

INTO – IN THEIR OWN WORDS

UCU is opposed to the marketisation of education.

As part of this, we oppose universities outsourcing or setting up joint ventures with private companies to deliver education.

We have and will continue to campaign tirelessly against INTO University Partnerships wherever they attempt to set up joint ventures with universities.

We are doing this because we believe that staff in the sector are completely opposed to joint ventures with this company.

- At Oxford Brookes UCU led a staff campaign against a proposed Joint Venture and talks between the company and the university were called off.
- At Essex University, we were able to contact 1800 staff inviting them to participate in an online poll, hosted by UCU, that asked them whether they thought a Joint Venture with INTO would damage the university's reputation. 511 staff voted in the poll and 457, or 89.4 %, said that any joint venture with INTO would damage the university.

In a previous briefing, we published the testimony of current and former employees of INTO.

In this new briefing, we focus instead on what INTO say about themselves.

We have reproduced quotes in the public domain from the company and its chairman, Andrew Colin, without comment as we believe that taken together, they speak very loudly by themselves. We have confined our editorial work to indicating what we believe to be the key sentences by underlining them.

This is INTO, in their own words.

Working for INTO

We create outstanding teams in all areas of our organisation and recruit leading professionals whose talent and experience enable us to provide high quality pathway programmes in pursuit of excellence in international higher education.

INTO depends on committed, motivated and dedicated staff. We therefore ensure our salary levels are competitive and in line with our partner universities and encourage career development within our fast-developing organisation.

Academic staff join INTO from the partner university or from other successful higher education institutions, many qualified to PhD level. English language staff are also fully qualified, joining INTO from either the partner University or from the UK's successful EFL state and private sectors.

As our new Centres emerge, our staff will work in the highest standard of facilities available in the sector.

INTO website: into.uk.com/working_with_into/

On terms and conditions, universities can choose whether to transfer staff to Into or to keep them in university employment. Mr Colin admits, however, to paying Into staff less than those in equivalent positions in the university. 'Rates of pay are probably worse,' he said, but he added that Into compares well with the UK's private English-language teaching market. Into is carrying out a study to provide benchmarks for its employees, he said.

Into founder says his private capital supports public work,
1 May 2008, By Melanie Newman:

www.timeshighereducation.co.uk/story.asp?storyCode=401674§ioncode=26

About INTO University Partnerships

As Mr Colin is also chairman of a property investment and development businesses, critics have also alleged that making money from property is a prime motivation for him. For each joint venture, Into has set up a subsidiary to develop a site and lease the building back to the host university.

Mr Colin denies that he expects to make more money out of the estate than student recruitment, maintaining that the union's opposition is simply ideological.

'I'm an old-fashioned Blairite. I believe that private capital can support public provision, and the UCU is opposed to that ideologically ... The union sees Into as a profound threat to higher education structures, but it isn't meant to be that.'

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The business model combines property in the form of international student centres paid for built and run by the company, with foundation year programmes run as joint ventures with the host university.

'We are not trying to make money out of the tuition fees', he argues. 'That's the problem with both language schools and international education. If you only have the tuition fees to make money from then the easiest way to increase your profits is to cut your teachers' wages.'

I am intrigued but sceptical. When Colin ran Embassy it was known as an ok employer, the best of a bad bunch, perhaps, not the teachers' saviour. Nor is the man famous for setting out to lose money. 'INTO is going to make money out the buildings' he says.

English Language Gazette, Melanie Butler, Issue No. 332, August 2007:

www.into.uk.com/working_with_into/media_faqs/press_coverage

Studying with INTO

INTO Centres provide:

- quality-assured courses leading to undergraduate or postgraduate study;
- guaranteed university placement;
- university resources and learning environment;
- range of preparatory English language courses;
- excellent on-campus facilities;
- highest levels of personal care and support;
- a simple enrolment process from anywhere in the world

Brochure for Newcastle INTO:

www.into.uk.com/studying_with_into/into/brochures

(See page 2)

Academic criteria (progression and programme completion)

Students are accepted onto the programme on the strict understanding that progression through the course and successful completion of the course are conditional upon satisfactory attendance and successful attainment of specified progression grades. During the Course Induction all students will be made aware of the criteria for successful completion of the course. The assessment of student performance will take into consideration:

- course work;
- internal centre examination results;
- attendance;
- effort in class and in homework.

Students who do not meet the attainment criteria for successful completion will not be allowed to proceed with their original course and plan of study. In such cases, students will be offered advice on suitable alternative study options which may include retaking modules, changing course or repeating a course. In some cases, an alternative study plan may involve additional time and expenditure with regard to tuition and accommodation fees.

Brochure for Newcastle INTO:

www.into.uk.com/studying_with_into/into/brochures. (See page 54)

Andrew Colin's vision of education

In 2000, having sold his previous company, Study Group International, to the Daily Mail Group, Andrew Colin told the Times Higher Education Supplement:

'I developed partnerships with universities in Australia, North America and the UK, Mr Colin said. Some see their core business as brand identity, postgraduate teaching, research and quality control – not necessarily teaching undergraduates. **There is nothing to stop undergraduate teaching being outsourced.**'

www.timeshighereducation.co.uk/story.asp?storyCode=153803§ioncode=26