

# Study UK Higher Education Institutions Advisory Group

## Terms of reference

### About the British Council

The purpose of the British Council is to promote a 'friendly knowledge and understanding' between the people of the UK and people worldwide. The British Council promotes the mobility of students because we believe that studying in another country provides an unparalleled opportunity for individuals to understand and engage with people from different cultures.

### About Study UK

Launched in its current form in 2016, Study UK is the only national-level campaign that promotes the UK as a first-choice study destination all over the world. The campaign is delivered by the British Council in partnership with the UK government's GREAT Britain campaign, which encourages people to visit, invest, and study in the UK:

- **Strategic objective:** Position the UK as the preferred study destination among international audiences.
- **Audience:** Prospective students at undergraduate and postgraduate levels and their influencers, such as parents, agents and counsellors.
- **Geographical coverage:** Global, with media concentration in key markets: China, India, Indonesia, Malaysia, Nigeria, Pakistan, USA, France and Germany.
- **Implementation:** Combination of centrally-delivered interventions including digital marketing, supported by country-level activity, which includes social media activities, website content, GREAT Scholarships, MOOCs, Alumni Awards and virtual and face-to-face events.

### Role of the HEI Advisory Group

The group will draw on the experience, knowledge and skills of its members to act as advisors for Study UK. The HEI Advisory Group are self-nominated from institutions and stakeholder representatives, who are selected by the British Council to ensure an even geographical representation and diversity of institutions, following an invitation to all UK universities to express their interest in taking part.

The Study UK team values the input and feedback from the UK HE sector and stakeholders, ensuring that the campaign is representative of the UK offer. We see the role of the advisory group members as critical friends and the Study UK team would like members to challenge thinking and direction. This advisory group welcomes members from both international student recruitment and those with technical marketing experience. Whilst we appreciate that members may not have experience of both, we will endeavour to ensure that there is good balance in the group.

British Council representatives will act as Chair and Secretary for the group and will ensure that the group is kept informed on campaign planning and activities. However, the advisory group meeting is not just a dissemination from the Study UK team – it is important that a two-way conversation takes place to ensure that the campaign develops and grows with the external environment in mind.

## Commitment

The HEI Advisory Group will meet via video conference (Teams) 3-4 times per year. Meetings typically last 90 minutes and will be held in February, May, October and December. Recordings of those meetings will be available to all members of the Advisory Group.

Membership of the group is on a two-year tenure. Members will be selected by the British Council UK to ensure an even representation of institutions and stakeholders from all four UK nations, traditional/post-1992, non-Russell Group/Russell Group; small and specialist institutions. Previous engagement and participation in the HEI Advisory Group will also be considered.

## Action required

Representatives of institutions/stakeholders for the HEI Advisory Group need to complete the expression of interest form and return it to [nataliya.khrushch@britishcouncil.org](mailto:nataliya.khrushch@britishcouncil.org) by Friday, 27 January 2023.