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# The Journey to 20%: GCU's Approach *Glasgow Caledonian University*

*Go International 2017, London*

*25<sup>th</sup> April 2017*



University for the Common Good

# Why?

- **Student employability**

Employers have a preference to hire graduates with international experience, no necessarily work related.

- **University visibility**

The best ambassador is the one that experienced our campuses first hand.

- **Collateral benefits**

Creation of new international contacts for other activities; potential PG student recruitment.

# Where are we?

- **Widening access and first generation students**  
40% of our student populations is from the 40% most deprived areas in Scotland, and less than 30% of this group undertake international mobility.
- **UK students are hard to take abroad**  
This is a general problem across the UK, compared to other EU countries.
- **Our current number**  
For academic year 15/16, 6.3% of our campus students have international experience.

# Where we want to be

- **Offer students international opportunities**  
Increase the number of potential destinations for our students.
- **Create a sustainable reciprocity**  
We intent to maintain a levelled and mutually beneficial reciprocity between partners, but with flexibility.
- **Get to 20% by 2020**  
Our goal is to have 20% of our campus students to have a international experience by 2020.

# How? - Strategic

- **5 key goals (overall internationalisation strategy)**
  - Attract international students to the University
  - Grow GCU's transnational education
  - Market and position our education, research and service to society to an international audience
  - Strengthen the international orientation of our staff and attract international staff and partners to the University
  - Enhance the financial sustainability of the University

# How? - Strategic

- **Short term priority actions**
  - Improve conversion ratios
  - Transformation of the Marketing, Web, Recruitment Admissions central service areas
  - Review of GCU agent to increase the number of students recruited to GCU by agents
  - Develop of specific business cases for growth in key geographical areas

# How? - Operational

- **Create strategic groups of SMEs**

Interdisciplinary Subject Matter Experts from the different Schools and Services at the university will have a regional focus to identify opportunities.

- **Identify external opportunities**

Work to identify (and get) relevant funding opportunities from EU, Government and Stakeholders.

- **At home to Go Abroad**

Developing Internationalisation at Home is expected to drive Internationalisation Abroad (IoC, international staff...)

# Strengths / Opportunities

- **Leading UK University in KA2 projects**  
GCU is coordinating 4 KA2CB projects, partnering in 7 others, coordinating 2 Strategic Partnerships, and partnering in 3 others.
- **Creation of new contacts and funding opportunities**  
Our international cooperation activities are generating new contacts and opportunities with non-traditional or “difficult to get to” regions and on research activities.
- **University visibility and reputation**  
International projects and TNE are having a reputational and visibility benefit



Common  
Good

International  
reputation

Top 5%  
world ranking



# Current KA2CB Projects

- **LASIN (Latin America)**
- **LAURDS (Latin America)**
- **Common Good First (South Africa)**
- **SEASIN (South-East Asia)**
- **ENHANCE (Vietnam)**
- **eSTEM (Egypt)**
- **EUCA-INVEST (Central Asia)**
- **FreeNetwork (Central America)**
- **IHEI (Iran)**
- **IndoEduc4All (Indonesia)**
- **TEACHEX (Israel)**

# Weaknesses / Threats

- **Relative large population of first generation and widening access**
- **Political and international scenario**  
UK Home Office immigration targets; visa costs for outgoing students depending on destination; perception of certain destinations.
- **Brexit...**  
Means Brexit, so there is uncertainty on how it is going to evolve.

Thank you for your attention

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