

LTC15D020

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Issue

An overview of the University's International Summer School 2015

Recommendation

Recipients are invited:

To note the work of the Collaborative International Programmes Office (CIPO), which encompasses the International Summer School (ISS), CIPO's only accredited programme.

Resource Implications

N/A. CIPO is an incoming generating centre.

Risk Implications

N/A. CIPO activities including the ISS, provide opportunities to build on international collaborations, recruit to degree programme and increase our international brand awareness.

Equality and Diversity

All CIPO activities, including the ISS, bring international diversity to campus.

Timing of decisions

N/A. The CIPO portfolio continues.

Further Information

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Background

During the last financial year (2014-2015) the University's Collaborative International Programmes Office (CIPO) saw our on campus international visitor numbers double from 300 to more than 600. Participants ranged from senior level Vice Chancellors, mid-career researchers, high school and university students, and agents, from more than 20 countries.

UEA's CIPO-led accredited International Summer School (ISS) programme reached its fourth year with a marginal increase in student numbers, and we continue to meet demand for bespoke short courses, in the past year hosting groups from British Councils, teachers' groups, INTO and partner universities seeking to internationalise their students and staff whilst developing skills and knowledge for employment.

Our portfolio continues to reflect market demands, whilst also maximising opportunities to increase our brand recognition internationally, collaborating with partners in target countries.

This report provides an overview of this year's activity and, in particular, a detailed review of the accredited ISS.

Discussion

This overview includes:

- Aims and activity of CIPO
- International Summer School 2015 review
 - o Applicants, by country, partner, nationality and age, and reason to apply
 - o Academic Modules, by School
 - o Teaching, Assessment and Credit, involving LTS
 - o Student feedback
- CIPO activity 2015-2016 onwards
 - o ISS 2016 dates (including LTS involvement)

Attachments

N/A. All contained within report.

Aims and activity of CIPO

Since the last report presented to the LTC [October 2014] CIPO has continued to meet selected demands for on-campus programmes for international participants from target countries.

During the academic year 2014-2015 CIPO delivered UEA's fourth ISS for 66 students of 22 nationalities (an significant increase in diversity from 2014), a year-long recruitment process, alongside hosting more than 500 other participants who attended 18 separate programmes organised by the team.

These bespoke international groups came through collaborations with institutions who have chosen UEA to host a group of participants for a customised taught programme, either in response to a successful bid or choosing us to host their short course through direct partner relationship liaison. The year saw participants from Saudi Arabia, Poland, Hungary, Czech Republic and Slovakia, Russia, Taiwan, Italy, India, Singapore, Japan, Norway, Thailand, Iceland and Pakistan. In the majority of these cases participants come from UEA's international target countries, providing opportunities for academic staff to teach a diverse range of students in small groups and profile the exceptional teaching of UEA to an international audience. Accredited options and academic "taster" programmes delivered on campus showcase the "*Live and Learn*" experience here at UEA, and provide further platforms through which to promote our brand overseas, during direct recruitment activity, partnership development and through the extended UEA alumni returning to their home country with their positive experiences. Programmes vary in academic level to suit adult participants working in education and government sectors, taster programmes for high school or university students, and inter-cultural experiences to develop an English skill level not solely through English language classes.

CIPO operates as an income centre, generating a profit in excess of £300,000 last financial year, however the many non-monetary benefits are becoming increasingly more important and valued in our mission to increase our international brand awareness.

More than a dozen departments were involved in the delivery of academic taster sessions delivered as part of our bespoke short courses, in addition to seven Schools of Study proceeding to deliver an International Summer School module in July. We have seen the positivity towards these collaborative programmes increase, particularly now we are seeing short course participants return to UEA for further study. Furthermore the additional international alumni is proving to be advantageous as we spread the positive word in country. This cross-University engagement supports our international profile raising, increases opportunities to work with world-renowned institutions and develop academic research-based relationships, embracing the ambition to improve our international rankings.

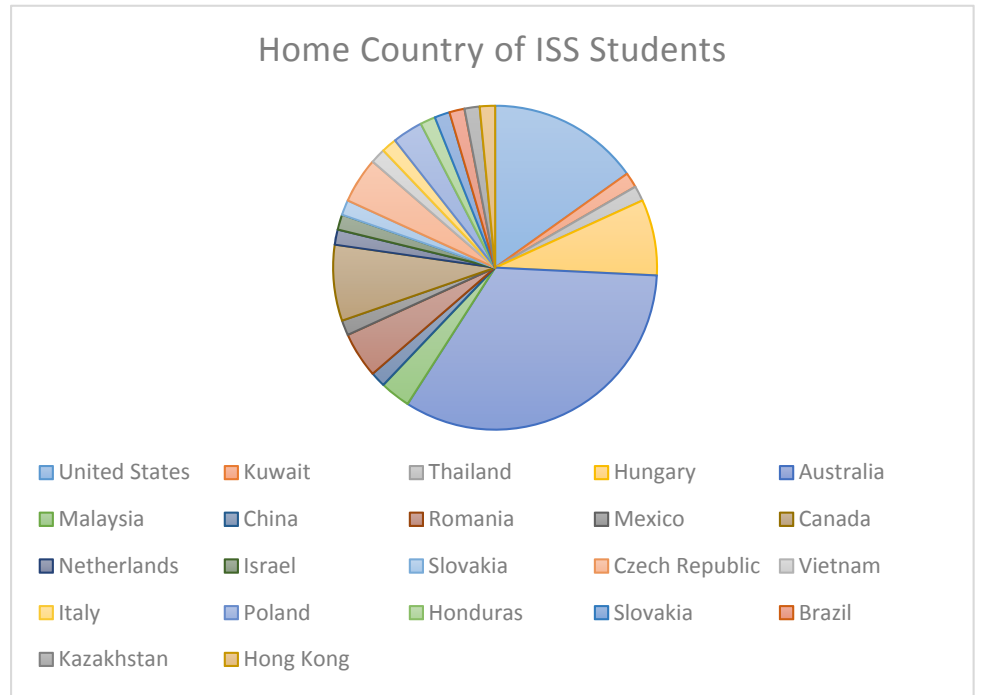
Project	Client/Funding Organisation	No. of Visitors	Country	Dates
Bringing Literature Alive: The Wild Woods of England Summer Conference	Association of Icelandic Teachers of English	17	Iceland	06/08/2014 – 13/08/2014
Russian Taster Day	St. Benedict School/The English Experience	15	Russia	21/08/2014
Aichi Prefectural University UK Intercultural Programme	Aichi Prefectural University	31	Japan	11/08/2014 – 12/09/2014
Osaka Global Summer Programme	British Council Japan	46	Japan	14/08/2014 – 18/08/2014
UK Summer Creative Writing Experience Programme	Raffles Institution	11	Singapore	18/08/2014 – 27/08/2014
Japan Orientation	Toshiba International Foundation and Individual students	14	Poland, Hungary, Czech Republic and Slovakia	30/08/2014 – 10/09/2014
Norway Taster Day	Randaberg Videregaende Skole/The English Experience	15	Norway	28/11/2014
Taiwanese Taster Day	The English Experience	66	Taiwan	01/02/2015
Ritsumeikan University UK Intercultural Programme	Ritsumeikan University	22	Japan	08/02/2015 – 06/03/2015
Italian Taster Day	The English Experience	109	Italy	10/03/2015 & 17/03/2015
Thai Taster Day	St Anton International Consultants/The English Experience	62	Thailand	13/03/2015 & 27/03/2015
Indian Vice-Chancellor Visit	British Council India	16	India	17/03/2015
Thai Mid-Career Researchers UK Study Tour	British Council Thailand	22	Thailand	23/03/2015
Agents' Familiarisation Week	Individual International Agents	36	Various	10/05/2015 15/05/2015
Future Leaders' Programme	British Council Pakistan	22	Pakistan	12/06/2015
INTO Regional Directors' Two-Day Forum	INTO	11	Various	16/06/2015 – 17/06/2015
Aramco Summer Conference	Aramco Overseas Company UK Ltd	55	Saudi Arabia	20/06/2015 – 14/07/2015
International Summer School	Individual Students	66	Various	27/06/2015 - 24/07/2015
INTO Success Factor Programme	INTO Success Factor	21	Pakistan	11/07/2015 – 13/07/2015
2014-2015 Total		657		

International Summer School 2015 review

66 students were registered on the International Summer School programme for 2015 from a breadth of nationalities and spanning 22 home countries.

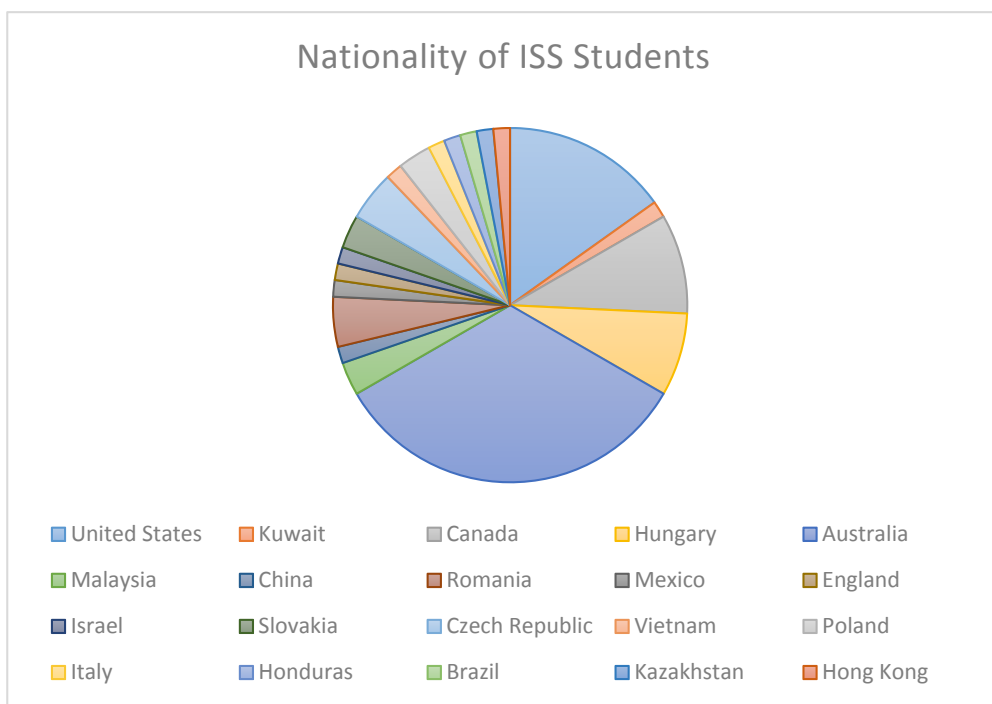
Applicants by home country

United States	10
Kuwait	1
Thailand	1
Hungary	5
Australia	22
Malaysia	2
China	1
Romania	3
Mexico	1
Canada	5
Netherlands	1
Israel	1
Slovakia	1
Czech Republic	3
Vietnam	1
Italy	1
Poland	2
Honduras	1
Slovakia	1
Brazil	1
Kazakhstan	1
Hong Kong	1



Applicants by nationality

Nationality of ISS Students	
United States	10
Kuwait	1
Canada	6
Hungary	5
Australia	22
Malaysia	2
China	1
Romania	3
Mexico	1
England	1
Israel	1
Slovakia	2
Czech Republic	3
Vietnam	1
Poland	2
Italy	1
Honduras	1
Brazil	1
Kazakhstan	1
Hong Kong	1



Applicants by home institution

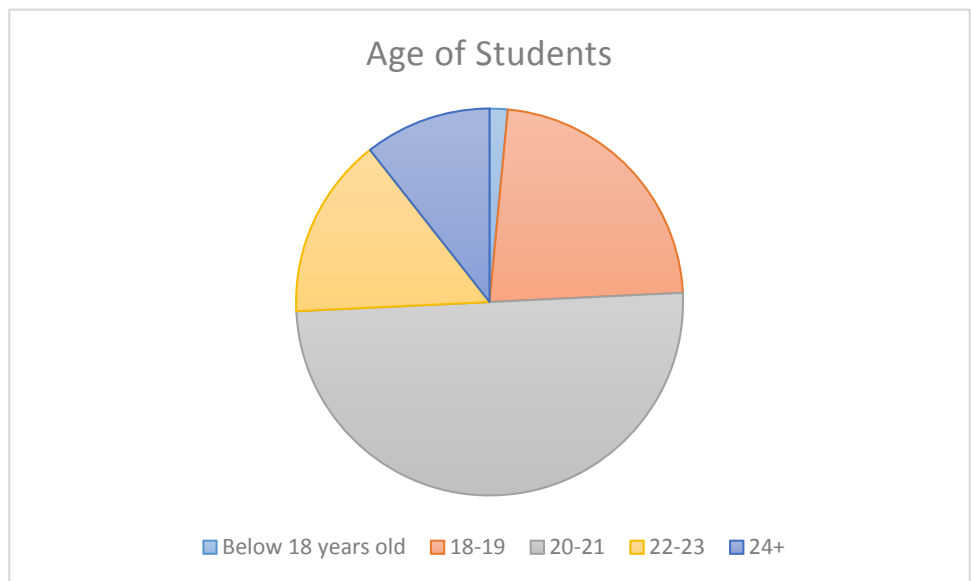
Country	No. of Students	Study Abroad Partner University or Agent
Australia	4	Macquarie University, Australia
	1	University of Newcastle, Australia
	1	University of Canberra, Australia
	1	University of Melbourne, Australia
	1	University of Canberra, Australia
	5	University of Technology, Sydney, Australia
	5	University of Sydney, Australia
	4	Deakin University, Australia
Canada	2	Simon Fraser University, Canada
	1	University of Guelph, Canada
	1	Western University, Canada
	1	University of Calgary, Canada
Kazakhstan	1	Via UEA Agent - Intellect
Netherlands	1	Rijks Universiteit Utrecht, The Netherlands
UK	2	University of East Anglia, UK
	1	INTO UEA
United States	1	University of California - Berkeley, USA

	1	University of Illinois, USA
	1	State University of New York at Fredonia, USA
	2	State University of New York at Plattsburgh, USA
	3	University of Mississippi, USA
	2	University of Oregon, USA
	1	Goucher University, USA
	1	Stetson University, USA
Various	22	Applicants applied directly (not through partner)

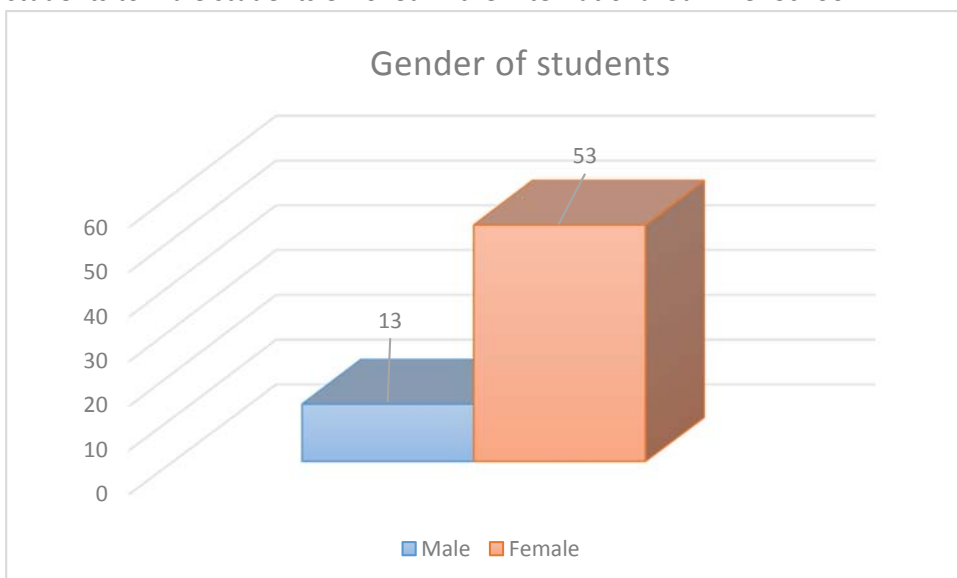
Applicants by age and gender

A wide age span adds to the student experience with 50 years difference between the youngest and eldest student.

Age of student	Number of students
17	1
18	4
19	11
20	16
21	17
22	8
23	2
24	1
25	1
26	2
28	2
67	1

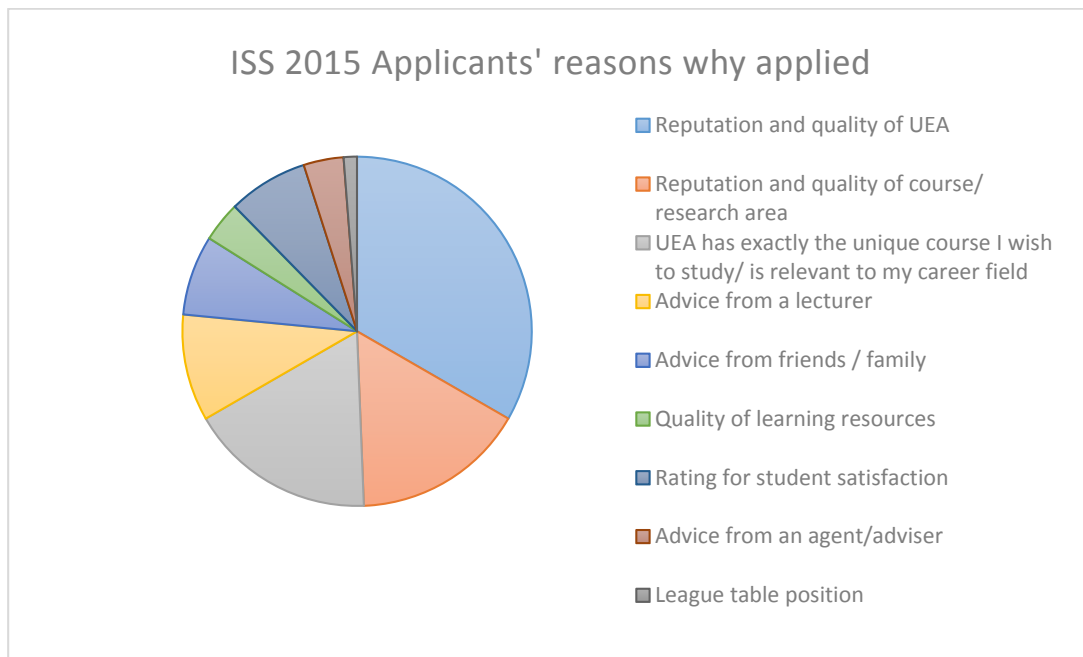


As is indicative of traditional study abroad students, there were substantially more female students to male students enrolled in the International Summer School.



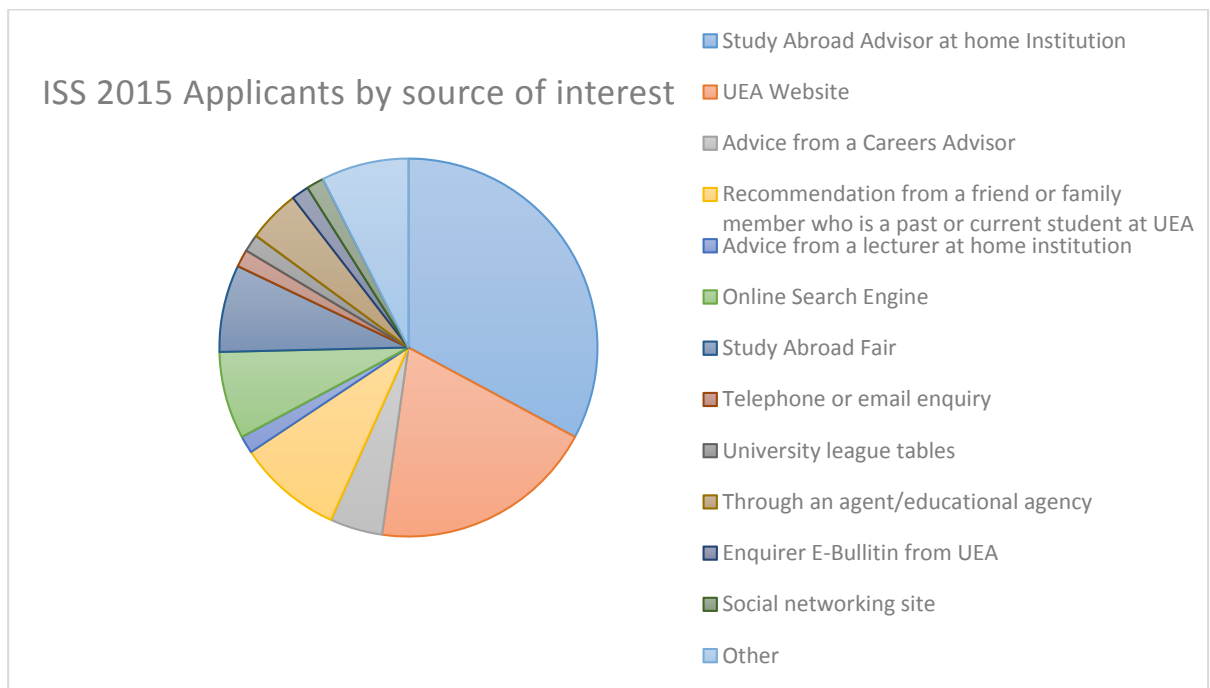
ISS 2015 Applicants' reasons why applied to UEA

The reputation of UEA through its name, or by recommendation coupled with course offering accounted for three quarters of applicants.



Data collected from the ISS application form

ISS 2015 Applicants by source of interest



Data collected from the ISS application form

Academic Modules, by School

The academic modules on offer to ISS students highlight the cross-institutional collaboration at UEA with eight departments proceeding to deliver summer school courses

Faculty of Arts & Humanities (HUM)

Creative Writing (LDC) Ms Kate Moorhead

Plague and Disease in the Medieval City (HIS) Dr Joy Hawkins

Reading Shakespeare's England (LDC) Dr Rebecca Pinner

Japan Orientation (PPL) Dr Simon Kaner

INTO

General English

Faculty of Social Sciences (SSF)

Global Media and Communications Law (LAW) Dr Nick Scharf

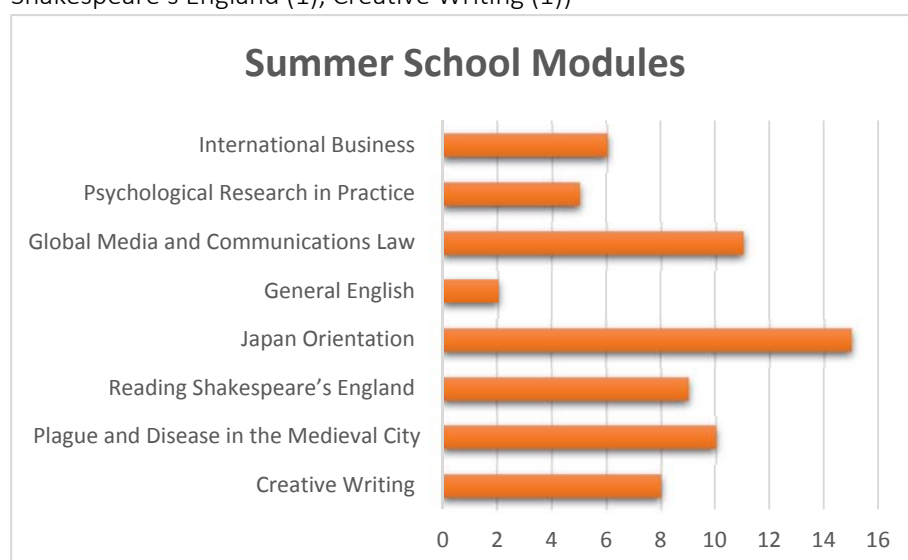
Psychological Research in Practice (PSY) Dr Debbie Griffiths

International Business (NBS) Dr Arvind Yadav

Number of Students enrolled per module:

Creative Writing	8
Plague and Disease in the Medieval City	10
Reading Shakespeare's England	9
Japan Orientation	15
General English	2
Global Media and Communications Law	11
Psychological Research in Practice	5
International Business	6

*6 students also took Additional Credit alongside their modules (International Business (1), Psychological Research in Practice (1), Global Media and Communications Law (2), Reading Shakespeare's England (1), Creative Writing (1))



Teaching, Assessment and Credit, involving LTS

Modules designed for delivery during the ISS rigidly follow the standardised guidelines approved by UEA's Academic Director for Taught Programmes, but may include different methods of assessment, for example class test, individual presentation, group presentation, fieldtrip reports, lab reports, written coursework, group critical analysis, debate preparation and

group discussion contribution. Module Assessment takes place during allocated academic sessions and students are expected to be continually assessed and monitored, and benefit from two periods of 'self-study' per week, during which individual and group tutorials are arranged by students and/or module leads and/or the central ISS Office (lead by an academic member of staff). All modules carry the same final submission deadline. Each module is set at a level 5 (Undergraduate year 2) 20 UK credits.

Involvement of LTS

A working document is produced by LTS each year which outlines all timeline tasks involved in the module set up, student enrolment and assessment processes. Advice and guidance to the ISS team has enhanced knowledge and ensured that the ISS is following the University's standard procedures for accreditation. The requirements of LTS are to:

- Set up module route codes update (October)
- Set up exam board codes (November)
- Attach diet to programme (December)
- Attend ISS training on visas and brief on how to 'mark as seen' (June)
- Submit electronic coursework and marksheets to module organiser
- Receive and enter marks onto SITS
- Arrange external assessment of work
- Receive external mark awards, prepare for exam board and confirm marks
- Advise ISS of marks awarded
- Set up electronic reassessment and follow standard process as required

Class registers are taken and students must attend a minimum of 80% of classes (unless due to extenuating circumstances) to be considered for passing the module, regardless of the final grade awarded. The ISS Office will receive marks from LTS after marks had been presented to the assessment board, enabling the ISS Office to send transcripts to students completing the course, usually at the end of September or early October. *At the time of submitting this report for the deadline, all marks have not been received.*

Student feedback

"An amazing opportunity to meet people from all over the world."	"A month of meeting amazing people, learning something new every day and an instilled desire to return."
"Such a great experience that promoted both individual growth and social development."	"A fantastic opportunity in a university studying some diverse and interesting topics."
"Very relaxed accessible to students of all disciplines with a great balance of social and academic life."	"An amazing experience that gives you not only an opportunity to study what you like but also the opportunity to meet people from all over the world."
"UEA's ISS gives you such a great sense of achievement - not just academically but personally. Exploring the subject practically through fieldtrips and meeting people from all over the world has been so rewarding."	"It's a very well organised programmed if you want fulfilment both academically and socially in a location that others both metropolitan and small town English experiences."

CIPO activity 2015-2016 onwards

UEA's new Corporate Plan (2016-2020) will include an Internationalisation Strategy in which the relevance and growth of short on-campus programmes features.

We have recently been selected as one of four UK universities to be visited by representatives from 20 Japanese universities as part of the annual British Council-led Inward Mission, which brings opportunities to enhance relationships with partner institutions and to forge new research, study abroad, and short programme collaborations in one of our top 5 target countries. Other forthcoming activity includes an exciting joint on-campus event with INTO UEA in celebration of the 10th Anniversary of the Joint Venture, by-country welcome events for international students, a formal event for sponsors of UEA students, and a celebration for UEA' scholarship awardees, all involving support from VCO.

Publicity and recruitment is underway for UEA's fifth International Summer School, and we are delighted to have all four faculties represented again, a fairly niche opportunity across the UK summer study market for students to be able to select summer study in non-humanities subjects. We will no longer offer a non-accredited English module.

Unique enquirer numbers for summer 2016 are already at 84, with 33 very recent enquires. The successful call campaign commences again later this year, in line with our 2016 webpages and the opening of online applications on 1 December 2015.

Faculty of Arts & Humanities (HUM)	
British Film and Television	FTM
Plague and Disease in the Medieval City	HIS
Intercultural Business Communication	PSI
Contemporary British Theatre	LDC
Creative Writing	
Reading Shakespeare's England	
Japan Orientation	CJS
Faculty of Social Sciences (SSF)	
International Business	NBS
International Accounting	
Global Media and Communications Law	LAW
Psychological Research in Practice	PSY
Faculty of Medicine and Health Science (FMH)	
Future Medicine	MED
Faculty of Science (SCI)	
Digital Animation	CMP

CIPO has continued to evolve despite its limited staff resource and expects to see numbers and income increase over the coming year. It is clear that demand for bespoke programmes has increased significantly and the result has been an unprecedented increase in participant numbers for short on campus programmes. It should be noted however that the aim is to enhance visibility in target countries and to maximise the quality of diversity on campus, not simply to increase numbers, however in line with the previous reports the table below shows the increase in numbers, with future forecasts already exceeded.

Year ending 31 July	50% ↑ forecast on Actual Numbers where known, otherwise based on forecast	ISS Numbers	CIPO other	Total CIPO student participants
2011-2012	N/A	34	64	98
2012-2013	147	51	192	243
2013-2014	365	64	181	259
2014-2015	389	66	534	600
2015-2016	144	N/K	N/K	N/K
2020	400	N/K	N/K	N/K

International Summer School 2016 programme dates:

ISS 2016 Arrivals:	Saturday 25 June
Visa checking/sign as seen:	Monday 27 June
Assignment deadline:	Thursday 21 July, 3pm
LTS distribute to module convenors:	Friday 22 July
ISS Departures 2016:	Friday 22 July
Failed students advised of resubmission:	By 31 July
Module convenors return work (by):	LTS to confirm (mid August)
Marks provisional on E:Vision	LTS to advise (mid August)
Marks to (next convening) Board:	LTS to advise (early September)
Marks confirmed by LTS to ISS:	Late September
ISS send transcripts to students:	Late September

End.