



go international

STANDOUT

#GOINTL



Universities UK
International

JOIN THE CAMPAIGN!

Universities UK International (UUKi) invites all UK higher education providers to join the Go International: Stand Out campaign to help us reach our goal of doubling the percentage of UK undergraduate students who go abroad as part of their studies by 2020.

TO JOIN GO INTERNATIONAL: STAND OUT AND BECOME A #GOINTL PARTNER

SIGN the charter

COMPLETE and sign the form at the end of this document

SEND both documents to outwardmobility@international.ac.uk

AGREE TO:

SIGN our Go International: Stand Out Charter, committing to its four guiding principles

MAKE A PLEDGE that involves a new action, or expanded activity, to boost and broaden the number of their students who study, work or volunteer abroad

SHARE strategies, best practice and progress where relevant with Go International: Stand Out partners

COMMUNICATE their commitment to the national target including via social media using the #GoIntl hashtag and @UUKIntl

UUKi WILL SUPPORT CAMPAIGN PARTNERS AND COMMITS TO:

RECOGNISE #GoIntl partners on the UUKi website and in campaign communications

PROVIDE #GoIntl partners with communications materials, including a downloadable digital toolkit of marketing and promotional collateral

INVITE #GoIntl partners to participate in the Go International conference and other campaign-related activities

CONNECT #GoIntl partners with each other to share best practice and access mobility resources through UUKi's Outward Mobility Network

STEP 1: ADOPT THE CHARTER

The Go International: Stand Out Campaign charter details four guiding principles for UK universities looking to increase and diversify the number of students who study, work or volunteer abroad as part of their higher education experience.

Signing up demonstrates the importance that a university's senior leadership team places on mobility as part of a truly international education.

We invite you to sign up to the principles in the charter and promote it at your institution – to students and exchange partners, to your academics and professional staff, and to companies that you work with locally and globally.

STEP 2: DESCRIBE YOUR PLEDGE

In signing up to the Go International: Stand Out campaign we ask universities to submit a pledge – committing to an action – that will help increase and diversify the number of UK students going abroad as part of their higher education programme.

Pledges should be ambitious and represent, as far as possible, a departure from business as usual. They should detail how the institution intends to commit to new or expanded activity to contribute towards the national target of doubling the percentage of UK students who study, work or volunteer abroad as part of their studies.

A growing number of institutions are already outstanding in their support of outward student mobility, with international placements a central, important and embedded part of their international activities. These institutions already deliver on all, or the majority of, the activities set out in the list below. We invite these institutions to sign up to the charter and pledge to maintain their support for mobility by engaging as far as possible with campaign activities, and to share good practice with others.

PLEDGES INCLUDE, BUT ARE NOT RESTRICTED TO:

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| <ul style="list-style-type: none">• Setting or revisiting an existing target for mobility• Increasing your funding for mobility activities• Setting a mobility target that reflects the student demographics of your institution• Embedding outward mobility in institutional strategies, such as the widening participation, international, teaching and learning, or student support and success strategies• Embedding mobility in the curriculum• Setting up a new mobility programme• Explicitly featuring outward student mobility in agreements with key policy bodies, e.g. in access agreements for English universities• Offering ring-fenced financial support for students from disadvantaged groups, such as mobility bursaries and travel grants• Developing a new and tailored pre- or post-departure briefing or course | <ul style="list-style-type: none">• Diversifying your mobility offer to engage more students in a mix of short and long-term mobility programmes and a range of activities• Reporting on short term mobility to HESA (between 1-4 weeks in length)• Mapping mobility at your institution to capture mobility that has previously gone unreported• Embedding mobility opportunities in existing, developing or new transnational education provision• Engaging academic champions for mobility to encourage academic buy-in• Engaging mobility alumni in new and creative ways• Taking a new and expanded approach to marketing, using multiple channels and a variety of tailored and general activities• Focusing on raising the visibility of international opportunities through campaigns, such as Go International: Stand Out |
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GO INTERNATIONAL: STAND OUT CAMPAIGN CHARTER 2017-2020

IS SIGNED UP TO THE GO INTERNATIONAL:
STAND OUT CAMPAIGN CHARTER AND ITS
FOUR GUIDING PRINCIPLES

1

INCREASE THE PERCENTAGE OF UK STUDENTS WHO STUDY, WORK OR VOLUNTEER ABROAD AS PART OF THEIR HIGHER EDUCATION PROGRAMME

The UK has a new national target for outward student mobility: to double the percentage of UK undergraduate students who study, work or volunteer abroad as part of their university experience by 2020.

We commit to boosting and broadening participation in study, work and volunteer abroad opportunities across our entire student population.

2

PROMOTE THE VALUE OF STUDY, WORK AND VOLUNTEERING ABROAD

Students who go abroad are more likely to earn a first class or upper second class degree, and are less likely to be unemployed. For universities, mobility opportunities enhance the student experience and foster teaching and research links. They can improve an institution's academic and employability metrics, and play a role in addressing the attainment gap.

We commit to promoting the benefits of international experience widely and to supporting students in maximising the impact of their mobility experience on their return.

3

ENHANCE THE ACCESSIBILITY OF STUDYING, WORKING AND VOLUNTEERING ABROAD

Widening participation, and ensuring non-traditional student groups access international opportunities, is crucial. Students from disadvantaged backgrounds, and students from certain disciplines, are less likely to go abroad than their peers but often have the most to gain from the experience.

We commit to taking a 'whole institution' approach to widening participation in outward student mobility to enable more students to access life-changing experiences.

4

IMPROVE THE COLLECTION AND REPORTING OF DATA ON STUDY, WORK AND VOLUNTEERING ABROAD

Reliable data on outward student mobility is vital. It enables in-depth analysis and research on the benefits and barriers to an international education, and allows progress to be tracked against institutional, and national targets. However, many periods of mobility, particularly short-term mobility, go unreported.

We commit to improving the collection and reporting of outward student mobility data to ensure that all students are counted.

SIGNATURE

(Vice-Chancellor, Pro-Vice Chancellor International or equivalent)

PLEASE FILL IN THE REQUIRED DETAILS

1. Primary contact information

Supply a primary contact to be added to UUKi's Outward Student Mobility Network to receive updates on the campaign and outward mobility news and opportunities.

TITLE

FIRST NAME

LAST NAME

PRIMARY CONTACT EMAIL ADDRESS

PRIMARY CONTACT PHONE NUMBER

HIGHER EDUCATION PROVIDER

2. My institution pledges to...

3. Our pledge will help contribute towards the overall campaign goal, through boosting and broadening mobility at our institution, or through supporting more students from certain disciplines or demographics that have traditionally been underrepresented in study, work and volunteering abroad by...

PLEASE RETURN THIS FORM VIA EMAIL TO:

UUKi at outwardmobility@international.ac.uk.

If you have any queries about the campaign or your pledge, please contact the Go International team on **+44 20 7419 5622**

SIGNATURES

Primary Charter Contact from
higher education provider

Vice Chancellor, Pro-Vice Chancellor
International or equivalent

