

December 11, 2007

INTO University Partnerships help swell overseas recruitment

For immediate release:

Centres operated by INTO in partnership with three UK universities have increased enrolments on to foundation or other pre-degree courses by up to 500 per cent over the past year.

INTO's global marketing network recruits international students to on-campus centres operated under joint ventures between INTO and their partner universities. The centres provide courses designed by the universities to equip the students with the language and study skills they need to thrive at a UK university. Courses at the three centres are developed under close guidance from the partner university, with academic content undergoing all the normal quality assurance and validation processes necessary for the award of a formal qualification from that institution.

Many students from the centres progress to the universities in partnership or, in some cases, to other institutions.

At its longest-established centre, at the University of East Anglia in Norwich, three-quarters of INTO students who took the final examinations this summer went on to enrol at the university.

The universities benefit from a significant boost to their revenues – each international student contributes several thousand pounds in fees – and from receiving students who are well prepared for their studies at undergraduate and postgraduate level.

INTO University Partnerships's three centres are at the University of East Anglia (INTO UEA), the University of Exeter (INTO Exeter) and INTO Newcastle University.

Recruitment at INTO UEA for the 2007/08 academic year is 425 students, compared with 254 in 2006/07, its first year of operations. In 2005/06 the university recruited just 45 students on to similar courses. Additional courses and summer programmes bring the total passing through the centre to more than 600.

At INTO University of Exeter, recruitment for 2007/08 is 283 students, compared with 52 recruited to similar courses in 2006/07, while at INTO Newcastle the figure for 2007/08 is 184, compared with 45 in 2006/07.

Andrew Colin, chairman of INTO University Partnerships Ltd, said: "We are delighted that the INTO partnership model has proved so effective. The overall recruitment success coupled with the strong academic performance we have seen is very pleasing. The international market is competitive and students know what they want, which is good news for INTO and its university partners."

INTO University Partnerships Ltd is continuing to build its programme at leading UK universities, with several more expected to be agreed before the end of the year.

Information for editors...

- During 2007-8, INTO plans to invest £400 million in higher education as the company continues to build its network of partnerships in the UK and overseas.
- INTO partnerships are not privatisation. The company establishes joint venture partnerships with universities, and provides marketing infrastructure.
- INTO centres can run alongside existing university pathway operations or incorporate them within a single unit.
- INTO depends on committed, motivated and dedicated staff. Salary levels are competitive and as new centres emerge, staff will work in the highest standard of facilities available in the sector. Teaching and administrative staff may continue to be employed by the university or directly through the joint venture.

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