

<b>Session Title:</b>	Recruiting international students in the UK
<b>Speaker(s):</b>	Felicity Lloyd, International Partnerships Manager, UCAS, Caroline Feeley, Deputy Head of International Recruitment, University of Liverpool
<b>Chair:</b>	Andy Cotterill
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<b>Speaker/Institution Bio/Information:</b>	Both with over 10 years experience in international recruitment  Felicity Lloyd <a href="mailto:f.lloyd@ucas.ac.uk">f.lloyd@ucas.ac.uk</a> Caroline Feeley <a href="mailto:Caroline.feeley@liverpool.ac.uk">Caroline.feeley@liverpool.ac.uk</a>
<b>Overview/Aim of session:</b>	Why recruit international students in the UK? How to find them?
<b>Workshop Content</b>	<p>They shared survey results from 20 HELOA providers to understand how they manage UK International Recruitment</p> <ul style="list-style-type: none"> <li>• Most of this work sits within international teams.</li> <li>• Often doesn't have a separate budget.</li> <li>• Seen as a growth area.</li> </ul> <p>Caveat – it's a difficult market, it's a difficult place to recruit so we won't be able to answer everything but do our best.</p> <p>Benefits of recruiting UK based international students.</p> <ul style="list-style-type: none"> <li>• They've shown that they want to stay in the UK and that they have the resources to pay the fees.</li> <li>• There's a wide range of backgrounds.</li> <li>• 'Low hanging fruit'</li> <li>• Many come from high-achieving schools.</li> <li>• Their English tends to be very good.</li> </ul> <p><b>Data</b></p> <p>There is no single source of data for UK International students. The independent school council census is a good source. <a href="http://www.isc.co.uk/research/annual-census">www.isc.co.uk/research/annual-census</a> Available or free on their website</p> <ul style="list-style-type: none"> <li>• 25k international students at independent schools in the UK</li> <li>• 68% come from 8 counties –Hong Kong, China, Germany, Spain, Russia, Nigeria, Ukraine and Thailand</li> </ul>

- 22% Hong Kong
- 18% China

There was a significant drop post covid, but it hasn't returned to the same level because there is still concern in China about sending their children abroad. There was an 90% growth in students from China between 2013-2019 so its been hard hit since Covid.

#### Suggested places to find them

- INTO
- NCUK
- On Campus
- Kings
- Study Group
- Kaplan
- Independent schools
- English preparation courses, e.g., EF Education First.
- Running your own summer schools
- British Association of Independent Schools with International Schools (BAISIS). 130 member schools available on the website
- Council of International Schools, only 11 schools in the UK.
- Boarding Schools Association

#### Challenges and guidance

- Hard to find them within data available in UCAS.
- There are some changes coming into the UCAS data to include visa/immigration status.
- **Upcoming changes will remove the need to send a fee assessment form. UCAS requested every institution fee assessment form, so hopefully the data gathered by UCAS will remove the need for institutions to send separate forms – the intention is for it to be visible within the next 2 cycles.**
- Challenges with internal data
  - Fee status
  - Address (UK)
  - Postcode (only UK for this field)
  - School
  - Agent
- Data Filter has an add on to get the international fee status data.
- The number of fields you receive from UCAS will depend on the package your institution import – speak to the data team.
- There are blurred lines.
  - Encouraging admissions team to embrace agents.
- There's a lack of tailored marketing for this group.
- UKI students sit outside the typical personas.
- Their results come out at different times –
  - June/July – IB, and other results come out early.
  - The clearing and results information needs to be ready, work with the marketing team.
  - You don't want the UKI student waiting until August – push for the admissions team to confirm places as soon as they get their results. They will go somewhere else if you make them wait.
  - Release the list of courses available in clearing early

	<p>rather than on results day.</p> <p><b>Practical Guidance</b></p> <ul style="list-style-type: none"> <li>● Get access to the list of qualifications that the admissions team have – make sure that the qualifications at the providers you are targeting are on the list that the admissions team will accept.</li> <li>● It's helpful to know what the international requirements equivalent are to GCSE's – e.g., Turkish GSCE</li> <li>● At UCAS fairs where there are likely to be international schools, have someone from the international team there so answer questions.</li> <li>● British University International Liaison Association (BUILA) good for training and job opportunities.</li> <li>● Have a process for taking international enquiries and getting their questions to the right person.</li> <li>● Involve your international team at on campus events and virtual events.</li> <li>● Its not as much in the culture of international students to visit on-campus open days though.</li> </ul> <p><b>Look out for</b></p> <ul style="list-style-type: none"> <li>● Some FE institutions might seek commission-based contracts for referring students.</li> </ul> <p><b>UK Based agents</b></p> <ul style="list-style-type: none"> <li>● SI-UK London fair – it's not brilliant, but it's something.</li> <li>● London UCAS fairs, Birmingham, Exeter, Oxford and Cambridge UCAS fairs are more likely to have international schools.</li> <li>● Kings Education Fairs</li> </ul> <p><b>Progression agreements</b></p> <ul style="list-style-type: none"> <li>● Their preference is to get guaranteed offers for their students, but most universities do 'letters of recognition' which helps strengthen the relationship with the provider. It also means students might be already familiar with your institution before they join the provider.</li> </ul> <p>Share within HELOA, like creating WhatsApp groups when you know about a fair or attend a fair as a group.</p>
<p><b>Case Studies/Examples :</b></p>	<ul style="list-style-type: none"> <li>● Edinburgh University shared that they split it the relationship management between pathway providers (International Team) and schools (Schools team) to help clarify roles and responsibilities with teams in the university.</li> <li>● Keele University shared how important it is to work with the admissions team to keep up to date with new qualifications.</li> </ul>
<p><b>Questions/Comments and Answers:</b></p>	<p>Tips if you aren't a Russel Group University</p> <ul style="list-style-type: none"> <li>● Build good relationship with schools and find an angle of what you can offer which Russel group can't.</li> <li>● Partner with other universities</li> <li>● Offer subject specific talks or workshops.</li> </ul>

	<p>Another important reason to keep recruiting UKI students is the cultural experience they bring into the university; it helps keep the student body diverse.</p>
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