

How do I increase the number of international students in my School?

Direct marketing of a course to international students in key markets

Direct marketing of a course in key markets involves the identification of the market, and discussing the most appropriate strategy with IM&P. Direct marketing campaigns for specific courses or group of courses may involve production and publication of hard copy materials, visiting agents/academic institutions in country, attending education exhibitions and interview programs, targeted e-marketing (email campaigns and/or web advertising).

Participation in key recruitment activities

IM&P often attends overseas recruitment activities including interview programs, education exhibitions, visiting education agents and partner/pathway institutions. Participation by academic staff in relevant schools is key for a number of these activities, and is especially beneficial when a potential partnership or pathway program is being negotiated. Academic staff who are travelling overseas are also required to inform IM&P, who will ascertain whether there are any recruitment activities they could undertake while travelling. This is an excellent way to promote UNE, and to maintain relationships with educational agents and partner/pathway institutions.

Develop a direct pathway with a strategic international university or college

What is a Pathway?

A pathway is an agreed Advanced Standing arrangement for students from an institution with which UNE has an Advanced Standing Agreement.

What are the advantages of a pathway?

- Agreed number of students per cohort providing a managed & directed source of students
- No Financial Relationship (minimal risk)
- Few costs
- Not UNE students until they arrive at Armidale
- Still need to tightly control promotional activities
- Need to manage overseas Partners carefully

Steps to Establishing a Pathway

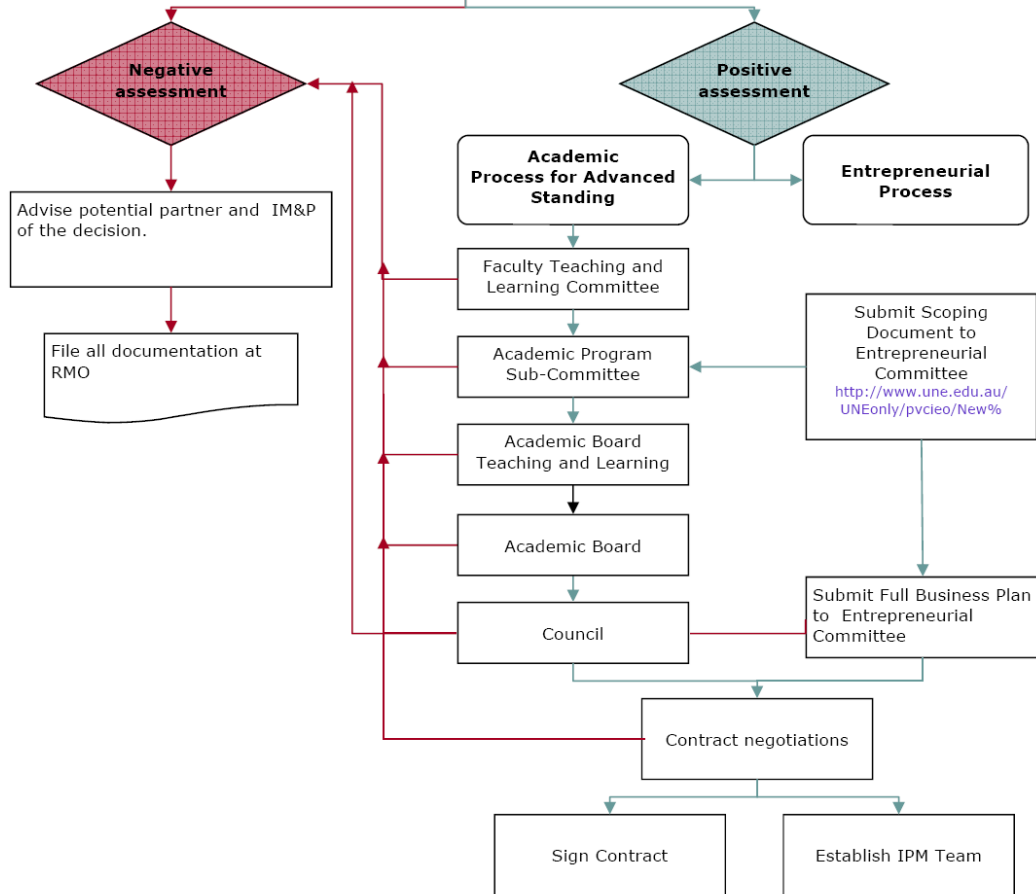
Pathways

Identify a Pathway Partner
 Potential Pathway Partners are often referred to Schools by International Marketing and Pathways. In other instances the School may decide to establish a formal link with an organisation with which it has an existing relationship.
 The key to identifying a potential pathway partner is to match the academic strengths of your School with those of the potential partner. *ie: Agricultural and Resource Economics @ UNE with degrees available through Sichuan Agricultural University*

Negotiate
 Begin discussions with potential Pathway Partners requesting:

- Course Outlines
- Information on English language proficiency of students
- Preferred structure of the pathway i.e.; 2 years in home country + 1 year at UNE

Assessment
 Make an assessment as to the suitability of the partner based on negotiations and research. The list available at <http://www.une.edu.au/UNEonly/pvcieo/Partner%20Selection.htm>, while not comprehensive, can be used as a guide for partner assessment.



Develop an international teaching collaboration with a strategic international university or college

What is an International Teaching Collaboration?

An International Teaching Collaboration Is an arrangement where a UNE course is taught off-shore at the campus of an international partner institution. UNE uses the partners' resources and location. The mode of course delivery varies between agreements and is matter of academic assessment by the School.

Teaching Collaborations are more complex to administer than a Pathway.

What are the steps in establishing an International Teaching Collaboration?

Please call Sue Campbell on 2811 to discuss.