

## **Expression of Interest for: Analysis of the Scottish College Sector's Distinctive Assets for International Business Development**

### **College Development Network**

### **British Council**

#### **College Education – Professional, Technical and Vocational Education and Training**

Scotland's colleges have a scale which presents an opportunity for them to contribute more to Scotland's economy through the export of its expertise and enhancing Scotland's international profile for educational excellence. Scotland's colleges and partners can help contribute to achieving the aims of Scotland's trade and investment strategy by building upon our sector's global mind-set and outlook, building business relationships and international links, raising the profile of what Scotland has to offer the world and strengthening our economic future in doing so.

The exporting of education in Scotland in 2015 was valued at £780million<sup>1</sup>. Colleges play a pivotal role in exporting professional, technical and vocational education and training (PTVET) globally, bringing in much needed profitable income and supporting Scotland's exporting ambitions and more could be done. The benefits to colleges in exporting include securing additional income to support mainstream activities, enhancing reputation, deepening excellence, supporting student and staff retention by providing global opportunities in learning and development, creating an outward looking culture, and supporting the greater end of moving towards sustainable and inclusive growth within the sector.<sup>2</sup>

#### **Purpose and objectives**

It is in the above context CDN, on behalf of the Colleges International Group and in partnership with the British Council, wishes to commission a strategic analysis of the Scottish college sector's capacity and USP for international business development and exporting. The objective is to have a demonstrable evidence base of national-level assets that can feed into the story that we tell about Scotland's college sector overseas and the areas where it has a unique and distinctive contribution to make. In addition, the analysis should look at the international opportunities available through collaborative working and the sharing of assets across the Scottish college sector, and how colleges can better utilise their international alumni networks.

The analysis will have the following uses:

- it will assist the college sector in Scotland in demonstrating comparative capacity, promoting and responding to opportunities in specific markets, subject and thematic areas
- it will inform a comprehensive set of marketing and case-study materials highlighting comparative strengths

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<sup>1</sup> Scottish Government, Export Statistics Scotland, January 2017

<sup>2</sup> British Council, Changing Lives: Internationalising the Skills Sector, June 2017

- it will provide the College International Group and its partners with an evidence base for our partnership work and for the promotion of Scottish college expertise internationally
- it will inform the sector of the international opportunities available that colleges can capitalise on both as individual institutions and through cross-sector collaborations. This could include full cost recovery opportunities and those which support market entry, capacity building and unlock strategic forms of support (e.g. part-funded opportunities)
- it will inform the sector of the wider opportunities and benefits of internationalisation of colleges more broadly, particularly in the context of EU exit.
- it will inform the sector of how colleges can better utilise their international alumni networks at an institutional level, and through a Team Scotland approach

## **Deliverables**

It is anticipated that this strategic analysis will produce the following outputs:

- an executive summary of Scotland's comparative strengths in PTVET through colleges that can be used by a range of partners as a briefing and information document.
- a full analysis that supports the executive summary that can be shared with national-level partners, and includes a range of case studies.
- a set of recommendations for potential opportunities internationally that colleges are well placed to capitalise on.
- a set of recommendations for new ways of working within the sector and through its partners that can build capacity and maximise the use of assets, including opportunities to build partnerships and joint initiatives.
- a set of recommendations on how colleges can utilise their international alumni networks at an institutional level and through a Team Scotland approach with other colleges and universities.
- within this, particular focus should be given to alignment with the *Scotland: a trading nation*, Economic Impact Review of Scotland's Colleges, the Independent Commission on the College of the Future, and priorities of Scottish stakeholders, including the Scottish Government.

## **Approach and methodology**

The consultant will be expected to work with CDN to define the exact parameters and methodology to be used. However, it is anticipated that the analysis will draw on a key set of quantitative indicators, desk research and qualitative data obtained through consultation with a range of stakeholders. CDN will support this process by providing access to relevant corporate strategies and brokering introductions with stakeholders.

Analysis should be cross-disciplinary and across a range of themes including Professional training, Teacher training, TVET capacity building, Transnational Education (TNE) delivery, student recruitment, and student and staff exchanges (through Erasmus or alternative funded models). In addition, analysis should cover a diverse range of subject areas pulled out from consultation with colleges and international demand. Geographical focus should also be relatively broad in nature with recommendations made on priority markets, however, consideration should be given to those priority countries outlined in *Scotland: a trading nation*, where relevant.

It is expected that consultations will be carried out with, but not limited to, the following stakeholders:

- College Development Network Colleges International Group
- the Scottish government, education and international units
- Scottish Development International
- the Scottish Funding Council
- British Council Scotland
- Skills Development Scotland
- Colleges Scotland
- Technical and Vocational Education and Training (TVET) Specialist, Education Team, Department of International Trade

### **Qualifications and experience**

It is expected that the successful candidate(s) will have:

- significant experience of working in international education, preferably in colleges
- experience of working at the national policy level
- significant knowledge of the Scottish college sector
- experience of research and analysis
- experience of drafting reports and briefs, including those for external publication.

### **Timescales**

Project start: February 2020

Field work: February to April 2020

Submission of final report and recommendations: April 2020

### **Indicative Budget**

Funding in the region of £20,000 (inclusive of VAT if applicable) is available. As CDN seeks to obtain best value for money, proposals must provide a total firm price and a full cost breakdown including VAT where applicable.

### **Response**

Expressions of interest should detail:

- Proposed approach to the analysis
- A 'top-line' project plan, including a timeline
- Description of your experience and CVs
- Costs and budget (as outlined above).

**Your expression of interest should be returned by email to Victoria Underwood, [Victoria.underwood@cdn.ac.uk](mailto:Victoria.underwood@cdn.ac.uk)**

**Date for receipt of proposals is 5pm on 31 January 2020**