



Annual report 2012-2013

Welcome from the Chair



After such a prolonged period of transition and change within the international HE arena, BUILA took time during 2012-2013 to look at how best to support our members to face the fresh challenges thrown

up by these changes. This resulted in the launch of our Manifesto at our Directors Forum in July 2013. The Manifesto sets out our plans to take a more proactive lobbying role, improve and increase the effectiveness of our communication with members and partners, and deliver enhanced support to our members' professional development. We are already implementing many of the actions needed to achieve these aims with a revamped and improved website, an ever growing BUILA LinkedIn group, a lobbying workshop planned to inform our lobbying strategy, and the launch of the first session of our new training programme.

The executive meanwhile continued to work on your behalf during the year to ensure your views were heard by our partners and were used to help influence the international agenda. During the year BUILA co-funded an important report looking at the impact of current government visa policies on the international student visa system, and recruitment of international students to the UK. It made recommendations on effective approaches to growing our international education sector and BUILA will be lobbying for the adoption of these recommendations.

Through our liaison role in the Joint Education Taskforce, we were involved in discussing the many issues relating to impeding policy including credibility interviews and tuition fee protection schemes. BUILA was a part of the development of an International Consultation Steering Group (ICSG) under UCAS which has begun to focus on developing the core international undergraduate admissions process, and we have now created a very close relationship with UK Higher Education International Unit resulting

in a number of collaborations including: advice on new scholarship schemes, reviewing the relationship between TNE and QAA and lobbying on the new Immigration Bill collectively with NUS and UKCISA.

Our membership grew again during the year to include some of our private sector university partners, and delegate numbers at the 9th Annual Conference broke all records with over 200 enjoying our impressive line-up of international speakers and a rare heatwave at the John McIntyre Centre in Edinburgh. We received very positive feedback from conference participants who welcomed the increased options for sessions and mixture of practical training and thought provoking presentations. The conference dinner was a standout memory, held at the National Museum of Scotland. It combined 5 star dining with Victoria splendour and traditional Scottish entertainment. The sight and sound of the Pipers brought a tear to more than one executive's eye! Thanks go to the members of the Conference team who worked so hard to make the event such a success. We return to Edinburgh during the second week of July 2014 for our Conference next year and the Conference team are pulling out all the stops to exceed expectations.

As we embark on our new year with a dynamic executive team full of exciting new ideas I would like to take this opportunity to thank my predecessor Tim Johnson for all his work in steering BUILA so well through a sea of change, and long standing executive member Adrienne Clarke for her work and unwavering support for BUILA over the years. Thanks must also go to the other outgoing members of the Executive team; Bob Masterton and Alan McLachlan who were instrumental in the success of the annual conference, and Jessica Guiver who helped BUILA focus on its new training programme. A final thank you as always to the employing institutions of our Executive members for your continued support to the Association by allowing your staff the time to attend meetings on our members' behalf.



Charlene Allen, Chair of BUILA

Universities UK and International Unit

BUILA has continued to have a consultative and collaborative relationship with UUK, meeting with Dr Joanna Newman, Director of UK Higher Education International Unit and Daniel Shah, Assistant Director Policy, on a regular basis throughout the year. The two organisations have been looking at ways to work together even more effectively to represent the Higher Education sector, advising policy makers on behalf of the sector to influence ministers and UK government legislation.

BUILA continues to provide feedback and opinion on behalf of the members under the areas of policy, programmes and communication. Programme discussions have focused on the UK-Indonesia Dikti Scholarship Programme, Science without Borders UK Programme and THE HE Global Outward Mobility Programme and Strategy. BUILA has also had and will continue to have representation on round table discussions for the Immigration Bill and Policy for TNE with QAA.

BUILA and UUK have agreed to a MoU setting out how the two organisations will support one another in the future. BUILA will be setting up a roadshow for UUK to solicit members' opinions on the various activities and projects they are planning to work on in the future, and to look at how they work with other representative bodies across the HE UK sector. UUK have also asked for feedback on priority subject areas for research projects.

Joint Education TaskForce (JET)

The new, smaller Joint Education Taskforce met four times in 2012/2013. During this time the UKBA was radically restructured into two distinct areas:

- UK Visas and Immigration (led by Sarah Rapson, ex. Passport service)
- Immigration Enforcement (led by Dave Wood, ex. UKBA board)

Despite these changes, the key players and functions remained intact and the work of JET has been relatively unaffected, barring the usual transfer of personnel in and out of roles along the way. One significant development however has been the introduction of the Higher Education Assurance team (HEAT), which has undertaken a programme of familiarisation visit to stakeholders (17 visits to date). The benefit of this should be a more consistent approach to compliance in the university sector, rather than the differential experiences of the past which appeared to be the result of regional structures. HEAT has been working with UUK and GuildHE to develop an audit feedback form and a document summarising the audit process for HEIs.

The university sector were the pilot beneficiaries of the UKBA's new Premium Account service which is now being rolled out at cost. Information on the take up has not been provided.

BUILA has been involved as part of the JET in discussing the many issues relating to impeding policy over the year, including credibility interviews overseas (and now in country), tuition fee protection schemes, and the duration of 1 year Masters programmes as they relate to the facility to support dependants. More recent discussion has focussed on the Home Office consultations on access for the NHS and landlord visa checks. BUILA will continue to seek views to input into these important discussions.

UKCISA

BUILA has continued to have a strong working relationship with UKCISA, something which will be maintained in the coming year. The most notable collaboration in 2012-13 was the joint funding of the research report produced by the Institute for Public Policy Research (IPPR) called 'Britain wants you! Why the UK should commit to increasing international student numbers' which was published in November 2013. The report reviews the effects of the Coalition

government's policies on the international student visa regime and their wider impact on the education sector, sets out the best available data and evidence on student migration to the UK, and recommends more effective approaches to growing and overseeing our international education sector.

Its key recommendations include:

- The abandonment of the net migration target, which is a bad measure of policy
- Investment in gathering improved longitudinal data about students' pathways through the immigration system
- More selective and targeted screening of prospective international students, and greater support for education institutions that are licensed to sponsor them
- Introducing a modest levy on international students for NHS coverage, equivalent to the typical cost of private medical insurance for a student (around £100-£200 per year), but offsetting this charge with corresponding advantages, including increased working rights during and after study
- An intelligence-led independent review of the burgeoning student visitor visa route to monitor any unusual patterns.

BUILA will be working with UKCISA to lobby for the adoption of its recommendations.

UCAS

During 2013, UCAS undertook research to help focus its future international strategy, this highlighted six key strands:

1. Application Process
2. Transnational Education
3. Agent Engagement
4. Partnerships
5. Information and Advice
6. UCAS Core Market Growth (UG admissions)

BUILA has been working closely with UCAS to represent the UK HEIs and to discuss the six strands above; during the BUILA conference (July 2013) a seminar was held to receive opinion from members regarding the current UCAS international proposition.

BUILA has also been directly involved in the development of an International Consultation Steering Group (ICSG). The first meeting of the ICSG was held in September 2013 and membership comprised UCAS staff, UK HE representation from the Universities of Birmingham, Edinburgh Napier, Loughborough (BUILA representative), Manchester (Chair), Northumbria, South Wales and Surrey.

The ICSG will be focusing on developing the core international undergraduate admissions process and the three work streams under consideration are:

- Simplifying the application process for international recruitment
- Removing the barriers to using UCAS (HEIs and applicants)
- Better UCAS presence.

Members of the ICSG will host a number of regional workshops in early 2014 to elicit in-depth feedback from HEIs regarding the current and future UCAS international proposition, with particular reference to the three work streams above. All BUILA members will be given an invitation to attend.

BUILA have been approached by UCAS to have a representative on the National Qualification Information System (NQIS) Project Advisory Group. The main purpose of this group is to advise the NQIS Project Board on the overall development and implementation of the recommendations arising from the Qualifications Information Review carried out in 2012. This is to ensure that the final outputs of the project reflect the needs of members; particularly around user functionality and the quality of information available on different international qualifications.

British Council

2012/13 was a somewhat transitional year for the British Council as they sought to further embed their new operating model. There were a number of changes and appointments to the senior team including: Dr Jo Beall, Director Education and Society, Kerry-Anne Hoad, Head of Education Innovation, Oliver Phillips, Senior Account Manager and Jacqueline Jenkins, Head of Higher Education Engagement. British Council Services for International Marketing (SIEM) has now been rolled out successfully and BUILA has continued as an active conduit for on-going feedback from members on the new products and services, as well as the portfolio of Education UK events.

Members of the Executive Committee met with British Council staff at the SIEM conference in 2012 and representatives from the British Council attended the July BUILA conference and delivered sessions to update members on new services as well as the latest data and recruitment trends.

A member of the Executive Committee travelled to Pakistan in March and met with British Council staff there in order to gather updated information for members on the current operating environment and initiatives being undertaken in this important yet challenging market. More recently, the Executive Committee has provided input on the content and format of the forthcoming SIEM 2013 conference to ensure it remains relevant for members.



The BUILA Annual Conference 2013 - photograph by Ben Broomfield

The British Council has announced plans to hold a series of focus groups looking predominantly at the development of the Education UK website as well as other marketing services. BUILA will have representation on this group and will share the findings with members in due course. We would welcome your input on this and other issues relating to the British Council in the coming year.

NARIC

A member of the Executive Committee spoke at the annual NARIC conference in London in November 2013, delivering a workshop session on emerging trends in international recruitment. The session was very well attended and generated a great deal of follow up questions and discussion.

A potentially significant development for the HEI sector in Northern Ireland this year has been the establishment of the Department for Employment and Learning, Northern Ireland (DELNI) International Project team. This group has been formed to deliver on the international dimension of DELNI's current higher education strategy: 'Graduating to Success: A Higher Education Strategy for Northern Ireland', which was published in April 2012.

The International Project team comprises of representatives from across the HE and FE sectors in Northern Ireland, along with members of DELNI and student representation to ensure that the views of students are adequately represented within the forum.

The purpose of the International Project team is to deliver on the internationalisation agenda in the Northern Ireland context in keeping with the overall objectives of the Northern Irish higher education strategy to 2020.

In particular, this group will work together and with key stakeholders across the region to:

- Promote an increase in international outreach in key target countries
- Develop ways in which to increase student numbers on international mobility programmes within current budget constraints
- Revise and update HEI international strategies, including measurable targets for inward and outward mobility of students and staff and the development of international partnerships
- Strengthen and develop new linkages between businesses and institutions in regard to internationalisation
- Promote an increase in the number of students and teaching staff from Northern Irish HEIs engaged in international activity
- Promote an increase in the number of international students enrolled in Northern Irish HEIs.

This forum provides an important opportunity for HEIs in Northern Ireland to work collaboratively to continue to grow international activity in the region in the coming years in a joined up manner. Roisin McEvoy as the liaison representative for the BUILA executive will be keeping BUILA up to date with the forum's developments.



Photograph by Ben Broomfield

BUILA WALES

With the closure of the Wales International Consortium (WIC) on Friday 27th July 2012, following a decision by Higher Education Wales to re-direct funding, there has been limited collective activity across Wales.

The only notably collaborative activity was the participation of a number of Welsh universities at NAFSA which took place in St Louis, Missouri in May 2013, an event which was also supported by the Welsh Government, Higher Education and the British Council Wales. Based on the success of the event there are plans to replicate it in May 2014 during the NAFSA event in San Diego, California.

Other international activity has been led by the Welsh Government who recognise the importance and impact international education activities have on Welsh institutions, Welsh communities and the Welsh economy.

'Look at the HE landscape in Wales', the merger agenda dominated the headlines for most of 2012-13 and the following mergers have now taken place or are still in process:

Merger One created University of Wales: Trinity Saint David (Oct 2012)

- Swansea Metropolitan University
- University of Wales Trinity Saint David - Carmarthen and Lampeter
- University of Wales

Merger Two created University of South Wales (April 2013)

- University of Glamorgan
- University of Wales Newport

It is believed that the Welsh Government has no interest at present to pursue any further university mergers at this point and the Education Minister Huw Lewis who was appointed in June 2013 seems to be focusing on HE Funding and Widening Participation in relation to priorities for HE in Wales and is expected to make some policy announcements in November 2013.

Without the WIC as a mechanism for communications, BUILA Wales does not have a formal vehicle through which to operate, making the BUILA Wales liaison role a different one. Bobby Mehta is now receiving more direct contact from individuals across Welsh international operations seeking support and advice on particular issues.

Going forward we would like to welcome members in Wales to come forward with any ideas or suggestions about what they would like to see BUILA carry out on their behalf and how they would like the BUILA Wales liaison role to work and support them.

BUILA SCOTLAND

The Scottish universities have continued to meet and work collaboratively under the auspices of the Scottish Universities International Group (SUIG). The group meets regularly throughout the year to discuss issues relevant to the HE sector in Scotland, exchange knowledge and best practice, engage with key partners and identify innovative initiatives to promote the Scottish HE overseas. Naomi Allum became BUILA's new link with SUIG as a member of the BUILA executive in September 2013.

Both individually, and through SUIG, Scottish universities have maintained their proactive engagement with the Scottish Government. Internationalisation and International Student Recruitment remains a high government priority. The Scottish Government have continued to support a number of initiatives over the past year, including Scotland's Saltire Scholarships. This is a substantial scholarship programme offered on a matched funding basis between the Government and Scottish HEIs, to students applying from one of the priority countries: Canada, China, India and USA.

In Summer 2013 a second round of bids was called for by the Scottish Government to support outward student mobility projects in the 4 priority countries listed above, as well in other countries not currently funded by ERASMUS, with the aim of increasing the number of Scottish students undertaking a period of study, research or work placement overseas.

In 2012, via SUIG, the Scottish Universities made a joint bid to host the EAIE conference in Glasgow in September 2015. The bid was successful and as part of the drive to promote Glasgow as the host city, the Scottish HEIs had their first joint stand and receptions at EAIE Istanbul in September 2013. Plans are now in place to hold a similar event at EAIE Prague. These activities are supported by matched funding from the Scottish Government.

In addition to a presence at EAIE, over the past year Scottish universities have worked collaboratively on overseas missions to the USA, Canada, India and Indonesia. The mission to Indonesia held in September 2013 was the largest outward delegation of Scottish institutions to date and was supported by representatives from Scottish Development International, Universities Scotland and the British Council Scotland.



The BUILA Annual Conference 2013 - photograph by Ben Broomfield

BUILA MANIFESTO

BUILA launched a Manifesto at the Directors Forum in July 2013. The Manifesto sets out our plans to take a more proactive lobbying role, improve and increase the effectiveness of our communication with members and partners, and deliver enhanced support to our members' professional development. We are already implementing many of the actions needed to achieve these aims.

Training

In response to conference and membership feedback, a new 2013-14 training programme began in January, to re-launch the BUILA training provision and deliver added value to the membership. The programme began with a refreshed 'new to international' session and will continue with proposed sessions on social media, new market development, partnerships and lobbying. The aim is to include something for everyone whatever the individual's role or level, delivered by a group of experienced presenters and facilitators drawing upon both sector and external expertise.



The BUILA Annual Conference 2013 - photograph by Ben Broomfield

Lobbying

To help us formulate our lobbying strategy which will compliment and support our key partners, we have taken on professional lobbying consultants to run a workshop for the executive. The output of which will form the agenda for the Directors Forum in July 2014.

Marketing & Communications

The first phase of the revamped BUILA website has been completed offering members easier navigation and increased functionality combined with a more professional design. Phase two (which is in development) will see the creation of a replacement for the jiscmail discussion forum, which will have the ability to archive and collate member responses.

The BUILA LinkedIn group was launched earlier in the year to provide an additional platform for networking and communication; we now have over 150 members of the group. To keep up to date with the latest discussions, share news and intelligence or post details on job vacancies you can join us at: www.linkedin.com

EXECUTIVE TEAM

CURRENT EXECUTIVE TEAM ROLES & RESPONSIBILITIES 2013/2014

ROLE	EXECUTIVE MEMBER	UNIVERSITY
Chair	Charlene Allen	Reading
Vice Chairs	Bobby Mehta Martyn Edwards	South Wales Nottingham
UUK	Charlene Allen	Reading
JET	Mike Gibbons	Manchester
NARIC	Sioned Evans	Gloucestershire
UCAS	Charlie Carter	Loughborough
British Council & Logistics	Martyn Edwards	Nottingham
UKCISA	Bobby Mehta	South Wales
Governance	Jeremy Burgess	Warwick
Training	Rachel Dodd	Sheffield
Lobbying	Roisin McEvoy	Ulster
QAA & BALEAP	Keith Brown	Teesside
Conference	Kim Hadley	Portsmouth
Marketing/Communication	David Tobin	Aston
Scottish Representative	Naomi Allum	Glasgow
Welsh Liaison	Bobby Mehta	South Wales
Northern Ireland Liaison	Roisin McEvoy	Ulster
Secretary	Philippa Collins Robson	

ACCOUNTS

The accounts displayed on the following two pages have been subjected to an 'independent examination', rather than a full audit in line with our role as an association. The three income streams during the financial year were from the annual membership subscriptions, sponsorship generated for the conference and a small amount of bank interest. There has been a conscious reduction in reserves this year as the Association has invested in a number of areas outlined in the Manifesto to enhance and increase the services and benefits to

the membership. This has included: increased support through the expanded role of the Secretary, investment into an improved website and other marketing and communication material, funding for important sector related research and greater investment into an improved training programme. The other significant expenditure stream remains the expenses of the executive. It should be noted that the latter only relates to the travel and subsistence costs incurred by the executive team who as 'unpaid officers' represent excellent value for money.

ACCOUNTS

BRITISH UNIVERSITIES INTERNATIONAL LIAISON ASSOCIATION INCOME AND EXPENDITURE ACCOUNT YEAR ENDED 31 JULY 2013

	2013	2012
REVENUE	94,932	51,678
Expenditure	73,732	10,339
GROSS SURPLUS	21,200	41,339
Overheads	38,228	19,284
OPERATING (DEFICIT)/SURPLUS	(17,028)	22,055
Interest receivable	25	27
(DEFICIT)/SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION	(17,033)	22,082
(DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR	(17,033)	22,082

BRITISH UNIVERSITIES INTERNATIONAL LIAISON ASSOCIATION
BALANCE SHEET
YEAR ENDED 31 JULY 2013

	2013	£	2012
CURRENT ASSETS			
Debtors	49,069		
Cash at bank	39,250		78,749
	88,319		78,749
CREDITORS			
Amounts falling due within one year	33,223		6,650
NET CURRENT ASSETS	55,096		72,099
TOTAL ASSETS LESS CURRENT LIABILITIES	55,096		72,099
CAPITALS AND RESERVES			
Income and expenditure account	55,096		72,099
MEMBERS' FUNDS	55,096		72,099

These financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

For more information on BUILA please visit: www.buila.ac.uk
For any queries contact: secretary@buila.ac.uk



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