

UKENIC22

SHIFTING BALANCE CHANGING MODELS



The Queen Elizabeth II Centre, Westminster, London, 20 February 2023

Programme schedule

08:30 - 09:15 Registration, refreshments and networking

09:15 - 10:15 Plenary session 1

10:15 - 11:00 Breakout 1

11:00 - 11:30 Refreshments and networking break

11:30 - 12:15 Breakout 2

12:15 - 12:45 Breakout 3

12:45 - 14:00 Lunch and networking

14:00 - 14:45 Plenary session 2

14:45 - 15:30 Breakout 4

15:30 - 16:00 Refreshments and networking break

16:00 - 16:45 Breakout 5

16:45 - End of conference

Please see session information and descriptors below.

Please note all sessions are subject to change.

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Registration, refreshments and networking – 08:30 –09:10

Morning – Plenary 1 - 09:15 – 10:15

The shifting balance of global education

Speaker: Paul Norris, Head of UK ENIC

Keynote Speaker: Edward Paice, Director of Africa Research Institute

Chair: Tim Buttress, Head of Stakeholder Management, UK ENIC / Ecctis

Paul Norris will provide an update on the activities of UK ENIC and international recognition issues.

Our keynote speaker will be Edward Paice, Director of Africa Research Institute and author of the acclaimed *Youthquake: Why African Demography Should Matter to the World*, a study of Africa's youth and growth, and what this means not only for the future of the continent, but for the rest of the world.

Every conference delegate will be automatically registered for the plenary session 1.

Morning - Breakout 1: parallel sessions – 10:15 – 11:00

The state of international education - an interactive panel

Speakers: Ning Guan, Head of Faculty Liaison, University of Sydney; Diana Beech, CEO, London Higher; Tony Medhurst, Principal & Chief Executive, Hertford Regional College

Chair: Chris Stephens, Head of Commercial Division, UK ENIC / Ecctis

The international education landscape has changed considerably in the last two years. This panel discussion will consider the core challenges of volume and quality, diversity, and the geopolitical climate.

Sector leaders will discuss these thought-provoking topics and the steps that they have taken to address them.

Exploring the role of agents

Speakers: Dee De Rocha, International Director, University of Cumbria

Chair: Chris Lyons, Head of External Engagement, UK ENIC / Ecctis

The 2021 BUILA/UKCISA commissioned research plotted a roadmap to a deeper and more transparent relationship between the education provider and education agent.

This session will consider the recommendations for a future approach that will benefit education agents, UK HEIs and, most importantly, the students themselves, and will also

provide an opportunity for delegates to discuss best practice in managing agents from the perspective of Admissions and International Recruitment teams within providers.

Now is the time – Sub-Saharan Africa

Speaker: *Stuart Rennie, SJRENNIE Consulting*

Chair: *Luke Gallagher, Membership Manager, UK ENIC / Ecctis*

This workshop will look at the huge opportunity that Sub-Saharan African regions have presented for the global economy post-pandemic. We will look at what has driven a huge increase in applications from across West Africa and what that means in terms of capturing the opportunity and putting in place robust strategies to capture the diversity but also manage the risk around recruitment and partnerships. This workshop is aimed at institutions who are looking to set up a presence in the region and also universities that are looking to scale up their presence and expand their country targets. We'll look at getting the balance right between recruitment and partnerships and what channels are important.

- What has driven this big growth in interest?
- How do you develop a sustainable on-the-ground presence?
- Why are applications up across the region?
- What are the opportunities and threats?
- How do you develop a cost-effective and sustainable strategy for the region?
- How do you get senior management engaged?

An update on the Malaysian education system

Speaker: *Prof. Ir. Dr. Khairul Salleh Bin Mohamed Sahari Deputy, Chief Executive Officer, Malaysian Qualifications Agency; Jasmine Bryan, Premier Account Manager, UK ENIC / Ecctis*

Chair: *Abi Jones, Head of International Research, UK ENIC / Ecctis*

Malaysia is a key international market for many countries as well as being a hub for trans-national education (TNE).

In this session we will hear about the latest development in the Malaysian education system and address the most common questions that UK ENIC receives about this key market.

International and cross-border qualifications

Speakers: *Petra Olsson, Senior Recognition Manager (Northern Europe), Cambridge Assessment; Phil Myers, Pearson*

Chair: *Andy Castro, Data Quality and Development Manager, UK ENIC / Ecctis*

Understanding the suitability and readiness of students is a vital part of the admissions process. During this session we will hear awarding organisations about their international and cross-border qualifications and how they can indicate whether students holding these qualifications are ready for higher education.

Professional Qualifications Act

Speakers: Katherine Latta, Head of Professional Advisory Services, UK ENIC / Ecctis; Annika Asp, Head of International Implementation, Department for Business, Energy & Industrial Strategy

Chair: Katherine Latta, Head of Professional Advisory Services, UK ENIC / Ecctis

This session considers the evolving landscape for professional bodies and regulators in light of changing legislation including the Professional Qualifications Act.

Professional regulation and professional mobility has changed. Mutual recognition arrangements are being developed, and professional bodies and regulators are encouraged to put in place their own agreements to ensure continued professional mobility.

We will also hear from the Centre for Professional Qualifications and BEIS about the new arrangements and what steps professional and regulatory bodies can take to prepare for the future.

Refreshments and networking break – 11:00 – 11:30

Morning – Breakout 2: parallel sessions – 11:30 – 12:15

Understanding the qualifications of displaced learners

Speakers: Bonnie Crittenden, Team Leader – Refugee Services, UK ENIC / Ecctis; Monica Camino Moreno, CEO, Dialexy

Chair: Katherine Huang, Head of Service Development, UK ENIC / Ecctis

Displaced learners face additional challenges around recognition of their qualifications and skills.

We will consider how to evaluate the qualifications and skills of displaced learners such as refugees even in the absence of full documentation. The session will also cover the services UK ENIC is providing to refugees and other displaced persons.

Global recognition convention

Speakers: Chris Lyons, Head of External Engagement, UK ENIC / Ecctis

Chair: Paul Norris, Head of UK ENIC

In March 2022, the UK ratified the UNESCO Global Convention on the Recognition of Qualifications concerning Higher Education, commonly known as the Global Recognition Convention (GRC).

This formally comes into force on March 5th 2023, following the threshold of 20 ratifying countries being reached in December 2022. It is intended to co-exist alongside the Lisbon Recognition Convention, the basis for fair recognition.

The convention includes a focus on recognition and non-traditional education, cross border education and quality assurance. During this session consideration will be given to the impact

of the GRC and what this might mean for international education stakeholders, from learners to institutions and how it might affect UK ENIC functions and services.

The session will also showcase UK ENIC developments in the evaluation of microcredentials, incomplete education, credit and transnational education that align with these key recognition objectives.

Ensuring confidence in Transnational Education: quality assurance, challenges and opportunities

Speakers: *Prof. Ir. Dr. Khairul Salleh Bin Mohamed Sahari, Deputy CEO, Malaysian Qualifications Agency; Andrina Wafer, Head of International Mobility and Prior Learning, QQI; Kate McAlister, Head of Quality Stakeholder Engagement, Office for Students*

Chair: *Fabrizio Trifiro, Head of Benchmarking Services UK ENIC / Ecctis*

Over the past 20 years or so the international education community has seen a significant and steady increase in transnational education (TNE) provision, intended as the provision of study programmes in countries different from the ones in which the degree-awarding body is located. This increase has taken place across the board, number of education providers, students, models, and countries and regions involved, and testify of the potential of TNE as a means to widen access to quality international education to students who are not able or willing to travel internationally to pursue their studies. However, there are still important challenges to the growth of TNE and the realisation of its progressive potential, challenges related to its recognition and quality assurance.

This session will provide an opportunity to discuss challenges and opportunities associated with the quality assurance of TNE, hearing directly from quality assurance bodies with different experience of and approaches to TNE from both a sending and receiving location perspective. We will be hearing from the Office for Students (OfS) in England, arguably the largest sending location of TNE in the world, as well as the Malaysia Qualifications Agency (MQA), one of the largest host locations of TNE, and Quality and Qualifications Ireland (QQI) with experience with both in-bound and out-bound TNE.

India/UK - Memorandum of Understanding on the mutual recognition of qualifications

Speaker: *Krishna Joshi, Department for International Trade; Phoebe Hill, Department for Education*

Chair: *Peter Wood, Head of Operational Division, UK ENIC / Ecctis*

The landmark memorandum of understanding (MOU) between India and the UK opens up opportunities for higher education collaboration, and will better enable two-way student mobility, whilst also significantly improving workforce mobility.

The MOU is a symbolic marker in the UK-India relationship. It supports greater two-way mobility for both students and skilled workers, opening up opportunities for UK and Indian citizens. The MOU will specifically benefit Indian students wishing to study degrees in the UK and wishing to return home to either work in government, or for additional education at Indian universities.

Added potential benefits of the removal of current barriers to recognition are significant boosts to education exports, exchanges, and partnerships; more research collaborations; and more forms of transnational education (TNE) where UK degree programmes - in particular through branch campuses - can be delivered in India, and vice versa.

What is English language proficiency?

Speaker: *Shakeh Manassian, Director, Language Assessments; Sarah Rogerson, Director of Assessment, Oxford University Press; Sandy Bhargal, Executive Director of Global Strategy and Growth, ETS International UK*

Chair: *Alison Lowton, Research Manager, UK ENIC / Ecctis*

Being "proficient" in English is common requisite asked of individuals. Whether language users have to prove their ability to enter the UK, to work in specific UK professions or to access further or higher education delivered in the medium of English, the level of English often central to requirements.

UK ENIC presents a panel of experts to discuss their views on what "English language proficiency" means and consider how the term might be understood both conceptually and in day-to-day practice. Discussion will consider how language tests measure ability differently; whether language scores are appropriate indicators of ability; and if so, how easy or difficult it is to identify relevant threshold scores for education or employment. In essence, how far does a language proficiency score help when attempting to assess the potential to succeed in study or work?

This interactive session will allow for discussion and engagement between panellists and delegates in a bid to find out the answer to some of these long-standing questions.

Understanding LATAM – a local perspective

Speaker: *Simon Terrington, Founder, EdCo Latam*

Chair: *Dr Stephen Vickers, A member of the Ecctis TNE Quality Benchmarking Board and Consultant in International Education*

Latin America is a less-well represented market in the UK higher education market, but with 33 countries the region is home to close to 20% of the countries on earth. This session will provide market insights about one of the most quickly expanding emerging markets in international education.

Simon Terrington from EdCo Latam will provide delegates with a five step approach to achieving success in the Latin American market and case studies of successful engagements which have led to increased brand awareness, successful applications and enrolments.

Afternoon – Breakout 3: parallel sessions – 12:15 – 12:45

How to level up your student engagement in the ever-changing higher education landscape

Speaker: *Chris Gibson, GeckoEngage*

Chair: *Chris Large, Account Manager, UK ENIC / Ecctis*

Students have increasingly high expectations when it comes to their communication with universities. They want instant answers, seamless processes, and the kind of end-to-end digital experience that builds confidence and inspires them to act and engage at a deeper level.

The reality is that many universities aren't consistently delivering timely, relevant student communications, leaving prospective and current students frustrated and unfulfilled. And if the student experience is sub-par, they'll simply look elsewhere.

Join our session to learn how to take your student engagement to the next level:

Key takeaways include:

- Why you should care about student engagement
- Sector challenges vs evolving communication trends
- What a winning student engagement strategy looks like
- Tactical ways you can outperform sector challenges.

Online testing – how to avoid security compromises through a holistic approach

Speakers: *Charlie Wall, Senior Director, Programme Management, PSI Services, Credentialling; Isabelle Gonthier, PhD, ICE-CCP, Senior Vice President, Assessment Services, PSI Services, Credentialling*

Chair: *Susie Millen, Member Operations Manager, UK ENIC / Ecctis*

In a traditional test setting, an exam proctor plays two vital roles: they ensure the test taker is comfortable throughout the examination process, and they protect the integrity of the test results by upholding the institution's testing policies.

With online testing, where the test taker is remote and proctoring delivered online, combining a great test taker experience with robust test security is more complex.

- How can you ensure that your online test takers don't gain an unfair advantage - or suffer a disadvantage?
- How can institutions maximise the security and integrity of their online testing processes?

In this session, you will find out why secure test development and delivery extend beyond the technology platform. Successful security and test result integrity involves every facet of the assessment journey. It's an end-to-end concern involving people, processes, and support.

Changing Models: Countering Academic Fraud in a Digital Age

Speakers: *Ed Hall, CEO, Qualification Check, Adam Rudd, Chief Revenue Officer, Qualifications Check; Philip Dupont, Business Development Manager, Qualification Check*

Chair: *Michelle Tandy, International Account Manager, UK ENIC / Ecctis*

As pressure to recruit talent from overseas increases, Ed Hall, CEO at Qualification Check will give an insight into the risk of academic fraud, the different forms that it might take and how it can be countered or prevented.

He will look at Primary Source Verification and the different approaches available to comply with national privacy laws, differing cultures and available technologies.

He will consider the benefits to applicants, universities, institutions and future employers of the move to digital credentials and pre-verification of awards.

How do you differentiate between English Language tests?

Speakers: *Sandy Bhangal, Executive Director of Global Strategy and Growth, ETS International UK; Karen Ottewell, Director of Academic Development & Training for International Students, University of Cambridge*

Chair: *Luke Gallagher, Membership Manager, UK ENIC / Ecctis*

Information about English proficiency continues to play a vital part of the university admissions process for international students, but how can key information be obtained from language test scores for decision making? In this session presenters will discuss best practices for both accepting tests and using scores from any English language proficiency test. Audience discussion will allow institutions to share their experience in setting and re-evaluating the English proficiency tests they accept as well as their score requirements.

Accepting new tests as well as setting appropriate English proficiency score requirements can be daunting for those who are not language professionals. How can an institution know how much English is enough? Is the test an acceptable test? Is there a right score? Accepting tests that fall short of the expected high standards can pose challenges for both institutions and students. Setting scores that are too high can result in turning away applicants who would have been a good fit for your institution but setting scores that are too low can slow down a class, place greater demand on English language support programs, or even lead to student failure. Some test specific guidelines for using scores will also be offered.

Increasing first-year students' success: Using online mathematics admission tests to identify suitability and readiness

Speakers: *Adam Smallwood, Head of Partnerships, OMPT*

Chair: *Tim Buttress, Head of Stakeholder Management, UK ENIC / Ecctis*

Leading institutions in the Netherlands, Belgium, and Denmark are using an online mathematics admission exam (OMPT) to ensure their applicants have the necessary mathematics proficiency to succeed in their study programs, particularly in Engineering, Economics, and Science programmes. In 2022, thousands of applicants from 128 countries took this online test, reducing the environmental impact of traditional admission processes. Using this exam has also decreased first-year students' dropout rate, and Admissions Teams have seen efficiencies in being able to identify the most suitable candidates for these courses.

The UK Prime Minister recently announced a plan to make maths compulsory in schools until 18, highlighting this subject's importance in education and beyond. Since the relevance of mathematics keeps growing, and numeracy is crucial to solving today's challenges, we need to ensure applicants have the required mathematical skills.

The OMPT mathematics tests are allowing universities an additional way of ensuring the suitability and readiness of international students. The flexibility of the online test means that students can take the test at anytime and anywhere, safely proctored.

This session will address how universities can shift to a more efficient and sustainable paradigm, supporting why this admission model is here to stay based on data.

Managing high volume of international applications with ApplyBoard

Speakers: Justin Wood, Director Partner Relations – UK & Ireland, ApplyBoard

Chair: Katherine Huang, Head of Service Development, UK ENIC / Ecctis

It's been said that the surge in international applications is a nice problem to have... tell that to the staff and students at the sharp end of the backlog! We also know that growth has not been equal between sending countries, so where does that leave aspirations around diversity?

By harnessing the power of world class tech and talent, Applyboard's sector leading international student recruitment platform has proven that there are smarter ways to deliver value from volume whilst expanding global reach and massively improving the individual applicant experience. In this session, Justin Wood, Applyboard's Director of Partner Relations for the UK and Ireland, will draw on the company's experience of partnering with more than 60% of UK and Irish universities to highlight key trends, risks, opportunities and best practice.

Lunch and networking – 12:45 – 14:00

Afternoon – Plenary 2 – 14:00 – 14:45

The shifting balance of global education

Speakers: Prof. Dato Dr. Mohammad Shatar bin Sabran, Malaysian Qualifications Agency; Prof. Mary Stiasny OBE, Pro-Vice Chancellor, International, Learning and Teaching, University of London; Sarah Chidgey, Head of International Education, Department for International Trade

Chair: Steve Miller, Head of Communications and Global Partnerships, UK ENIC / Ecctis

Panel discussion and question time.

Every conference delegate will be automatically registered for the plenary session 2.

Afternoon – Breakout 4: parallel sessions – 14:45 -15:30

The changing requirements of engaging with the EU

Speakers: *Tim Tiverton, Director, Trade and Work Global; Alice Tranter, Senior Legal Associate, Trade and Work Global*

Chair: *Katherine Latta, Head of Professional Advisory Services, UK ENIC / Ecctis*

Following the UK's departure from the EU, UK colleges and Universities are now subject to a new set of unified immigration rules, and the UK's relationship with the EU has become a great deal more complex.

Enrolling overseas students, or recruiting overseas employees, have both become more complex and compliance with the UK's immigration system is paramount.

For UK nationals travelling overseas – teaching, researching, attending conferences, practising as a professional, and student placements or internships – in the EU and globally, are all now governed by new and evolving legislation.

It is important to understand how these changes impact the ability of Universities, Colleges and professional bodies to carry out what would previously be considered 'normal' tasks. We will hear from the Trade and Work Global (TWG) team about the legislative arrangements required for professionals going abroad to work and for students and academic workers entering the UK.

This session will be of particular interest to those working in professional bodies and regulators, to Colleges and Universities with international staff and students, to those delivering/teaching courses in the EU or worldwide, those involved in research projects with EU or global partners and those advising students involved with periods of study or work in the EU.

The student voice

Speakers: *International student ambassadors, UKCISA*

Chair: *Julie Allen, Director of Policy and Services, UKCISA*

A specially invited panel of UKCISA's international student ambassadors will discuss what information and support they found particularly useful before and during their application and in their time within higher education.

An update on the Ukrainian education system

Speakers: *Valentyna Krasnoshchok, International Education Analyst, UK ENIC / Ecctis*

Chair: *Paul Norris, Head of UK ENIC*

This session will provide a brief overview of the system.

We will also consider how current events are affecting the system with a particular focus upon which aspects of the system are still operating.

Delegates will also receive information about the accreditation status of Ukrainian universities and where further information can be found.

Decolonising HE recruitment and admissions

Speaker: *Dr Richard Budd, Lecturer in Higher Education, Lancaster University*

Chair: *Rachel Hollister-Short, Head of Membership Services, UK ENIC / Ecctis*

What is the UK's place in the international (higher) education sector? This session will consider the UK's position in the world, historically and currently, and in turn how UK universities operate within this environment. Richard Budd (Lancaster University) will lead a conversation around how providers can be more egalitarian and inclusive.

EdTech panel - supporting students

Speakers: *Justin Wood, ApplyBoard; Chris Gibson, GeckoEngage; Jeffery Williams, Enroly; Simon Reichwald, Connectr*

Chair: *Sarah Rogerson, Director of Assessment, Oxford University Press*

The number of EdTech platforms available is bewildering, each platform offering different services to support applicants, students and providers. In this interactive panel session, we will hear from three of the leading platforms available on how they are able to help applicants, students and providers throughout the whole cycle from applying for study through to finding a job at the end of the course.

Promoting and sustaining international education

Speakers: *Dr Suzanna Tomassi, Services and Skills Directorate, Department for International Trade*

Chair: *Fabrizio Trifiro, Head of Benchmarking Services, UK ENIC / Ecctis*

This session will look at the work of the Department for International Trade and its Education Team. It will focus on the current status of the UK International Education Strategy and will outline how DIT fosters deeper partnerships, promotes export opportunities and addresses market barriers. This will include an overview of activities planned for 2023 and opportunities for sector colleagues to engage with DIT, with a specific focus on higher education and transnational education developments.

Refreshments and networking break – 15:30 – 16:00

Afternoon – Breakout 5: parallel sessions – 16:00 – 16:45

How ready and suited is an applicant for their studies?

Speakers: *Chris Lyons, Head of External Engagement, UK ENIC / Ecctis*

The question of readiness for higher education is one that the sector grapples with all the time. Unsurprisingly it is also a question that is increasingly asked of UK ENIC by our members. It seems that the level of qualifications presented is just the starting point in determining how well an individual will do on their course.

With a focus on international admissions, the session will consider the growing number of measures that are used to filter students and offer indications of their readiness. The possible link between readiness and likely student success will also be explored.

By referencing UK ENIC databases and information services and looking at developments and research in the field, the session will seek to navigate what suitability and readiness mean, and explore how best they might be defined.

Investigating qualifications: Spotlight on Pakistan

Speakers: *Andy Castro, Data Quality and Development Manager, UK ENIC / Ecctis*

Chair: *Michelle Tandy, International Account Manager, UK ENIC / Ecctis*

This session is designed to help university admissions staff understand whether individuals holding Pakistan higher education awards would be suitable for entry onto postgraduate programme.

The Pakistani higher education system can be confusing - building on the latest research this session will clarify why some Bachelor programmes may be suitable for postgraduate study.

Evaluating micro-credentials and what this means for learners

Speakers: *Afshan Baksh, Founder Evolve Global; Katherine Latta, Head of Professional Advisory Services, UK ENIC / Ecctis*

Chair: *Peter Wood, Head of Operational Division, UK ENIC / Ecctis*

This session considers how small units of learning or knowledge could be used to enable providers to reach non-traditional learners. Personal and professional insights from Afshan Baksh will highlight many of the challenges faced by FE and HE providers when trying to engage with learners from hard to reach communities. Is it possible to gather records of prior learning when no-credit was available? Can self-assessment provide learners with an understanding of achievement? Can modularised training programmes be mapped to learning outcomes at the upper end of the RQF?

The challenges that providers face are many, but are there ways in which different learning packages can be combined to make it easier for universities and colleges to be able to make informed decisions about learners? Katherine Latta will share the findings of different European funded programmes and research. Highlighting that in order to be able to 'stack' smaller units of learning awarding organisations need to devote the same amount of detail to these smaller packages in order to open up learning to all types of learner.

Supporting English language proficiency; what upper secondary qualifications can tell us

Speakers: *Alison Lowton, Research Manager English Language, UK ENIC / Ecctis; Jasmine Bryan, Premier Account Manager, UK ENIC/Ecctis*

Chair: *Bonnie Crittenden, Team Leader – Refugee Services, UK ENIC / Ecctis*

Supporting applicants through the recruitment and application process is one of the most important roles of Internationals and Admissions teams. This session considers the role of English language entry requirements within the application process. We will explore the latest Ecctis research which focusses on benchmarking upper secondary English exams contained in key international qualifications to the Common European Framework of Reference (CEFR).

This research is intended to inform English language requirements and support members in creating robust English language policy which satisfies both admission and compliance needs. In this session, we will be pleased to share the methodology we use when benchmarking upper secondary English to the CEFR. We will look at examples of analyses with the aim of providing a deeper insight into how we can align English exams, and the four skills of reading, writing, listening, and speaking, to the CEFR range of low B2, mid B2, and high B2 level.

End of conference – 16:45
