

#### **ENABLING STRATEGY**

### INTERNATIONALISATION





#### **FOREWORD**

The Internationalisation Strategy provides the basis for growing Manchester Metropolitan's global standing as a provider of high quality education and excellent research.

It recognises both the importance of international collaboration and the benefits that come from having a diverse staff and student community.

At the core of the strategy is an understanding of what we can contribute, as well as the value we gain, from being globally connected.

Internationalisation will be a key enabler for both our education and research ambitions; providing life-changing student experiences and building powerful research and education partnerships.

**Professor Jenny Watling** 

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Pro-Vice-Chancellor International



#### CONTEXT FOR OUR **AMBITION**

Manchester Metropolitan is a large, modern university set in a vibrant city with an international reputation for innovation, sport, culture and celebrating diversity. The University has grown its global profile and is now positioned to build on its successes and become a significant global attractor for staff and students.

Through our 2017-2021 Internationalisation Strategy, we were able to grow international student numbers, enhance our portfolio of high-quality international partners, open student mobility opportunities to a wider range of students, and effectively engage with our international alumni. The refreshed Internationalisation Strategy will continue to build on these themes, but will expand to provide a greater focus on the student experience. We will ensure that our international students thrive, and that we provide a wider range of opportunities for all students to build global experience and understanding.

Our refreshed strategy invigorates our international ambitions as we emerge from a global pandemic. We will do so against a backdrop of increased competition both within the UK and globally, but also a growing demand for higher education amongst young people across the world. Many of the issues facing our world require working in partnership to find effective solutions; this strategy will ensure that Manchester Met is globally engaged and active in both educating future leaders and solving global challenges.

## OUR AMBITION WHERE WE ARE GOING

By 2030, Manchester
Metropolitan University will
be recognised globally for
the quality of our education
and research. We will be
a university of choice,
supporting a vibrant and
diverse student, staff and
alumni community.

# OUR GOALS THE PATH TO ACHIEVING OUR AMBITION IN INTERNATIONALISATION

Building on the achievements to date, the refreshed Internationalisation Strategy will remain focused on four key ambitions to support the Education and Research goals of the University, and will positively reinforce the other enabling strategies.

#### **OUR GOAL TO 2030** 1. INCREASE OUR INTERNATIONAL STUDENT COMMUNITY BOTH ON AND OFF CAMPUS

We will become a university of choice for students from a broad range of countries across all levels of study and programme areas, diversifying our overall student population.

Students will be attracted to Manchester Metropolitan University by the quality, and relevance, of our courses and facilities, the reputation of our education and research, and our place at the heart of the great city of Manchester.

Our focused partnership activity will contribute to the number of students progressing from our new and existing global partners, including the Joint Institute in Wuhan, and our new Embedded International Study Centre in Manchester.

#### In working to deliver this goal, from 2022 to 2026 we will:

be responsive to market demands by ensuring that our developing portfolio of programmes meets the needs of an increasingly internationalised student body;

prioritise the delivery of recruitment activity in key markets with growth potential;

deliver a first-class, timely, customer experience to applicants, offer-holders, and their influencers to ensure a smooth transition from enquiry to enrolment;

expand our presence in priority regions to support delivery of recruitment and conversion activities, ensure a diversity of students on a wide range of programmes, and reduce international travel for Manchester based staff;

establish a successful partnership with an on-campus pathway provider to support international students to access targeted degree-level programmes with us;

establish a steady growth of students transferring from our key international academic partners to complete their degree at Manchester Metropolitan;

deliver targeted growth of off-campus, TNE students by engaging with current, and new, quality institutions in target markets to further diversify our student body and income;

competitively price our programmes to increase the proportion of income from international sources.

#### **OUR GOAL TO 2030** 2. BUILD OUR PORTFOLIO OF HIGH-QUALITY INTERNATIONAL **PARTNERSHIPS**

We will leverage our growing international reputation for both education and research to enhance our network of international partnerships, in key regions.

We will take a risk-based approach to our global engagement, identifying new partnership opportunities that align to our areas of strength, acknowledge geopolitical context, and maintain strong relationships with our existing partners.

We will develop at least three additional, high-quality TNE partnerships to provide opportunities for students to study with Manchester Met in overseas locations.

#### In working to deliver this goal, from 2022 to 2026 we will:

identify targeted partnerships aligned to research strengths to build profile, increase research income and outputs, and attract high quality, externally funded research students:

engage with local and national stakeholders, via their international connections, to further develop our reputation and identify collaborative opportunities aligned with our ambitions and strengths;

ensure effective management and review of existing partnerships, and clear, robust processes for establishing new partnerships;

ensure a risk-based approach is taken to managing our international partnerships.

#### **OUR GOAL TO 2030**

## 3. DELIVER A HIGH QUALITY, INTERNATIONAL EDUCATION FOR ALL STUDENTS

Internationalisation will be embedded within our educational offering, and our colleagues will be equipped with the tools and training to enable them to support the academic and pastoral needs of our growing international student population.

We will deliver a first-class experience for our international students by creating a warm, welcoming and supportive community, providing an environment in which they can thrive and succeed. We will ensure that there are no gaps in outcomes and progression rates for our overseas students relative to our home students.

During their studies and beyond, all our students will be globally engaged, culturally competent and able to thrive in diverse environments. We will internationalise our programmes and provide opportunities for all our students to engage with an international experience, either virtual or physical, levelling up the opportunities available to students, regardless of their background.

Education for sustainable development aligned to the UN's Sustainable Development Goals will ensure that all our students, both from the UK and abroad, will have an understanding of global sustainability issues and feel confident working with others to find solutions.

#### In working to deliver this goal, from 2022 to 2026 we will:

work with international partners to create opportunities for our students to engage in digital and in-person international activities;

create a pre-enrolment international community for our future students by delivering excellent engagement prior to arrival;

provide a warm welcome and induction experience for all our students to ensure all our international students are fully prepared to succeed in their chosen degree;

deliver student support services across the University that meet the needs of our diverse body of international students;

provide the tools to enable our staff to deliver the best experience for our international students, both before and during their studies;

continue to work with the Students' Union to give our international students a voice, build a sense of belonging, and provide the University with an opportunity to continuously improve the experience delivered;

through access to a specialist Career Consultant and relevant resources, work to enhance outcomes for our international students, to include securing graduate employment;

develop and deliver a range of high quality, international experiences for all our students, and ensure proportionate engagement of those student groups underrepresented in higher education;

strategically engage with the UK Government's Turing Scheme to support our international mobility ambitions;

embed internationalisation and sustainability into our core academic practice and create a forum for our staff to share best practice.

#### **OUR GOAL TO 2030**

#### 4. INCREASE THE **NETWORK OF ACTIVELY ENGAGED INTERNATIONAL** ALUMNI AND LEVERAGE DEVELOPMENT OPPORTUNITIES

We have a growing international student alumni community. Targeted events will nurture a culture of belonging to the wider Manchester Metropolitan community and of "giving back".

Our engagement programme will target activity to support international student recruitment, the student experience and employability.

As part of our wider development programme, we will raise funds to support projects of strategic importance, soliciting funds both nationally and internationally that further enhance the global diversity, talent and experience of our staff and student body.

#### In working to deliver this goal, from 2022 to 2026 we will:

ensure that our graduates can access alumni benefits and engagement opportunities wherever they are located;

develop and deliver communication campaigns that will showcase our strengths and strategic projects that contribute to our international reputation and grow our alumni's pride in Manchester Metropolitan;

harness the enthusiasm of our alumni chapters, associations and ambassadors to support international recruitment activities;

deliver digital and in-person events in strategic locations;

grow our engagement with alumni graduating from our TNE partner institutions;

harness our growing international community to act as advocates for Manchester Metropolitan and actively support the recruitment of new students;

solicit philanthropic donations to support the creation of scholarships and bursaries that raise institutional profile and secure high calibre students.



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We are committed to ensuring that all of materials are accessible. This brochure is available in a range of formats, such as large print, on request via **marketing@mmu.ac.uk**