

# Universities Scotland International Message Guidelines

2014



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## **Background and purpose**

International engagement is very important to Scotland's Universities.

In a highly competitive marketplace, it is vital that Scotland's Universities speak with a voice that is loud, clear, distinctive and competitive.

This document is designed to both guide and inspire.

### **To guide**

Be setting out the main messages that Scotland's Universities should be focusing on internationally, ensuring there is focus and consistency, and collective impact behind our story.

### **To inspire**

By giving practical ideas for how these main messages can be tailored and brought alive in a compelling way for different audiences, and institutions.

This document picks up on the useful work that was done by Education UK Scotland, including the UK HE 'brand pyramid' and 'Glowing with Confidence' presentation. However, as this presentation was not HE specific it was felt that there was scope to develop this work on a stage.

This document is also designed to support the Scottish Government's five long-term, international reputation goals for Scotland:

- A progressive nation with global reach
- Creative in everything it does
- World renowned for its warm people
- A country of rich natural and built environments
- The home of whisky and golf

Universities Scotland would like to thank everyone who has contributed time and thought to this initiative.

## **Who should be using the guidelines?**

This document is designed to be used by anyone with a responsibility for promoting international engagement with Scotland's Universities, including:

- Universities themselves
- Organisations which sometime represent and speak for the sector e.g. SDI, British Council Scotland and the Scottish Government.

The guidelines are designed to have relevance across the full range of international audiences whether that is with:

- students and their families
- the academic community
- business and investment audiences.

## **Why should people be using the guidelines?**

The guidelines strive to encourage stakeholders to consider how a message about the strength and characteristics of the Higher Education sector in Scotland can provide a valuable introduction or context to institution-specific messages.

The simple analogy would be to cars.

Sometimes it is appropriate for Volkswagen to jump straight into telling you about the latest Passat or Golf. At other times, however, it is useful for them to remind people of what Volkswagen stands for overall – important and competitive values such as reliability, quality of engineering and value for money. Such reminders benefit all of the individual car models that sit within the brand family.

By reminding and educating international audiences about what Scotland and Higher Education in Scotland have to offer the world, we do a similar job of ensuring we lay solid foundations for our individual messages.

## **How should people be using the guidelines?**

We would encourage individual universities to think about how they can bring these guidelines alive at an institution level, identifying the facts, stories and case studies you have that allow you to reflect these guidelines in a distinctive and competitive way.

**Scotland's Universities  
International Message Guidelines – At a glance**

Core Proposition	Headline Messages	Support messages
<p>Scotland's Universities: welcoming, international, respected.</p> <p>Join our strong community of scholars around the world.</p>	<p>Enduring influence</p> <p>Leading-edge learning</p> <p>Involving culture</p>	<p>World-rated research</p> <p>Room to grow</p> <p>Globally connected</p> <p>Outward-reaching</p> <p>Reciprocal ethos</p> <p>Recommended</p> <p>Welcoming</p> <p>Rewardingly Multicultural</p> <p>Individually supportive</p> <p>Vibrant culture</p> <p>Distinctive environment</p> <p>Lasting value</p>

## Making best use of the different elements

### 1. The Core Proposition

Scotland's Universities:  
welcoming, international, respected.

Join our strong community of scholars around the world.

#### What is it and how can it be used?

This summarises the competitive strengths of Scotland's Universities in a nutshell.

It's what we should keep in mind when space is limited, or when opening a new conversation.

Although it could be used verbatim, it will start to become stale if over-used. You should always feel free to take the sentiment and core components and re-express them in a way that works for each individual communication task.

There are three key components to bear in mind and you should aim to retain a sense of these in your work:

Key component	Importance
"Welcoming" / "join our" / "community"	<ul style="list-style-type: none"><li>- This reflects the warm, welcoming Scottish personality – something Scottish Government research shows people overseas recognise and like.</li><li>- It reflects the inclusive appeal of a smaller nation.</li><li>- It also relates, indirectly, to Scotland's current favourable outlook towards immigration.</li></ul>
"International" / "around the world"	<ul style="list-style-type: none"><li>- Suggests inclusiveness – and the enduring global reputation of Scottish education.</li></ul>
"respected" / "scholars"	<ul style="list-style-type: none"><li>- Speaks of the quality, global reputation and global impact of Scottish Higher</li></ul>

	<p>Education.</p> <ul style="list-style-type: none"> <li>- “scholars” is a word which is recognised internationally, but we should be careful not to use it in a way that suggests academia removed from real world application, or that we are referring only to people here on specific scholarships.</li> <li>- Examples of alumni should be tailored to target audiences, countries or sectors.</li> </ul>
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**Worked examples:**

“Study in Scotland and you’ll be welcomed into our strong community of scholars – a community that is respected all over the world. Every year more than 46,000 international students from more than 180 countries discover the uniquely warm welcome of Scotland’s Universities.”

“Study abroad in Scotland and you can be part of this progressive and influential country. As an international student in Scotland you’ll be warmly welcomed into our Scottish culture and into our strong community of scholars whose thoughts and actions make waves across the world.”

“Coming to a different country to study can be daunting, but in Scotland you’ll find an especially warm welcome. We enjoy sharing our unique and vibrant culture as well as sharing our passion for world-rated research and teaching expertise. We’re immensely proud of our family of international scholars and alumni, many of who find they enjoy maintaining their links with Scotland long after their formal studies have ended.”

“Scotland’s Universities give the world some of its most influential thinkers and are respected the world over; but as an international student you’ll gain more than just an academic or career boost. We like to think that our overseas students become part of a strong community of ‘internationally Scottish’ scholars – united by our appreciation of Scotland’s unique culture and welcome, as well as its academic strength.”

## Making best use of the different elements

### 2. The opening headlines

Enduring influence  
Leading-edge learning  
Involving culture

#### What are they and what are they for?

They represent our best evidence to support the proposition.

They can be thought of as our best 'door openers', or 'conversation starters' allowing us to go on and introduce more specific facts and stories.

It is the combination of these three elements that makes Scotland's University offer distinctive. Wherever possible, therefore, we should aim to include reference to all three.

*For example, other countries may offer leading-edge thought – but do they have the complete package of global gravitas, and the distinctive involving culture as well?*

These opening headlines can be used in their own right, with some supporting facts and stories, or, they can be used to usher-in a second level of support messages (covered in the next section).

As with the proposition, these are not words and phrases that necessarily have to be used verbatim.

The table below is designed to help you identify the best way of giving them meaning, for any given communication opportunity.

#### What do the opening headlines mean and how can they be brought to life?

Opening headline	Desired take-out
Leading-edge learning	Scotland's Universities are not just historically strong. They are addressing the issues of today and asking the questions of tomorrow.  This includes new ideas about how education is provided (e.g. teaching methods / business links).

	<p>This point can be supported by facts such as “Three Scottish Universities are in the top one per cent of the world’s leading universities”, and “99.9% of Scottish researchers work in disciplines where world-leading (4*) research is taking place (according to the most recent Research Assessment Exercise in 2008) and “Scotland produces 1% of the world’s research with less than 0.1% of the world’s population.</p>
Enduring influence	<p>When Scotland’s Universities speak, the world tends to listen.</p> <p>A qualification from a Scottish University will stand you in good stead for the rest of your life.</p> <p>This can be brought to life via case studies, and also by facts such as how Scotland has had 600 years of HE, with the Scottish education system having been adopted by many countries all over the world.</p> <p>NB. We do need to ensure this point does not become wholly retrospective and that we are still emphasising the modern influence and legacy of HE in Scotland.</p>
Involving culture	<p>A welcoming, inclusive people, place and cultural scene – easy to join in and sample the real Scotland.</p> <p>There is a ‘family’ of internationally Scottish alumni which you can stay part of for as long as you like.</p>

### Worked examples

Scotland’s Universities have been at the leading edge of thought and knowledge for 600 years. Today, whether in life sciences, digital design or creative arts, Scotland’s students continue to solve problems, push boundaries and make an enduring mark on the world.

Perhaps this has something to do with the fact Scotland is such an inspiring place to spend time. From our rich history to our dramatic natural beauty and from our vibrant arts to our unique living traditions, Scotland takes great pleasure in opening its doors to students from overseas, encouraging them to feel part of our international Scottish community.

Scottish Universities are renowned throughout the world for their research excellence, and for the enduring influence of their students and academics. Scotland is second globally for the number of citations per paper. It’s little wonder, therefore, that Scotland’s qualifications are so widely recognised and respected. Academic quality is not the only reason why over 46,000 international students choose to study in Scotland every year though. More than 94% of international students believe Scotland is a ‘good place to be’. With thriving cities and stunning natural beauty, famously warm people, comprehensive pastoral and support services, and a rich and diverse national culture waiting to be explored, Scotland’s Universities can offer a rich and fully rounded experience.

## **Possible headline examples of “leading edge learning”**

**Choosing examples to use at a sector wide level will always be politically sensitive and there is no desire to raise the profile of some institutions over others.**

The following examples have been suggested as they have the potential to be interesting and understandable to a broad audience. Universities Scotland always welcome news from institutions which could be used for case studies of this nature.

### **As a result of university work in Scotland – Alzheimer’s disease will be greatly slowed down.**

All humans produce Tau protein, essential for normal functioning of the brain. When things go wrong, Tau protein twists and sticks to itself to become filaments. These make up the so-called ‘Alzheimer tangles’ that destroy nerve cells critical for memory, then attack neurons in other parts of the brain. Scottish researchers have developed a unique treatment that targets the tangles and appear to slow the progress of Alzheimer’s disease by 81 per cent over a year. The product – rember™ – is the first ever drug to act on the tangles and is tipped to be the most significant development in the treatment of tangles since Lois Alzheimer discovered them in 1907.

### **We will purify polluted drinking water using light**

Scotland has an abundance of the world’s most valuable liquid asset: clean water. Much of the rest of the planet is less fortunate and approximately three million people die annually as a result of water-related diseases. By 2025, it is predicted that two thirds of the world’s population will experience chronic water shortages. Researchers in Scotland have developed an advanced photochemical technology that could help. The process uses a material called a photocatalyst that, when illuminated with light, can completely destroy the pollutants in water. The treatment is low-energy and non-toxic offering a safe and effective solution to the global water challenge.

### **Wireless data communication through light**

As a result of pioneering research in Scotland we may soon be able to access wireless data communication through light. PureLiFi, makes use of the visible light spectrum instead of radio frequencies to enable wireless data communication. This ground-breaking technology allows LED light to modulate at a rate so fast as to be imperceptible to the human eye, but which can be picked up by receivers, such as suitably configured smart-phone cameras, at speeds of hundreds of megabits per second, thereby enabling the light source to transmit data. Configuring a light source, such as a simple household LED bulb, with pureVLC’s ‘Li-Fi’ technology creates a localised data communications centre capable of carrying data, not just in a single data stream, but thousands of data streams in parallel at high speed. Moreover, it can be used in intrinsically safe environments - petrochemical plants, hospitals, aircraft, etc., where the use of radio frequency Wi-Fi can have restrictions.

### **Innovative research in one of Scotland's Digital Design Studios**

The Glasgow School of Art's Digital Design Studio (DDS) is a state of the art research centre focussing on developing cutting edge real-time 3D visualization and interaction technologies. Research and industrial contracts span arts, science and engineering disciplines and are integrated with postgraduate academic activities to embrace imagination, multi-disciplinary thinking and the development and utilisation of new and emerging technologies. The DDS is a proactive leader in the development of new technologies, tools, techniques and methodologies that support new media and digital and content creation markets. In particular, core research focusses on developing new techniques for interaction, user oriented interfaces, haptics, gesture, 3D sound and real-time photorealistic 3D visualization.

## **Making best use of the different elements**

### **3. The support messages**

World-rated research
Room to grow
Globally connected
Outward-reaching
Reciprocal ethos
Recommended
Welcoming
Rewardingly Multicultural
Individually supportive
Vibrant culture
Distinctive environment
Lasting value

## **What are they and what are they for?**

They represent our key competitive strengths, or reflect some of the most important things overseas audiences are looking for.

Some will be more unique to Scotland than others, so it is important that we bring them alive in communications with interesting examples and stories.

There are eleven supporting messages. Not all of these will be relevant to all institutions, target audiences or communications tasks – so these should be viewed as more of a 'pick and mix'. The order they are presented in above is not significant.

As with the opening headlines, it's worth thinking about which points make the most interesting and distinctive combination as this is often when they start to feel most unique to Scotland.

The following table takes each of the points in turn and gives some thought starters on how you can use facts and stories to bring these points to life in a way that is relevant to your institution or to specific audiences.

<b>Support message</b>	<b>Desired take-out</b>	<b>Ideas for how you might bring this point alive</b>	<b>Sector facts to support this message</b>
Lasting value	<p>We'll make you rich and successful.</p> <p>Scottish qualifications are held in high esteem around the world.</p> <p>The enduring global legacy of Scotland's universities.</p>	<p>Use a case study of an overseas student from a modest background who has gone on to a successful, rewarding career.</p> <p>Use a case study of a University and business partnership that has delivered mutual benefit over a long period of time.</p> <p>Average salary premium for a graduate of your university.</p> <p>Employability rates of graduates from your university.</p> <p>Quotes from students of your university regarding their learning experience and their comments on the teaching quality of your university.</p>	<p>Scotland has had over 600 years of higher education.</p> <p>The Scottish education system has been adopted in many countries all over the world and is therefore the basis for a variety of education systems including the United States and Hong Kong.</p> <p>Scotland has more world-class universities per head of population than anywhere else in the world.</p>
Reciprocal ethos	<p>Scotland's universities have a track record of using collaboration and partnership to create advantage.</p> <p>Whilst there are opportunities for overseas students to stay on and work in Scotland, Scotland also recognises the value in alumni taking their skills and knowledge back to their own countries too.</p>	<p>Use a case study of an international student who used their knowledge to benefit their home country.</p> <p>Research collaborations (see point below) are another way of bringing alive the idea of a beneficially reciprocal ethos.</p> <p>Number of Scottish graduates from / returning to under-developed or rapidly developing countries.</p> <p>Number of developing countries with which your institution has links.</p>	<p>Universities in Scotland have a long and successful relationship with a number of industries throughout the world. Interface was set up to make it even easier for businesses of all kinds to access the technology and expertise at Scotland's universities. Interface acts as a portal between academia and business and facilitates the relationship between the two.</p> <p>Students will have the opportunity to contribute and make a difference to the management and improvement of their institution's provision and also to act as student members of external reviews and with major sector wide enhancement work.</p>

			<p>(QAA)</p> <p>Universities carry out research, education and help to empower people to facilitate change as well as working in partnerships that have a long-term sustainable impact.</p>
World-rated research	<p>Research is one of Scotland's key strengths.</p> <p>Scotland takes a progressive approach to research excellence for example research collaboration between institutions.</p>	<p>One of Scotland's key strength is research</p> <p>A good example of 'new intelligence', 'outward reaching' and 'reciprocal ethos' is the concept of research pooling where collaborative working strengthens the critical mass of Scotland's research base and achieves better value from public investment in research activity.</p> <p>Use a case study that highlights the university's achievements and benefits that have come with being a partner in one of the pools.</p> <p>Use a case study where the work of a Scottish institution has provided practical solutions for business and industry.</p> <p>Use examples of groundbreaking new research in a variety of areas.</p> <p>Number of research contracts and research income secured from Scotland, the UK or European sources?</p> <p>Number of research projects since joining research pool in comparison to previous arrangements?</p>	<p>Scotland's universities are renowned around the world for their research excellence. The Scottish HE sector produces some of the world's most cited research, for example; relative to its GDP, Scotland's research is cited more often than that of any other country, and is second globally for citations per paper.</p> <p>The level of collaboration between universities and business in Scotland outstrips that in many other countries including the United States, Germany, Japan and Denmark with Scotland scoring 5.8 on an index of up to 7, according to data by WEF Global Competitiveness report.</p> <p>Academic research performance is judged at an international level and Scotland punches well above its weight. Scotland produces one per cent of the world's research with less than 0.1% of the world's population.</p> <p>Whilst having only eight per cent of the UK population, our world-leading research now attracts over 15 per cent of total UK Research Council investment, leveraging over £200 million into Scotland annually.</p> <p>86% of research in Scottish HEIs is of international quality as judged by the 2008RAE.</p>

<p>Rewardingly multicultural</p>	<p>I won't feel uncomfortable.</p> <p>Neither will it be a bland or wholly 'international' student experience as I will be able to sample the rich Scottish culture.</p>	<p>Scotland's Universities are very multicultural and are often thought to offer an additional level of warm welcome (over other UK institutions), as well as offering the chance to experience Scotland's unique culture.</p> <p>Find out if there are institution-level stories around this e.g. is there something distinctive about a university's accommodation that means international and domestic students are particularly well integrated?</p> <p>Number of different nationalities of students at each institution.</p> <p>Details of relevant local facilities e.g. faith provision / local food shops.</p> <p>International teaching staff.</p>	<p>Scotland's Universities are home to students from over 180 countries.</p> <p>Each year over 46,000 international students from 180 countries choose Scotland as their place of study.</p> <p>Over 91% of international students in Scotland are satisfied with worship and faith facilities available both on and off campus. (ISB 2013).</p> <p>91.6 per cent of international students surveyed in the 2013 International Student Barometer (ISB) said they were satisfied with the multiculturalism of their learning experience.</p>
<p>Individually supportive</p>	<p>I'll have access to holistic care throughout my stay in Scotland.</p>	<p>Use a case study of an overseas student who has used support services that you offer i.e. faith provision, career services, scholarships.</p> <p>Use a case study of an overseas student who had a positive experience of the NHS.</p> <p>Stats on support services offered and taken up by students.</p> <p>If there are positive stats on contact time, that is often attractive to overseas students.</p>	<p>All Scottish HEIs provide support to students with career planning and preparation of effective CVs and interview techniques. (AGCAS)</p> <p>Scottish HE careers services have prepared advice for international students in their Working in Scotland website, with case studies of international graduates who succeeded in finding employment in Scotland. <a href="http://www.agcasscotland.org.uk/fti/">http://www.agcasscotland.org.uk/fti/</a></p> <p>Scottish HE careers services' website provides the largest single source of vacancies suitable for new graduates from Scottish institutions.</p> <p>Scottish HE careers services offer support to international students who seek employment</p>

			<p>worldwide through their prize-winning Graduate Jobsearch Online web pages.  <a href="http://www.strath.ac.uk/careers/graduatejobsearch/">http://www.strath.ac.uk/careers/graduatejobsearch/</a></p> <p>The Scottish Government's Saltire Scholarship scheme provides scholarships to students from the USA, Canada, China, and India to study in Scotland. Universities also provide a variety of scholarships for students from all over the world.</p>
<p>Globally connected</p>	<p>I'll be part of a world-wide linked-up community.</p> <p>I won't be very much further from home than London is.</p>	<p>Use a case study of an overseas student who has become an important alumnus of the university with a lucrative and influential career. For example, an engineering student who does a KTP with Shell after which Shell are able to employ him/her in their home country.</p> <p>Story of a student talking about Scotland being just as close as London (e.g. for a Chinese student, the distance would be tiny relative to their own country).</p> <p>Investment of alumni in your institution.</p> <p>Stats / maps showing links with international businesses.</p> <p>International alumni figures e.g. how many students living across the world have been to your institution. Could this be shown on a map?</p> <p>Direct flights to key countries.</p> <p>Number of countries within 10 hours travel.</p>	<p>Scotland enjoys direct air links with Canada and Dubai as well as with many airports in the US. It also has direct flights to all the major European air travel hubs such as London Heathrow, Paris, Frankfurt, Amsterdam and Madrid.</p> <p>The flight from London Heathrow to Glasgow takes approximately 90 minutes. Or you can take a frequent train link which takes approximately four hours, or an overnight sleeper train.</p> <p>A flight to Paris from Edinburgh or Glasgow takes about 90 minutes.</p> <p>The distance between London and Edinburgh is about 600km – that's half the distance between Shanghai and Beijing (or the same as Beijing to Zhengzhou).</p> <p>Scotland's higher education institutions currently have teaching, research and staff/student exchange partnerships in 160+ countries.</p>

<p>Room to grow</p>	<p>You'll find everything you need to become the person you want to be.</p> <p>For investor audiences this can be about physical room to expand.</p>	<p>Could be academic resources available.</p> <p>Could be lengths and flexibility of degree (e.g. a Scottish 4 year degree giving you scope to explore your real interests and strengths).</p> <p>Could be about wonderful surroundings.</p> <p>Opportunities for work placements.</p> <p>Could be about structured support to help students become independent learners.</p> <p>Campus facilities.</p> <p>Degree options.</p> <p>Time taken to get to the nearest site of specific interest or natural beauty.</p> <p>Examples where investors have contributed to the physical expansion of the University, or of their own organisation in partnership with a University.</p>	<p>Scotland has produced the most advanced quality framework in the world enabling students to move through higher education most flexibly therefore providing a wealth of opportunities in and outside Scotland.</p> <p>Scotland ranks 5.8 out of 7 for university-industry collaboration in Research &amp; Development, above OECD countries such as the USA, Germany and Japan (WEF Global Competitiveness Report 2012-13).</p> <p>Universities in Scotland have the highest number of spin out companies in the UK (per head of population), of the 1600 UK university spinouts since 2001, 504 are Scottish (Financial times, April 2013).</p> <p>Scotland is home to state-of-the-art facilities and home to UK centres of excellence (eg. National Centre of Excellence for Computer Games, UK Astronomy Technology Centre, HECTOR – High performance computing facility, UNESCO Centre for Water, Law, Policy and Science).</p>
<p>Welcoming</p>	<p>I don't need to feel daunted about leaving home. I'll fit right in and feel part of the internationally Scottish family.</p> <p>The University sounds welcoming, but also Scottish people and culture in general.</p>	<p>Word of mouth is very important on this one.</p> <p>Consider a current first-hand account of an overseas student who has felt nervous, but gives an account of an open, friendly environment where it's easy to make friends and people are happy to help out.</p> <p>Details of pre-post arrival inductions.</p> <p>How many student societies are there?</p>	<p>All international students and EU students are entitled to work in Scotland during their studies.</p> <p>Scotland organises official airport welcomes for international students arriving at the start of semester. <a href="http://www.studentwelcomescotland.org.uk/">http://www.studentwelcomescotland.org.uk/</a></p> <p>There are nearly a thousand student societies and over 500 sports clubs across Scotland's universities with thousands of student members</p>

		How many students in the student bodies?	including international students.  Students who require a visa to study in Scotland can get support and assistance with their application from the institutions they are applying to before they come to Scotland.  There are no restrictions on the number of students who can get a visa to study in the UK.
Recommended	This is not just what the Universities say – real students would recommend the experience too.	Again, word of mouth is important.  Independent surveys could also be useful here.  We could use a first person narrative with specific reasons why someone enjoyed their study in Scotland.  We could also source a positive statement from an MD of an internationally known business, talking about positive links with a University.  Is there a visual way of gathering recommendations e.g. hand written notes?	Each year over 46,000 international students from 180 countries choose Scotland as their place of study.  International students cite very high levels of satisfaction with their experience in Scotland with over 84 per cent saying they would recommend the Scottish higher education experience to others (ISB 2013).
Vibrant culture	In Scotland you'll find old and new, big city and country-life.  It won't be a blandly international experience.  It will be a culturally stimulating experience as well as an academically stimulating one.	A student telling of the things they did whilst studying e.g. going to a whisky tasting, trying ceilidh dancing, going mountain biking, enjoying a festival.  Events in the individual University's area e.g. festivals, sports, quirky Scottish events.  Scotland's national traditions and opportunities for students to participate.	Since 2005, 30% of Turner Prize winners, the UK's largest contemporary art prize have been graduates of the Glasgow School of Art.  Scotland is home to 15 campus-based universities, as well as the Open University in Scotland and three small, specialist institutions; the Royal Conservatoire of Scotland, Glasgow School of Art and Scotland's Rural College (SRUC).  Scotland has played host to world class events like

		Specific events for overseas students e.g. St Andrew's dinner.	the Commonwealth Games, Ryder Cup, and the MTV Awards. Scotland holds over 350 festivals every year including the world's largest arts festival.
Distinctive Environment	Scotland will be a stimulating environment in which to study – from its dramatic natural beauty to its distinctive and varied built environments.	Scotland boasts a great mix of urban and natural environments – with the fact you can often go from one to the other being a major draw.  Individual universities will have their own stories to tell here, based on their geographical location, the setting of their buildings and land, and around the built environment they have created or are a part of.  We could draw on what Lonely Planet, or Conde Nast Traveller have to say about Scotland as a country.	An example might be 30 minute distance from Glasgow to the Loch Lomond and the Trossachs National Park. 50% of Scotland's population live within an hours drive of the National Park.  TripAdvisor named Lewis and Harris best Island in Europe in 2014.
Outward-reaching	I don't have to physically come to Scotland to experience the best of Scottish Higher Education.	Acknowledge that coming to Scotland isn't possible for some people, for a variety of reasons. Show how Scotland's Universities are committed to giving as many people as possible the benefit of their skills and knowledge e.g. through initiatives such as in-country provision or long distance learning.  Any other initiatives to bring Scottish Higher Education to a wider audience?	Scotland's higher education institutions have branch campuses in Singapore, India, Dubai, Malaysia, and New York as well as delivery on partners' campuses in Hong Kong and Singapore.  Many universities have staff and offices in countries around the world including China, India, Brazil, Malaysia, and Thailand.

## Tips on constructing messages

- Sometimes it pays to be cautious over the use of actual numbers. Scotland is a relatively small country so expressing numbers as proportions often works more powerfully, particularly by giving them a 'benchmark' to make them more compelling and to set Scotland apart from other countries.

*For example:*

*Saying "Scotland has 19 Universities and higher education colleges" will lack impact in the US or China. Saying, "Scotland has the highest concentration of Universities in Europe" would probably be stronger.*

- However, we should use direct comparisons where they help to make a specific point

*For example:*

*Saying "students in Scotland enjoy a lower cost of living than in London", could be expressed comparatively as "research shows your budget goes 10% further in Edinburgh than in London" which gives more immediate food for thought.*

(Source: [http://legacy.london.gov.uk/mayor/economic\\_unit/case\\_for\\_london/costofliving\\_exec\\_summary.pdf](http://legacy.london.gov.uk/mayor/economic_unit/case_for_london/costofliving_exec_summary.pdf))

- At times, it may be appropriate to consider using one-line factual statements.

*For example:*

*Scotland's Universities: 46,000 international students from 180 countries.  
Scotland's Universities: Home to three of the top ten most cited academics.*

- Another technique to consider is using bold claims, expressed as questions (the question mark at the end lets you say something more provocative than if you limited yourself to statements that are incontrovertibly true).

*For example:*

*Scotland's Universities: The most inspiring place to study in the UK?  
Scotland's Universities: The warmest welcome in Europe?*

- Finally, it is also worth considering the role of word trios, allowing you to say a handful of interesting things about Scotland's Universities in a concise way.

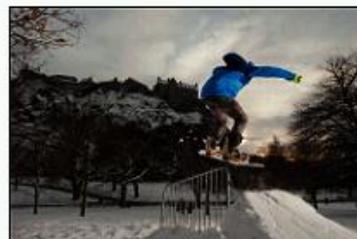
*For example:*

*Scotland's Universities: Tradition. Modernity. Influence.  
Scotland's Universities: Inspiring. Welcoming. Renowned.  
Scotland's Universities: Innovative. Inspiring. Inclusive.*

## Tips on visual accompaniments

Visual imagery should reflect the message guidelines as much as possible.

If Scotland's Universities are about leading-edge thought and knowledge, this could mean photography with a degree of edge, rather than being traditionally styled or formulaic. The 'Where Tomorrow Begins' exhibition is an interesting reference point.

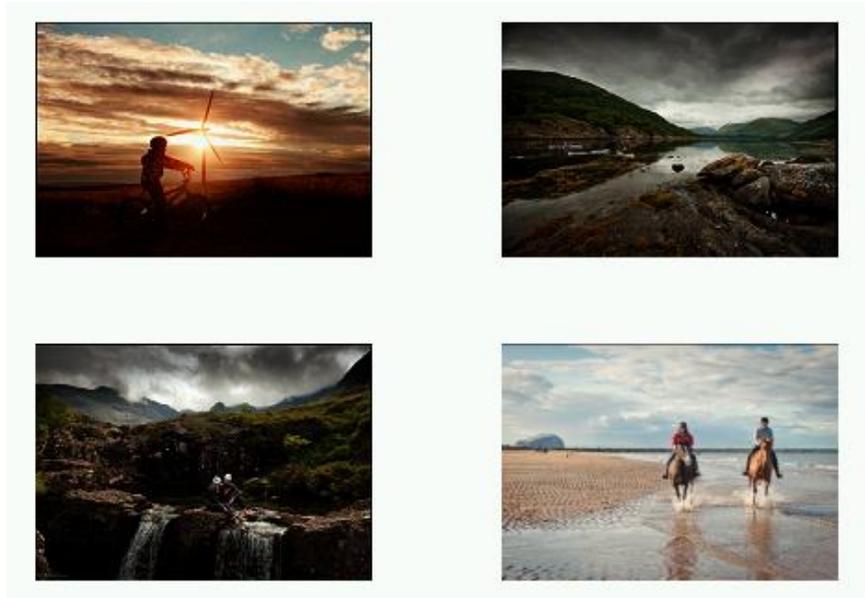




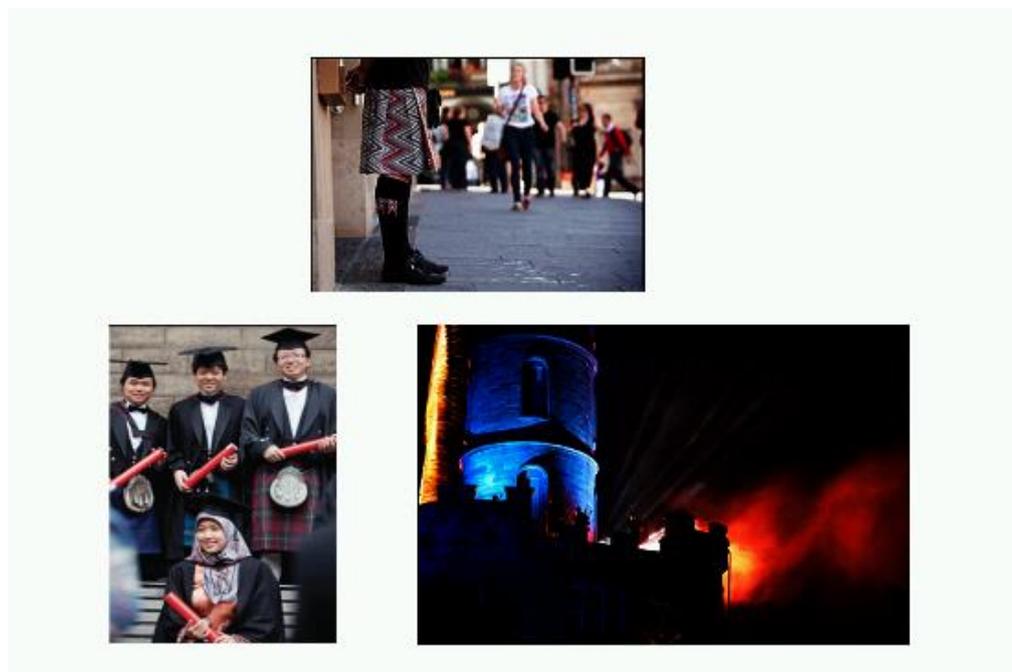
If our people are warm, we should reflect this visually. This doesn't need to mean 'cheesy' smiling shots – this can be varied by using cropped shots of faces, and by using groups of people rather than individuals.



Scotland's built and natural environment is a photographer's dream so it is worth doing it full justice.



We should also think about ways of putting a modern visual twist on familiar Scottish associations – juxtaposing past and present (or future!).



Feedback from international students has suggested that they like to see images where students from different backgrounds are integrated – rather than an international student being singled out in the foreground. They want to feel they will fit in and have a chance to mix with Scottish students.

### **What do I do next?**

- Think about where telling a HE sector-wide story could benefit some of your planned international communications. Use the guidelines to help you shape this story.
- Think about how the international guidelines dove-tail with your institution specific messages and communications. Do the guidelines suggest a message or angle you may not have considered before? If so, use the guidelines to help you pull-together your best supporting evidence in this area.
- Think about with whom you might want to share these guidelines, within your organisation to help them have the best chance of being adopted and used effectively.

## Useful Contacts

Universities Scotland's branding sub-group members:

Natasha Kozłowska	British Council Scotland
Niall Bradley	University of Edinburgh
Robbie Willis	University of Edinburgh (NARG)
Cathy Thomson	Glasgow Caledonian University
Stewart Laing	Glasgow Caledonian University
Scott Parsons	Glasgow School of Art
Rachel Sandison	University of Glasgow
Michelle Macfadyen	Robert Gordon University
Lee-Ann McLeish	Scottish Development International
Natalie Neilson	Scottish Government
Gillian Gardner	St Andrews University
Petra McNeilly Rutledge	Universities Scotland
Will Harman	University of Dundee

Agencies:

Natasha Kozłowska	British Council Scotland <a href="mailto:Natasha.Kozłowska@britishcouncil.org">Natasha.Kozłowska@britishcouncil.org</a>
Mark Newlands	Scottish Development International <a href="mailto:Mark.Newlands@scotent.co.uk">Mark.Newlands@scotent.co.uk</a>
Ulrike Peter	Universities Scotland <a href="mailto:Ulrike@universities-scotland.ac.uk">Ulrike@universities-scotland.ac.uk</a>
Rebecca Robinson	Scottish Government – International Education Division <a href="mailto:Rebecca.Robinson@scotland.gsi.gov.uk">Rebecca.Robinson@scotland.gsi.gov.uk</a>