

Session Title:	International Recruitment 101
Speaker(s):	Andy Cotterill Brian Greenwood
Chair:	Raffaella Cuccia
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Speaker/Institution Bio/Information:	Andy Cotterill, Keele University, Head of Global Undergraduate Student Recruitment Brian Greenwood, University of Exeter, Associate Director of International Recruitment
Overview/Aim of session:	A session for those interested in moving from UK focused roles to international recruitment roles. Covering: <ul style="list-style-type: none"> ● Trends ● Recruitment channels ● Typical roles in international teams
Workshop Content	Background on what is international recruitment and benefits of international students to UK, types of activity an international officer can do – meeting students, working to promote university and UK as a whole, supporting students. Similarities to UK roles and the differences – policy knowledge being a big difference. Covered the history of international students in UK from 1977. In 1999 government initiative to increase international students coming to the UK was start of what is now international recruitment. In the 2010s conflicting government policies. There is a challenging outlook for next couple of years. Where do students come from? Looked at what countries/markets we should look at. US recruitment question – the Trump effect? What effect will election of Donald Trump have on US students looking to study overseas, and on international students going to the US.

Covered the UKVI changes and challenges – the salary have to earn to stay in UK after graduation has a big impact on attractiveness of UK. Competitor countries – US, Canada – are more attractive for students with visa options to live after study.

More students applying to multiple destinations – big 4 countries (UK, US, Canada, Australia) but also growth of emerging markets in Germany, Malaysia, Hong Kong – and drive in some countries like HK Malaysia to keep students studying in own country

Discussion on influencers, what students want, they want to see students like them but also don't want to have too many students from their country.

Discussion on sponsored students and how to work with sponsors, the risks of falling off sponsor lists, and how to plan when things can change so quickly.

Global policy changes can affect student choice.

Face to face engagement still preferred by students. Online has little engagement – webinars/tasters low attendance/engagement. Remember to think about time zone issues. Livestreaming has had good engagement – too polished doesn't seem real.

Graduate employability big issue for students, and the perception of UK lower than Canada, US, and Aus that it's harder to get job here.

The three main recruitment channels – direct, agent and partner.

Digital platforms and edtech useful for gathering applications or a platform for interacting with universities.

Agents – what they are/what they do, different relationship to UK working with advisers as financial/contract – they are commercial organisations.

Partnerships – the different types of partnerships and progressions.

Pathway providers – who they are the many ways they offer delivery.

Covered a typical international office setup and teams/region responsibilities.

	<p>For those looking to make the move into international, the things to think about for interviews – key skills/mindset that’s needed.</p> <p>Top tips – share and go and learn. Go and check out online examples of places to learn policy/updates</p>
Case Studies/Examples:	
Scenarios/Roundtable discussions:	
Questions and Answers:	
SummaryKey takeaways:	