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University of Plymouth

Strategies in this series include:

Human Resources
Research and Innovation
Teaching and Learning

Internationalisation Strategy 2009 - 2012

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International students

Quotes from our students

"The University of Plymouth has created a harmonious environment between the lecturers and students and makes her students feel confident and supported, both academically and socially."

Student, China

"Great location, good lifestyle, safe city. Some departments of the university are among the best in the country. It is also one of the most heavily funded and improving universities in the country."

Student, Greece

"It's a great university in a wonderful location. It has given me the opportunity of a lifetime and the chance to meet some really great people while still being able to travel and see the UK and Europe. Facilities are great and accommodation is nice and it is very easy to meet new people."

Student, Canada

University of Plymouth Internationalisation Strategy 2009 - 2012



Transforming lives through Partnership

- The University of Plymouth has a national and international reputation for excellence in teaching and learning; we aim to build on this excellence, transforming our students' lives through knowledge;
- We aspire to be *the* enterprise university. In partnership with business, public and voluntary sectors, we will play a distinctive role in the development, application and exchange of knowledge in the city and beyond;
- We value the application of knowledge in a diverse global community and we understand the importance of the sustainability agenda in maintaining the global environment. We will encourage students and staff in developing the cross-cultural ethos and sustainability skills needed by global citizens in the 21st century.

The Plymouth Experience

The student experience at Plymouth draws inspiration from the spirit of discovery that marks our region's maritime and industrial heritage, and from its unique natural environment. We believe Plymouth graduates make a major contribution, to global business and society. We are committed to developing graduates who are ready to take their place as active, co-operative and responsible citizens in society both locally and globally.

Developing an International approach

- Internationalisation is central to the development of the University of Plymouth. The South West region is less multicultural than many parts of the UK, and the university can and will be a powerful agent in fostering cultural diversity and tolerance.
- There will be mutual benefit from having students and staff from a diverse range of backgrounds and the curriculum will be enhanced by the introduction of a more pronounced global perspective.
- Students, whether from the UK or elsewhere, will benefit from interaction with fellow students from different backgrounds and cultures, and the educational experience will be more challenging, stimulating and valuable through the introduction of cross-cultural perspectives.
- The region in general will benefit from an increasing emphasis on multiculturalism, which will enhance both the culture and the economy of the peninsula.



International students

"The lecturers were brilliant and very helpful during the course especially my course co-ordinator who helped me throughout my course and even at difficult times he took some of his valuable time to guide me."

Student, India

"Studying here had been a very good experience, both academically and socially. I gained a lot of new experiences and I am very much more focused now in line with my career progression than I was before coming to the University."

Student, Nigeria

"The International welcome group was very nice and helpful. They made my first few weeks here very memorable and helped me get comfortable in my new surroundings. Overall I have had a good experience here as an international student studying abroad."

Student, USA

International recognition

A University of Plymouth lecturer has become the first UK member elected to the governing body of one of India's most prestigious scientific organisations - securing the position ahead of some of the country's leading scientists.

Biological sciences lecturer, Dr Awadhesh Jha who is a life member of the prominent Indian Society of Cell Biology, succeeded in securing one of the 12 Executive Committee positions despite there being over 40 nominations for leading Indian scientists.

The Indian Society of Cell Biology, established over 30 years ago, is a highly prestigious organisation which all of the country's leading biologists across academia, industry and government belong to. The society plays an important role in policy to improve biology teaching and laboratory work in all colleges and universities in India, as well as the promotion of research in cell and molecular biology.

The Plymouth learning community

At the University of Plymouth, we see internationalisation as a partnership between both Higher Education establishments and other stakeholders. We encourage all students to look outwards from the university, working with staff and external agencies to gain experience of the professional world both in the UK and overseas. We encourage staff to demonstrate an open, friendly and caring approach to students and colleagues and to foster an inclusive community and respect of culture. The university will provide the frameworks, agreements and guidance to support staff and students in meeting these international aspirations.

Joakim Boren, BA (Hons) Design Photography

Stockholm-born photographer, Joakim Boren was named the 'Most Innovative Newcomer' at the Media Innovation Awards in 2009. He studied Design Photography at Plymouth and has worked as a freelance photographer since 2005, specialising in fashion, architecture and location photography. Joakim now runs his own business from the university's Formation Zone, splitting his time between the South West and London.



Anaisa Franco, MA Digital Art and Technology

Anaisa's experience of developing an installation art project as part of her MA in Digital Art and Technology at Plymouth won her the role of Artist in Residence at Mecad in Barcelona. Mecad is an arts centre that links formal education with innovative and experimental approaches to media art. Anaisa's installation allows robots to exchange 'memories'. When she returns to her home country of Brazil, Anaisa hopes to continue her art installation work by building a specialist Media Lab.



Key themes

Key theme 1 – The delivery of an exceptional student experience

To deliver a world-class academic, social and personal experience for all students studying at Plymouth in order to ensure that they are fully supported in the achievement of their individual development potential.

- We will encourage UK student and staff mobility, developing ways, such as scholarships, to attract students to study abroad and overseas internships.
- We will ensure that international students are made to feel welcome and are given a full induction on arrival, looking at ways to make this transition easier for students and using the i-graduate barometer to measure satisfaction and areas for improvement.
- We will work with Schools, Professional teams, alumni and the Students' Union to develop strategies to enhance the experience of international students and optimise their positive impact on the student body and local community.
- We will focus on developing employability opportunities for international students, including the provision of work experience, placements and internships.

Key theme 2 – Continue to develop the internationalisation of our curriculum

The development of distinctive programmes and curricula with an international dimension to provide Plymouth students with an international outlook and the skills required for working in the global economy, including enhanced opportunities to study and work overseas.

- We will develop and embed the concept of 'global citizenship' within our curricula.
- We will develop the global outlook of all students through developments in the curriculum, the promotion of study abroad and exchange opportunities through international placements and internships.
- We will ensure the inclusion of international themes in all new degree programmes and update programmes where appropriate following professional/statutory body review.
- We will introduce new programmes in response to demand from overseas markets.

Developing Global Curriculum

The University of Plymouth is part of a key project called 'Developing a Global Curriculum for Engineering'. This project is supported by the Department for International Development and is coordinated by the organisation Engineers Against Poverty. The University of Plymouth is one of seven universities implementing this three year project.

The Masters in International Relations: Global Security and Development includes a number of modules which explore international development issues in Sub-Saharan Africa, South East Asia, the Middle East and Europe.

It is taught by a cross-faculty team from Human Geography, International Relations and Politics. Staff have recently undertaken field research in a range of countries, from Egypt to South Africa, Tunisia to Iran and these experiences contribute to lively and well-informed seminars on the reality of development, democratisation and human rights across the world. In recent years, the course has attracted students from China, Qatar, Hong Kong, Iran and Iraq.

Building strong partnerships

The University of Plymouth has an exciting student and staff exchange programme with Brazil, which aims to create strong research links between the two countries.

The 'UoP Brazilian Connections' supported by the British Council's International Networking for Young Scientists grant (INYS) enables staff and postgraduate students to collaborate on research projects with two leading Brazilian Universities – the Federal Universities of Santa Catarina (South East Brazil) and Paraiba (North East Brazil).
"This agreement is a really exciting opportunity for our staff and postgraduate students to take part in leading-edge international research, gaining a truly global scientific experience whilst working in a different climatic and cultural region. This could also lead to potential international employment opportunities for our graduates."

Dr Petra-Manuela Schuwerack, Marine Sciences Senior Lecturer at the University of Plymouth at BRNC.

Key theme 3 – Attracting international students

The ongoing development of the recruitment of overseas students to study at Plymouth from new and existing markets in order to sustain a diverse and multi-cultural student body.

- We will seek to increase our recruitment of international students and increase the number of countries represented in our international student body. Our recruitment of overseas students will be worldwide, but our efforts will in the short term be focused on China, India, Europe and South East Asia and the Middle-East. In the medium term we will seek to branch out into other areas such as Central and South America and Africa.
- We will work with colleges, international schools in the UK and overseas partners to provide a diversity of progression opportunities for international students to study at the university.
- We will work to enhance our offer turnaround time, reviewing recruitment and admissions processes and deliver year-on-year improvements.
- We will ensure that our offer and programme scheduling is appropriate to the demands of international students. In the short term this will lead to a focus on business, computing, engineering, health and shipping/logistics. In the longer term we will seek to attract increasing numbers of students in the arts, marine science and engineering, and sustainable transport.
- We will develop our agent network building on the success of the agents' conference and review the benefits package, for example, commission arrangements.

Key theme 4 – Develop multi-cultural and internationally active staff

The development of staff who are international in perspective and who are actively engaged with our research and teaching overseas through a network of partner organisations.

- We will seek to attract, recruit, retain and support excellent staff from across the world.
- We will develop a series of professional development training courses to encourage staff to have a more international approach in their curriculum development, teaching and assessment.
- We will provide opportunities to raise staff awareness of internationalisation and reward outstanding contributions to this area of activity.

- We will ensure all new staff and Governors are introduced to the internationalisation agenda in their induction sessions.
- We will encourage opportunities for international scholars to visit the university and engage in academic activities with students and staff.
- We will provide opportunities for all staff to engage in international activities through our growing network of international partners, sabbaticals, attendance at international conferences, through Erasmus and related schemes.

Key theme 5 – Develop a proactive and strategic approach to partnership development

A review of academic partnerships to ensure alignment with our core mission and to facilitate new enterprising opportunities, including short-course development and Continuing Professional Development (CPD) opportunities.

- We will develop 'good partner' criteria and look for alignment on mission, vision and values with our emphasis on enterprise, excellence in teaching and learning, and targeted areas of research activity.
- We will look at developing 'whole institution' partnerships and undertake market research to identify suitable international partners, with a focus on Europe, Asia Pacific, North and South America and South Africa.
- We will develop a template for partnership contracts involving more formal links involving disciplines or groups of disciplines.
- We will develop a strategy for academic partnerships based on a targeted market-based approach, and an understanding of academic needs.



Building whole institution links

The University of Plymouth signed a Memorandum of Understanding with Shanghai Maritime University to begin to build stronger links between the two institutions. Vice-Chancellor, Professor Wendy Purcell travelled to Shanghai to meet with President Yu Shicheng and discuss shared opportunities and values. Shanghai Maritime University has a brand new campus on the edge of the City and 30km away from one of the biggest and busiest ports in the world.

International Research

The University of Plymouth is one of only two UK universities selected to take part in a landmark pan-European marine project worth €55M. The Universities of Plymouth and Reading have joined forces with 60 of the leading marine organisations across Europe, to carry out the landmark MyOcean project. Funded by the European Commission, the ambitious project aims to create the first-ever European-wide resource for ocean monitoring and forecasting by integrating the research skills and expertise across 28 countries.

The University of Plymouth's role in the project will be to contribute its expertise to the numerical modelling of ocean dynamics and calibration/validation of prognostic services in the Black Sea, an area of research where the university has already achieved an international reputation.

www.myocean.eu.org

Key theme 6 – The international development of our research, enterprise and knowledge transfer

Increase activity with business clients, Government and regional agencies and other commercial partners to develop new international market opportunities for research, innovation, enterprise and knowledge transfer and related activities.

- We will use the audit into overseas research activities, links and partnerships, to look for ways to maximise these opportunities.
- We will promote international activities and funding sources with the Research and Enterprise Directorate actively promoting these schemes.
- We will establish close links between university innovation clusters and those overseas and grow our international knowledge transfer activity by extending relationships with international business and employer networks.
- We will drive forward international interactions showcasing and promoting activities on our website.

Key theme 7 – The development of new international markets through new and innovative blended learning teaching models

The development of the university's technology enhanced learning (TEL) strategy in order to exploit new international markets and extend the international reach of Plymouth through alternative distribution modes.

- We will ensure that our distance learning platform is fit for purpose and appropriately supported.
- We will undertake a portfolio review in order to identify those courses suitable and in demand for development within this area.
- We will develop a sales and marketing strategy to promote new learning opportunities in key overseas markets, especially in China, India, the Middle East and the Asia Pacific region in order to achieve defined penetration targets.

Key theme 8 – Developing our engagement with Europe

A focus on developing our engagement with Europe, specifically in terms of compliance with Bologna and the exploitation of opportunities within the European Higher Education Area

- We will develop a number of key partnerships and strategic alliances in Europe for enhanced collaborative activities.
- We will ensure and that all staff and students are aware of the implications of Bologna and the European Higher Education Area.
- We will access funding opportunities within Europe for research, curriculum development, knowledge transfer and outreach activity.
- We will seek to recruit additional numbers of undergraduate, postgraduate and study abroad students in Europe.
- We will increase the number of students and staff taking up mobility opportunities in other European countries through schemes such as Erasmus.

International Research

The university's School of Computing, Communications & Electronics is pioneering an international approach to Post-Graduate Research activity in the formation of remote research nodes aligned to established research centres within the university.

Currently, the School has successful relations with nodes in Darmstadt, Milan and Zurich, relating to the disciplines of computer networks/security and digital arts.

PostGrad students register for an MPhil or PhD with Plymouth, but receive their primary supervision from academics at their own location. Such students still receive all the benefits (and follow the same process) as their Plymouth-based counterparts, and have at least one Plymouth academic on their supervision team.

The Darmstadt node now has 17 registered students, and has already produced two successful graduates.

The first of these, Dr Klaus-Peter Fischer, graduated in December 2007 and is pictured below with supervisors Prof. Steven Furnell from Plymouth and Prof. Dr. Udo Bleimann from Darmstadt.



International Alumni

Naomi Itonaga, MSc Zoo Conservation Biology

Naomi wanted a truly international flavour to her studies. Having undertaken her first degree in the US she came to Plymouth to study MSc Zoo Conservation Biology. Benefiting from the small class sizes, Naomi was able to build her communication skills through class discussions, presentations and group work. Naomi is now completing a PhD in Germany and she plans to return to Japan to work in conservation biology research.

Juliette Dorizo, BSc (Hons) Applied Statistics and Mathematics

Juliette had never travelled overseas when she came from the Seychelles to study at the University of Plymouth. After gaining a First Class degree and IMA (Institute of Mathematics and its Applications) award, Juliette returned home to be named the best-returned graduate by the government of the Seychelles. Today Juliette is working in exactly the role she wanted, combining science with statistics and working alongside scientists as a Fisheries Statistician within the Seychelles' government.

Key theme 9 – Maximising stakeholder and alumni international contacts

A focus on gaining maximum benefit from our stakeholder and alumni links to provide an enhanced student experience and more opportunities for staff.

- We will build and maintain stronger links with our international alumni and develop them as ambassadors and mentors for the university, helping in the recruitment of students and forging links with other organisations
- We will develop international and European employer links through our alumni network.
- We will work with alumni networks and international business partners to establish scholarships for international students donated by international alumni, companies or organisations.

Key theme 10 - Embedding and sustaining internationalisation

Ensuring internationalisation is firmly embedded into the core activities of the university and creating an enabling structure to maintain and develop opportunities as they arise.

- We will ensure that the International Office have staff with regional expertise to provide sufficient and timely advice.
- We will identify internationalisation champions within faculties and directorates to promote internationalisation, the benefits and opportunities to others.
- We will ensure a high level of strategic priority is given to internationalisation with a member of the Office of the Vice-Chancellor (OVC) given specific responsibility for international development.
- We will continue to develop and shape future international opportunities through the OVC International Advisory Group, with representation from faculties, Marketing and Communication, Research & Enterprise and Registry.

Wayne Wang, MSc Tourism and Hospitality Management

The skills Wayne learnt at Plymouth provided valuable experience for working in the service industry. After gaining his qualification, Wayne returned to China just as the country was preparing to host the Olympic Games - perfect timing with more than ten international hotels opening in Beijing. Wayne was initially recruited as a Training Officer by Park Hyatt and now works at the Fairmont in Beijing heading up staff training. He recognises that hotel careers may be hard work, but believes that his experience at Plymouth equipped him to approach life with confidence.

Raymond Fleetwood, European Integrated Masters Programme, (EIMP)

Originally from Washington DC, Raymond relocated to Zurich to teach English. While there, he decided to study the EIMP because of its focus on professional development and its connection to teaching practice and working with students. He studied the University of Plymouth course at the Solothurn campus in Switzerland. Today he continues to teach in Switzerland and has also assumed the duties of Chief of Finance for the school.

