

International Strategy

2020-2025



Edge Hill
University

International Strategy

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Summary

This strategy aims to develop a renowned, successful internationalised university to provide students with global perspectives, increase our international research profile, student numbers and our international reputation.

To achieve that the strategy sets out four aims, each with a set of objectives and four key performance indicators to evaluate our progress.

Glossary of Terms

There are no surprising terms within this strategy.

Purpose

The International Strategy details the University's plans to expand internationalisation in the medium-term. The Strategy applies to the whole Edge Hill community: all students and staff will work towards and benefit from its aims.

Strategy

Introduction

1. The aim of this strategy is to create a more internationalised university over the next five years.
2. Edge Hill has a relatively low number of international students and few home students take up international opportunities during their study period. Our portfolio has some impact on this given the practice-based requirements in health and education. However, there are opportunities to internationalise the university to enhance home and international student experience in all three Faculties.
3. There was a step change in investment in international development in 2009 in an attempt to significantly expand our overseas student recruitment to 11% (1100) of our full-time cohort. This did not prove effective and intake remains at less than 2%. The last few years has seen us restructure activity, stem losses, remove stagnant partnerships, review agent agreements and withdraw from markets producing weak numbers and poor-quality results. The general environment for international recruitment has been challenging too with the UK's immigration policy placing onerous visa compliance responsibilities upon Universities.

4. Our recent strategy has been to develop mobility markets such as Study Abroad (SA), Erasmus Programmes, Summer Schools, Language provision and partnerships through articulations. There has been some success particularly in ERASMUS (EU funded) numbers, Summer Schools, accreditation of the Language Centre, registration in the USA for Free Application for Federal Student Aid (FAFSA), Mexico and developing partnerships e.g. Wrightington, Wigan and Leigh (Post Graduate Indian medical consultants programme); Chinese Ministry approved partnership with Chongqing Normal University.
5. The research base has grown significantly over the last five years too. We expect to improve our ranking again in REF 2021 which requires research of international standing.
6. All of this provides a platform to build a strong reputation for international activities. Unlike many Universities, our international strategy is not driven by a financial imperative but rather reflects our core strategic aims and aligns with our University strategy in the following areas;

Student Experience

Evidence shows that students who interact with different cultures, particularly if experienced through a period of study abroad, achieve better degree results and are more employable. Employers recognise the value of skills and attributes gained in global settings, for example flexibility, resilience, cross cultural communication, confidence to adapt to new circumstances and deal constructively with difference. That applies to both home and international students.

Research & Partnerships

A University's international reputation is fundamentally built on its research. To achieve the highest recognition requires international standing, which is achieved through global collaboration which will involve joint publication and access to funding sources from abroad. We aim to develop that standing over the period of this strategy. We now have a PhD and MRes community of over 250, with c125 PhD completions in the REF2021 period. We aim to increase the number of research students significantly over the next REF cycle. That aim will involve recruiting substantial numbers of international students, most probably in collaboration with international partner universities.

Reputation

We aim to widen knowledge of our brand and enhance our reputation over the next five years. We have consistently risen in the main league tables, been a University of the Year, hold TEF Gold and performance leading accreditation of the Language

Centre. All are used by potential international students to determine where to study and we will aim to widen our selected international markets' knowledge and understanding of our reputation. In time we shall develop our international alumni to be ambassadors in country through a structured approach.

International Perspectives

Our strategic approach is to encompass a whole institutional approach. 'International' will not be seen as a separate activity, a trip abroad, or set of students but 'Internationalism' will be embedded in the way we do things and the way we see our university.

Staff

We aim to increase social mobility not only for our students but also for our staff, whether that be through academic research and partnerships or intercultural exchanges of our professional services, we believe that embedding an outward looking focus reaps the rewards of innovative and best practice standards.

Our Priorities

- Increase the recruitment of high quality students from around the world
- Build partnerships, networks and stakeholder relationships to develop research collaborations of international standing
- Develop and increase EHU home student participation in international mobility opportunities
- Establish recognition of the EHU name and a high-quality reputation in our international markets.

Our International Vision

Our vision is to grow a renowned, successful, internationalised university

Our Aims and Objectives

In order to support the delivery of this strategy we have set out our Aims and Objectives;

Aim 1 - Increase the number and diversity of international students studying at Edge Hill

Objectives;

- a. Develop the International Foundation programme (IFP) and enhance our existing Pre-Sessional Study Skills and English language offer
- b. Develop international articulation partnerships to support student recruitment.
- c. Develop recruitment and development plans for target areas articulating the actions to achieve growth, for example through agent and partnership arrangements.
- d. Increase incoming Study Abroad, Erasmus and international exchange students.
- e. Ensure that we are offering a living and learning experience including a culturally diverse curriculum that meets the needs of international students.

Aim 2 - Develop our global engagement in research and understanding of global society.

Objectives;

- a. Extend and deepen our collaboration with existing academic and research partners.
- b. Develop a selective number of new, high quality international academic and research partnerships which lead to joint publications and grant bidding.
- c. Increase the number of international PhDs and co-supervision opportunities.
- d. Build on the reputation and partnerships of the Confucius Institute, identifying ways it can support the aims and objectives of this strategy.

Aim 3 - Develop a global, mobile university through increased student and staff mobility

Objectives;

- a. Develop international opportunities for home students through study abroad, ERASMUS, international exchanges, short cultural study periods and work-related learning opportunities.
- b. Develop the number of opportunities for non-geographical mobility, for example through digital collaboration.
- c. Promote internationalisation at home through an enhanced intercultural environment and increased opportunities for engagement activities.
- d. Increase international opportunities for staff mobility across the university.

Aim 4 - Grow and enhance our International reputation and stakeholder engagement

Objectives;

- a. Enhance our international profile, aligning reputational advantages to target key audiences.
- b. Increase our regional reputation as a global gateway with key stakeholders such as our Local Enterprise Partnerships and the WWL Trust.
- c. Strengthen international alumni engagement in strategic locations, making best use of our brand ambassadors
- d. Ensure that international research and partnerships are given resources, exposure and coverage to support the internationalisation agenda.
- e. Continue to promote our reputation as an employer of choice, developing our global talent offer to attract the very best international staff.

Enabling Strategy

Aim 1 - Embed a whole university, integrated approach to Internationalisation to deliver the best experience for home and international students

Objectives:

- a. Develop colleagues' knowledge and understanding of our international students, research, partnerships and home student opportunities to ensure that internationalisation is something that we all understand.
- b. Embed global opportunities in our broader student offer and ensure that all our staff can inspire home and overseas students to take advantage of international offers.

- c. Use our existing framework to develop an international dimension and perspective to our undergraduate and post graduate curriculum and broader learning experience.
- d. Embed an internationalist culture across the University and consider the international student experience in everything we do.

KPIs

- Number and % of international students (Pre-degree; Under graduate; Post Graduate)
- Number of students studying through international articulation partnerships
- Number of research collaborations
 - in development
 - producing research publications
- Number and % of home students participating in international mobility

Key to Relevant Documents

The International Strategy should be read alongside the University's Strategic Plan:

<https://www.edgehill.ac.uk/corporate-information/strategies-policies/>

Endmatter

Title	International Strategy
Policy Owner	Pro Vice-Chancellor (External Relations)
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