

Championing the My Education Brand

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Newcastle University Medicine Malaysia: a case study

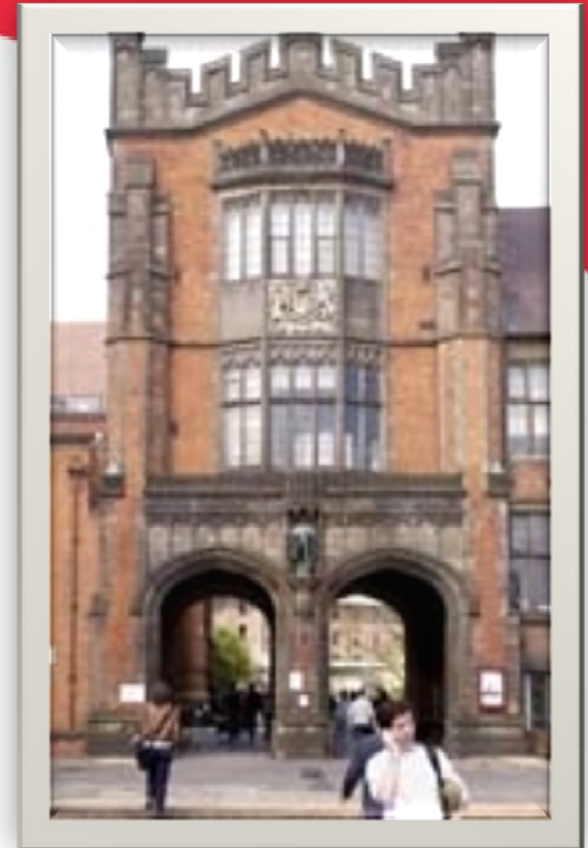
- Introduction
- The purpose of a University
- Internationalisation
- Measures of Quality
- Brand value and promise

Introduction



Newcastle University - Purpose

- Creation of knowledge
- **Dissemination of knowledge**
- Translation of academic endeavour for the benefit of civil society



'Excellence with a Purpose'

Newcastle University Medicine Malaysia (NUMed)



Students due to return to Malaysia in August 2011



Brand Value

- Cost effectiveness
 - Quality
 - Teaching
 - Facilities
 - Cost
- Not an either or, must have both
- Learn and teach in an international language
- Desirable place to live and study

Brand Value

- **Geography**
 - Proximity to large developing markets
- **English language used in higher education**
- **Diversity**
- **Historic links**
 - Many alumni of Newcastle in Malaysia



Not just acquisition of knowledge

“50% of what we teach you will turn out to be incorrect, the problem is we don’t know which 50% that is”

*Prof E Blair, Director of MBBS
Newcastle 1984*

Principles of MBBS programme

- Knowledge
- Skills
 - Communication
 - Life long learning
 - Not just clinical skills
- Professionalism
- Teach and assess all three

Quality Indicators

- Teaching
 - National student surveys
- Learning
 - Performance in national exams
- Readiness for work
 - Survey of students perceptions
- Employability
 - Feedback from employers

Evidence of quality

- National Student Survey – 1st, 6th 3rd, 5th, 16th, 5th =, 1st
- Peer reviewed publications compared with other UK medical schools
 - General Medicine – in top 3 for MRCP (2008)
 - Primary Care – in top 2 for MRCGP (2008)
 - Anaesthetics – in top 5 for FRCA (2009)
 - Readiness for Work – 4th for F1's; 3rd after 3 years (2010)

Challenges

- Vocational degrees
 - Tension between generic skills and country specific skills
- Measuring quality in relation to other countries
 - Teaching quality not the same as research output or quality
- Measuring employability
 - Did they get a job?
 - Were they any good at it?

Summary

- Malaysia many strong branding points.
- Cost effectiveness
 - Quality
- Geographical position
- Language of teaching and learning
- Challenges
 - Generic vs specific
 - Measuring quality

Thank you for your attention

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