Get involved

UUK invite universities and other organisations to:

1. Sign up to the campaign Charter
2. Submit a campaign pledge: an action that the organisation will take to help increase and diversify UK outward student mobility

Find out more about the Go International: Stand Out campaign at www.universitiesuk.ac.uk/standout or contact outwardmobility@international.ac.uk

@UUKIntl #GoIntl

Why more UK students should work, study or volunteer overseas
WHAT IS OUTWARD STUDENT MOBILITY?

Study, work or volunteer periods abroad undertaken by UK-domiciled students for two or more weeks as part of their UK higher education programme.¹

"We know that students who have experience of studying, working and volunteering abroad have better educational and employment outcomes. That’s why we’re working with the higher education sector to promote outward mobility and the benefits it brings young people, especially those from disadvantaged backgrounds.

I thoroughly support the Go International: Stand Out campaign to get more young people interested in an overseas placement and would encourage universities and employers to get involved."

JO JOHNSON
Minister of State for Universities, Science, Research and Innovation

WHERE DO THEY GO?
68% of placements in 2013-14 were to the European Union (EU). Beyond the EU, the majority of outward student mobility is to English speaking destinations, and these numbers are increasing.

WHO ORGANISES IT?
For the 2014-15 UK graduating cohort:

- 55% of international placements were via the EU’s Erasmus+ scheme
- 37% of international placements were university-led schemes: bilateral exchange partnerships established, administered and delivered by UK universities

Others included national schemes such as the British Council’s English Language Assistants and Generation UK China and India – part of the British Council’s Study Work Create programme.²

WHAT DO THEY DO?
• Around 70% of mobile students go abroad to study
• Language students are slightly more likely to work than non-language students
• Short term mobility of 1 to 4 weeks is becoming more popular

WHAT STUDENTS ARE MOBILE?
Participation varies significantly between different student groups, with students from disadvantaged backgrounds, STEM students, and black and minority ethnic students less likely to be involved.

AROUND 33% OF STUDENTS WHO GO ABROAD ARE LANGUAGE STUDENTS.

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TOP 10 DESTINATIONS

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>% OF ALL MOBILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRANCE</td>
<td>23.8%</td>
</tr>
<tr>
<td>SPAIN</td>
<td>16.5%</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>9.8%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>9.3%</td>
</tr>
<tr>
<td>ITALY</td>
<td>4.9%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>3.9%</td>
</tr>
<tr>
<td>CANADA</td>
<td>3.7%</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>2.0%</td>
</tr>
<tr>
<td>CHINA</td>
<td>2.0%</td>
</tr>
<tr>
<td>RUSSIA</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
WHY SHOULD STUDENTS SPEND TIME ABROAD?

SKILLS FOR SUCCESS
International placements develop important global skills for students, such as:

- InterCulturaL Awareness
- Language skills
- Knowledge of other countries
- ConfidEncE
- ToleraNce
- Self-Awareness
- SoCiabiliTy
- Problem-Solving
- DecidEness
- AdaptaBility
- Curiosity

INTERNATIONAL NETWORKS
Students who go abroad build new international long-term social, academic and professional networks that can increase global job prospects further down the line.

BEtter Degrees and bETTER Jobs

STUDENTS WHO GO ABROAD ARE:

- 9% more likely to gain a 1st or 2:1 degree
- 24% less likely to be unemployed
- 9% more likely to be in ‘graduate’ jobs six months after graduation
- 5% higher wage earners six months after graduation

These positive outcomes are mirrored Europe-wide.
Research by the European Commission finds that Erasmus alumni are:

- Half as likely to be long-term unemployed as their non-mobile peers
- Significantly more likely to hold managerial positions 10 years after graduation
- Likely to start their own company, with more entrepreneurs than the average for the total graduate population.

Disadvantaged Groups Gain the Most
Students from disadvantaged backgrounds and black and minority ethnic groups are least likely to participate in study, work or volunteer abroad programmes but have the most to gain from them.

Graduates from disadvantaged backgrounds who were mobile earn

6.1% more...

Black graduates who were mobile were

41% less likely to be unemployed...

...than peers who did not have international placements
THE VALUE TO UNIVERSITIES

“Increasing outward student mobility is a key feature of Cardiff University’s international strategy. Students improve their employability, institutions develop their international links and businesses value the wider experience of those who’ve spent time abroad. We are committed to an inclusive approach to developing placements abroad and have created bursaries and other support structures to ensure that our programmes are accessible to all.”

PROFESSOR COLIN RIORDAN
President and Vice-Chancellor, Cardiff University.

STUDENT OUTCOMES

Students who go abroad are more likely to do better at every key indicator in higher education, from attainment to employment.

Other than family background, there are very few indicators of achievement quite as reliable.\(^7\)

Students from disadvantaged groups have even more pronounced successes following outward mobility; mobility can help to close the degree attainment gap.\(^8\) Outward mobility can contribute to universities’ other efforts to boost employability and attainment metrics.

INTERNATIONAL PARTNERSHIPS

Two-way exchange of students can be an effective part of strategic partnerships between universities’ in the UK and around the world, opening doors to other forms of collaboration in teaching, research and knowledge exchange. In an increasingly competitive field, being able to offer UK student exchange opportunities can be highly attractive to prestigious international partners. Through offering opportunities to work abroad, universities build partnerships with global employers and companies.

INTERNATIONAL REPUTATION

Mobile students become global ambassadors for institutions and for UK education. Through the development of international mobility partnerships, universities can raise their profile on the world stage, helping to improve student recruitment and expand research partnerships.

INTERNATIONALISING HOME CAMPUS CULTURE

Mobile students return with an expanded, global mindset, which helps internationalise home campuses. Many report taking a renewed interest in their studies,\(^9\) having a greater appreciation for their university on their return,\(^10\) and being more inclusive, empathetic and welcoming to international students.\(^11\) The outward-looking culture on campus in turn helps to provide all members of the university with a global perspective, and to prepare all students for our ever more globalised world.

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THE VALUE TO THE UK

A GLOBALLY SKILLED WORKFORCE

As the UK looks to boost trade links around the world, outward student mobility has never been more important. Students who have been abroad have critical global skills, are more socially aware, have higher levels of community participation, and are more engaged with global issues.12

To negotiate new trading relationships, navigate turbulent times, and capitalise on new opportunities and markets, the UK will need a globally skilled workforce and networked graduates that can negotiate, connect and engage internationally.

"By ensuring that study abroad opportunities are open and accessible to all students, universities will demonstrate that they are equipping the future workforce with the skills that employers value and in turn close the attainment gap.”

SANDRA KERR OBE
Race Equality Director, Business in the Community

MEETING EMPLOYER DEMAND

Year-on-year, the CBI/Pearson finds that UK employers are calling for graduates with international cultural awareness and language skills.

In 2017, 39% of employers were dissatisfied with graduates’ international cultural awareness and 47% were dissatisfied with graduates’ language skills.13 Seven out of ten small and medium size enterprises (SMEs) believe future executives will need foreign language skills and international experience.14

39% of employers were dissatisfied with graduates’ international cultural awareness in 2017

47% of employers were dissatisfied with graduates’ language skills in 2017

SOFT POWER

Mobile students are de facto ambassadors for the UK. They raise the profile and reputation of individual institutions and UK education. Their experiences are evidence that the UK is outward-looking and internationally minded, and their global skills help further UK trading and diplomatic relationships longer-term.

OTHER COUNTRIES WANT OUR STUDENTS

As other governments work to internationalise their universities, UK exchange students are highly sought after. The UK can support the development of capacity in other countries by emphasising our willingness to exchange students reciprocally – as well as welcoming their students to the UK.

SOCIAL MOBILITY

Student participation in outward student mobility programmes can address differences in graduate outcomes and work to close the attainment gap.15 Students from disadvantaged backgrounds and minority ethnic groups participate less in mobility programmes and yet see the greatest improvement in outcomes when they do.

13 CBI/Pearson (2017) Education and Skills Survey
14 British Academy (2014) Born Global project: SME Omnibus Survey
WHY MORE UK STUDENTS SHOULD WORK, STUDY OR VOLUNTEER OVERSEAS

BARRIERS TO STUDY, WORK AND VOLUNTEERING ABROAD

Students report that cost remains a key barrier to participation, alongside fear of isolation and interruption to friendships.

Effective promotion of existing opportunities and support, and a lack of awareness of the important benefits of learning abroad are also significant obstacles which must be addressed in order to continue to increase the numbers of UK students studying, working and volunteering abroad.

BARRIERS TO MOBILITY

Barriers to mobility can be social, economic, geographical, institutional, political and cultural, and are compounded for students from less advantaged backgrounds.

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BREAKING DOWN BARRIERS: THE UK STRATEGY FOR OUTWARD STUDENT MOBILITY

While many barriers persist, much progress has been made since the first UK strategy for outward student mobility was launched in response to a sector wide review of barriers to participation in 2013.

Since its launch, many UK universities have embraced international placements as part of their institutional strategy for undergraduate students, and there has been a corresponding increase in the uptake of opportunities. In the context of the UK’s departure from the EU it has never been more important that the UK demonstrate its commitment to international experience, and to the well-evidenced benefits it offers students.

“Students report that cost remains a key barrier to participation, alongside fear of isolation and interruption to friendships.”

16 UPP Foundation/Bridge Group Social Mobility and University Careers Services
17 UUKi (2017) Widening Participation in UK Outward Student Mobility: A picture of participation
18 UUKi (2015) Student perspectives on going international
19 UK Strategy for Outward Mobility 2013-2017
Outward student mobility benefits individuals, universities, society and the economy. This is recognised in many of our comparator countries’ policies. However, the UK lags behind.

### HOW THE UK COMPARES INTERNATIONALLY

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>% OF MOBILE STUDENTS</th>
<th>KEY POLICY, ACTIVITY AND FUNDING</th>
<th>NATIONAL TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERMANY</td>
<td>25%</td>
<td>National funding and scholarships through DAAD and Ministry of Education and Research. European funding through Erasmus+</td>
<td>50% by 2020</td>
</tr>
<tr>
<td>USA</td>
<td>15%</td>
<td>Study Abroad; Department of State grant programmes and Department of Education federal aid programmes</td>
<td>20% by 2020</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>19%</td>
<td>New Colombo Plan and other federal government and state grant schemes</td>
<td>INTERNATIONAL PLACEMENTS in the Indo-Pacific region become a ‘rite of passage’</td>
</tr>
</tbody>
</table>

### A UK TARGET FOR OUTWARD STUDENT MOBILITY

In recognition of the demand for global graduates and the growing skills deficit with our international competitors, UUK launched a national 2020 target for mobility.

The UK target is to double the percentage of UK students who study, work or volunteer abroad as part of their undergraduate degrees by 2020.

Aside from this target, key policy and funding mechanisms for UK outward student mobility currently include: the EU’s Erasmus+ programme, IIE study abroad campus; and reduced tuition fees for years abroad.²³

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²³ DAAD (2017) Facts and Figures on the International Nature of Studies and Research in Germany. 25% figure includes German students at all cycles that graduated in 2013-14
²⁴ IIE (2016) Open Doors report 2016. 15% figure includes the US bachelor students that graduated in 2014-15
²⁶ UUKi (2017), UK Strategy for Outward Student Mobility 2017-2020
²⁷ UUKi (2017), UK Strategy for Outward Student Mobility 2017-2020

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In comparison to 13% of UK students studying, working or volunteering abroad, the target is to double this to 26% by 2020.
THE GO INTERNATIONAL: STAND OUT CAMPAIGN


THE GO INTERNATIONAL: STAND OUT CAMPAIGN WILL SUPPORT UNIVERSITIES TO DEVELOP PLEDGES AND COMMITMENTS THAT GO BEYOND BUSINESS AS USUAL TO MEET THE UK’S NEW 2020 TARGET.

Universities, government, sector and partner organisations, employers and study abroad alumni both domestically and internationally are key change agents in accelerating the rate of UK outward student mobility. We are asking all these stakeholders to work together to deliver on our ambitious goal.

“At the University of Westminster we are committed to enhancing opportunities for outward student mobility and are delighted as part of that to support the Stand Out campaign.”

Professor Alex Hughes
Deputy Vice-Chancellor (Global Engagement), University of Westminster

CAMPAIGN CALLS TO ACTION

1. UK UNIVERSITIES
Sign the campaign Charter and pledge an action to boost or broaden mobility from your institution.

2. ACADEMICS AND ALUMNI
Advocate for outward mobility throughout the student journey.

3. EMPLOYERS
Promote the value you place on a globally-skilled workforce.

ABOUT THE GO INTERNATIONAL: STAND OUT CAMPAIGN
UUKi is convening a series of activities over the next three years to support universities in meeting the national target.

As a first step, UUKi encourages universities, and other organisations to sign up to the campaign charter and to submit a pledge to help boost and broaden UK outward student mobility.

THE GO INTERNATIONAL: STAND OUT CAMPAIGN WILL SUPPORT UNIVERSITIES AND OTHER ORGANISATIONS BY:

• Building networks of mobility champions from university leaders to academics and alumni
• Creating resources that universities can use to promote the case for mobility to their students and governing bodies
• Producing research to enhance the evidence base and addressing data gaps
• Conducting outreach to the media and positive messaging
• Advocating for outward student mobility with governments

CAMPAIGN ACTIVITY WILL REVOLVE AROUND THREE ANNUAL CALLS TO ACTION, DIRECTED AT KEY STAKEHOLDER GROUPS.