



Global Wales Annual Report 2022-23

Chair's Foreword



It has been a pleasure to take on the role of Chair of Global Wales at this time of change, growth and opportunity. The work undertaken by Global Wales is by its very nature long-term, focused on slowly and sustainably building relationships and understanding between us and our international partners. With the programme now in its third phase with the Global Wales III project, we begin to see the rewards of this patient, thoughtful work.

Whether it is through the funding leveraged from partners across the world or the growth in applications to our scholarships to study in Wales, we are seeing an increase in awareness of our nation, and a greater appetite to work and study with us.

It would be easy to get complacent as we see the benefits and returns that the past eight years of activity have delivered. But we are not complacent. We understand that partnerships of this type are maintained only through careful and continued engagement with our friends and colleagues in the countries that we work with. As we look ahead to the next three years of the Global Wales III programme, we can be confident that the work Global Wales is committed to delivering will build on what came before, innovate and identify improvements, and secure yet further returns for Wales.

That is, of course, the reason why we do this. The work of universities and colleges internationally is ultimately about the benefits we offer our communities and Wales as a whole. Not just the economic benefits brought by research partnerships, students studying in Wales, and people visiting Wales, but also the social and cultural benefits.

Perhaps there is no better example of this than the funding that Global Wales was able to make available, supported by HEFCW, for Welsh universities to form and maintain partnerships with institutions in Ukraine. This work has seen staff and students from Ukraine participate in a wide range of activities, including summer schools for students, the provision of resources including laptops, delivery of online courses, and programmes for visiting academics from Ukraine.

An important change for Global Wales in Global Wales III is the inclusion of further education. By presenting post-16 education in Wales as a cohesive whole internationally, we are able to open new opportunities, secure a broader range of benefits and strengthen relationships between sectors within Wales. I'd like to thank our colleagues in further education for their enthusiastic engagement with the programme and their willingness to work collaboratively with Global Wales.

We are also fortunate to have, in the Welsh Government, a partner who recognises the importance of a global outlook and, through funding for Global Wales, has supported activities that position us well globally.

At the heart of Global Wales is our ambition to strengthen Wales' place on the world stage and ensure the world knows all that our people, places and institutions have to offer. It is right to celebrate what we have achieved but we also look ahead with an unwavering desire to continue to deliver. Through this period of global instability, our ability to forge new and lasting partnerships will become only more important, not just for our institutions but also the role they play economically and socially across our country.

***Dr Ben Calvert,
Chair of Global Wales***

Executive summary



In 2022-23, Global Wales delivered a wide range of activity across all priority markets, both under Global Wales III and with separate funding support. This included the inclusion of further education partners into Global Wales' work for the first time. All activities below were delivered as part of Global Wales III unless otherwise stated.

Global Wales expanded activity in Europe and developed a strategy that places a particular focus on France, Germany, Flanders and Ireland. This year, Global Wales, in partnership with the Wales Innovation Network (WIN), supported eight partnership grants for collaboration with institutions in Europe. We also secured a partnership with the Research Foundation Flanders to provide additional financial support for Welsh research groups who are successful in applying for a Scientific Research Network. We undertook a number of visits and delegations, including to recruitment fairs, scoping visits to Flanders and Ireland, and a delegation from German Universities of Applied Sciences to Wales.

In India, Global Wales expanded its work to a second state - Karnataka - and built upon the existing groundwork laid with the market, including further progress on the curriculum reform project in Telangana, new partnerships in Telangana supported by Global Wales funding which have led to tangible outcomes in bids and collaborations, and an extended market development visit. This included a five-day electric vehicle workshop delivered by further education colleges. We also established a mentoring programme with the world's largest innovation start-up hub - T-Hub - and secured extensive publicity through our engagement with the Hockey World Cup in Bhubaneswar India, in part supported by HEFCW funding.

Our long-standing work in North America continued to develop with the inclusion of Canada into our work with this market. As well as a wide range of recruitment and partnership activity, including through engagement at the NAFSA education conference and the NACAC guidance counsellor conference, we also supported partnerships through signing Memoranda of Understanding with Colleges and Institutes Canada and Universities Canada, the former including Colleges Wales as a signatory. To support this work, Global Wales facilitated an outward delegation of college principals to attend the World Federation of Colleges and Polytechnics Conference. Global Wales also supported four research partnerships through joint awards with WIN. Finally, Global Wales' well-established advisor tour of Wales included 19 advisors from the US and continued to receive strongly positive feedback.

Global Wales' work with Vietnam continues to see tangible collaborations formed as a result of Global Wales support. This year, Global Wales successfully applied to host an incoming delegation from Vietnam and also funded and supported a partnership programme focused on Green Energy and Sustainable Agriculture. The Going Global Partnership also held its first project meeting with 15 delegates representing four Vietnamese universities. The visit programme included, in collaboration with British Council Wales and Vietnam, a breakfast meeting with Vietnam's Ambassador to the UK. We also supported a representative from further education to attend the Wilton Park Dialogue in Ho Chi Minh City, Vietnam.

A key part of Global Wales' work is our marketing activity under the Study in Wales brand. This work includes digital marketing campaigns across all priority markets, which secured a total of 171 million impressions and 2.3 million clicks to the website. In addition to this, Study in Wales partnered with Hockey Wales for the Men's World Cup in India, creating digital content alongside the partnership work carried out by Global Wales, supported in part by HEFCW funding. This generated almost 180,000 impressions on social media and, through our PR campaign, secured 242 pieces of press coverage across the UK and India. A range of content has also been generated to support Study in Wales activities, including new videos for further education partners to use and website development including a colleges page on the Study in Wales website, and a new employability campaign. Monitoring of the impact of this work has included two pieces of research: a brand tracker that has demonstrated significant increases in awareness and positive sentiment towards Wales, as well as a return-on-investment exercise that has identified a strong return from investment in Study in Wales marketing activity.

Global Wales also continued to support its scholarship programme which includes Global Wales Postgraduate Scholarships, Chevening, US-UK Fulbright Scholarships and Gilman Scholarships. Scholars were supported through a range of engagement events including visits to the Senedd where they met with the Deputy Presiding Officer. Applications for 2023-24 Global Wales Postgraduate Scholarships were strong with 1,364 received.

Purpose

This year marked the eighth year of the Global Wales partnership and the completion of the first year of the Global Wales III programme, funded by Welsh Government via Taith.

The Global Wales III programme has four objectives:

- increase international student numbers from priority areas
- maintain and grow partnerships in priority markets
- generate additional export earnings for Wales from priority markets
- increase the awareness and reputation of Welsh universities and further education colleges among priority markets

Our priority markets have grown from the partnership's initial focus on the US and Vietnam to include:

- North America (US and Canada)
- Vietnam
- India (with a focus on Telangana and Karnataka)
- Europe (with a focus on France, Germany, Flanders and Ireland)

These markets were identified through market research and stakeholder engagement which explored where the programme could best add value, capitalise on opportunity, and work in a collaborative system-to-system way.

Global Wales, including Global Wales III and other externally-funded activities, such as our participation in the Going Global programme and our Ukraine Partnership Support, is delivered by Universities Wales.

Impact

From forming partnerships between institutions and with government, to increasing the numbers of students coming to Wales, the Global Wales programme has impact at the heart of its activities. Set out in this section are some of the ways Global Wales delivered impact in 2022-23.

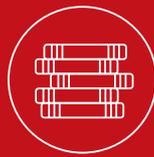
Global Wales III included further education within the programme for the first time. Activities with further education spanned many of the areas set out below but we have drawn these out in the Further Education section to spotlight this work.

Facts and figures



24

new partnerships funded



£199k

additional funding leveraged through Global Wales activities



46

scholarships awarded



1,372

applications received for scholarships

Study in Wales marketing campaigns

200m

digital impressions

2.5m

clicks driving traffic to the Study in Wales website

125m

views of Study in Wales branded videos

Europe

In 2022-23, Global Wales developed and agreed a strategy for engagement with Europe which includes a focus on France, Germany, Flanders and Ireland. The organisation delivered a wide range of activities to support Global Wales' objectives including:

- Supporting, in partnership with the Wales Innovation Network, a small grant fund to support collaborative research and innovation activity. Global Wales provided seed funding to eight projects that included collaboration with institutions based in Europe. The purpose of the grants was to enhance partnerships and leverage additional funding, with many of the projects funded now actively preparing further bids.
- Hosting a delegation of presidents and vice-presidents from 20 German Universities of Applied Sciences in March 2023 in collaboration with Deutscher Akademischer Austauschdienst (DAAD), the German agency responsible for academic exchanges. A return visit for Welsh institutions is being organised for 2023-24.
- Creating a new partnership with The Research Foundation Flanders (FWO) which will provide a Global Wales top-up to Welsh research groups who are successful in applying for a Scientific Research Network.
- Attending recruitment fairs and events in Paris, Stuttgart and Bilbao. We also showcased the Study in Wales brand at the Council of British International Schools annual conference in London.
- Carrying out scoping visits to priority areas, including Flanders and Ireland.
- Hosting the British and Irish Chamber of Commerce reception at their annual UK-Ireland Higher Education Reception and Industry Conference.
- Participating in a two-day delegation to Brussels organised in collaboration with Wales Higher Education Brussels (WHEB). Global Wales jointly hosted a reception for alumni with Jeremy Miles, Minister for Education and Welsh Language, present.

India

Significant efforts have been made under year one of the Global Wales III programme in India which included development of 'deep partnerships' with the priority state of Telangana, including the State Council for Higher Education, and wider government. Under the India strategy, the programme's work expanded to a second state - Karnataka - furthering opportunities between Welsh universities and colleges and partners in India. Activity has included:



- Further progress in the curriculum reform project in Telangana. Global Wales facilitated representatives from Aberystwyth University and Bangor University, who are both part of the project, to visit Hyderabad and deliver a series of workshops on quality assurance, employability and curriculum principles. The reform undertaken will be implemented in over 6,000 colleges in Telangana state.
- Supporting new university partnerships between Wales and Telangana through Global Wales funding. This supported research priorities, including green futures; cyber security; language, culture and heritage; and additive manufacturing. Seven awards were granted to five Welsh universities to collaborate with partners in Telangana. This work has led to new bids for further funding from other sources and new Memoranda of Understanding (MOUs) between institutions.
- Undertaking an extended development visit to Telangana with significant in-kind support provided by Telangana government. During this period, a number of new partnerships were formed and scoped, including MOUs with T-Hub, the largest start-up incubator in the world.
- Establishing the T-hub Mentorship Programme. Global Wales provided funding for four mentorship programmes to be undertaken by academic/technical experts in Wales, supporting a total of 14 start-ups. T-Hub will, in return, offer work placements and internships for participating institutions in Wales.

- Delivering two events for the Hockey World Cup in Bhubaneswar India. This included an event at KiiT International School which promoted studying in Wales to 40 schools from the Odisha state and was attended by 7,000 students. Over 50 guests attended a stakeholder reception organised to bridge Wales and India connections. Global Wales was successful in leveraging multi-stakeholder collaboration across the Welsh Government in India, UK Government, and British Council India to achieve these deliverables. Since the Hockey activity, an MOU has been put in place with University of Wales Trinity Saint David, KIIT University and the Bhubaneswar City Innovation Cluster to develop healthcare collaborations.
- Agreeing Karnataka as the second state for expansion of work in India under the Global Wales III programme. Global Wales, alongside the British Council India, hosted a delegation of five vice-chancellors from Karnataka state universities to Cardiff. A funding call in 2023-24 will cement relationships developed during the delegation.
- Attending the annual IC3 Careers and College Counsellors Conference which took place for the first time in Hyderabad. Study in Wales was a key breakfast sponsor, hosting a breakfast reception for school counsellors to learn more about the opportunities to study and live in Wales. Funded by Global Wales, six Welsh universities attended the conference and supported Study in Wales at the expo, participating in visits to international schools during the week.
- As a result of initial seed funding provided by Global Wales in 2021, an MOU was initiated between Cardiff University, the National Chemical Laboratory in India, and Johnson Matthey, a leading catalyst manufacturing company in the UK, to fund joint PhD studentships.

North America

Global Wales' longstanding work in North America was expanded to include Canada in 2022-23. This year:

- Global Wales hosted the annual Study in Wales Advisor Tour which included 19 high school and independent advisors from the US visiting four universities in Wales and participating in a cultural day to learn more about Welsh culture, history and language.
- Global Wales funded, in partnership with the Wales Innovation Network, a small grant fund to support collaborative research and innovation activity. Global Wales provided seed funding to four projects that included collaboration with institutions based in North America. The purpose of the grants was to enhance partnerships and leverage additional funding, with many of the projects funded now actively preparing further bids.



- A market development visit to the West Coast in April saw engagement with a key stakeholder network through a series of training events for college advisors. It also included Study in Wales presence at the Western Association for College Admission Counseling (WACAC) super conference in Spokane. A Study in Wales-hosted reception for College Advisors was held alongside WACAC, and an alumni engagement event, hosted jointly with Welsh Government, was held in Seattle.
- Global Wales organised its first further education-focused delegation, coordinating a visit for college principals to the World Federation of Colleges and Polytechnics and Colleges & Institutes Canada jointly hosted conference in Montreal. A tripartite MOU between Universities Wales, CollegesWales and CIGan was signed at a Global Wales reception held during the conference.
- Study in Wales exhibited at NAFSA and was joined by representatives from seven Welsh universities. Universities Wales and Universities Canada signed an MOU at the Study in Wales NAFSA reception which included a focus on increasing staff and student mobilities, enhancing research collaboration, fostering sector partnerships, and solidifying bilateral relationships in the education sector.

Vietnam

Global Wales' work with Vietnam continues to see tangible collaborations formed between institutions in Wales and Vietnam. This year:

- Global Wales successfully applied to host an incoming delegation of senior leaders from Vietnam with an interest in developing institutional partnerships. Global Wales hosted 16 Vietnamese delegates - representing six universities, British Council Vietnam and the Ministry of Education - at Cardiff Metropolitan University with whom Global Wales worked in partnership to deliver a day-long programme of activities and networking opportunities.
- Global Wales funded and supported a partnership programme focused on collaboration in the Green Energy and Sustainable Agriculture sectors between March and June 2023. Representatives from the University of South Wales and Bangor University were given the opportunity to meet partners from Can Tho University and Hanoi University of Science and Technology in Vietnam before hosting them in Wales. As a result of this, follow up projects have explored opportunities based on utilising shared expertise and interests in the field of remote sensing with the longer-term ambitions of securing large, international grants to explore joint research and student/staff mobility.
- The Going Global Partnership (GGP) held its first project meeting with 15 delegates representing four Vietnamese universities - Can Tho, Da Nang, Hue and VNU-UET - visiting Wales to meet their partners in Aberystwyth, Cardiff, Swansea and Bangor Universities. The Partnership explores gender equality and inclusion in higher education leadership and governance. The programme provided opportunities for the Vietnamese delegates to visit each of the Welsh partner institutions to learn about and compare practice while also investigating other areas of shared interest for future collaboration.

The Going Global Partnership visit programme also included, in collaboration with British Council Wales and Vietnam, a breakfast meeting with Vietnam's Ambassador to the UK. This was followed by a policy roundtable with the Ambassador which provided an opportunity for representatives from Wales' FE and HE sectors to discuss and determine themes and areas of focus for future Wales-Vietnam partnerships.

Study in Wales

Study in Wales achieved a significant increase in the reach and impact of its activities in 2022-23.

Partnerships

- Study in Wales partnered with Hockey Wales for the Men's Hockey World Cup in India, creating digital content and generating publicity alongside wider partnership work carried out by Global Wales during the tournament. On social media, we generated almost 180k impressions and achieved over 6.5k engagements organically. Through our PR campaign, we secured 242 pieces of coverage across the UK and India. This work won two awards at the PRCA Dare Awards. This campaign has also been nominated for two CIPR Cymru Pride awards with winners announced in November 2023.
- We also partnered with Welsh Government to contribute to the production of assets celebrating the Wales team's involvement in the Football World Cup, which included five videos featuring students in Wales' universities and colleges.
- For Wales Week in March, we collaborated with Study UK to produce Welsh-focused content which was shared organically and paid by Study UK (and shared organically by Study in Wales). This campaign achieved 12.7m impressions, 2.6m engagements, 2m video views and 60.9k clicks. Traffic was driven towards the Study in Wales website for the duration of this campaign.



- Emphasis this year has also been placed on building our relationship with further education in Wales, by introducing a ‘Colleges’ page on the Study in Wales website and identifying all areas suitable for additional further education content. Two videos focusing on the further education sector and the internationally-recruiting colleges have also been produced.
- In addition to this, we have also successfully managed the Study in Wales presence at collaborative events, including EAIE and NAFSA.

Digital campaigns

- We ran two paid marketing recruitment campaigns during the year across Meta, Google Search, Google Display, YouTube, TikTok and Snapchat. These campaigns achieved a total of 171 million impressions, 2.3 million clicks to the website, 112 million video views, and 33,000 leads.
- Additionally, campaigns for our Chevening & Global Wales Postgraduate scholarships achieved over 13m impressions, over 85k clicks, over 10m video views, and over 1k leads.

Content

- We took an ‘always-on’ approach to content, producing videos, blogs, case studies and social media-specific content, as well as commissioning photography to strengthen our owned asset bank. Following extensive research and collaboration with the sector, we launched our employability campaign ‘Beyond Study’ which showcases the ways in which Welsh further and higher education support students to be work-ready, outlining some of the resources available.
- Over the course of the year, Study in Wales Facebook, Twitter, and Instagram accounts have gathered a total audience reach of 396,678 from 840 posts, which led to 20,824 engagements and 1,019 new followers.
- Global Wales Twitter and LinkedIn accounts had an audience reach 217,089 as a result of 427 posts. This resulted in 10,510 engagements and 673 new followers.

Research

- Two pieces of research/insight have been undertaken externally. Our ‘brand tracker’ surveys potential students in our priority markets to gain insight into awareness of Wales and Study in Wales. This is the second year we have run this survey. An additional ROI exercise (replicating the methodology used by Study UK) looked at first-year and postgraduate international students already studying in Wales, with a view to gauging the impact that Study in Wales activity had on that decision. Results from both pieces of work are very positive, showing a large increase in awareness of Wales as a study destination and attaching a strong value to Study in Wales activity across all priority markets.

Scholarships

Global Wales funded a total of 44 scholars in the 2022/23 academic year across four individual scholarship programmes:

- Global Wales Postgraduate Scholarship
- Chevening
- US-UK Fulbright Commission
- Gilman Scholarship Programme

We successfully delivered a suite of scholar engagement events for these students with the aim of creating “lifelong ambassadors” for Wales as a study destination. As well as being provided with a welcome hamper, scholars took part in a winter welcome event in December 2022. This event allowed the students to network with each other and learn more about Wales, its language and culture through visits to Cardiff Castle, the Museum of Welsh Life and Llandaff Cathedral.

In April 2023, scholars took part in a two-day workshop entitled ‘Leadership in a Global Context’ delivered by the award-winning ‘Colour Works’ – internationally renowned specialists in people development. Scholars also attended a networking dinner and visited the Senedd, where they had a Q&A with the Deputy Presiding Officer, David Rees MS.

In July 2023 scholars visited historic Llangollen for a summer networking event. Focusing on ‘Natural Wales’, students took part in several outdoor activities, including canoeing across the Pontcysyllte aqueduct, the highest aqueduct in the world. Time was built into the schedule to interview scholars for social media vox pops and for them to write short blogs about their experience of being a Global Wales scholar.



In feedback, 100% of attendees were either very satisfied or extremely satisfied with their experience. Feedback was at least 85% extremely or very satisfied for each individual element of the scholar engagement programme.

Applications for 2023/24 Scholarships

Applications for the Global Wales Postgraduate Scholarship for 23/24 entry closed on 31 May, with 1,364 applications received - a 20% increase in eligible applications on last year. Significantly more applications were received from North America and the EU for 23/24 entry compared to last year, increasing the diversity of the applicant pool. EU applications were up 264%, North America applications up by 64%.

Unibuddy

Global Wales made an agreement to use the peer-to-peer engagement platform Unibuddy on the Study in Wales website. This will be supported by current and previous Global Wales scholars and connect prospective students with their peers in real-time.

Further education

As set out above, Global Wales III sees the inclusion of further education into the programme. In addition to the work set out above with further education, other activity has included:

- Updating the Study in Wales website to include the internationally-recruiting colleges, along with information on the sector more broadly and how colleges support students with employability skills. Two promotional videos were created to showcase the international capabilities of the further education sector and promote international recruitment.
- Andrew Cornish, Chair of the ColegauCymru International Group, represented the Welsh further education sector at the Wilton Park Dialogue in Ho Chi Minh City, Vietnam. The conference explored “The ASEAN skills challenge: How can government, education providers and employers provide skills for the 21st Century?”. Delegates shared issues, including connecting curriculum with the skills employers want, engaging with hard-to-reach groups and supporting a culture of lifelong learning.
- Global Wales supported an outward delegation of college principals to the World Federation of Colleges and Polytechnics / Colleges in Montreal. During the visit, Global Wales facilitated the signing of an MOU between Colleges and Institutes Canada, ColegauCymru, and Universities Wales.

- Global Wales facilitated the delivery of a five-day electric vehicle (EV) workshop at Geethanjali College of Engineering and Technology in Hyderabad, Telangana. Delivered by further education trainers from NPTC Group of Colleges and Grŵp Llandrillo Menai, with support from the Research and Innovation Circle in Hyderabad, the workshops aimed to train the next generation of Indian students in the EV industry. Students gained in-depth knowledge of electric cars and associated technologies, setting the stage for further courses with Indian partners.
- As part of the scoping visit organised by Global Wales and Wales Higher Education Brussels, Global Wales and ColegauCymru embarked on a series of meetings in Brussels to explore opportunities for partnerships with Flanders and Baden-Württemberg. The discussions laid foundations for collaboration in various sectors, including education leadership and research.

Governance

Global Wales activities, including those under Global Wales III, operate within the Universities UK governance structure with strategic advice provided by the Global Wales Board.

Global Wales Board

The Global Wales Board provides a vehicle for the partnership to share information, scope out possible joint activities and update on recent developments. The Board also acts as the strategic advisory board for the Global Wales III project and, as such, includes Taith as funder and a further education representative as a partner in the project. The advice provided by the Board informs the decisions taken by Universities Wales committee.

Members

Dr Ben Calvert (Chair), Vice-Chancellor & Chief Executive Officer, University of South Wales

Ruth Cocks, Director, British Council Wales

Dr Andrew Cornish, Principal and CEO, Coleg Sir Gâr and Coleg Ceredigion

Dr Angharad Penny Evans, Head of International Tertiary Education, Welsh Government

Craig Goodwin, Head of Cymru Wales Brand, Welsh Government

Andrew Gwatkin, Director, International Relations and Trade, Welsh Government

Susana Galván Hernández, Executive Director, Taith

Nicola Hunt, Senior Student Experience Manager, HEFCW

Geraint Huxtable, Head of International Engagement, Welsh Government

Amanda Wilkinson, Director, Universities Wales

Universities Wales Committee

Universities Wales Committee, as the National Council for Wales of Universities UK, operates as the Programme Board with responsibility for the authorisation and sign-off of the Operational Plan and agreed programme activity, reviewing the budget position and routine financial statements, and confirming ongoing monitoring updates and reports prior to their submission.

Members

Professor Elizabeth Treasure (Chair), Vice-Chancellor, Aberystwyth University

Professor Cara Aitchison, Vice-Chancellor, Cardiff Metropolitan University

Professor Paul Boyle, Vice-Chancellor, Swansea University

Professor Edmund Burke, Vice-Chancellor, Bangor University

Dr Ben Calvert, Vice-Chancellor & Chief Executive Officer,
University of South Wales

Professor Elwen Evans, KC, Vice-Chancellor, University of Wales Trinity Saint

Professor Maria Hinfelaar, Vice-Chancellor, Wrexham University

Professor Wendy Larner, Vice-Chancellor, Cardiff University

Ben Lewis, Director, Open University in Wales (from November 2023)

David Price, Interim Director, Open University in Wales (to November 2023)

Universities UK Board

Universities UK, the parent body for Universities Wales, is the legal named entity for receipt and management of Global Wales III funding with legal responsibility for meeting grant conditions and oversight, through UUK Board and its Audit and Risk Committee, that these conditions have been met.

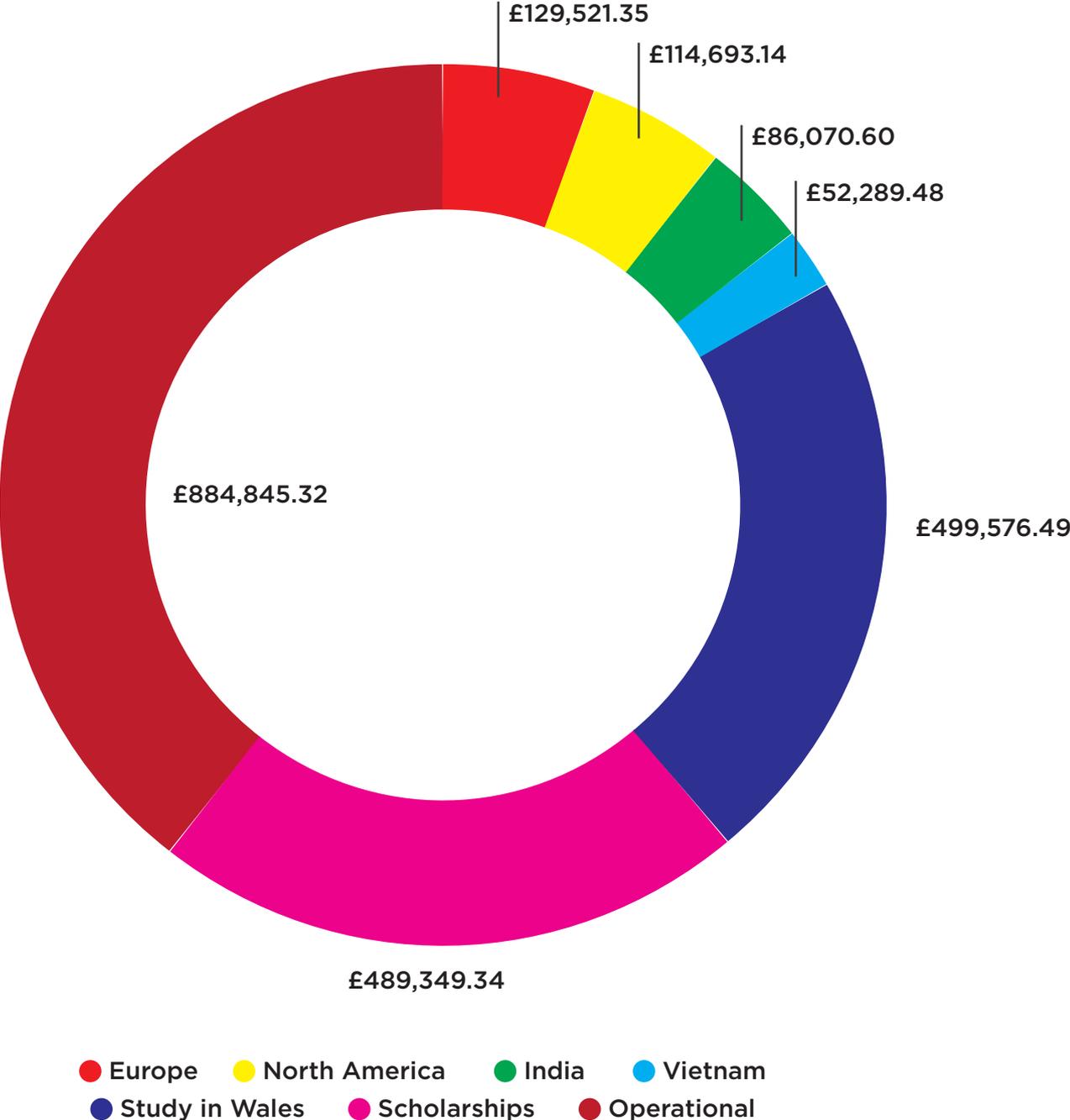
Financial position

Global Wales III

End of year position

Global Wales III had a Year 1 budget of £2,280,191. At 31 July 2023, expenditure for this period was £2,256,346.

The breakdown of Global Wales III expenditure by programme area is outlined below.



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