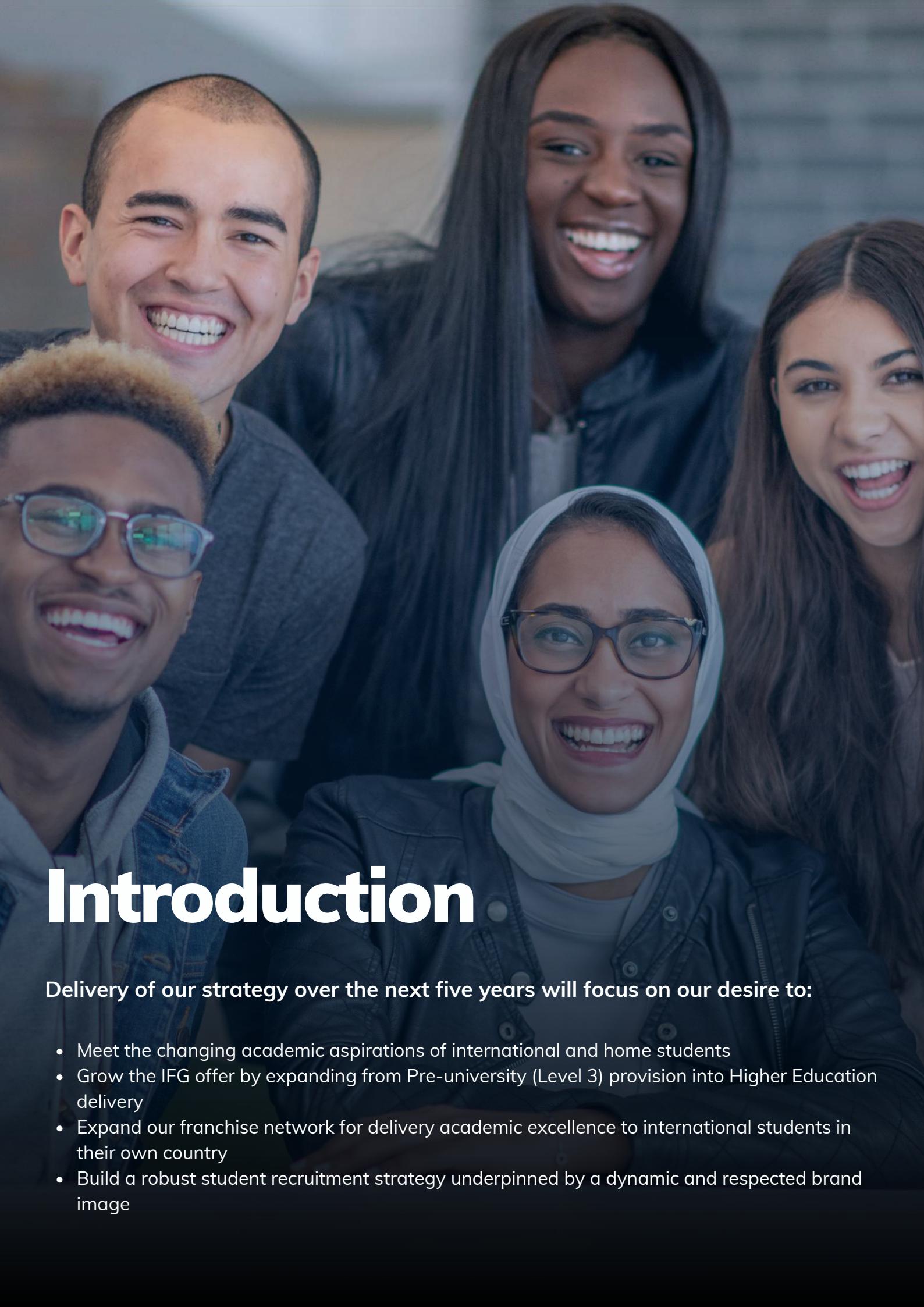




# IFG 2030 Strategic Framework



# Introduction

**Delivery of our strategy over the next five years will focus on our desire to:**

- Meet the changing academic aspirations of international and home students
- Grow the IFG offer by expanding from Pre-university (Level 3) provision into Higher Education delivery
- Expand our franchise network for delivery academic excellence to international students in their own country
- Build a robust student recruitment strategy underpinned by a dynamic and respected brand image

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# Who are IFG?

**IFG was established in 2016 with a simple mission to help students fulfil their academic dreams by providing pathways to university level study and beyond.**

We have been able to successfully deliver on this mission by adhering to two key principles.

Firstly, we treat all students as individuals, with their own dreams.

Secondly, we always employ staff who are dedicated to offering students the support, choice, and quality they require during their academic journey.

We are especially proud of the one-to-one support that we give our students when choosing where and what they want to study after completing their IFG pathway programme.

This is one of the most important decisions that they will make in their life and so it is especially important to us that we give them all the support they need to make the right choice.

IFG London holds UK Accreditation from ASIC (Accreditation Service for International Schools, Colleges, and Universities) with Premier Status for its commendable Areas of Operation.

IFG is also an accredited exam centre for Trinity College London English language exams. Plus, certain IFG Programmes are accredited or endorsed by Ofqual authorised awarding bodies.

# The IFG Story so far

Since 2016 IFG has developed from a single operation in London to a respected and well-known brand in the International Pre-University Pathways education sector. The current IFG offer consists of:

## IFG Teaching Centre Network

In addition to the original London teaching centre IFG Programmes are delivered via a series of franchise partnerships in countries including the United Arab Emirates (UAE), Georgia, Iraq, Azerbaijan, Jordan, Ghana, Nigeria, Algeria, Bahrain and South Korea.

## IFG Programmes

IFG has expanded its Programme offer to include:

- Five Pre-University Foundation Programmes: Business Management, Social Sciences, Computer Science, Engineering and Medical
- Pre-masters in Business Management
- Pre-masters in Law
- Pre-sessional for Post-Graduate Studies

## IFG Progression Routes

- Progression agreements leading to Year 1 undergraduate study at 19 UK universities (including University of Birmingham, Queen's Belfast University, University of Liverpool and Leeds University)
- Progression to two UK University branch campuses in the UAE
- Progression from the IFG Medical Foundation Programme to two UK medical schools (University of Lancashire Medical School and Buckingham Medical School)
- Progression from the Pre-masters in Business Management to Derby Business School, University of Brighton and Aston University

## IFG Student Recruitment

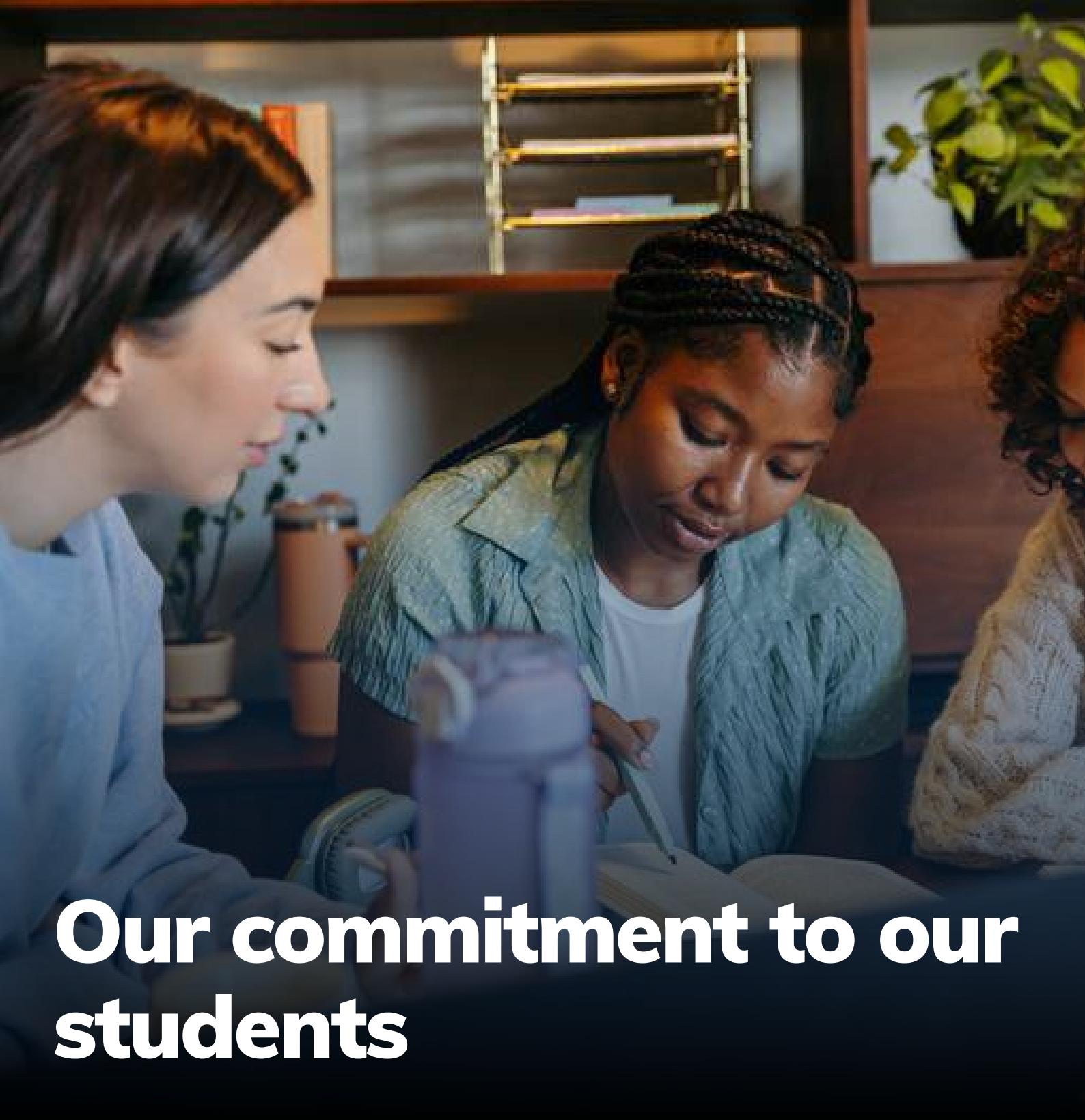
IFG has developed a network of educational agents for the recruitment of international students. Student numbers in London average at approx. sixty per academic year. The franchise network produces modest numbers of additional students each year.

# Our Mission

Our mission is at the heart of our organisation and is underpinned by our core value of meeting the changing aspirations of our students. Our 2030 strategy will build on and grow this commitment.

***“To help students fulfil their academic dreams by providing pathways to university level study and beyond”***





# Our commitment to our students

## At IFG, we commit to do the following:

- Deliver high quality education
- Continue to listen to feedback from our students and partners and act accordingly
- Continue to build partnerships for in-country TNE delivery and ensure access for the widest audience possible
- Ensure programmes are regularly updated to ensure skills/outcomes remain relevant
- Continue to develop partnerships with universities to ensure the best progression routes and outcomes for IFG students

# Our Values

IFG is a student centric organisation operating in a diverse, international multicultural environment. Our core values define the way that we interact with colleagues, students, partners and other stakeholders and underpin all aspects of life at IFG.

## Respect

- **Inclusivity:** As an international education provider, we value diversity and create an inclusive environment where everyone feels valued and heard
- **Empathy:** We approach our work with understanding and compassion, recognizing the unique challenges and needs of others
- **Collaboration:** We will work together, fostering strong, respectful relationships both internally and externally

## Integrity

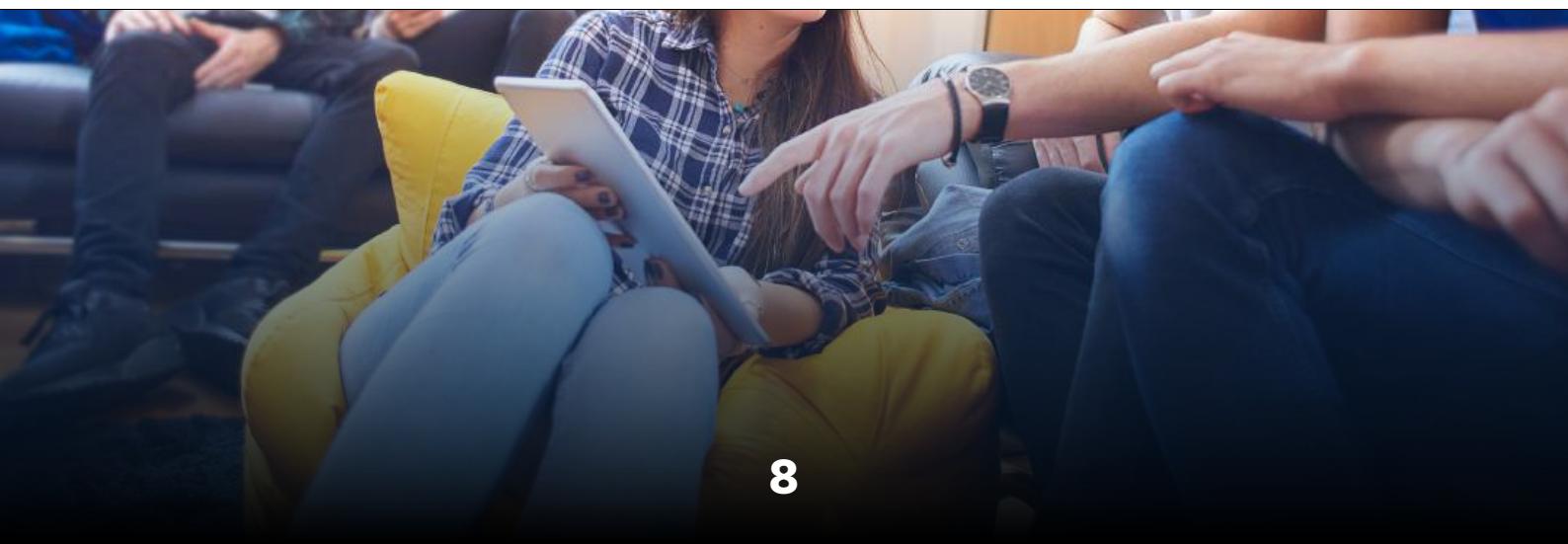
- **Transparency:** We conduct our operations and international partnerships openly, ensuring all students, staff and stakeholders have access to accurate and timely information
- **Honesty:** We communicate truthfully, fostering a culture of trust
- **Ethical Practices:** We adhere to the highest ethical standards and ensure the same from our international partners, ensuring fair and just actions

## Dedication

- **Commitment:** We are committed to our mission, bringing enthusiasm and energy to our work
- **Innovation:** We continuously seek new ideas and creative solutions in all areas of operations, driven by a genuine desire to improve and excel
- **Inspiration:** We strive to inspire and motivate, creating an environment where students, staff and partners can thrive and contribute meaningfully

## Accountability

- **Ownership:** We take full responsibility for our actions and their outcomes, both individually and collectively
- **Transparency:** We maintain open and honest communication about our progress and challenges, holding ourselves accountable to our stakeholders
- **Reliability:** We consistently deliver on our commitments, ensuring all our stakeholders can depend on us to meet our obligations and goals





# Our Vision 2030

**By 2030 International Foundation Group will have developed into an organisation who:**

**A. Meet the changing aspirations of international students**

- Deliver students to university who are equipped with the latest skills and knowledge required to succeed
- Have modern and well-equipped teaching facilities in London and future teaching centres
- Offer a successful on-campus offer in the UK to compliment the current IFG London off-campus offer

**B. Have grown into a Higher Education Provider offering Level 3 – Level 7 Programmes**

- Deliver a competitive suite of pathway programmes focused on the needs of students and universities
- Deliver franchise undergraduate and validated postgraduate programmes
- Offer international students a route from Level 3 pathway to Level 7 Postgraduate study
- Deliver undergraduate & postgraduate online Professional Accountancy qualifications to international students



# Our Vision 2030

## **C. Have expanded their global reach via growth in our in-country franchise network**

- Successfully deliver IFG programmes in key markets via a network of IFG franchise partner teaching centres
- Have grown into a known and respected in-country pre-university programme provider

## **D. Have a robust student recruitment strategy underpinned by a dynamic and respected brand image**

- Sponsor international students on qualification from Level 3 to Level 7
- Have a robust, well trained agent network covering all key pathway and HE recruitment markets
- Recruit home students onto undergraduate and postgraduate programmes
- Recognised in the UK and abroad as a dynamic and trusted pathway and HE Provider known for academic and business innovation



# Strategy for delivery of our Vision 2030

The Senior Management Team will deliver the IFG Vision 2030 by focusing its resources on the following criteria that it believes are critical for its success. Objectives and initiatives relating to these criteria are outlined in the IFG Business Plan 2030.

# Strategy to meet the changing aspirations of international students

## Improvements in teaching standards and teacher management

IFG believes that teaching standards and school management can always be improved. A series of measures have been outlined in the business plan to ensure that IFG is able to develop the skills and operational expertise for undergraduate and postgraduate delivery

## Improving student success by increasing partnerships with universities and professional bodies

Student success is generally measured by academic outcomes. However, it can also be measured by the variety and quality of progression routes offered. Therefore, IFG will focus on increasing the number of Foundation progression agreements from the current 19 UK universities and two medical schools. New agreements will focus on Russell group members for both undergraduate and postgraduate progression.

IFG will also focus on developing its partnership with ACCA and CIMA to offer students professional qualification routes and this will be extended to other professional membership bodies such as CMI and CIM.

## Embedding student experience and career development across all programmes

21<sup>st</sup> Century degree level study has moved beyond the pure academic and now includes a significant focus on employability and real-life student experience.

IFG pre-university programmes should reflect this trend.

Therefore, resources will be targeted in the inclusion of up-to-date case studies as well as non-academic course related activities such as visits to companies or institutions such as the UK House of Commons for Social Sciences Foundation students.

Virtual Internships will also be offered to students as a way of introducing employability/career development to all programmes.

## The development and management of IFG London and future IFG owned teaching centres (Including on-campus)

Foundation delivery in the UK and London remains a key destination. So, as student numbers grow, we intend to develop our London campus.

We also understand that London is not the preferred destination of all international students.

Therefore, we will look to expand IFG own schools to other UK destinations. We also recognise that some students prefer the on-campus option rather than the IFG off-campus model.

Therefore, part of our strategy will be to initiate discussions with UK universities who are looking to partner with a pathway provider for on-campus pathway provision.

# Strategy to grow IFG into a Higher Education Provider offering Level 3 – Level 7 Programmes

## The development of the IFG Pathway offer

IFG is committed to developing pathway programmes which are relevant to the changing needs of international students. Our strategy will ensure the introduction of new programmes including a Foundation in Bio-medical Sciences for students seeking progression to undergraduate medical related degrees rather than medical school.

Our strategy will also see the introduction of Finance & Accounting Foundation with embedded ACCA accreditation.

A robust pre-sessional course with embedded university skills will also be introduced to fully prepare students who need to improve their English level before their main programme.

## Higher Education delivery

IFG is committed to become a higher education provider with an aim to partner with a UK university to deliver undergraduate and postgraduate study.

As a first step towards this goal, we aim to obtain Pearson approval to deliver HND, which will also enable IFG to recruit home students.

## Undergraduate and postgraduate online Professional Accountancy delivery to international students

The successful launch of IFG Professional will enable IFG to deliver professional accountancy higher education programmes, with exemptions for students who have completed ACCA or CIMA qualifications.

This will initially focus on international students in the United Arab Emirates (UAE) and Nigeria where students will be supported by IFG in-country support centres offering advice and masterclasses.

Expansion to online delivery to home students will also be explored.



# Strategy to expand IFG's global reach via growth in our in-country franchise network

## The development of a wider range of in-country partnerships

A key element of our strategy is to continue and strengthen the delivery of IFG programmes in-country to ensure that students with access to less financial means can have access to our programmes delivered face-to-face without leaving home.

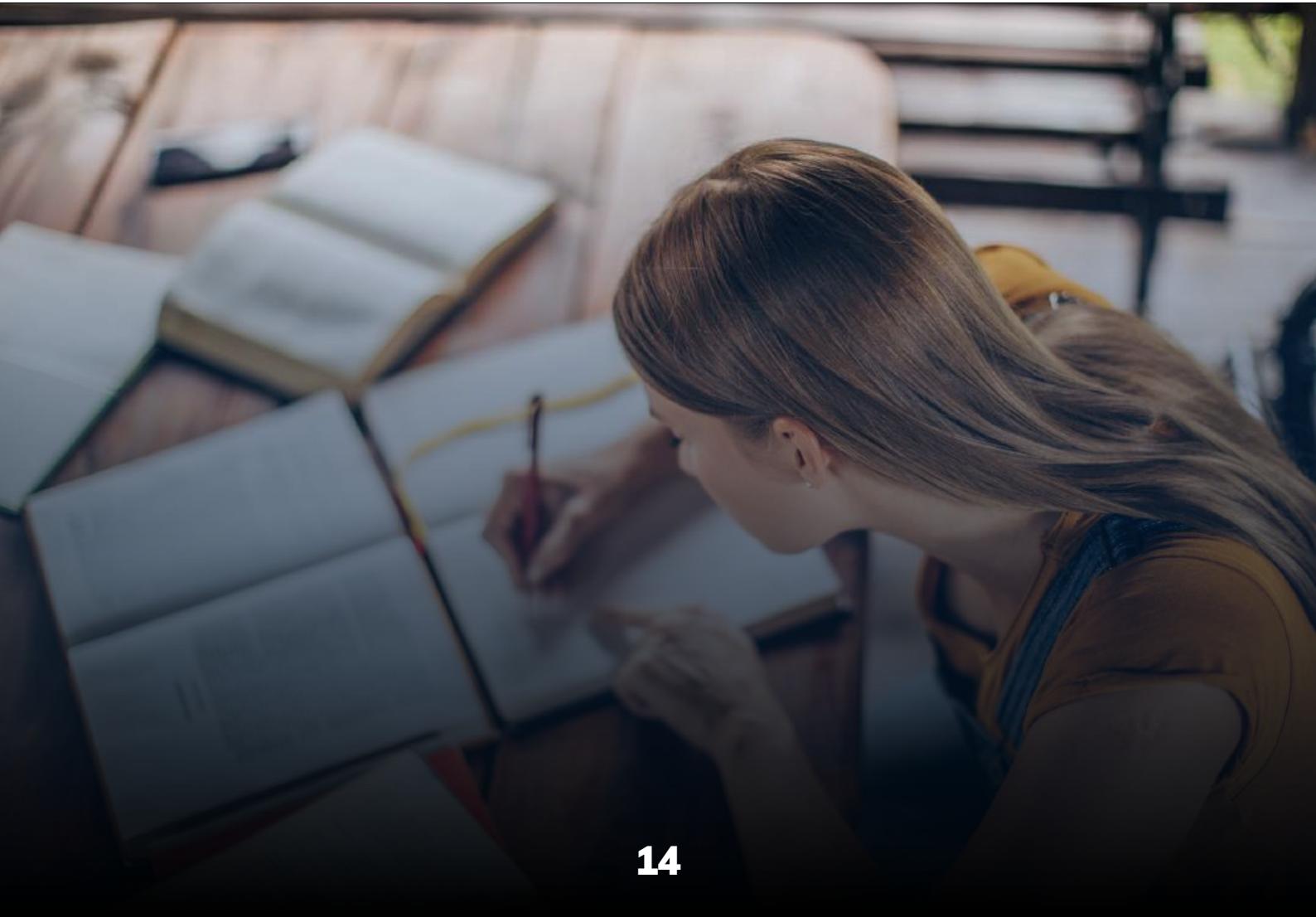
The current network will be increased via new partnerships assisted by the UK Government Department of Business and Trade (UK DBT) in-country staff and other support organisations.

## Growing into a known and respected in-country pre-university provider

IFG is a relatively new entrant to in-country provision, but IFG is committed to developing deeper relationships with its partners to increase student numbers and brand awareness.

## Use of the franchise network as a feeder to IFG London

IFG franchise partners will also be able to recruit students for IFG London as a secondary income stream.





# Strategy to develop a robust student recruitment strategy underpinned by a dynamic and respected brand image

## Become a UKVI Student Sponsor

A successful UKVI application will allow IFG to sponsor international students for more than 6 months and to significantly increase its market share in the pre-university pathway market.

This will be particularly important in key markets such as Vietnam, China and Nigeria where IFG currently struggles to recruit students.

It will also in time allow IFG to recruit students looking for a seamless combination of pre-university + undergraduate/postgraduate study at IFG.

## Developing the IFG brand

Office for Students registration and UKVI student sponsorship status combined with the academic development outlined will ensure that IFG has a high-quality product to offer to students, agents and university partners.

This brand will be known for innovation and academic excellence.

## Increasing the IFG agent and direct student recruitment

An enhanced brand image will allow IFG to better utilise all recruitment channels from agents to direct/social media and the use of the IFG Franchise network as referral/feeder partners.

This combined with a focus on agent workshops such as ICEF and student fairs in key markets will lead to year-on-year increases in student recruitment across all IFG Programmes including the proposed HE offer.



# International Foundation Group

## IFG Mission Statement:

“Our mission is to help students fulfil their academic dreams by providing pathways to university level study and beyond”

Call +44 (0)203 633 0510 or +44(0) 7814 993368

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