

Championing the MY Education Brand

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**Jeffrey Cheah
Foundation** 
Nurturing the Seeds of Wisdom

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A University Brand is...

A manifestation of the institution's features that distinguish it from others, reflects its capacity to satisfy students' needs, engender **trust** in its ability to deliver a certain type and level of higher education, and help potential recruits to make wise enrolment decisions.

– *Bennett and Ali Choudhury (2007, p.4)*

When someone mentions the name of a university it will immediately evoke “associations, emotions, images and faces”

– *Bulotaite (2003)*



<http://tomfishburne.com/cartoons>

Source: Chapleo C. (2010), “What defines “successful” University brands?” International Journal of Public Sector Management, Vol.23, No.2, pp.3 extracted on 4th April 2011 from <http://www.emeraldinsight.com/journals>

MY Education Brand Value and Promise

Vision: To Turn Malaysia into a Center of **Excellence** for Higher Education.

Mission: To develop and put in place a higher education environment that encourages the growth of premier **knowledge centers** and individuals who are **competent, innovative with high morale values to meet national and international needs.**

Source - <http://www.mohe.gov.my>

MY Education: Where are We Now?



*The Center for World-Class Universities of
Shanghai Jiao Tong University*

guardian.co.uk

THE  **TIMES**



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RANKING & RATING

Will ranking
impact the brand?

World University Ranking – the Metrics

Shanghai Jiao Tong University Ranking	W %	THE University Ranking	W %
Alumni of an institution winning Nobel Prizes and Field Medals	10	Teaching — the learning environment	30.0
Staff of an institution winning Nobel Prizes and Field Medals	20	Research — volume, income and reputation	30.0
Highly cited researchers in 21 broad subject categories (HiCi)	20	Citations — research influence	32.5
Papers published in Nature and Sci.	20	Industry income — innovation	2.5
Papers indexed in Science Citation Index-expanded and Social Science Citation Index	20	International mix — staff and students	5.0
Per capita academic performance of an institution	10		
Total (source: AWRU 2010)	100	Total (source: THE 2010)	100

World University Ranking – the Metrics

QS Ranking	W %
Academic Peer Review	40
Employer/Recruiter Review	10
Student Faculty Ratio	20
Citations per Faculty	20
International Faculty	5
International Students	5
Total	100

Source: QS World University Rankings® 2010

Legend: W = Weighting

UK University Ranking – the Metrics

The Times	W %	The Guardian	W %
Student Satisfaction	15	Teaching Quality	10
Research Quality	15	Feedback (Assessment)	5
Entry Standards	10	Spending per student	17
Student-Staff Ratio	10	Staff-Student Ratio	17
Library and Computing Spending	10	Job Prospects	17
Facilities Spending	10	Entry Score	17
Good Honours	10	Value added (comparing students' degree results with their entry qualifications)	17
Completion rates	10		
Graduate prospects	10		
Total	100	Total	100

Source: Times Good University Ranking Guide 2011

Source: Guardian.co.uk 2011

Legend: W = Weighting

University Ranking for Branding?

It's here to stay?

An End to Itself?

Transparency?

Quality Measurement?

Brand Attack?

Your World, My World?

Marketization?

University Ranking

"Global rankings have afforded annual light entertainment, but they are now seriously overreaching themselves," says Malcom Grant, President and Provost of University of College London

Source: Crib sheet 21.09.10 guardian.co.uk

Lancaster University, UK (Sunway University Partner)



welcome to a **world-class** university

Lancaster University is approaching its 50th anniversary with a world-class reputation as a centre for excellence in teaching, scholarship and research. Currently ranked as a top 10 UK university and in the top 125 universities in the world, Lancaster continues to sustain its reputation for teaching and research excellence both nationally and internationally.



Lancaster ranked **top ten in UK**

Lancaster is ranked 10th in the Times, 8th in the Independent and 6th in the Guardian league tables, and 124th in the annual THE world university rankings 2010.

Source: <http://www.lancs.ac.uk/>

Malaysian University Rating – the Metrics

SETARA'09	W %
Governance	12
Physical & Financial Resources	3
Talent (Faculty & Student Quality)	5
Curriculum (Content, Delivery/Pedagogy, Assessment, Monitoring and Ancillary activities)	40
Quality of Graduates (Student Marketability, Students' Satisfaction, Employers' Satisfaction and Generic Student Attributes)	40
Total	100

Source: <http://www.mqa.gov.my/SETARA09>

Legend: W = Weighting



SISTEM PENARAFAN INSTITUSI PENGAJIAN TINGGI MALAYSIA 2009
SETARA '09
 2009 RATING SYSTEM FOR MALAYSIAN HIGHER EDUCATION INSTITUTIONS



THE 2009 RATING OF MALAYSIAN UNIVERSITIES AND UNIVERSITY COLLEGES

The 2009 MQA Rating System for Malaysian Higher Education Institutions (SETARA '09) measures **quality of teaching and learning at the undergraduate level** in universities and university colleges (U & UC) in Malaysia.

The SETARA '09 rating instrument covers three generic dimensions of input, process and output to assess the quality of teaching and learning. The input dimension addresses talent, resources and governance. The process dimension focuses on curriculum matters and the output dimension is on the quality of graduates.

The SETARA '09 exercise classifies its rating into six Tiers, ranging from Tier 1 as Weak to Tier 6 as Outstanding. The following is the full result, sequenced in alphabetical order:

TIER 6: OUTSTANDING		TIER 4: VERY GOOD		TIER 3: GOOD	
CODE	NAME OF INSTITUTION	CODE	NAME OF INSTITUTION	CODE	NAME OF INSTITUTION
None		2	AIMST UNIVERSITY	2	BINARY UNIVERSITY COLLEGE OF MANAGEMENT & ENTREPRENEURSHIP
TIER 5: EXCELLENT		2	ASIA PACIFIC UNIVERSITY COLLEGE OF TECHNOLOGY AND INNOVATION	2	INTERNATIONAL UNIVERSITY COLLEGE OF TECHNOLOGY TWINTECH
2	CURTIN UNIVERSITY OF TECHNOLOGY SARAWAK CAMPUS	2	CYBERJAYA UNIVERSITY COLLEGE OF MEDICAL SCIENCES	2	KOLEJ UNIVERSITI INSANIAH
1	INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA	2	HELP UNIVERSITY COLLEGE	2	KOLEJ UNIVERSITI METROPOLITAN KUALA LUMPUR
2	INTERNATIONAL MEDICAL UNIVERSITY	2	INTI UNIVERSITY COLLEGE (now known as INTI International University)	TIER 2: SATISFACTORY	
2	MANAGEMENT AND SCIENCE UNIVERSITY	2	KOLEJ UNIVERSITI INFRASTRUKTUR KUALA LUMPUR	None	
2	MONASH UNIVERSITY SUNWAY CAMPUS	2	KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR	TIER 1: WEAK	
2	SUNWAY UNIVERSITY COLLEGE	2	LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY	None	
2	SWINBURNE UNIVERSITY OF TECHNOLOGY SARAWAK CAMPUS	2	NILAI UNIVERSITY COLLEGE	INSTITUTIONS THAT PARTICIPATED BUT NOT RATED	
2	TAYLOR'S UNIVERSITY COLLEGE	2	UCSI UNIVERSITY	The following U & UC participated in SETARA '09 but are not rated because they:	
2	THE UNIVERSITY OF NOTTINGHAM MALAYSIA CAMPUS	1	UNIVERSITI DARUL IMAN (now known as Universiti Sultan Zainal Abidin)	i) are new institutions of higher learning;	
2	UNIVERSITI KEBANGSAAN	2	UNIVERSITI INDUSTRI SELANGOR	ii) do not have final year students and have not produced graduates;	
		1	UNIVERSITI MALAYSIA PAHANG	iii) do not offer undergraduate programmes; or	
		1	UNIVERSITI MALAYSIA PERLIS	iv) are non-conventional U & UC, for example Open Universities.	

MY Education: Where are We Now?

Number of **international students** in Malaysia:

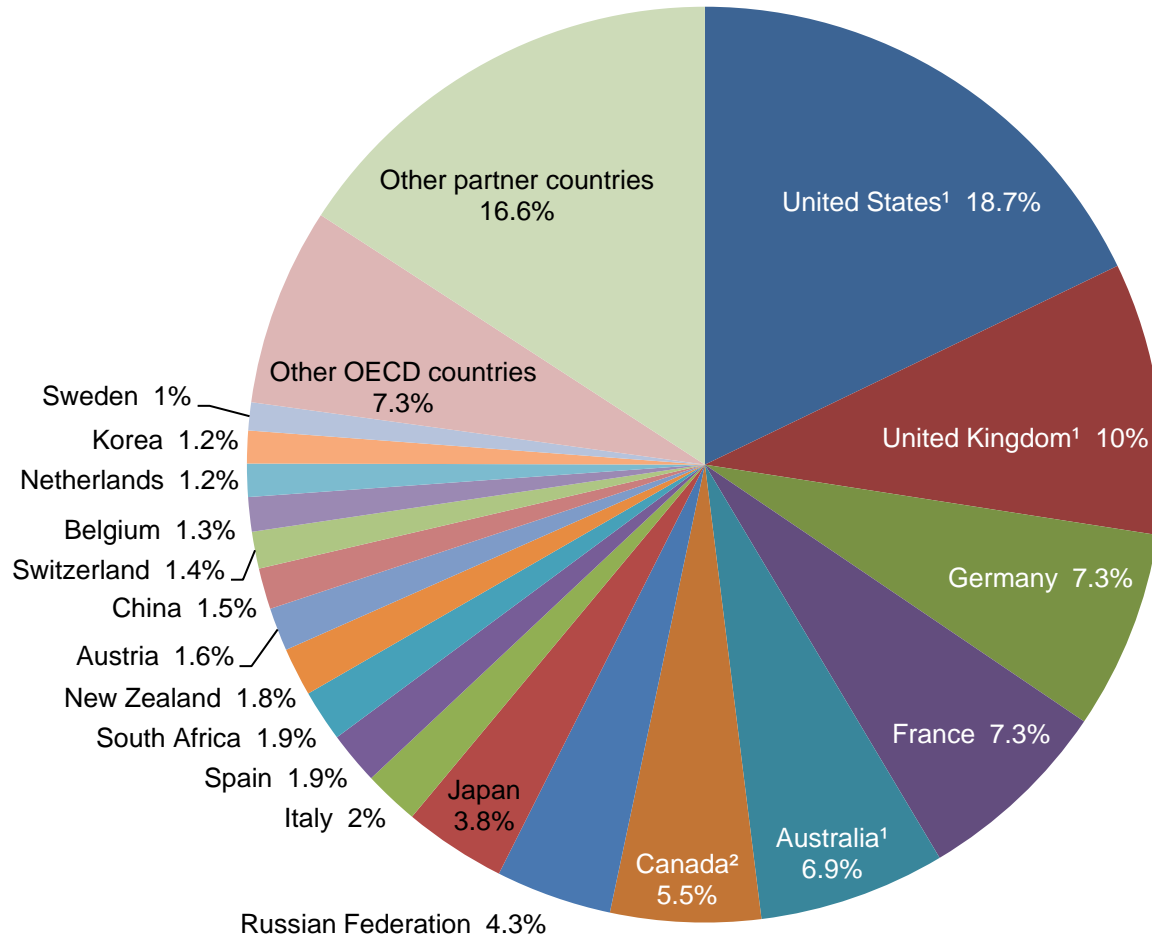
- **Currently** around 86,000
- Target annual growth of 13.5%
 - 150,000 international students by 2015
 - 200,000 international students by 2020

Dato' Seri Mohamed Khaled Nordin, Minister of Higher Education, 11th April 2011, "Higher Education in the New Economy: Roadmap of Prospects and Challenges", ASLI, 15th Malaysian Education Summit, pp 4 extracted on 12th April 2011



Foreign Students Mobility

Chart: Distribution of foreign students in tertiary education, by country of destination (2008)
Percentage of foreign tertiary students reported to the OECD who are enrolled in each country of destination

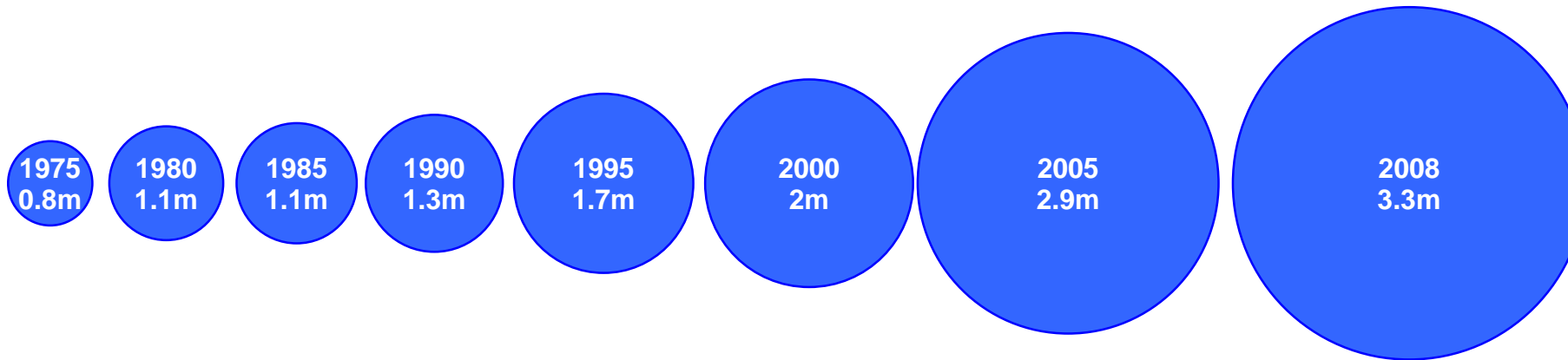


1. Data relate to international students defined on the basis of their country of residence.
 2. Year of reference 2007.
 Source: OECD and UNESCO Institute for Statistics for most data on partner countries.

Foreign Students Mobility

Long-term growth in the number of students enrolled outside their country of citizenship

Growth in internationalisation of tertiary education (1975-2008, in millions)

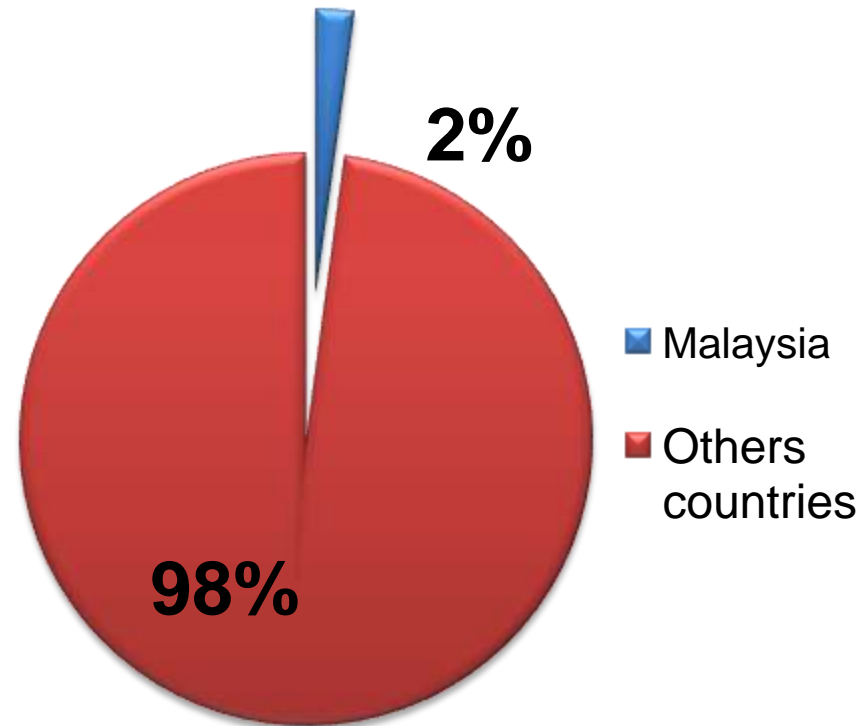


Source: OECD and UNESCO Institute for Statistics.

Data on foreign enrolment worldwide comes from both the OECD and the UNESCO Institute for Statistics (UIS). UIS provided the data on all countries for 1975-95 and most of the partner countries for 2000, 2005 and 2008. The OECD provided the data on OECD countries and the other partner economies in 2000, 2005 and 2008. Both sources use similar definitions, thus making their combination possible. Missing data were imputed with the closest data reports to ensure that breaks in data coverage do not result in breaks in time series.

Foreign Students Mobility : Malaysia's Market Share (2008)

Percentage of Foreign Students Studying in Malaysia (2008)



Year	2008
Malaysia	70,423
Others countries	3,229,577
Global	3,300,000

Malaysia ranked ...2009

“Malaysia is currently the **world’s 11th most preferred** study destination.

The conclusion was based on the fact that 69,154 international students from more than 150 countries have chosen Malaysia as the country they wanted to study in.

With the majority of students coming from Indonesia, China and the Middle East, the new figure was a 26.5% increase from the old count of 50,788, which was recorded on March 31 last year. The ranking was obtained from the **Institute of International Education**.

Dato’ Seri Mohamed Khaled Nordin
Minister of Higher Education

RICHARD LIM, 29th August, 2009, “Malaysia ranked 11th most preferred study destination” extracted on 7th April 2011 from <http://thestar.com.my/news/story>

Repositioning MY Education

National Key Economic Area (NKEA) of Education

Rebranding Malaysia from a stopover location for education to a major education hub.



"Don't come back until we have a viable brand!"

<http://tomfishburne.com/cartoons>

Repositioning MY Education: The Five Shifts

Strengthening
MY Education
Industry
Structure

Market focus –
high quality
foreign students

New working
style: Public –
Private
Partnership

Regulatory
Transformation

Funding shift
from public to
private

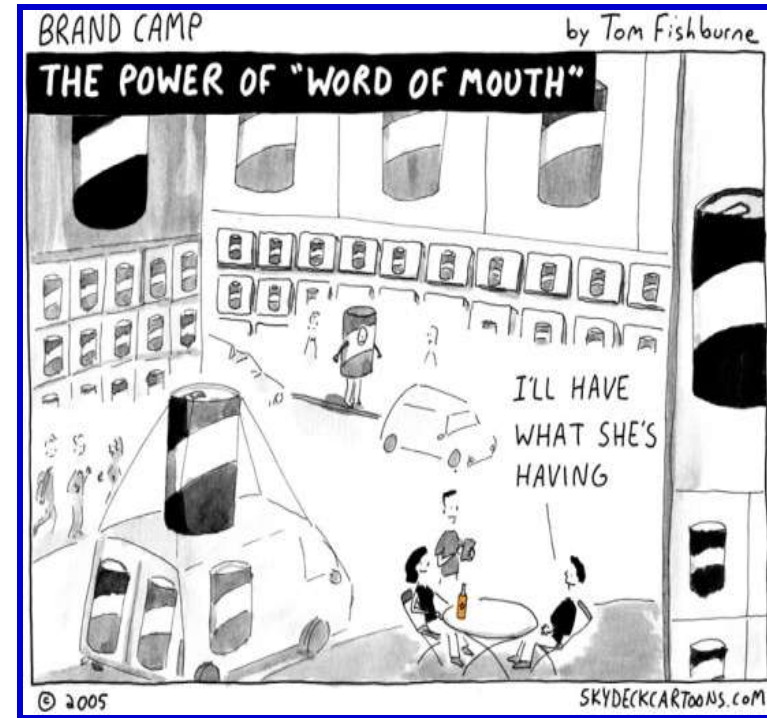
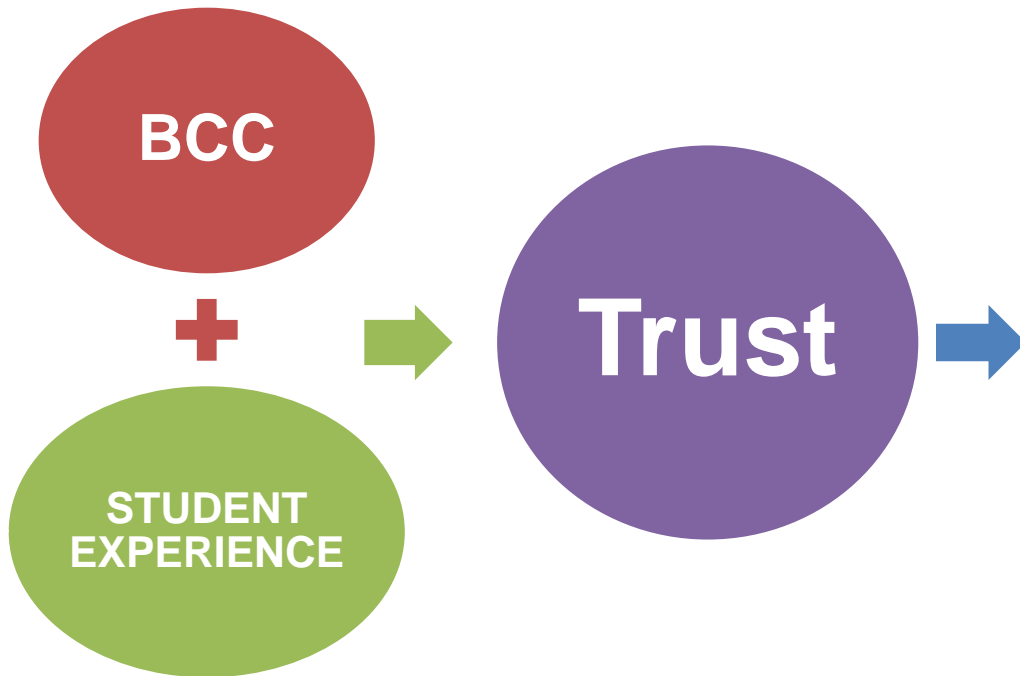
Source: “ETP – A Roadmap for Malaysia” 2010, PEMANDU

Brand Credibility Check (BCC) for Best-in-Class Education Destination/Brand



Adapted from Covey, M.R.S. and Merrill R.R. (2008),
'The 4 Cores of Credibility', *Speed of Trust*,
Pocket Books, pp. 43-124.

Education Branding Inside-Out



<http://tomfishburne.com/cartoons>

THANK YOU