

LTC16D010

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Author: Alexandra Cole
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Issue

An overview of the University's International Summer School 2016

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. This paper focusses on a review of UEA's International Summer School.

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 and work closely with SSS to ensure equality is maintained.

Attachments

N/A. All contained within paper.

Timing of decisions

N/A. The CIPO portfolio continues.

Further Information

Ms Alex Cole, Assistant Head of International Programmes
alexandra.cole@uea.ac.uk
www.uea.ac.uk/summerstudyabroad www.uea.ac.uk/cipo www.uea.ac.uk/studyabroad

Background

The Collaborative International Programmes Office (CIPO) supports study placements through the development and maintenance of more than 150 partnerships in more than 30 countries. We are responsible for the recruitment of incoming summer, semester and year-long study abroad visiting students, and the placement locations for and administration of UEA's outbound students. We also administer grants for students and staff funded through the Erasmus+ programme. We are tasked with increasing diversity on campus, especially during the summer months, organising UEA's International Summer School and responding to requests to host customised programmes for international groups. Throughout the year we also host a series of on-campus events to support International Recruitment objectives, including events for sponsors, partner institutions, agents and international school students.

In the financial year 2015-2016 the team hosted events for 846 participants - a 25% increase on the preceding year (not including any students at UEA on study abroad or exchange), generating revenue of £360,000. The focus of the Office has shifted to supporting UEA's recruitment and reputation raising activity, with participants including governmental officials and British Council led-academic groups, vice chancellors, teachers from international high schools, and international agents, as well as high school and university students, from more than 50 countries.

This paper provides an overview of the aims and activity of the Office *not* relating to Study Abroad, and focusses on our short courses and in particular UEA's accredited International Summer School (ISS) and the involvement of LTS.

This paper includes:

- Aims of the Collaborative International Programmes Office
- Collaborative International Programmes Review
 - o Activity 2015-2016
- International Summer School 2016
 - o Applicants, by country, partner, nationality and age, and reason to apply
 - o Academic Modules, by School
 - o Teaching, Assessment and Credit, involving LTS
- International Summer School Review

Aims of the Collaborative International Programmes Office

We have seen a rise in requests for short-term programmes over the past five years, with growth in inbound numbers from China, Japan and Australia, and we have been keen to respond to these proactively, enhancing and developing partner relationships. In addition, we are seeing a drive towards offering short-term outbound mobility for UEA students globally and as referenced in the International Plan.

The main aims of the International Programmes Office, as determined from the Corporate Plan and the International Strategy, are to:

1. Maintain, develop and strengthen quality and long-lasting international partnerships that will enable, enhance and increase student and staff mobility, with the ambition to double outbound student mobility by 2020.
2. **Contribute to diversifying the student population by responding to requests and actively seeking to host groups from specific target countries, including enriching UEA's accredited International Summer School.**
3. Support the commitment to increase the number of talented students from around the world by engaging more proactively with our international sponsors, partners and agents, hosting on-campus training, conferences and discussion forums.
4. Enhance the quality of experience for UEA students engaged in a degree with study abroad by offering a series of informative, practical sessions throughout the student lifecycle, commencing at Open Days and continuing to graduation.
5. Increase the number of approved short-term study abroad programmes available to UEA students, underpinning two new short course opportunities overseas by 2020.

Collaborative International Programmes Review

The UEA International Plan features the relevance and growth of short term programmes in helping us to maintain, develop and strengthen quality and long-lasting international partnerships that will enable, enhance and increase student and staff mobility, with the ambition to double outbound student mobility by 2020.

The past year has seen us host the British-Council-led Japan Inward Mission for representatives from 20 Japanese universities, a formal event for sponsors of UEA's international students, and bespoke courses for important research partners, including Ritsumeiken University (Japan) and Ocean University (China). Activities hosted by the Office in the past year doubled from 18 to 36 separate events.

Activity of the Collaborative International Programmes Office 2015-2016				
Project	Client/Funding Organisation	Country	No. of Participants	Accompanying officials
Aramco Leadership 5-Week Programme	Aramco Overseas Company UK Ltd	Saudi Arabia	24	0
Hitotsubashi University UK Intercultural 4-Week Programme	Hitotsubashi University	Japan	14	0
Study Abroad Partner Days	Study Abroad Partner Universities	Australia, Japan, Canada, Germany, Switzerland, France	11	0
West African Student Welcome Event	International Office	Ghana, Nigeria, Liberia, Cameroon, Sierra Leone	25	0
Central Asian Student Welcome Event	International Office	Kazakhstan, Azerbaijan	15	0
Eastern and Southern Africa Student Welcome Event	International Office	Angola, Namibia, Botswana, South Africa, Mozambique, Zimbabwe, Zambia, Kenya, Mauritius, Uganda, Tanzania, Rwanda, Burundi, Ethiopia, Malawi	23	0
Brunei, Indonesia and Singapore Student Welcome Event	International Office	Brunei, Indonesia, Singapore	35	0
Japan Student Welcome Event	International Office	Japan	40	0
Korea Student Welcome Event	International Office	Korea	30	0
Malaysia Student Welcome Event	International Office	Malaysia	50	0
Russia Student Welcome Event	International Office	Russia	10	0
Spanish-speaking Latin America Student Welcome Event	International Office	Mexico, Argentina, Colombia, Costa Rica, Honduras, Peru, Venezuela	10	0
Middle East Student Welcome Event	International Office	Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Saudi Arabia, Syria, UAE	9	0
South Asia Student Welcome Event	International Office	India, Pakistan, Sri Lanka, Nepal, Bangladesh	3	0
Japan Inwards Mission	British Council Japan	Japan	18	2
Sponsors Day	Sponsors of International Students	Brazil, Brunei, Chevening, Saudi Arabia, USA	9	0

Norway Student Welcome Event	International Office	Norway	11	0
Brazil Student Welcome Event	International Office	Brazil	20	0
Scholars Reception	International Office	Canada, China, Egypt, Fiji, Hong Kong, India, Indonesia, Malaysia, Mauritius, Mexico, New Zealand, Nigeria, Norway, Philippines, Poland, Singapore, UK, USA, Vietnam, Zimbabwe	34	0
Taiwan Student Welcome Event	International Office	Taiwan	18	0
Thailand Student Welcome Event	International Office	Thailand	26	0
Turkey Student Welcome Event	International Office	Turkey	8	0
Vietnam Student Welcome Event	International Office	Vietnam	45	0
Australia and New Zealand Study Abroad Taster Session	Study Abroad Office	Various (UEA students outward mobility)	51	0
Ritsumeikan University UK Intercultural 4-Week Programme	Ritsumeikan University	Japan	22	0
Italian Taster Day	English Experience	Italy	29	3
Italian Taster Day	English Experience	Italy	28	3
European Welcome Event	UEA Higher Education Advisers	Austria, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Hungary, Latvia, Lithuania, Netherlands, Portugal, Romania, Slovakia, Slovenia, Spain	20	0
Lakenheath Middle School Taster Day	Lakenheath Middle School	USA	27	4
St Anton Thai Taster Day	English Experience	Thailand	21	2
Italian Taster Day	English Experience	Italy	27	2
Italian Taster Day	English Experience	Italy	26	2
St Anton Thai Taster Day	English Experience	Thailand	23	3
UEA 4-Week International Summer School	Individual students	Various	69	0
Ocean University Customised 2-Week Programme	Ocean University China	China	15	1
			846	22

The Office has taken a lead on organising all the campus-based recruitment activities of the International Office, including welcome events for students by country/region, training for partners and agents, and activity to help raise awareness of international activity across UEA. The Office also supports international reputation and engagement activity externally, supporting the planning of travel schedules for the VCO, the activity of the International Dialogue Groups, and the development of a suite of corporate gifts.

UEA's International Summer School offers a separate suite of accredited modules available for incoming students to select from for their summer study. Students select one module (a third of a semester load) on a full fees or exchange basis. Modules offered in 2016 were from across all four Faculties, from MED, LDC, PPL, LAW, NBS, IAH, PSY, AMA and CMP, with income administered separately from semester and year-long Study Abroad. For customised programmes, Schools offer bespoke taught classes which do not carry academic credit but provide a taste of the expertise within the School and usually compliment the visiting students' home curriculum, whilst bringing additional remuneration to the School.

The growth in short-term international programmes and study abroad has a positive impact on revenue to the University and on income to Schools. Academic staff are increasingly engaged in other international programmes activity that showcase UEA on campus, including presenting taster sessions and attending international fora's for visiting staff and students.

The 2016-20 Strategy for the Collaborative International Programmes Office is aligned to the UEA Plan and International Strategy and was submitted to ARM Executive in September 2016.

International Summer School 2016

69 students (56 female, 13 male) were registered on the 2016 International Summer School programme, of 16 different nationalities. The youngest was aged 17, the eldest aged 66, with the majority of the students aged 19-21. For the first time in the five year history of the ISS, all participating students were currently registered on degree programmes at university.



Of significant importance in attracting students to the ISS are UEA's Study Abroad Partners, from where the majority of the ISS students come to transfer credit to their home university degree, more frequently as part of our exchange agreement to help generate outbound places for UEA students. This has become particularly necessary since the recent increased recruitment to degrees with a year abroad as the availability of outbound spaces at partner institutions had not been factored in to this increase. Offering the ISS on exchange (waiving the tuition fee) has played an integral part in addressing imbalances and creating outbound spaces for UEA students, and is far more cost effective than the ultimate obligation for UEA to pay outbound fees.

We have also been able to secure scholarships for students to attend the ISS from certain countries (through Santander; the Toshiba International Foundation (TIFO); the Sainsbury Institute for the Study of Japanese Arts and Cultures (SISJAC); and the Centre for Japanese Studies (CJS)). We were pleased also to welcome three current UEA students to the programme, on discounted, non-accommodated fees, and see this as an opportunity to internationalise the experience of our student body over the summer months.

Home institution/country of inbound International Summer School students 2016		
<u>Home University</u>	<u>Students</u>	<u>Application type</u>
<u>Deakin University, Australia</u>	<u>4</u>	<u>Study Abroad Partner</u>
<u>University of Canberra, Australia</u>	<u>3</u>	<u>Study Abroad Partner</u>
<u>University of New South Wales, Australia</u>	<u>1</u>	<u>Direct student</u>
<u>University of Newcastle, Australia</u>	<u>2</u>	<u>Study Abroad Partner</u>
<u>University of Sydney, Australia</u>	<u>4</u>	<u>Study Abroad Partner</u>

<u>University of Vienna, Austria</u>	<u>1</u>	<u>Direct student – TIFO scholarship</u>
<u>Universidade de Brasília, Brazil</u>	<u>1</u>	<u>Direct student – Santander scholarship</u>
<u>University of Calgary, Canada</u>	<u>2</u>	<u>Study Abroad Partner</u>
<u>University of Guelph, Canada</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>University of Victoria, Canada</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>University of Western Ontario, Canada</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>Ocean University of China</u>	<u>2</u>	<u>UEA Partner</u>
<u>Renmin University of China</u>	<u>1</u>	<u>Direct student – TIFO scholarship</u>
<u>South University of Science and Technology of China</u>	<u>3</u>	<u>UEA Partner</u>
<u>Charles University Prague, Czech Republic</u>	<u>5</u>	<u>Direct student – three TIFO scholarships, one CJS, one funded by SISJAC</u>
<u>Karoli Gaspar University of the Hungarian Reformed Church</u>	<u>1</u>	<u>Direct student – TIFO scholarship</u>
<u>Pázmány Péter Catholic University</u>	<u>1</u>	<u>Direct student – TIFO scholarship</u>
<u>University of Pécs</u>	<u>1</u>	<u>Direct student - fully funded by TIFO</u>
<u>Escuela John F. Kennedy the American School of Queretaro</u>	<u>1</u>	<u>IO Agent - AngloLatino</u>
<u>University of Warsaw</u>	<u>4</u>	<u>Direct student - two funded by TIFO, two funded by SISJAC</u>
<u>University of Bucharest</u>	<u>1</u>	<u>Direct student - fully funded by TIFO</u>
<u>Constantine the Philosopher University in Nitra</u>	<u>1</u>	<u>Direct student - fully funded by TIFO</u>
<u>Universidad Pablo de Olavide</u>	<u>1</u>	<u>Direct student</u>
<u>Universidad Antonio De Nebrija</u>	<u>1</u>	<u>Erasmus+ Partner</u>
<u>Ozyegin University</u>	<u>1</u>	<u>International Agent - ATEC</u>
<u>UEA</u>	<u>3</u>	<u>Current UEA students</u>
<u>American University, DC, USA</u>	<u>1</u>	<u>Direct student</u>
<u>Goucher University, Baltimore, MD, USA</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>Loyola University New Orleans</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>Occidental College, CA, USA</u>	<u>1</u>	<u>Study Abroad Partner – Santander scholarship</u>
<u>University Of Arizona, United States of America</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>University of California - Berkeley, CA, USA</u>	<u>3</u>	<u>Study Abroad Partner - UCEAP</u>
<u>University of California - Davis, CA, USA</u>	<u>2</u>	<u>Study Abroad Partner – UCEAP; one Santander scholarship</u>
<u>University of California - Irvine, CA, USA</u>	<u>1</u>	<u>Study Abroad Partner - UCEAP</u>
<u>University of California - San Diego, CA, USA</u>	<u>1</u>	<u>Study Abroad Partner - UCEAP</u>
<u>University of California - Santa Barbara, USA</u>	<u>4</u>	<u>Study Abroad Partner - UCEAP</u>
<u>University of California - Santa Cruz, USA</u>	<u>2</u>	<u>Study Abroad Partner - UCEAP</u>
<u>University of Hawaii, HI, USA</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>University of Kansas, KS, USA</u>	<u>1</u>	<u>Study Abroad Partner</u>
<u>University of Oregon, OR, USA</u>	<u>1</u>	<u>Study Abroad Partner</u>

The International Office manages the promotion of the ISS, attending recruitment fairs, giving talks at partner institutions, and maintaining a web and social media presence. We gather data seeking comment on how students become aware of and choose UEA's ISS to support the activities of the next recruitment cycle.

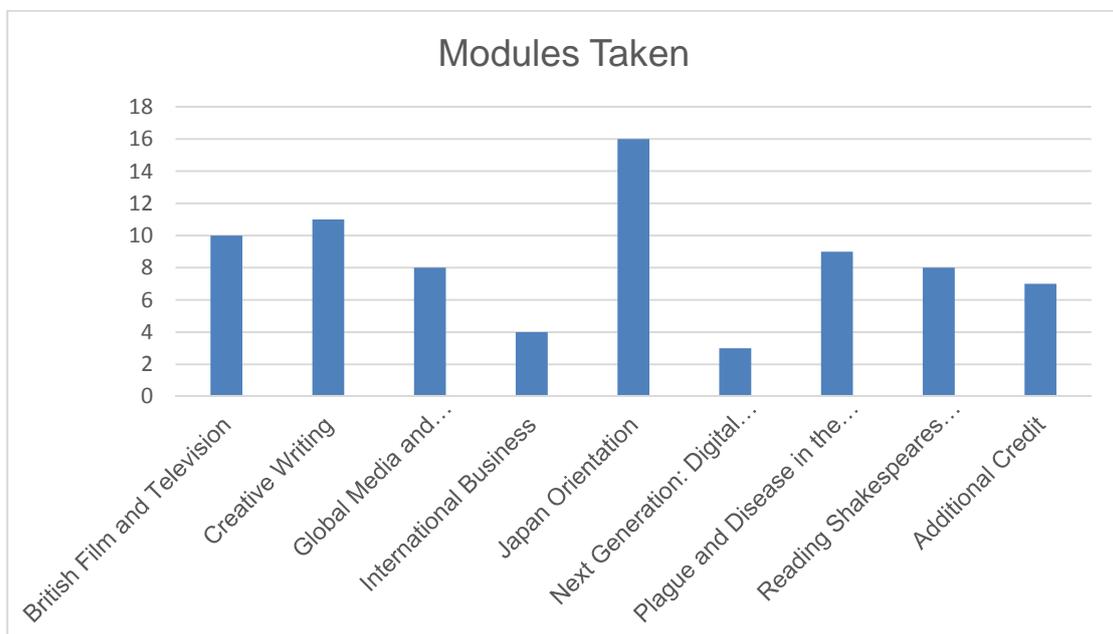
Sources of Interest
Advice from academic staff at UEA
Enquirer E-Bulletin from UEA
Friend went on study abroad exchange to UEA and recommended the academic experience
Online Search Engine
Recommendation from friend or family member who is a past or current student at UEA
Social Networking Site
Study Abroad Advisor at home institution
Study Abroad Fair
Through an agent/education agency
UEA website
Why Did you Apply?
Advice from a lecturer
Advice from an agent/adviser
Reputation and quality of course/research area
Reputation and quality of UEA
UEA has exactly the unique course I wish to study/is relevant to my career field

Academic Modules, by School

The academic modules on offer demonstrate the cross-institutional collaboration at UEA, with eight departments proceeding to deliver summer school courses in 2016:

Faculty of Arts & Humanities (HUM)	
Creative Writing (LDC)	Ms Kate Moorhead
Plague and Disease in the Medieval City (IIH)	Dr Joy Hawkins
Reading Shakespeare's England (LDC)	Dr Rebecca Pinner
Japan Orientation (PPL)	Dr Simon Kaner
British Film and Television (AMA)	Dr Eylem Atakav
Faculty of Social Sciences (SSF)	
Global Media and Communications Law (LAW)	Dr Sven Gallasch
International Business (NBS)	Dr Arvind Yadav
Faculty of Science (SCI)	
Digital Animation (CMP)	Dr Dan Smith

The 2016 cohort of students ranged in groups of 3-16, across eight, 20 UCU credit modules:



Four students also selected the Additional Credit option, convened by Norwich Business School, paying a supplement and producing an additional assignment for a further 5 UCU credits.

Teaching, Assessment and Credit, involving LTS

The modules designed for delivery during the ISS follow the standardised guidelines approved by UEA's Academic Director for Taught Programmes. Assessment methods may include a 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 continually assessed and monitored. Students are expected to carry out 'self-study' during the week, and two specific periods are reserved for self-study, 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. All 2016 modules were set at 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 the responsibility of module convenors, 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.

Tuition fees are paid directly to Schools according to the number of students taught during their summer module.

International Summer School Review

2016 was the fifth year of ISS programme. Since the inaugural year of the ISS in 2012 the focus of UEA's ISS has needed to change to meet the growth in outbound study abroad, offering inbound summer places to study abroad partners on a tuition waived fee basis. Whilst this has decreased the assumed growth in income from the ISS, the overall benefit to the University in monetary terms is greater. The team has also become actively involved in hosting UEA's on-campus international recruitment activity, which has taken staff resource from the ISS but increased our activity participant numbers three-fold. This steer has been part of an initiative to diversify the ISS portfolio, providing flexibility in our offering, supporting the wider aims of the UEA Plan 2016-2020, and moving with the UK-based competition.

The relevant objective of the CIPO Strategy is to contribute to diversifying the student population by responding to requests and actively seeking to host groups from specific target countries, including enhancing UEA's accredited International Summer School and short customised programmes.

Proposals to refresh the programme to meet the objectives of the UEA Plan were discussed at the annual review meeting with Heads of School in September, with the following key outcomes:

ISS Academic Module Offering

- Modules offered need to be “signed-off” at the start of the Autumn semester (October) by the relevant HOS, for potential delivery during the following summer.
 - o A module convenor will be identified for each module
 - o A committee consisting of the Assistant Head of International Programmes, ISS Manager, ADTP and the four ADAs will consider the portfolio of options relevant for each year
 - o A decision will be taken at the end of the Spring semester (April) regarding recruited students and the module proceeding to delivery
 - o Utilise ATS and PhD staff to teach during the ISS
- Continue to work closely with LTS on determining appropriate deadlines and procedures in the recruitment and assessment cycle

ISS Promotion

- Work closely with the Study Abroad Partners to actively promote the ISS as an exchange option, to help generate outbound exchange places for UEA students
- Seek academics’ support in the promotion of the ISS, within Schools and externally; disseminate information about academic staff travel, capitalising on in-country presence.
- Actively promote the ISS in new and emerging markets, building on the success of promotion in Australia
- Maximise opportunities presented by both UEA (returners/alumni) and Santander funding to encourage students from non-traditional study abroad countries, including Japan, Mexico, China, South East Asia, to consider UEA as their summer/study abroad destination

Diversifying the ISS

- Continue discussions with partner institutions seeking accredited short-course options.
 - o Continue discussions with Dickinson College, USA, to expand the faculty-led options delivered at UEA
 - o Escalate discussion with Oregon State University, USA, for a customised summer programme, dovetailing in to the ISS
 - o Continue successful collaboration with new partner Ocean University China to host a short summer programme each year, dovetailing in to the ISS.
 - o Continue discussions with Nara University, Japan, to launch a short co-delivered course on campus
 - o Dovetail other courses in to the ISS portfolio, including the split-site, shared delivery proposal with VU Amsterdam

The 2017-2020 programme dates will be announced in October 2016 pending an announcement from The Registrar with regards to the availability of student accommodation for summer 2016. Recruitment and publicity will commence in November 2016 and internal deadlines will be discussed and communicated with LTS.

Summary

Whilst we have seen a positive trajectory in short-course participant numbers over the past five years, interest in specific courses and income is difficult to predict, particularly for bespoke programmes, often affected by unforeseen market conditions and non-recurring (ad-hoc or one off) customised programmes. In the past year this has included a change in oil prices effecting a lucrative contract with a private company in Saudi Arabia, and the decreasing value of the Japanese Yen to the Pound, affecting two recurring programmes. Demand for short-term programmes continues to be strong, however, from across Asia and the US, but current lack of resource to be more proactive currently hinders any potential growth to meet demand.

The many non-monetary benefits however are becoming increasingly as important and valued in our mission to increase our international brand awareness. Several ISS alumni have now returned to UEA for further study, and we have many active alumni keeping in contact with UEA, including helping to promote UEA at recruitment fairs in their home country, hosting UEA’s Global Gatherings in-country, and this year an ISS alumni has cited UEA as his inspiration for his first novel, published in 2016. The cross-University engagement of the ISS 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.

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	900	69	780	846

It is apparent, from both partner and specific country requests, and competitor analysis that the demand for short-term mobility continues to grow, evidenced by the growth in participant numbers hosted on campus over the past two years. Several new-job announcements have been made by UK-based competitors in 2016 advertising for 'Short-Term Programmes' staff, responding to demand for short-term January-terms, faculty-led programmes, summer schools, and bespoke programmes' for inbound participants and for outbound growth. These programmes help achieve many of the objectives of the International Plan to raise reputation and revenue, and internationalise the student experience. We should embrace the opportunity to invest in staffing resource to enable us to offer a portfolio of courses, and respond proactively to current demand, whilst the market for short-term programmes remain buoyant and as yet saturated by UK-based hosts.