International Baccalaureate Organization (IBO), the Andean Association of International Baccalaureate Schools (AACBI), and the Union of International Schools (UNCOLI). 100% of their students are admitted to the university of their choice (national and international). 90% of the students attend national universities and 10% foreign universities. Their alumni have been accepted to King's College and Hult University in the UK.</p>	
<p><u>Gimnasio Los Pinos</u></p>	<p>Founded in 1967 the school seeks to improve the delivery of its Educational Service by strengthening students' diversity of their talents and training in Knowing to Be, Knowing to Learn, Knowing to Do and Knowing to Be; from the development of sports and artistic disciplines, the Teaching for Compression model and the Case Method.</p> <p>The institutional education project is distributed along the following academic areas:</p> <ul style="list-style-type: none"> • Mathematics • Natural sciences • Social sciences • Spanish • Technology and informatics • Physical education and sports • Artistic and musical education • English as a foreign language <p>In terms of their English Language Programme, the school prepares their students to present different English tests according to their level. This allows them to have the necessary certification by the time they graduate high school in order for them to start their university education with the required English proficiency needed. Following Colegio San Bartolomé La Merced, Gimnasio Los Pinos is the second school to take the most IELTS exams in the city.</p>	<p>Bogotá</p>
<p><u>Gimnasio Vermont</u></p>	<p>Gimnasio Vermont, as an educational institution, was originally founded as Colegio Nuestra Señora de la Paz in 1945. In 1994 the school changed its name to Gimnasio Vermont and established a partnership agreement with Saint Michael's College, in Vermont State, U.S. to teach English as a second language. This partnership agreement has consolidated the bilingual program and marked the profile of GV students as citizens of Colombia and of the world.</p> <p>In 1997, its female based educational system became known as an innovative model for coeducation with a gender perspective, which consists in designing gender-based pedagogic strategies. Boys and girls study in separate classrooms, but share the rest of the common areas for cultural, sports and social events enabling them</p>	<p>Bogotá</p>

	<p>to reach levels of excellence in different fields in a happy environment where they build their own life plans.</p> <p>Their graduates have stood out for achieving excellent grades in the Pruebas Saber Tests and for the number of students that have been accepted to top universities in Colombia and abroad, many with scholarships. In 2009, the school started Mandarin as a third language program, and in 2010 they began implementing the International Baccalaureate Diploma Programme. Six cohorts have graduated so far in the IB DP, with 86% of them obtaining the diploma in the last school year. Students are free to decide if they want to take the tests to obtain the IB diploma. 76 graduated in the class of 2017, 13 of which are undertaking undergraduate programmes in institutions abroad.</p>	
<p><u>Universidad Externado de Colombia</u></p>	<p>Founded in 1886, Universidad Externado de Colombia is one of the oldest and most prestigious accredited private universities in Latin America as well as one of the most recognized in Colombia in the areas of Law; Finance, Government and International Relations; Accounting; Economics; and Business Administration. It is a higher learning and social sciences research institution, known for its rigor and academic excellence, as well as its pluralistic approach to academia upon which the institution was founded. The admission requirements are the Colombian bachiller (secondary school certificate) and the Examen de Estado (the State Exams).</p> <p>Quick facts about the Universidad Externado are found below:</p> <ul style="list-style-type: none"> • Total student enrolment of 14,000 • 18 Undergraduate degrees • 179 One-year post-graduate degrees (specializations) • 22 Master’s degrees • 4 Doctoral degrees • 24 Research centres in the areas of international relations, law, economics and social sciences <p>Their academic programmes include:</p> <ul style="list-style-type: none"> • Business Administration • School of Law • Education Sciences • Social Communication – Journalism • Tourism and Hotel Business Administration (Hospitality Industry) • Cultural Heritage • Public Accounting • Finance, Government and International Relations • Economics • Social and Human Sciences <p>QS University World 2016-2017 Rankings included Universidad del Externado among the 401 to 410 top</p>	<p>Bogotá</p>

	universities in the world.	
<p><u>Universidad de Los Andes</u></p>	<p>Universidad de los Andes was founded on November 16, 1948 by a group of young people led by Mario Laserna Pinzón. It is the first private higher education institution in Colombia to be secular and independent of political parties, not interested in defending the interests of any social or economic group. These characteristics made Los Andes a state-of-the-art educational project in a historical moment of the country in which the private universities had in their classrooms the influence of the partisan struggle. In this historical context, the birth of the Andes was not only due to the desire to give life to another university or to an exclusively educational interest, but to the intention to create a new country. That is why, since its founding, the purpose of Los Andes is to offer an education of excellence that contributes to closing the knowledge gap of Colombia with the scientific advances of the world. Uniandes began work in 1949 with seven programs, 79 students and 16 professors. Currently, there are nine Schools: Medicine, Science, Engineering, Law, Economics, Social Science, Arts and Humanities, Business Administration, and Architecture and Design.</p> <p>The university's student body, in an environment of interdisciplinary and flexible integral character development, becomes the chief agent of the educational process. A highly skilled, knowledgeable, and prestigious faculty facilitates the development of an outstanding academic and professional life project that supports research, contributes to the development of the country, and transcends its geographical boundaries. The Times Higher Education states "It is an innovation- and research-led university with 163 laboratories, and admission is competitive. Its students tend to have a strong academic background before applying. The university aims to produce "highly skilled" and "well-rounded" graduates(...) One of the university's key goals is to become a "benchmark in education" and it says the curriculum flexibility offered allows students to shape their studies in line with what they are interested in. It also promotes diversity and encourages extracurricular participation in a wide range of fields, from sport clubs to societies."²</p> <p>The University currently has existing academic agreements with 15 different institutions in the UK. It ranks in the 8th place of QS Latin America University Ranking, and 5th place of <i>Times Higher Education Latin America University Rankings</i>.</p>	Bogotá

² University of the Andes, Times Higher Education, <https://www.timeshighereducation.com/world-university-rankings/university-andes#survey-answer> retrieved 10/09/2017

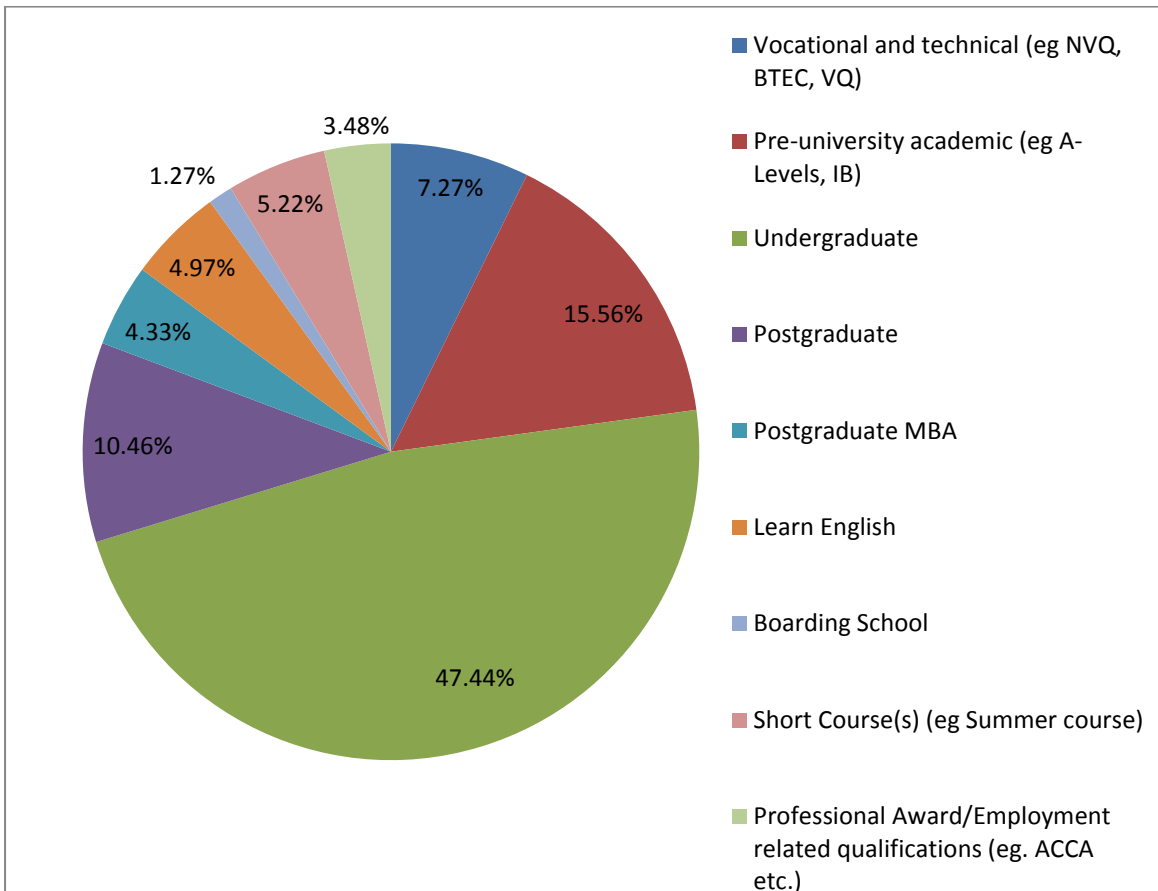
III. Visitor's Profile

REGISTRANTS	ATTENDEES	
Study UK Schools and Universities Tour 2017 - Bogota 17 – 18 October	887	884 (99.66%)

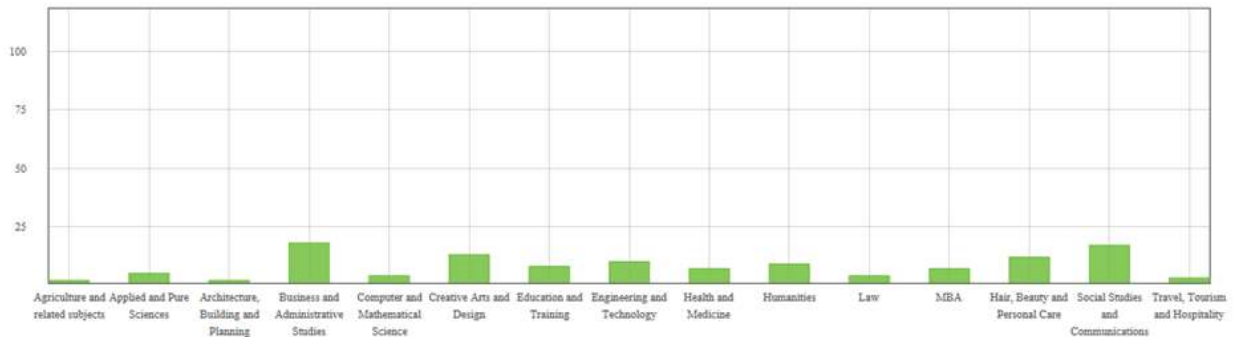
Of the total visitor numbers, **26.47% were male, 31.10% were female and 42.42% non-specified (onsite registration)**

1. Levels of Study sought in the UK

As our main audience were school students, attendees mainly sought information on undergraduate programmes (47.44%), with several having interest in pre-university academic courses (15.56%).



2. Subject area of interest



Top 6 subject areas of interest were:

- Business and Administrative Studies
- Social Studies and Communications
- Creative Arts and Design
- Hair, Beauty and Personal Care
- Engineering and Technology

3. Source of funding for education in the UK

An overwhelming majority of the visitors (**80.46%**) indicated that their **sources of funding** for studying in the UK will come from either their **personal savings or from relatives**.

IV. Marketing

As our Schools and Universities Tour is a closed event, the event promotion was made through institutional media and in campuses of host schools and universities only including the following:

- Digital media: email shots, social media, digital banners in university and school websites
- Printed posters placed across the schools and universities

Email shot



The British Council and Universidad de Los Andes would like to invite you to our Schools and Universities Tour

University Campus
17 October 2017
14:30-17:30

Participants will benefit from:

- Seminars and workshops that can help you strengthen your applications to UK Universities
- Face to face meetings with admissions directors from over 10 UK Education Institutions
- Language requisites (ELTS)

To find further information about the event, visiting UK institutions and to pre-register, click: <https://co.edukexhibition.org/es-col/exhibicion/27>

E mail StudyUK.colombia@britishcouncil.org



STUDY UK
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Facebook



Website images



Printed poster



V. Event Feedback

Host Campuses in Bogota

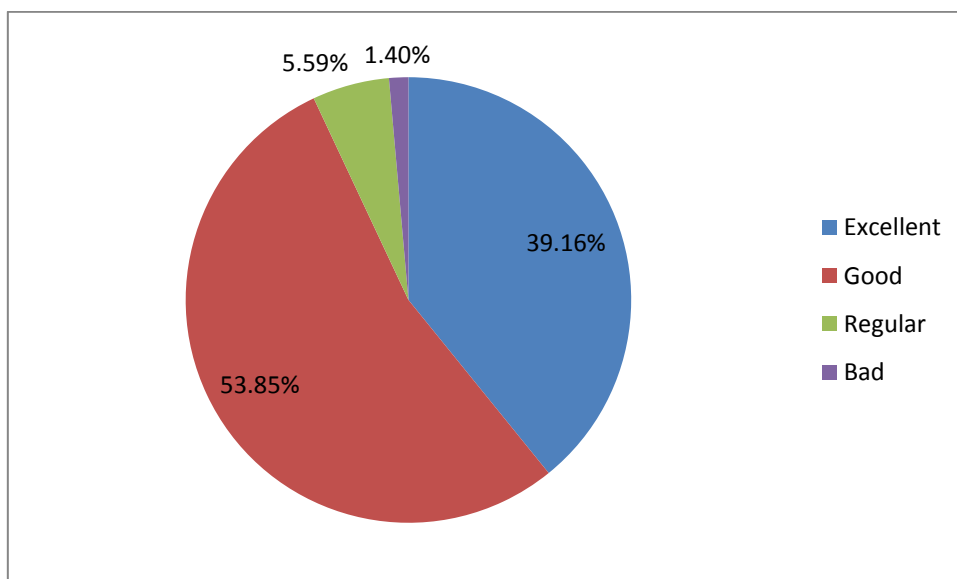
- Schools and universities in Bogota were highly appreciative of having the opportunity of hosting different UK institutions within their premises and facilitating the direct access to information for their students.
- Schools highlighted the fact that many of them could offer their students the chance of expanding their knowledge of different study abroad opportunities with the hopes of increasing their students' international destination of choice beyond popular countries like the US.

Key Recommendations for the British Council

- The punctuality has room for improvement
- Attendance of 11th graders should be mandatory in order to confirm the visit to the high schools.
- Ensuring communication between IB leaders/counsellors and the visiting UK institutions
- Changing the timing of this event from late August to October was inconvenient; it is suggested to keep it in the previous dates.
- Improve communication of national holidays close to the day of the event.

Visitor Feedback

When providing an overall feedback for the event, **93%** of visitors rated it as **Excellent** or **Good**.



General recommendations from visitors:

- More advertising of the event
- More institutions and degrees options
- More staff for stand support
- More interactive talks

Exhibitor Feedback

When exhibitors were asked if they will sign up for a similar event again 100% of respondents answered **YES**.

Some positive comments from Exhibitors

- Exhibitors highlighted the smooth running of the logistics in general; taking into consideration we visited 3 campuses in a single day.
- Institutions had overall very positive comments in regards to visits to *Universidad de los Andes* and *Gimnasio Vermont* school. They expressed the potential students met were aware of the education system in the UK and had preliminary knowledge of the requirements and admissions processes.

VI. Next Steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of events of this sort. The main findings and recommended next steps are outlined below:

British Council

- Having tours of this sort, places limitations in terms of spaces available an access to internet since these are on different campuses.
- We are aware of the importance of the presence of 11th graders, who we will make sure to have in next tours.
- We will consult with institutions when the best dates are to carry out these type of recruitment activities.

We will bear all these suggestions in mind, when reviewing campuses for next tour, taking into account the quality of the students and availability of UK institutions are top priorities.

UK Institutions

- It is recommended for delegates to make more interactive and interesting talks in order to keep students engaged.
- Though schools visited fell within socio-economic stratus 4-6 and demonstrating capacity to afford UK education, scholarships opportunities are still of interest. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions/tours.
- The above points, though important, should not detract from what was a hugely successful Tour. Next year's exhibition will build upon the lessons learned and prove even more popular. Information will be available soon and we hope you can join us once again!

VII. Appendix

List of UK participating Institutions

1. De Montfort University
2. ESCP Europe Business School
3. Liverpool John Moores University
4. Manchester Metropolitan University
5. Regent's University London
6. The University of Nottingham
7. University of Aberdeen
8. University of Bristol
9. University of Essex
10. University of Hertfordshire
11. University of Plymouth
12. University of Sussex
13. Kaplan International Colleges

Photos

Gimnasio Vermont



Colegio San Bartolomé La Merced



Gimnasio Los Pinos



Universidad de Los Andes



Gimnasio Femenino



End of Report