



INTO

NAVIGATING

INTO University Partnerships & University Access Centre



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About INTO University Partnerships



Our Mission

Year on year, prospective international students face increasingly complex education and career choices, while universities compete to internationalize in a rapidly changing recruitment environment.

We serve students and universities, bringing them together in digital and physical environments worldwide, and offering them processes, programs and personal support that ensure each student is able to fulfill their education and career potential.

Who We Are

INTO is the world's leading international education partnering organization. INTO partnerships empower universities to recruit international students with unparalleled reach, control and transparency. Its global recruitment

network, digital platforms and forensic insights strengthen universities' presence in key and emerging markets, while its focus on student success supports academic and career achievement on campus.

Our Vision

We transform international student academic and career success through winning university partnerships.

We believe in the power of education to change lives. We recognize that the movement of students fosters the movement of ideas, which in turn

strengthens societies and makes the world a smaller, better place. And we know that partnership with us enables universities to lead their sectors with the most diverse, highest-attaining student bodies, and achieve their international ambitions.

Our Strategy

We are reimagining the international student higher education experience:

- ☑ Demystifying and streamlining the recruitment journey for a simpler, more transparent experience
- ☑ Re-defining value for money by embedding academic insight, careers and employability support bespoke to the needs of international students
- ☑ Extending international reach, control and scale efficiencies for our university partners through University Access Centres in key and emerging markets that amplify our agent distribution channels

"A campus with INTO support is one with international students more confident, assured and ready for their first job."

What we bring to our partners

INTO helps leading higher education institutions reach, recruit and retain international students, promoting globally diverse campuses and providing life-changing learning opportunities.

Our partners bring academic rigor and reputation. We bring a proven partnering model, the world's broadest, most sophisticated international student recruitment network and over 15 years of experience in supporting universities and international students.

Approach and model

Every INTO partnership is designed to reflect the unique ambitions of the university it serves — no two look alike. When we develop partnerships, we collaborate closely with the university to create something that aligns with its mission and values, and that focuses on student success. Our partnering models are comprehensive, customizable and

transparent. While demand for international education remains strong worldwide, we understand that major recruitment initiatives are not without risk. Partnership with us reduces that risk, as we apply our resources and experience to protect universities' budgets and reputations.

Investment

Generating increased international-student demand can pose considerable financial challenges to institutions. That's why we provide up to 100% of the development costs to prepare the university for a major transformation to its enrollment profile. In comprehensive partnerships, we expand universities' capacity to build infrastructure, manage pipelines and

ensure superior student experiences. Through our suite of scalable recruitment services, we enable universities to reach more directly qualified students and manage enrollment pipelines with minimal financial impact on institutional resources. Our investment generates new streams of revenue to further empower the university to advance its mission.

INTO'S RECRUITMENT OFFICES



Reach and recruitment

We operate the world's most far-reaching recruitment network to bring our partner universities' brands directly to students everywhere. An international team of **1,500+ INTO staff and 2,000+ recruitment partners work 24/7 to enhance institutions' global visibility in 120+ countries.** We also offer universities physical presence in key markets through our University Access Centres (UACs).

More than powerful, our recruitment operation is precise. With our ears to the ground in every corner of the globe, we provide unmatched insight on emerging mobility trends to help our partners target recruitment efforts and yield a diverse cohort of students.



Our Up-To-Date University Partners

INTO'S UNIVERSITY PARTNERS

COMPREHENSIVE PARTNERSHIPS



RECRUITMENT PARTNERSHIPS



University Access Centre



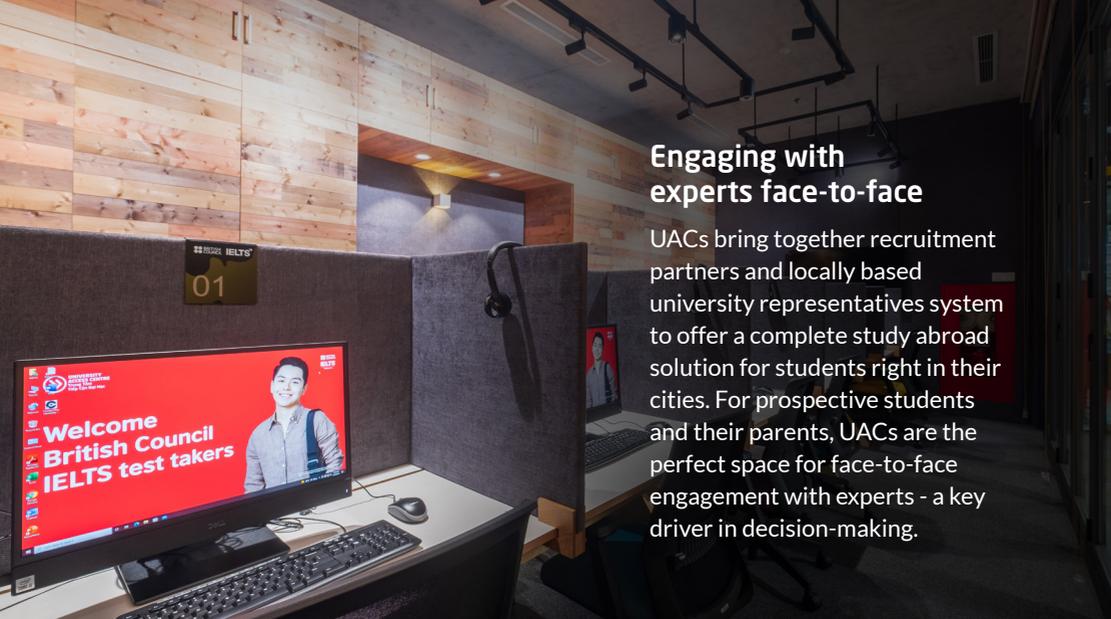
What We Do

As a part of INTO University Partnerships, **University Access Centre (UAC)** is a response to the rapidly changing overseas study markets across the world, but especially in Asia, and a response to the needs of overseas universities who need to better internationalize. We believe international student mobility is best enabled through a balanced approach of in-market presence supported by local expertise and advanced technology, driving a seamless enrollment process.

Our UACs bring participating universities' propositions into the heart of cities worldwide where higher education is in greatest demand, giving students, parents and agents optimal access to them.

For our university partners, UACs drive greater enrollment, better student experiences and increased revenues. **The theme behind the UAC concept is: Easy, Accessible, Social and Timely (EAST).** Our linguistically and culturally fluent in-market teams have developed the UAC proposition which, we believe, is set to revolutionize international student recruitment, education and academic exchange.





Engaging with experts face-to-face

UACs bring together recruitment partners and locally based university representatives system to offer a complete study abroad solution for students right in their cities. For prospective students and their parents, UACs are the perfect space for face-to-face engagement with experts - a key driver in decision-making.



Empowering and exciting international students

More than a space to access information about university programs, UACs provide students with education and career-focused events such as seminars with visiting university staff, masterclasses with major employers, and sessions with current international students and alumni. These all serve to enrich student's experience and empower them to make the best study abroad decisions.

Partnering with the British Council

Since November 2020, we have partnered with the British Council to administer the Computer-Delivered International English Language Testing System (CDI IELTS) exam. By 2023, we deliver CDI IELTS exams, Paper-Based

IELTS (PBI) exams, IELTS for UKVI exams in at least seven UAC locations around the world, putting participating universities in touch with thousands of prospective students.

Saving time, resources and the planet

UACs are our partner universities' own international offices, staffed by their own representatives, raising their profiles in strategic markets. We provide a comprehensive service, managing local staffing, connecting with powerful

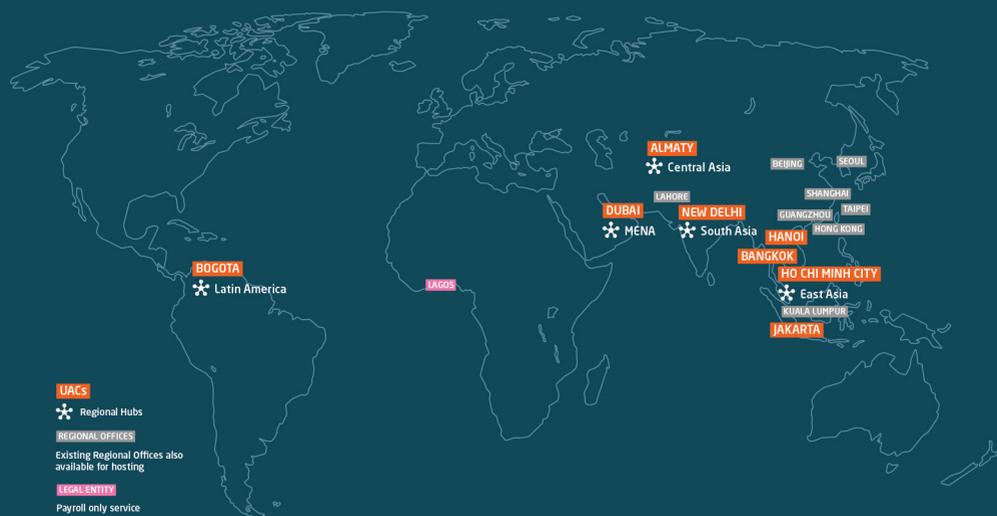
recruitment networks and spending up to 10 times more time in-market to deliver stronger outcomes. Our UAC model is also sustainable - universities save resources spent on travel and reduce their carbon footprints.

Giving education agents an advantage

Education agents stand to gain a leg up in student conversion efforts thanks to UACs, which offer a direct channel to universities when it comes to training staff, troubleshooting student applications or collaborating on local promotional activity. Our Local Education Agent Directories also help INTO-recognized agents and students connect.



Global Presence Focused On The World's Most Dynamic And Fast-Growing Regions Of Demand



- ☑ £7 million investment from INTO in first waves of UACs
- ☑ Contracted by British Council to deliver their Computer Delivered IELTS testing in worldwide locations
- ☑ Augmenting an already strongly established network of **200+ staff in 30 countries and territories**

UAC Managing - Rely On INTO's Experience And Expertise

INTO and its team members have been operating in key source markets for more than 25 years. We have established legal entities and experience recruiting staff and managing offices in more than 30 countries. This is supported with sophisticated global finance, human

resource and CRM systems which can be localized per jurisdiction. All systems and protocols are fully GDPR and FERPA compliant.

Fully Legal & Regulatory Compliance

- INTO already operates legal entities in each of the key UAC locations
- All staff fully registered and fully compliant with local labour regulations
- Our legal, financial and HR teams ensure your staff are able to operate and deliver with confidence



Remote Management Made Easy

- You manage your staff with INTO providing support with HR and finance policies
- Single point invoicing
- Manage local salary, payroll and associated on-costs
- Provision of operational management which can include use of cash cards for travel and expenses reporting
- Transparent pricing and service provision

Workspace & UAC Facilities

- Workspace provided within the UAC on a cost basis
- Use of UAC meeting rooms and facilities
- Full office services including secure internet, printing and general office supplies
- Digital branding opportunities within the UAC



Leveraging In – Market Infrastructure

Who Can Use The UAC Facilities?

UACs are now the core cornerstone infrastructure for both INTO and its Partner Universities and they provide a real advantage in our strive for differentiation in market. The public facing facilities give us a venue to host

activity and are a further tool to use to maximize local recruitment efforts. The UACs are the home for INTO's Regional Office staff who take on the full coordination and management responsibility of the facilities.



INTO & Partner University Staff

- Workspace and Payroll only solutions
- Free of charge room and facilities rental when in-market
- Free of charge hotdesk when in-market

Any University Staff

- Payroll Only option
- Room and Facilities Rental via annual membership
- Room and Facilities Rental via bespoke packages

Others

- University and high school students
- Education Agents
- English Language & Training Centre staff
- Institutional contacts
- Local and international employers
- Examination providers (British Council etc)
- Other relevant ancillary service providers

UAC Vietnam Facilities

UAC Hanoi



Facility Details

Size: 117sqm

Small Interview Room: 1

Large Meeting Room: 1

Multifunction Testing or Classroom Seating: 12

Lounge Area Presentation Capacity: 20-25

Facility Location Address:
G-floor, 345 Doi Can, Lieu Giai,
Ba Dinh, Hanoi, Vietnam



UAC Vietnam Facilities

UAC HCMC



Facility Details

Size: 264sqm (2 floors)

Small Interview Room: 3

Large Meeting Room: 1

Multifunction Testing or Classroom Seating: 25

Lounge Area Presentation Capacity: 30-35

Facility Location Address:

G-floor and M-floor, 56 Nguyen Dinh Chieu, Dakao, District 1, HCMC, Vietnam



UAC Staff Assistance Event Menu Of Services

The local UAC team based in the centre can proactively assist (as appropriate) with events and activities in the following ways:

Event Calendar Management

- Managing the activity calendar
- Communication with the UAC COM to find out about what events are scheduled, and when best to hold events in the UAC

Free Promotional Channels

- Ensuring the local team use free promotion channels, such as agent newsletters and social media channels to promote the event to relevant audiences

Non Agent Student Promotion

- Ensuring all Non Agent leads in Salesforce owned by the local Enrolment Services team are aware of the forthcoming events

Paid Promotional Channels

- Paid promotion opportunities to be considered, with advice from Regional Office as part of annual activity planning (ROCSP process)
- Costs will need to be covered

Catering

- Booking any catering required for the event from a range of agreed options
- Costs will need to be covered

Event Readiness

- Ensuring all UAC digital and AV facilities are working, and the venue is clean and ready for the event

UAC Vietnam Events Re-Cap

Events With University Partners



Manchester Metropolitan University (UK)
Group agent training



University of East Anglia (UK)
Pre-departure briefing



INTO London – World Education Centre (UK)
Student-facing event



City, University of London (UK)
Parent-student meeting



UACs provide advanced technology to help the experience of participants be better and more comprehensive. Event participants can go on a virtual reality tour of INTO's university partner campus via VR glasses with a full 360-degree view.

Events In Collaboration With British Council

The 50th anniversary of the establishment of diplomatic relations between the UK and Vietnam, and the 30th anniversary of the British Council in Vietnam celebration



Workshop: Exploring UK education and IELTS for UKVI



Other Events



Oregon State University (US)
Group Agent Training



Saint Louis University (US)
Student-Facing Event



In Collaboration With a Local Agent
Pre-Departure Briefing



Suffolk University (US)
Workshop Session



University of Western Australia (AUS)
Student-Facing Event



British Council
Computer-Delivered IELTS Testing

Contact Detail

To learn more about our service and annual subscription fee, please contact:

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 facebook.com/intostudy

 youtube.com/INTOTV

 instagram.com/intostudy



UAC Hanoi Location

Address: The Five Residences, No. 345
Doi Can St., Lieu Giai ward, Ba Dinh
district, Hanoi, Vietnam

GoogleMaps: [https://goo.gl/
maps/7qqmPVCnEWDhTykj6](https://goo.gl/maps/7qqmPVCnEWDhTykj6)

UAC HCMC Location

Address: Anh Minh Tower Building, No.
56, Nguyen Dinh Chieu St., Dakao ward,
District 1, HCMC, Vietnam

GoogleMaps: [https://goo.gl/maps/
Th6hfMYoWY66T2SM6](https://goo.gl/maps/Th6hfMYoWY66T2SM6)







INTO

Through innovative partnerships with leading universities, we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

INTO GIVING

Working across the globe, INTO Giving supports projects that increase access to education and improve the quality of teaching and learning. For more information visit

www.into-giving.com

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