

**The impact of PBIS on Postgraduate
Recruitment –
early indications and on-going
challenges.**

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13 May 2009.

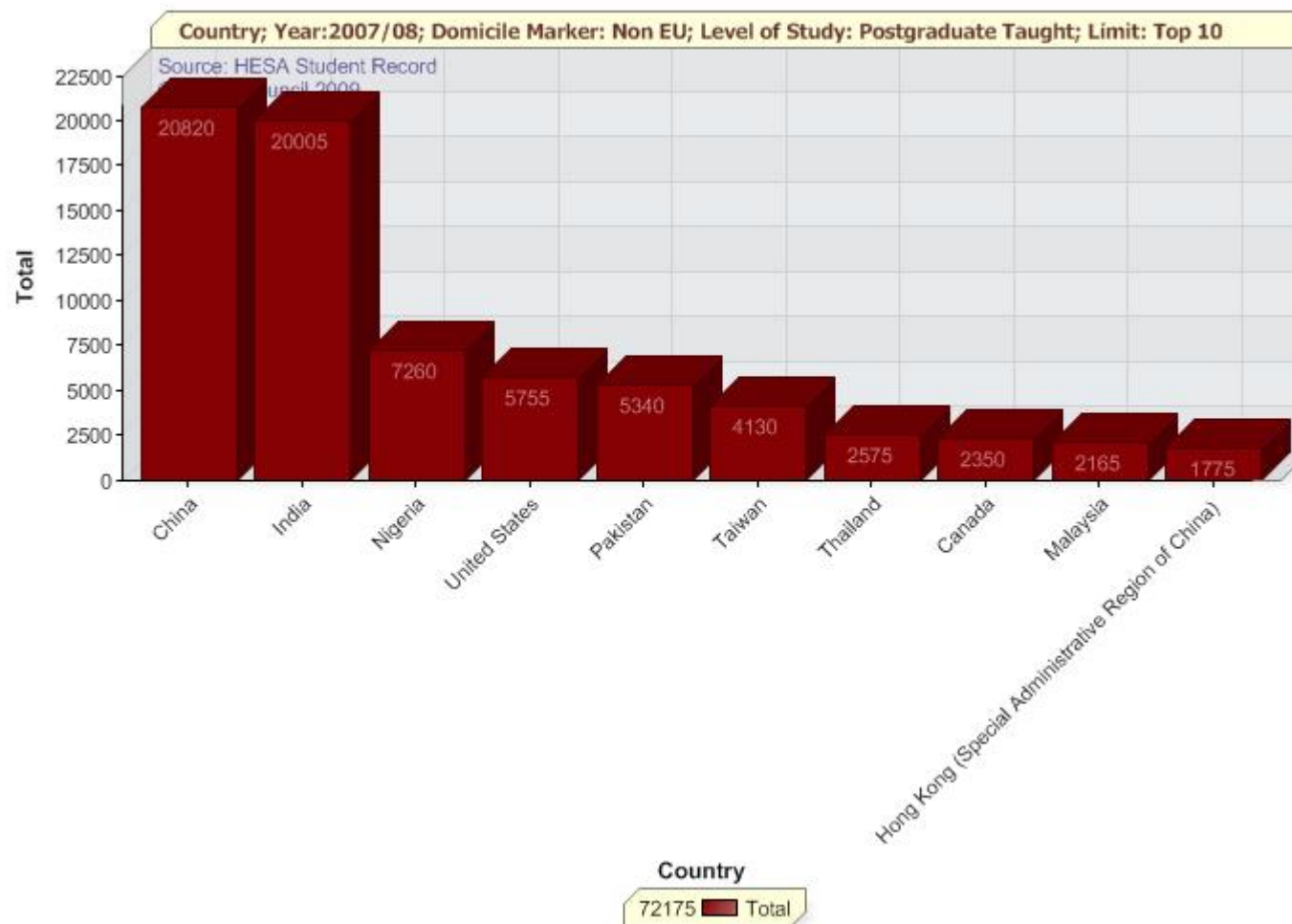
Tier 4 PBIS and student recruitment – early indications

- Generic difficulties overall, but added issue of ATAS within PG studies – current delays affecting visas
- Lack of consistent global awareness and application of Tier 4 requirements
- Capacity within UKBA – currently and over the coming months
- Conditional versus Unconditional offers – competitive positioning and academic rigour
- Anecdotal knowledge about visa difficulties prior to the introduction of Tier 4
 - For example:
 - Experiences in Pakistan and Nigeria
 - China 2004 = 63% success rate
 - India 2006 = 60% success rate

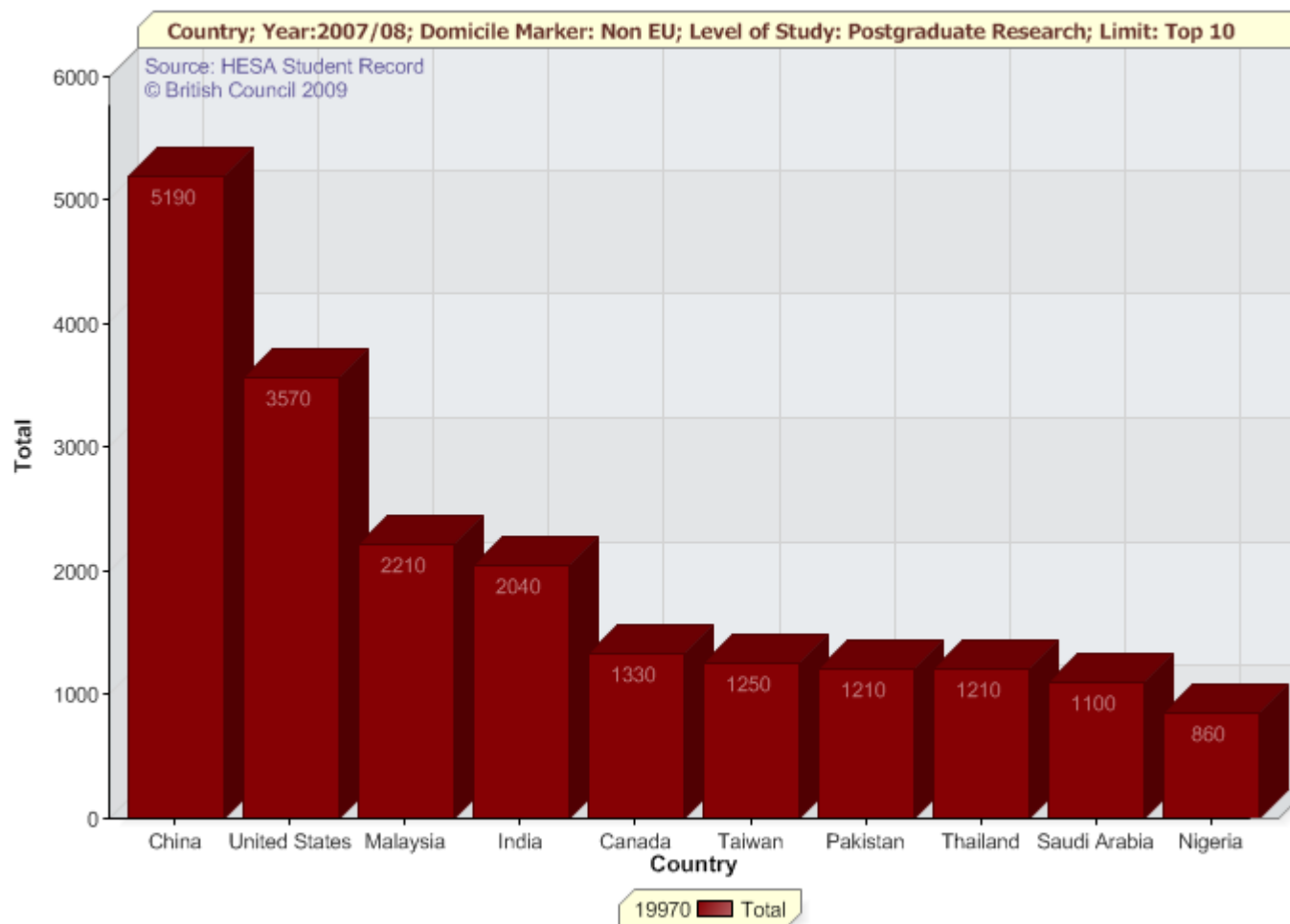
Current key markets for Postgraduate recruitment (Source: HESA, 2007/08)

- To consider:
 - Top 10 Non-EU markets (PGT and PGR)
 - Top 10 EU markets (PGT and PGR)
 - Key markets by subject area
 - Impact of the above on individual institutions

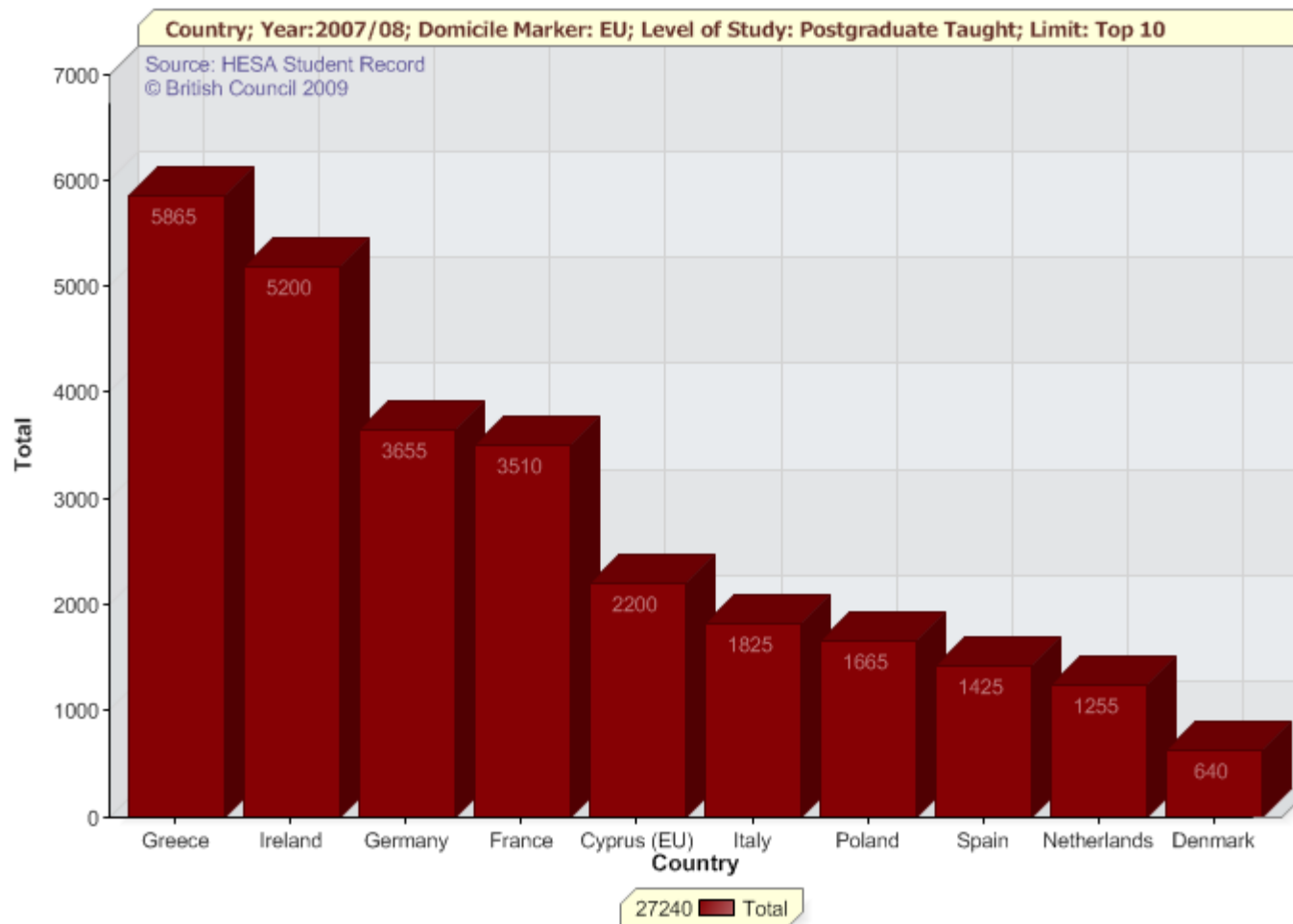
2007/08; Non EU; PGT; Top 10 markets



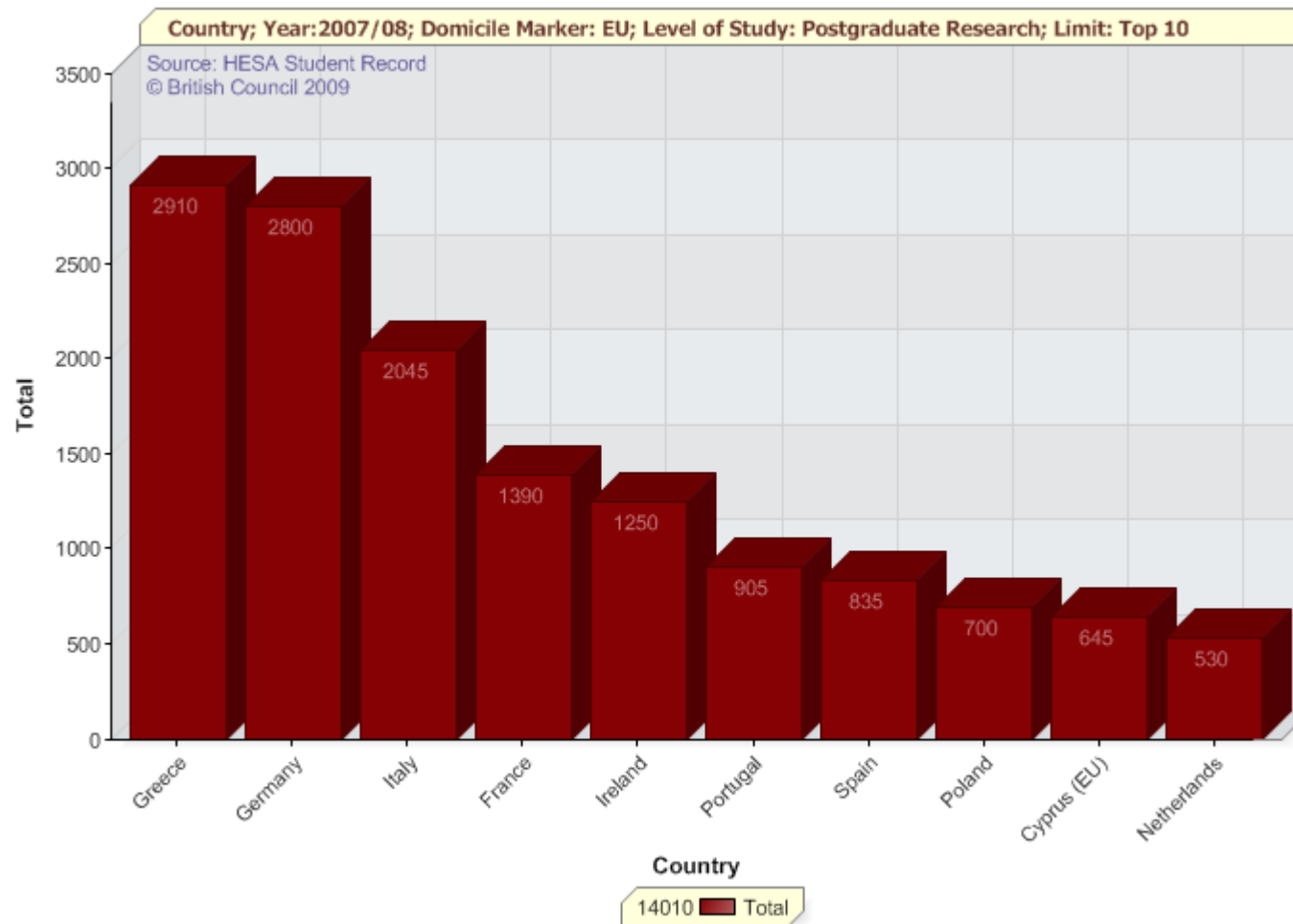
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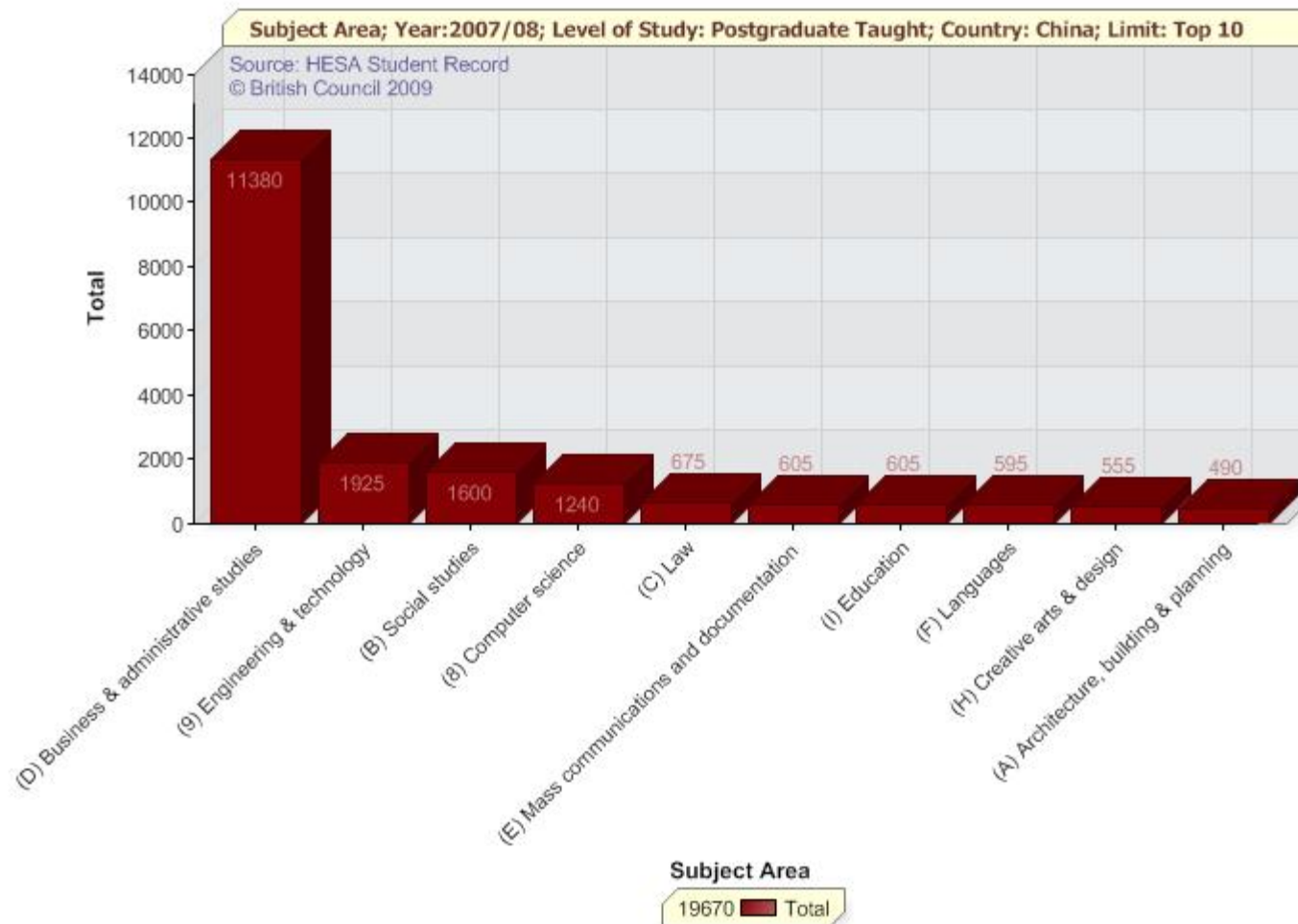
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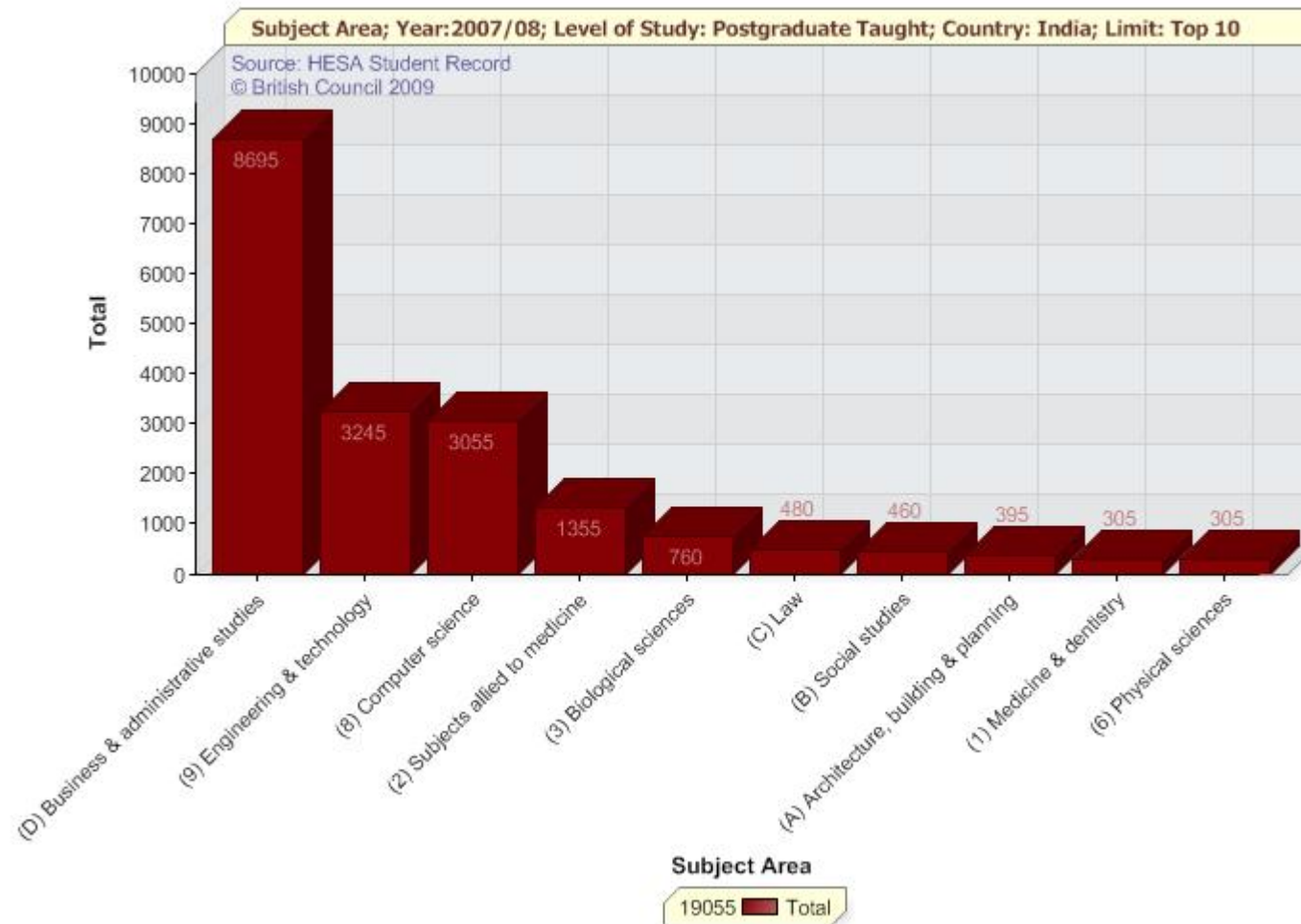
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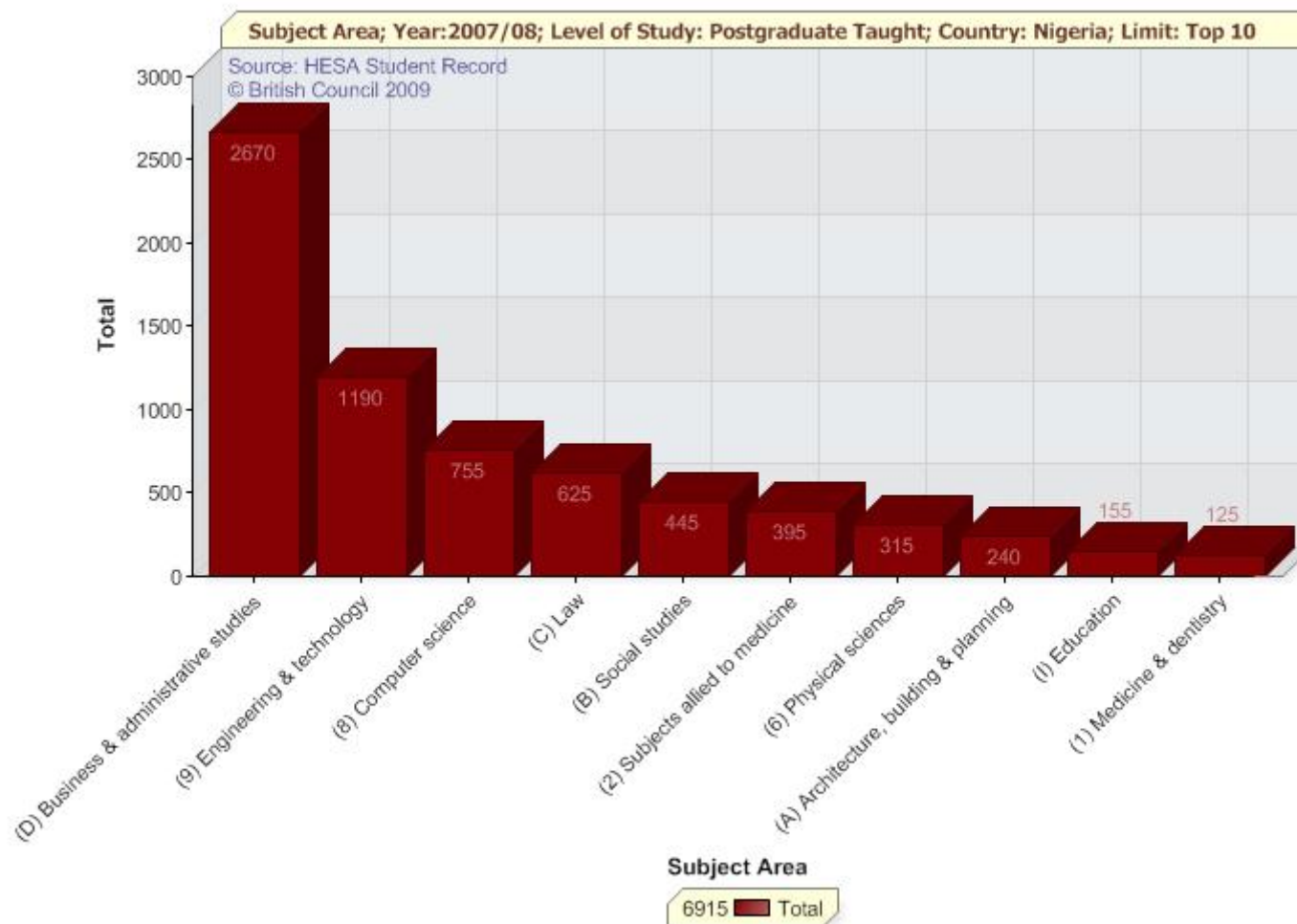
2007/08; China; PGT; Top 10 subject areas



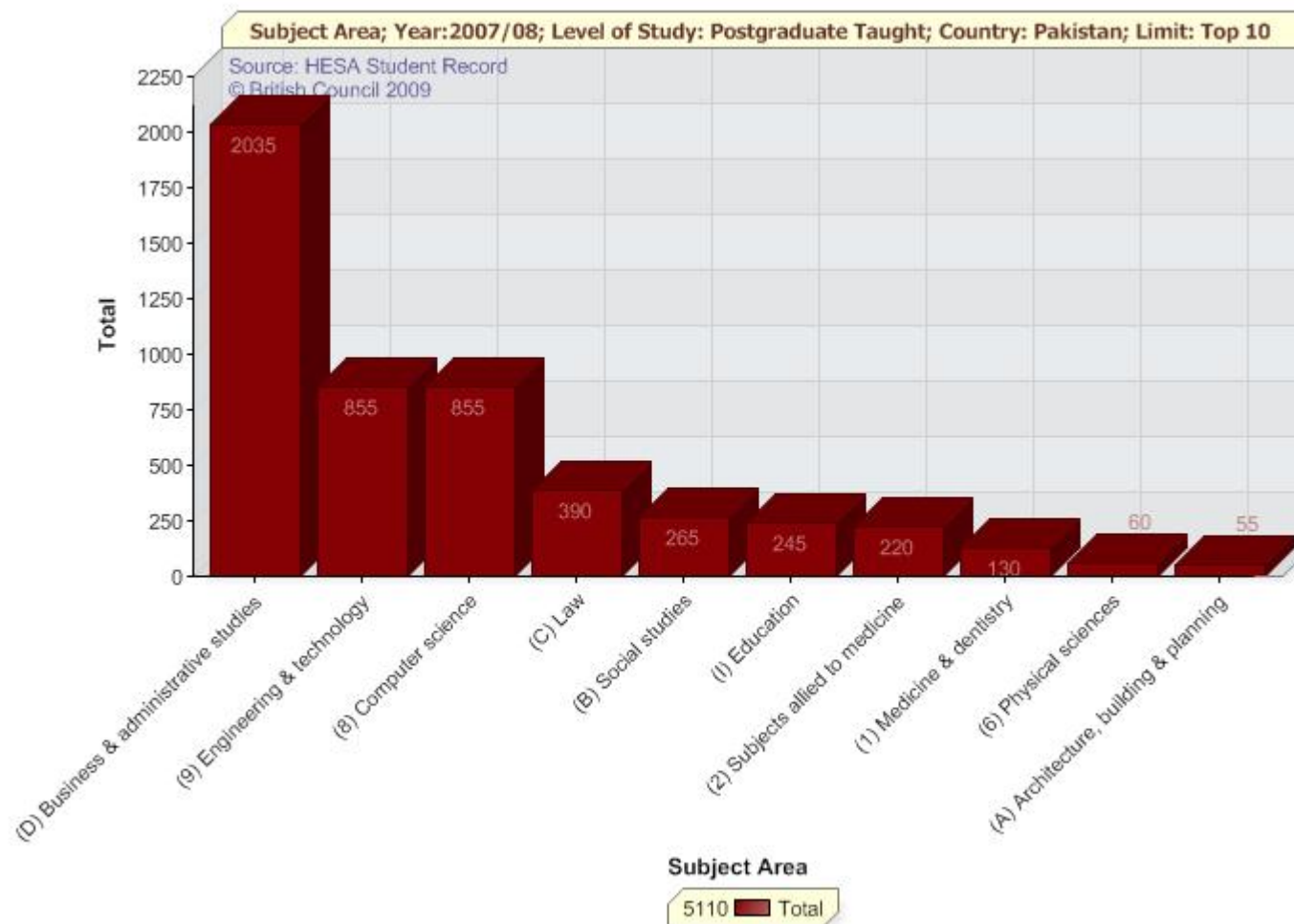
2007/08; India; PGT; Top 10 subject areas



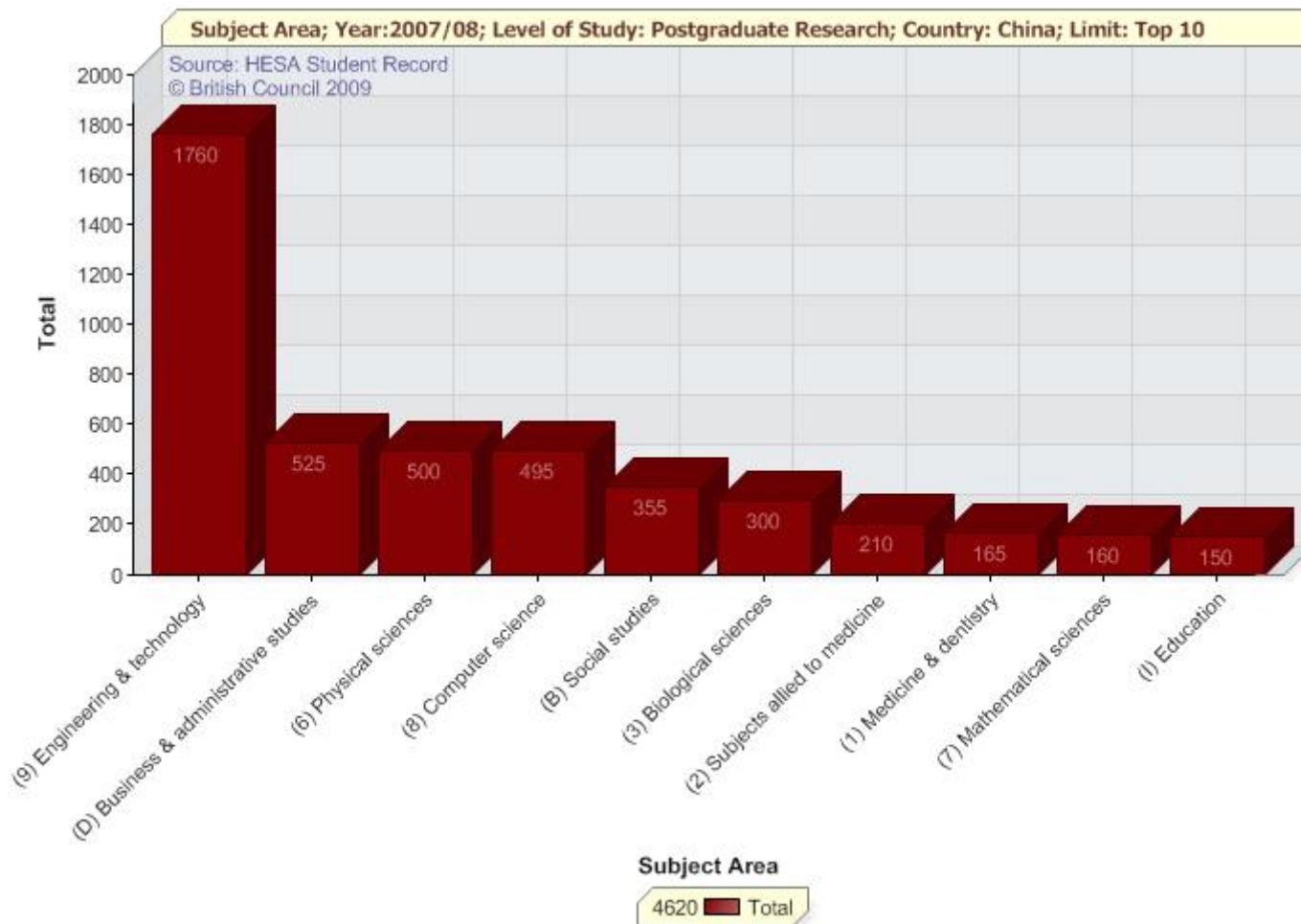
2007/08; Nigeria; PGT; Top 10 subject areas



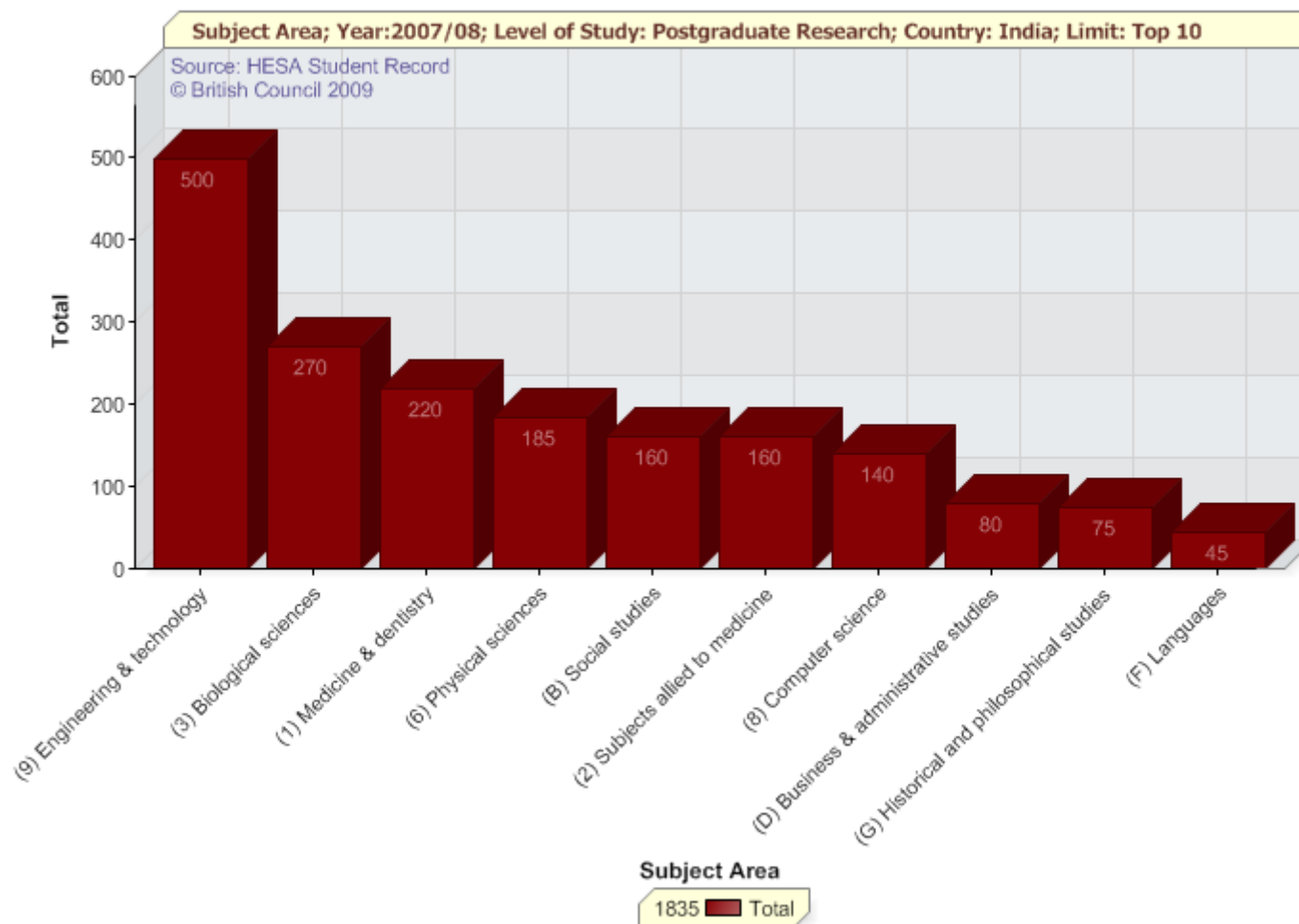
2007/08; Pakistan; PGT; Top 10 subject areas



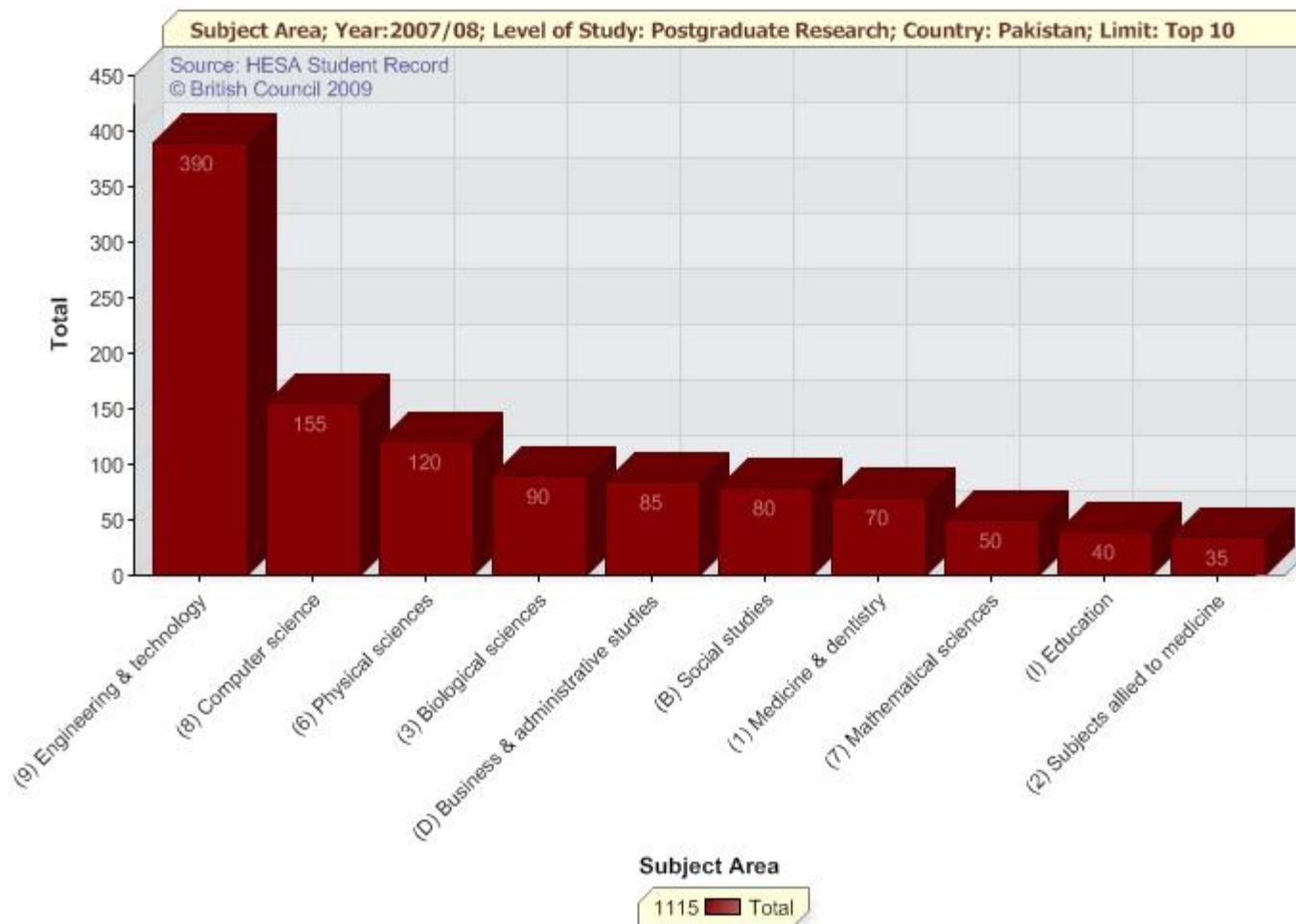
2007/08; China; PGR; Top 10 subject areas



2007/08; India; PGR; Top 10 subject areas



2007/08; Pakistan; PGR; Top 10 subject areas



On-going challenges

- Student perceptions of study in the UK
- Global marketplace
- Marketing implications and challenges for HEIs
- Additional cost implications for multiple programmes (eg: Pre-Sessional English) or change of institution
- Potential problems with existing and future PG students
 - Status – re visa and within own institution
 - Fees – income for institutions and demands on students
 - Visa extension applications.

Questions?