

# SCOTLAND'S COLLEGES INTERNATIONAL THE FURTHER DEVELOPMENT OF SCOTTISH EDUCATION AS A POWERFUL, SUCCESSFUL GLOBAL BRAND.



## THE TWO-WAY DOOR

Scotland's Colleges International (SCI) has been established to act as a two way door - bringing the world to Scotland's colleges and taking Scotland's colleges to the world. The first of these is central to the internationalisation of the sector: SCI strives to further develop colleges as culturally diverse organisations with global views and a clear international perspective that shapes the broad context within which learning takes place.

The second (and it is difficult to separate these as neatly as this description suggests) is about enabling Scotland's colleges to operate more effectively in international markets in terms of capacity, clarity, coherence, quality and credibility.

## MARKETS

SCI is building on an excellent foundation. A quick initial survey of current international work being carried out by colleges revealed a rich range of activity stretching across the globe. This helped to clarify the three market areas on which SCI is focusing.

The first, individual student recruitment and associated brand development, is a clear starting point and SCI will support (as opposed to supplant) the efforts of individual colleges in this area. Examples of work in this area include the February 2007 mission to India which included SCI contact with the High Commission, employer organisations and education providers.

A range of business opportunities are now being followed up.

Working with overseas corporate clients to deliver employee training programmes, both internationally and here in Scotland, is the second area in which SCI is working. Current work and activity development includes employee development programmes for oil company clients in the Middle East with training taking place in country and in Scotland. The third area of SCI work involves international development and capacity building projects. A number of colleges are currently working in, for example, Turkey and Lithuania and proposals are being developed for work in Malawi.

In support of work in these three areas, SCI will facilitate the building of capacity amongst member colleges. This will range from providing market intelligence to collating high quality documentation (such as Scotland-wide, college, team and individual briefings/CVs), to facilitating staff development events.

## MEMBERSHIP

Membership of SCI is open to all incorporated colleges in Scotland on a subscription basis. To date, 32 colleges have already made their commitments. Support from the Scottish Funding Council, added to the subscription income, has provided SCI with the budgets required to get up and running.

## PARTNERSHIPS

SCI has already identified a rich range of potential partnerships. Central to these will be close working relationships with the other college sector support agencies - Scottish Further Education Unit (SFEU), the Association of Scotland's Colleges (ASC) and the Colleges Open Learning Exchange Group (Coleg).

SCI will also work in collaboration with others including Scottish Qualifications Authority (SQA), Education UK Scotland, Scottish Development International (SDI), Scottish Council for Development and Industry (SCDI) and the Interactive University. Internationally, a partnership is also developing with Community Colleges for International Development (CCID) in the USA.

## AND NEXT...

SCI has a project manager and director in place and is making significant progress. If the enthusiasm, commitment and support already shown by the sector is anything to go by, SCI faces a bright future.