

Newsletter

LIBERAL ARTS EDITION



SUMMER 2021

Internationalising Higher Education

VIRTUAL SIGNING CEREMONIES

The pandemic has shown us that we can still drive international partnerships forward without the need for quite as much air travel as we did before. Certainly, from a CCG perspective, we have seen the ability to conduct much of the partnership process virtually improve our productivity, and I am sure that going forward we will make far fewer trips.

What has been fascinating is to see universities adapt to the pandemic and do it successfully, what many would have claimed was impossible before the pandemic. We have seen a number of significant partnerships progress from initial introduction through mapping, validation and launch without the partner universities ever meeting face to face.

One novel development has been the virtual signing ceremonies. We have had a few over the past couple of months, including the very well organised signing of a partnership between the University of Lincoln and the University of Latvia (Dual Degree) held on Zoom. The meeting united two Ambassadors, a Rector, a Vice Chancellor, a Government Minister and relevant academics. Stirling and Porto Business School (Dual Degree) also went for the fully virtual event, whereas the signing of two agreements between Vytautas Magnus University and Royal Agricultural University (Strategic Partnership) and Strathclyde (Dual Degree) went hybrid, with the UK teams joining via zoom and the Lithuanian delegation being hosted by the UK Ambassador to Lithuania.

As the world returns to normality, let's hope that we all remember what was achieved without the need for being constantly in the air; we owe it to the planet.



University of Lincoln and the University of Latvia



Stirling and Porto Business School



Lithuanian delegation being hosted by the UK Ambassador to Lithuania

FOCUS ON THE LIBERAL ARTS AND CROSS-BORDER (TRANSNATIONAL) EDUCATION

The liberal arts college tradition is an American phenomenon, rooted in a small faculty, a focus on teaching, and a mission driven, student-centered approach to education. While these characteristics may result in “flying under the radar” in a field dominated by research and global rankings, they also give liberal arts colleges distinct advantages over large, comprehensive institutions that emphasize research over educating the whole individual.

At a time of declining enrollments and budget constraints, liberal arts colleges are exploring non-traditional, more affordable models of delivering education that allow them to increase revenue, build their international reputation, and provide global opportunities for students and faculty.

CCG is helping liberal arts colleges who wish to pursue or expand their internationalization portfolio through innovative strategies suited to their unique profile and circumstances. These may include online delivery, franchising of degree or certificates programs, articulation arrangements, COIL, study abroad and other forms of mobility, among others.

Partnership Opportunities

Since the summer of 2020, when CCG opened our representation in the United States, we have supported nine liberal arts colleges with their internationalization efforts. The demand for partnerships with liberal arts colleges has proven strong from universities in Europe including the UK, Central and Eastern Europe, parts of Africa, the South Caucasus, and Central Asia.

As well as having brought revenue or savings to the colleges, and global opportunities to students and faculty, our clients have been able to gain a greater understanding of their value outside the United States and sharpen their international strategies.

We typically begin by arranging introductions to institutions with complimentary goals and capacity and supporting the partnership until an agreement is signed, or the project commences, and we are no longer needed.

Examples of international partnerships that CCG has arranged in the past year include the following:

2+2 and 3+1 Articulation or dual degree partnerships with universities in Poland, Ukraine, Lithuania, Turkey, Luxembourg, Romania, Sri Lanka, Morocco, Slovenia, the Czech Republic. Under these partnerships, international students transfer to the US partner after Year 2 or Year 3 to complete their US degree. In some instances, but not always, the US credits are transferred back to the sending institutions, and students are able to receive two degrees.

One- to four-week **study visits** for groups of students from the UK, France, Estonia, and Turkey have been planned and mobility will commence as soon as possible following the pandemic.

Progression agreements whereby universities in Ireland, the Czech Republic, and Scotland will encourage their students enroll in the US colleges’ Master’s programs.

Online delivery of the first two years of a Bachelor’s degree at an institution in South Asia, after which, students will transfer to the US campus and complete their degree.

COIL activities with universities in France, the UK, Turkey, and Ukraine. Under those models US and international students will attend classes delivered by the partner’s faculty, engage directly with each other, and jointly complete projects.

Partnerships with Scottish and English universities that will allow liberal arts institutions to provide **study abroad** experiences for their students far more affordably than through third-party providers. CCG is currently training universities throughout the rest of Europe to provide suitable study abroad experiences for US students and will be introducing them to our clients in the coming weeks and months.

Reciprocal **exchange agreements** with universities in France and Turkey.

Several liberal arts colleges who are seeking to **franchise** their academic programs at universities throughout Europe. Franchising, while not as widespread in the US as it is in the UK, is a well-known way to delivery education affordably around the world while bringing revenue to the education provider.

If you would like to discuss these models or explore other opportunities that may work for your liberal arts college, please send us a note and we will be happy to schedule a meeting via Zoom.

STUDY ABROAD THROUGH DIRECT RELATIONSHIPS



Claire Axel-Berg and Steve Seaworth

As we emerge from the pandemic, we are finding that more US colleges and universities are reconsidering their approach to Study Abroad. For years, many institutions have relied on third party providers to arrange study abroad placements across the globe which they then offered to their students. These providers are well established and have many partnerships across the globe. They also have local teams that are able to offer enhanced support to US students when abroad. Though the costs can be high (up to \$27,000 per semester in London), many institutions felt that the peace of mind they offered made it worth the additional cost.

However, when the first lockdown struck, many of these third-party providers failed to react satisfactorily. A lot of students were left stranded and unsupported, leaving the universities to step in and offer them support, including getting students home.

As a result, we have seen a desire to move away from a reliance on third party providers to the development of a network of direct partnerships with universities across Europe.

We believe this change of strategy will offer a number of advantages including:

- The cost for a study abroad semester arranged through a direct relationship is far lower than through a third-party provider. For example, one semester at a leading European university, including accommodation and dedicated student support, would cost between \$3,000 and \$8,000. This will allow US institutions to lower the cost to students and possibly generate revenue. With lower costs, more US students will have access to study abroad.
- A direct relationship will create the opportunity for inbound study abroad and reciprocal programming which will diversify the student body and make up lost room and board revenue.
- Partners will be able to offer a base for faculty led study abroad programs, as well as access to a range of summer schools.
- A direct relationship with an international university can lead to other kinds of activities that bring global opportunities for faculty and staff—faculty led programming, joint research, COIL, etc.
- Institutional familiarity and word of mouth promotion from satisfied students will attract more study abroad applicants. Likewise, a steady US presence at your partner university will increase your global brand.

Our Plan:

We are working with a lot of European universities who are keen to host US students on campus through a direct relationship with the US university or college. To that end, we have supplemented our US team with two experienced associates with decades of US/Europe study abroad experience: Claire Axel-Berg and Steve Seaworth. We have developed a detailed Study Abroad audit which we run with interested European universities that looks in detail at their current study abroad offering to ensure that they have all the necessary processes and procedures in place to support US students. Once this audit is complete and recommendations are put in place, we work with the European university to develop a Study Abroad profile, covering all the key information a US university needs on a partner. We then will be introducing matching universities directly to each other to allow them to discuss establishing a direct partnership.

If you would like to have a chat with Claire or Steve about how we can help you can develop direct partnerships with European institutions, please let us know and we will arrange a call.

MARRYING US AND BALTIC UNIVERSITIES TO DELIVER CAPACITY BUILDING IN CENTRAL ASIA



We have been working in Eastern Europe, the Caucasus and Central Asia for over twenty

years, and in that time, we have seen a number of capacity building programs launched to support universities across the region develop their capacity and curriculum. We have often

felt that there was a missing ingredient in these initiatives. US institutions are among the best in the world and have huge experience in capacity building. However, as institutions, they have little in common with a large State University in a market like Azerbaijan who still have to cope with legacy soviet bureaucracy and Russian language still being spoken more commonly than English.

We are seeking to solve that issue by partnering US and UK institutions with universities in the Baltic States that have a similar recent heritage but have successfully made the transition to modern “European” institutions. By creating these partnerships, we believe we are able to create a combination that can really address the needs of developing universities, bringing best practice and a real understanding of the challenges these universities face. We already have a number of these partnerships formed (one has even gone on to jointly bid for the development of a new university in Uzbekistan) and we have room for more, so if this type of capacity building work is of interest, please let us know and we explore further.

mosaik



Helping refugees reach university

We are delighted to be supporting Mosaik (www.mosaik.ngo) a UK based charity that focuses on supporting refugees into higher education. There are currently over 82 million refugees in the world, the largest number since the end of the second world war. These people have had to flee from war and famine, and host countries struggle to cope with them. Currently only 3% of refugees are able to take advantage of Higher Education and Mosaik is committed to changing that.

We have been supporting Mosaik for some time, but we have decided to put our money where our mouth is, and we will be offering ongoing financial support as well as doing all we can to help them develop relationships with UK and US universities. I am delighted to say that three of our Clients are already working with Mosaik. One has developed a project in which students can get involved, and two others have their student unions fundraising for them.

If you would like more info on Mosaik or would like to speak to their CEO to see if there could be a way for your institution to support just let us know.

FRANCHISING IN ROMANIA



We are delighted to announce that we have supported the first full undergraduate franchise

to a Romanian partner. The University of Abertay have signed an agreement with Bucharest International School of Management for the delivery of three undergraduate programs starting in September this year. The programs will be delivered on the BiSM campus in Bucharest. We are hoping that the formal signing ceremony will be able to be held offline at the UK Embassy in Bucharest.

We also hope that this will herald the start of a number of these types of partnership in both the United States and the UK. Several of our US clients are exploring the franchise model of cross-border education, and based on the high numbers of students from Romania and elsewhere in Europe who have studied outside their home country before the pandemic and pre-Brexit, there should be a high demand for this. If programs can be developed with the option for these students who want to come to the US for a final year and access Optional Practical Training, it could become a very attractive proposition. For US institutions unable to consider franchising its programs at this time, there are plenty of opportunities for on-line delivery.

AN UPDATE ON THE UK TURING SCHEME

TURING

SCHEME

The UK's global programme
to study and work abroad

As most of our readers know, the launch of the Turing Scheme in the United Kingdom will make study abroad to the United States and other countries more affordable and viable for UK students.

In spring 2021, UK universities applied for grants from the £100 million Turing Fund that is designed to support international mobility for UK students. We are expecting to learn results of the competition by the end of August.

Here is some information on the Turing scheme:

- It replaces the popular Erasmus+ program, which facilitates study abroad between European universities. With Brexit, UK universities are no longer eligible for this EU funding. As a replacement, the UK government devised the Turing scheme.
- A key difference between Turing and Erasmus+ is that funds will be available for study abroad to the United States.
- The Turing scheme will provide travel costs and daily funds to students currently studying in a UK institution. Students do not need to be British nationals to receive this funding.

CCG has been speaking with UK universities about their plans for using Turing funds should they be successful, and has also been reaching out to US institutions to gauge interest in Turing partnerships. As the UK universities in the coming month learn whether their application has been successful, we will begin contacting US colleges and universities to schedule initial meetings.

It is not too late for US colleges and universities to get involved. Just contact us to learn more about the Turing Scheme and how you may host UK study abroad students this coming year.

NEW ASSOCIATES

As we are increasingly being asked to support universities in Europe in the development of their international activity or government ministries to advise on new Higher Education initiatives we are continuing to develop our Associate base. We are absolutely delighted to welcome two outstanding new associates to the team.



Chris Cripps

An American based in Paris, France, Christopher has served in leadership roles in the International Higher Education sector for over 30 years with an emphasis on International Strategy and Development, Transnational Education, Study Abroad, Executive Education, Corporate Relations, Branding, and Marketing.

Christopher is currently the Director of International Development at the Sorbonne. Previously, he had been the Director of International Affairs at PSL University, Ecole Centrale Paris (now CentraleSupélec), and Grenoble Ecole de Management, giving him the unique profile of having worked across the spectrum of French higher education – Grandes Ecoles in business and engineering and universities.



Prof. Keith Straughan

Kieth has joined CCG to lead on commercialisation and innovation. He has an impressive academic and business background including senior academic roles at Imperial College and Cambridge, and was Dean of the University Centre in Milton Keynes. He has also successfully spun out 5 companies from his university work, and was until the recent coup advising the government of Myanmar on innovation policy.



Alan France OBE

We have been working with Alan for the past 12 months, as we have been supporting his efforts in Uzbekistan to develop a number of new universities. We have been delighted to be involved in the launch of three new institutions. It is clear there will be further opportunities in the region, and Alan is joining CCG as an associate to support clients wishing to work in the region. Alan held the position of Dean of the Westminster campus in Uzbekistan for 15 years

NEW CLIENTS

We are delighted to welcome the following universities

University of Liverpool (UK)
Vytautas Magnus University (LT)
Masaryk University (CZ)
Algebra University (HR)
Westminster University (UK)
University of Missouri St Louis (USA)
Kettering University (USA)
Weimar Bauhaus (GER)



NEW TEAM MEMBERS

We have been lucky enough to recruit a few excellent team members over the past few months.



Dr. Blanca Torres-Olave

Joined CCG in June taking on the role of Associate Director in the USA. We are delighted that Blanca has joined us, she has significant international experience, working at a number of leading US universities including Loyola. She is joining us to support our growing band of US clients.



Vytenis Fuks

We are delighted to welcome one more team member in the Baltics. Vytenis joined CCG as a Executive Assistant to Gintaras our Director in the CEE+ region. Despite the fact that Vytenis has just finished his bachelor's studies (with flying colours!), he already has experience of working in public sector, and for a number of Members of Parliament in Lithuania. Vytenis has already firmly established himself as a key member of the team.



Tania Sushytska

Some clients may remember Tania, she used to work for us in Ukraine and managed a number of successful trips for UK universities. However, she received her Green Card a few years ago and left us to move to the USA. She is still there, but has now re-joined us as Scheduling Manager, and it is great to have her back!

