

LTC14D025

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Issue

An overview of the University's International Summer School 2014.

Recommendation

"Recipients are invited:

To note the development of the Collaborative International Programmes Office (CIPO), which encompasses the International Summer School, 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 programmes and increase our brand recognition (see page 3).

Equality and Diversity

ISS brings international diversity to campus.

Timing of decisions

N/A. The CIPO portfolio continues.

Further Information

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Background

This year (2014) the University's Collaborative International Programmes Office (CIPO) welcomed more than 300 students on to campus for the International Summer School (ISS) and a range of other short courses.

Since the launch of the ISS in 2012 we have seen the programme grow year on year, broadly meeting its original targets for annual growth. In addition, we have met an increasing demand for bespoke short courses from governmental regions, teachers' groups, and schools and universities seeking to internationalise their students and enhance employability.

As competition from other UK HEIs continues to rise our portfolio needs to reflect market demands, whilst also maximising opportunities to collaborate with partners in target countries and increase our international brand recognition.

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

Discussion

This overview covers:

- Aims of CIPO Page 3
- Market Competition Page 4
- ISS 2014 Academic Modules and Student Applicants Page 4
- ISS Teaching and Learning, Assessment, Credit Page 5
 - o Incl. LTS involvement and student grades Page 6
- CIPO 2014- 2015 onwards incl. ISS 2015 Page 6
 - o Incl. student feedback and recommendations Page 7

Attachments

N/A. Report below

Introduction

Since the International Summer School 2013 Overview [presented to LTC October 2013], the continued drive for UK-based short courses and in particular requests from many target countries, has seen the International Summer Schools' office's portfolio grow significantly. This has led to the new 'umbrella' Collaborative International Programmes Office (CIPO), which oversees the University's on-campus international programmes, responding proactively to enquiries that meet a number of set criteria. CIPO takes a lead on international campus visits such as the annual FAM trip and international high school taster visits.

The launch of a summer study abroad programme in 2012 was seen as conducive to enhancing international visitor numbers and collaborations, meeting demands for alternative shorter periods of study abroad whilst also increasing international diversity across campus, not only during the summer months.

In July 2014 CIPO hosted UEA's third ISS for 63 students of 14 different nationalities, doubling in numbers since the 2012 inaugural year. This international group however represented only a fifth of the visiting international students hosted by CIPO this year, the majority of programmes delivered through collaborations with institutions who have chosen UEA to host a group of participants for a bespoke taught programme.

In the past year we have hosted groups from Saudi Arabia, Singapore, Japan, China, Norway, Thailand and the USA, all 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 of around £200,000, despite being relatively young; and achieves many non-monetary benefits that support UEA's International Strategy.

A dozen departments have been involved in the delivery of academic taster sessions delivered as part of our bespoke short courses, in addition to nine Schools of Study proceeding to deliver an International Summer School module in July. There is positivity across the wider University towards these collaborative programmes, maximising the delivery of short courses to benefit recruitment to our degree programmes – to date 6 ISS Alumni have returned to UEA for further study, and we are seeing institutions return with groups year-on-year for bespoke programmes - and 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.

Aims

CIPO aims to contribute to the International Strategy, as determined by the Corporate Plan, through the promotion and delivery of its short courses and summer programmes. Our aims include:

- Increasing opportunities through which we can recruit to UG, PGT and PGR through brand recognition and through our expanding alumni, including inviting ISS alumni to apply for the International Alumni Scholarship fund towards successful PG study applications.
- Increasing international diversity on campus throughout the year, particularly during the summer when we have accommodation capacity, accepting requests from a range of international target countries.
- Contributing to wider internalisation strategies indirectly developing and enhancing collaborative partnerships overseas, raising our international profile in target countries.
- Increasing the profit of and income to the University, also contributing to the annual HEBCIS return.
- Contributing to strategies that improve and showcase the student experience, including collating and promoting alumni testimonials.

To meet these aims CIPO will consider bespoke requests according to a set rationale:

Should ✓ at least one box from each section, minimum five ticks in total	Does the requested bespoke programme ...?	✓
Section A - cost	Cover programme delivery costs including staff time?	
	Achieve a surplus after all programme delivery costs?	
Section B - academic	Provide opportunities to showcase degree course topics?	
	Allow staff to test new academic materials/teaching style?	
	Give faculty opportunity to share research?	
	Provide opportunities for PG students to teach?	
	Bring income in to a School (in addition to teaching costs)?	
Section C – profile	Allow us to collaborate with a prestigious institution?	
	Allow us to raise our profile in a target country?	
Section D - progression	Provide opportunities for recruitment to PGR and/or PGT?	
	Provide opportunities to recruit to UG/SA/INTO?	
	Provide opportunities for indirect recruitment (i.e. teachers)?	
Additional benefits	Helps address Study Abroad relationships/imbances?	
	Give opportunities for staff mobility (incoming and outgoing)?	
	Add to UEA's annual HEBCIS return?	
	Aid increasing international diversity on to campus?	
	Compliment or enhance our existing portfolio of activity?	
	Aid collaboration across faculty/Schools/central services?	
	Provide work experience for UEA Student Ambassadors?	

CIPO, whilst still in its infancy, is achieving the two key deliverables as outlined in the University's International Strategy, namely to:

- Increase numbers to its programmes by 50% per annum (initial target for its first five years to 2016).
- Refine the criteria for agreeing customised programmes to ensure that provision is relevant and profitable.

Market Competition

When UEA launched the inaugural year of the ISS there were 7 HEIs in the UK offering an International Summer School; by our fourth year there were more than 30: today, 13 of the UK's Top 15 have a comparative International Summer School programme, 23 of the Top 30.

Institution	Guardian Ranking 2015
University of Cambridge	1
University of Oxford	2
University of St Andrews	3
University of Bath	4
Imperial College London	5
London School of Economics	7
Durham University	8
University of Warwick	9
University College London	11
University of Exeter	12
Heriot-Watt University	13
University of East Anglia	14
Loughborough University	15
University of Birmingham	17
University of Edinburgh	18
University of Southampton	19
Aston University	22
SOAS	24
University of Glasgow	25
University of Coventry	27
Newcastle University	28=
University of Leeds	28=
University of Reading	30

Competitor courses are delivered for between 2-8 weeks with the majority offering an identical course to UEA: a 4 week programme in July. We have steadily increased our fee to mirror 1/6th of our UG tuition fees (the credit it represents) and have ensured we are now pitched just above the middle of the market on inclusive costs (tuition, accommodation and social), representing an academically rigorous quality course.

ISS 2014 Academic Modules

The ISS represents one of the best examples of cross-institution collaboration, with ten departments representing UEA in this integrated programme, showcasing subjects from across all four faculties. Each School lead submits a completed module outline, pre-approved at School-level (by HOS), with advanced reading requirements. The outlines are presented to the Academic Director of Taught Programmes (ADTPs) to ensure that each module outline follows comparative academic assessment, and for overall ISS programme approval.

HUM: PSI, FTM, LDC, HIS	SSF: LAW, PSY	SCI: CMP	FMH: RSC, MED
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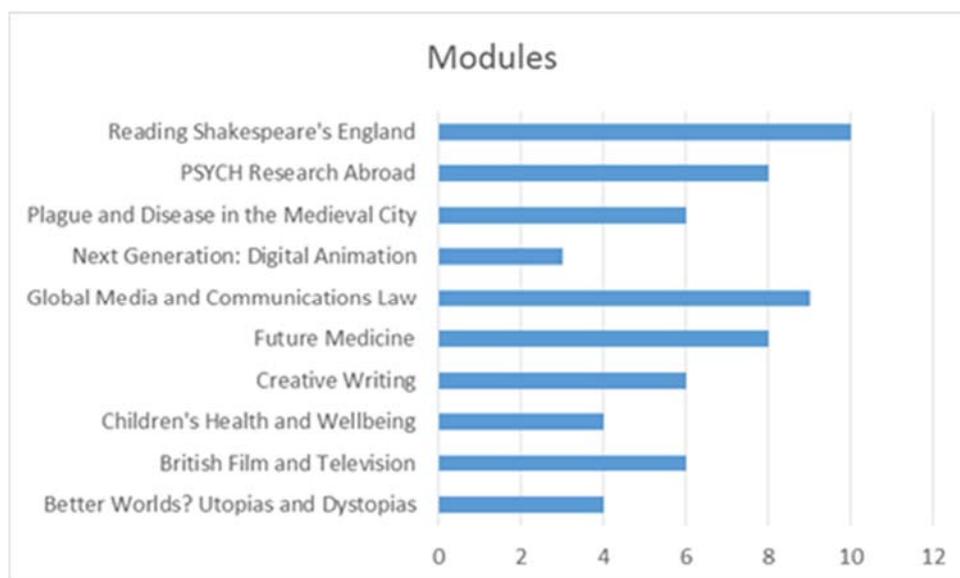
ISS 2014 Student Applicants

64 students were registered on the programme in 2014, almost double the number who attended the inaugural year. Students came from a wide range of locations, many from international target countries, two thirds of the cohort coming from Australia and the USA.

In their application, UEA's reputation by name or recommendation, couple with the course offering, accounted for three quarters of the reason for applying to UEA's ISS. 54 of the cohort came through Partner or Agent recommendations.

Country	No of Students	Study Abroad Partner University or Agent	Country	No of Students	Study Abroad Partner University or Agent
Australia		Curtin University	Korea (Republic)		Seoul National University
		Deakin University	Kuwait		INTO UEA
		Griffith University	Malaysia		IO Agent - UK Student Advisory
		University of Canberra	Spain		Non HEA Agent - York Tour
		University of Sydney	United States		Framingham State University
		University of Technology, Sydney			Goucher College
		University of Wollongong			State University of New York
Canada		Simon Fraser University			Stetson University
		The University of Western Ontario			University Of Arizona
		University of British Columbia			University of Illinois
		University of Calgary			University of Kansas
Denmark		Technical University of Denmark		University of Oregon	
India		IO Agent - Education Link House		Grand View	
Italy		UEA (current PGT student)	Various		Students who applied directly

Final fully submitted applicant numbers reached 92 with rejected offers due to English skill level and age or academic level, and a dozen withdrawals. The outcome was ten modules proceeded to delivery – decided upon by each School based upon number of students recruited for each module - and resulted in the following numbers to each module:



Numbers to each module generate £650.00 per student to the School, transferred by internal recharge within the 2013-2014 financial year.

ISS Teaching and Learning, Assessment and Credit

Each module is designed according to a standardised template approved by the ADTP, but modules 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 tutorials are arranged by students and/or module leads. 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 University received marks from LTS after marks had been presented before the assessment board and sent transcripts to students completing the course at the end of September.

ISS 2014 student grades					
Module	Class 1	Class 2.1	Class 2.2	Class 3	Fail
CMP	3	0	0	0	0
FTM	1	4	0	0	1
HIS	2	3	1	0	0
LAW	1	6	2	0	0
LDC-CW	0	4	2	0	0
LDC-SHA	1	7	2	0	0
MED	3	2	2	0	0
PSI	2	2	0	0	0
PSY	5	2	0	1	0
RSC	0	3	0	1	0

CIPO 2014-2015 onwards

Since the ISS 2014, CIPO has already hosted a number of non-accredited programmes. Whilst there is no current ambition to increase our accredited programmes involving LTS and assessment, we do have an ambition to develop a number of additional programmes in to our portfolio where we see some opportunities within the market, and these proposals in consideration can be found at the end of this report. With this development includes more effective recording of incoming students not registered on to SITS.

The ISS 2015 programme will again take place in July. Although the dates clash with graduation and the summer open days these dates work most effectively with our largest target market's academic vacation periods, namely Australia and the USA. The publicity and recruitment drive begins mid-October 2014 with the launch of the 2015 webpages, hosted within Liferay, and the distribution of our brochure.

At the review consultation with Module leads in September 2014 a number of recommendations were made, including improvement to the teaching and learning experience with a compulsory Study Skills session for all students (not just for those for whom English is not the first language), guided study support sessions, and 1-2-1 tutorials. Module leads have also been asked to take on board feedback provided by the 2014 cohort:

ISS 2014 Student Feedback and Recommendations on Academic Modules		
Module	Highlights	Area for improvement
PSI	Theoretical learning. Small class size allowed for in depth discussion	Amount of reading and course content overwhelming
FTM	British Comedy; Social Realism; Adaption/Heritage Film	Topics for the assignments too broad
RSC	Disabled children's playground; Increased empathy	Fieldtrips provided limited hands-on time. Course could be more challenging
LDC-CW	Course description	Need more class time and for it to be spread across the 4 weeks
MED	Science Museum; gives opportunities for progression to MED courses	Too similar to A level biology. Include more time for personal medicine
LAW	Course was relevant to everyday life; Internet privacy; Free speech	
CMP	Knowledge of 3DS max	
HIS	The Pilgrimage; Combination of healthcare and history; brilliant feedback and a teacher who cared	
PSY	Paul Angelhait's class; SPSS and E-Prime; Exposure to technology	More chance to incorporate eye tracking into experiments; more focussed programme. More 1-on-1 tutoring. Make easier to get to multiple classrooms and teachers = to know where to go next.
LDC-SHA	Treating the plays as dramatic works, rather than literature; The Globe and how instrumental it was to understand the texts. Gaining an international perspective on the universal texts	Need to spread class time across the 4 weeks more evenly. Assignment topic needs to be provided in week one

ISS 2015 Academic Modules

All four faculties are represented again in 2015, each offering School-level approved 20 credit undergraduate year 2 (level 5) modules, with one research-based option, an extended English language programme and optional Japanese language classes (not accredited):

Faculty of Arts & Humanities (HUM)		Faculty of Social Sciences (SSF)	
British Film and Television	FTM	International Business	NBS
Plague and Disease in the Medieval City	HIS	Global Media and Communications Law	LAW
Contemporary British Theatre	LDC	Psychological Research in Practice	PSY
Creative Writing		Faculty of Medicine and Health Science (FMH)	
Reading Shakespeare's England		Future Medicine	MED
500 Years of Utopia?	PSI	Faculty of Science (SCI)	
Japan Orientation	CJS	Next Generation: Digital Animation	CMP
<i>Japanese language classes</i>			
English Pathways (INTO)		General English	
		ISS English for Academic Study (4 months)	

ISS 2015 Important Dates	
14 Oct	2015 Website Launch and Applications to go live through Hobson AY for 2015 promotion
End Jan	2015 Review with Module Leads
31 Mar	Early Bird Application Deadline
7 Apr	ISS with English Arrivals Day (residential and taught at INTO-UEA)
15 May	Final Application Deadline
22 May	Deadline to take decision upon which modules will proceed to delivery
29 May	Deadline for ISS to receive advanced reading list, academic timetable, recharge code
	Deadline for course codes set up, students registered to courses, Blackboard live
31 May	Final full fees deadline
1 Jun	ISS distribute advanced reading list and academic timetable to students
27 Jun	ISS arrivals day
29 Jun	Module welcome: attendance, expectations, formative/ final assessment, study support
23 Jul	Final academic classes, final assessment, final assignment submission (15:00)
24 July	ISS departures day
	Marking of assignments (July)
	Submission of marks to LTS (July/August)
	Submission of marks to Board (August/September)
31 Aug	Resubmission deadline
End Sept	Awarding of marks (LTS) and distribution of transcripts (ISS)

As of 9 October 2014, unique enquirer numbers are more than 100 (*excluding* old enquiries carried forwards from previous years). We have yet to begin promoting for summer 2015 and yet daily enquiries are being received. Our 2015 ISS brochure and webpages launch later this month and the full recruitment cycle for 2015 will begin. The 'umbrella' CIPO webpages will also be refreshed to support us continuing to respond to ad-hoc bespoke enquiries.

Future activity plans include CIPO hosting international school visits from target countries, administering the delivery of the University's International Agent's Familiarisation Trip (FAM) in May 2015, and a possible International Teacher's Conference, potentially collaborating with RAO and its annual UK-schools focussed event. With seven programmes completed this financial year already, plans underway for promoting the ISS 2015, and a further two large groups already in the process of signing contracts for 2015, CIPO is exceeding anticipated incoming student participant numbers through its collaborative programmes and expects to see an increase in International Summer School Applications this cycle, in addition to further demand for customised programmes over the coming years.

Year ending 31 July	50% ↑ forecast on Actual Numbers where known, otherwise based on forecast	Actual ISS Numbers (July)	CIPO other (August-July)	Total CIPO student participants
2011-2012	N/A	34	64	98
2012-2013	51	51	192	243
2013-2014	77	64	181	259
2014-2015	96	N/K	169*	N/K
2015-2016	144	N/K	N/K	N/K
2020	400	N/K	N/K	N/K

*Accounts for only August-September 2014

Future International Summer School programme dates:

2015 Saturday 27 June – Friday 24 July

2016 Saturday 25 June – Friday 22 July

2017 Saturday 24 June – Friday 21 July

ISS Student Feedback				
"The classes were interactive, the content was stimulating and the academics were world class." <i>Sam, Australia</i>	"A good way to delve into a subject, meet interesting people and get a multilateral experience." <i>Andrea, Mexico</i>	"The intimate discussion was great, and the skills I learnt were excellent and far exceeded what I thought could be accomplished in four weeks." <i>Elaine, Canada</i>	"I now feel more confident speaking publicly as well as gaining more experience in doing research." <i>Sasha, Russia</i>	"I learned to ask questions. I was able to choose my topic and this gave me the opportunity to write about something truly interested me." <i>Jillian, USA</i>