

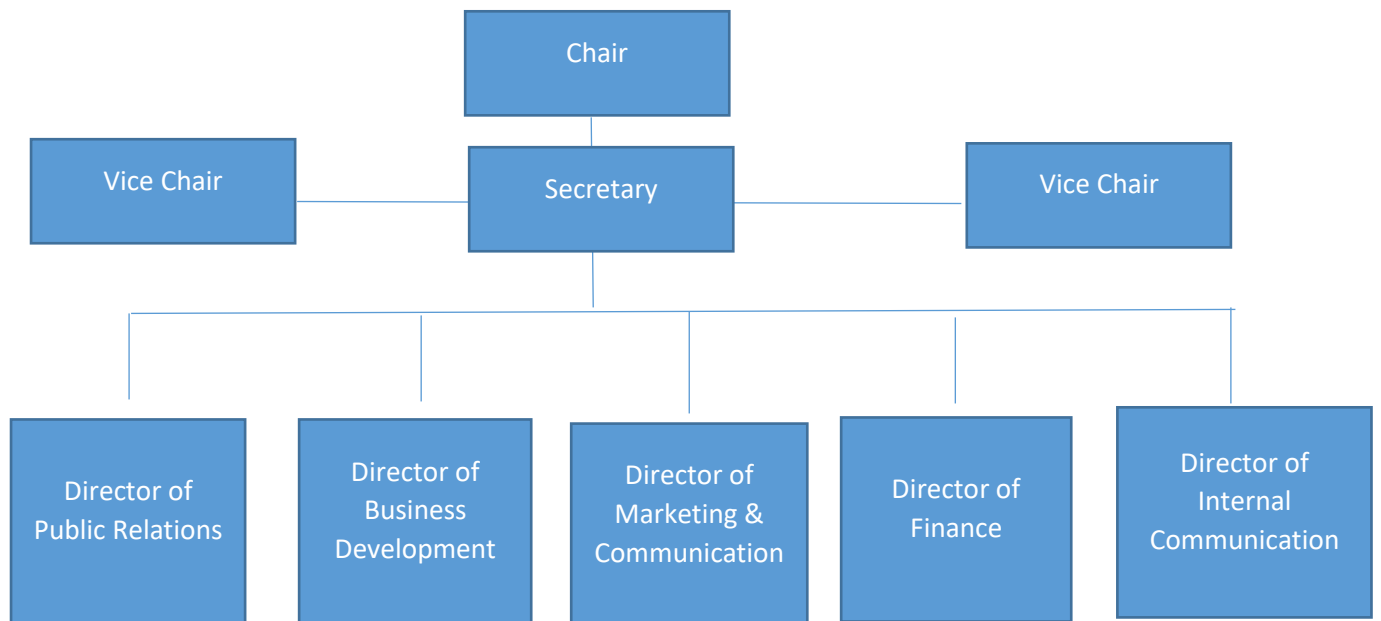


**BRITISH
UNIVERSITIES'
CHINA
ASSOCIATION
ANNUAL REPORT
2018/2019**

Table of Contents

Chapter 1: Management structure of BUCA.....	2
Chapter 2: Responsibilities of all the departments	3
Chapter 3: BUCA Activities and events 2017-2020.....	5
Chapter 4 BUCA Membership service and fees benefit 2020/2021	5
Chapter 5: Financial Report and Accounts.....	6
Chapter 6: List of Current Members	7
Chapter 7: List of Management Committee Board.....	8

Chapter 1: Management structure of BUCA



Chapter 2: Responsibilities of all the departments

BUCA Chair

Key responsibility includes but not limited to

- Lead and build the association's full strategy in evolving environment
- Use his/her extensive China specific professional knowledge and networks to develop relationships and partnerships aligned to the strategy
- Provide a unified vision for market engagement that aligns all BUCA departmental functions with the association's wider Strategy
- Oversee the financial viability and stability of the association's operations
- Oversee the production of annual activity plan and relevant report
- Present the association for wider marketing and public relations related matters

Vice chair

Key responsibility includes but not limited to

- Support the chair in the implementation of the BUCA Strategy, annual report and activity plans
- Monitor the standard of service of all the Internal and external communications to ensure appropriate quality and representation of BUCA
- Liaise and assist all the committee board members with their operation, development, policies and review etc.
- Take assembly in the absence of the chair and attend all the activities when possible.
- Plan and organise annual activities including event sponsorship from external organisations

Secretary

Key responsibility includes but not limited to

- Work closely with Chair/Vice Chair to develop agenda and annual report
- Collect and upload media contents to online facilities (website and social media platforms)
- Coordinate with all the committee board members for board meetings, action plans, written record of all the activities
- Take immediate support to all the committee board members when requested.

Director of Public Relations

Key responsibility includes but not limited to

- Informing and regulating marketing practice of partner institutions and agents
- Liaising with UK central and regional government and authorities for promoting BUCA and its members as well as updating opportunities/policies
- Exploring and maintaining links with central MOE and regional government of China for updates, proposals, events and student related policies.

- Regular report and communication with Chinese MOE, UK public sector(British council, BUILA, RIG) - through BUCA management board regularly

Director of Business Development

Key responsibility includes but not limited to

- Exploring student recruitment event opportunities and liaising with local hosts
- Exploring commercial sponsorship and advertisement development
- Liaising with potential employers for alumni career development event (workshops or fairs)

Director of Finance

Key responsibility includes but not limited to

- Managing BUCA bank account and cashflow operation including membership fee payment
- Working with board of BUCA to prepare budget and forecast based on strategy and annual planning
- Monitoring BUCA operation from Financial perspective to ensure funds are used in principle of integrity, efficiency as well as to benefit development of BUCA and all members
- Reviewing financial performance of BUCA and provide necessary information to board members for attention and future strategic decision

Director of Internal Communications

Key responsibility includes but not limited to

- Develop a comprehensive internal communications service in order to deliver the BUCA's strategic messages.
- Provide all the members with regular, meaningful and consistent updates about activities and decisions across the organization.
- Ensure the operation of the organization is running efficiency and transparency.

Director of Marketing Communication

Key responsibility includes but not limited to

- Establishing BUCA brand name in the UK and China among HEI industry and related external stakeholders
- Planning annual events and regional events for promoting BUCA and members' organisations
- Work closely with Directors of Business Development, Public Relations on branding establishment through online facilities (Website and LinkedIn profile with organization info and list/links of membership institutions; updating risky agent warning list etc.)

Chapter 3: BUCA Activities and events 2017-2020

Online activities

- BUCA online discussion and survey: Recognition of Gaokao May 2019
- BUCA online discussion and survey: China regional office Oct 2019
- BUCA online discussion and survey: Recognition of Dazhuan Nov 2019
- BUCA Covid-19 Video campaign: Jan 2020
- BUCA Covid-19 Round Table talk Mar 2020

Offline events

- Group meeting for establishing the association on 20/02/2017, hosted by City University, London
- Annual committee meeting at Derby University on 09/04/2018
- BUCA China International School/Foundation Roadshows in Oct 2018
- BUCA China International school/Foundation Roadshows in Mar 2019
- Presentation of UK and China HEI sectors at Agency UKEC U20 Summit in Chengdu, Oct 2019
- Presentation of China market at BUILA Regional interest group on 28/11/2019

Chapter 4 BUCA Membership service and fees benefit 2020/2021

British Universities' China Association is a non-profit, unincorporated professional association formed by active professionals at British University and higher education sector, whose primary responsibilities include student recruitment and wider engagement within China.

BUCA membership applies to individuals only and needs to be renewed annually. We welcome multiple members from same organisation, and each membership fee applies to one member only. If a member left current employer or became unemployed during the year, his/her membership will remain unchanged till the end of the academic year. The member should notify BUCA his/her updated employment status.

BUCA offers below benefits for each member:

1. An exclusive online discussion forum on daily and emerging opportunities and challenges in the sector;
2. Surveys and reports on relevant and current matters occurred in the sector or market;
3. BUCA exclusive online and offline promotional activities for building up branding of British universities and higher education sector within China
4. Professional training workshops or meetings for personal career development.

The annual membership fee is £200.00, which could be paid via individual credit cards or third party. The fee covers from the 1st September of each year till the 31st August of the following year. If the application was received in the middle of the academic year, membership fee is counted as follows:

- £200, annual membership fee
- £100, only for new members joining after 1st of March, for the first year of membership

The membership fee covers cost of BUCA activities including:

1. Annual BUCA member conference
2. Annual BUCA membership only recruitment events
3. BUCA recruitment fairs for institutions BUCA members represent (free or reduced rate if third parties involved).
4. BUCA Website design and maintenance
5. BUCA Marketing collaterals including banners, leaflets, pins and tablecloth.
6. Other BUCA exclusive marketing opportunities (free or reduced rate if third parties involved)

BUCA reserves the right to change fees and benefits at any time without prior notice. In the event that any changes were made, the revised terms and conditions shall be posted on all BUCA members immediately.

Chapter 5: Financial statement and disclosure

Income Statement 2018/2019		
		£
Revenue by source	Membership fee*	4,200
	Events Charge to non-member institution	100
Total Income		4,300
Expenditure	Membership fee discount*	900
	Credit Card payment charge	11.5
Total Expenditure		911.5
Remaining Balance		3,388.5

Note:

**Membership fee of £200 each is charged for 21 members, among which 18 universities paid with early bird discount of £50 for the first-year membership charge in 2018/2019.*

Chapter 6: List of 2018/19 Members

Current Employer	Member's Full Name
University of Bolton	Ben Chen
Cardiff Metropolitan University	Mable Miao
Cardiff University	Lily Flynn (nee He)
City, University of London	Tingting Pei
University of Dundee	Joanna Qiu
Tomato Education International	Danlu Liu
UK Education Insight Ltd	Michelle Jing Mi
Nottingham Trent University	Scarlett Peng
University of Worcester	Elizabeth Watson
University of Leicester	Tracy Li
Aberystwyth University	Dandan Wu
University of Hertfordshire	Gavin Tan
Swansea University	Molan Liu
Loughborough University	Lu Bai
University of Derby	Ula Wang
University of Lincoln	Anney Yimeng An
Newcastle University	Xenia Xu
University of Gloucestershire	Jun Cheung
Leeds Arts University	Sam Ridley
Northumbria University	Dr Trista Huang
University of Southampton	Zoe Yao

Note:

***This table only includes fee paying members of 2018/19.**

Chapter 7: List of Management Committee Board

Management Committee Board	02.2017-04.2020
Chair	Ula Tang-Plowman
Vice Chair	Danlu LIU
Vice Chair	Tingting PEI
Director of Internal Communication	Michelle MI
Deputy Director of Internal Communication	Mable MIAO
Director of Finance	Anney AN
Director of Marketing, PR, Communication and Media*	Tracy LI
Deputy Director of Marketing, PR, Communication and Media*	Ben CHEN
Deputy Director of Marketing, PR, Communication and Media*	Joanna QIU

Note: The dept. of Marketing, PR, Communication and Media is vital to BUCA and needs more resources in next cycle. To enhance its function and recognition of each members, the committee board recently decides to divide it into three separate departments and nominate three directors into the board.*

Management Committee Board	04.2020-04.2022
Chair	Tracy LI
Vice Chair	Danlu LIU
Vice Chair	Tingting PEI
Secretary	TBC
Director of Internal Communication	Michelle MI
Director of Finance	Anney AN
Director of Marketing Communications	Mable MIAO
Director of Public Relations	Joanna QIU
Director of Business Development	Ben CHEN

-End of Report, issue date: 23 April 2020.