The International student experience

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and
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LSIS BEACON

Ealing, Hammersmith & West London College

International operations

2009/2010 position:

- 2,500 full time students
- Age 16 to 57 (new enrolments)
- 34% female; 66% male
- 112 Countries
- £6.2 Million income
- £30 Million income boost to west London economy - student living expenditure

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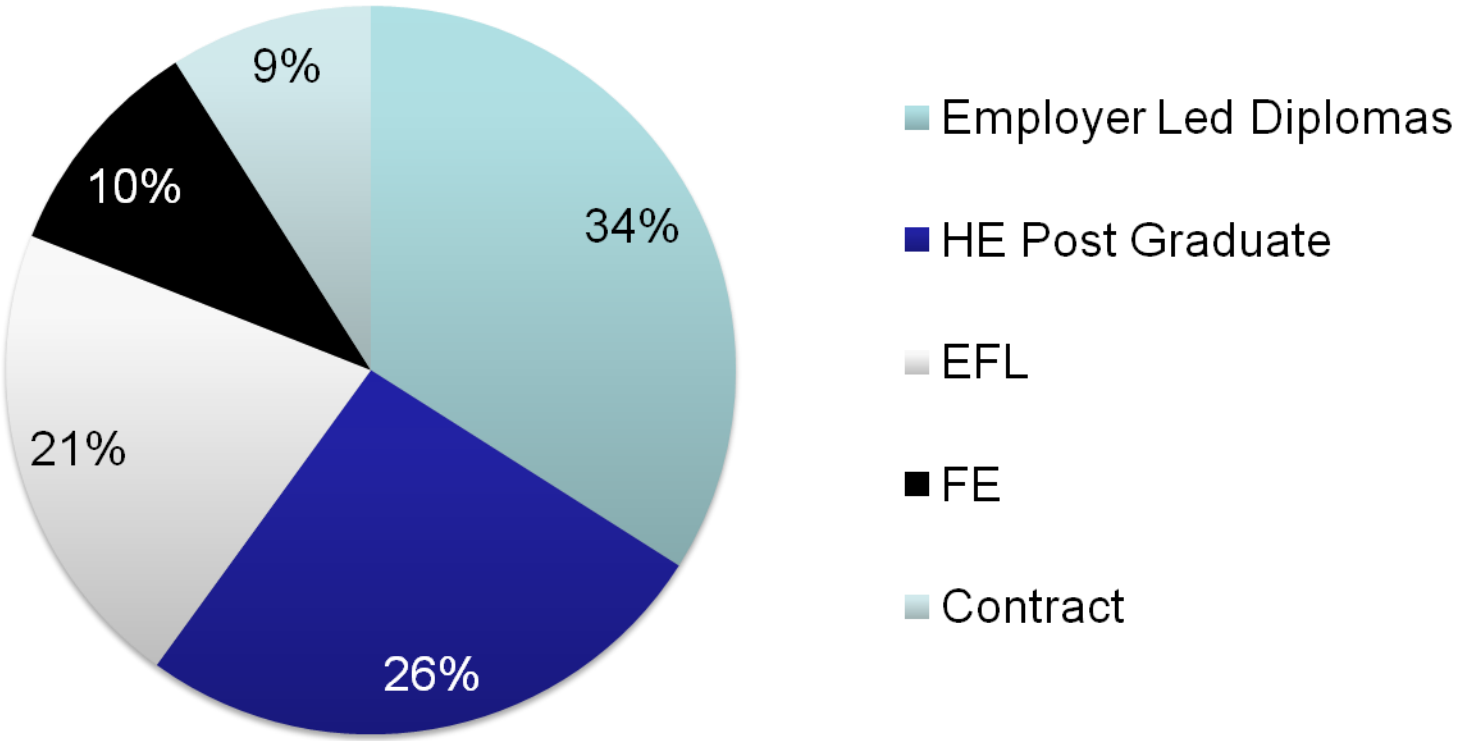
International income diversity



2009/2010 – £6.2 Million

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Recruitment channels

- Individual application from overseas
- British Council / Private fairs
- Spot admissions “in Country”
- UK / Overseas Agent Network
- London / UK “doorstep” opportunities

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Position

- FE Market leader – 5%* Market share
- 5th biggest recruiter including University sector
- Largest IELTS testing centre in UK
- Only FE winner of Queens Award for International Trade (2008) to date
- Highly Trusted Status (HTS) - UKBA

more than a job

Further Education Focus
The Times Educational Supplement
Friday April 25, 2008

www.tes.co.uk/fefocus

FE focus

Catherine Vines, head of the International Centre at Ealing, Hammersmith and West London College: "We don't view foreign students just as a source of income."

Photograph: Neil Turner

On Her Majesty's service

Royal award for trade for west London college that doubled its overseas student intake in three years

By Joseph Lee

A COLLEGE in London has won a Queen's Award for Enterprise after more than doubling the number of foreign students it recruits in the past three years.

Ealing, Hammersmith and West London College now claims to have England's largest number of international students, with nearly 2,000 this year compared to a countrywide average of about 270.

The achievement has made it the first college to win a Queen's Award in international trade, given by the Prime Minister's advisory committee for companies that have done most to boost Britain's export business. Previous winners have included Marks and Spencer, Dyson and Aston Martin.

Gordon Brown, the Prime Minister, commented: "Queen's Award-winning companies are standard-bearers for the very best of British business. These firms embody the spirit of enterprise and innovation that is so vital to the future of Britain's economy."

The college's income from overseas students has risen from £1.65 million in 2005 to £4.3 million this year. According to the British Council, its students spend a total of £55 million in London each year during their stay. About half the students are from India, the largest market, with Vietnam and China among the other main recruitment grounds. The college also has about 60 students from Iraq.

Catherine Vines, head of international operations at the college, said part of the college's success was that it did not charge overseas students any more than it would receive from the Learning and Skills Council for those born in the UK. She contrasted this approach with that of universities, which often charge high fees.

"If you only view overseas students as income, you won't get them," she said. "Some other colleges just see them as a source of income; but they can be a group of students who increase the achievement of the college overall: they're not here to miss about."

The college obtains other benefits from foreign students, she said. The presence of a large number of international students had allowed the college to keep open courses that might not otherwise have been viable. It has encouraged the development of new courses that have subsequently attracted UK students and has also meant more jobs at the college: the international recruitment team alone has grown from five to 20.

Ms Vines, formerly a recruiter of international students for graduate courses at a university, said college vocational courses were a strong selling point and were a more practical choice for many students than a degree in higher education.

She said: "We really went back to our roots and thought: 'Stop competing with universities and do what you're good at.' We can offer students a course they can afford and which will get them a job."

The college's home students also benefit from a more cosmopolitan environment, she said. "It's allowed the college to offer the home students a better experience. Their classrooms have become global and they are working with people who, four years ago, they would never have met in college. They are learning about the global economy."

Colleges are competing with institutions in other English-speaking countries for the international market but Ms Vines said that Britain had advantages in that it allowed students to work part-time for 20 hours a week while they were studying and full-time during the holidays.

New rules allowing them to stay on and work for a year after completing their courses also mean that students can earn back the cost of their education.

** Source: British Council est. 45 ~ 50,000 students in UK 2008/2009*

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Learner First

Our Leaner First principles ensure that our offer:

- is customer focussed and makes access to learning easy and personalised
- provides equality of opportunity which removes the traditional barriers to learning
- gives maximum impact on improving employment and skills outcomes by helping students to get a job.

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Strategic Aims

1. To provide excellent opportunities for students through learning and training
2. To provide highest quality training opportunities for employers to benefit their business and the economy
3. To play a leading role in the success of west London by promoting learning and training
4. To ensure outstanding leadership and management of the College

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Strategic Aim 1: Provide excellent opportunities for students through learning and training.

- Employer led FE & HE diplomas
- Vocational MBA and work placements
- Pre-employment package including resume, application and interview skills
- Appropriate salaried work placement
- Continuous on course study and visa compliance support
- Progression to work and further study clinics

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Strategic Aim 2: Provide highest quality training opportunities for employers to benefit their business & economy

- Curricula is determined by needs of relevant industry stakeholders ~ 3 new programmes each year
- All programmes incorporate at least one “blended” learning module – e.g. pre-employment workshops
- College is “preferred source” of qualified skilled labour for a leading global hotel group as detailed on their company website

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Strategic Aim 3: Play a leading role in the success of west London by promoting learning and training

- 1 from 7 full time learners from 5 continents
- Reaching out our name & aims to the local community through host families and employers
- 70% of international students undertake salaried work placements
- Engaged with 347 SME, national and global employers
- Partner with 23 EFL, 6 FE & 23 universities ensuring progression opportunities

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Strategic Aim 4: Ensure outstanding leadership and management of the college

- Support International Centre staff to maintain cutting edge visa & immigration legislation knowledge
- Access to college leadership team and decision making
- 3 Year International Plan as an integral part of the overall College financial plan
- Development of an intergrated International and home HE offer

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Mission: enhancing student experiences, delivering unparalleled vocational excellence

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