The New Landscape of Higher Education:
pathways • partnerships • performance

Wednesday 2 & Thursday 3 December 2015
Regent’s University London

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The 21st century university is complicated. By some accounts, take international student mobility, globally distributed institutions and MOOCs, higher education has never been more open and entrepreneurial. But at the same time, universities must contend with growing regulation at home as governments grapple with the seemingly impossible formula of widening access, improving quality and lowering cost.

The 2015 Observatory conference will attempt to make sense of some of this complexity by evaluating the following trends and initiatives:

• **Pathways & Progression**
  After more than a decade, have university alliances with pathway companies, common in Australia and UK and increasingly elsewhere, been a success? We explore new data on this dynamic market and hear from companies and institutions.

• **Transnational Education**
  With more than 20 year of experience with transnational education (TNE) from branch campus to partnerships with local institutions, what has been the impact for students, institutions and host countries? We look at case studies around the world, from Beijing to Dubai, involving UK and Australian universities.

• **Multinational Universities**
  To compete nationally and globally, the average institution may simply be too small. Do mergers offer the opportunity to consolidate precious resources and drive efficiency? Does the world need fewer, stronger university brands? We examine the merger between a UK and a US institution, and ask whether this is the start of a trend.

• **Online Learning**
  Online learning always promises the earth but has a mixed track record. Is online a good fit for the average student, and how can technology ensure a compelling as well as convenient student experience? MOOCs are free but are they really an alternative to a degree? We debate institutions with long experience in this area and vendors who are convinced online is the next big thing.

This unique event is highly recommended for institutions and policymakers seeking new insights into the promise and pitfalls of the new higher education landscape.

### Current Programme

**Wednesday 2 December**

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<td>17:15-18:00</td>
<td><strong>Registration and Refreshments</strong></td>
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<td>18:00-18:45</td>
<td><strong>Session 1 – Welcome and Keynote</strong></td>
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<td><strong>Welcome:</strong> <a href="#">Professor Aldwyn Cooper</a>, Vice-Chancellor and CEO, Regent’s University London</td>
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<td><strong>Keynote:</strong> <a href="#">Jayne Rowley</a>, Higher Education Degree Datacheck (HEDD)</td>
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<td><strong>Keynote: The Dark Side: borderless fraud in higher education</strong></td>
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<td>The globalisation of higher education offers many benefits but also widens scope for fraud. As individuals, universities and companies straddle borders, credential assurance is more important than ever. Higher Education Degree Datacheck (HEDD) was launched in 2011 as the UK’s official service for employers, universities and others to verify whether a candidate is a former or current student, the award and grade received and dates of attendance. Jayne Rowley will reflect on the reality of fraud, HEDD’s progress to date and future plans.</td>
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<td>18:45-19:15</td>
<td><strong>Question and Answer Session</strong></td>
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<td>Facilitated by: <a href="#">Carolyn Campbell</a>, Senior Consultant, The Observatory on Borderless Higher Education</td>
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<td>19:15-20:00</td>
<td><strong>Canapé and Drinks Reception</strong></td>
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### Current Programme

#### Thursday 3 December

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<td>08:30-09:00</td>
<td>Registration and Refreshments</td>
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<tr>
<td>09:00-09:15</td>
<td><strong>Welcome</strong>&lt;br&gt;Professor Sir Drummond Bone, Master of Balliol College, University of Oxford; Chairman, i-graduate &amp; The Observatory on Borderless Higher Education</td>
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<td>09:15-10:15</td>
<td><strong>Session 2 – TEF: learning from other countries and accommodating innovation</strong>&lt;br&gt;Carolyn Campbell, Senior Consultant, The Observatory on Borderless Higher Education&lt;br&gt;Richard Garrett, Director, The Observatory on Borderless Higher Education and Chief Research Officer, Eduventures (Boston, USA)&lt;br&gt;Dorte Kristoffersen, Deputy Executive Director, Hong Kong Council for Accreditation of Academic and Vocational Qualifications&lt;br&gt;In England, the hot topic in higher education is the Teaching Excellence Framework (TEF), a government scheme to raise the status and quality of teaching and improve student choice. Further details emerged in the November ‘Green Paper’, and the consultation period ends 15 January 2016. The backdrop is England’s recent move to higher tuition fees, scrutiny of value-for-money and conviction that the country needs to boost educational attainment to remain economically competitive. This session will review the latest thinking on the proposed TEF, and reflect on similar efforts in the US and Hong Kong. We will also explore the extent to which innovations such as pathway programs, TNE and online learning will or should fall under the TEF.</td>
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<td>10:15-11:15</td>
<td><strong>Session 3 – Pathways &amp; Progression: lessons from a decade of partnership</strong>&lt;br&gt;Carolyn Walker, Academic Director, INTO at the University of Exeter&lt;br&gt;The ‘pathway idea’ was a breakthrough – a way to help less prepared and less well-off international students seek a degree abroad. The model is positioned as a win-win. Companies expanded the market, universities outsourced a non-core activity and saw a new stream of students, and students were guaranteed admission upon successful completion. Now many UK, Australian and a growing number of other universities, have pathway programmes – how should this trend be evaluated? How do pathway students compare with other international students, in terms of quality, retention and satisfaction? How are pathway models evolving, and why have some universities decided against this kind of partnership?</td>
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<td>11:15-11:30</td>
<td>Morning Break</td>
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<td>11:30-12:30</td>
<td><strong>Session 4 – Online Learning: degrees, nanodegrees and MOOCs</strong>&lt;br&gt;John N Endrud, SVP, Market Strategy and Development, Wiley Education Services&lt;br&gt;Robin Middlehurst, Professor of Higher Education and External Policy Adviser, Kingston University and Higher Education Academy, UK&lt;br&gt;Rajay Naik, CEO, Keypath Education (Europe)&lt;br&gt;The US experience confirms that a large number of adults are attracted to the convenience of online degrees, but data on student completion and value-for-money is mixed. The MOOC explosion has attracted tens of millions of learners, offering free self-paced courses from top universities but without the complexity of conventional assessment and degrees. In 2015, can the online student experience be compelling as well as convenient? How should universities evaluate a new breed of vendor that seeks to co-develop and market online degrees, and sees potential internationally? Can these companies really deliver on generation of large number of quality student leads? Finally, is the nanodegree, 6-12 month cut-price courses of study offered by some MOOC providers, a rival to the degree itself?</td>
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<td>Lunch</td>
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Thursday 3 December

13:30-14:30  
**Session 5 – Building a Global Institution: nurturing innovation, navigating international QA**  
Christopher Hill, Director Research Training and Academic Development and Academic Director PGCHE  
University of Nottingham Malaysia Campus  
Martin Lockett, Global Dean, Academic Affairs, Hult International Business School & Ashridge (the newly merged Ashridge (UK) and Hult (US) business schools)

This session considers two very different conceptions of the “multinational university”. First we will gain insight into an unprecedented merger between a UK and a US institution- Ashridge Business School and Hult International Business School. The combined institution boasts seven campuses in four countries, and is dubbed a “Global Business School”. We will explore rationales for the Ashridge-Hult alliance, the challenges encountered and the systems being put in place to ensure operations on a global scale. Is this merger a one-off or the start of a trend? Second we will hear the latest on the University of Nottingham model. Nottingham was the first UK university to open a campus in Malaysia, and the first foreign university to open a campus in China. The multi-campus approach is positioned as offering Nottingham a unique advantage in terms of staff and student mobility, graduate employability and research cooperation. With a decade’s experience in both countries, to what extent has this vision been realized?

14:30-15:30  
**Session 6 – Evaluating TNE from University and Host Country Perspectives**  
Sam Baille, Manager, International Partnerships and Development, RMIT University  
Yue Chen, Director of Joint China Programme, Queen Mary University of London  
Warren Fox, Chief of Higher Education, Knowledge & Human Development Authority, Dubai  
Dorte Kristoffersen, Deputy Executive Director, Hong Kong Council for Accreditation of Academic and Vocational Qualifications

Many universities and host countries now have considerable experience with TNE. Some host countries have taken a strategic approach to TNE, seeing the presence of foreign institutions as an attractive way to add know-how and capacity, mentor local institutions and attract international students. This session considers two experienced TNE hosts – Hong Kong and UAE. How have these hosts managed TNE and how have expectations, regulations and models evolved?

In addition, the session looks at two institutional cases studies – Australia’s RMIT and the UK’s Queen Mary University of London; institutions with a long history of TNE activity.

15:30-15:45  
**Afternoon Break**

15:45-16:45  
**Session 7 – The New Landscape of Higher Education: making sense of complexity**

This final panel will reflect on the big questions raised during the day, such as:  
- How can tools like the TEF drive institutional improvement and innovation?  
- MOOCs were over-hyped but do they still represent the kernel of major disruption?  
- International expansion – mergers versus branch campuses?  
- What makes successful TNE partnerships, for students, institutions and governments?

16:45-17:15  
**Closing Comments and Q&A - Will Archer, CEO, i-graduate**

17:15-18:00  
**Drinks Reception**

The Venue  
Regent’s University London, Regent’s Park, Inner Circle, London, NW1 4NS  
Situated in Regent’s Park, Regents University London has a few underground station and railway stations nearby. The closest is Baker Street, which is about a nine minute walk.

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<tr>
<th>Standard</th>
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<td>495 GBP plus VAT</td>
<td>325 GBP plus VAT</td>
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