



**CORMACK
CONSULTANCY
GROUP**

Internationalizing Higher Education

USA NEWSLETTER

SPRING 2021

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WELCOME TO THE SPRING EDITION OF OUR NEWSLETTER

I hope you will find it useful and interesting. We are aiming to give you an update on developments within CCG, and also our thoughts about some of the key trends and opportunities we see in the regions we work in. If you would like to discuss any of the areas mentioned please email me.

Charles Cormack
Chairman

charles@consultcormack.com



FROM OUR US TEAM

We've been growing steadily since launching our US team in August of 2020. We've welcomed new clients and partnerships, developed new areas for collaboration, and expanded our opportunities. We make it a priority to stay informed about new developments in the field so that we can better support your initiatives. Some things we're keeping an eye on include developments with the new UK Turing Scheme and new approaches to study abroad. With the addition of new team members, we have also expanded our offerings in Ukraine, the Caucasus, and Central Asia. With this newsletter we aim to update you on CCG news, and on information about key trends in internationalization and transnational education, as well as a sense of current opportunities for US colleges and universities.

If you would like to discuss any of the areas outlined in this document, please email one of us.



Kevin Spensley
Associate Director, US
kevin@consultcormack.com



Patty Sagasti Suppes
Associate Director, US
patty@consultcormack.com

NEW OPPORTUNITIES IN STUDY ABROAD: INBOUND AND OUTBOUND

Hosting UK Students

The launch of the Turing Scheme in the United Kingdom has made study abroad to the US more affordable and viable for UK students. UK universities are in the process of applying for their slice of over £100 million in government funding that will enable their students to study abroad in the United States during the 2021-2022 academic year for periods of up to 12 months.

We have seen real interest from UK universities which, under the new Turing Scheme, are applying to receive government funding that will subsidize short term academic study of up to one year to the United States and other countries. Models of interest include traditional semester-long study abroad as well as shorter-term reciprocal mobility.

Models include traditional mobility programs as well as reciprocal exchanges whereby faculty-led groups of students will travel to each other's institution as part of a joint semester- or year-long project.

Study Abroad Through Direct Partnerships

As we come out of the pandemic, we are finding more US colleges and universities that are reconsidering their emphasis on third-party providers for outbound study abroad. While expensive, this option offered peace of mind. However, when the lockdown struck in Spring 2020, a number of third-party providers were not able to respond effectively. The relatively low cost of a direct study abroad relationship is appealing to institutions seeking increase access generate revenue. One semester of study abroad in Europe, including room & board, costs between \$3,000 and \$8,000.

Direct relationships are also attractive as they can lead to other kinds of activities that bring global opportunities for faculty and staff; faculty led programming, joint research, COIL, etc.

CCG is in the process of building a network of European universities that have the interest and the ability to host US study abroad programs. We are conducting seminars and direct trainings on aspects of study abroad that are crucial to hosting US students. These include student support, course offerings, advising, cultural programming, and social opportunities.

If you would like more information on how to connect with a UK university looking for a US host, or with UK and European universities able to safely and successfully host your students please email Kevin or Patty.

SCHOLARSHIPS

We are pleased to be working alongside and in support of Mosaik, an NGO working to enable access to higher education for refugees, and we are keen to talk to universities that would be interested in offering online scholarships to enable refugees to gain higher education awards.

The logo for Mosaik, featuring the word "mosaik" in a lowercase, bold, sans-serif font. A horizontal orange line is positioned below the text.

SUCCESSES IN 2020

2020 was a tough year, but all those involved in internationalization of higher education know that a lot of work carried on, nonetheless. Some highlights of the partnerships we helped develop last year include the following:

- We helped US liberal arts colleges establish study abroad destinations through direct relationships with universities in England.
- We supported the development of COIL programs in Criminal Justice and Public Health between a US college and two British universities.
- We supported several US institutions in developing 2+2 and 3+1 articulation agreements with European universities (countries include Germany, Slovenia, Greece, Poland, Ukraine) that diversify the international student bodies of those campuses.
- We supported in the development of a major Micro Hub project which sees two of our clients delivering programs remotely to a number of new mini campuses across sub-Saharan Africa.
- We supported several community colleges in the development of 2+2 articulation agreements for their graduates to complete a Bachelor's degree at a UK or Irish university.
- We supported several universities and colleges developing International Experience Weeks, whereby groups of European students will participate in short term academic experiences when travel is again possible.
- We were responsible for the partnership development for two new universities in Uzbekistan.
- We launched our new Micro Hub model which allows a university to utilize its online platform to deliver programs in a partner institution. We have 15 clients from the UK & USA now using this model with the first programs launching in the next few months.
- We also supported clients in the development of a number of dual degrees, franchise, Micro Hub, progression and study abroad opportunities across the markets in which we work.

NEW CLIENTS

We are delighted to welcome a number of new clients who have joined us over the past few months.

- Edge Hill University (UK)
- University for the Creative Arts (UK)
- London Metropolitan (UK)
- Royal Agricultural University (UK)
- Aberdeen University (UK)
- Rosemont College (US)
- Brighton University (UK)
- Jacksonville University (USA)
- Monroe College (USA)
- University of North Alabama (USA)
- Madonna University (USA)
- College of the Canyons (USA)
- San Mateo Community Colleges (USA)
- Velika Gorica (Croatia)
- Aspira (Croatia)
- Silesian Technical University (Poland)
- Rezekne University of Applied Science (Latvia)

**"SO WE KNOW THAT IT'S NOT ENOUGH FOR US TO SIMPLY ENCOURAGE MORE PEOPLE TO STUDY ABROAD. WE ALSO NEED TO MAKE SURE THAT THEY CAN ACTUALLY AFFORD IT."
—MICHELLE OBAMA**

By working with direct partners, we are increasing opportunities for our students through making international education more affordable. Whether it's short-term, semester-long, COIL, or hybrid programs, the more opportunities for unique and genuine international connections that we can offer our students, the better we prepare them for future success. International partnership development is an issue of Diversity, Equity, and Inclusion, and it ought to be an integral part of every institution of higher learning's strategic plan to broaden these opportunities.

CCG SUPERSTAR



In each edition of this newsletter, we would like to highlight a person who has done outstanding work with us in international partnerships. This spring we focus on Mallory Yarbrough, who serves as the Director of International Programs at Arkansas State University (A-State), a mid-size public institution in the state. In her role, she oversees the four units of International Admissions and Recruitment, International Student Services, the English Learning Academy (ESL), and Study Abroad and Exchange. Outside of those units, she oversees all international partnerships and all global professional development. In terms of partnerships, A-State is very keen to work with new partners in the areas of bilateral exchange, study abroad hub opportunities, articulations/transfer programs, promotion of professional development programs (non-credit certificate courses), and recruitment for online programs by other universities. Feel free to reach out to her to ask any questions about what A-State is doing at mmluder@astate.edu!

LEARNING TO SPEAK ENGLISH

"The United States and Great Britain are two countries separated by a common language."
Widely attributed to George Bernard Shaw, sometime in the 1940s.

Each newsletter edition will include a set of words or concepts related to Education that may cause confusion between US and British education professionals.

Today's concepts: Courses and programs

On this side of the pond, the basic unit of education is the "course." In the UK, it's a "module." As in "the student is enrolled in three modules this term."

Simple enough, but you may still hear your British partner use the term, "course." This probably does not mean they are an Americanophile. Rather, they are probably referring to what we know as a "program" or even better, as an "academic program." As in "This is a difficult course because of all the modules."

The Brits do use the word, "program," but they spell it "programme" and it usually does not refer to an academic program or "course," It is another kind. As in "Get with the programme!"

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TRENDS FOR 2021

The type of work we do and the discussions we have on a daily basis give us an excellent opportunity to identify potential trends in internationalization and transnational education, especially in reference to the markets where we work. We thought it might be of interest to share some of those with you.

3+1 from Europe. We have identified a significant increase in demand from European Universities (both state and private) that are keen to develop 3+1 Dual Degree programs with US institutions. These universities are keen to capture students who would have come to the U S to study but who cannot afford to come for the full four-year program. They can, however, afford to come for one or two years, especially with the potential to then apply for OPT and/or a Master's degree.

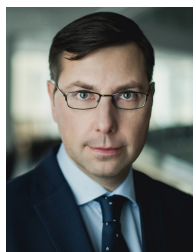
Short-Term Study from the UK. We have seen real interest from UK universities which, under the new Turing Scheme, are applying to receive government funding that will subsidize short term academic study of up to one year to the United States and other countries. Models of interest include traditional semester-long study abroad as well as one-or two-week study programs.

Blended or Micro Hub Delivery. The pandemic has improved many institutions' ability to deliver online, and we have developed a new delivery model called the Micro Hub, which allows for remote delivery through a branded center with the local partner looking after recruitment and student support. This model seems very attractive in some of the development markets in wider Europe.

Arts and Agriculture. An increasing numbers of universities in Europe and further eastward that specialize in the Arts or Agriculture and related disciplines such as Arts or Agriculture Management are seeking US colleges and universities with similar programs to explore partnership opportunities. Partnership models include articulation at undergraduate or graduate levels, blended or micro hub delivery of academic programs, and dual degrees.

NEW TEAM MEMBERS

We are delighted to be able to welcome new team members who have joined us over the past few months.



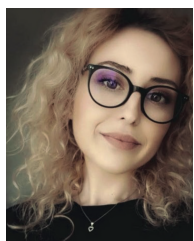
Gintaras Steponavicius

Gintaras joined CCG at the end of last year to spearhead our activities in Central and Eastern Europe and Central Asia. Before Gintaras joined CCG he had a long career as a Lithuanian Parliamentarian, being an MP for over 20 years, and having spent 4 years as Minister of Education. Before entering Parliament Gintaras was an academic, and Education has always been his key focus. He will be supporting clients who are keen to focus on strategic TNE and Consultancy projects in the region.



Elena Bozdog

Elena has joined CCG as Opportunity Manager. She has previously worked at Babes Bolyai University as an Academic and Project manager. Elena will be focusing on working with partner universities across all the areas we work who are interested in developing a partnership with a UK partner. She has over 8 years of experience in implementing and managing research projects and building international capacity in the field of public health, through over 20 grants funded by the European Commission and the US National Institutes of Health. She has worked in capacity building projects in countries such as Armenia, Georgia, Moldova, Tunisia, Kazakhstan, with the support of European partners from countries including Spain, Italy, UK, Denmark, Slovakia, Germany, Austria, France, Hungary, Bulgaria, and Greece.



Ligia Andrei

Ligia joined CCG this spring as an Assistant Client Manager. Previously she worked as a Project Manager and Creative Copywriter in one of the most important advertising agencies in Transylvania. Ligia is currently writing her PhD Thesis on Neuromarketing and has published her first science book early in her academic evolution. Ligia is also a founding member, an interim General President, and a Marketing Director for the 180 Degrees Consulting volunteering organization in Cluj-Napoca, Romania. She will be supporting all our UK and US university and college clients.