



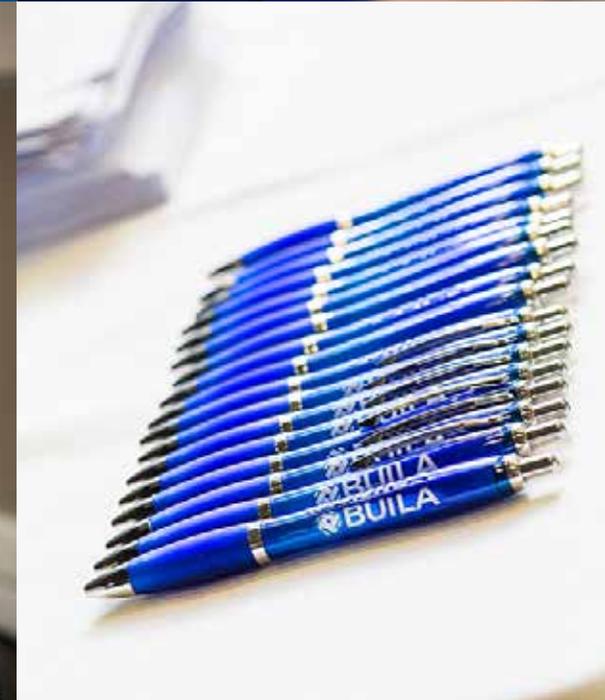
BRITISH UNIVERSITIES' INTERNATIONAL LIAISON ASSOCIATION

ANNUAL REPORT AND ACCOUNTS 2014 - 16



Supporting the professional development of our members

“ It was a brilliant chance to think about our work and specifically the legal section which was so useful and new. ”



BUILA's goal is to represent the practitioners voice for international higher education in the UK.

The BUILA Executive Committee does this through:

- Representation and organised responses to changing policy impacting on international student recruitment, TNE and international collaborations and partnerships
- Regular discussion and liaison with key partners who have an influence and interest on international HE
- Lobbying events and interventions that enable the Membership's voice to be heard by government and other decision-makers
- An engaging, insightful and thought-provoking Annual Conference, packed with industry experts, and opportunities for discussion around hot-topics that affect international HE

- Face to Face and online forums for sharing best practice and discussing key issues impacting the sector; for UK HE International Directors, and for all international staff of member universities
- A calendar of training events and key regional market groups to help UK university international staff develop core skills and understand their industry and target markets better.

BUILA's Annual Report is a reflection of the success that BUILA has had over the last year in these key areas of activity, and provides you with an overview of the association's finances for the financial years 2014 - 2016.

The Executive Committee would like to thank all of the individuals and organisations that have supported BUILA in our activities over the past year; by giving their time, professional advice and sponsorship as well as the employing institutions of our Executive Team for their continued support to the Association by allowing their staff to work on our members' behalf.

Our membership is made up of a diverse, impassioned and impressive group of professionals and we continually welcome ideas and suggestions for additional ways BUILA can support the membership going forward. So please do share your thoughts with us.

Lobbying

With the uncertainty the European Referendum result created, and the unswerving governmental stance on immigration rules and regulations, UK HE continued to face major challenges to its leading study destination status, international recruitment, and research and collaboration activities during the year. However, our members continued to be adaptable and ingenious and BUILA worked hard with partners to ensure that positive messages about how the sector can contribute to a post Brexit economy were heard.

BUILA commissioned research with Hobsons on the impact current government policies were having on universities and this formed the basis for our first lobbying event targeting MPs. This was followed up with the first of a series of regional lobbying events aimed at targeting MPs in their constituency roles, highlighting the economic contribution international students

and research bring to their constituency, demonstrating the innovation and enterprise European and international students bring and putting forward 3 key asks:

- Enhanced support for international research and collaboration, both in Europe and around the world
- Reduced barriers for qualified international students to study and work here
- Maintained mobility opportunities for UK staff and students

Going forward BUILA intends to:

- Undertake polling with MPs to gauge their attitudes towards HE international issues
- Continue the regional lobbying events
- Commission additional research to underpin our lobbying activity

Influencing government

BUILA continued to work closely with the Home Office and Migration Policy Unit on a variety of topics, commenting on emerging policy changes and ensuring that no policy change was made on UK HEIs being allowed their own academic judgement on English Language requirements. We also provided feedback to UUK for the All Party Parliamentary Groups PSW inquiry at which UUK gave oral evidence.

During the year the British Council International Advisory Group was re-established bringing together all the key private and public-sector organisations involved with international education. BUILA were invited to comment on the communications briefing document on Teaching Excellence Framework (TEF) being prepared for Foreign and Commonwealth Offices. The document provided clarity and guidance for key audiences about the awards. A number of the modifications fed back from members were adopted.

“ BUILA and their vast network of expert practitioners have been a critical partner to the British Council, providing invaluable guidance to the strategic direction, delivery and evaluation of all aspects of the GREAT Britain Campaign’s Study UK: Discover You. ”

Jacqui Jenkins, Senior Adviser
Education Engagement, British Council



Going forward BUILA intends to:

- Establish regular meetings with the EU and International HE Policy department at the Department for Education
- Continue to be an active member of both the Home Office policy and operational groups to influence policy decisions and keep members updated with developments.
- Helping create the rationale for Agents using the Study UK branding
- Ensuring a mechanism is put in place to enable leads to connect directly with universities
- Gaining agreement to create a set of underpinning key messages for each target market - advised by the BUILA Strategic group

Influencing international marketing and communication

Following on from our initial phase feedback BUILA was asked to create two groups to help steer the "GREAT Study UK: Discover You Campaign". Both the Strategic and Website Review groups drawn from BUILA members have impacted on a number of areas:

- Shaping the Campaign with regards to TNE
- Advising on the target countries for phase 2
- Successfully requesting non ODA money for campaign materials into Europe

Members also contributed to the development of a new MOOC for individuals advising students on studying in the UK which has the aim of helping to put the UK first on the advisors' destination list. Some of the focus group volunteers went on to star in the MOOC itself!

Going forward BUILA intends to:

- Work with UUKi and GREAT to clarify the key messages being used in the campaign
- Work with GREAT to ensure the campaign takes into account the student journey and key decision-making stages



- Work with UUKi to develop a pilot underpinning communications strategy.

Working with partners

Over the past year, BUILA has been actively involved in working with UCAS both on its International Advisory Group, and Dates and Deadlines Working Group (DDWG). The latter has been considering the dates and deadlines on which the UCAS scheme is structured to determine whether these are still fit for purpose in meeting the needs of institutions and applicants. BUILA also helped arrange a session to improve UCAS staff's understanding of agents and to help with development work suggested as part of the International Admissions Review.

BUILA represented members' views with a number of other key domestic and international partners. In the UK with NARIC through their Quality and Standards Group, and with the British Council through regular meetings with the senior SIEM manager and Global Head of Education; and internationally at meetings and conferences with BUILA's counterparts in Germany and Australia. BUILA will be working with the German Association for International Education (DAIA) and Universities Australia to tackle global issues impacting on international HE.

Supporting professional development of members

BUILA continued to enhance and expand the training programme for members with sessions on social media, working with agents and marketing and planning. All sessions proved popular with waiting lists for each and we were very pleased with the very positive feedback. New additions for the forthcoming year include

'EU recruitment' and a workshop on the Legal implications of issues such as the Consumer Marketing Act and the new data rules.

In addition to the main programmed training BUILA also partnered with the PIE and University of Reading to create poster and breakout sessions at consecutive Going Global Conferences. The Breakout session, which offered participants the opportunity to hear first-hand what influences students' destination choices and to explore how they are integrating into the local community, was well received and we will be considering how to integrate the student experience into the BUILA training programme for members in the future.

We are delighted that once again the BUILA Annual Conference proved to be such a great success, BUILA members and partners enjoyed an impressive line-up of international private and public-sector speakers challenging and supporting the way we think and deliver our work, and danced the night away in the atmospheric crypt of Liverpool Catholic Cathedral.

We were reassured that members found both the Directors Forum and Conference a useful forum for debate, networking, new ideas and shared experiences and we look forward to an even more ambitious programme for our next year's events.



“Very good speakers and good engagement, I didn't get bored once and found it all very useful for my role.”

“Thanks to the committee for another excellent conference! It was really good that the content was up-to-the minute and managed to keep apace with recent ructions.”



ACCOUNTS

Income and Expenditure Account

For the year ended
31 July 2015

The following accounts have been subjected to an "independent examination," rather than a full audit in line with our role as an association.

The four income streams during each financial year were from the annual membership subscriptions, sponsorship generated for the conference, training fees and a small amount of bank interest. The main streams of expenditure were for the Secretary costs, continued investment in the website, the establishment of a fuller training programme, research to underpin lobbying activity and BUILA executive costs. It should be noted that the latter only relate to the travel and subsistence costs incurred by the executive team in their liaison role with partners, who as unpaid officers represent excellent value for money.

There has been an increase in expenditure from 2015 - 2016 as the Association has continued to invest in a number of areas to enhance and increase the services and benefits to the membership.

	Notes	2015 £	2014 £
Revenue		123,512	141,453
Expenditure		(71,939)	(104,969)
Gross surplus		51,573	36,484
Overheads		(25,116)	(30,525)
Operating surplus		26,457	5,959
Other interest receivable and similar income	2	12	7
Surplus on ordinary activities before taxation		26,469	5,966
Tax on surplus on ordinary activities		-	-
Surplus for the year	5	26,469	5,966

ACCOUNTS

Balance Sheet

As at 31 July 2015

	Notes	2015 £	2014 £
Current assets			
Debtors	3	46,654	34,808
Cash at bank and in hand		47,243	85,500
		93,897	120,308
Creditors: amounts falling due within one year	4	(6,366)	(59,246)
Total assets less current liabilities		87,531	61,062
Capital and reserves			
Profit and loss account	5	87,531	61,062
Members' funds		87,531	61,062

ACCOUNTS

Income and Expenditure Account

For the year ended
31 July 2016

	Notes	2016 £	2015 £
Revenue		144,284	123,512
Expenditure		(95,832)	(71,939)
Gross surplus		48,452	51,573
Overheads		(30,006)	(25,116)
Operating surplus		18,446	26,457
Other interest receivable and similar income	2	28	12
Surplus on ordinary activities before taxation		18,474	26,469
Tax on surplus on ordinary activities		-	-
Surplus for the year	5	18,474	26,469

Balance Sheet

As at 31 July 2016

	Notes	2016		2015	
		£	£	£	£
Current assets					
Debtors	3	74,259		46,654	
Cash at bank and in hand		79,830		47,243	
		154,089		93,897	
Creditors: amounts falling due within one year	4	(48,084)		(6,366)	
Total assets less current liabilities			106,005		87,531
Capital and reserves					
Profit and loss account	5		106,005		87,531
Members' funds			106,005		87,531





Supporting the professional development of our members

“ Congratulations, it was a great conference with interesting topics viewed from a number of different perspectives and great speakers. ”





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