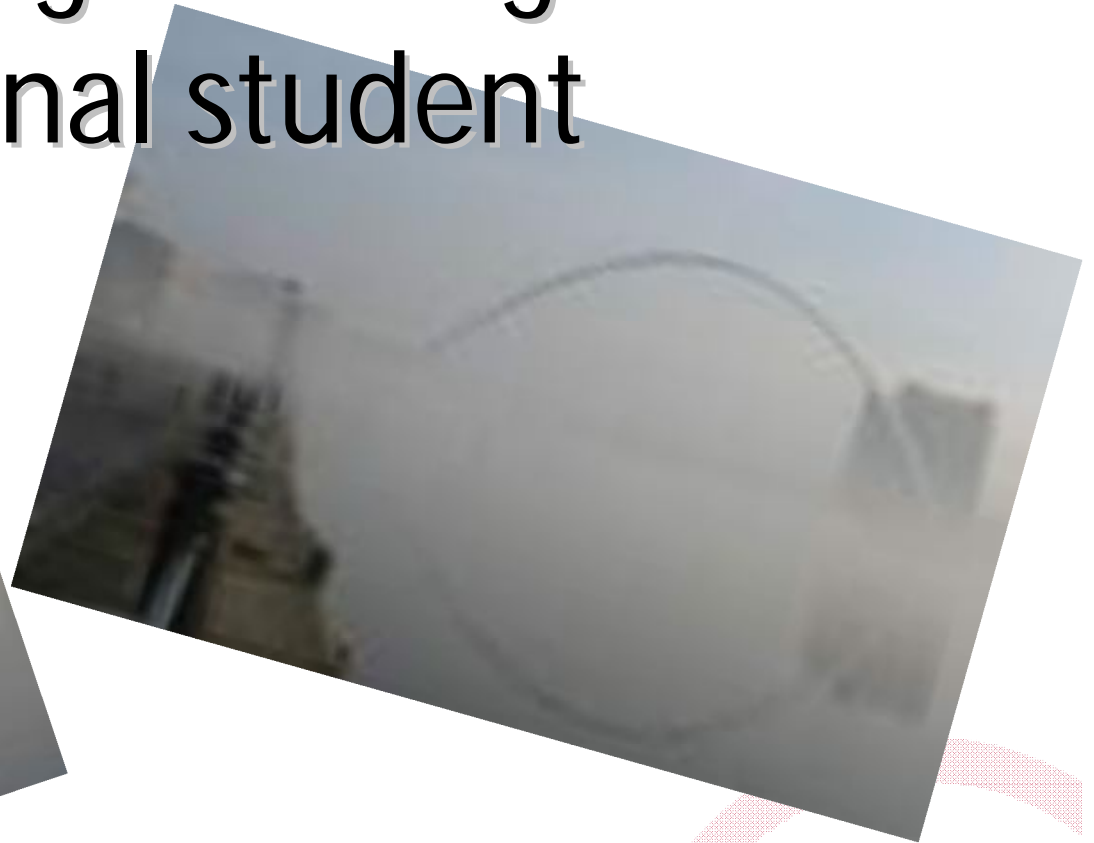


INTO Newcastle University

A Case Study

The way through the fog of the international student experience?



ASK

Fog?

Deceptive

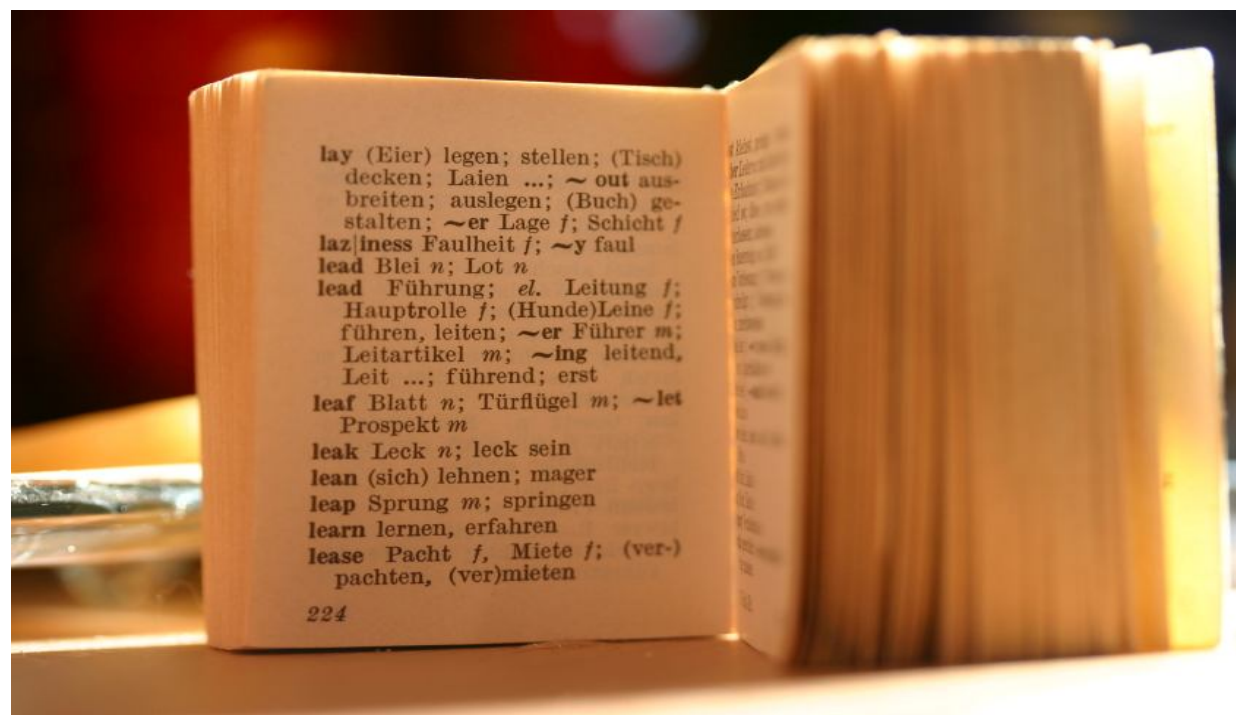
Shadows

Not to be ignored

*The University will be strengthened by
cultural diversity which will be
placed at the heart of staff and
student experience*

(Newcastle University Vision 2021)

2004-2005: 3052 students 18%
2011-2012: 4108 students 20%



students define ...

- ✓ studying
- ✓ living
- ✓ fun
- ✓ meeting people
- ✓ feeling part of the University
- ✓ independence

94%

INTO Newcastle satisfaction with
student experience; highest of
all 8 INTO centres in UK

(ISB Summer2012)

big reputations ...

- ✓ Russell Group university
- ✓ Top 20 UK ranking

Research-intensive

*Deliver teaching and facilitate
learning of highest quality ...*

(Newcastle University – mission statement)

bring big asks ...

life chances and employability

top 15 for UK graduate career
prospects (HEFC 2012)

Quality

What we ask of each other

Structure ..

- ✓ JV board
- ✓ Academic Group
- ✓ Faculty committees
- ✓ Faculty Liaison
- ✓ Programme validation

and Culture ...

Students are ASKED to attend

We ASK them if they are following

They ASK questions

We ASK them to approve

Learning and teaching

- ✓ Lectures – we're asked to prepare
- ✓ Seminars - we ask .. and wait ...
and wait ..
- ✓ Study clinics – if there's more to
ask
- ✓ Blackboard, Turnitin - ask alone

£74 million



Student support

...living



comfort



Asking for help

- ✓ Welfare
- ✓ Interpreters
- ✓ Finance
- ✓ Visa

360°

Asking in the market

5 INTO regional offices

50 in-region managers

18 senior team

agent network

and the market asks us ...

- ✓ Vladivostok
- ✓ Shenzhen
- ✓ Kuala Lumpur

Application route ...

82% through local agent [75% INTO]

(ISB Summer Wave 2012)

Applications ask questions of us ..

16 days – application to offer
48 hours – turn around



Asking for feedback ...

Progression to partner 64%

Degree success

11/12 – PGT: 5% 45% 43%

11/12 – UG: 45% 1st/2:1

Asking for feed-forward ..

- ✓ INTO Arrival
- ✓ SSCM
- ✓ INTO SSC
- ✓ University module
- ✓ INTO Exit
- ✓ ISB

Asking the right way gets results

ISB 16%

INTO 47%

INTO NCL - 92%

[ISB summer wave 2012]

Joint venture at work ...

- ✓ 96% - teaching quality as key factor when choosing centre
- ✓ 94% - earning potential/host university reputation

Enrolments as feedback

08-09: 401

09-10: 501

12-13: 686

still asking..... challenges

- ✓ Alphabetical order (!)
- ✓ Lastminute.com
- ✓ 3 seminars
- ✓ Brian Hewitt
- ✓ Personal references

The fog is lifting ...



Joint-venture
Reputation
Structure
Culture
Quality
Success

INTO University Partnerships

3 from 5

(ISB Summer Wave 2012)

INTO Newcastle University

The INTO Building

Newcastle University

NE1 7RU

www.intohigher.com