International Branch Campuses:
Motivations, Opportunities & Challenges

Going Global 4

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‘International Branch Campus’

- An offshore operation by an HEI

- HEI operates unit itself or does so through a joint-venture in which the institution is a partner acting in the name of the foreign institution

- Traditional branch campus substantial physical presence
Historically, Anglophone countries dominate

Of 162 branch campuses (2009):
  - US – 78 campuses, 48% share;
  - Australia – 14 campuses, 9% share;
  - UK – 13 campuses, 8% share

France, India, Mexico, Netherlands, Malaysia, Canada, Ireland active
Developments & Trends: Source Countries

- 51% of all branch campus provision is North-to-South

- Motivations include:
  - Income;
  - Higher institutional visibility;
  - New academic opportunities
Developments & Trends: Source Countries

- **South-to-South** provision now 16% of all branch campus provision

- Growing due to:
  - Quality improvements;
  - Ambition;
  - Contextual relevance
Developments & Trends: Host Countries

- Historically dominant host regions – Middle East, Asia

- Of 162 branch campuses (2009):
  - UAE – 40 campuses, 25% share;
  - China – 15 campuses, 9% share;
  - Singapore – 12 campuses, 7% share;
  - Qatar – 9 campuses, 6% share
Developments & Trends: Host Countries

- Large majority of host countries have only 1 or 2 international branch campuses

- General motivations include:
  - Capacity-building;
  - Reversing ‘brain drain’ outflow;
  - Technology & innovation transfer
The OBSERVATORY
on borderless higher education

- International Branch Campuses: Markets & Strategies (2009)
- The International Branch Campus - Models and Trends (2006)
- International Branch Campuses: Scale & Significance (2002)