

# The Low-Down on UK International Recruitment

Sarah Tompkins

UG Student Recruitment Manager (International)



# The big questions for today...

- What is UKI?
- How does UKI work?
- Why is it so complicated?
- Should UK or international deliver the work?
- Where can I find UKI students?
- How do I interact with int students?







# How does your institution do UKI?

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5 MINUTES

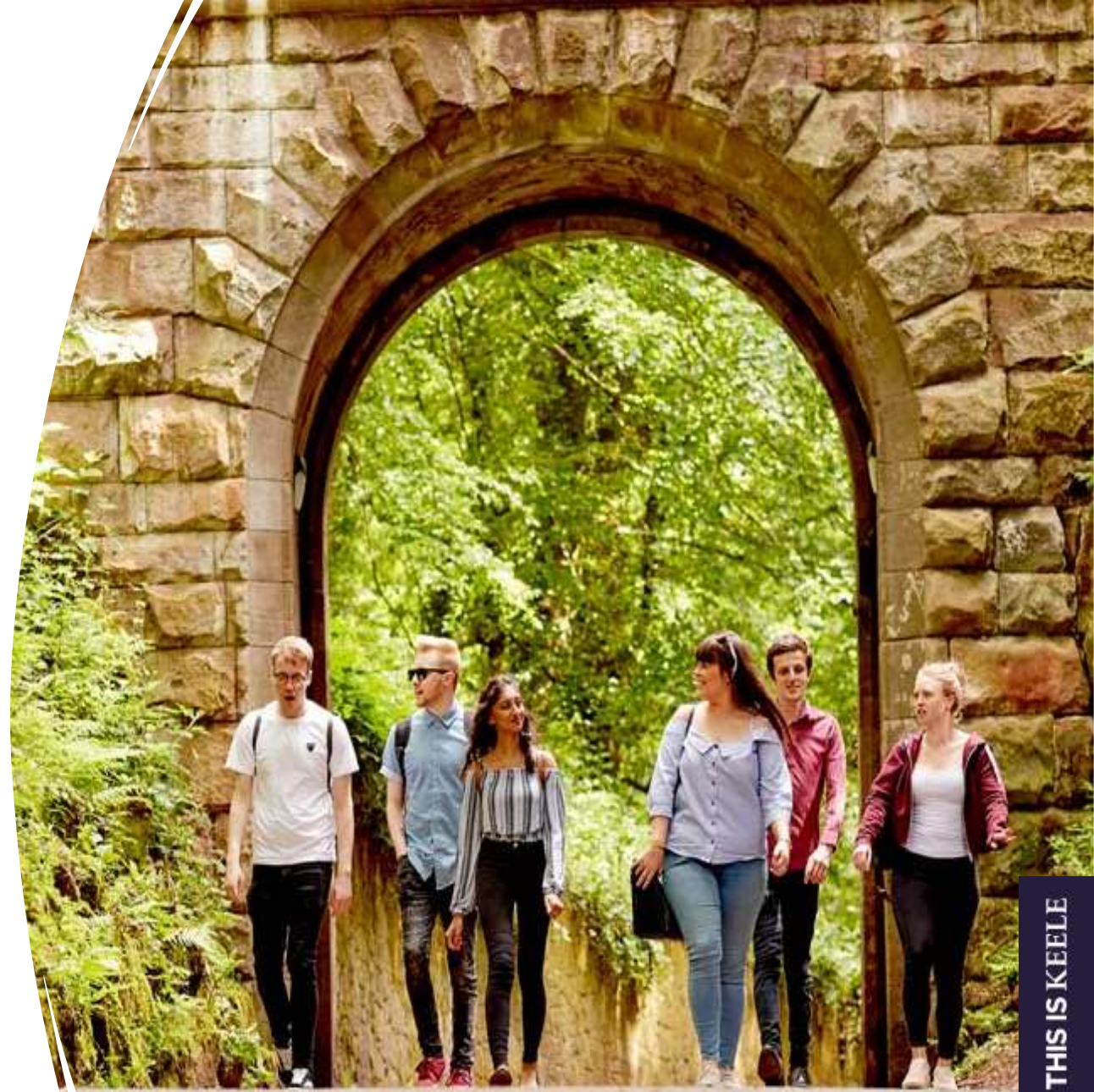


# Should it be...

**HOME**

**INTERNATIONAL**

**HOME AND INTERNATIONAL**



# What is UKI?

In a traditional sense, UKI recruitment targets  
**INTERNATIONAL FEE-PAYING STUDENTS** based in the UK

Sounds simple right?



# Why is it so complicated?

If they are an international passport holder, are they are a guaranteed international fee payer?

**NOPE**

It depends on:

- their residency length in the UK
- the type of visa/passport they have

Check out UKCISA for useful tips!



# Why is it so complicated?

If there are international students at a school, does that mean all the students are international?

**NOPE**

- Some schools will have boarding facilities for international students (and a sponsor licence to host them)
- Some large colleges host asylum seekers and refugees
- Some students at ordinary schools may be international
- Some students travel to study at foundation colleges

# Why is it so complicated?

Why does it matter? When I am speaking a student, I can just say the same things

**NOPE**

- International students have more concerns around funding and will often ask questions about tuition fees and scholarships
- Complex visa backgrounds can cause some students to be concerned about how they would afford higher education
- They could ask more about entry requirements and nuances related to those e.g. English requirements



A close-up shot of a woman with long blonde hair featuring pink highlights, driving a car. She has a wide-eyed, screaming expression with her mouth open, showing her teeth. Her right arm is extended across the steering wheel, and her left hand is on the wheel. The background shows a blurred outdoor scene with a yellow structure. The text "WHAT THE HELL" is overlaid in large white capital letters at the bottom.

**WHAT THE HELL**





How do I recruit UKI students then?

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# Pathway providers

Pathway providers offer foundation year courses to international students who need support with a route into Higher Education in the UK

- Examples include INTO, EF, NCUK, Navitas, Study Group, OnCampus, Kaplan, CATS
- Can be offered on campus or at an independent study centre
- Many independent study centres are in the Southeast or Manchester

All of these students **SHOULD BE** international fee payers



# Boarding schools

Boarding schools which hold a Tier 4 licence will often host international students

- Examples include Queen Ethelburga's, Fettes College, Marlborough College, UWC Atlantic, Charterhouse, Loughborough Grammar School
- Often can be found by searching online or searching the British Association of Independent Schools with International Students (BAISIS)

The majority of students at most of these schools will be home fee-payers

# International schools

There are also some international schools in the UK which are traditionally created for expats

- Examples include the ACS schools, TASIS, Georges Pompidou, Deutsche Schule London, Southbank International School
- All located in the Southeast
- Students tend to have a wide variety of study location interests due to their experiences with regular relocation

# Other schools/colleges

Some private schools without boarding will have international students, and importantly, your usual UK school visits could have an international student in the room

- Large colleges/college groups often have a big proportion of refugee/asylum seeker learners
- Immigration in the UK has led to a lot of learners who may have temporary visa types and must pay international fees
- Some schools with a strong reputation will attract international learners who will secure their own accommodation





How do I target?

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# Keele as an example...

We have one recruitment officer who is responsible for UKI as half of their allocated workload and sits in the international team

- Geography – we don't touch London, strategise around with Southeast
- Previous application data – where are the students coming from?
- Key partners – what suits the Keele offer better and putting efforts more into those spaces
- Training – ensuring both UK and international teams are clued up





So, whose responsibility should it be?

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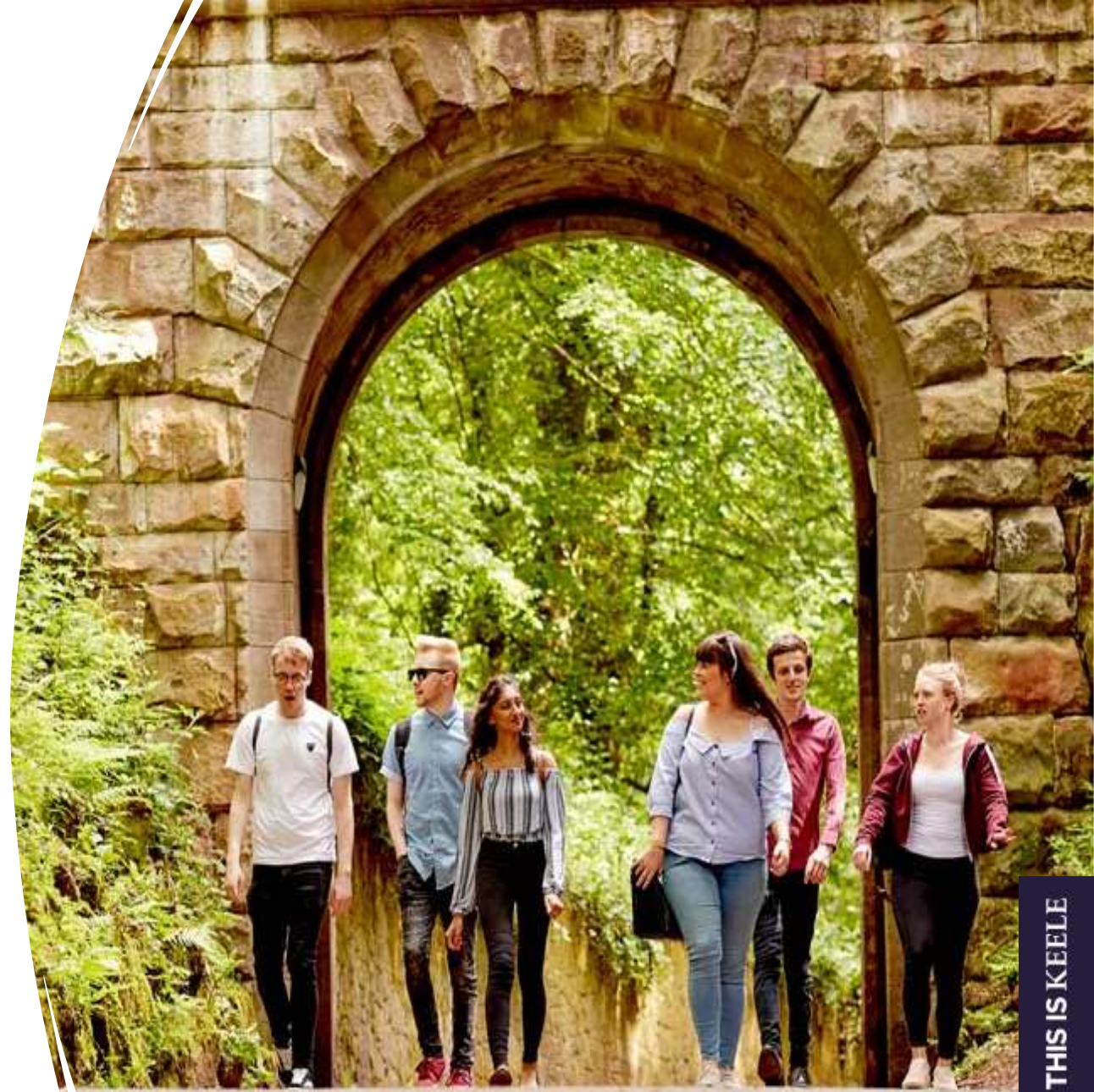


# Should it be...

**HOME**

**INTERNATIONAL**

**HOME AND INTERNATIONAL**





**IT'S YOURS  
BECAUSE IT  
SHOULD BE  
EVERYONE**



# Key takeaways

It's complicated and easy to try and pass around!

- UKI targeting can really differ uni to uni – make sure you are in the right places (experiment if needed) and focus on those routes
- Ask someone in international to train the team on common queries and how they can support
- Seek support from other unis – UKI is different everywhere and they may help you come up with a solution which works for you
- Think about where your UKI and UK schools could cross over and have a good plan in place to stop that happening (it won't be the first or last time a uni has sent 2 reps to the same school...)
- Think about how you can adapt to support students e.g. clearer communication in presentations, getting more background on students before answering questions
- UK recruiters have a lot of power in the UKI space!





# Thank *you*

**Keele University**  
Newcastle-under-Lyme  
Staffordshire  
ST5 5BG  
+44 (0)1782 732000

