



**Faculty of Sciences
Internationalisation Plan
2013-2014**

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Faculty of Sciences Internationalisation Plan 2013

1. Introduction

Internationalisation is a key element of policy and planning within both the University of Kent and the Faculty of Sciences. Broad in its remit, it encompasses a range of activities including publicity for, and recruitment of, overseas students, the development and organisation of jointly offered taught programmes, collaborative research, international visit opportunities integral to Kent-based taught programmes, international industrial placements, staff and student mobility and overseas student experience and integration. It is also an important part of the annual planning process, with Schools now having to reflect upon and plan for international activities within previous and future years.

This document presents an overview of the current internationalisation activities across the Faculty. We present, School-by-School, the current status of international recruitment and make a number of recommendations for targets and markets. Furthermore the report makes a number of recommendations for enhancing the methods used including interaction within and between Schools in the planning, executing and reporting of activities. In describing potential processes our aim is to rationalise time and expenditure, minimising overlap and maximising the impact of internationalisation activities. In doing so, it is acknowledged that the needs of individual Schools will be different; hence our proposals will be simply outline mechanisms rather than restrictions.

In the scope of the Faculty's internationalisation plans it should be recognised that research activities, that may be integral to the plans of the other two faculties, are not considered here. Under the direction of the Faculty Director of Research, international research activities are well developed across the Faculty and procedures are in place to enhance these activities.

2. Recruitment Objectives

Our overall recruitment aim is to **increase the numbers** of international students registered at Kent. This will be achieved by realising the following key objectives:

- To meet future institutionally agreed international student **recruitment targets**.
- To increase **awareness of the University of Kent brand** internationally and its services to the target groups and the wider general public through more extensive use of media including social media, advertising, PR, CRM and identity/brand profile.
- To ensure that international students have a **high quality student experience** by providing support before, during and after their studies at Kent.
- To support the building of **strategic alliances and partnerships** between Kent and educational institutions; to thereby increase the number of international students engaged in short-term education and to enhance Kent's reputation as a valued partner and expert in the provision of quality education.

The following section outlines the key enabling actions planned for 2013/14, that are tailored to the successful delivery of our key recruitment objectives for the Faculty of Sciences.

The report primarily focuses on non-EU recruitment aspects in-line with other faculty Internationalisation Plans. Clearly EU recruitment is an important element of internationalisation and the International Development (ID) team are able to give advice and support where appropriate. EU recruitment will be the primary focus of a supplement to this Plan to be issued later in 2013, however, the structures and processes described in Section 3 apply to both EU and non-EU recruitment.

Faculty of Science International Recruitment Strategy Action Plan 2013-2014						
Theme	Action ID	Action	Status	Type	Stakeholder	Deadline
Targets	2.2.2	Regularly review applications and admissions data. Ensure enquiries, applications and decisions are turned around quickly.	Work in progress	On going	Faculty	Monthly
Targets	2.2.3	International Promotional Visit Schedule - ensure planned visits are within budget and fit with recruitment aims. Work with ID to review target countries and identify opportunities. Consider joint trips between Science Schools to maximise budget and recruitment opportunities.	Work in progress	On going	ID / Faculty	June 2013
Targets	2.2.3	Continue with frequent flier training; continue focused meetings to enable Faculty and ID to share information and develop international recruitment opportunities; integrate School international recruitment strategies (being written) into School plans.	Work in progress	On going	ID/Faculty /Schools	Annually /termly
Targets	2.2.4	Continue to explore the use of scholarships to attract students from key markets.	Work in progress	Yearly	Finance/ Faculty/ Schools	August 2013
Targets	2.2.6	Increase the use of alumni in recruitment and conversion activities. Work with Development & Alumni Office to map out PR activities for the forthcoming academic year.	Work in progress	On going	Faculty/Dev Alumni/ID	August 2013
Brand	2.2.7	Review School communications conversion strategy specifically designed for international students and key stakeholders. This is particularly important for conversion.	Work in progress	On going	Faculty/ Schools/ID / EMS	Annually
Brand	2.2.7	Work with Marketing and Communications to ensure key messages, relevant, accurate and consistent marketing materials both on and off line are produced. Consider website and social media campaigns. Focus on employability and successful case studies/testimonials.	Work in progress	On going	Faculty/ EMS	As required
Brand	2.2.7	Focus on USPs as key to promoting Sciences at Kent brand – brief ID/EMS to ensure work together on promotion.	Work in progress	On going	Faculty/EMS/ ID	As required
Brand	2.2.7	Regular review of programme portfolio, to ensure matching between market needs and that programme titles work overseas. Work with CEWL to ensure regular review and development of English language preparation courses and pre-entry programmes meet the needs of prospective students.	Work in progress	On going	CEWL/ Faculty /ID	As required
Student Exp.	2.2.8	Continue to develop successful welcome and induction activities, and consider surveying students to gain feedback. Efficient administration of student problems/queries.	Work in progress	Termly	Faculty	Termly

Strat. Alliances	2.2.9	Link existing and new academic and enterprise activities to identified country markets, recruitment priorities, including collaborations, 2+2 agreements, consultancy, participation in multi-lateral agency projects in order to build presence in target markets.	Work in progress	On going	Various Uni. Stakeholders	As required
Strat. Alliances	2.2.9	Consider developing opportunities for Study Abroad and Student Mobility to increase potential longer-term recruitment and profile of Kent.	Work in progress	On going	ID/Faculty	On going

2.1 Situational Analysis – Sciences International Recruitment at Kent

Registrations 2012 Entry: the overall overseas student population for the Faculty of Sciences has gone down by 5.4% from 331 in 2011/12 to 313 in 2012/13, despite small gains in recruitment for SMSAS and Biosciences.

During the last 10 years the overall non-EU international student number for Sciences has gone up by 129% from 139 to 319. However, this increase is due almost entirely to the School of Mathematics, Statistics and Actuarial Science, which has had a rise in international student numbers from 73 to 240 in the last 10 years. The other Schools, with the exception of Biosciences, have a flat profile during that period. This contrasts with international enrolments for the University generally which have gone up by an average of 10% per year over the last 10 years.

Part of the reason for the flat recruitment profile for Sciences is that there has been a growth in demand for Management/Business and other Social Sciences than for STEM subjects in many of our principal markets. It is typical that in the developing economies students show a greater interest in subjects such as Business/Management and Law. In addition, where there is demand for Science, it is often for heavy engineering and chemistry linked to energy, industry and construction. The result is that the big UK universities, with strong departments in heavy engineering, physics, chemistry, energy and construction – Manchester, Leeds, Sheffield, Birmingham, Nottingham, Newcastle - take a large share of the market. See Appendix 1 for top markets and UK institutions for international science recruitment. That said, Sciences at Kent continue to perform strongly in key geographic markets that are highlighted on a School-by-School basis.

Applications: it is also worth noting that while enrolments for Sciences at Kent have been flat over the last 10 years, applications have increased significantly. It may be that Science is just not receiving the requisite level/quality from international applicants, but it may be that a continued reviewing of selection criteria and admissions processes takes place to ensure that good potential students are not being lost.

In making recommendations for target markets and suggested visits Schools should be pragmatic in weighing up the economic benefits of attracting students against the expenditure involved. It is important, however, to take the long view on these initiatives. Exploratory visits for recruitment, agent briefings and discussions with other institutions often takes many recruitment cycles to bear fruit.

2.2 Trends and Target Markets per School

2.2.1 School of Biosciences

Registrations: 2012/13 saw a rise in overseas student registrations for the School of Biosciences increasing from 27 in 2011/12 to 30 in 2012/13. The overseas student population has fluctuated from 8 to 30 during the past 10 academic years (Table 1).

There have been four consistent main markets of Hong Kong, OS students domiciled in the UK, Malaysia and USA for FT Overseas students for the School of Biosciences over the past 10 years. There have also been occasional spikes in numbers from certain countries (3 from Nigeria in 2010/11 and 2011/12, 2 from China in 2011/12), but generally the FT Overseas students have come from the main markets and then small numbers from a range of countries. The majority of new FT Overseas students within the School of Biosciences are studying at UG level (21 out of 30 in 2012/13). (Appendix 2)

Table 1 - All new School of Biosciences OS student registrations

School of Biosciences	Overseas - New entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	16	22	11	13	9	5	17	10	23	21
PG	2	3	3	4	1	3	6	4	4	9
TOTAL	18	25	14	17	10	8	23	14	27	30

FT UG recruitment has increased in 2012/13 rising from 27 in 2011/12 to 29 in 2012/13. FT PGT recruitment has increased in 2012/13 rising from 3 in 2011/12 to 7 in 2012/13. Malaysia and Turkey, both with 2 students, are the main markets for FT PGT overseas students. The FT PGR recruitment has been generally very low over the last 10 years with just 1 student each year since 2009/10 to 2012/13. **(See Tables 2 - 5)**

Targets: Appendix 9 gives the newly registered v target for FT Overseas student numbers. FT UG Overseas numbers have exceeded targets in 1 of the last 5 years (2011/12). At PGT level Overseas numbers have exceeded targets in 3 of the last 5 years. FT PGR Overseas numbers has exceeded targets in 1 of the past 5 years (in 2008/09) and met targets in the last 2 years.

HE UK Sector: analysis of the most recent UK HE sector data shows that the top overseas markets for Biosciences are:

- China, Malaysia, Nigeria, USA, Hong Kong at the UG level
- India, Saudi Arabia, China, Nigeria, USA at the PGT level

Table 2 - Top 10 New full-time recruitment markets for the School of Biosciences

Top markets	FT Overseas new entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
Hong Kong	1	8	1	1	3	1	0	2	1	2
England	2	4	1	3	1	2	1	0	2	3
Malaysia	1	1	1	1	0	0	2	0	6	7
USA	0	0	1	2	3	1	6	1	3	2
Nigeria	1	2	3	1	0	0	0	3	3	2
China	1	1	3	1	0	0	0	1	2	1
Kenya	1	0	1	1	1	1	1	1	1	0
Mauritius	0	1	0	0	1	0	2	0	0	1
Republic of Korea	1	2	0	0	0	0	1	0	0	0
Taiwan	0	2	0	1	0	0	1	0	0	0
Grand Total	18	25	14	17	10	8	23	13	27	29

Table 3 - Top 10 New full-time UG markets for the School of Biosciences

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
USA	0	0	1	2	3	0	6	1	3	2
Hong Kong	1	7	1	0	2	1	0	2	1	2
Malaysia	1	1	1	1	0	0	2	0	4	5
Nigeria	1	2	3	1	0	0	0	3	3	1
England	1	4	0	1	1	0	1	0	1	2
China	1	1	3	1	0	0	0	0	2	0
Kenya	0	0	1	1	1	1	1	1	1	0
Mauritius	0	1	0	0	1	0	2	0	0	1
Brunei	0	0	0	0	0	0	0	1	2	1
Singapore	0	1	1	0	0	0	1	0	0	1
Grand Total	16	22	11	13	9	5	17	10	23	21

Table 4 - Top 10 New full-time PGT markets for the School of Biosciences

Top markets	FT PGT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
Malaysia	0	0	0	0	0	0	0	0	2	2
Turkey	0	0	0	0	0	0	0	0	0	2
Saudi Arabia	0	0	0	0	0	0	1	0	0	0
Nigeria	0	0	0	0	0	0	0	0	0	1
India	0	0	0	0	0	0	1	0	0	0
Grand Total	0	0	0	0	0	0	6	2	3	7

Table 5 - Top 10 New full-time PGR markets for the School of Biosciences

Top markets	FT PGR Overseas new entry									
Domicile	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12
England	1	0	1	2	0	2	0	0	0	1
Hong Kong	0	1	0	1	1	0	0	0	0	0
Taiwan	0	1	0	1	0	0	0	0	0	0
Grand Total	2	3	3	4	1	3	0	1	1	1

2013/14 applications: Applications for 2013/14 as of end of March are up 34% (UG) and 41%(PG). In addition to the encouraging increases this year in applications for Biosciences, it is worth noting the number of “live” applications, have increased by 41% UG and 39% PG, which suggests that the quality of the applications has improved and/or that closer consideration is being given to international applicants during the selection process.

In terms of applications for 2013/14, the top five markets continue to be UK, Nigeria, India, China and Hong Kong. However, there has also been an encouraging increase in applications from South Korea (4 UG for 2013, 0 for 2012) Malaysia (7 UG for 2013, 2 for 2012; 5 PG for 2013, 2 for 2012), UAE (7 UG for 2013, 2 for 2012), Norway (3 UG for 2013, 1 for 2012) and Pakistan (3 UG for 2013, 1 for 2012). (Appendix 10)

Recommendations - Recruitment: Biosciences have been very active internationally with promotional activities with visits - linked to seminars and lectures - to Vietnam, Malaysia, Faculty of Sciences Internationalisation and Recruitment Plan

Singapore, Malaysia, Hong Kong, Brunei, Canada, Egypt, India, Turkey, Tanzania, Uganda, Kenya, Mauritius, and the results are seen in increased applications for 2013/14.

Core markets continue to be Malaysia, UK, Hong Kong, Nigeria and US. However, the increase in applications 2013/14 suggests that South Korea, UAE, Norway and Pakistan also have a potential for growth. Where visits are not possible, it is vital that our representatives in the countries are kept fully briefed on Biosciences programmes and have appropriate promotional materials.

Brazil has not been a strong market, traditionally, but the demand for medical-related courses from bioscience and medical students applying for Science without Borders funding, now makes Brazil a potential recruitment source. It is important for Biosciences to liaise with ID on contacts and links with Brazil so that full use can be made of any future visits to Brazil to attract SWB students.

Promotional visits are being planned by ID to all the major Science markets 2013/14. Biosciences is liaising with ID and planning future joint activities. For further details of promotional visits see:

https://sharepoint.kent.ac.uk/groups/internationalisation/web_pages/student_recruitment.aspx

School of Engineering and Digital Arts

Registrations: 2012/13 saw a fall in overseas student registrations for the School of Engineering & Digital Arts from 71 in 2011/12 to 57 in 2012/13. The overseas student population has fluctuated from 31 to 83 during the past 10 academic years (Table 6).

Table 6 - All New School of Engineering and Digital Arts OS students

	Overseas - New entry									
Engineering & Digital Arts	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	31	26	19	16	10	17	25	18	12	20
PG	17	15	12	18	38	38	58	50	59	37
TOTAL	48	41	31	34	48	55	83	68	71	57

There have been 4 consistent main markets of China, UK, India and Nigeria for FT Overseas students for the School of Engineering & Digital Arts over the past 10 years. There have also been occasional spikes in numbers from certain countries (7 students from Saudi Arabia in 2008/09, 5 from Brunei in 2011/12, 4 from Jordan in 2005/06 and 4 from Pakistan in 2009/10), but generally the FT Overseas students have come from the main markets. The majority of new FT Overseas students within the School of Engineering & Digital Arts are studying at PG level (37 out of 57 in 2012/13). FT PGT recruitment has fallen between 2011/12 and 2012/13 from 52 in 2011/12 to 31 in 2012/13. There have been 4 consistent main markets of China, India, Nigeria and the UK. FT PGR recruitment has fluctuated over the last 10 academic years from a low of 2 in 2005/6 to a high of 10 in 2009/10. (See tables 7 - 10)

Targets: Appendix 9 gives the newly registered v target for FT Overseas student numbers. FT UG. Overseas numbers have exceeded targets in 3 out of the past 5 years. FT PGT Overseas numbers have also exceeded targets in 3 of the last 5 years. FT PGR Overseas numbers have exceeded targets in 2 of the last 5 years.

HE UK Sector: The analysis of the UK HE sector data shows that the top overseas markets for the School of Engineering and Digital Arts-related subjects are:

- China, Nigeria, India, Malaysia, Saudi Arabia at the UG level
- India, China, Nigeria, Pakistan, Libya at the PGT level

Table 7 - Top 10 New full-time recruitment markets for EDA

Top markets	FT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	6	7	12	3	13	12	16	16	18	9
England	6	4	4	5	9	11	14	10	9	8
India	5	4	1	5	7	7	16	10	12	7
Nigeria	9	9	3	4	1	0	8	8	7	2
Saudi Arabia	1	0	0	0	1	7	4	3	3	2
Jordan	1	1	4	3	0	3	2	2	1	1
Brunei	1	0	1	2	1	3	0	2	5	0
Pakistan	0	1	1	1	2	1	4	0	2	1
United Arab Emirates	3	3	0	2	0	0	1	1	0	1
Taiwan	4	0	0	2	1	2	1	0	0	0
Grand Total	48	41	31	32	48	55	83	68	71	57

Table 8 - Top 10 New full-time UG markets for the markets for EDA

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	3	1	4	2	3	2	7	3	5	3
Nigeria	9	9	3	1	0	0	4	2	0	1
England	2	1	3	1	2	1	5	2	1	1
India	2	0	0	2	0	3	1	3	0	3
Jordan	1	1	3	2	0	1	1	2	0	0
Brunei	0	0	1	2	1	2	0	1	2	0
Hong Kong	0	1	1	0	1	2	2	2	0	0
United Arab Emirates	3	3	0	2	0	0	0	0	0	1
Kenya	0	1	1	0	1	1	0	0	1	1
Pakistan	0	0	1	0	1	1	0	0	1	1
Grand Total	31	26	19	16	10	17	25	18	12	20

Table 9 - Top 10 New full-time PGT markets for the markets for EDA

Top markets	FT PGT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	3	5	6	1	10	9	8	11	12	6
India	3	4	1	3	7	4	14	6	12	4
England	1	0	1	1	5	4	6	4	6	4
Nigeria	0	0	0	2	1	0	3	6	7	1
Saudi Arabia	0	0	0	0	1	5	4	3	2	1
Grand Total	14	11	10	12	33	31	48	42	52	31

Table 10 - Top 10 New full-time PGR markets for the markets for EDA

Top markets	FT PGR Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	3	3	0	3	2	6	3	4	2	3
China	0	1	2	0	0	1	1	2	1	0
USA	0	0	0	0	0	0	0	0	1	1
Grand Total	3	4	2	4	5	7	10	8	7	6

2013/14 Applications: There has been no increase in UG applications for 2013/14 as end of March but “live” applications are up 20%, which suggests that the quality of the applications has improved and/or that closer consideration is being given to international applicants during the selection process. Despite the overall lack of growth, there have been encouraging increases in UG applications from Hong Kong, Malaysia, Mauritius, Russia, Pakistan, Bahrain, and UAE.

Applications for PG are up 12% with increases in applications from Bangladesh, Russia, China, Iraq, Kuwait, Oman, Syria, UAE, Turkey, Iran, Iraq, Tanzania, Uganda, Zambia and Mexico. However, there has not been an overall increase in “live” PG applications. (Appendix 10)

Recommendations – Recruitment: This year EDA carried out a promotional trip to India in conjunction with ID in February.

According to HESA figures for UKHE sector, China, Nigeria, India, Malaysia, Saudi and Pakistan are major sources of recruitment for EDA subjects. The School should exploit staff/research connections with these countries and plan visits when appropriate with ID.

However, markets which have also generated significant numbers of applications for 2013/14 are Ghana (23 PG), Uganda (2 UG, 17 PG), Iraq (15 PG), Iran (14 PG), Tanzania (8 UG, 9 PG). ID will be organising events in all these markets except Iran. It is important that ID liaise with EDA to ensure that our representatives in these markets are fully briefed on what EDA has to offer and have access to promotional materials.

Special attention should also be given to the opportunities presented by the Iraq/Kurdistan scholarship programme that is sending over 100 postgraduate students to the UK every year. The scholarships cover pre-session language development as well as

postgraduate science programmes. For further details, departments should contact Daniel Silman (D.R.Silman@kent.ac.uk) at ID.

The UK continues to be an important source of students (32 UG, 35 PG applications for 2013/14), so visits to international schools, with sample lectures and demonstrations, would be advisable. For details of our main schools and for visits planned by ID for 2013/14, contact Maxwell Howells (M.B.Howells@kent.ac.uk) at ID.

It is noticeable that in contrast to the low enrolment rates, applications are up. It could be that the quality of the applications does not meet requirements but conversion processes and qualification evaluations should be reviewed.

School of Pharmacy

Registrations: 2012/13 saw a slight increase in overseas student registrations for the School of Pharmacy, rising from 4 in 2011/12 to 5 in 2012/13. The overseas student population has fluctuated from 0 to 10 during the past 10 academic years (Table 11).

Table 11 - All New School of Pharmacy OS student registrations

	Overseas new entry								
School of Pharmacy	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	5	10	5	5	3	5	4	3	5
PG	0	0	0	1	1	1	0	1	0
TOTAL	5	10	5	6	4	6	4	4	5

FT UG recruitment is low and the main market is the UK, which has consistently provided the majority of international students over the past 10 years. The FT PGR recruitment has been very low and inconsistent over the last 10 years with none in 2012/13 or the previous 3 years (see Tables 12 -14).

Targets: Appendix 9 shows the newly registered vs target for FT Overseas student numbers. FT UG. Overseas numbers have exceeded targets in 3 out of the past 5 years and met the target in 1 other year. FT PGR Overseas numbers have been met once in the past 5 years (in 2008/09).

HE UK Sector: Analysis of the UK HE sector data shows that the top overseas markets for the Pharmacy-related subjects are:

- Malaysia, Canada, Hong Kong, India, Nigeria at the UG level
- India, Saudi Arabia, China, Pakistan, USA at the PGR

It should also be noted that a UK pharmacy degree may not/is not recognised by many, if not all, of the countries listed which obviously impacts recruitment.

Table 12 - Top 10 New full-time recruitment markets for the Pharmacy

Top markets	FT Overseas new entry									
Domicile	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12
England	0	0	2	2	1	1	0	4	1	3
Nigeria	0	0	2	2	0	0	1	0	1	0
India	0	0	1	1	0	0	1	0	0	0
Mauritius	0	0	0	1	0	1	0	0	0	0
Canada	0	0	0	0	1	1	0	0	0	0
Not known	0	0	0	1	1	0	0	0	0	0
Tanzania	0	0	0	0	1	1	0	0	0	0
Malaysia	0	0	0	0	0	0	0	0	1	0
China	0	0	0	0	1	0	0	0	0	0
Hong Kong	0	0	0	1	0	0	0	0	0	0
Grand Total	0	0	5	10	5	6	4	5	4	3

Table 13 - Top 10 New full-time undergraduate markets for the School of Pharmacy

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	0	2	2	1	1	0	4	1	3	3
Nigeria	0	2	2	0	0	1	0	1	0	0
India	0	1	1	0	0	1	0	0	0	0
Not known	0	0	1	1	0	0	0	0	0	0
Canada	0	0	0	1	1	0	0	0	0	0
Mauritius	0	0	1	0	1	0	0	0	0	0
Tanzania	0	0	0	1	1	0	0	0	0	0
Norway	0	0	0	0	0	0	0	1	0	0
Brunei	0	0	0	0	0	0	0	0	0	1
Hong Kong	0	0	1	0	0	0	0	0	0	0
Grand Total	0	5	10	5	5	3	5	4	3	5

Table 14 - Top 10 New full-time PGR markets for the School of Pharmacy

Top markets	FT PGR Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
Trinidad&Tobago	0	0	0	0	1	0	0	0	0	0
Syria	0	0	0	0	0	1	0	0	0	0
Grand Total	0	0	0	0	1	1	0	0	0	0

2013/14 Applications: Applications for 2013/14 (as of March) are down 13% for UG programmes but up by 285% for PG programmes with an increase of 520% in “live” applications. This is evidence of the potential appeal of the new Masters programme in Applied Drug Discovery. There have been encouraging increases in PG applications from China (8 PG 2013/14, 1 PG 2012/13), India (8 PG 2013/14, 0 PG 2012/13), Nigeria (5 PG 2013/14, 0 PG 2012/13), Jordan (4 PG 2013/14, 0 PG 2012/13) and Egypt (3 PG 2013/14, no PG 2012/13), Iraq (3 PG 2013/14, 2 PG 2012/13) (Appendix 10)

Recommendations - Recruitment: Pharmacy has good contacts with universities internationally which can be exploited. PG applications from abroad have been low, but the new Masters in Applied Drug Discovery provides a good opportunity for developing markets abroad. The same applies to the new UG BSc (Hons) in Pharmacology and Physiology starting Sept/Oct 2014.

HESA figures for HE UK enrolments show that Malaysia, Canada, Hong Kong, India and Nigeria and the leading sources for international UG students. India, Saudi Arabia, China, Pakistan and the USA are leading markets for PG students. It would be advisable for Pharmacy and Biosciences to continue to combine their efforts as much as possible in promoting their programmes abroad, targeting especially China, Nigeria for PG students and Hong Kong and Canada for UG students.

UK international schools are a significant source of students so visits to international schools, with sample lectures and demonstrations, would be advisable. For details of our main schools and visits being planned by ID for 2013/14, contact Maxwell Howells (M.B.Howells@kent.ac.uk) at ID.

It is noticeable that the UG enrolments for 2013/14 are low in contrast to the growth in applications. It could be that the quality of the applications does not meet requirements but conversion processes and qualification evaluations should be checked, especially for Hong Kong and Canada.

School of Mathematics, Statistics and Actuarial Science

Registrations: 2012/13 saw a slight increase in overseas student registrations for the School of Mathematics, Statistics and Actuarial Science (SMSAS), increasing from 236 in 2011/12 to 240 in 2012/13. The overseas student population has risen substantially during the past 10 academic years, from 73 in 2003/04 to 240 in 2012/13 (Table 15).

Table 15 - All New School of Mathematics, Statistics and Actuarial Science OS student registrations

	Overseas - New entry									
SMSAS	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	67	77	69	88	63	78	77	65	73	66
PG	6	27	21	18	66	82	72	143	163	174
TOTAL	73	104	90	106	129	160	149	208	236	240

There have been three consistent main markets of China, UK and Malaysia for FT Overseas students for the SMSAS over the past ten years, with the majority coming from China. There have also been occasional spikes in numbers from certain countries (16 students from India in 2010/11, 11 from Kenya in 2010/11).

The majority of new FT Overseas students within SMSAS are studying at PG level (174 out of 240 in 2012/13). FT UG recruitment has fallen slightly from 73 in 2011/12 to 66 for 2012/13 and China is the main market for student recruitment. FT PGT recruitment has risen slightly between 2011/12 and 2012/13, with 3 consistent main markets, China, UK and Malaysia. FT PGR recruitment remains very low, although increasing from 1 in 2011/12 to 3 for 2012/13 (see Tables 16 -19)

Targets: Appendix 9 shows the newly registered vs target for FT Overseas student numbers. FT UG Overseas numbers have exceeded targets in 3 out of the past 5 years, failing to meet targets in 2010/11 and 2012/13. At PGT level Overseas numbers have exceeded targets in 4 of the last 5 years. FT PGR Overseas numbers have exceeded targets in 2 of the last 5 years.

HE UK Sector: Analysis of the most recent UK HE sector data shows that the top overseas markets for the Mathematics, Statistics, Actuarial Sciences and related subjects are:

- China, Malaysia, Hong Kong, Singapore and South Korea at the UG level.
- China, Nigeria, Saudi Arabia, Pakistan and Saudi Arabia at the PGT

Table 16 - Top 10 New full-time recruitment markets for the SMSAS

Top markets	FT Overseas new entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	25	29	31	44	49	47	42	65	77	101
England	12	27	19	24	21	25	31	26	15	14
Malaysia	5	12	3	6	9	16	21	33	43	36
India	3	3	4	5	12	12	10	16	15	8
Hong Kong	5	8	2	5	8	13	6	5	8	10
Kenya	5	3	4	3	2	4	7	11	7	7
Mauritius	4	3	4	4	4	3	5	4	7	9
Brunei	0	0	3	3	2	6	6	8	7	5
Pakistan	1	2	1	0	3	5	2	4	4	3
Thailand	0	1	0	0	0	1	0	3	7	6
Grand Total	73	104	90	106	129	160	149	208	236	240

Table 17 - Top 10 New full-time UG markets for the SMSAS

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	24	27	27	42	32	36	28	32	22	26
Malaysia	4	10	2	4	4	11	17	12	19	16
England	11	11	11	14	2	2	5	2	3	2
Hong Kong	5	8	2	4	6	12	4	3	6	7
Mauritius	4	3	3	4	4	2	5	3	4	3
Brunei	0	0	3	3	2	2	6	5	3	2
Kenya	5	3	4	3	1	2	2	2	2	0
India	3	2	4	5	0	1	1	3	1	0
Pakistan	1	2	1	0	3	5	2	1	2	1
Ghana	3	2	1	0	0	0	0	0	0	0
Grand Total	67	77	69	88	63	78	77	65	73	66

Top 18 - 10 New full-time PGT markets for the SMSAS

Top markets	FT PGT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	1	2	4	2	17	10	14	31	54	75
England	1	16	8	10	19	22	26	23	12	11
Malaysia	1	1	1	2	5	5	4	21	24	20
India	0	1	0	0	12	10	9	13	14	8
Kenya	0	0	0	0	1	2	5	9	5	7
Grand Total	6	24	20	17	66	76	70	140	162	171

Table 19 - Top 10 New full-time PGR markets for the SMSAS

Top markets	FT PGR Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
Mexico	0	1	0	1	0	2	0	0	0	0
China	0	0	0	0	0	1	0	2	1	0
England	0	0	0	0	0	1	0	1	0	1
Grand Total	0	3	1	1	0	6	2	3	1	3

2013/14 Applications: For the first time in the last 4 years, international applications are down for SMSAS. PG applications are down 18% and UG applications down 22%, with losses from all 5 major markets: China, UK, Malaysia, India and Nigeria.

Markets which have shown an increase in UG applications for 2013/14, include Zimbabwe (7 for 2013/14, 2 for 2012/13), India (13 for 2013/14, 10 for 2012/13), Russia (2 for 2013/14, 0 for 2012/13), For PG programmes the main growth in applications for 2013/14 has been from Thailand (38 for 2013/14, 28 for 2012/13), Vietnam (8 for 2013/14, 4 for 2012/13), Iraq (23 for 2013/14, 17 for 2012/13), Saudi Arabia (16 for 2013/14, 8 for 2012/13) and Ethiopia (13 for 2013/14, 7 for 2012/13) (See Appendix 10)

Recommendations – Recruitment: The strong area of growth for SMSAS over the last 4 years has been in the Masters programmes in Actuarial Science and in Finance, Investment and Risk. The drop in applications for 2013/14 may be a blip but it may be a Faculty of Sciences Internationalisation and Recruitment Plan

symptom of the increase in competition from UK universities and an industry-wide fall in applications from India due to UKBA visa and work restrictions.

The School has participated in promotional visits to Singapore, Hong Kong and Malaysia, and in previous years China and India. China, Malaysia, Hong Kong, Mauritius and UK schools continue to be the main source of applications for SMSAS. ID reports a growing interest in Actuarial Science and, especially, in Finance, Investment and Risk from students in Vietnam and Thailand, both of which are showing encouraging growth in PG applications.

Clearly, Africa is of strategic importance to SMSAS and it is recommended that further visits in conjunction with ID are planned, where possible, to the markets above, linked to seminars and lectures on Finance and the City. A visit to Thailand (which is now in 6th place in terms of PGT enrolments) and Vietnam would also be advised as lectures at schools and universities would be very welcome in these areas and would attract a great deal of attention. Where visits are not possible, it is important to ensure that our representatives in these markets are fully briefed on SMSAS programmes.

Promotional visits being planned by ID are listed on:

https://sharepoint.kent.ac.uk/groups/internationalisation/web_pages/student_recruitment.aspx

SMSAS is liaising with ID and planning future joint activities.

School of Sport and Exercise Studies

Registrations: 2012/13 saw a slight fall in overseas student registrations for the School of Sport and Exercise Studies. Registrations had risen from 4 in 2010/11 to 8 in 2011/12 and then back down to 7 for 2012/13. The overseas student population has fluctuated from 0 to 8 during the past 10 academic years (Table 20).

Table 20 - All New School of Sport and Exercise Studies OS student registrations

	Overseas - New entry								
Centre for Sports Studies	2003/4	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	3	1	1	3	3	3	1	6	6
PG	0	0	0	2	0	1	3	2	1
TOTAL	3	1	1	5	3	4	4	8	7

There has been no consistency in markets for FT Overseas students for the School of Sport and Exercise Studies over the past 10 years; the most consistent market recently is the UK. There have been small spikes in numbers from certain countries (2 students from India in 2010/11 and 2011/12 and 2 from Hong Kong in 2008/09, 2 from Brunei in 2012/13), but generally the FT Overseas students have come from a range of countries. The majority of new FT Overseas students within the School of Sport and Exercise Studies are studying at Faculty of Sciences Internationalisation and Recruitment Plan

UG level (6 out of 7 in 2012/13). FT PGT recruitment has decreased between 2011/12 and 2012/13, down by -2 to 0 students, and there is 1 student at FT PGT from England (see Tables 21 – 23)

Targets: Appendix 9 gives the newly registered v target for FT Overseas student numbers. FT UG. Overseas numbers have exceeded targets in 2 out of the past 5 years. At PGT level Overseas numbers have exceeded targets in 1 of the last 5 years (in 2010/11).

HE UK Sector: Analysis of the UK HE sector data shows that the top overseas markets for the Sports Studies-related subjects are:

- China, Hong Kong, Japan, USA, UAE at the UG level
- India, China, Saudi Arabia, South Africa, Canada at the PGT

Table 21 - Top 10 New full-time recruitment markets for School of Sport and Exercise Studies

Top markets	FT Overseas new entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	0	0	0	0	0	0	1	1	4	1
Brunei	0	0	0	1	1	0	1	1	0	2
India	0	0	0	0	0	0	0	2	2	0
Hong Kong	0	0	0	0	0	2	0	0	0	1
Republic of Korea	1	0	0	0	0	0	0	0	0	1
Trinidad & Tobago	1	0	0	0	0	0	0	0	0	1
Kenya	0	0	0	0	1	0	1	0	0	0
Taiwan	0	0	0	0	0	0	0	0	1	0
Not known	0	0	1	0	0	0	0	0	0	0
China	0	0	0	0	0	0	1	0	0	0
Grand Total	2	0	1	1	2	3	4	4	8	7

Table 22 - Top 10 New full-time UG markets for School of Sport and Exercise Studies

Top markets	FT UG Overseas new entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	0	0	0	0	0	0	1	0	4	0
Brunei	0	0	0	1	1	0	0	1	0	2
Hong Kong	0	0	0	0	0	2	0	0	0	1
Republic of Korea	1	0	0	0	0	0	0	0	0	1
Trinidad & Tobago	1	0	0	0	0	0	0	0	0	1
Kenya	0	0	0	0	1	0	1	0	0	0
Singapore	0	0	0	0	0	0	0	0	1	0
Zimbabwe	0	0	0	0	0	1	0	0	0	0
China	0	0	0	0	0	0	1	0	0	0
Not known	0	0	1	0	0	0	0	0	0	0
Grand Total	2	0	1	1	2	3	3	1	6	6

Table 23 - Top 10 New full-time PGT markets for School of Sport and Exercise Studies

Top markets	FT PGT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
India	0	0	0	0	0	0	0	2	1	0
Taiwan	0	0	0	0	0	0	0	0	1	0
Brunei	0	0	0	0	0	0	1	0	0	0
England	0	0	0	0	0	0	0	1	0	0
Grand Total	0	0	0	0	0	0	1	3	2	0

2013/14 Applications: International applications for 2013/14 as of March are down 9% for UG programmes, however, the “live” applications are up by 29%, which suggests an improvement in the quality of the applications and/or in the attention given to international applications. There are a few markets that show encouraging signs of life in terms of UG applications and they are Hong Kong (5 applications 2013/14, 3 for 2012/13), South Korea (3 applications for 2013/14, 2 for 2012/13), Jordan (3 applications for 2013/14, 0 for 2012/13), Nigeria (2 application 2013/14, 0 2012/13). UK international schools still remains the main source of UG students although applications are slight down (from 16 to 15) on last year.

PG applications have gone up 200% due to an increase in applications from Iran (7 applications 2013/14, 1 for 2012/13), Iraq (11 applications 2013/14, 6 for 2012/13), China (5 for 2013/14, none for 2012/13), UK (5 for 2013/14, 3 for 2012/13), Oman (2 for 2013/14, none for 2012/13), Oman (2 for 2013/14, none for 2012/13) (Appendix 10). What is encouraging for 2013/14 is not only the increase in PG applications but also an increase in “live” applications, which suggests that the quality has increased or/and that closer consideration is being given to international applicants during the selection process.

Recommendations – Recruitment: The School of Sport and Exercise Studies has only recently started promotional activities abroad and with such a low level of international recruitment there is not yet a clear picture of potential growth or niche markets. However, HESA figures for HE UK enrolments for Sports show that the main markets are China, Hong Kong, Japan, USA and UAE for UG students, and India, China, Saudi Arabia, South Africa and Canada for PG.

The growth of interest internationally in sports science and management in the wake of the Olympics, and in anticipation of the World Cup, provides a good opportunity for Kent to promote sports programmes, its location at Medway and proximity to London and the Olympic Village. This should be done through:

- Visits to and from UK based international schools, which are the main source of international applications. Liaise with Maxwell Howells, ID
- The growth in applications from Iraq and Iran (to a lesser extent) are from students who are fully funded by their governments so it is worth focusing on these markets. Where visits are not possible because of security the University has a network of agencies in the area so there is a need to ensure that the agents are fully briefed on the range and quality of our sports provision and are provided with adequate

materials, flyers and prospectuses. The Centre for Sports Studies should liaise with Luis Ananguren (L.Ananguren@kent.ac.uk) for Iran, and Daniel Silman (D.R.Silman@kent.ac.uk) for Iraq.

- The School has received applications from Jordan, UAE, Saudi Arabia and Oman. It stands to reason that there will be a growth of interest in sports in this area pre-Qatar World Cup, which will generate interest and employment opportunity not just in Qatar but in the surrounding states. Again there is the need to ensure that agents are fully briefed and equipped to take advantage of any early increase in interest (Contact: Luis Ananguren). China, Hong Kong and South Korea continue to show potential and visits linked to seminars and presentation at sports providers in these areas could be productive. Promotional visits planned by ID are listed on: https://sharepoint.kent.ac.uk/groups/internationalisation/web_pages/student_recruitment.aspx. ID will liaise with Sports on future activities.
- At this critical period, further scholarships should be considered as a way of raising profile in strategic markets: China, South Korea, Hong Kong and the Middle East.

School of Physical Sciences

Registrations: 2012/13 saw a drop in overseas student registrations for the School of Physical Sciences, falling from 13 in 2011/12 to 10 in 2012/13. The overseas student population has fluctuated from 1 to 16 during the past 10 academic years (Table 24).

Table 24 - All New School of Physical Sciences OS student registrations

School of Physical Sciences	Overseas - New entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	7	6	1	6	7	6	16	9	12	10
PG	3	0	0	1	0	0	0	1	1	0
TOTAL	10	6	1	7	7	6	16	10	13	10

There have been 3 consistent main markets - the UK, United States of America and Brunei - for FT Overseas students for the School of Physical Sciences over the past 10 years. There have also been occasional spikes in numbers from certain countries (5 students from Hong Kong in 2012/13, 3 from United Arab Emirates in 2009/10, 4 from Hong Kong in 2008/09). In 2012/13 all new FT Overseas students in the School of Physical Sciences are studying at UG level.

The FT PGR recruitment has been generally very low over the last 10 years with just 1 in 2011/12 (see Tables 25 – 27).

Targets: Appendix 9 gives the newly registered v target for FT Overseas student numbers. FT UG Overseas numbers have exceeded targets in 4 out of the past 5 years. FT PGR Overseas numbers have been met three times in the past 5 years and exceeded targets once in 2009/10.

HE UK Sector: Analysis of the UK HE sector data shows that the top overseas markets for the School of Physical Sciences-related subjects are:

- China, Hong King, Malaysia, Singapore, USA at the UG level
- India, USA, China, Saudi Arabia, Libya at the PGT

Table 25 - Top 10 New full-time recruitment markets for School of Physical Sciences

Top markets	FT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	0	4	0	2	0	1	3	2	1	2
Hong Kong	2	0	0	0	1	0	2	3	0	5
USA	3	1	0	0	2	1	0	0	3	0
Brunei	0	0	0	0	1	0	4	2	1	0
China	1	0	0	1	0	0	0	1	1	0
Kenya	0	0	0	1	1	1	0	0	0	0
Malaysia	0	0	0	0	1	1	0	0	0	1
Mauritius	0	0	0	0	0	0	1	1	1	0
United Arab Emirates	0	0	0	0	0	0	3	0	0	0
Canada	1	0	0	0	0	1	0	0	0	0
Grand Total	10	6	1	6	7	6	16	10	13	10

Table 26 - Top 10 New full-time UG markets for School of Physical Sciences

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
Hong Kong	2	0	0	0	1	0	2	3	0	5
England	0	4	0	2	0	1	3	1	0	2
USA	2	1	0	0	2	1	0	0	3	0
Brunei	0	0	0	0	1	0	4	2	1	0
United Arab Emirates	0	0	0	0	0	0	3	0	0	0
Mauritius	0	0	0	0	0	0	1	1	1	0
China	0	0	0	1	0	0	0	1	1	0
Malaysia	0	0	0	0	1	1	0	0	0	1
Kenya	0	0	0	1	1	1	0	0	0	0
India	0	0	0	0	0	0	1	0	1	0
Grand Total	7	6	1	6	7	6	16	9	12	10

Table 27 - Top 10 New full-time PGR markets for School of Physical Sciences

Top markets	FT PGR Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	0	0	0	0	0	0	0	1	1	0
China	1	0	0	0	0	0	0	0	0	0
USA	1	0	0	0	0	0	0	0	0	0
Estonia	1	0	0	0	0	0	0	0	0	0
Grand Total	3	0	0	0	0	0	0	1	1	0

Applications 2013/14: Applications for 2013/14 were again up both for UG (7%) and for PG (30%), with increases from USA (3 for UG 2013/14, 1 for 2012/13), Canada (2 for UG 2013/14, 1 for 2012/13), India (4 for UG 2013/14, 3 for 2012/13; 11 UG for 2013/14, 9 for 2012/13). Iraq has also shown an increase in applications from 8 in 2012/13 to 9 in 2013/14.

The number of “live” applications for 2013/14 has gone up by 17% for UG and 53% for PG. (Appendix 10)

Recommendations – Recruitment:

SPS has excellent research links with universities internationally, which should be explored for potential student exchanges and recruitment. Any academic visits to these institutions, linked to science lectures for students, would potentially raise the profile of the School. Full use needs to be made of the School’s high-rankings in important research areas to attract UG and PG students.

The USA, Brunei, UAE and Hong Kong continue to be the main sources of international applications so these markets should continue to be focused on but from HESA data it can be seen that that the big markets are China, India, Hong Kong, Malaysia, Singapore and Saudi Arabia (although again the demand is often for heavy engineering and energy and construction-based projects). The Forensic Science MSc and the new Chemistry programme provide an opportunity for Kent to reach students in the above markets and it is essential that Kent representatives in these countries be fully briefed on the new programmes and supplied with appropriate.

Attention should also be given to the opportunities presented by the Iraq/Kurdistan scholarship programme that is sending over 100 postgraduate students to the UK every year. The scholarships also cover language. For further details, departments should contact Daniel Silman, (D.R.Silman@kent.ac.uk) in ID.

Promotional visits being planned by ID are listed on https://sharepoint.kent.ac.uk/groups/internationalisation/webpages/student_recruitment.aspx. SPS will be liaising with ID on future activities.

Clearly the increase in international applications over the years has not been matched by an increase in enrolments. It could be that the quality of the applications does not meet requirements but conversion processes and qualification evaluations should be checked. This is especially evident at PG level, with 84 applications for 2012 but no enrolments. The Faculty of Sciences Internationalisation and Recruitment Plan

increase in “live” applications for 2013/14, especially for PG, is encouraging and should lead to a better conversion rate.

The high rate of application from UK schools makes this the biggest potential source of international students and suggests that evaluation of UK foundation programmes should also be reviewed.

School of Computing

Registrations: 2012/13 saw a rise in overseas student registrations for the School of Computing, increasing from 42 in 2011/12 to 48 in 2012/13. The overseas student population has been steadily increasing from 26 in 2007/08 to 48 in 2012/13 (Table 28).

Table 28 - All New School of Computing OS student registrations

School of Computing	Overseas - New entry									
	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
UG	13	20	22	15	14	18	12	13	11	13
PG	34	33	17	11	12	9	19	35	31	35
TOTAL	47	53	39	26	26	27	31	48	42	48

There have been four consistent main markets - UK, China, India and Nigeria - for FT Overseas students for the School of Computing over the past 10 years. There have also been occasional spikes in numbers from certain countries (5 students from Saudi Arabia in 2010/11, 4 from Brunei in 2010/11 and 2011/12, 4 from Brazil in 2012/13). The majority of new FT Overseas students within the School of Computing are studying at PG level (35 out of 48 in 2012/13).

FT UG recruitment has risen slightly from 11 in 2011/12 to 13 in 2012/13. The most consistent markets for student recruitment are the UK, Nigeria, China and Hong Kong – but all markets are generally low. FT PGT recruitment has increased slightly from 26 in 2011/12 and to 30 in 2012/13. FT PGR recruitment has been generally very low over the last 10 years and there has been a slight fall from 5 in 2011/12 to 4 in 2012/13 (see Tables 29 - 32).

Targets: Appendix 9 gives the newly registered vs target for FT Overseas student numbers. FT UG and FT PGT Overseas numbers have both exceeded targets in 2 out of the past 5 years (2008/09 and 2011/12 and 2009/10 and 2010/11 respectively). FT PGR Overseas numbers has exceeded targets in 3 of the past 5 years.

HE UK Sector: Analysis of the UK HE sector data shows that the top overseas markets for the School of Computing-related subjects are:

- China, Sri Lanka, India, Nigeria, Saudi Arabia at the UG level.

- India, China, Nigeria, Pakistan, Saudi Arabia at the PGT level.

Table 29 - Top 10 New full-time recruitment markets for School of Computing

Top markets	FT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	9	10	8	10	7	7	7	11	1	4
China	10	13	8	1	4	1	1	6	7	8
India	4	8	4	2	1	0	4	3	6	6
Nigeria	3	5	3	3	3	1	3	3	4	4
Hong Kong	2	1	0	3	2	4	3	1	1	2
Brunei	0	0	1	0	2	2	1	4	4	1
Saudi Arabia	0	0	1	0	0	2	3	5	0	2
Taiwan	3	4	1	2	0	0	0	2	0	1
Brazil	1	0	0	1	2	0	0	0	0	4
Thailand	0	0	1	0	0	0	1	1	3	0
Grand Total	46	53	39	26	26	27	31	48	42	47

Table 30 - Top 10 New full-time UG markets for School of Computing

Top markets	FT UG Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	2	2	5	8	2	5	3	2	0	2
Nigeria	3	5	3	2	3	1	2	2	2	1
China	2	5	5	1	1	1	1	2	1	1
Hong Kong	2	1	0	3	2	4	3	0	1	2
Brunei	0	0	0	0	2	2	0	2	3	1
India	0	3	1	0	1	0	1	1	1	0
Brazil	0	0	0	0	0	0	0	0	0	4
Russia	0	0	2	0	0	0	0	1	0	0
Cyprus	0	0	3	0	0	0	0	0	0	0
Kenya	0	0	0	0	1	1	1	0	0	0
Grand Total	12	20	22	15	14	18	12	13	11	13

Table 31 - Top 10 New full-time PGT markets for School of Computing

Top markets	FT PGT Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
China	7	8	3	0	3	0	0	2	5	5
England	4	5	2	1	5	1	4	8	1	2
India	3	5	3	1	0	0	3	2	5	6
Taiwan	3	4	1	2	0	0	0	2	0	1
Saudi Arabia	0	0	1	0	0	2	3	4	0	1
Grand Total	26	28	15	7	10	8	19	32	26	30

Table 32 - Top 10 New full-time PGR for School of Computing

Top markets	FT PGR Overseas new entry									
Domicile	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13
England	3	3	1	1	0	1	0	1	0	0
China	1	0	0	0	0	0	0	2	1	2
Brazil	1	0	0	1	2	0	0	0	0	0
Grand Total	8	5	2	4	2	1	0	3	5	4

2013/14 Applications: The increase in applications has slowed this year, with just a 1% increase in UG applications and 2% for PG. Significant falls in the more established markets of India, China and Brunei, were partially offset by increases from Russia (3 UG applications 2013/14, non 2012/13), Turkey (3 UG applications 2013/14, 1 in 2012/13), Pakistan (41 PG applications 2013/14, 13 in 2012/13), Thailand (5 PG applications 2013/14, 2 2012/13), Iran (8 PG applications 2013/14, 4 in 2012/13). These figures will be boosted by another 4 to 5 applicants from Science without Borders for 2013/14. (Appendix 10)

Recommendations - Recruitment: Computing has excellent contacts with departments all over the world, with postgraduate alumni in influential positions internationally. International recruitment numbers have not gone up over the last 10 years but the opportunities are there.

The main markets for Computing at Kent continue to be China, India and Nigeria, Saudi Arabia, Brunei for postgraduate students. Undergraduate student numbers remain very low, with the UK, Nigeria, China and Hong Kong being the main sources, although there has been a recent increase from Brazil due to Science Without Borders students.

- From HESA data, China, Sri Lanka, India, Nigeria, Saudi are the main markets for Computing students in UK so academic staff should explore their connections in these markets. Computing also have strong links in Brazil and has been our most successful School in attracting Science Without Borders students. Computing has an active MoU with the University of Pernambuco and have strong links with the University of Sao Paulo. The University of Brasilia is now also keen to set up a MoU with Kent. This is a particularly important opportunity for us to raise our profile through a prestigious university and set up potential exchanges and boost applications.
- Signs of interest in the markets in Pakistan, Thailand, Russia, Turkey and Iran should also be explored. Where visits are not practical, every effort should be made to ensure that our agents in the areas are fully briefed and supplied with appropriate materials outlining the strengths in our provision in Computing.
- Although applications from Iraq are slightly down for 2013/14 it is still generating significant numbers of applications (22 PG for 2013/14, 25 PG for 2012/13). “Live” applications, however, are only 4 for 2013/14 and 5 for 2012/13. It may well be that the applications are not of the required standard but the selection process should be reviewed as these students are fully sponsored for academic and for pre-sessional language preparation. For further information on the Iraq/Kurdistan scholarship

programme, departments should contact Daniel Silman (D.R.Silmann@kent.ac.uk) at ID.

2.3 Meeting future international student targets

In order to reach future targets as well as recruit and attract the most appropriately qualified students for entry to Kent, ID considers the following points with regards to planning and implementing our International Recruitment Strategy for overseas fee paying students at Kent as particularly important.

2.3.1 Tier markets and data analysis

ID's main recruitment focus is aimed at identified priority markets: Tier 1, established markets and Tier 2, developing and niche markets. However, it regularly undertakes PESTLE analysis and considers appropriate visits risks and opportunities to enable the University to have the flexibility to change focus on different countries as and when necessary.

ID works closely with Student Planning to review internal statistical data relating to registrations and applications.

ID also review data from a wide range of sources such as the International Unit of Universities UK, British Council websites, British Council presentations, Education UK conferences, international conferences, international exhibitions, training and development courses run by organisations such as UKCISA, BUTEX and UCAS. ID also commission research from organisations such as Hobsons and participates in the International Student Barometer, reviews HESA stats and also information from private research/marketing organisations.

Information collected is then used in all aspects of the recruitment strategy for international students, whether face-to-face counselling, online, dealing with queries from appointed representatives, content of guides and web pages, etc. Much of this information is now available on the ID Sharepoint site allowing easy access for all Schools to aid them with their planning too.

2.3.2 International Promotional Schedule

An overview of overseas recruitment visits for the Faculty of Sciences and associated budget for 2013/2014 is available on:

https://sharepoint.kent.ac.uk/groups/internationalisation/web_pages/student_recruitment.aspx

It is suggested that these visits are discussed and planned at School level. Activities undertaken during these visits overseas may include:

- Attendance at British Council Education Fairs
- Subject focussed events/exhibitions

- Interviews and counselling sessions
- Partnership/collaborative visits
- Visits to Schools
- Visits to Representatives (Agents)
- Visits to companies and government organisations
- Presentations and lectures at various educational institutions
- Visits to Embassies, Sponsoring Organisations and Government Offices
- Alumni Events
- Clearing activities
- Pre-Departure briefings

Based on a combination of internal and external data, and on market experience, ID therefore recommends the following markets for the Faculty of Science to concentrate their recruitment efforts:

PRIORITY MARKETS

China
 India
 UK
 Hong Kong
 Saudi Arabia
 Malaysia
 Pakistan
 Nigeria
 Ghana
 USA
 Singapore

SECONDARY MARKETS

Brunei
 Thailand
 Brazil
 Iraq
 Turkey
 South Korea
 Kenya
 Mauritius
 Canada
 Taiwan

In addition to potential outward visits, targeted country and language-specific advertising and communications are also recommended.

2.2.4 Scholarships

Scholarships are a useful international student recruitment and conversion tool. Scholarships can help individual candidates, developing countries, raise standards at Kent, help to promote Kent, help develop future leaders and develop better international relations. ID actively encourages Academic Schools and Faculties to consider targeted scholarships to aid recruitment and conversion. Scholarships should be promoted through ID, via flyers for recruitment trips, and via the Schools' websites.

2.2.5 International Recruitment via Global representatives

Officially appointed overseas representatives are an important source for international student recruitment at Kent. ID has responsibility for the development, training and support of our global network of representatives. Staff regularly visit our representative offices overseas and undertake promotional activities and interviews with students. ID also welcome many visits throughout the year from their counsellors based overseas. This is an excellent opportunity to showcase Kent and train representatives on Kent's provision

and facilities. Other recruitment activities include attendance at representative mini-fairs, joint presentations at British Council Offices, national advertising, alumni events, joint inserts in International Study Guides and translation of course materials, visa training, professional schemes, joint events, etc.

2.2.6 International Alumni

ID engages closely with international alumni and work with Senior Management, and the Alumni and Development Office to host events.

Online communities have rapidly proliferated and gone global. It is hoped to target more presences in Facebook, as well as British Council UK Alumni Networks.

2.2.7 Increase awareness of the Faculty of Sciences brand internationally

Recommended considerations for future planning and recruitment are:

Understanding your customers

- *Who are they?* Students, parents, alumni, companies, sponsors, government organisations, partner institutions
- *When, where and how do they choose/apply?* Direct, through agents, through school advisers, internet, word of mouth, teachers, exhibitions, interviews
- *What motivates them?* Product, price, job prospects, location, ranking, reliability, reputation

Segmenting promotional activities for international students

- Promote areas of competitive advantage for example USPs and international strengths such as high-profile academics, state of the art facilities, international links, highlight any links with industry or successful graduates, UKP
- Develop targeted, pro-active customer relationship management systems to improve conversion from application to registration.
- Ensure corporate identity and branding is used in the correct way across all publications and advertising.

Promotional Materials

- Work with Publications team to continue to produce and distribute on and off-line publications to promote the Faculty's activities, as well as to provide useful information to target audiences such as school counsellors, students, parents, representatives
- Tailor publications/promotional material to suit the international market and specific web-pages for prospective and current international students, where possible in their native language.
- Ensure web-pages are up-to-date and welcoming. Link to International Students page. Include testimonials and video.

Media Relations

- Press Releases to update on new innovations from Kent to communicate our brand message.
- Partner with key media such as UCAS, Hotcourses, British Council etc. to jointly promote the University of Kent.
- Sponsorship. Work with schools, organisations, British Council to raise profile in less obvious way, i.e. viral marketing or prizes

E-Marketing

Schools are encouraged to take part in the digital marketing packages assembled by Central Services.

In the 2012-2013 campaign, Schools from the Faculty of Sciences took advantage of online marketing packages assembled by ID and EMS. The advantage of these packages is that in booking as a whole, the University is granted discounts which are then applied to further School-based digital marketing. In joining these campaigns, Schools benefit from the shared experience of ID and EMS, which select the most proven and successful marketing platforms, as well as the time saved otherwise sourcing, managing and assessment of campaigns.

The current campaign has been reviewed in May 2013, and marketing packages for 2013-2014 will be assembled soon after. Schools will again have flexibility in that a number of marketing packages will be available, at varying cost and with different emphasis in student targeting.

Schools will be asked for a buy-in for next year's campaign before the end of the current academic year.

The above marketing packages are designed to generate enquiries for the University. These enquiries are treated as leads, and need to be converted into applications and registered students. There are three main ways the Faculty can implement this through digital marketing: the School websites, social media, and communications. It is recommended that:

- Each School should ensure that its website is suitable for international students. ID can offer a consultation on this at any time.
- Schools should have a social media strategy which emphasises the conversion of leads into students.
- Communication timelines should be produced, incorporating social media, to ensure that all communications to enquiring students are effective.
- Produce targeted newsletters for various stakeholder groups.
- Actively use the website as a marketing tool to engage with wide group of target audience and perhaps invite current students to produce clips of their experiences at Kent, blogging, Facebook campaigns.

- Develop online communities to provide interactive platforms for people interested in studying at Kent.

For support in any of the above, please contact Daniel Silman and Nathan Crouch in ID (D.R.Silman@kent.ac.uk and N.A.Crouch@kent.ac.uk).

Ensure that international students have a high quality experience

A further key message in our current University Plan is the provision of an inspiring student experience that prepares our students for the future. We are operating in a tougher competitive environment and this realisation has led to greater interest and investment nationally and globally in the international student experience, their support and facilities.

It is important for recruitment and branding that the Faculty of Sciences delivers a successful Student Experience. Encourage students to participate in internal and external surveys to review our position and offer.

2.2.9 Build strategic alliances and partnerships

Further opportunities for the development of strategic alliances and partnerships between Kent and educational institutions in the UK and globally should be explored; to increase the number of international students engaged in both long term and short-term education and to enhance Kent's reputation as a valued partner and expert in quality education.

There are a number of schemes, both outside and within the University, that help staff at Kent forge intercultural links. Funding schemes such as Erasmus, Erasmus Mundus and UKIERI should be considered to support the building of international partnerships and collaborations. For further information please refer to:

<https://sharepoint.kent.ac.uk/groups/internationalisation/Lists/International%20Links/AllItems.aspx>

Support for International Staff mobility

As part of the wider Internationalisation Strategy of the University of Kent, ID is proactive in developing existing links and nurturing new partnerships. Our aim is to work with prestigious institutions around the world to establish a network which provides for the facilitation of deeper research collaborations, opportunities for student and staff exchange, the development of progression pathways, dual award programmes and any other relevant projects which engages positively with the higher educational cultures of the two countries/institutions.

All partners will be appointed only after the strategic benefit of the link has been made explicit to the University, appropriate risk analyses and due diligence checks have been completed, and it is clear that the partner has been appointed with a long-term view in mind. Our partnership development will put Kent at the centre of a vibrant alliance of institutions which will enhance our reputation and brand recognition globally, thus helping Kent achieve its academic, recruitment and internationalisation objectives.

A collaborations database has been set-up on Share Point for internal use to aid staff in identifying who we are currently working with and in what capacity:

<https://sharepoint.kent.ac.uk/groups/internationalisation/Lists/International%20Links/AllItems.aspx>

3. Internationalisation Practice

The context in which this Plan is developed for the Faculty of Sciences is one where internationalisation activity is prolific and effective across the Schools. Before describing a series of operational recommendations it should clearly be acknowledged that there is considerable best practice that can be drawn upon.

What is evident is that there is considerable variation in the effectiveness of practice across the Faculty. This effectiveness is often diminished by a sense that each School is operating independently, whereas adopting a more 'joined-up' approach to a range of internationalisation activities may bring benefits. In setting out these activities the aim is not to curtail or stifle existing activities, rather to bring a structure whereby shared opportunities can be created thereby strengthening the Faculty as a whole.

3.1 Faculty Structure

An issue identified within the University is the lack of uniformity across Schools in a reporting structure for internationalisation and recruitment. While this is well defined in areas such as Learning and Teaching and Research, that fact Internationalisation and Recruitment encompasses a wide range of activities including marketing (sometimes split between Home/EU and Overseas), admissions processing, postgraduate and undergraduate studies (often with different officers across a range of programmes) leads to a complex set of responsibilities within a School.

It is hoped that the current exercise in defining School-based roles within a School Governance Model will recommend a uniform strategy within each and every School to aid information and reporting within internationalisation and recruitment, alongside other key activities.

3.2 Research

As stated in the Scope of this document, although an integral part of the internationalisation portfolio in the other two faculties, research activities within the Sciences fall under the direction of the Faculty Director of Research. It must be recognised however that very often activities that are covered by internationalisation do have crossover into areas of research (for example joint academic programmes development with research collaborators) the development of policy in establishing, supporting and conducting research, is outside the scope of the FIL role within the Sciences.

3.3 Development of Joint/Collaborative Taught Programmes

The number of joint international UG or PG programmes (including 2+1, 3+1 and dual degree) has been steadily growing over recent years. Partnerships that provide strategic benefits to a School, Faculty and University are obviously to be welcomed and supported. Initiatives often originate from a School L&T context and thus the remit for the monitoring of such applications falls between the FIL and the Faculty Director of L&T. The University has clear guidelines for the development of partnerships, details of which can be found at:

<http://www.kent.ac.uk/teaching/qa/collaborative/procedures/collabprocedures.html>

Importantly it must be remembered that very often the process of validating new partners and setting up a joint programme can be very time consuming (between 3 months to 18 months). Schools must be aware of this when contacting ID who oversee all aspects of the formal arrangement process. Stephen Wallis (S.R.D.Wallis@kent.ac.uk) is the primary contact in ID concerning collaborative provision.

The following Faculty-based protocol is proposed when establishing Joint/Collaborative taught programmes:

- *Whilst the University protocol for establishing joint programmes is well defined, ID will to inform the FIL of initial enquires and development to enable: a) reporting and monitoring and b) the identification of best practice and any previous experience/expertise that may exist within the Faculty who may be able to assist the process.*

3.4 Recruitment

Direct School involvement with international recruitment is widespread within the Faculty and of utmost importance given the number of EU and overseas students that are attracted to our courses. In terms of interaction with ID on formal recruitment activities, these are typically arranged on an ad-hoc basis, often relying on long-standing relationships and commitments to supporting a School, Faculty or University on the promotion of courses. This process needs to continue, but Schools who do not currently directly engage with ID are encouraged to enter a dialogue them in seeking opportunities for promotional visits. Joanne Ganderton-Smith (J.M.Ganderton-Smith@kent.ac.uk) as the Director of ID is a key contact in this regards, whilst the FIL is also able to advise.

Schools should identify key geographic and thematic area for recruitment. This may be based on prior knowledge from within the School or ID market intelligence such as the suggestions contained in this plan. ID are able to provide “frequent flyer training” for staff members undertaking visits. It is very important to identify any shared markets across the Faculty. ID should be aware of this (in consultation with the FIL) when discussing possible trips with a School. In particular where other Schools can useful provide input to a trip (for example marketing material and information on new course developments), this should be identified and provided in advance. The Faculty Internationalisation Mobility Fund (Section 3.6) may be used for exploratory recruitment visits.

The Faculty should actively promote training for key members of academic and support staff dealing with recruitment of overseas students. This training should cover both qualification and funding awareness, as well as cultural issues in communication. Schools in the Faculty should also strive to define and adhere to a realistic service plan for commination turn-around times.

Proposed Protocol:

- *Schools to discuss possibilities of supporting overseas recruitment activities with ID as part of yearly planning round. FIL to provide additional input if required.*
- *ID to inform FIL regularly about any visits in advance.*
- *School Directors of Internationalisation (SDols) to inform FIL of any requirements for frequent flyer training.*
- *FIL to inform SDols to ensure that Schools are aware of any cross-School opportunities.*
- *FIL to liaise with ID to establish overseas interaction training programmes.*

3.5 Publicity Material

Schools should identify any material that needs to be adapted for a particular local market. This may include aspects of language translation, the selection of appropriate imagery within literature and novel new-media approaches to course publicity. Again the Faculty Internationalisation Mobility Fund may be used to finance the production of international publicity material.

Proposed Protocol:

- *Schools should work with ID and the University's publications and marketing teams when designing new literature.*
- *Schools are also encouraged to collaborate on joint material and to liaise with ID in the production of this.*
- *ID will inform FIL of any possibilities for cross-school marketing. FIL will then liaise with the relevant SDols to see if there is any interest in developing joint material.*

3.6 Faculty Internationalisation Mobility Fund

The Faculty Internationalisation Mobility Fund supports strategic short-term international mobility initiatives within Schools. Examples of supported internationalisation activities include (but are not limited to):

- Targeted student recruitment campaigns
- Support for attending academic recruitment fairs/exhibitions
- Development of taught programme components such join degrees and placement agreements with external partners
- A contribution to costs for an overseas visit by a staff member and accompanying students. This activity should be as a test of the viability of such a visit and long term support will need to be found elsewhere.

Funded activities must be beneficial to the School as a whole and must fit with actions outlined in the individual School Plans. Eligible costs are travel and accommodation (in Faculty of Sciences Internationalisation and Recruitment Plan

adherence with the University of Kent Employee Personal Expenditure Policy) directly related to the internationalisation activity. If a visit is multi-purpose then the fund will only reimburse costs associated with internationalisation.

Schools should use this fund to build upon initiatives and within individual School plans.

Proposed Protocol:

- *Schools are encouraged to make bids to the fund. Currently three tranches of funding are available each year alongside an 'emergency fund' for initiatives arranged at short notice. Further details and deadlines can be found at: <http://www.kent.ac.uk/stms/int/index.html>*
- *The FIL is able to assist applicants in answering any enquiries concerning the funding.*
- *The FIL will report funding successes at a University level.*

3.7 Student Experience

Schools should ensure that the experience that international students have once at Kent is supportive and inclusive, whilst maintaining the 'British' flavour of education which may have an important factor in a student choosing the UK/Kent in the first place. Regular communication with the University's Student Experience Committee (<http://www.kent.ac.uk/censec/areas-of-work/Cncl-Senate-Committees/Student-Experience-Cttee.html>) will ensure that policy, procedures and initiatives are filtered back to the Schools. Within the Sciences the FIL will work closely with the Faculty Director of Student Experience to develop and implement both international-specific and fully integrated mechanisms for enhancing student experience.

Proposed Protocol:

- *FIL to work with Faculty Director of Student Experience on activities and mechanisms.*
- *FIL to liaise with University's Student Experience Committee with respect to current University activities and to feedback Faculty experiences in this area.*
- *SDols should ensure that international student experience initiatives with are highlighted to the FIL (through the Faculty Internationalisation Committee or otherwise).*

3.8 Student and Staff Mobility

One area of internationalisation where the Sciences Schools participate less in comparison with the other two Faculties is staff and student mobility as an integral part of UG and PGT courses. The main reason for this is very often the curricula of Sciences courses are sequential in nature and regulated by external professional bodies. It is perceived that mobility that is commonplace in the Social Sciences and Humanities would not work without substantial restructuring of teaching methods that may not be practically implementable. Erasmus exchanges within Europe have been limited due to these reasons, and where implemented, there has been an imbalance between incoming student to Kent and outgoing students from Kent.

Where student mobility within an international context has been successful as part of a 'Year in Industry', most often taken between the second and final years of a UG degree Faculty of Sciences Internationalisation and Recruitment Plan

programme. Schools within the Faculty have years of experience in arranging these positions and the FIL and Faculty Director of L&T will ensure that best practice is disseminated to other Schools as necessary. Certainly having spent a year abroad is very attractive for students and a very beneficial recruitment tool.

Having indicated that there is limited scope for mobility within curricula, there may be scope for short-term exchanges within a curriculum (possibly during a project/reading week or during the summer exam term) where students can make international visits. Erasmus funding may be used for this EU mobility providing that an equal two-way exchange is developed. Alternative schemes may include summer internship programmes, summer schools abroad (possibly making use of the University's campuses on the continent or partner institutions) and language assistant placements. It is vital that every effort should be made to encourage science students to take advantage of the opportunities offered by Erasmus and by our links with universities and business worldwide to spend some time abroad. Student mobility not only enhances student experience/learning and employability but also boosts the university's profile internationally. There are no better international ambassadors than enthusiastic and motivated students.

There are existing possibilities offered by our partners internationally which could extend to summer courses, short exchange programmes (where students follow an agreed syllabus, or specific projects or research). We have, for instance, good contacts with Nijmegen University, which has excellent science teaching and research facilities, and potential synergies with Kent in the areas of Nanotechnology, Biosciences, Astrophysics and ICT. Schools should liaise closely with the Partnership Team to develop contacts and negotiate exchange options with our international partners. Contact: Primrose Paskins (p.m.a.paskins@kent.ac.uk)

Schools are invited to develop new ideas and initiatives to enhance the provision from Sciences students to spend a period of time abroad, maybe drawing upon the Faculty Internationalisation Mobility Scheme to pilot ideas.

Recognising that some Schools operate a 'Year in Industry' as an effective second year to a PGT course, there is freedom to build international exchanges with a PGR programme. This might include short to medium term exchanges with research groups worldwide that would certainly add to the value of PGR study if permitted by the project and supervisor. The FIL and Faculty Director of Research will explore a number of possibilities of formalising such activity.

Proposed Protocol:

- *SDols to inform FIL of any YoI/exchange developments with an international dimension.*
- *FIL to promote options for mobility within Schools and collate and disseminate best practice.*
- *ID to inform FIL of any exchanges that are established.*

3.9 Best Practice Dissemination

The framework defined within this Plan details a lightweight reporting mechanism to enable Schools to pursue individual internationalisation practice but also enable support where required and to allow reporting and data collection for central Faculty and University purposes. In allowing Schools to pursue activities, best practice will emerge that will serve others in the Faculty and the University. Through the Faculty Internationalisation Committee, the FIL will collate and disseminate best practice (with the agreement of the originator School).

Proposed Protocol:

- *FIL will collate and disseminate best practice.*
- *ID and FIL to hold regular meetings (bi-monthly) to ensure each other is informed of the latest developments.*
- *SDols should ensure that Internationalisation successes are highlighted to the Committee. Good news stories should also be passed on to the FIL for dissemination across the University news/Twitter outlets.*