ENIC NORTH 2024

Technology & Innovation Centre, University of Strathclyde, Glasgow

Tuesday 30 April 2024

Programme schedule

08:30 - 09:00 Registration, refreshments and networking

09:00 - 10:00 Start of day plenary panel

10:05 - 10:55 Breakout Sessions 1

10.55 - 11:25 Refreshments and networking break

11:25 - 12:15 Breakout Sessions 2

12:15 - 13:30 Lunch and networking

13:30 - 14:20 Breakout Sessions 3

14:20 - 14:50 Refreshments and networking break

14:50 - 15:40 Breakout Sessions 4

15:45 - 16:00 End of day plenary

16:00 - 17:00 Drinks and networking reception

17:00 - End of conference
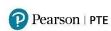
Please see session and speaker information below.

Please note all sessions are subject to change.

Registration and refreshments – 08:30 – 09:00

Start of day plenary panel - 09:00 – 10.00

Welcome

Tracy Ferrier, Managing Director of UK ENIC

Marc Habbema, Manager Business Development, OMPT

Insights for Internationalisation – a panel discussion

Panellists: *Prof James Miller FRSE, Principal and Vice-Chancellor, University of the West of Scotland; Susanna Galvan Hernandez, Executive Director, Taith; and Dr Suzanna Tomassi, Higher Education Specialist, Department for Business and Trade*

Chair: *Tracy Ferrier, Managing Director of UK ENIC*

Every conference delegate will be automatically registered for the start of day plenary.

Session 1 – 10:05 – 10.55

Different approaches required internationally – a panel discussion

Speakers: Helen Templar, Head of International Partnerships, University of Strathclyde; and Tom Allardyce, Director of Global Partnerships and Business Development, Northumbria University

Chair: Shonagh Maak, Head of International Stakeholder Engagement, University of Glasgow

This session considers the different ways in which providers can partner with institutions overseas. On-campus, online and distance learning are all models that are being employed successfully as are other TNE models. This interactive panel session will examine the benefits and challenges that different models offer and also provide practical insights for providers.

The student voice: understanding the choices that students make.

Speakers: International Student Ambassadors UKCISA

Chair: Lea Hunnings, Training and Events Manager, UK ENIC

A specially invited panel of UKCISA's international student ambassadors will discuss what the factors that helped them choose the UK, and particular the North of the country, as a study destination.

Counter fraud roundtable

Speakers: Julie Hepburn, Head of Quality and Recognition, ACCA; Jack Gunnell, International Education Research Manager, UK ENIC; Laura Rose-Troup, Head of International at Newcastle College

Chair: Chris Lyons, Head of External Engagement, UK ENIC

Education fraud is affecting all of UK ENIC's members. Members are reporting increases in fraud across the board. UK ENIC is being told of concerns in the following areas:

- Qualification fraud
- Unaccredited institutions/programmes
- Falsely claimed professional rights

This session continues the conversation that was started at the UK ENIC Annual Conference in 2023 and will consider the issues being faced by different bodies with the UK ENIC membership and seek ways to be able to share insight and knowledge.

Testing fairness and technology – threading the needle - Sponsor session

Speaker: David Booth, Director Test Development, Pearson PTE

Chair: Jodie Duffy, Head of Information Development, UK ENIC

Language Assessment has a primary focus on fairness for all students and tries to put the needs of the student first. Every student who has the appropriate language ability should have the opportunity to apply for the University of their choice. International standards of test design, valid and reliable measurement and proactive test security are central to what we do and safeguards the standards which we need to reach.

With new technology, including generative AI, comes new opportunities but also new threats. The talk will look at how publishers of high stakes tests are meeting both those challenges in relation to test design, test validity and test security and what further measures may be necessary to ensure continued fairness in language assessment.

Refreshments and networking break – 10:55 – 11:25

Session 2 – 11:25 – 12:15

Student readiness panel

Speakers: Ali Lowton, Research Manager: English Language, UK ENIC; Adam Smallwood, Head of Partnerships, OMPT; and Nancy Cooke, Director of International Development, University of Salford

Chair: Chris Lyons, Head of External Engagement, UK ENIC

One of the main functions of UK ENIC is to improve understanding of the readiness and suitability of international student for UK education. This session will examine what is actually meant by suitability and readiness. It will also consider how admissions teams are able to use UK ENIC products and services alongside proficiency-based tests.

The role of EdTech in admissions and the student journey

Speakers: Chris Gibson, UK Sales Manager, Gecko

Chair: Lea Hunnings, Training and Events Manager, UK ENIC

EdTech is a fast-paced industry, and it is important that educational institutions remain up to date to ensure they are competitive and on top of this field. This session will provide a focus on both the negatives and positive aspects of EdTech including its role in international recruitment and how it can support international teams; the use of personalisation and engagement in the student journey including the use of AI and

chatbots; how to generate insights and draw upon analytics to inform future approaches; and an overview of trends and innovations.

How do the UK's International strategies affect international education, mobility and student recruitment in different parts of the UK?

Speaker: Emma Meredith, Director of Skills Policy and Global Engagement, Association of Colleges; Susana Galván Hernández, Executive Director, Taith; Shonagh Maak, Head of International Stakeholder Engagement, University of Glasgow.

Chair: Tracy Ferrier, Managing Director of UK ENIC

The UK's International Education Strategy was updated in 2021. Scotland has recently published its International Strategy. Are these two strategies compatible? What will these strategies mean for different parts of the UK?

Managing the rise in fraudulent university applications - Sponsor session

Speaker: Philip Dupont, Senior Solutions Manager, Qualification Check

Chair: Philip Cernik, Head of Relationship Management, UK ENIC

Phil Dupont from Qualification Check will discuss the evolving face of attempted admissions fraud, and the trends Qualification Check noted in 2023. He will cover:
- The rising number of fake institutions and diploma mills, and the most vulnerable geographies.
- The increasing sophistication of attempted frauds, with 'group digital frauds' becoming more common.
- The evolving tactics of fraudsters.
- The changing rates of attempted fraud from different institutions - maturity of markets.
- The changing demands of university admissions departments - requests, experiences and counter-fraud strategies.

Lunch and networking break – 12:15 – 13:30

Session 3 – 13:30 – 14:20

Verification and fraud - a practical session

Speakers: Andy Barnfield, Head of Individual Services, UK ENIC; and Jack Gunnell, International Education Research Manager, UK ENIC

Chair: Lizzie Hall, Programme Manager, UK ENIC

This practical session will take a look at some key areas within educational fraud, including key markers to look out for on documentation and websites, as well as discussing potential opportunities and barriers with different verification methods, used to confirm whether a qualification is legitimate. The session will use case study examples from the UK ENIC team and you'll have the opportunity to look at some example fraudulent documents. We will also share a new resource that has been developed by UK ENIC to help admissions teams verify qualifications.

What to consider when recruiting and admitting international students - panel discussion

Speakers: *Stuart Easter, Director of Student Recruitment and International, Edinburgh Napier University; Stuart Rennie, Managing Director, AfaraEd; and Jodie Duffy, Head of Information Development, UK ENIC*

Chair: *Nancy Cooke, Director of International Development, University of Salford*

This panel session considers the different aspects to consider when recruiting and admitting international students. Focusing on what to consider from cultural, educational and marketing perspectives sector experts will provide strategic and practical insights to help those involved with marketing, recruitment and admissions of international students.

Education in USA

Speakers: *Xènia Corominas, Membership Account Executive, UK ENIC; and Ali Lowton, Research Manager: English Language, UK ENIC*

This session will provide an overview of the most common school and undergraduate qualifications within the education system of the USA.

Staying competitive in international admissions: Upgrading maths proficiency evaluation with student-centered technology – Sponsor session

Speaker: *Adam Smallwood, Head of Partnerships, OMPT*

Chair: *Tim Buttress, Conference Producer, UK ENIC*

In today's rapidly evolving higher education landscape, UK institutions need to adapt and remain competitive amidst increasing internationalisation. Universities must select applicants with the necessary maths proficiency to thrive in a broad range of programs. However, evaluating international students' maths readiness remains a challenge.
This talk will explore how admission offices can embrace student-centered technology to attract a wider pool of applicants and admit the most suitable candidates. We will present strategies for creating an attractive and efficient maths admissions process that ensures institutions make fair and informed decisions. From increasing accessibility to enhancing the applicant experience, we'll discuss practical approaches to help UK institutions succeed in this high-competition sector.

Refreshments and networking break – 14:20 – 14:50
Session 4 – 14:50 – 15:40

Education in Pakistan

Speakers: *Giulia Stracqualursi, Membership Services Manager, UK ENIC; and Raya Yankova, Events and Partnership Executive, UK ENIC*

This session will provide an overview of the most common school and undergraduate qualifications within the Pakistani education system.

Education in Ghana

Speakers: *Lizzie Hall, Programme Manager, UK ENIC; and Rebecca Elwood, Membership Operations Manager, UK ENIC*

This session will provide an overview of the most common school and undergraduate qualifications within the Ghanaian education system.

Evaluating international qualifications: professional, technical and skills

Speakers: *Jodie Duffy, Head of Information Development, UK ENIC; and Chris Lyons, Head of External Engagement, UK ENIC*

Chair: *Laura Rose-Troup, Head of International at Newcastle College*

Evaluating international qualifications is a crucial process to ensure their comparability and equivalence across different educational systems. This process underpins the work of UK ENIC and leads to the information used by Admissions Teams every day. There are particular issues that need to be considered involved with the evaluation process of professional, technical and vocational qualifications as well as those that typically fall outside of the national qualification systems. This session will consider these issues.

The road to validation: the journey from test session to result verification - Sponsor session

Speaker: *Shelley Vink, Head of University Partnerships, Password English Language Testing; Dr Helen Wood, Head of School Partnerships, Password English Language Testing*

Chair: *Ali Lowton, Research Manager – English Language, UK ENIC*

This session aims to provide a holistic deep dive into the academic and compliance processes which are vital prior to validation of online English language test results used for high stakes university admissions purposes.

This will enable participants to understand the levels of security and analysis that should be undertaken before test results are released and how to evaluate test results.

End of Day Plenary – 15:45 – 16:00

Insights into Internationalisation

Speakers: *Tim Buttress, Conference Producer, UK ENIC; Nancy Cooke, Director of International Development, University of Salford.*

Every conference delegate will be automatically registered for the end of day plenary.

Evening networking reception – 16:00 – 17:00

End of conference – 17:00