TVET UK's international development for UK colleges

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The global picture

- Demand for technical vocational skills increasing worldwide
  - Global recession – unemployment
  - Graduate unemployment – retraining
  - Traditional industries declining
  - New industrial powerhouses need new skills
  - Countries relying on foreigner workers to provide services
  - Population change
  - Over reliance on Higher Education
  - Social unrest

Why are countries turning to vocational education?

- A skilled trained qualified workforce is a magnet for foreign investment
- Key driver for countries economic development and restoration following recession
- A key driver for social mobility
- Need for a diversified system

The Arab Spring

- New factors emerging
- Tunisian graduate suicide started it all off
- Now its invest or face the people
- People deserve a fair education
- University doesn’t solve all the problem

The UK picture

- We have the best TVET system in the world!
- We create employer driven demand led qualifications
- New modular credit approach
- SSCs getting more commercial
- Our certificates are recognised worldwide
- Colleges are the most important delivery mechanism

So what can the UK do?

- Aid funded business – developing nations TVET systems! World Bank ADB EuropeAid
- Partnering with overseas colleges to deliver UK capability (variety of models)
- Delivering short flexible modular courses to industry
- Specialist training for world events (Olympics, commonwealth games etc..)
- Train the trainer, initial teacher training, leadership and management development
- The sectorial approach - Complete packages!
- A Levels/ Highers/ Academic!!!

What is your Product?

- What are you offering?
- Be clear, training in market, at home or both?
- In-fill, tailor made international programmes, IB, A Levels, vocational, university foundation, consultancy?
- Develop program delivery overseas?
- Aid funded, e.g. World Bank ADB or EU projects
- Soft landing/charitable like PMI/ Skills for Employability
- Project by project or on going commitment?

In college support

- Have you got the Senior Management Team on your side?
- Do they understand its not a quick fix to financial woes? Its Business! It's an investment!
- Do they understand it is for the long haul? 3-5 Years
- Have you got a budget for travel and marketing?
- Customers want to see you!
- It costs money to recruit a student, work out unit cost
- Are they prepared to back fill posts for overseas delivery?
- This is Commercial work, don't expect funding

Support of the curriculum leaders and staff

- This is vital
- This is your product!
- Are you infilling students on courses where they are not wanted?
- Are you hiring out staff for overseas work?
- Can you backfill staff positions?
- Beware consultants! Think of morale, situation in college

Student recruitment

- Have you developed your welfare package?
- Can you support the students?
- Have you factored that into your costs?
- Taxis? Night call? Cultural issues?
- UKCISA

- You need to stand out above universities, private foundation schools etc…
- The message is greater welfare, smaller class sizes, more supportive environment, less costly (cheaper)

Agents

- A small group of reliable agents is key
- Work on that relationship – meet them, get to know them
- Communicate regularly
- Work on the incentives – be original.
- Think of their egos
- Review them constantly
- Meet as many as you can, you never know!!!
- Get Finance Director buy in you have to pay them!
- Be prepared for ‘international business styles’!

Overseas work – What/where is your focus?

- You cant do everything in the prospectus
- Pick 2 or 3 key areas and get results for a market

- You cant go everywhere
- Pick a few complementary markets
- Don’t put all your eggs in one basket though

- Evolve naturally/cautiously
- Mistakes will happen, expect them and learn from them

Choose money not hype

- A £100k project in Tajikistan is better than a £1m dream in China
- GDP, population size, HE success are not guarantees
- You will need quick wins for even the most tolerant SMT.
- India, China, Saudi Arabia are not the best for newcomers.
- Shy away from the crowds.

Relationships are the key

- You need to meet partners and again and again to build trust
- Most countries wont do business with people they don’t know and trust
- That means travelling, hosting and communication
- Trust needs to be built over time, commitment demonstrated with customers!

Communicate on their terms

ان القوة العاملة الماهرة هي الدافع الرئيسي نحو الازدهار القومي و نحو نمو اقتصادي مستمر. فمع توافر برامج تنمية وتطوير مهارات تتسم بالملائمة والجودة العالية تستطيع الكليات والجامعات والمدارس أن تخرج جيلا من الشباب القادرين والمتأهبين للعمل والقادرين على مواجهة تحديات التجارة والصناعة المعاصرة. و بهذا يصبح أصحاب الاعمال على ثقة بان كافة العاملين لديهم بدءا من حديثي التخرج وصولا الى قادة فرق العمل او الحرفيين المهرة قادرين على مواجهة التطلعات المتزايدة للعملاء والمستثمرين وتمكينهم من زيادة

Don’t reinvent the Wheel

- Countries and sectors. There is usually a network for you to join.
- International trade associations, business councils etc… the clue is in the name
- UKTI – British Embassies - TVET UK!

- It’s their business to know people
- You get in more easily
- You get in higher up the ladder
- You get experts helping you

Health warning

- You are reliant on others whims!
- Opportunities and problems arise all the time
- You cannot take anything for granted

So, how do we do it at TVET UK?

- Trade missions to markets for members
- Inward missions of VIPs and decision makers from markets
- Scoping visits to markets to set up opportunities
- Liaison with UKTI Commercial offices in embassies
- Agent workshops – speed dating
- Direct contact with ministries around the world
- Aid funded business consortium building
- Lobbying on behalf of the commercial education sector all over the world
- Continuous flow of opportunities to your inbox.

What have our members done overseas?

- Policy and systems, benchmarking, and curriculum and programme design
- Managing facilities, refurbishing buildings, physical and ICT resources and management information systems
- Standards and qualifications infrastructure
- Accreditation and quality improvement systems
- Partnerships between institutions, in-country delivery, twinning
- Student recruitment, student & staff exchanges
- Train the trainer, initial teacher training, leadership and management development

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