



Accommodation Services for International Students: Developing National Guidance on Good Practice

The first of two one-day seminars targeted at HE and FE staff and private providers able to contribute to the development of national good practice guidelines for best meeting the accommodation needs and preferences of international students

Monday 18th January 2010
Central London

Preamble

It is now well established that accommodation ranks high in the priorities of international students both when they are choosing their place of study and when they are living in the UK.

Recent i-graduate research shows that the gap between the high-level of importance international students attach to the quality and cost of accommodation and associated services on the one hand and their relatively low level of satisfaction on the other is greater than for any other aspect of their student experience.

As competition abroad intensifies for international students and as the squeeze on the unit of resource tightens in HE and FE at home, a significant improvement in accommodation services for international students has become a critical factor in sustaining UK institutions as an attractive student destination and in maintaining and increasing their income stream from this source.

Recognising this, the Government is trying, through the second wave of the Prime Minister's Initiative, to marshal expertise in the education sector to consider how best to protect and enhance its traditionally strong position in the global market. One of the key stated objectives of the initiative is "demonstrable improvements to student satisfaction ratings in the UK."

A crucial element in sharpening up the quality and value for money of the student experience is narrowing the importance-satisfaction gap on accommodation as identified in the research.

Purpose of the Seminar

The seminar will include specific reference to the particular challenges faced by international students, education institutions and accommodation providers in the capital. This focus is in acknowledgement of the high concentration of the UK's international student population in London and the south-east at any given time.

The seminars will involve discussion, group work and a round table discussion, using expert contributions to trigger an interrogation of what we do now, what good practice exists and what can be done in the future.

Delegates will be expected to:

- contribute to at least one of the themes under discussion
- participate in the general debate at the seminar
- help identify and share examples of good practice.

Agenda

- 9.15am - 9.30am Registration and coffee
- 9.30am - 9.50am Welcome, Delegate Introductions and Structure of the day
- 9.50am - 10.50am What is Special about International Students? What is Special about Particular Categories of International Student (including different types of postgraduate studies and students with dependents)?
- 10.50am - 11.05am Break (tea and coffee available)

Parallel Sessions

- 11.00am - 11.55am What is Special about London? (includes the scope of provision and affordability)
- The Product: Amenity and Service Levels - A Room or a Home?
- 11.55am - 12.05pm Short break
- 12.05pm - 12.55pm Customer Service: Marketing, Recruitment Agents, Information, Communication and Responding to Enquiries and Managing the Expectations of International Students
- 12.55pm - 1.40pm Lunch (provided)
- 1.40pm - 2.30pm Allocations: Integration v Non-Integration, Mixed v Single gender Occupancy, Arrivals, Planning for the Unexpected and the Marginal. Short Stay Provision on Arrival
- 2.30pm - 3.15pm The Role of the Private Rented Sector in Meeting the Accommodation Needs of International Students and the Interplay of Supply of Accommodation from the Institutions and the PRS
- 3.15pm - 3.30pm Break (tea and coffee available)

Parallel Sessions

- 3.30pm - 4.15pm Respecting Diversity: Cultural Practice/Religious Observance, Food Preparation and Ablutions
- Cultural Acclimatisation, Social and Induction Programmes Cross Cultural Enrichment and Catering for Long stays and Short stays
- Security and Perceptions of Safety and Vacation Needs
- 4.15pm - 4.40pm Concluding Discussion and end.



Accommodation Services for International Students: Developing National Guidance on Good Practice

The second of two one-day seminars targeted at HE and FE staff and private providers able to contribute to the development of national good practice guidelines for best meeting the accommodation needs and preferences of international students

Thursday 21st January 2010
Unipol Board Room
155-157 Woodhouse Lane, Leeds LS2 3ED

Preamble

It is now well established that accommodation ranks high in the priorities of international students both when they are choosing their place of study and when they are living in the UK.

Recent i-graduate research shows that the gap between the high-level of importance international students attach to the quality and cost of accommodation and associated services on the one hand and their relatively low level of satisfaction on the other is greater than for any other aspect of their student experience.

As competition abroad intensifies for international students and as the squeeze on the unit of resource tightens in HE and FE at home, a significant improvement in accommodation services for international students has become a critical factor in sustaining UK institutions as an attractive student destination and in maintaining and increasing their income stream from this source.

Recognising this, the Government is trying, through the second wave of the Prime Minister's Initiative, to marshal expertise in the education sector to consider how best to protect and enhance its traditionally strong position in the global market. One of the key stated objectives of the initiative is "demonstrable improvements to student satisfaction ratings in the UK."

A crucial element in sharpening up the quality and value for money of the student experience is narrowing the importance-satisfaction gap on accommodation as identified in the research.

Purpose of the Seminar

The seminar will include specific reference to the challenges faced by international students, education institutions and accommodation providers. There will also be a special session dealing with the specific needs of those within the FE sector.

The seminars will involve discussion, group work and a round table discussion, using expert contributions to trigger an interrogation of what we do now, what good practice exists and what can be done in the future.

Delegates will be expected to:

- contribute to at least one of the themes under discussion
- participate in the general debate at the seminar
- help identify and share examples of good practice.

Agenda

- 9.15am - 9.30am Registration and coffee
- 9.30am - 9.50am Welcome, Delegate Introductions and Structure of the day
- 9.50am - 10.50am What is Special about International Students? What is Special about Particular Categories of International Student (including different types of postgraduate studies and students with dependents)?
- 10.50am - 11.05am Break (tea and coffee available)

Parallel Sessions

- 11.00am - 11.55am The Special needs of the Further Education Sector
The Product: Amenity and Service Levels - A Room or a Home?
- 11.55am - 12.05pm Short break
- 12.05pm - 12.55pm Customer Service: Marketing, Recruitment Agents, Information, Communication and Responding to Enquiries and Managing the Expectations of International Students
- 12.55pm - 1.40pm Lunch (provided)
- 1.40pm - 2.40pm Allocations: Integration v Non-Integration, Mixed v Single gender Occupancy, Arrivals, Planning for the Unexpected and the Marginal. Short Stay Provision on Arrival
- 2.40pm - 3.20pm The Role of the Private Rented Sector in Meeting the Accommodation Needs of International Students and the Interplay of Supply of Accommodation from the Institutions and the PRS
- 3.20pm - 3.30pm Break (tea and coffee available)

Parallel Sessions

- 3.30pm - 4.15pm Respecting Diversity: Cultural Practice/Religious Observance, Food Preparation and Ablutions

Cultural Acclimatisation, Social and Induction Programmes Cross Cultural Enrichment and Catering for Long stays and Short stays

Security and Perceptions of Safety and Vacation Needs
- 4.15pm - 4.40pm Concluding Discussion and end.