

Sir Howard Newby
Chief Executive of the HEFCE

New Challenges for Higher Education Leaders and Policymakers

Japan-UK HE Collaboration Project June 2004



UK Higher Education

- Diverse HE system
- Over 2 million HE students in UK
- 44% participation rate
- 170 higher education institutions
- £14.5 billion HEI income in 2001-02 of which £9 billion is Government funding
- 0.8% of GDP in public funding to HE in 2004



Challenges and opportunities

- The challenges of Globalisation
- The nexus of higher education and the knowledge society
- Higher education at the heart of the modern economy and society
- Higher education institutions judged by international standards
- Searching for policy options that will deliver the future rather than policies that have delivered the past

The logo for the Higher Education Funding Council for England (HEFCE), featuring the lowercase letters 'hefce' in a blue, cursive-style font.

Implications of the market for higher education in England

- Variable but regulated fees
- Market position and market share
- Selling a brand image in the marketplace
- Difference between marketing and selling
- Consequences of misjudging the market
- Implications for institutional survival
- Role of the HEFCE as funding body, planner and regulator

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Opportunities

- Global demand for higher learning
- A learner centred approach to higher education
- The significance of delivering to world-class levels of attainment
- The significance of lifelong learning
- The significance of international collaboration and development

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