Llandrillo College
Meeting International Student Expectations

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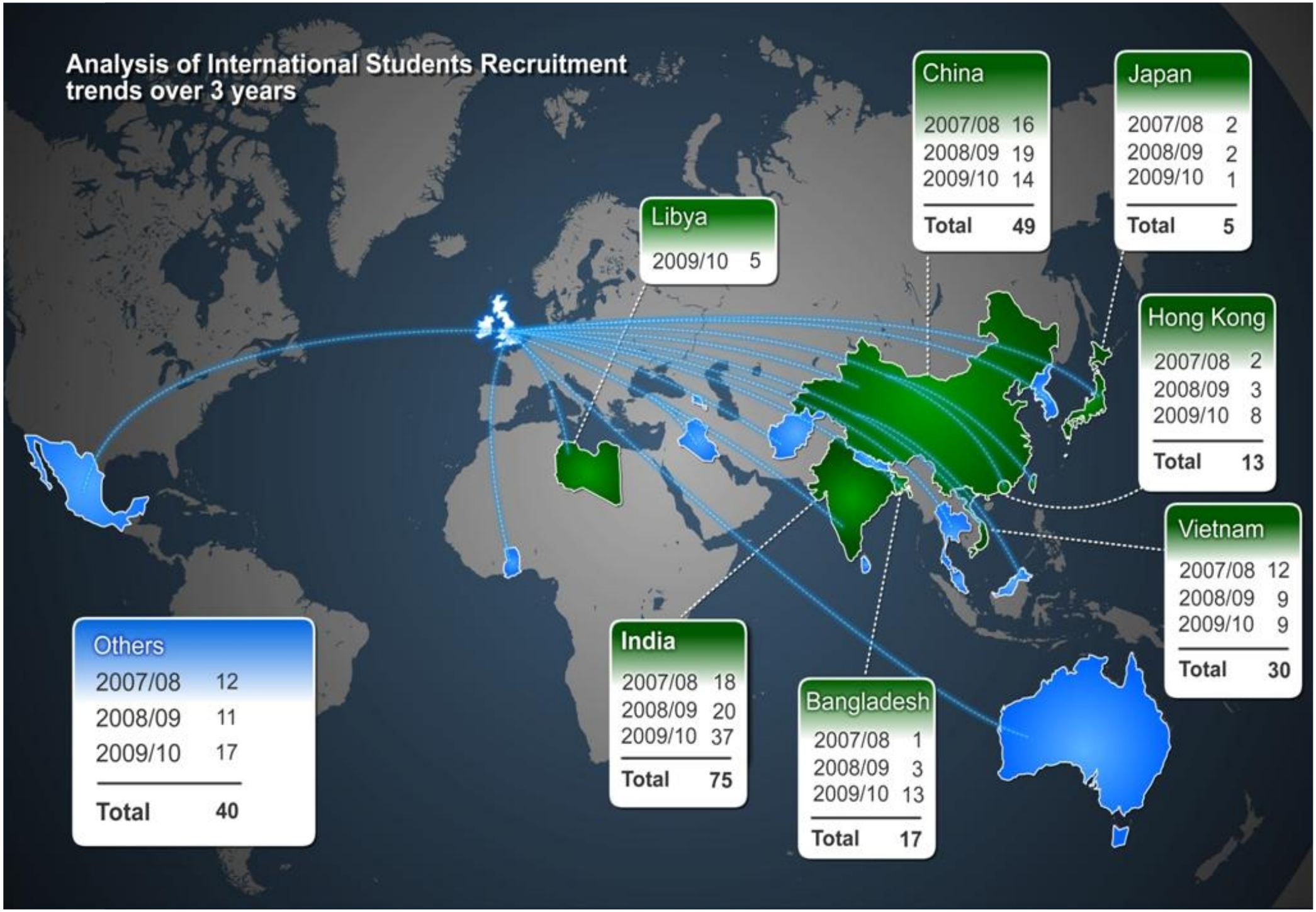
College Profile

- Regional Institution
- £46 million turnover
- 24,000 Students
- 10 Campuses
- FE / HE Portfolio
- Grade I Quality Profile

International Operations

- 100+ FT fee paying international students
- Rigorous selection processes
- Vocationally led recruitment
- Dedicated international office
- AOC Beacon Award Winner 2009/10
- Partnership focus


Analysis of International Students Recruitment trends over 3 years
China
2007/08 16
2008/09 19
2009/10 14
Total 49
Japan
2007/08 2
2008/09 2
2009/10 1
Total 5
Libya
2009/10 5
Hong Kong
2007/08 2
2008/09 3
2009/10 8
Total 13
Vietnam
2007/08 12
2008/09 9
2009/10 9
Total 30
Others
2007/08 12
2008/09 11
2009/10 17
Total 40
India
2007/08 18
2008/09 20
2009/10 37
Total 75
Bangladesh
2007/08 1
2008/09 3
2009/10 13
Total 17

Key features of International operations

- A focus on quality of provision
- Extensive course choice / progression
- Personalised learning programmes
- Individual care and support
- Development of an inclusive approach
- Institutional strategic priority
- Integrated English language support

Meeting expectations through customer focussed practice

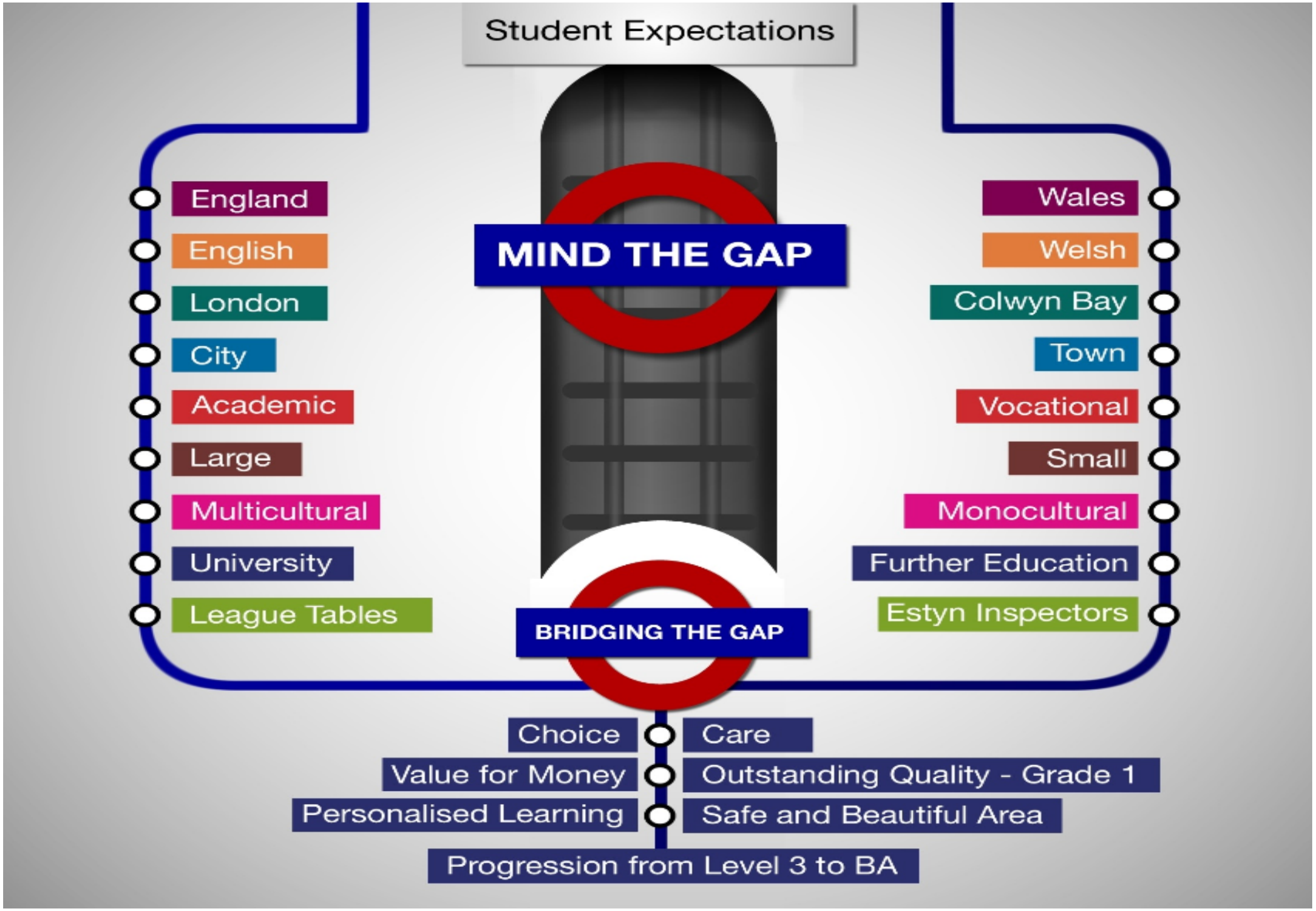
- Responsive enquiry and application processes
- Professional course advice, admissions policy and progression opportunities
- Competitive fee structures with attractive incentive schemes
- Innovative Marketing strategies on a small budget

Meeting expectations by caring and supporting our students

- Family centred
- Host families and support with accommodation
- Parties, visits and activities
- Open door policy, open plan office
- Hands on /'can do' approach
- Regular reviews and study support

Meeting expectations by working in partnership

- TNE - A level partnership programmes
- TNE - NVQ partnership programmes
- Skills for Employability projects, four partnerships in Croatia, Pakistan and Morocco
- BA Advanced Entry agreements
- EU mobility partners, Erasmus and Leonardo
- Specialised skill training for oil companies


Student Expectations
MIND THE GAP
BRIDGING THE GAP
England
English
London
City
Academic
Large
Multicultural
University
League Tables
Wales
Welsh
Colwyn Bay
Town
Vocational
Small
Monocultural
Further Education
Estyn Inspectors
Choice
Value for Money
Personalised Learning
Care
Outstanding Quality - Grade 1
Safe and Beautiful Area
Progression from Level 3 to BA

Concluding remarks

- International business is integral to the work of a modern FE college in a global economy
- FE Colleges have the expertise to lead on vocational training worldwide
- At a time of UK public sector funding restraint, overseas work is one of the few underdeveloped opportunities
- Rigorous control / quality kite marking need to be at the heart of a 'licence to practice', which needs to be UK standard.

Llandrillo College International

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