



## Excellence with a Purpose - defining the INTO Newcastle University Partnership

### Summary

Newcastle University is a member of the Russell Group of universities, one of the 24 leading research intensive universities in the United Kingdom. It entered into a joint venture partnership with INTO in February 2007 in order to build its international profile and increase access to ambitious students from around the world to the world-class higher education offered by the University.

The University has enjoyed significant success since the launch of the partnership

- 100 per cent increase in the number of international students studying at the University – growing faster than the Russell Group and the UK higher education sector as a whole
- More than 5000 students have progressed from INTO Newcastle University to further study generating an estimated £43.5 million in additional revenues.
- 100 per cent of students progressing to postgraduate degrees achieved a Masters degree in 2013
- Student retention rates of 96 per cent.
- 97 per cent student satisfaction ratings with the INTO programme.
- Award winning international student centre developed in the heart of the University campus
- 136 jobs created at INTO Newcastle since 2007



*'The partnership between Newcastle University and INTO has exceeded all of our expectations. It has transformed our ability to attract students from around the world and has made an enormous contribution to the internationalization of the University.'*

**PROFESSOR TONY STEVENSON**  
PRO-VICE CHANCELLOR, PLANNING AND RESOURCES  
NEWCASTLE UNIVERSITY

## INTO Newcastle University

Housed in an award-winning building right in the heart of the University campus, INTO Newcastle University is an integral part of the institution. Operated as a 50:50 joint venture, the University maintains full control over all academic matters while INTO provides the marketing, recruitment and operational support. The Joint Venture itself, in collaboration with the University, delivers the programmes and provides the student services. All students are directly sponsored by the University for their visas.

### Programme Range

The INTO centre is completely integrated with the University. All academic programmes are designed as University awards, subject to comprehensive internal and external quality assurance processes. The courses are all characterised by small class sizes, intensive pastoral support and a challenging curriculum designed and validated directly by the University.

They are broadly divided into the following categories:

#### Foundation

This is a one year programme with multiple start dates preparing students for first year

study at the University. The courses, which cover a broad range of academic disciplines, consist of a blend of academic content and English Language preparation, for those students who require it.

#### Diploma

The Diploma programme is equivalent to a first year undergraduate course and offers progression directly to the second year of study. It is designed for students who meet the academic requirements for entry to the first year of a degree but may require additional English Language support.

#### Graduate Diploma

This is a one year programme with two major start dates. It is designed to prepare students for entry to a broad range of Masters' degrees at the University. The course is delivered at final year undergraduate level – and combines academic study with additional preparation and intensive English Language support.

#### English Language

The joint venture is the English Language department of the University, providing a wide range of English Language programmes which include in-session support for students of the University who require additional support through their studies.

## Centre Performance

### Delivering Growth and Diversity

INTO Newcastle University enrolls up to 1200 students per year – with a large peak during the summer period when hundreds of additional students join for pre-session English Language courses.

As of February 2014, more than 830 students from 53 different countries are enrolled at INTO Newcastle University in 2013/14. The programmes have grown year on year with more students increasingly registering for STEM programmes. More

than half of the current Foundation cohort are enrolled on a Stem pathway option – ranging from Biomedical Sciences to Physics and Engineering.

### Student Outcomes

Students entering the INTO programmes have enjoyed immense levels of success both on their INTO course and when they transfer to further study at the University. More than 5000 students have progressed to further study. For those that progress to the University, the degree completion rates are equally impressive.

### INTO Newcastle University Academic Performance 2012/13

Course	Cohort size	Retention	Pass rate
Foundation	373	<b>97%</b>	<b>96%</b> (50% were awarded distinctions)
Diploma	119	<b>99%</b>	<b>99%</b>
Graduate Diploma	197	<b>93%</b>	<b>93%</b>

### Progressed Student Performance - 2013

**Undergraduate:** In 2013 of the 185 former INTO students completing undergraduate studies – 95 per cent achieved an undergraduate degree. Almost half of those students achieved a first class or upper second award.

**Masters:** Of the 666 students progressing to postgraduate taught awards, 100 per cent went on to achieve a Masters degree (58 per cent achieved a Merit or a Distinction in their studies).

**Remarkable Student Experiences  
- Nine out of ten students would  
recommend INTO Newcastle  
University to their friends**

Delivering the highest quality student experience sits at the heart of the University and INTO's partnership operating philosophy. The combination of highly qualified staff, a personal service to students, £56 million investment in an exceptional living and learning environment, and excellent academic prospects have all led to consistently high results in the University's independent i-graduate surveys which rank the university in the UK's top 20 for international student recommendation.

This endorsement is reflected in the bi-annual surveys conducted by INTO into the student experience.



*'My time in Newcastle has been life changing. I have met friends that are now like family to me. The INTO course was an excellent opportunity to become familiar with Newcastle University and the city. Also, because the programme is designed for international students, I had people around who felt the same way about moving to a new country.'*

**IVY TAVERSHIMA, NIGERIA**  
INTERNATIONAL FOUNDATION IN PHYSICAL SCIENCES AND ENGINEERING  
GRADUATED FROM MENG (HONS) CHEMICAL ENGINEERING AT NEWCASTLE UNIVERSITY  
DEGREE CLASSIFICATION: UPPER SECOND CLASS

## Investment and Impact

### A New International Student Centre

In September 2012, INTO Newcastle University moved in to a custom designed building in the heart of the University campus. The building which includes teaching, residential and social spaces has set new standards for international students in the United Kingdom. In December 2013, it was awarded the prestigious "People's Choice" award in the Lord Mayor's Design awards.

Since students moved into the new building their overall living satisfaction increased to 92 per cent from 83 per cent in the year prior to the move.

### Jobs Created

More than 135 jobs have been created directly at the INTO Newcastle University centre. The presence of a large international community on campus sustains many more jobs throughout the University and the wider regional economy.

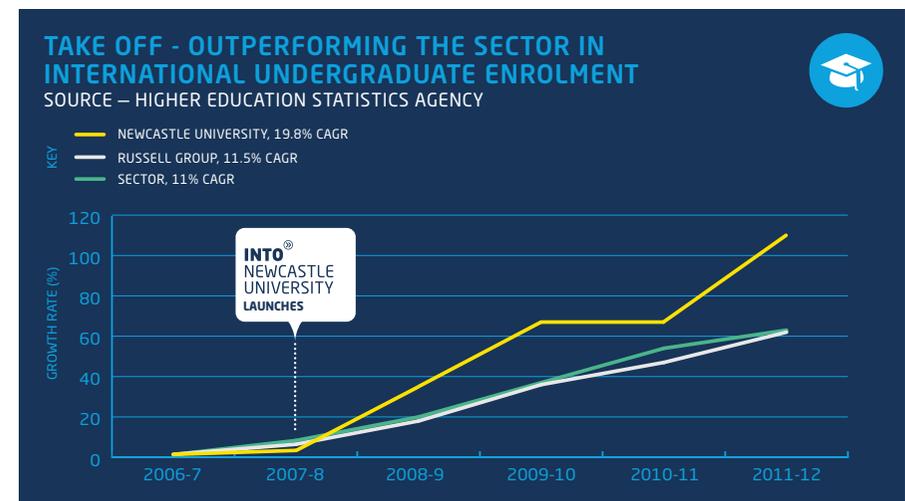
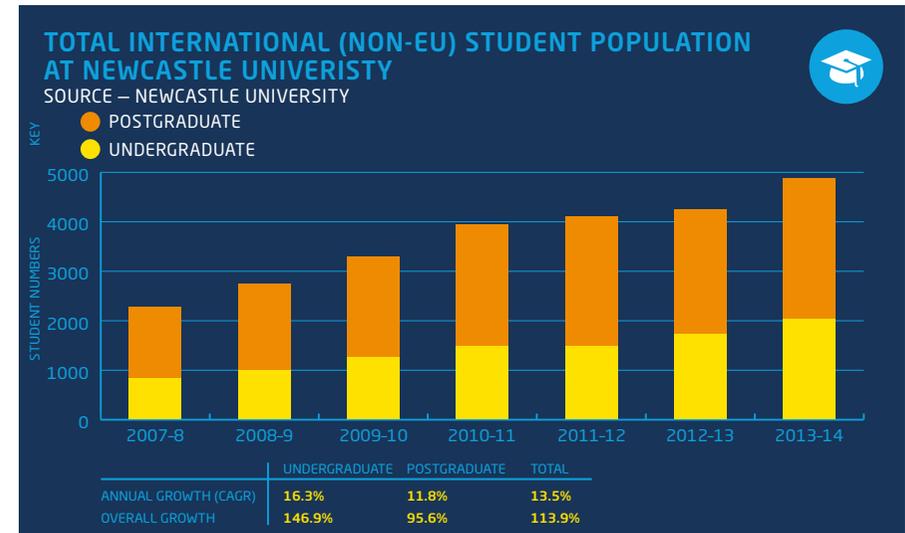
## University Impact:

### Enrolment Growth

According to data collated by HESA (the UK's national higher education statistics agency), the University has grown undergraduate international enrolment at twice the Russell Group average since the partnership with INTO began. HESA's most recent data is for the year 2011-12 – with an update due at the end of March 2014.

The acceleration in enrolment performance coincides with the launch of the INTO partnership. Indeed, more than 65 per cent of all undergraduate international enrolments have progressed to the University from the INTO centre on campus.

In 2013, more than 1200 students transferred to further study at the University following completion of an INTO programme.



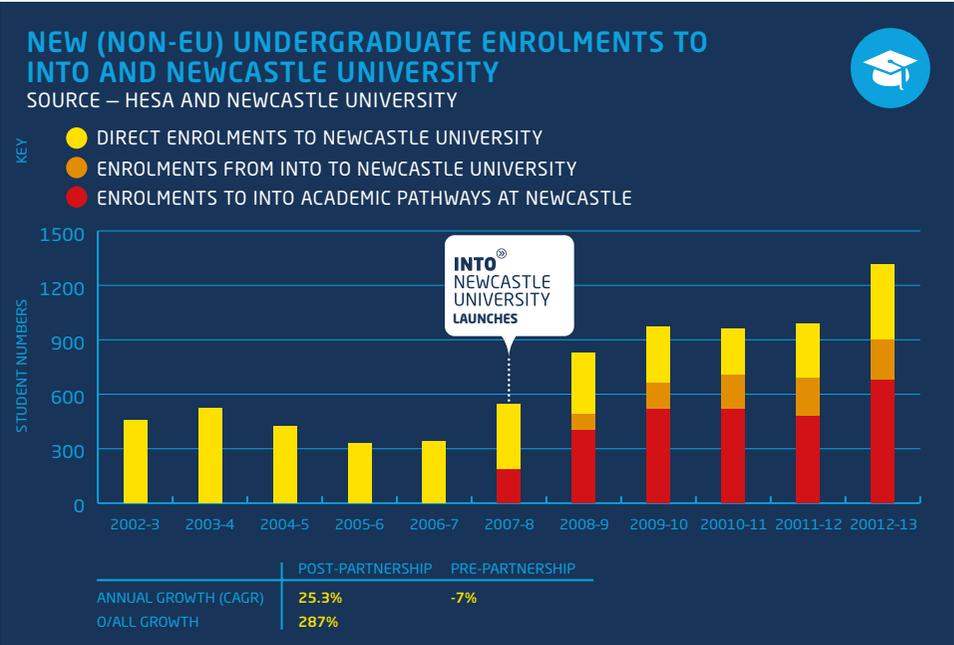
**Revenue Growth**

The partnerships has generated significant financial returns for the University which in turn has been reinvested into the development of the institution, the appointment of new faculty staff and the development of new facilities.

The INTO Newcastle University Centre itself generates annual revenues of £20 million.

**Downstream impact.**

However the downstream impact of student tuition fees is even more significant for the University. In total, the University has received an estimated £43.6 million in additional tuition revenue as a consequence of students transferring to further study.



**65%**

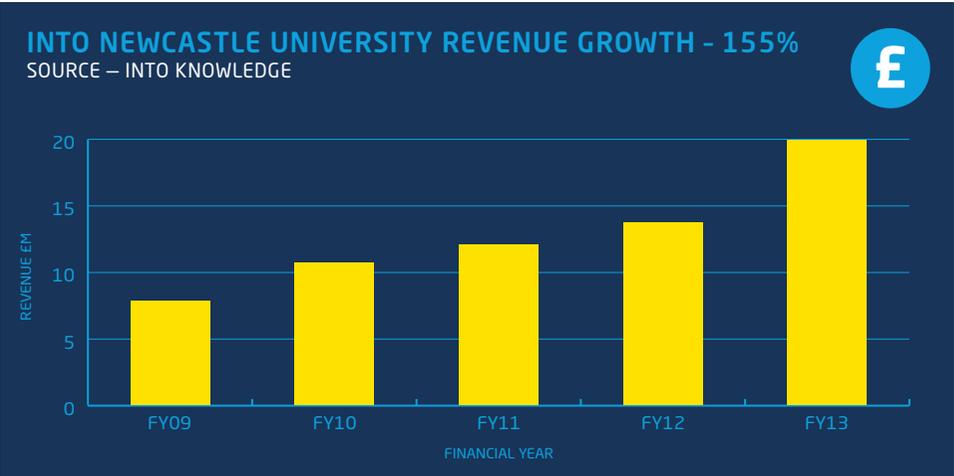
OF NEW (NON-EU) UNDERGRADUATE ENROLMENTS ARE FROM INTO

**£59.3m**

TUITION REVENUE GENERATED FROM INTO STUDENTS PROGRESSING TO HIGHER EDUCATION

OF WHICH £43.2m HAS GONE DIRECTLY TO NEWCASTLE UNIVERSITY

43.2m	NEWCASTLE UNIVERSITY
16.1m	OTHER HE



The joint venture takes its academic lead from Newcastle University – which provides academic programme design, assured articulation to undergraduate and postgraduate degrees and full quality assurance services. In addition, the University ensures students have full access to all services and facilities and sponsors those who require visas. INTO brings to the partnership a wide range of know-how, expertise and experience. Together with the University we designed the joint venture operating model, associated transaction structures and ensure full regulatory compliance. In addition to investment made by INTO University Partnerships into the joint venture and its operations, INTO has also secured significant private financing for the new INTO Newcastle University living and learning centre which opened in September 2012. Set out below is a more detailed breakdown of the services provided by INTO in support of the joint venture partnership with Newcastle University.

### **Academic Operations**

- Management and delivery of pathway programmes (academic and English Language).
- Full student services provision – including native language counselling staff, residential tutors and academic management professionals.
- Managed campus services (on and offshore).

### **Marketing and recruitment**

- Global marketing network – 31 in-country offices, managing a network of 800+ recruitment counsellors.
- Marketing collateral design and production.
- Event management – promotions, agent visits, exhibitions, staff training.
- Joint international office appointments.
- Central application processing – and customer relationship management.
- Full-service digital marketing capacity.

### **Property**

- Design and procurement advice.
- Capital procurement for buildings and construction.
- Estate and master-planning consultancy.
- Interior architecture and design.
- Facilities and maintenance management.

### **Managed Services**

- Joint Venture operational management.
- Governance services.
- Financial management and reporting.
- IT systems development, support and integration – including admissions, student records and Virtual Learning Environments.
- Human Resources – including staff development and training.
- Compliance.

### **Insight**

- Market research services.
- Insight reports.
- Strategic planning and advice.

### **Find Out More:**

To find out more, contact INTO Europe Managing Director Jeremy Lindley  
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