Destination China: The next international powerhouse fulfilling international student demand

Stephen Healy
Director and Managing Director, China and Asia

Stephen.healy@into.uk.com
Scope

- New trends in international education in China
- China from source to destination
- Perspectives
  - INTO: a private sector university partnering organisation
  - A Chinese government and macro perspective
  - The University Perspective
    - From the outside looking in
    - From inside looking out
Who We Are: Investing in Partnerships, transforming higher education

• INTO is a global private sector organisation that partners with leading universities to transform their international performance, invest in their student experience and prepare students for success in higher education worldwide.

• Working collaboratively, we develop large scale transformational joint ventures that shape the global competitive positioning of our University partners in line with their strategic goals.

• Since 2006, we have formed 11 joint ventures with ten university partners.

“INTO has at its heart a joint venture. What you get ideally is a win-win between the strong university brand and a strong and very knowledgeable, sympathetic private sector partner.”

Professor David Eastwood: Former vice-chancellor, University of East Anglia and Chief Executive, Higher Education Funding Council for England and current vice-chancellor, University of Birmingham
INTO’s University Partners since 2006: universities committed to internationalisation and investing in the student experience
• A focus on student needs and expectations:
  – Brand
  – Responsiveness
  – Non-academic
  – Location
  – Service
  – Experience
  – Employability

• Enrolment growth in 4 areas
  – Raised international profile
  – Joint venture enrolment
  – Joint venture progression
  – Direct recruitment
## INTO’s core competencies

<table>
<thead>
<tr>
<th>Defined by</th>
<th>Exemplified by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing change and building committed and effective teams</td>
<td>A strong operational track record and an open and transparent culture. Target and outcome driven with deep experience of joint venturing and building new teams to deliver change</td>
</tr>
<tr>
<td>A deeply embedded and flexible model based on insourcing principles to deliver transformational impacts</td>
<td>Establishing long-term partnerships that deliver sophisticated and innovative capacity building solutions but that preserve academic integrity and control for partners</td>
</tr>
<tr>
<td>An innovative and creative business culture focused on operational and delivery excellence</td>
<td>Academic support, enrolment management, marketing, student recruitment, financial and sector insight teams that work together and with partners to deliver transformation and an exceptional student experience</td>
</tr>
<tr>
<td>Collaborative development of high quality, university approved academic programmes</td>
<td>Innovative courses agreed with partner institutions, delivered cost-effectively in world-class facilities by experienced teachers with guaranteed progression to degree level study</td>
</tr>
<tr>
<td>The recruitment and marketing network to build brands and sustain success</td>
<td>Management of a multimillion pound annual investment in international marketing recruitment expertise through one of the world’s largest higher education distribution networks</td>
</tr>
<tr>
<td>The provision of private capital to the higher education sector</td>
<td>Connecting university partners with significant sources of private capital and the resources and expertise to deliver transformational projects with carefully constructed risk management safeguards</td>
</tr>
</tbody>
</table>
INTO University Partnerships: The 2\textsuperscript{nd} Five Year Plan

- **Significantly extending the geographic footprint** of our partnerships with greater emphasis on operations in
  - North America
  - China
  - Rest of Asia
  - Europe

- **Expanding our partnership portfolio** to give greater emphasis to meeting the evolving and diverse subject and learning needs of students. This will involve extending institutional partnerships into new areas covering for instance, specialist medical programmes, art and design, and other more professional and vocational areas of study.

- **Expanding the subject portfolio** to address the market demand for public and public/private HE delivery through our university partnerships.

- **Developing an INTO World Education Centre Programme** incorporating transnational and overseas delivery, with INTO study centres in London, New York and South East Asia.

- **Establishing regional hubs** for business development, management and operational coordination in London, New York and Hong Kong.

- **Ensuring the business is appropriately resourced** by strengthening the leadership team, recruiting sector leading expertise, implementing high quality systems and processes and securing access to financing.
Internationalisation in China
China: Changing dynamics in international student mobility

Obama pledges to send 100,000 students to China in the next 4 years

During his trip to China this week, President Obama pledged to send 100,000 students to China over the next four years. How he plans to do that, though, remains to be determined. In a U.S.-China joint statement, the White House noted that need.

More S. Koreans choose China for study

By Li Jing

The number of South Koreans choosing to study in China has risen in recent years, exceeded those going to the US for the first time this year if the trend continues, the Yonhap News Agency reported Monday.

The number of South Korean students in China was ranked first by 2009, compared with China's other countries, China Youth Daily quoted the Chinese Ministry of Education saying on March 29.

Related readings:
- "China looks to attract more foreign students"
- "Government scholarships available to finance studies"
- "Chinese students have a top place in the study abroad"
DESTINATION CHINA:

Be afraid, very afraid!

China as a leading destination for international students: Number 2 in the world by 2016, Number 1 by 2020?

Chinese institutions becoming stronger and confident: transforming the nature of international collaborations

Challenges ahead but would you best against it?

How does affect overseas institutions: competition, collaboration, rethinking?
China and Asia: International students and source markets

- Over 300,000 international students within next 18 months. Third most popular global destination within 2 years and Second within 5 year.
- But: 64% of all student still non-degree and short term (semester or less). Only 8% postgraduate.
- Sources for students: recorded figures in 2008/09 of 240,000 (62% non-degree/Language; 30% UG; 8% PG). Top 10 nationalities:
  1. Korea (27%)
  2. USA (8%)
  3. Japan (7%)
  4. Vietnam (5%)
  5. Thailand (5%)
  6. Russia (4%)
  7. India (4%)
  8. Indonesia (3%)
  9. Kazakhstan (3%)
  10. Pakistan (3%)

- Over 700,000 international students studying in Top 6 destinations in Asia: China, Korea, Japan, HK, Singapore and Malaysia.

![Graph showing overseas students in China](image-url)
The changing dynamic in China...

- Overseas study demand will remain high but changing in nature.
- International student demand rising: established regionally and increasingly internationally.
- New Government policy drivers and rapid institutional response.
- Chinese Universities delivering preparation for study abroad independent of University or private sector partners for Chinese students.
- Changing institutional approaches to collaboration.
- Increasing faculty base able to teach in English.
- Challenges in student experience but rapidly changing and evolving.
A new approaches perspective on partnerships by Chinese Universities

- MOU rationalisation
- Deep partnerships
- Brand building
- Going it alone: competing and not simply collaborating with international universities
- Working with the private sector and agents
INTO in China: Our approach and focus

• A total focus on International students going to China for academic, and not just language programmes.
• Help transform international study proposition at top Chinese Universities
• Partner with Chinese universities committed to INTO and University partner brand values on investing significantly in the student experience and success.
• Support the development of English-Medium Instruction (EMI) academic degrees/masters validated by the Chinese Universities - removing Chinese language as barrier to studying in China.
• Facilitate intra-network credit transfer and mobility of students between INTO University partners worldwide
USA - Study Abroad Adoption Curve
Based on sample responses

How well do we understand this group?

Data Collection: Synovate, 2008
Graphics and Analysis: INTO Knowledge

Base: Total USA respondents (508)
UK - Study Abroad Adoption Curve

How well do we understand this group?

I have participated in study abroad: 2.4%
I am going to study abroad: 5.9%
Very interesting, I am considering: 43.6%
Not sure, need more information: 33.3%
Not interested: 14.9%

Data Collection: Synovate 2008
Graphics and Analysis: INTO Knowledge

Base: Total UK respondents (505)
Our initial partnerships in China

A staged partnership approach in China and since January 2011:

• Dalian: **Dongbei University of Finance and Economics** (Top 3 in China for Banking, finance and economics)
• Beijing: **Communication University of China** (211 University)
• Pilot Programmes for Summer 2011 and new academic suite for 2012
• Third partnership to be announced in July 2011.
• 8 Partnerships by 2016
Thanks for listening!

Stephen.healy@into.uk.com

www.into-corporate.com