



# THE OBSERVATORY

on Borderless Higher Education

The New Landscape of Higher Education:  
pathways • partnerships • performance



Wednesday 2 & Thursday 3 December 2015  
Regent's University London

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# Programme

## Wednesday 2 December

17:15 - 18:00

### Registration and Refreshments

18:00 - 18:45

### Session 1 – Welcome and Keynote

**Welcome:** **Professor Aldwyn Cooper**, Vice-Chancellor and CEO, Regent's University London  
**Keynote:** **Jayne Rowley**, HE Services Director, Graduate Prospects

#### **Keynote: The Dark Side: borderless fraud in higher education**

The globalisation of higher education offers many benefits but also widens scope for fraud. As individuals, universities and companies straddle borders, credential assurance is more important than ever. Higher Education Degree Datacheck (HEDD) was launched in 2011 as the UK's official service for employers, universities and others to verify whether a candidate is a former or current student, the award and grade received and dates of attendance. Jayne Rowley will reflect on the reality of fraud, HEDD's progress to date and future plans.

18:45 - 19:15

### Question and Answer Session

Facilitated by:

**Carolyn Campbell**, Senior Consultant, The Observatory on Borderless Higher Education

19:15 - 20:00

### Canapé and Drinks Reception

## Thursday 3 December

08:30 - 09:00

### Registration and Refreshments

09:00 - 09:05

### Welcome

**Professor Sir Drummond Bone**, Master of Balliol College, University of Oxford; Chairman, i-graduate & The Observatory on Borderless Higher Education

09:05 - 09:20

### Session 2 – Recent Trends and Perspectives on Higher Education in Emerging Markets

**Alejandro Caballero**, Senior Education Specialist, International Finance Corporation (World Bank Group)

This session will cover macro trends affecting higher education in emerging markets, including demographics, rise of the middle class, expenditure patterns, returns to education and the role of the private sector. It will provide important context for the rest of the day's themes and discussions.

09:20 - 10:15

### Session 3 – TEF: learning from other countries and accommodating innovation

**Chair:** **Richard Garrett**, Director, The Observatory on Borderless Higher Education and Chief Research Officer, Eduventures (Boston, USA)

#### **Speakers:**

**Carolyn Campbell**, Senior Consultant, The Observatory on Borderless Higher Education

**Dorte Kristoffersen**, Executive Director, Hong Kong Council for Accreditation of Academic and Vocational Qualifications

In England, the hot topic in higher education is the Teaching Excellence Framework (TEF), a government scheme to raise the status and quality of teaching and improve student choice. Further details emerged in the November 'Green Paper', and the consultation period ends 15 January 2016. The backdrop is England's recent move to higher tuition fees, scrutiny of value-for-money and conviction that the country needs to boost educational attainment to remain economically competitive.

This session will review the latest thinking on the proposed TEF, and reflect on similar efforts in the US and Hong Kong. We will also explore the extent to which innovations such as pathway programs, TNE and online learning will or should fall under the TEF.

## Thursday 3 December

10:15 - 10:30 **Morning Break**

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10:30 - 11:30 **Session 4 – Pathways & Progression: lessons from a decade of partnership**

Chair: **Amy Baker**, Director, The PIE News

Speakers:

**Linda Cowan**, Managing Director, Kaplan International Colleges

**Peter McLaughlin**, Centre Head, ONCAMPUS, London

**Pete Richards**, UK General Manager – Sales & Marketing, Navitas Limited

**Carolyn Walker**, Academic Director, INTO at the University of Exeter

The 'pathway idea' was a breakthrough – a way to help less-prepared prospective international students seek a degree abroad. The model is positioned as a win-win. Companies expanded the market, universities outsourced a non-core activity and saw a new stream of students, and students were guaranteed admission upon successful completion.

Now many UK, Australian and a growing number of other universities, have pathway programmes – how should this trend be evaluated? Our panel of leading pathway firms will discuss their views on how best to tackle this important question. The session will include a preview of cutting-edge i-graduate data, a "Pathway Census", offering fresh insights on pathway student numbers, characteristics and performance.

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11:30 - 12:30 **Session 5 – Online Learning: degrees, nanodegrees and MOOCs**

Chair: **Richard Garrett**, Director, The Observatory on Borderless Higher Education and Chief Research Officer, Eduventures (Boston, USA)

Speakers:

**Robin Middlehurst**, Professor of Higher Education and External Policy Adviser, Kingston University and Higher Education Academy, UK

**Rajay Naik**, CEO, Keypath Education (Europe)

**K. Holly Shiflett**, Solutions Director, Global Education, Wiley Education Services

The US experience confirms that a large number of adults are attracted to the convenience of online degrees, but data on student completion and value-for-money is mixed. The MOOC explosion has attracted tens of millions of learners, offering free self-paced courses from top universities but without the complexity of conventional assessment and degrees.

In 2015, can the online student experience be compelling as well as convenient? How should universities evaluate a new breed of vendor that seeks to co-develop and market online degrees, and sees potential internationally? Can these companies really deliver on generation of large number of quality student leads? Finally, is the nanodegree, 6-12 month cut-price courses of study offered by some MOOC providers, a rival to the degree itself?

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12:30 - 13:30 **Lunch**

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13:30 - 14:30 **Session 6 – Building a Global Institution: nurturing innovation, navigating international QA**

Chair: **Carolyn Campbell**, Senior Consultant, The Observatory on Borderless Higher Education

Speakers:

**Christopher Hill**, Director Research Training and Academic Development and Academic Director PGCHE University of Nottingham Malaysia Campus

**Martin Lockett**, Global Dean, Academic Affairs, Hult International Business School & Ashridge

This session considers two very different conceptions of the "multinational university". First we will gain insight into an unprecedented merger between a UK and a US institution- Ashridge Business School and Hult International Business School. The combined institution boasts seven campuses in four countries, and is dubbed a "Global Business School". We will explore rationales for the Ashridge-Hult alliance, the challenges encountered and the systems being put in place to ensure operations on a global scale. Is this merger a one-off or the start of a trend? Second we will hear the latest on the University of Nottingham model. Nottingham was the first UK university to open a campus in Malaysia, and the first foreign university to open a campus in China. The multi-campus approach is

## Thursday 3 December

positioned as offering Nottingham a unique advantage in terms of staff and student mobility, graduate employability and research cooperation. With a decade's experience in both countries, to what extent has this vision been realised?

14:30 - 15:30

### **Session 7 – Evaluating TNE from University and Host Country Perspectives**

**Chair:** **Robin Middlehurst**, Professor of Higher Education and External Policy Adviser, Kingston University and Higher Education Academy, UK

**Speakers:**

**Sam Baillie**, Manager, International Partnerships and Development, RMIT University

**Yue Chen**, Director of Joint China Programme, Queen Mary University of London

**Warren Fox**, Chief of Higher Education, Knowledge & Human Development Authority, Dubai

**Dorte Kristoffersen**, Executive Director, Hong Kong Council for Accreditation of Academic and Vocational Qualifications

Many universities and host countries now have considerable experience with TNE. Some host countries have taken a strategic approach to TNE, seeing the presence of foreign institutions as an attractive way to add know-how and capacity, mentor local institutions and attract international students. This session considers two experienced TNE hosts – Hong Kong and UAE. How have these hosts managed TNE and how have expectations, regulations and models evolved?

In addition, the session looks at two institutional cases studies – Australia's RMIT and the UK's Queen Mary University of London; institutions with a long history of TNE activity.

15:30 - 15:45

### **Afternoon Break**

15:45 - 16:45

### **Session 8 – The New Landscape of Higher Education: making sense of complexity**

**Chair:** **Professor Aldwyn Cooper**, Vice-Chancellor and CEO, Regent's University London

**Speakers:**

**Alejandro Caballero**, Senior Education Specialist, International Finance Corporation (World Bank Group)

**Glynne Stanfield**, Head of UK Governance and External Relations practice and International Education practice, Eversheds

This final panel will reflect on the big questions raised during the day, such as:

- How can tools like the TEF drive institutional improvement and innovation?
- MOOCs were over-hyped but do they still represent the kernel of major disruption?
- International expansion – mergers versus branch campuses?
- What makes successful TNE partnerships, for students, institutions and governments?

16:45 - 17:00

### **Closing Comments and Q&A - Will Archer, CEO, i-graduate**

17:00 - 18:00

### **Drinks Reception**