

# Why Every University Should Care About Recruiting International Students

In the global world that is higher education, colleges around the world compete with each other for staff, students and research contracts. Why this competition? The answer lies in the financial and cultural implications of global diversity and international students on University profitability, performance and student development.

Lets first look at the financial implications. Within the UK cuts to the Business, Innovation and Skills budget have had a significant impact on Higher Education Institutes who must now seek alternative funding to cover the shortfall in resources required for campus upkeep, capital equipment and staffing.

The numbers of domestic students Universities are permitted to accept is centrally determined by the government, with International students offering an additional revenue stream. International students generate three to four times the annual revenue of domestic students making the recruitment and retention of international students essential for future University performance and development.

For students University presents a unique opportunity to meet people with different values and behaviours, gain new perspectives and improve social skills. This cultural diversity prepares students for future success, teaching the sensitivity to human differences and ability to relate to people from different cultural backgrounds required to succeed in todays global workplace.

With a rich cultural history and a top-class education system (3 of the top 10 global Universities are based in the UK) the UK attracts a large proportion of international students globally. More than 430,000 students travel from overseas to study in the UK, making it the number two choice for international students, second only to the US.





# **Sponsorship Duties**

**Key Considerations For Tier4 Sponsors** 

Introduced in 2009 to control the entry of students to the UK from outside the European Union, UKVI sets out a series of strict guidelines Higher Education Institutes must adhere to with regards to international students. Achieving and retaining a Tier 4 licence requires HEI to show they can fulfil and are fulfilling sponsorship duties as outlined below;

- Act honestly in all dealings with the Home Office a sponsor must disclose all relevant information when it applies for a Tier 4 license or assigns a Confirmation of Acceptance for Studies (CAS)
- ☐ Take responsibility for all its Tier 4 students while sponsoring them including ensuring prospective students are genuine, can comply with the Immigration Rules, enrol on their designated course, comply with their conditions of leave and see their course through to completion.
- Ensure that concerns about the conduct and integrity of Tier 4 students are treated consistently with other students, including taking appropriate action where students are found to have used deception to gain advantage in their studies.
- Comply with all aspects of the Immigration Rules and sponsor guidance and support immigration control.
- Co-operate with the home office by allowing its staff immediate access to any of its sites on request.
- Sponsors must keep a paper or electronic record of all documents outlined in Appendix D
- Provide evidence of attendance within 21 days of the request, providing all the information requested

Protecting Your Status.

# **Ensure Compliance**

In 2012 two UK Universities had their licenses suspended due to problems with enforcement of visa regulations. The implications of this decision, a detrimental effect on the universities existing international student populations rights to remain and study within the UK and increased financial pressure on the institutions due to the financial loss of revenue from these international students.

To ensure your University remains compliant a proactive approach to Attendance Monitoring on campus is required. Universities must capture international student attendance and alert the Home Office where attendance falls below the minimum threshold. To alleviate the administrative burden associated with collating paper-based attendance statistics a digital Attendance Monitoring and Engagement solution is advised.



### The Student

International students must also take responsibility for their attendance and engagement on campus. With access to their real-time interaction on campus, attendance percentages and the ability to submit absence requests a student attendance monitoring system should provide students with the tools to succeed, benefiting both the student and HEI.



## **Transforming Technologies:**

# **Attendance Monitoring**

The implementation of a digital Student Attendance Monitoring System transforms UKVI compliance procedures, reducing the risk of error associated with paper based attendance monitoring and alleviating the administrative burden associated with UKVI reporting.

Leaders in the development of UKVI compliant Student Attendance Monitoring software, TDS Student offers a number of add on benefits including;

### ☐ Improved Retention Rates

Triggered alerts assist the academic team in identifying "at risk" students enabling them to take a pro-active approach to pastoral care. The system facilitates two way communication between academic staff and students, automatically reaching out when student attendance falls below a university defined threshold. By actively engaging with at risk students, universities can pre-empt dropout and thus improve retention rates.

#### ■ Enhanced Academic Performance

With a direct positive correlation between attendance and academic performance TDS Student places the onus for attendance firmly in the hands of the student. This technique has proven successful in the improvement of attendance rates and as a result academic performance.

### ■ Improved Facilities Management

Detailed real-time reporting enables Universities to develop insights into room utilisation on campus offering efficiencies in facilities management across campus "TDS Student ensures GCU meets Student Attendance Reporting Requirements, assists in academic support, reduces administrative burden and helps retain students"

Stephen Lopez Academic Registrar, Glasgow Caledonian University





**Protect Your Tier 4 Status** 

Request a TDS Student Demo

