Dear colleagues

The UK can be proud of having one of the best university systems in the world. International links contribute immeasurably to this success. UUKi exists to ensure our universities thrive internationally in education, research, and the exchange of staff and students.

This year our dominant priority has been preparing for Brexit. Our Europe-focused work has multiplied, but Brexit has also guided our approach to creating new opportunities for UK universities beyond Europe, expanding research collaboration, strengthening bilateral ties with non-EU partners and encouraging a stronger focus in government on education as one of the UK’s most successful export sectors.

In everything we do, we seek to advance towards our four strategic aims which are:

1. Attract a growing number of international students to the UK
2. Increase international research collaboration
3. Double outbound student mobility from the UK
4. Increase the number of students studying for UK qualifications overseas

This year’s annual report provides a brief insight into our progress towards these goals. I am very proud of what we have achieved, but it is only possible because of the strength of the links we have developed throughout the UK university sector, from vice-chancellors to outward mobility co-ordinators, from research managers to international directors. We succeed when we can act on the insight they provide to influence the conditions in which they work. That’s what makes us unique.

Many thanks for your support over the last year, and we look forward to continuing to work with you in the coming year.

Vivienne Stern
Director, Universities UK International

WHAT DO OUR STAKEHOLDERS THINK?

FROM OUR ANNUAL SURVEY WITH RESPONDENTS FROM 115 UK UNIVERSITIES

UUKi works effectively to positively influence UK policy on HE and international issues
96% AGREE/STRONGLY AGREE

UUKi represents the interests of my institution effectively
90% AGREE/STRONGLY AGREE

UUKi communicates effectively with my institution
89% AGREE/STRONGLY AGREE

UUKi at its best is a matchmaker impresario, lobbyist and clairvoyant all rolled into one … basically a part of our team!

Feedback from our stakeholder survey

2018/19 IN NUMBERS

HARNESSING THE COLLECTIVE STRENGTH OF THE SECTOR, WE LED

11 OVERSEAS DELEGATIONS TO 15 COUNTRIES TO PROMOTE THE BREADTH OF UK HE OVERSEAS AND TO BETTER UNDERSTAND INTERNATIONAL PRIORITIES

WE MET WITH

322 HIGH-LEVEL REPRESENTATIVES OF OVERSEAS GOVERNMENTS, AGENCIES AND INSTITUTIONS, INCLUDING

307 MINISTERS, EUROPEAN COMMISSIONERS AND OFFICIALS, MEMBERS OF EUROPEAN PARLIAMENT, MINISTRY REPRESENTATIVES, UNIVERSITY LEADERS AND PARTNER ORGANISATIONS

OVER

500 PARTICIPANTS FROM 120 UNIVERSITIES JOINED OUR NETWORK MEETINGS
PREPARING FOR BREXIT

HIGHLIGHTS

- Visited university leaders, ministries and funding agencies across Europe to seek their support in lobbying for the UK’s continued participation in Horizon Europe and Erasmus+; and to persuade partners to continue working with the UK. This year alone we visited Belgium, France, Germany, Spain, Austria, Hungary, Czech Republic, Slovenia, Croatia, Iceland, Greece, Cyprus, Luxembourg, Portugal and Romania. Since the referendum, we have issued joint statements with 22 European counterpart bodies calling on politicians to preserve the basis of our co-operation.

- Distributed regularly updated information for prospective EU students explaining what Brexit means for them, including information about fee levels for 2019 and 2020 entry. Built a network of partner organisations to distribute social media content including short videos; secured positive coverage in nine national media outlets across five EU countries.

- Lobbied UK government to commit to seeking full participation in Horizon 2020 and Erasmus+ and to create national alternative mechanisms in case the UK is excluded from these programmes in the future. Our #SupportStudyAbroad campaign was seen 21 million times on social media, by almost 8 million people and secured coverage in The Guardian, the BBC, The I, Cosmo, Kiss FM and Buzzfeed.

- Worked with the European Universities Association to explain the consequences of a no-deal Brexit to EU universities. Hosted a series of Brexit webinars jointly with the Foreign and Commonwealth Science and Innovation Network (SIN), reaching 1,700 people in universities in the UK and Europe.

- Led sector-wide work to help universities prepare for a no-deal Brexit including detailed guidance for institutions; shared resources; and advice to government.

IN NUMBERS

24

In the last three years UUKi has met with university leaders, funding agencies and ministry officials in 24 EU/EEA countries and signed multiple joint statements in support of the UK’s full association to Horizon 2020 and Erasmus+.

98%

of our stakeholders found our Brexit resources, including briefings, no-deal contingency planning tools, student FAQs and webinars valuable or very valuable.

1,700

participants watched our Brexit webinars.

21M

Our #SupportStudyAbroad campaign was seen 21 million times on social media by almost 8 million people.

In a vacuum of advice and guidance from the government on how universities should prepare for Brexit, Universities UK has masterfully filled this void.

Chris Husbands
Vice-Chancellor of Sheffield Hallam University
1. ATTRACTING A GROWING NUMBER OF INTERNATIONAL STUDENTS TO THE UK

HIGHLIGHTS

• Led the call for a new government international education strategy. The strategy, published in March 2019, sets the ambition that the UK should increase international student numbers to 600,000 by 2030.

• Led lobbying for a change to visa policy to create a new post-study work visa of at least two years. As a result, government has now announced the introduction of a two year post-study work visa.

• Developed new research and a dedicated webpage to support institutions in identifying trends and potential growth opportunities for student recruitment and undertook a mapping exercise to identify non-immigration barriers to recruitment to inform the international education strategy.

• UUKi has produced regularly updated videos and Q&A briefings explaining Brexit to potential EU students. These have reached a potential audience of 14m through British Council channels and received a further 70,000 views via UKCISA’s website.

• UUKi secured national media coverage in India, including the Times of India and the Hindustan Times, communicating positive changes around visas and immigration, the growing number of Indian students choosing to study in the UK and the employability benefits of a UK degree. Our messages have reached a potential audience of over 25 million. UUKi also collated member case studies for a British Council India campaign which reached 197,333 potential Indian students on Facebook.

[At its best UUKi...] engenders a sense of common purpose and opportunity across the sector, that transcends competitive instincts and benefits the collective.

IN NUMBERS

500K

UUKi-distributed content to promote the UK as a study was viewed by a potential audience of 500,000 via 35 partner organisations worldwide.

600K

The UK government has set a target to grow international student numbers to 600,000 by 2030 as a direct result of UUKi lobbying.

86%

of stakeholder survey respondents agree that UUKi effectively promotes the UK sector overseas.

FROM THE 2018/18 STAKEHOLDER SURVEY
2. INCREASING INTERNATIONAL RESEARCH COLLABORATION, ESPECIALLY THROUGH THE CREATION OF THE CONDITIONS AND FUNDING TO SUPPORT IT

HIGHLIGHTS

- Influenced the UK Government International Research and Innovation Strategy, the Fund for International Collaboration, and co-ordinated sector consultation events to contribute to Sir Adrian Smith’s Review of Funding for International Research Collaboration at the request of the Department for Business, Energy and Industrial Strategy.

- Worked with Research England to design and implement the £4 million International Investment Initiative (I3). UUKi advised on the development of the fund and provided advice and support to the assessment and panel process.

- Following the success and impact of UUKi’s role in supporting research partnerships and communications for British Council Newton Fund programmes, the Department for Business, Energy and Industrial Strategy (BEIS) has requested UUKi’s support in the delivery of both the Newton Fund and the Global Challenges Research Fund going forward. So far we have supported 83 overseas research organisations and successfully brokered 32 research partnerships.

- Launched a new UK-Canada research mobility scheme, funded by the Canadian agency MITACS, UK universities and the UK’s Department for Education, to allow UK students to take part in Canada’s Globalinks research internship scheme.

FROM THE 2018/18 STAKEHOLDER SURVEY

Rachael Sara-Kennedy and her team provide us with very valuable insights on funding opportunities and the IRDN meetings are always very informative.

IN NUMBERS

500

Our International Research Development Network (IRDN) now has over 500 members from 120 universities.

97%

of stakeholder survey respondents found the support UUKi provides in relation to funding opportunities for international research valuable or very valuable.

£1.3M

UK universities who received Rutherford Strategic Partnership Grants from UUKi in 2018 reported securing an additional £1.3m from institutional commitments, donations and other grant applications as a direct result of their Rutherford award.

9,000

UUKi’s “Gateway to International Opportunities” funding web page received over 9,000 page views, and saw an increase of 94.6% in the number of unique visitors compared to 2017/18.
3. DOUBLING OUTBOUND STUDENT MOBILITY FROM THE UK

HIGHLIGHTS

- The UUKI Mobility Management Survey found that 83% of universities now include outward mobility in their institutional strategy and 65% have a target for outward mobility. 90% of universities have either maintained or increased funding for outward mobility.

- Led a major lobbying effort to build support for Erasmus + amongst politicians and influencers with the aim of securing our involvement in the programme post-Brexit, or a national replacement mechanism if that proves impossible.

- Launched a major new £1.6m opportunity for UK students to spend time at Indian universities, funded by the UK and Indian governments under the auspices of the UKIERI fund, with the British Council and Edcil (India).

- Secured three new corporate partners who have committed to providing scholarships for students to spend time abroad. CRCC Asia; QS Unisolutions MoveOn Mobility Software and The Intern Group have each pledged 5 scholarships. DAAD, London branch and Campus France became our first international partners of the Go International: Stand Out campaign.

- Launched a UK study abroad student and alumni network on LinkedIn which has reached 750 members, to help ensure that the student voice continues to be represented in the campaign. Members receive regular updates and information on mobility opportunities.

- Produced resources to support universities grow outbound mobility: our Gone International: Rising Aspirations 2019 report detailed the academic and employment outcomes of mobile graduates. This year for the first time the report included detailed analysis of mobility from the four nations of the UK. Our Stand Out toolkit has been downloaded 1,433 times since 1 August 2018.

FROM THE 2018/19 STAKEHOLDER SURVEY

I wanted to say a massive thank you to the outward mobility team for all the fantastic work they do supporting and representing the sector – they provide such valuable information and are a pleasure to work with.

IN NUMBERS

UK universities have now pledged new action to support our Go International: Stand Out campaign to double the percentage of UK-domiciled students who study, work or volunteer abroad.

97% of campaign pledges featured measures to widen participation in outward mobility.

97% of our annual stakeholder survey respondents said UUKI’s work on outward student mobility was valuable or very valuable.
4. TRANSNATIONAL EDUCATION (TNE): INCREASING THE NUMBER OF STUDENTS STUDYING FOR UK QUALIFICATIONS OVERSEAS

HIGHLIGHTS

- Shaped thinking in government about the importance of transnational education (TNE), and the steps government can take to support it. As a direct result of our lobbying several specific actions and commitments to support UK TNE were included in the International Education Strategy, published in March 2019.

- Produced comprehensive analysis of the potential impact of Brexit on transnational education delivered in Europe, currently under the umbrella of the EU Services Directive. Following our advocacy through a British Council led delegation, we achieved change in regulations in Cyprus securing continued legal protection for franchised UK provision in-country in the event of no-deal Brexit.

- Led thinking with the QAA on the future quality assurance and enhancement of TNE. A UUKi working group developed a sector-wide consultation on potential future models with the aim of ensuring continued overseas confidence in UK transnational education.

- Published new analysis of the scale of UK HE TNE 2016–17; a new report Global location, local innovation, illustrating the range of UK transnational education provision for overseas audiences; and a discussion paper on staffing TNE overseas.

- Ran our first training session for DIT Commercial Officers to support the DIT in their work around the world through building a better understanding of the UK TNE offer.

IN NUMBERS

375 subscribers from 93 universities and 32 sector bodies, international universities and commercial organisations have joined our newly formed transnational education e-network, launched in January 2019.

216 Our TNE conference, seminars, workshops, roundtables and events were attended by 216 participants from over 60 universities. 95% of attendees rated these good or very good.

97% of stakeholder survey respondents thought UUKi’s work to support transnational education was valuable, or very valuable.
## ANNEX

### OUTBOUND DELEGATIONS

<table>
<thead>
<tr>
<th>DATE</th>
<th>DESTINATION</th>
<th>UK UNIVERSITIES REPRESENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2018</td>
<td>Berlin</td>
<td>University of Liverpool</td>
</tr>
<tr>
<td>Oct 2018</td>
<td>Brussels (1)</td>
<td>University of Exeter</td>
</tr>
<tr>
<td></td>
<td>Vienna</td>
<td>University of Liverpool; Keele University; Edinburgh Napier University; University of the Arts London</td>
</tr>
<tr>
<td></td>
<td>Brussels (2)</td>
<td>University of Liverpool; University of Exeter; University of Cardiff</td>
</tr>
<tr>
<td></td>
<td>Tokyo</td>
<td>University of Worcester; University of Bristol; University of Reading; University of Glasgow; University of Brighton; London School of Hygiene and Tropical Medicine; Keele University; University of Hull; University of Leicester</td>
</tr>
<tr>
<td>Nov 2018</td>
<td>Madrid</td>
<td>University of Liverpool; Cardiff University; University of Stirling</td>
</tr>
<tr>
<td></td>
<td>Israel</td>
<td>University of Exeter; University of Edinburgh; University of Manchester; Queen's University Belfast; Kings College London; University of Warwick; Lancaster University; Durham University; University of Cambridge; Queen Mary, University London</td>
</tr>
<tr>
<td>Feb 2019</td>
<td>Paris</td>
<td>University of South Wales; Swansea University</td>
</tr>
<tr>
<td></td>
<td>Reykjavik</td>
<td>No UK uni's attended</td>
</tr>
<tr>
<td>Mar 2019</td>
<td>Mexico City and Queretaro</td>
<td>University of Stirling; University of Warwick; University of Essex; Brunel University; University of Sussex; Nottingham Trent University; University of Glasgow; The University of Sheffield; University of Southampton; University of East Anglia; Oxford Brookes University</td>
</tr>
<tr>
<td>June 2019</td>
<td>Amman</td>
<td>University of Salford; University of Worcester; University of Southampton</td>
</tr>
<tr>
<td></td>
<td>Tunis</td>
<td>University of Salford; University of Sussex</td>
</tr>
</tbody>
</table>
CONTACT US

EMAIL info@international.ac.uk
TEL +44 (0)20 7419 4111

Woburn House
20 Tavistock Square
London WC1H 9HQ

@UUKIntl
Universities UK International