



Student Records Officers Conference

Linda Cowan
Managing Director

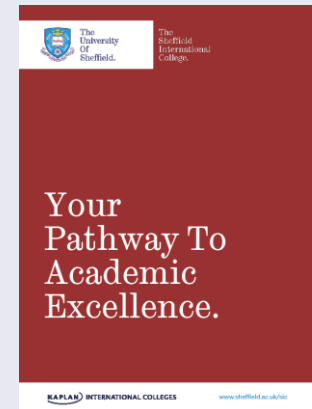
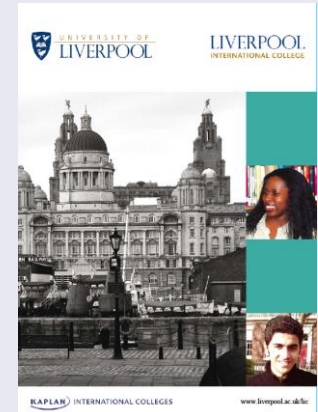
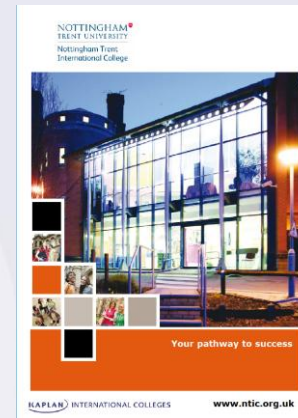
April 2011

Presentation Topics

- Public-Private Pathway Partnerships
- Case study: pathway college with Nottingham Trent University
- A private providers view of selecting a university partner

Linda Cowan

- 12 years UK HE experience (universities of Abertay, Birmingham and Newcastle)
- 2 years education experience in India
- 6 years experience with Kaplan Inc.





- Founded – 1938. Acquired by The Washington Post Company - 1985
- 2009 Revenue: \$2.6 billion
- One of the largest global, diversified education companies
- 1M students, 33,000 staff and 600 locations in 30 countries
- Partnerships with UK universities: university preparation; in-country delivery; on-line delivery; franchised and validated degree models

5 key business units



Pathway Sector in the UK

2005 – 3 public-private pathway partnerships

2011 – over 35 public-private pathway partnerships

In 2010 an estimated 20,000 students progressed from pathway programmes to UK universities

50% of the students progressed from partnerships with one of five companies: Kaplan, Cambridge Education; INTO, Navitas, Study Group

Pathway students account for an estimated £2 billion per annum to the UK economy (£600M in tuition fees and £1.34B in living costs)

70% of the students were at risk recently from proposed government changes to increase the language level to enter the UK from B1 to B2

Source: "Pathways to Prosperity", Centre Forum, Feb 2011

Kaplan's Pathway Partners



UK

- Bournemouth University
- City University London
- Cranfield University
- University of Glasgow
- University of Liverpool
- Nottingham Trent University
- University of Sheffield
- Westminster University
- To be announced (April 2011)



UAE

- Institute of Applied Technology (IAT)



US

- Northeastern University
- University of Utah



Australia

- University of Adelaide
- Murdoch University



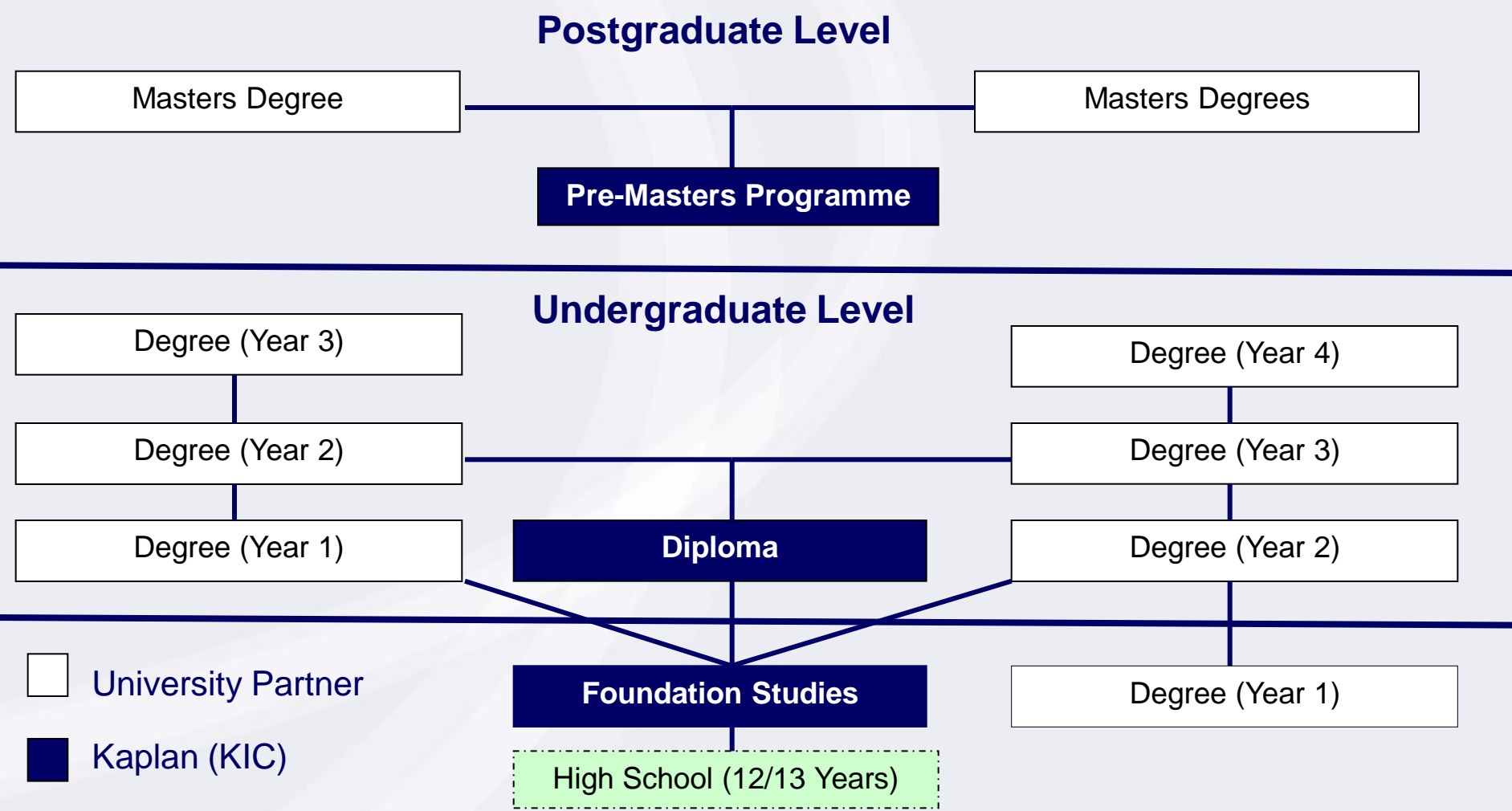
China

- Northern Consortium Partner

Kaplan is also involved in on-line, degree and transnational partnerships with UK, US and Australian universities

3 year undergraduate system

4 year undergraduate system



KIC

Responsibilities:

- Marketing & recruitment
- Hire all staff
- Collect tuition
- Design and deliver courses
- Conduct exams
- Provide student support
- Issue Certificates & Diplomas

**Quality
Students**

Reg. Source of Students

Fee for student usage

University Fees*

University

Responsibilities:

- Guaranteed entry for successful KIC students
- Access to study and social facilities for students
- Approved use of university name in promotional material
- Provision of facilities on campus for the college (optional)

Joint Academic Board

Responsibilities:

QA & programme development

* Less commission on progressing students

A Case Study: Changing Futures

Kaplan's 1st Partner in the UK

NOTTINGHAM
TRENT UNIVERSITY 

Nottingham Trent
International College

- In 2004, Kaplan came to the UK looking for University partners
- Aim: to establish around 6 pathway colleges in partnership with UK universities
- First partnership established with Nottingham Trent University.

WHY?

- Ability to move quickly as a University
 - Capacity to significantly increase its international student community
 - Strong commitment from the University's Senior Management Team
 - New University Strategy with commitment to growth in international student recruitment
 - Strong commitment to enhancing the international student experience
 - A brand with potential
-
- NTIC was launched in Spring 2005

Legal and Financial Model

- Kaplan responsible for marketing and recruitment; curriculum development and delivery; college operations; student support.
- NTU receives a share of tuition fee review for time students spend at NTIC. In return, NTU provides
 - Infrastructure and Facilities
 - Students with access to University facilities (Library, IT, Sports, Students Union, etc)
 - Approved use of the University's branding for marketing activities
 - Joint Academic Advisory Board and curriculum advice
 - Guaranteed places for NTIC students on successful completion of their programme of study at the required level
 - Scholarships for high performing NTIC students progressing to NTU
- NTU receives 100% of revenue once students progress to NTU minus any progression commission due to agents

What is in it for NTU?

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TRENT UNIVERSITY

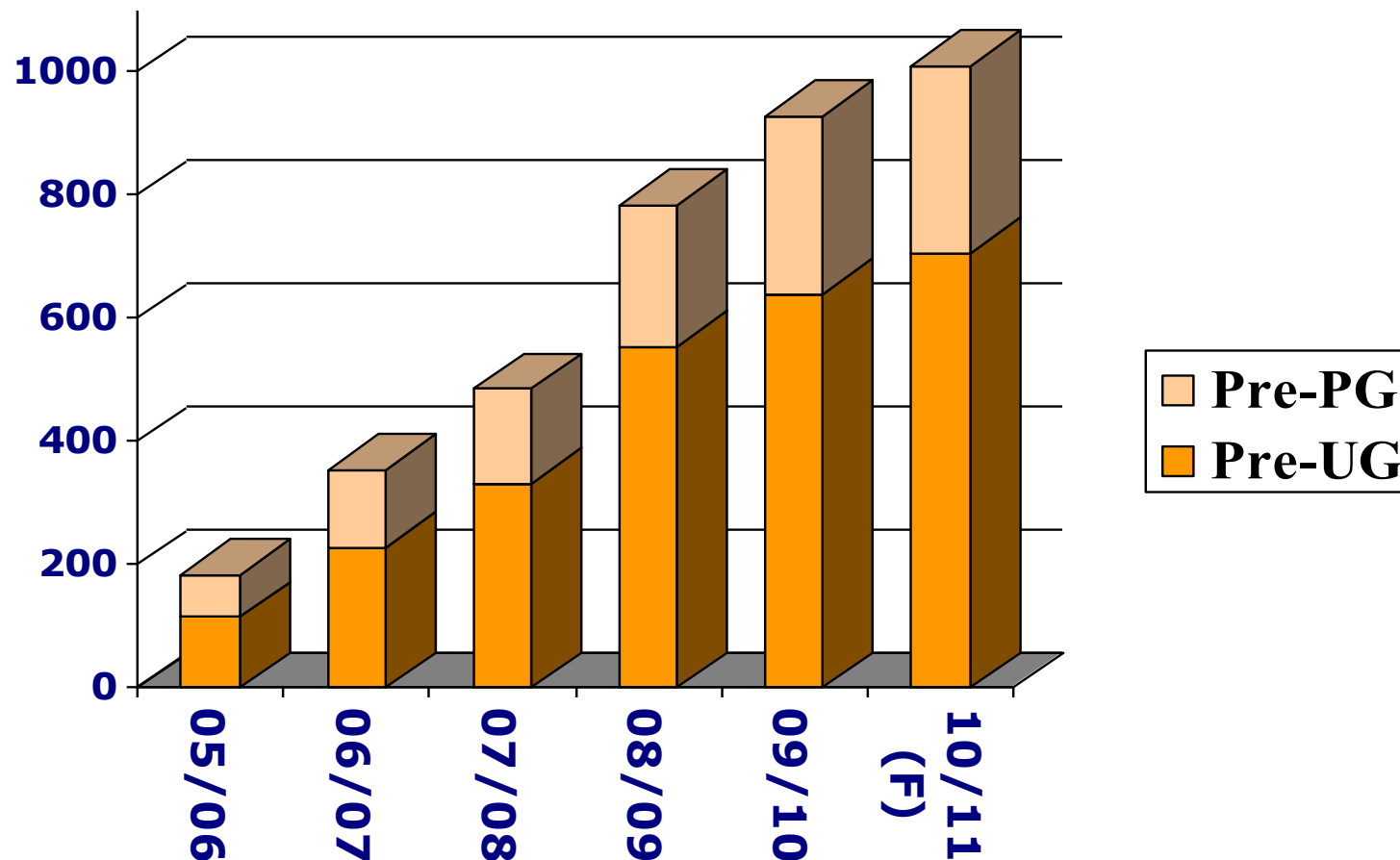
Nottingham Trent
International College

- NTU is able to leverage Kaplan's worldwide network of sales offices, agents and relationships with sponsors.
- NTU recruits international students who are well prepared for university programmes.
- NTU can use Kaplan to diversify its international student community on a nationality and/or subject basis.
- Model provides low financial risk and low academic risk to NTU.
- NTU can monitor the performance of students progressing from NTIC against direct international students and EU students.

Enrolments to NTIC increased by 403% between 05/06 and 09/10

NOTTINGHAM
TRENT UNIVERSITY

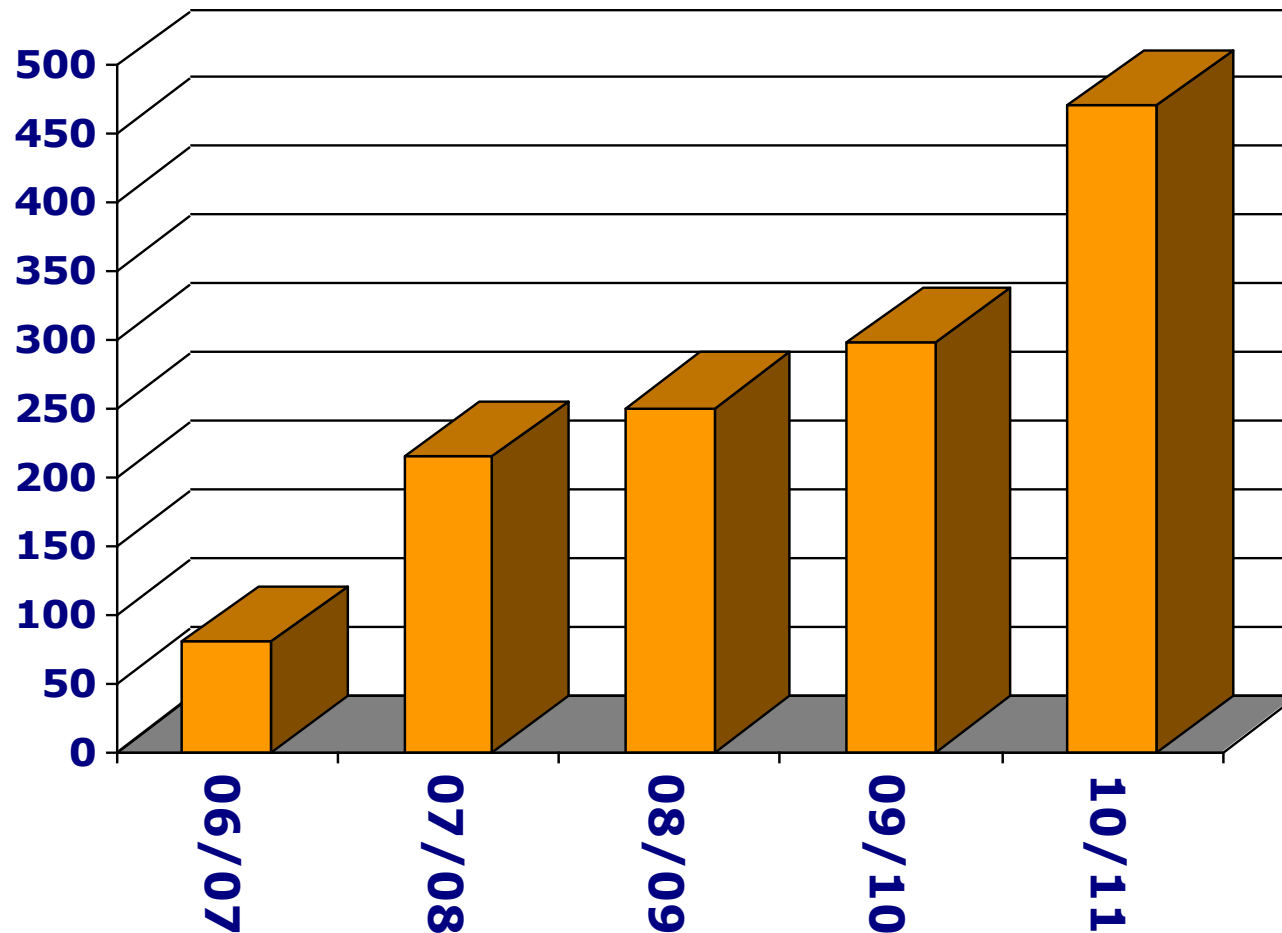
Nottingham Trent
International College



Enrolments to NTU from NTIC increased by 487% between 06/07 and 10/11

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Nottingham Trent
International College



Diversifying the international student community at NTU

- NTIC alumni now represent more than 30% of new international enrolments at NTU (up from 13% in 2006)
- Dominance of business is down from 80% in 2006 to 60% in 2010
- Conversion rate of offer to registered student has remained high (85-90%)
- Number of nationalities progressing from NTIC to NTU has increased from 13 in 2006 to 42 in 2010
- Additional students have been recruited through Kaplan's other pathway colleges in the UK and directly through Kaplan's sales activities

.....OVERALL A SUCCESSFUL PARTNERSHIP

What do we look for in a University Partner?



Strategic commitment to international students



Support of the partnership from a senior level



Collaborative approach to recruitment, quality assurance, monitoring student performance



Ability to provide the support necessary to ensure the success of the operation – facilities, service levels, places for students



Trust, commitment and long term approach



.....Any Questions?