

International Recruitment – a UK Perspective

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28 March 2018

Outline

- Southampton at a glance
- The benefits of international student recruitment
- Southampton's International Strategy – the pathways, prioritizing our markets
- The future

At a glance....

- Founding member of Russell Group
- Top 1% in the world
- Established 1862
- Ranked 102 in world and top 20 in UK²,
- Over 350 courses offered across 70 subject areas
- 24,800 students, 7,000 from outside UK
- 31 Academic Units - 8 Faculties
- Top 20 for international student numbers



• (1) – QS World University Rankings 2016, (2) – Guardian University Guide 2017/Complete University Guide '17

International Office

- Four regional teams – 14 staff members
- International Relations team, inc scholarships, study abroad
- CRM and marketing team
- Admin support, legal specialist and agent coordinator

International Students

- 2016/17 – non-UK students 442,375
- International Students generate \$36 bln per year, support 200,000 jobs
- Almost 20% of students in UK are EU or International students
- Top three EU countries - Germany (13,735), France (13,560) and Italy (13,455)
- Top non-EU Countries – China (95,090), Malaysia, USA, India (UKI)
- High numbers but UK stagnating since 2010

Our Strategy

- Our Mission: to change the world for the **better**
- We will strengthen our **reputation**, increasing our national and international rankings to secure a position in the **top 10** in the UK and **top 100** internationally
- A reputation for **delivering excellence** and an **exemplary** student experience will lead to greater demand from the best student applicants, **sustained** support from **research funders** and strong support from our **alumni**
- Underpinned by three supporting strategies
 - Education Strategy
 - Research Strategy
 - International Strategy

International Strategy...the highlights

- Focus on the international experience (mobility, student experience, employability, investment in facilities)
- Increase funding - sourcing alternative research/funding streams and research partnerships
- Raise our International profile (citations, engagement, reputation, rankings)
- Global partnerships
 - Research – top 200, multi-disciplined
 - Education – income generating, study abroad or progression
 - Capacity Building – building infrastructure, curriculum, governance
- International alumni community – Priority countries

International Engagement - Priority Countries

- 12 priority countries - active strategic engagement (China, HK, Taiwan, US, Canada, India....)
- 22 secondary countries – key relationships to maintain
- 14 keep warm countries some engagement
- In-country offices – Mexico, Nigeria, Jordan, USMC, China



The Future

- Brexit – uncertainty
- Political instability
- Rankings and NSS
- PSW questions
- Flexibility, responding to market demands and opportunities
- Demographic changes and potential impact
- Retaining staff expertise
- The impact of restructuring
- Competition and new markets



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