

UK ENIC annual conference 2021

Our 3 colour coded workshop themes for the UK ENIC annual conference 2021



1

Trade and work overseas: recognition and mobility post-Brexit

2

Transnational, digital and disrupted learning

3

Dynamic, data-driven international recruitment

Choose your workshop sessions

Thursday 4 November

Morning – slot 1 – 11.00-12.00

1.1 Reshaping international strategy for a post-pandemic world - Dr Vicky Lewis, Higher education specialist; Prof Judith Lamie, Pro Vice-Chancellor International, Swansea University and Dr Douglas Proctor, Pro Vice-Chancellor Global Engagement, Swinburne University of Technology

Trade and work overseas: recognition and mobility post-Brexit

How will the international strategies of providers change in a post-pandemic environment?

The recently published *UK Universities' Global Engagement Strategies: Time for a rethink?* report highlighted the challenges being faced by UK higher education providers and the possible disconnect between UK government policy and the mission of universities.

Dr Vicky Lewis will present key recommendations from her report focusing on rethinking partnership models and internationalisation for all.

Chaired by Dr Greg Keaney, Eccdis's Australian representative

UK ENIC annual conference 2021

1.2 Experiences of blended and distance learning - Charlie Pybus, International Director, Durham University; Dr Ailsa Crum, Director of Membership, Quality Enhancement & Standards, QAA and Anna So, UKCISA international student ambassador

Transnational, digital and disrupted learning

A lively and interactive panel discussion which will consider how the pandemic has affected providers and students. Blended delivery, online delivery and hybrid delivery have all become common terms used to describe how universities and colleges have coped with the challenges created by COVID-19; but what does this mean for the admissions team and students?

Delegates will hear of the experiences of Durham University, the QAA, the UK agency responsible for quality assurance, will also share their thoughts about the assessment challenges that the pandemic has presented to universities and from one of UKCISA's international student ambassadors.

Chaired by Anne Marie Graham, CEO, UKCISA

1.3 Understanding English language proficiency - Abi Jones, Head of International Research, UK ENIC and Jazz Bryan, Premier Account Manager, UK ENIC

Dynamic, data-driven international recruitment

UK visa requirements require individuals to demonstrate their English language proficiency, a requirement that those involved in international admissions will be familiar with. This session looks at how upper-secondary qualifications can be used to evidence English proficiency, approaches taken at admissions level, and also breakdown of how Ecctis reviews this type of qualification against the Common European Framework of Reference for Languages (CEFR).

The webinar will be shaped by topics and areas of interest suggested by attendees together with wider themes such as how UK ENIC can support in reviewing upper-secondary qualifications for admissions.

Chaired by Chris Lyons, UK ENIC

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1.4 The journey to employment - Ronit Anvi, Founder & CEO, Localized and Lucile Gasber-Aad, Business Development Manager, Millionroads

Dynamic, data-driven international recruitment

This panel session will focus on the research, observations and practitioner insights into the new skills required by internationally mobile graduates to ensure that they meet the needs of the post-pandemic jobs market.

Topics that will be discussed include how providers and employers can work together to ensure graduates are meeting the requirements of future roles and what additional skills will be required to enhance the employability of graduates.

UK ENIC annual conference 2021

We will also discuss the issues facing 'remote natives' and whether they have an advantage in the graduate employment market.

Chaired by Chris Stephens, UK ENIC

Thursday 4 November Afternoon – slot 2 – 13.00-14.00

2.1 The future of professional mobility, regulation and recognition – Tim Thomas, Consultant IEMC and Zara Green, Manager, UK Centre for Professional Qualifications.

Trade and work overseas: recognition and mobility post-Brexit

Following the UK departure from the EU professional regulation and professional mobility has changed.

The Professional Qualifications Bill, the UK legislation which governs the process for recognising professional qualifications, will significantly change the way UK professional bodies and regulators operate. The Bill will include provision for mutual recognition arrangements and other recognition agreements.

This session provides information on the progress of the Professional Qualifications Bill and preparations for it being granted Royal Assent.

We will hear from the UK Centre for Professional Qualifications, a regulatory body and an employment expert on what this means for the future of the recognition of UK qualifications. This session would be of interest to delegates from professional, statutory and regulatory bodies; professional qualification providers; and those employing staff who are required to work overseas.

The UK Centre for Professional Qualifications is the UK Assistance Centre for the recognition of professional qualifications, working alongside the UK government's Department for Business, Energy and Industrial Strategy.

Chaired by Peter Wood, UK ENIC

2.2 Improving the recognition climate for TNE: addressing the global reassurance gap - Beka Tavartkiladze, Senior Director, Evaluation Services at World Education Service; Nadia Badrawi, President of ANQAH; Hazman Abdullah, ex Deputy CEO of MQA, Malaysia and Mengyu Liu, CSCSE

Transnational, digital and disrupted learning

Transnational education now forms a significant part of many international education strategies at national, regional and institutional levels. Post COVID-19 this is set to continue as providers realise the opportunities this form of delivery offers.

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However, there are important challenges which prevent TNE from realising its progressive potential.

In many countries TNE qualifications, or certain types of TNE qualifications, are either not accepted or not recognised as entitling graduate entry into employment or further study, in particular in the public sector. Concerns about the quality of TNE provision are often at the root of these concerns.

Without such quality assurance it might be difficult to provide the required foundation upon which trust can be built and recognition granted to TNE qualifications.

This session will explore these issues with key international experts looking at possible and existing solutions.

Chaired by Fabrizio Trifiro, UK ENIC

2.3 The changing face of international student recruitment - Rich Coward, CEO, China Admissions and Alex Duncan, Co-founder and Product Lead, KAWO

Dynamic, data-driven international recruitment

In 2000, the US, the UK, Australia and France were study destinations for 57% of international students. In 2010 these four countries still dominated the market, attracting 52% of international students.

Figures from ICEF show that in 2020, Canada and China had joined the big players and accounted for 18% of the market; additionally they had burst into the top four destination countries.

With China now being a study destination in its own right what can we learn from them? Are there particular recruitment activities and technologies that are being used in China? What is the social media ecosystem in China and how should international universities be marketing themselves to Chinese students?

In this session we will focus on the Chinese market to understand how Chinese universities are embracing technology to drive student recruitment, and the latest developments in China's social media and digital marketing.

Chaired by Steve Miller, UK ENIC

2.4 Unlocking Africa: opportunities for global providers - Stuart Rennie, CEO, SJRENNIE Ltd and Thessa Bagu, Managing Director, Naijalink Ltd

Dynamic, data-driven international recruitment

This session will focus on how Africa has become a key part of any global university's key international strategy. The COVID-19 pandemic has meant that diversity, risk, sustainability and having an offshore presence is going to be critical for universities that are hoping to be successful in the international space. For many years UK, Canadian, Australian and other

UK ENIC annual conference 2021

countries spent considerable amounts of time developing partnerships, recruitment channels and an offshore presence across South Asia and Southeast Asia without investing much time or energy in Africa.

It is now clear that although there are already a small number of global universities that have engaged in Africa, there are still a large number out there who have little or no presence on the continent.

This session will focus on the opportunities and risk and how important it is to have an independent infrastructure on the ground:

Market opportunities; where are the opportunities; risks; on the round setup and infrastructure; recruitment and partnerships and diversity

Chaired by Paul Norris, Head of UK ENIC

Thursday 4 November Afternoon – slot 3 – 14.15-15.15

3.1 Opportunities for global engagement - Dr Janet Ilieva, Founder, Education Insight; Dr Nigel Healey, VP Global & Community Engagement, University of Limerick, and Eddie West, Assistant Dean of International Strategy & Programs, San Diego State University

Trade and work overseas: recognition and mobility post-Brexit

This lively panel session will explore how higher education globally, and the UK in particular, has performed against key indicators like student engagement, retention rates, graduate employability and diversity in recruitment.

Opportunities for broader global engagement and greater collaboration will also be examined along with horizon scanning for future developments. Expert opinion will come from Janet Ilieva, founder and director of international education think-tank Education Insight, and a creator of the Global Engagement Index.

Janet will also be joined by speakers from outside the UK, to bring in different national perspectives on the future of global engagement.

Chaired by Peter Wood, UK ENIC

3.2 Data driven recruitment and the new frontiers of international student recruitment - David Pilsbury, Chief Development Officer at Oxford International Education Group; Vincenzo Raimo, global higher education specialist and Jeff Williams, CEO, Enroly

Dynamic, data-driven international recruitment

UK ENIC annual conference 2021

Over the last 18 months, the education sector has changed dramatically. We have witnessed an explosion of digital classroom tools, remote working solutions, and livestreaming services.

Student recruitment is also changing.

The rise of aggregators, the cited reduction of use of traditional agents and the rise of digital marketing means that the sector is entering a new era.

In this session we will examine the latest research into the role of agents in international recruitment in education, how aggregators can support universities and colleges and determine which data is vital when assessing the suitability of a student for admission.

Chaired by Fabrizio Trifiro, UK ENIC

3.3 Global Future Skills - Jonathan Ledger, Technical and Vocational Education and Training Specialist, Department for International Trade; Barbara Lotierzo, Head of Education – LATAAC, Department for International Trade; Victoria Underwood, Head of Leadership, Governance and Research, College Development Network (Scotland) and UKSP member and Anya Yerokhina, Director, International Stakeholder Engagement, Pearson and UKSP member.

Trade and work overseas: recognition and mobility post-Brexit

This interactive panel will explore the types of skills that countries overseas are looking to develop to sustain high quality employment. Panellists will share their market insight and will provide practical suggestions about ways in which UK ENIC members and stakeholders can achieve growth into overseas markets. There will also be the chance to examine market access issues and make suggestions that mitigate risks to exporting, allowing international business to flourish.

Chaired by Emma Meredith, International Director, Association of Colleges

3.4 The effect of the COVID pandemic on student admissions – Jodie Duffy, UK ENIC and Nancy Cooke, Associate Director/Head of International Student Recruitment, University of Salford

Transnational, digital and disrupted learning

A discussion focussed on the current landscape for international admissions. Colleagues from UK ENIC will be joined by university admissions staff from the UK.

This session will explore some of the challenges and opportunities for international admissions in the wake of the pandemic, as well as providing practical takeaways for those working in the sector. In the discussions, we will:

- Highlight the latest changes and developments in international education and assessment in response to the pandemic and examine how these have affected grading
- Consider the impact of these changes on admissions and how admissions teams have adapted to a constantly evolving situation

UK ENIC annual conference 2021

- Explore possible practical solutions to some of the current challenges, such as changes to assessment, and travel restrictions
- Look ahead to the future for international admissions as we emerge from a period of unprecedented global disruption and feel the impact of other changes, such as Brexit.

Chaired by Abi Jones, UK ENIC