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Issue

An overview of the University's International Summer School 2017

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 short term 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

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Background

The Collaborative International Programmes Office (CIPO) supports study placements through the development and maintenance of 200 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.

The Short Term Programmes Team 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 and taster days for sponsors, partner institutions, agents and international school students. We are also responsible for activities such as Welcome Events for current UEA international students, or events to promote specific destinations for our outbound Study Abroad students. These events feed into student satisfaction rankings and the student experience of UEA students.

In the financial year 2016-2017 the team hosted events for 1091 participants - a 20% increase on the preceding year (not including any students studying at UEA on a study abroad or exchange basis). The focus of the Office has now shifted to supporting UEA's recruitment and reputation raising activity, with short term participants including British Council led-academic groups, teachers from international high schools, and international agents; as well as high school and university students, from more than 50 countries each year.

This paper provides an overview of the aims and activity of the Office *not* relating to Study Abroad and Exchange, 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 2016-2017
- International Summer School 2017
 - o Applicants: by country, partner, agent, 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 six 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 of 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 Changshu Institute of Technology (China) or key Educational Agents including PDVL (Malaysia). The table on pages 6 – 9 of this report provide a breakdown of all events organised by the office, showing the duration of the programme and nationalities attending.

The graph on page 5 shows the nationalities of participants on a CIPO short-term programme in 2016/17; this range and diversity far exceeds UEA International target countries and where our 200 Study Abroad partners are located.

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 fee paying or exchange basis. Modules offered in 2017 were from 8 schools of study, LAW, CMP, LDC, IIH, PPL, HIS, NBS, CJS, with income administered separately from semester and year-long Study Abroad.

For our 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.

Nationalities of participants attending CIPO events and programmes. (Not including semester or year-long exchange and Study Abroad)



| Activity of the Short Term International Programmes Office: 2016 - 2017 | | | | | |
|---|--|--|--------------|--------------------|---------------------|
| Project | Client/Funding Organisation | Country | Participants | Teachers/officials | Dates |
| London International Youth Science Forum taster day | London International Youth Science Forum | China, Cyprus, England, India, Israel, Mexico, New Zealand, Spain, Sweden, UAE | 38 | 1 | 02/08/2016 |
| Osaka Summer Programme | British Council | Japan | 32 | 6 | 02/08/16 - 07/08/16 |
| Benedict School Taster Day | Benedict School | Russia | 14 | 0 | 16/08/2016 |
| Changshu Institute of Technology Chemistry Programme | Changshu Institute of Technology | China | 15 | 1 | 18/06/16 - 02/09/16 |
| East and Southern Africa Welcome Event | UEA International Office | Angola, Botswana, DRC Congo, Ethiopia, Kenya, Malawi, Namibia, South Africa, Zimbabwe | 19 | 0 | 18/10/2016 |
| Thailand Welcome Event | UEA International Office | Thailand, UK | 52 | 0 | 19/10/2016 |
| Europe Welcome Event | UEA International Office | Austria, UK, France, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Spain, Luxembourg | 63 | 0 | 25/10/2016 |
| Bell Cambridge Taster Day | Bell Cambridge | Belgium, China, Hong Kong, Italy, Poland, Portugal, Taiwan, Thailand, USA | 29 | 3 | 26/10/2016 |
| Malaysia Welcome Event | UEA International Office | Malaysia, India | 58 | 0 | 27/10/2016 |

| | | | | | |
|---|--------------------------|--|-----|---|------------|
| Brunei, Indonesia and Singapore Welcome Event | UEA International Office | Brunei, Indonesia, Singapore, Malaysia | 30 | 0 | 01/11/2016 |
| Japan Welcome Event | UEA International Office | Japan, UK | 47 | 0 | 08/11/2016 |
| Middle East Welcome Event | UEA International Office | Algeria, Bahrain, Egypt, United Arab Emirates, Iraq, Jordan, Lebanon, Libya, Oman, Palestine, Saudi Arabia, Syria, Tunisia | 28 | 0 | 09/11/2016 |
| Central Asia Welcome Event | UEA International Office | Armenia, Azerbaijan, UK, Georgia, Kazakhstan, Latvia, Uzbekistan | 16 | 0 | 10/11/2016 |
| South Asia Welcome Event | UEA International Office | India, Nepal, Pakistan | 11 | 0 | 15/11/2016 |
| Latin America and Brazil Welcome Event | UEA International Office | Argentina, Brazil, Germany, UK, Colombia, Cuba, Ecuador, Guyana, Italy, Mexico, Panama, Peru, Uruguay, USA | 24 | 0 | 16/11/2016 |
| Norway Welcome Event | UEA International Office | Norway | 5 | 0 | 17/11/2016 |
| Taiwan Welcome Event | UEA International Office | Taiwan | 7 | 0 | 22/11/2016 |
| Vietnam Welcome Event | UEA International Office | Vietnam, Hungary | 53 | 0 | 23/11/2016 |
| Scholarship Awardees Event | UEA | Various | 118 | 0 | 01/12/2016 |
| Russia Welcome Event | UEA International Office | Russia, Lithuania, UK, Latvia, Kyrgyzstan, Kazakhstan | 19 | 0 | 01/12/2016 |
| West Africa Welcome Event | UEA International Office | Angola, Cameroon, Ghana, Liberia, Nigeria | 18 | 0 | 02/12/2016 |

| | | | | | |
|---|---|--|----|----|---------------------|
| Turkey Welcome Event | UEA International Office | Turkish, Azerbaijan, UK | 17 | 0 | 07/12/2016 |
| Korea Welcome Event | UEA International Office | Korea, Portugal, Hong Kong, UK, Japan | 15 | 0 | 08/12/2016 |
| Nigerian student Reception (Alumni) | UEA International Office | Nigeria | 15 | 0 | 13/02/2017 |
| Kazakh Student Reception (Alumni) | UEA International Office | Kazakh, Azerbaijan | 23 | 0 | 09/03/2017 |
| Randaberg Taster Day | UEA International Office | Norway | 28 | 2 | 13/03/2017 |
| Thai Taster Day | UEA International Office/English Experience | Thailand | 43 | 2 | 17/03/2017 |
| Italian Taster Day | UEA International Office/English Experience | Italy | 64 | 4 | 20/03/2017 |
| PDVL Malaysian Student & Counsellor Visit | UEA International Office/PDVL | Malaysia | 38 | 12 | 21/03/2017 |
| Thai Taster Day | UEA International Office/English Experience | Thailand | 29 | 2 | 07/04/2017 |
| FAM Week | INTO UEA/UEA | Brunei, China, Hong Kong, India, Indonesia, Kazakhstan, Lebanon, Malaysia, Mauritius, Myanmar, Nigeria, Pakistan, Russia, Singapore, South Korea, Taiwan, Thailand, Turkey, UAE, Vietnam | 0 | 56 | 21/05/17 - 26/05/17 |

| | | | | | |
|--|----------------|---|------------|------------|---------------------|
| International Day of Teachers Conference | UEA | Kenya, Czech Republic, India, Italy | 0 | 8 | 07/06/2017 |
| International Summer School | UEA | Australia, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Luxembourg, Malaysia, Mexico, Morocco, Poland, Saudi Arabia, Serbia, Slovakia, Spain, Sweden, Thailand, Turkey, Ukraine, United States, Uruguay | 66 | 0 | 24/06/17 - 21/07/17 |
| Ocean University Customised Programme | UEA/Ocean | China | 14 | 1 | 15/07/17 - 29/07/17 |
| Pakistan Taster Day | Success Factor | Pakistan | 12 | 3 | 30/07/17 - 31/07/17 |
| 2016/17 Total | | | 990 | 101 | |

UEA International Summer School 2017

66 students (58 female, 8 male) were registered on the 2017 International Summer School programme, of 25 different nationalities. The youngest student was aged 17, the eldest aged 69, with the majority of the students aged 19-21.

Of significant importance in attracting students to the ISS are UEA's Study Abroad Partners, from where 55% percent of the ISS 2017 cohort come from to transfer credit to their home university degree. To many of these partners we were able to offer their students a tuition fee waived place on an exchange basis. This option has become particularly necessary with 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.

The table below shows a breakdown of the home universities of ISS 2017 students, highlighting if the university is a current Study Abroad partner.

| Home University | Students | Application type |
|---|----------|----------------------|
| Assumption University, Thailand | 1 | Direct |
| Australian National University, Australia | 6 | Study Abroad Partner |
| Budapest Business School, Hungary | 2 | Direct |
| Carleton University, Ottawa, Canada | 1 | Study Abroad Partner |
| Charles University Prague, Czech Republic | 2 | Direct |
| Curtin University of Technology, Perth | 1 | Study Abroad Partner |
| Deakin University, Australia | 1 | Study Abroad Partner |
| Ecole Centrale Nantes, France | 1 | Direct |
| Eötvös Loránd University, Hungary | 1 | Direct |
| Griffith University, Australia | 1 | Study Abroad Partner |
| Guru Gobind Singh Indraprastha University, India | 1 | Direct |
| Hacettepe University Ankara, Turkey | 1 | Direct |
| Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico | 1 | Direct |
| International School of Luxembourg | 1 | Direct |
| Istituto Europeo di Design, Spain | 1 | Direct |
| Jagiellonian University, Cracow, Poland | 1 | Study Abroad Partner |
| Lomonosov Moscow State University, Russia | 1 | Direct |
| Macquarie University, Australia | 4 | Study Abroad Partner |
| Masaryk's University Brno, Czech Republic | 2 | Direct |
| Metropolitan University Prague | 1 | Direct |
| Mount Holyoake College, MA, USA | 1 | Direct |
| Ocean University of China | 1 | UEA Partner |
| Salzburg University of Applied Sciences, Austria | 1 | Direct |
| Simon Fraser University, Canada | 1 | Study Abroad Partner |
| South University of Science and Technology of China | 1 | Direct |
| Stetson University, USA | 1 | Study Abroad Partner |
| Sydney Institute of Language and Commerce, Shanghai University | 1 | Study Abroad Partner |
| Universidad de la República, Uruguay | 1 | Direct |

| | | |
|---|---|----------------------|
| Universidad Nacional Autonoma de Mexico, Mexico | 1 | Direct |
| Universidade Estadual da Paraíba, Brazil | 1 | Direct |
| Universidade Potiguar, Brazil | 1 | Direct |
| Universite Jean Moulin (Lyon III), France | 1 | Study Abroad Partner |
| Universiti Sains Malaysia | 1 | Direct |
| University Of Arizona, USA | 1 | Study Abroad Partner |
| University of Belgrade, Republic of Serbia | 1 | Direct |
| University of Calgary, Canada | 1 | Study Abroad Partner |
| University of California, USA | 2 | Study Abroad Partner |
| University of Canberra, Australia | 2 | Study Abroad Partner |
| University of Guelph, Canada | 4 | Study Abroad Partner |
| University of Hong Kong | 1 | Study Abroad Partner |
| University of Kansas, KS, USA | 1 | Study Abroad Partner |
| University of Mississippi, USA | 1 | Study Abroad Partner |
| University of Oregon, OR, USA | 1 | Study Abroad Partner |
| University of Sydney, Australia | 1 | Study Abroad Partner |
| University of Umea, Sweden | 1 | Direct |
| University of Wollongong, Australia | 1 | Study Abroad Partner |
| Warsaw University, Poland | 1 | Direct |
| Not currently studying at University | 3 | n/a |

Another important tool for the recruitment of students to ISS is the use of Educational Agents. The number of students referred to us via Agents is growing but is still relatively small, and this is due in some part due to the commission offered being just 10% of the ISS fee. This is a great incentive for full degree students, but not so attractive for a lower cost programme. The table below shows the four Educational Agents who referred students to ISS 2017.

| Agency Name | Agent Country |
|------------------------------------|---------------|
| Anglo Latino Education Partnership | Mexico |
| Guilherme Mello (LoveUK) | Brazil |
| ITEC | Russia |
| St Anton International | Thailand |

We have seen an increase in the number of direct students for ISS 2017, those not currently studying at study abroad partners or from traditional target countries. This is partly because we have been able to secure a number of external scholarship for students to attend the programme from specific countries, or to attend a specific module. The table below shows the funding organisations, the total amount of the scholarships offered and the number of students we have been able to provide with either a full or a partial scholarship.

This increase in direct students can also be attributed to a small investment in advertising through online portals, and Sqore.com which is a scholarship challenge website. These websites have attracted a number of students who may not have organically found information regarding the programme and greatly increased our application numbers. However, this has also meant that we received a large number of applications from students who were unable to attend the programme without a scholarship or who had no true interest in our specific programme. In total we received 138 applications for the programme, with more than half of the applicants withdrawing or not meeting entry requirements.

| Funding Organisation | Total amount of Scholarship | Total Number of Scholarship Awarded |
|--|------------------------------------|--|
| Toshiba International Foundation (TIFO) | £30,000 | 12 |
| Sainsbury Institute for the Study of Japanese Arts and Cultures (SISJAC) | £7,500 | 3 |
| Santander | £3,000 | 3 |
| UEA International | £22,055 | 12 |
| TOTAL | £62,555 | 30 |

CIPO manages the promotion of the ISS, attending recruitment fairs and conferences, giving talks at partner institutions, and maintaining a web and social media presence; and working alongside travelling colleagues within the UEA International recruitment team. As part of the application process we gather data seeking comments on how students become aware of and why they choose our programme, in order to support the activities of the next recruitment cycle. The below table shows information from all students who were made an unconditional offer on the 2017 programme, highlighting the sources of interest and the reasons students chose to apply for the programme.

| Sources of Interest |
|---|
| Advertising Campaign |
| Education Fairs |
| Enquirer newsletter |
| Online Search Engine |
| Professor |
| Recommendation from friend or family member who is a past or current student at UEA |
| Social Networking Site |
| Sqore.com |
| Study Abroad Advisor at home institution |
| Study Abroad Fair |
| Telephone or email enquiry |
| Through an agent/education agency |
| UEA website |
| University League Tables |
| Why Did you Apply? |
| Advice from a lecturer |
| Advice from an agent/adviser |
| Advice from friends/family |
| Applying to Research Institute |
| League table position |
| Quality of learning resources |
| Ratings for student satisfaction |
| Reputation and quality of course/research area |
| Reputation and quality of UEA |
| Reputation for research |
| Reputation of UEA to improve earning potential |
| 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 all eight modules advertised proceeding to delivery for the first time in 2017.

| Module Title | Module Lead | Number of Students |
|---|-------------------|----------------------------------|
| Faculty of Arts & Humanities (HUM) | | |
| Creative Writing (LDC) | Ms Kate Moorhead | 10 |
| Inequality and Society in the Globalised World | Dr Lorella Viola | 5 |
| Japan Orientation (PPL) | Ms Mami Mizutori | 16 |
| Plague and Disease in the Medieval City (IIH) | Dr Joy Hawkins | 6 |
| Reading Shakespeare's England (LDC) | Dr Rebecca Pinner | 3 |
| Religion and Rebellion: Medieval East Anglia | Mr James Barnaby | 3 |
| Faculty of Social Sciences (SSF) | | |
| Additional 5 Credit option: Personal Development | Dr Arvind Yadav | 4 (alongside a 20 credit module) |
| Branding, Advertising and Digital Marketing (NBS) | Dr Usha Sunduram | 11 |
| Global Media and Communications Law (LAW) | Dr Sven Gallasch | 8 |
| Faculty of Science (SCI) | | |
| Digital Animation (CMP) | Dr Dan Smith | 4 |

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 and Head of Learning and Teaching. Assessment methods may include a class test, individual presentation, group presentation, fieldtrip reports, lab reports, written coursework, group critical analysis, debate preparation or group discussion contribution. Module Assessment takes place during allocated academic sessions and students are continually assessed and monitored throughout the four week programme. Students are expected to carry out 'self-study' during the week, and three guided study support sessions are organised by the ISS office and led by an academic member of staff. All 2017 modules carried the same final submission deadline, and were approved at level 5 (Undergraduate year 2) for 20 UK credits. Students also had the opportunity to undertake an additional 5-credit Personal Development module alongside their main academic option, ensuring that they had the correct amount of credit to transfer to their home degree. This is particularly important for some North American and Australian partners who required students to undertake additional work, and ensured that they could take part in the programme and gain the required credit.

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)
- 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 have 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

2017 was the sixth year of the ISS programme. Since the inaugural year of the ISS in 2012 the focus of the programme 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.

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. 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. Each year several ISS alumni return to UEA for further study, and we have many active alumni keeping in contact with UEA. Amongst other activities these students help to promote UEA at recruitment fairs in their home country and host UEA's Global Gatherings in-country, whilst contributing to the Study Abroad 'Brilliant Abroad' blog and providing testimonials and photographs of their time at UEA. 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 | ISS numbers | CIPO other | Total CIPO student participants |
|---|--------------------|-------------------|--|
| 2011 - 2012 | 34 | 64 | 98 |
| 2012 - 2013 | 51 | 192 | 243 |
| 2013 - 2014 | 64 | 181 | 245 |
| 2014 - 2015 | 66 | 534 | 600 |
| 2015 - 2016 | 69 | 799 | 868 |
| 2016 - 2017 | 66 | 1025 | 1091 |
| 2017 - 2018 (as of 16/08/17) | - | 44 | 44 |
| TOTAL | 350 | 2839 | 3189 |

The table above shows the growth in numbers of CIPO programmes from our origins in 2012, this data combined with the number of nationalities we welcome to the University shows the diversity of the programmes we offer and the demand on resources for the small team.

It is clear, from programme 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 three years. Several new-job announcements have been made by UK-based competitors in 2017 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 unsaturated by UK-based hosts.

Planning for International Summer School 2018

On 10 October 2017 the ISS 2017 review and planning meeting will be held with Academic Conveners, Heads of School and colleagues interested in running a module during future programmes. Shortly after this date we hope to confirm the modules on offer for 2018 and move forward with the module approval process and promotion, including the publication of our brochure and updated web pages.

The dates for ISS 2018 have been confirmed as Saturday 30 June – Saturday 28 July, with an extra day added to ensure that the academic programme duration is a full four weeks, this is following feedback from students and colleagues at our partner institutions. The dates were confirmed following market research into key markets and highlighting the semester and vacation dates. The chosen dates also ensure that the final week does not clash with UEA graduation, hopefully allowing academic colleagues to have more availability for ISS students.

Moving forward, we will be holding a second session of the International Summer School, running from 28 July – 25 August 2017. This is based on demand from Japanese, Chinese and Latin American universities who cannot attend the original programme due to term dates; but actually require a non-accredited programme for groups following a similar structure to the International Summer School.

As the figures above show, our customised programme numbers have greatly increased but continued to run on an ad hoc basis, with CIPO offering much flexibility to visiting groups in order to cater for any requirements. This resulted in the duplication of work with the team making multiple trips to Heathrow to collect groups, and running similar orientation or finale events throughout the same week. In order to ensure our programmes are cost and time effective we will be hosting a second session with set arrival and departure dates, for groups of students from the same educational agency, partner institution or government organisation. These groups will still be receiving the same bespoke academic experience based upon their needs, but where appropriate will be able to live, socialise and take part in activities with other visiting groups.

Feedback from customised groups is overwhelming positive in terms of the content and their experience during the programme; however a key requirement is integration with other students, something that is impossible when all groups are visiting on an ad hoc basis during the summer vacation. We hope this new structure will provide visiting groups with the integration they require and add to their overall experience, as well as simplifying the programme requirements from a logistical and administrative view.

We are excited to move forward into this new phase, and have already received positive feedback from groups wishing to attend the programme next summer.