Introduction of tuition fees at Lund University, Sweden

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The Bill: Competing with Quality

Presented in February 2010

– Tuition fees as of July 1st 2011
– All non-EU/EES students have to pay tuition fees
– Application fee – 900 SEK
– Small scholarship programme
– No change in other regulations
– Full-cost
– 5 MSEK to market Sweden as a Study Destination
– Reduction of funding – for LU 50 MSEK
– LU had 30 000 non EU/EES applicants in 2010 – high cost
Part of the university strategy

Fundamental change for the whole university

– Early and clear involvement of the university management

– All administration units involved (group led by administrative director – Students, housing, Finance, International relations, registrar etc.)

– All of LU involved – strategic discussions and decisions in agreement with all faculties – consensus!

– Engagement from the University board and Advisory board

– Student unions involved from day one

– Clear and high goals

– Resources available

– Not a source of income for other activities

– Partners, networks and experts
Pricing

Pricing: Based rather on cost (i.e. government funding for domestic/EU students)

90 000 - 170 000 SEK (1 € = 8.5 SEK or £10.1)

15% Marketing & Recruitment
10 000 Student Services
7 500 Scholarship fund
7 500 Housing guarantee
Rest Faculties/programmes
Marketing Strategy

- New International website 2010 and 2014
- Strategy for Social Media (Communication and ER)
- New graphic profile for LU (Communication dept.)
  » Printed materials
- Fundraising for scholarships (12 MSEK so far)
- LU 350 years
- Alumni relations (incl exchange students)
- CRM system for communication with students
- Develop clear communication processes from first contact to alumni.
Outcome

In Sweden a drop of 87% of non-EU students

For Lund a 60% drop 2011 compared to 2010 (2010 – 600 non-EU stud)

• 12 000 applicants for 100 masters programmes
• 7 700 first hand applicants
• 2 500 admitted (for about 2000 places)
  • 800 Non EU/ESS students admitted

<table>
<thead>
<tr>
<th>Year</th>
<th>No of students</th>
<th>No of Students</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>202</td>
<td>202</td>
</tr>
<tr>
<td>2012</td>
<td>232</td>
<td>232</td>
</tr>
<tr>
<td>2013</td>
<td>307 + 30 on Study Abroad</td>
<td>307 + 30 on Study Abroad</td>
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</tbody>
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Increase of 15% 2012 vs. 2011
Increase of 32% 2013 vs. 2012 (45% if including SA)

Before the introduction of tuition fees LU had 6% of the Swedish market share today 17% (2012)
National Branding

- Project – Study Destination Sweden

- Niche market

- Safety vs. Wallander (Nordic Noir)

- Innovation country – how to market it differently… everybody tries to do it!
  - Malmö/Lund – 3rd most innovate region in the world (patents)

- Old vs. new, small vs. big, University vs. University college – No national consensus

- LOBBY work
  - Admissions System
  - Migration issues – residence permits, deporting students, stay after graduation
  - Government regulations
Student competitions

Challenge Your Perspectives 2013 is now closed.

We would like to thank everyone who has participated in the challenge!

To check the list of winners & finalists, click here.

To learn about other competitions, click here.
Result Student Competitions

- Reach: 1 007 548 (424%)
- Visitors website: 27900 (131,6%)
- Sign-ups: 5003 (153,8%)
- Completed submissions: 1578 (134,8%)
- India now no 1 country for non-EU recruitment for Sweden
What's next?

• Scholarship strategy

• Offerings
  • Engineering are redesigning all offerings for 2015
  • New Business programme – different pricing
  • Bachelor programmes (Business)
  • Pathway programmes
    • Foundation programme

• New International strategy including regional and partner strategy

• Improved student services; internships, integration project

• Admissions bill September 20th and a new immigration bill expected for fall 2013

• More government scholarships (up from 100 MSEK to 150 MSEK)

• International PR

• Ranking strategy (int staff, researches vs. teaching staff etc)