



National
College of
Ireland

INTERNATIONAL ENGAGEMENT

YOUNG FUTURE LEADER
PROGRAMME



Organisation Background

National College of Ireland (NCI) is a not-for-profit higher education institute located in the heart of Dublin's International Financial Services Centre. Rated 5 stars by QS (Quacquarelli Symonds), NCI has a mission 'to change lives through education'.

Serving 6,500 students, the college offers a range of programmes from undergraduate to doctoral level in the areas of Business, Computing, Psychology and Education, delivering a first-class learning experience that serves the ambitions of students from Ireland and around the world.

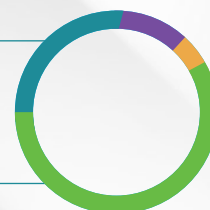
International @ NCI

The International Team is led by the International Director and is comprised of two main functions - Marketing and Recruitment and International Support. The Marketing and Recruitment Team (based in Dublin, New Delhi and Beijing) promote NCI's programmes globally and support an extensive network of education agents. The International Support Team, based in Dublin, provide exceptional levels of support and guidance to international students through NCI's Preparation Programme, Welcome Programme (an Education Award winner in 2020) and year-round advice and administration. The team are assisted by International Peer Mentors - full-time students at NCI, who work for the international office in paid, part-time positions. International Peer Mentors are specifically chosen to not just represent the profile of the student body, but also to ensure that those students, who historically have found moving to Ireland most difficult, are best supported by peers.

NCI is honoured to have almost 1,200 international students (2021/22 academic year) who have selected us as their education partner. These students hail from 40 countries and, along with our global faculty, contribute greatly to the diversity and richness of NCI's campus environment.

NCI's international student numbers have grown strongly since 2015, complementing the successful overall growth strategy of the college.

EMEA	14%
Far East	6%
Latin America	11%
South Asia	69%



Young Future Leader Programme - Team

The Young Future Leaders Programme (YFLP) was created and led by two members of the Marketing and Recruitment Team and supported by two International Peer Mentors. The weekly seminars were devised and delivered by a panel of expert faculty from NCI's School of Business.



Michael Shiel *Regional Executive*

Michael has a background in education and business, with a degree in humanities and an MBA. Having spent the last 10 years working in Beijing in the corporate training industry, he returned to Ireland and joined the international office at NCI. Michael is responsible for promoting NCI in Asia and supporting students by providing them with all the information they need to make an informed decision on their international study experience.



Brenda De Azevedo *Digital Marketing Executive*

Brenda is from Brazil and undertook her undergraduate and master's degrees in Marketing at NCI. Her expertise allows her to clearly communicate her enthusiasm for and experience of student life at NCI, captivating and inspiring future students to study here. Brenda is responsible for creating and delivering marketing content to support the recruitment and support team.

Peer Mentors:

MSc Cybersecurity student Ian Ngugi Wamunyu from Kenya; MA HRM student Jovinsky Happy Tanzil from Indonesia.

Young Future Leader Programme

1. A programme to upskill second-level (high school) students in key business disciplines, allowing NCI to engage globally with students who may be looking for English-language immersion as part of their third level education.
2. Delivering this series, which provides an introduction to higher education, at no cost provides an NCI-certified international college experience to students all over the world, who may not have the financial means to study overseas, aligning with the college's ethos in relation to access.

YFLP was designed in conjunction with the School of Business. Following consultation with the Dean, Professor Colette Darcy, top faculty were asked to deliver one lecture each, providing students with industry insights, practical analysis and interactive discussion in key business disciplines, with NCI's Vice President, Professor Jimmy Hill, delivering the final keynote lecture.



Joe Wilde *Class Topic: Entrepreneurship*

Joe is an experienced marketer with over 18 years of industry experience. He currently works in this area as a consultant, trainer and mentor. Joe has worked across various organisations implementing marketing campaigns for SMEs, educational institutions and major brands, including Diageo, Heineken, Glasnevin Trust & Shannon Heritage.



Dave Cormack *Class Topic: Negotiation*

Dave spent over 30 years in the technology industry, most recently with the EMC Corporation and before that with Telecom Éireann, holding senior positions at both. His experience has contributed to his negotiation expertise, and he is happy to share it with you! Dave's enthusiasm for learning, combined with his ability to use real-world examples, makes him an engaging lecturer.



Louise Maguire *Class Topic: Branding*

Having worked in large marketing departments in both Ireland and The Netherlands, Louise Maguire joined full-time academia. She lectures on a wide range of subjects, including Fundamentals of Marketing, Brand Management, International Marketing, Market Research, Services Marketing and Consumer Behaviour.



Dermot Bradfield *Class Topic: Project Management*

Dermot is a lecturer who brings debate, discussion and drive to the classroom. He teaches in the space where I.T. meets Business. He built up 13 years of experience as an analyst in many different Treasury functions (Finance, Risk and IT) within Allied Irish Bank.



Philip McGovern *Class Topic: Leadership*

Philip has over 25 years' experience working in both private and public sectors. His areas of expertise and consultancy are Leadership and strategic management in organisations; Management of organisational change; Extensive knowledge of the learning needs and capability requirements of SMEs.



Jimmy Hill *Class Topic: Innovation and Sustainability*

Vice President of NCI with specific responsibility for research and academic affairs, Jimmy was previously the College's Dean of the School of Business and is a Professor of Entrepreneurship, with long experience in the retail industry to underpin his academic achievements.

I was delighted to teach the topic of Innovation and Sustainability as I know this topic is vital for any successful leader. The upcoming generation of young leaders will meet global challenges that we have never faced before. Leaders require an entrepreneurial mindset to overcome challenges and find opportunities where no one sees them

Professor Jimmy Hill, Vice President Academic Affairs and Research, Innovation and Sustainability Class

It was a great pleasure meeting such an enthusiastic bunch of young learners. The class discussion and engagement were phenomenal. We explored our topic and, despite our geographic diversity and virtual environment, we found many commonalities and experiences to share.

Dave Cormack, Lecturer and BA (Hons) in Business Management programme director

Promotion

An Integrated Marketing Communications (IMC) strategy was used for advertising the YFLP and influencing the registrations of high school students. The platforms used were [website](#), email, [video content marketing](#), social media, LinkedIn, Facebook and Instagram. Two main challenges were raised when promoting the YFLP. Firstly, to reach a global audience within a two-week timeframe. Secondly, to create a compelling value proposition which resonates with Generation Z.

Reaching a global audience

The YFLP wanted to offer an opportunity to people from all different backgrounds all around the world to get a taste of Irish higher education free-of-charge, however 'open to all' poses a geographical challenge for promotion!

NCI International recruitment team assisted in achieving global reach through direct email messages to local education agents and high schools. This wide network of partners, already well-disposed towards NCI due to strong and authentic working relationships, has direct access to large portfolios of high schools, as well as regional social media platforms, demographically targeted. It was win/win: NCI's global partners were able to offer a free, high value opportunity to their clients, and the programme was able to recruit students from a wide range of countries.

NCI's communication efforts were further supported by Education in Ireland, part of Enterprise Ireland, which has an extensive global network with local partnerships across the globe to support the promotion of Irish Higher Education Institutions overseas.

Connecting with Gen Z

Generation Z is the demographic of people born between mid-late 1990s and early 2010s. According to the VP for Strategic Planning at Stanford University, Roberta Katz, "Generation Z values authenticity, relevance and direct communication" (2022). The value proposition developed to influence high school students to participate in the YFLP was:

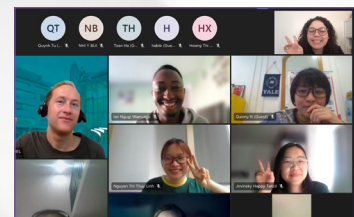
- Learn soft leadership skills that you need for your future career
- Meet and network with people from all over the world (in English)
- Receive a participation certificate from a global institution



To generate Gen Z action, we developed specific three different specific social media posts that clearly used the value propositions, which later were shared by direct email message with partners. The call to action directed students to the event registration page.

Generating Real-life Value

NCI wants to facilitate an environment of relationship-building among young future leaders. Two strategies were implemented to secure a space of collocation and trust building. Students were invited to an exclusive and secure community chat. Students text-messaged each other to share where they were from and their common interest in undertaking the programme. Event updates and class recordings were shared in this community space. Students also had the opportunity to connect with one another. To support long-lasting relationships, NCI hosted the Connect Café, an hour of icebreakers, a quiz about Ireland and general fun.



Delivery

The YFLP was hosted on Unibuddy (a secure platform that facilitates student-to-student marketing unibuddy.com). NCI already uses [Unibuddy](#) as it permits meaningful engagement with our student audience and allows us to maintain that engagement through its Community function, where chat and discussion is still secure but exclusive to any specific programme.

The programme was delivered over a 6-week period. Each weekly seminar, moderated by the NCI International Office, took the format of an introduction, a focused lecture on the chosen topic, with interactive activity and discussion throughout, wrapped up with a Q&A session. Midway through the programme, NCI international Office facilitated Connect Café (as mentioned above) to allow the students to get to know one another outside of the "classroom" setting. The Unibuddy Community function was used throughout the 6-week programme to encourage connection and discussion among the students, allowing them to grow their own global network.

Assessment and Recognition

NCI clearly communicated in advance that the YFLP would not result in any official validation or accredited award. However, students who participated in the YFLP were invited to complete a short quiz at the end of the 6 weeks of seminars. If they demonstrated a satisfactory level of engagement and knowledge, they were issued with an NCI Certificate of Participation.

Key outcomes and achievements

The Young Future Leaders Programme far exceeded our expectations with an exceptionally high level of engagement throughout. From strong registration numbers to a large volume of participation certificates issued, the programme certainly achieved our goal of strengthening NCI's brand globally and facilitating students' access to an international education experience.

- 1,641 students from 45 countries expressed interest.
- 1,079 students engaged with at least one of the six live seminars sending a total of 1,979 messages through the seminar chat boxes, indicating a high level of engagement with the programme content and excellent interaction between students and lecturers.
- 343 students completed the end-of-programme quiz and received a certificate of participation.

Programme Highlights


1641
Registrations

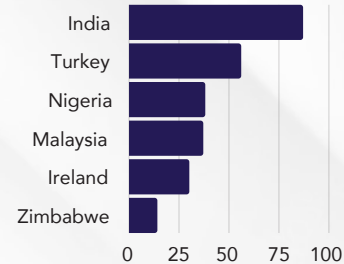

45
Countries


1079
Total Attendees


340
Active Attendees
per session

Leads Per Country


1258
Vietnam



Building a Global Network



369 students joined the NCI Unibuddy text messaging community to meet and network



343 certificates were issued for students who successfully completed all six webinar modules

- The programme was intensively promoted across our international agent network. Agents were generally delighted to promote and offer a high quality, free-of-charge programme to their clients as it provided them with a new and innovative way to promote Ireland and study-abroad opportunities with NCI. The programme allowed an increased level of engagement with international agents, particularly for undergraduate programme marketing and recruitment.
- This initiative allowed NCI to build and enhance its brand in some of our non-traditional markets where we are endeavouring to grow and develop student numbers as we continue to drive diversity. Markets such as Vietnam and Turkey had particularly high levels of participants in this regard. The success of the programme will allow us to continue our engagement with schools and agents in these countries.
- The programme allowed development of the international office's relationship with our School of Business and allowed our business faculty to participate, many for the first time, in our global engagement. This collaboration is crucial for the future success and growth of NCI International and paves the way for future, similar initiatives.
- The international office collected high quality marketing leads of students who have shown an interest in studying with NCI in the future. These potential students will continue to receive information on their options at NCI, as well as future events and initiatives, if they have indicated that they wish to do so. This contact will allow students to make informed decisions on their future education and in time will allow us to grow our student numbers.
- NCI now has 343 new brand ambassadors – students who were highly engaged on the programme, attended all the seminars and completed the final quiz. It has been very rewarding to see these students add this certificate to their LinkedIn profiles and post on social media and we are excited to continue our interaction with these young people through future events and opportunities.

Looking to the future

The Young Future Leaders Programme was the first event of its kind at National College of Ireland. Both the international office and faculty were delighted and proud of the results achieved through this programme, in particular the wonderful student interaction throughout the seminars. It was incredibly rewarding to receive the students' post-event feedback and to see the pride they took in their own achievement. As we look to the future, we are considering how we can build on this success:

- In Spring 2023 we plan to deliver a second online Young Future Leaders Programme in collaboration with NCI's School of Computing – bringing a selection of computing-focused seminars and the expertise of our faculty to a global audience.
- Also in Spring 2023, we will re-run the business-focused YFLP for prospective students in North and South America who could not participate in the first iteration of the programme due to time difference constraints.
- Building on the success of our engagement with high school networks, the next stage is to work with individual schools to build bespoke seminars – whether -one-off events or as part of a series – to specific groups of students.
- With a large YFLP alumni group – which will grow with future events – and the return of international travel we plan to coordinate small in country events for these students to continue our engagement in person.

Testimonials



Nguyen Thi Thuy Linh *Vietnam*

The lessons of the Young Future Leader Programme are prepared by well-qualified tutors who are top specialists in their field. I have learned a lot from this program, which will contribute to broadening my knowledge and leadership skills. Thank you so much, the teachers, and also National College of Ireland, for organizing the course.



Asma Tahar Taiba *Algeria*

I am so grateful to the National College of Ireland for provide me this great opportunity of participation in Young Future Leader Programme. The programme was amazing, the courses was organized, and the ideas was coherence, I have enjoyed with the programme specially with the way of teaching, I learned new things, new skills and some thoughts that can help me during my journey, Many thanks for teachers, Many thanks for NCI.



Justin Paul Kolengadan *India*

The experience was really worth the time spent. I felt very connected with the professors who explained key aspects of a great leader in such a simple way that I really found it easy. I look forward to coming over to Ireland and meeting you people in person. Thank you for the opportunity and loved every bit of the learning. Eagerly waiting for the next program.



Helen Luong *Singapore*

I would like to express my gratitude for the Young Future Leader Programme. This programme has been a great help in teaching me practical skills that I can use in my future workplace. The lessons have been very informative and I have learned a lot from them. I would like to thank all the teachers who have helped me throughout this programme. Thanks also to NCI for organising this programme. It has been a great help in developing my leadership skills.



Apurva Suresh More *India*

I'm really grateful that I could be part of this wonderful community. "Young Future Leader Program" was a game changer for me, I could learn a lot. Thank you for the opportunity.

