



## **BRIEFING NOTES FOR EDITORS**

### **INTO UNIVERSITY PARTNERSHIPS**

INTO University Partnerships was launched in 2006 to drive investment in international student provision and improve the competitive position of universities around the world in an increasingly competitive marketplace.

International students are essential for the viability of universities in the United Kingdom – as universities worldwide invest in marketing and compete to increase significantly their international student intake and full-fee income.

As universities have become more competitive, students have become more discriminating in choosing where to study. High quality, courses catering to their needs, and a good completion rate are central to their decisions.

Universities now have a choice: They can

- invest their limited funds in developing their own marketing, teaching and physical resources,
- outsource to a third party;
- form an INTO partnership, retain full quality control, continue to employ university staff and develop a valuable international study resource without having to fund it as a capital project.



INTO offers joint ventures based on long lasting (typically 35-year) agreements with partner universities.

A 500-student INTO Centre, will add around £10 million in international fee revenue to the university's annual turnover as INTO students progress through the university.

INTO's pathway courses prepare students for undergraduate and postgraduate study in the UK and provide those students with the highest possible levels of academic preparation, English language skills and personal care to enable them to succeed in their chosen university course.

INTO provides substantial capital investment, state-of-the-art facilities, management experience and marketing resources needed to recruit high quality students. INTO has 40 permanent staff in-market and 400 agents worldwide representing INTO universities.

INTO's investment in marketing and recruitment in 2008 will exceed £4 million and by 2011 will level out at around £8 million annually.

INTO Centres can run alongside existing university pathway operations or integrate with them as a single unit.

An INTO university partnership protects university jobs and maintains terms and conditions for all university staff, who may continue to be employed by the partner university or directly through the joint venture.

So far 200 new jobs have been created in teaching and administration.



During 2008, INTO will continue its five-year global investment programme, injecting £1 billion into higher education as the company continues to forge partnerships in the UK and overseas.

In the first 18 months, joint ventures have been established with the University of East Anglia, University of Exeter and Newcastle University with further new Centres planned in the UK and abroad.

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

The design and development of the INTO University Partnerships model has been driven by universities. The model was developed by the University of East Anglia, headed by its then Vice-Chancellor David Eastwood, now Chief Executive Officer of the Higher Education Funding Council for England.

For further information, please contact

David Jobbins

Candlestar

8 Hammersmith Broadway

London W6 7AL

D +44(0)20 86007551

M +44(0)7973553939

T +44(0)20 87416025

email: [david.jobbins@candlestar.co.uk](mailto:david.jobbins@candlestar.co.uk)