

University of Nottingham and the European Union Referendum result

Communication and messaging – July 2016

Overview

Communications from The University of Nottingham in the two weeks following the Referendum result have primarily been reactive. As we move forward into the summer, the University's EU Taskforce has prioritised the development of a core set of messages, articulating the University's position and institutional stance. These core messages will ensure consistency and clarity across a wide-range of communications, marketing and stakeholder engagement activity taking place over the coming months. They will provide colleagues across the institution with a clear foundation from which they can tailor communications with the stakeholders, partners and audiences they oversee.

Core messages

1. Overarching messaging

The University of Nottingham is Britain's Global University. We will remain Britain's Global University – continuing to stand at the vanguard of what it means to deliver a truly international model of higher education.

We represent the excellence, entrepreneurialism and engagement that characterises the very best of British universities – and these strengths will secure our continued success in the future.

Our University's international reputation for collaboration, innovation and openness is both hard-won and well-earned. We will continue and expand our efforts to describe the hugely positive impact that this global outlook has – on our society, our economy and the global community of students, staff, visitors and friends that work and study at The University of Nottingham.

The result of the EU referendum means the UK must now look outwards, forging new relationships with the international community. With our physical presence in three countries on two continents and extensive experience of working with international partners, across borders; The University of Nottingham is well-placed to successfully navigate this period of change and the challenges and opportunities it will provide.

Our international community of students and staff is one of our greatest strengths, and we want people from the UK, other countries in Europe and beyond to continue to study, teach, research and work here.

2. Student recruitment messaging

All Nottingham students are global citizens, contributing to and benefiting from a vibrant, multicultural and inclusive community. We believe student mobility is an important part of being a student here. We will protect this experience, and the hugely important role played by students from all European countries in making Nottingham Britain's Global University.

We welcome students from every country, and will continue to do so: our vibrant and diverse student body is one of the University's greatest strengths at our campuses in the UK, China and Malaysia. Students beginning their studies in the UK in autumn 2016 can be reassured the University will continue to treat their status as EU students throughout their degree course for fee purposes. We are the leading university in the UK for Erasmus students and continue to focus on this valuable experience for our students; Erasmus funding is agreed for 2016 and 2017. All students – current and future – can be assured that Nottingham remains an ambitious global university, with great staff, offering an unforgettable student experience and producing highly sought-after graduates.

3. Research messaging

We are unwavering in our dedication to world-class research with international partners and we will continue to retain, develop and attract the best and brightest researchers from across Europe and the world.

Central to this vision is our determination to build successful relationships with the University's current and future EU and international researchers.

We pledge to:

- seek new, long-lasting relationships with institutions and commercial research partners across Europe and beyond
- secure new investments in European partnerships, including funds for PhD students, and compete for international funding from all sources including Horizon 2020 ERC, Marie Skłodowska-Curie programmes and Erasmus+
- join the UK research community in lobbying for a continuing leading role in EU research projects

The diversity of our research activities grew out of a commitment to work with the brightest minds and the best organisations wherever they are in the world. This commitment has not changed: we collaborate with partners worldwide and will continue to do so into the future.

4. Internal messaging

Whatever lies ahead, our international community of staff and students will remain at the heart of our University.

Our University has always been a supportive, inclusive, caring and positive community. We warmly welcome those of different cultures, ethnicities and beliefs – indeed this very diversity is vital to our success, it is fundamental to our values and enriches life on campus. Now more than ever we will ensure our University is a place where diversity is welcomed, cherished and respected.

We will aim to update staff and students on new developments affecting the University as soon as information becomes available. These updates, along with useful external information, will be collated for staff and students and shared on the University website at <http://www.nottingham.ac.uk/global/eu/index.aspx>

Staff and students can be confident the University is working hard to address the challenges we all face, to support everyone in the University community and ensure we are fully prepared for the future.

Supporting statements, facts and stats

“The University of Nottingham is Britain’s Global University”

- 2200 students from other parts of the European Union currently study at The University of Nottingham
- Worldwide, 45% of our 44,520-strong global student body are international students – drawn from over 150 countries
- Over 500 Nottingham students took advantage of the ERASMUS scheme - the highest number from any UK university – travelling to 24 countries at 139 partner universities
- We employ 750 members of staff from other parts of the EU
- 50% of students studying Mandarin Chinese for credit in the whole of the UK study at The University of Nottingham Confucius Institute.

“The University of Nottingham’s international students, staff and global outlook boosts the local economy and supports jobs”

- £129.7m in additional economic impact was generated in 2014-15 by the off-campus spending of international students studying at The University of Nottingham, supporting 2,200 extra jobs.
- The University of Nottingham Ningbo China hosts a new “Trade and Invest in Nottingham Office”; creating opportunities for local businesses to build relationships and secure investment from Chinese partners;
- The University of Nottingham, in partnership with Derby and Nottingham Trent Universities and local authorities, secured £20m in European Funding which will provide support to over 2,000 local small and medium enterprises (SMEs) over the next three years.
- We are the 8th most successful university at attracting international students to study in the UK and 1st in the region.
- £10,933 per year of extra economic benefit to the Nottingham economy is delivered every year, by every student.
- Overall economic impact of the University is a £1.1bn contribution to the UK’s GDP, supporting more than 17,000 jobs.

“We create a global community of ambassadors for Nottingham and the UK, across the world”

- 250,000 University of Nottingham alumni live in over 195 countries across the world.
- 11,085 students studied for British degrees at the University of Nottingham Malaysia Campus, and University of Nottingham Ningbo China in 2015/16.
- 78% of graduates now living abroad have recommended or would recommend studying at and living in Nottingham.

“The University of Nottingham is a hub for world-class research and innovation – at the heart of global community of scientific excellence and scholarship”

- The University holds a £44m portfolio of European Union funded research
- Since 2010, we have been involved in 7122 fully international (excluding those with UK co-authors) joint papers worldwide, and of these 3357 involved European partners (excluding those with UK co-authors).
- Over 80% of our EU funded projects are international, multi-partner collaborations addressing global challenges.

- Over 80% of our research was rated as either 'world-leading' or 'internationally excellent' in the 2014 REF
- Our UK-leading Institute for Aerospace Technology holds a £75m portfolio of research funding, much of which connects major British industry (like Rolls Royce and Airbus) to major European innovation projects - for example the University has secured £9.5m of funding to develop breakthrough aerospace technologies for leading European manufacturers designing the next-generation of aircraft.

Tone of voice

The University should seek to use a positive, reassuring and balanced tone in all our communications; acknowledging “challenges”, yet ensuring that we project institutional strength and confidence that we are well-placed to navigate uncertainty; looking towards future opportunities. Communications should be clear, concise and consistent, drawn from a set of core messages (below) and articulated primarily by UEB, research and academic leaders and Professional Services Directors. The tone of voice needs to be inclusive: we should seek to communicate with those on both sides of the Referendum result, outlining the steps taken to ensure the University thrives in a post-Brexit Britain without making judgements about the outcome of the vote itself.