



An Institutional Perspective

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Nottingham Trent University (NTU)



- NTU's origins go back to 1843
- 9 Schools offering almost every discipline
- Over 2,400 staff
- Over 25,000 students
- Over 5,000 postgraduate students

NTU is an International University



- Students from over 90 countries
- 9% non-UK students
- Plus over 4,000 students studying overseas
- International research partnerships



Highest Growth in Undergraduate Demand of Any UK University 2008, and **26%** Growth in Applications for 2010/11



NTU's International Applications Are **21%** Higher Than 2009



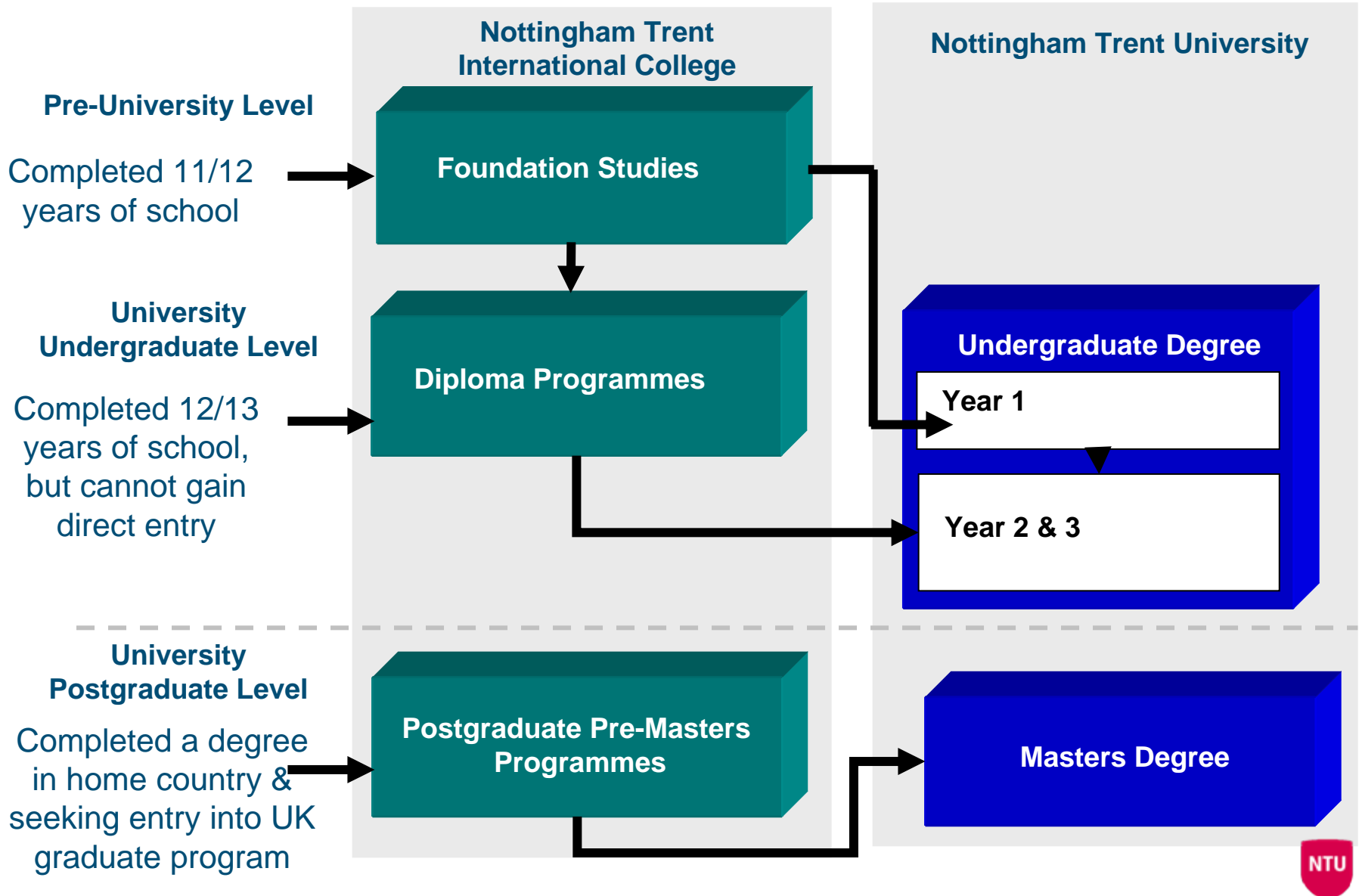
Kaplan Inc.

- One of the largest and most innovative private education providers
- Largest and fastest-growing division of parent company, The Washington Post
- Over 600 locations in more than 30 countries
- More than one million students each year
- 31,000+ employees worldwide
- Vast world-wide network of agents
- Fast-moving organisation, focussed on profit

Kaplan Chose Nottingham Trent University (NTU)

- In 2004, Kaplan came to the UK looking for 5 to 6 UK university partners
- Aim: Establish a network of international colleges offering:
 - Language, foundation, diploma and pre-masters programmes
 - Guaranteed access to a UK university for successful students
- The first partner they chose was Nottingham Trent
- Believe they chose Nottingham Trent because we were able to move at speed
- NTU had just launched a new strategy
- Growth in international recruitment was a key goal for NTU
- Nottingham Trent International College (**NTIC**)

Pathways to Success for International Students



Legal & Financial Model

- Kaplan markets and recruits to foundation, diploma and pre-masters programmes
- NTU receives 20-30% of the tuition fee in return for:
 - Infrastructure and facilities
 - Full access to all NTU student facilities for NTIC students – including accommodation, library, sports, students' union etc
 - Liaison with Kaplan on programme development
 - Joint Academic Advisory Board
 - Guaranteed access to NTU degree programmes for successful NTIC students

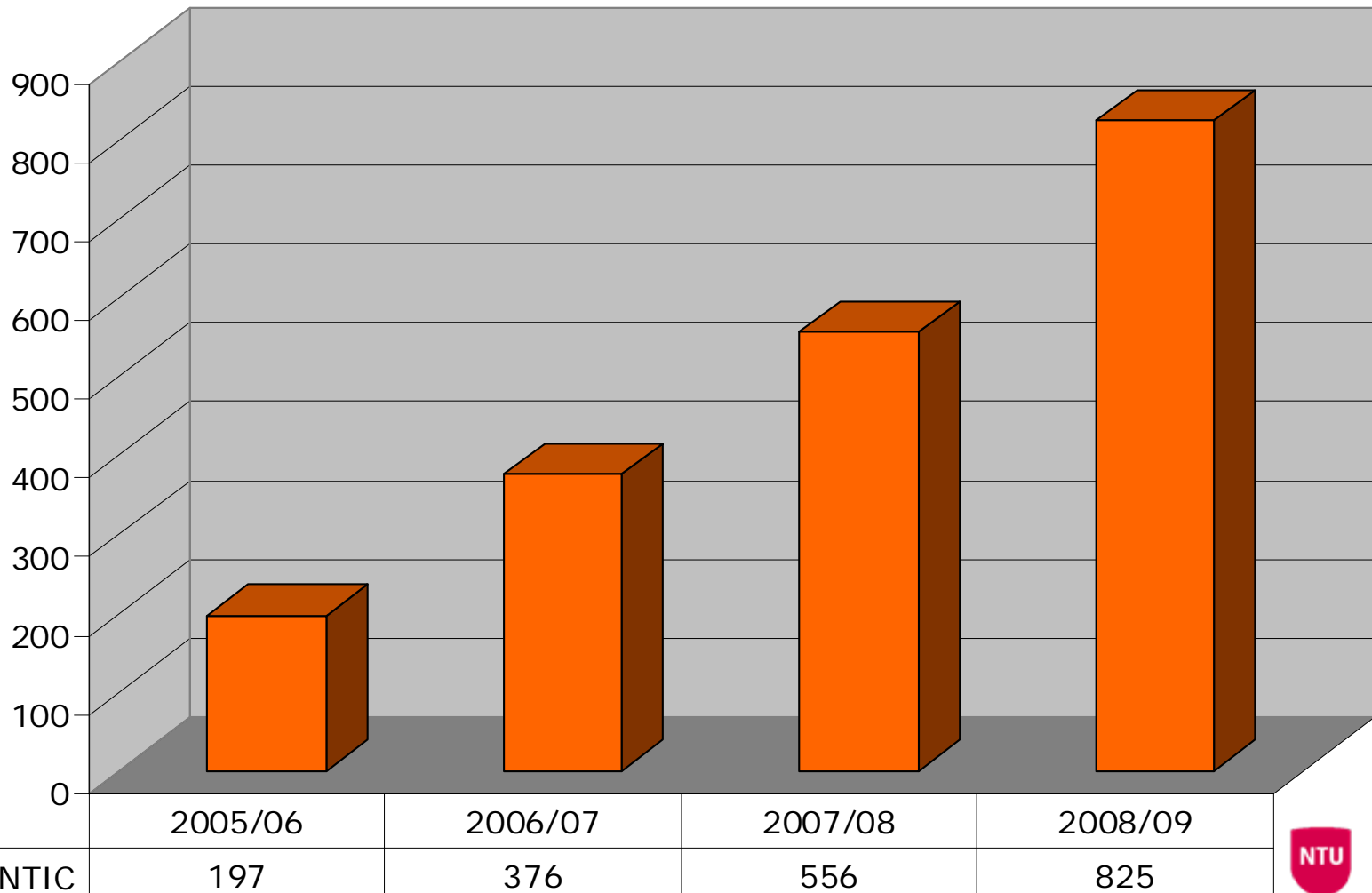
Benefits to NTIC Students

- Accelerated learning
- On successful completion, the student has a guaranteed place at the partner university
- Or the student can apply to another university of their choice – portable qualification
- Kaplan's worldwide network helps direct students to the international college that is right for them
- Kaplan markets NTIC differently from the other international colleges – City, Glasgow, Liverpool, Sheffield and Southampton
- The USP of NTU and NTIC = employability and enterprise

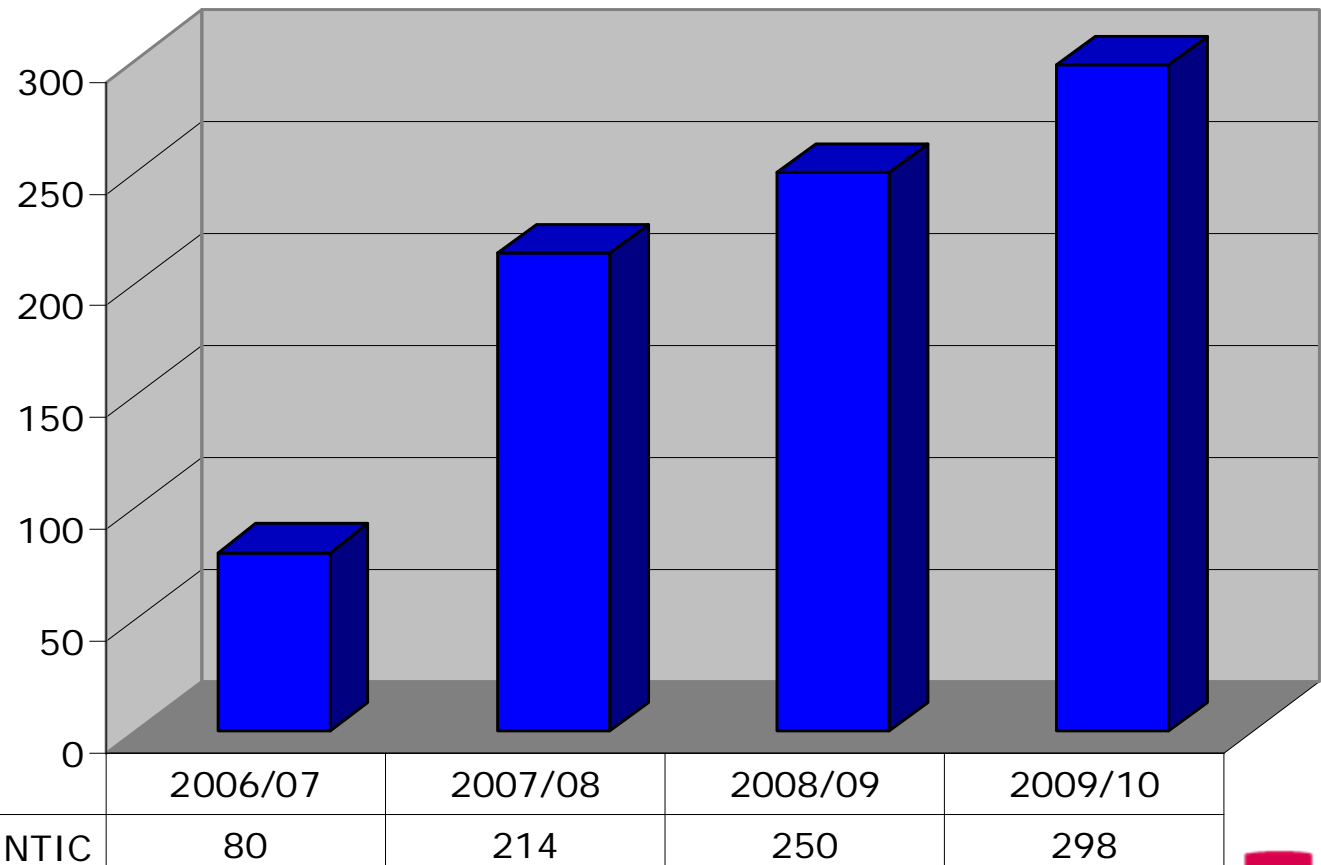
Benefits to the University and to Kaplan

- NTU leverages Kaplan's worldwide network of agents and marketing
- NTU recruits international students who are well prepared for university programmes
- Therefore low financial risk and low academic risk to NTU
- Short to medium term – an effective business model for both partners

Enrolments to NTIC Increased by 319% between 2005/06 and 2008/09



Enrolments to NTU from NTIC Increased by 273% between 2006/07 and 2009/10



NTIC Alumni Now Represent **30%** of New International Enrolments at NTU

(In 2006, They Represented 13%)



Subject Spread is Diversifying

Dominance of Business and Science & Technology down from 92% in 2006 to 68%

Growth in Art & Design and Arts and Humanities



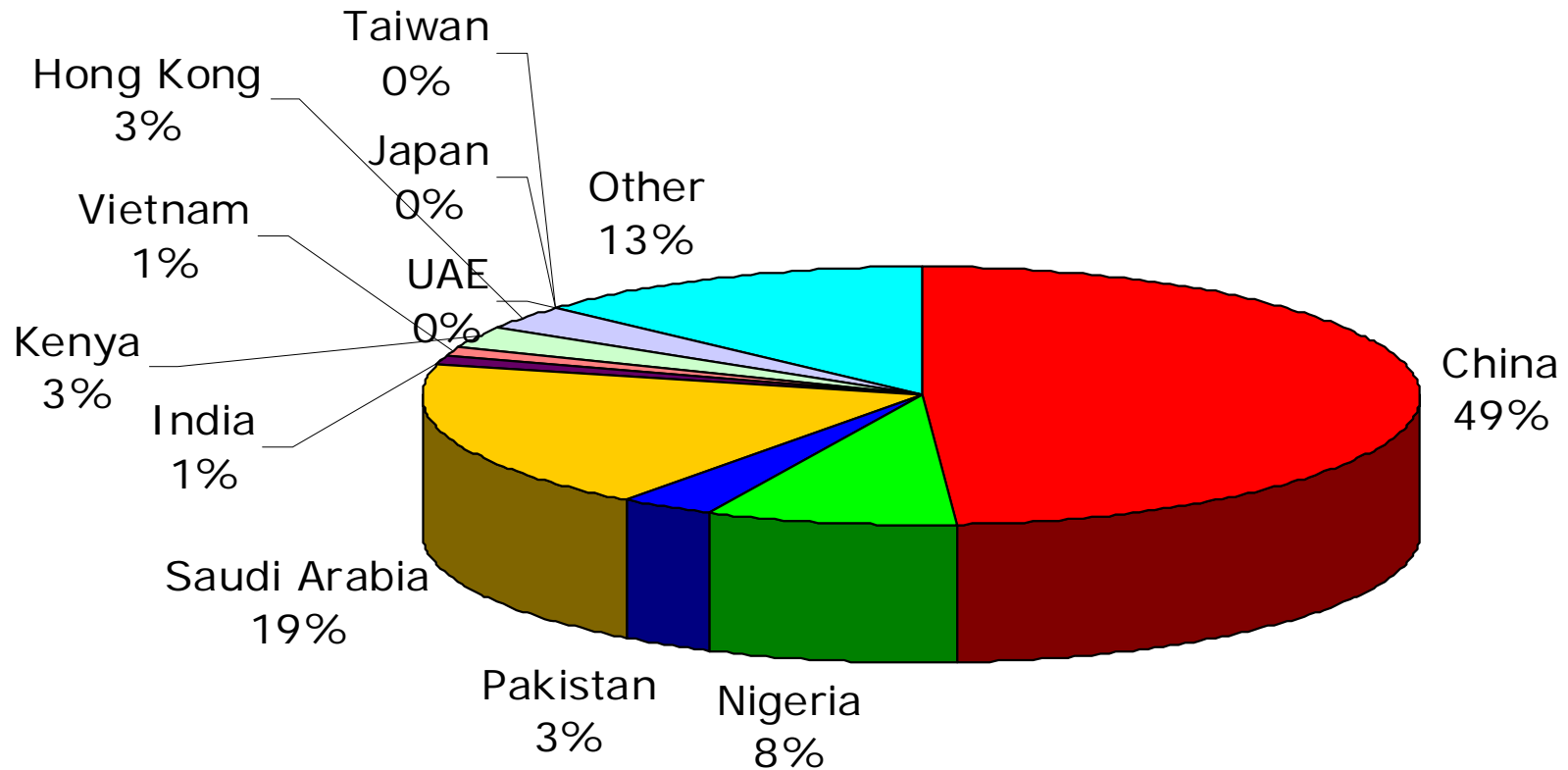


Conversion Rate Remains Very High (86%-90%)



Geographical Spread Has Increased

NTIC Now Recruiting from 28 Countries



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Nottingham Trent University

