



Butex
Annual
Report

November

2024

Table of Contents

CHAIR’S REPORT	3
BUTEX MEMBERSHIP	4
Institutional membership	4
Executive committee members	4
Upcoming elections	4
ACTIVITIES IN 2024	5
Butex committee meetings	5
Ordinary, Extraordinary and Annual General Meetings	5
Butex Annual Conference 2024, Salford	5
NAFSA 2024, New Orleans, Louisiana	6
Butex Winter Workshop 2024	6
Butex Scholarships 2024	7
Butex Rebrand 2024	7
DATES FOR YOUR DIARY 2025	8
Butex Scholarships 2025	8
NAFSA 2025, San Diego, California.....	8
Butex Annual Conference 2025	8
APPENDIX 1	9
APPENDIX 2	10
Scholarship entries 2024	10
APPENDIX 3	12
Treasurer’s report 2024	12
Income and expenditure statement	13

Chair's report

It has been a fantastic year for the Butex community, one of continued growth, transformation, and meaningful engagement. Reflecting on 2024, I am really proud of the journey we're making together.

Our community continues to thrive, now boasting over 100 members, including a record number of associate members. This vibrant community is at the heart of everything Butex stands for, and your continued support drives our shared success.

In 2024 we embarked on a transformative rebranding journey. With a fresh new logo, an exciting colour palette, and updated iconography and imagery, our new look truly reflects the dynamic and forward-looking nature of Butex. The culmination of this project – our new website – is set to launch early in the New Year, and we can't wait to unveil it to you.

Our calendar of activities has also been packed with highlights. The sold-out Annual Conference hosted by the University of Salford was a resounding success. For me, standout moments included the deeply important session on managing the deaths of students abroad – a topic that requires courage to address but is so vital. Equally impactful was the session on strengthening resilience, equipping us with tools to navigate the increasing challenges to our sector and of our roles. And I won't ever forget the unforgettable networking dinner at The Lowry, with such lively entertainment from the brilliant Manytones band!

Butex's presence at NAFSA in New Orleans grew stronger, with a revitalised collaboration with the British Council. This partnership allowed us to present British international education in a more cohesive and impactful way. A particular highlight of the week was the Butex British Reception at the historic Toulouse Theatre. The venue's charm, combined with a fabulous swing band, also ensured it was an evening to remember – and our partners were impressed. It set the bar high for our next reception in San Diego!

Our scholarship programme continues to provide valuable support to students pursuing study and work placements abroad and the UK. This year, eight outstanding students were awarded scholarships for their creative submissions on the theme of sustainability. I'm delighted to announce that for 2025, we're increasing the scholarship amount to £600, reflecting our commitment to supporting the next cohort of global learners.

Of course, none of this would be possible without the dedication of our exceptional manager, Kat, and the Butex Executive Committee. I want to extend my heartfelt thanks to Alice, Colette, Gemma, Gina, Inez, Izzy, Jamie, Katie, Koray, Maggie, Nanna, Ollie, Paulina, Rachel, Ruth, Sarah and Vicky – all of whom have volunteered their time and expertise to advance our work.

I'd particularly like to thank our corporate sponsors as well, Duolingo English Test and Terra Dotta, without whom our events would not have been as good or as affordable!

Lastly, to you, our members: thank you for your ongoing faith in Butex and the collegiality you bring to the sector. Together, I believe we make a difference, better together, and more than the sum of our parts.

I look forward to another exciting year ahead!

Rohan McCarthy-Gill
Chair
November 2024

Butex Membership

Institutional membership

Butex has 80 full members, 22 associate members and one reciprocal member. A list of all members can be found in Appendix 1.

Executive committee members

2024

Rohan McCarthy-Gill	Chair
Paulina Swann	Vice Chair
Isobel Mosley	Treasurer (re-elected June 2024)
Nanna Pedley	Marketing and Communications Officer
Rachel Gover	Events Officer (position ended in June 2024)
Gina Ralph	Events Officer (elected June 2024)
Alex McClean	Representative of Associate Members (position ended February 2024)
Jamie Bettle	Representative of Associate Members (elected June 2024)
Vicky Lee	Annual Conference Officer (until August 2024)
Oliver Bakewell	Annual Conference Officer (from September 2024)
Maggie Wootton	Co-opted Committee Officer
Alice McLuckie	Co-opted Committee Officer (ended June 2024)
Inez Summers	Co-opted Committee Officer
Ruth Law	Co-opted Committee Officer (ended October 2024)
Gemma Roberts	Co-opted Committee Officer
Rachel Gover	Co-opted Committee Officer (from June 2024)
Koray Subasi	Co-opted Committee Officer (from June 2024)
Sarah Bradley	Co-opted Committee Officer (from June 2024)
Katie England	Co-opted Committee Officer (from June 2024)
Colette McGowan	Co-opted Committee Officer (Inbound Forum)

2025

Rohan McCarthy-Gill	Chair
Paulina Swann	Vice Chair
Isobel Mosley	Treasurer
Nanna Pedley	Marketing and Communications Officer
Gina Ralph	Events Officer
Jamie Bettles	Representative of Associate Members
Oliver Bakewell	Annual Conference Officer
Maggie Wootton	Co-opted Committee Officer
Rachel Gover	Co-opted Committee Officer
Inez Summers	Co-opted Committee Officer
Gemma Roberts	Co-opted Committee Officer
Koray Subasi	Co-opted Committee Officer (from June 2024)
Sarah Bradley	Co-opted Committee Officer (from June 2024)
Katie England	Co-opted Committee Officer (from June 2024)
Colette McGowan	Co-opted Committee Officer (Inbound Forum)

Upcoming elections

Marketing and Communications Officer (February 2025)
Representative of Associate Members (May 2025)
Vice Chair (July 2025)
Chair (October 2025)

Activities in 2024

Butex committee meetings

The committee continue to meet virtually on a monthly basis. All Butex executive meetings were held via Zoom. Meetings took place on:

10 January 2024
14 February 2024
20 March 2024
3 April 2024
8 May 2024
5 June 2024
3 July 2024
7 August 2024
4 September 2024
2 October 2024
6 November 2024

Ordinary, Extraordinary and Annual General Meetings

This year the Ordinary General Meeting (OGM) took place at the Butex Annual Conference in Salford on Friday 12 April 2024.

The Annual General Meeting (AGM) is scheduled for Thursday 28 November 2024 (via Zoom).

Butex Annual Conference 2024, Salford

The Butex Annual Conference took place in Salford from 10 to 12 April 2024, and it received fantastic feedback. It was wonderful to see members old and new in person networking and making connections. Many thanks to the Butex executive committee and University of Salford colleagues for their hard work in arranging the conference. We also extend our thanks to our conference sponsor, Terra Dotta, who attended the conference in person and also ran a session as part of the event.

The programme included sessions on:

- How the Study UK campaign supports universities and international student mobility
Breaking Down Barriers with Our Sustainable Global Experience (SGE) Programme
- How does International Mobility fit within the bigger picture?
- Investing in Inbound without Breaking the Bank: how to improve the inbound student experience and why it's worth your time
- Developing Students' Intercultural Competencies in a Campus Based Setting: Sharing Best Practice
- Leading and Supporting Global Teams: Building Confidence Across the Globe
- International Partnership Agreements: From Obstacle to Possible Opportunities
- If no-one comes in, no-one goes out: Making the case for investing in inbound partnerships and recruitment
- Discovering Hidden Gems: Benchmarking Internationalization Through a Scorecard Approach

This event was sold out and was attended by 100 delegates.

Thank you to all members who participated as session presenters and helped to provide a full and varied programme.

NAFSA 2024, New Orleans, Louisiana

This year Butex collaborated with the British Council resulting in a larger combined Butex/British Council booth. The booth had three open sides making the booth more spacious and accessible for all members to use for their meetings. As always, the booth was used to its full capacity every day by Butex members ensuring a vibrant and busy area.

This year, the booth was much more visible with Butex and the British Council each having three stand-alone banners highlighting who each organisation is and what we do. In an ongoing attempt to make the booth as spacious as possible, we opted once again for standing tables, having six at the front and back of the booth, and in the middle we provided four low tables with three chairs each. This configuration worked very well and was well received by members.

Butex Welcome Event at NAFSA 2024

This year, Kathryn O'Connor, Butex Manager, and Rachel Gover, the Events Officer at the time, organised an informal pre-NAFSA meet up at a local bar close to the conference venue called Rosie's On The Roof, where we had a private reserved area with a balcony overlooking the famous Bourbon Street. Around 40 members joined the event and enjoyed catching up with colleagues.

Butex Reception at NAFSA 2024

Twenty-eight member institutions and one major sponsor, Duolingo English Test, sponsored our NAFSA event this year. Guests were invited to our signature drinks and dessert reception at the iconic Toulouse Theatre in the French Quarter of New Orleans. This venue has a robust history of presenting the very best live music and entertainment from across the world since 1970 and was a very unique space with a real New Orleans feel. Live entertainment was provided by the Kinfolk Brass Band, who played a wonderful jazz set for two hours and even got some Butex members up on the dance floor! Making an effort to ensure our events are having as much of a sustainable approach as possible, this year we continued with the decision to not provide any UK-related souvenirs for guests. Thank you to all member institutions and Duolingo English Test who sponsored this event and made it such a success.

The Butex committee continue to feel that the reception is a very effective way of raising the profile of Butex among international partner circles in an increasingly competitive market. We would encourage more members to sponsor the event and get involved!

Butex Winter Workshop 2024

Following another successful online 2023 Winter Workshop, we will continue to host the 2024 Workshop online, scheduled for 28 November 2024. The virtual format of the event offers an ideal platform to engage with partners who may not have been otherwise able to participate in Butex events. As always, Butex members will share their insights, alongside external speakers, promising a diverse and captivating programme. The theme of the workshop this year will be 'Peaks and Troughs of the Sector - A platform for sharing experiences of successes and challenges to promote best practices.' The day will consist of seven sessions, each covering a range of topics:

- Bridging Borders for Global Impact: Developing Strategic Partnerships in Japan for High-Impact Internships
- Escape the GDPR trap: A solutions-based approach to both safeguarding personal student data AND not burning your global partnerships in the process!
- Overseas Placements and Visa Challenges: Sharing best practices and ideas for managing visa issues
- From Challenges to Success: Engaging Students in Internship Programs in the Digital Age
- A Discussion on the Challenges and Solutions to Student Housing when Studying Abroad in the United States
- How an interactive map shapes our students' futures

- Inspiring Sustainability Through Global Mobility: Practices, Stories, And Action

Butex Scholarships 2024

This year, we continued to offer the Butex Sustainability Abroad Scholarship. With a concerted effort to focus more on sustainability in all Butex activities, this shift in focus was implemented in 2023 as it was agreed it is important to use the scholarships as an opportunity to encourage students to have a deeper understanding of global environmental challenges and the exchange of innovative ideas. The scholarship programme now recognises the global concern around sustainability and that addressing it requires diverse perspectives and cross-cultural collaboration. The scholarship application encourages students to broaden their minds, immerse themselves in different cultures and learn about different approaches to sustainability and their experiences, ideally helping to foster passionate individuals dedicated to creating a sustainable future both at home and internationally. Ultimately, the scholarship empowers students to think about the impact of their actions and how they can contribute to making travel more sustainable and viable for the future.

We continued to offer the agreed standard annual provision of eight scholarships, plus the Tony Emmerson Award in the event of an American Studies student being successful in the competition. We will be exploring possible sponsorship opportunities in 2025 to increase the number of available scholarships in the future.

We had three distinct scholarship categories: Vlog, Poster and Creative Written Piece. In total we received 653 applications. A team of 26 volunteers from the Butex committee and our members marked the applications, and the top scoring eight applications were awarded the Butex scholarship. This year, the Tony Emmerson Award was not awarded as there was not a high-ranking American Studies student applicable for the award.

The scholarship winners for 2024 have been contacted and they have all received their scholarship award. Their details and winning applications can be seen on the Butex website and they will be featured on the Butex social media channels in early 2025.

We believe that the scholarships are an effective way of benefiting both our members' students and promoting study abroad, whilst simultaneously showcasing Butex and our activities.

We would like to thank all member institutions who actively advertised the Butex scholarships to their students. A breakdown of entries by home and host institution can be seen in Appendix 2.

Butex Rebrand 2024

This year, we finally rebranded Butex after 30 + years! We worked with the creative agency TR Creative, going through a detailed process to create new messaging and visuals to really showcase Butex at its best. After the creation of a wonderful new logo early in the year, and unveiling this at the Butex Annual Conference and NAFSA, we decided to work with TR Creative once more to design the brand new Butex website where the new logo, colour palette and imagery will really be able to reflect the new and modernised Butex. We are so thrilled to be launching this website in the New Year!

Dates for your Diary 2025

Butex Scholarships 2025

Scholarship applications will open around May 2025 with eight scholarships available. Due to the high number of applications received each year, we will be exploring sponsorship opportunities to increase the number of available scholarships for the future.

NAFSA 2025, San Diego, California

We are excited to announce that we will once again be partnering with the British Council at NAFSA 2025 in San Diego. The collaboration with the British Council was a great success at NAFSA 2024 and we are delighted to be continuing this relationship at NAFSA 2025 to ensure a prominent UK presence at NAFSA.

Together we have booked two adjacent double booths in the Expo Hall, and this year we will have a stand alone/island booth providing even more space and visibility. We are also delighted to share that the Visit Scotland booth will be right next to the Butex/British Council booth this year. We will share further details regarding our presence at NAFSA with members in the New Year.

Butex Welcome Event at NAFSA 2025

The informal Welcome Event for Butex members will be announced soon. This event will be held on Monday 26 May 2025.

Butex Reception at NAFSA 2025

After an extensive search, we are pleased to share that Butex partner reception will take place at a unique venue called Deck655 on Tuesday 27 May 2025. This venue is located in downtown San Diego near the Marina district. It features a games room, amphitheatre and has a beautiful promenade deck with views of the surrounding area. We believe it will be a wonderful venue to host yet another popular Butex reception for 300+ people from around the world.

Details of sponsorship opportunities to support this event will be shared via the Butex mailing list in due course.

Butex Annual Conference 2025

Butex is looking forward to hosting its Annual Conference in 2025 which will take place at the University of Hull from 2 to 4 April. Planning for this event is already underway and we will be sharing more details shortly with Butex members. We can promise it will be yet another jam-packed three-day event with a range of sessions and exciting networking events for members to attend.

Appendix 1

Butex member institutions 2024

Full Members

Anglia Ruskin University
Bangor University
Bath Spa University
Birmingham City University
Brunel University London
Canterbury Christ Church University
Cardiff Metropolitan University
Cardiff University
City, University of London
De Montfort University

Durham University
Edge Hill University
Glasgow Caledonian University
Glasgow School of Art
Imperial College London
Keele University
Kingston University
Lancaster University
Leeds Beckett University
Leeds Trinity University
Liverpool John Moores University
London Metropolitan University
London School of Economics and Political Science
London South Bank University
Manchester Metropolitan University
Newcastle University
Northumbria University
Nottingham Trent University
Oxford Brookes University
Queen Mary University of London
Queen's University Belfast
Royal Holloway, University of London
Sheffield Hallam University
SOAS University of London
Solent University, Southampton
St Mary's University, Twickenham
Swansea University
Teesside University
Ulster University
University College London
University for the Creative Arts

University of Aberdeen
University of Bath
University of Birmingham
University of Bradford
University of Brighton

University of Bristol
University of Central Lancashire
University of Dundee
University of East Anglia
University of Edinburgh

University of Exeter
University of Glasgow
University of Greenwich
University of Hertfordshire
University of Hull
University of Leeds
University of Leicester
University of Lincoln
University of Liverpool
University of Manchester
University of Nottingham
University of Reading

University of Roehampton
University of Salford

University of Sheffield
University of Southampton
University of St Andrews
University of Stirling
University of Strathclyde
University of Sunderland
University of Surrey

University of Sussex
University of the Arts London
University of the West of England
University of Warwick
University of Westminster
University of Worcester
University of York
York St John University

Associate Members

Absolute Internship
Acumen (Sannam S4)
Anglo Educational Services
Arcadia University
BUNAC

Cea Capa Education Abroad
Challenges Abroad
CRCC Asia
Education Lighthouse
Fulbright Commission
Foundation for International Education
Gotoco
Harlaxton College
International Vounteer HQ
Learn International
miXabroad
Pagoda Projects
Pathway Impact
Student.com
Think Pacific
Travelteer
ULodging

Reciprocal Member

UUKI
British Council

Appendix 2

Scholarship entries 2024

Institution	Total number of applications	Inbound Student Applications	Outbound Student Applications
Bangor University	2	1	0
Bath Spa University	2	2	0
Birmingham City University	14	1	13
Brunel University	1	1	0
Canterbury Christ Church University	2	1	1
Cardiff Metropolitan University	4	4	0
Glasgow Caledonian University	7	3	4
Glasgow School of Art	11	7	4
Keele University	10	5	5
Kingston University	1	1	0
Lancaster University	1	1	0
Leeds Beckett University	1	1	0
Liverpool John Moores University	7	1	6
London School of Economics and Political Science	21	11	10
Manchester Metropolitan University	1	1	0
Newcastle University	25	2	23
Northumbria University	5	0	5
Nottingham Trent University	3	1	2
Oxford Brookes University	1	0	1
Queen Mary University of London	8	2	6
Royal Holloway, University of London	6	1	5
Sheffield Hallam University	1	0	1
SOAS University of London	14	3	11
St Mary's University, Twickenham	1	1	0
Swansea University	3	0	3
University College London	8	4	4
University of Aberdeen	16	4	12
University of Bath	21	0	21
University of Birmingham	21	4	17
University of Brighton	1	1	0
University of Bristol	25	14	11
University of Central Lancashire	2	0	2
University of Dundee	6	1	5
University of East Anglia	24	12	12
University of Edinburgh	15	12	3
University of Exeter	35	20	15
University of Glasgow	14	3	11
University of Greenwich	1	1	0
University of Hertfordshire	7	0	7
University of Hull	1	0	1
University of Leeds	49	42	7

University of Leicester	27	23	4
University of Liverpool	5	2	3
University of Manchester	33	4	29
University of Nottingham	4	0	4
University of Reading	9	1	8
University of Roehampton	3	0	3
University of Salford	4	1	3
University of Sheffield	24	2	22
University of Southampton	21	1	20
University of St Andrews	25	9	16
University of Stirling	3	0	3
University of Strathclyde	10	0	10
University of Surrey	7	0	7
University of Sussex	29	18	11
University of the Arts London	13	7	6
University of the West of England	9	3	6
University of Warwick	4	1	3
University of Westminster	2	2	0
University of Worcester	3	0	3
University of York	13	9	4
York St John	7	0	7
Grand Total (63 Universities)	653	252	401

Appendix 3

Treasurer's report 2024

In 2024, we're pleased to have over 100 members in our community, including 80 full members and 22 associate members.

Following the modest increase in membership fees introduced in 2023 (after no increases for 27 years), we are pleased to confirm that our fees will incur only very slight increases in 2025, as we've moved to a much lower inflationary context. We have decided to remove the Inbound only membership for new members due to minimal uptake of this option, however existing Inbound only members will continue to be offered this membership tier.

Membership	2024	2025
Full and Gold Associate	£526	£535
Silver Associate	£263	£267.50
Inbound (existing only)	£94	£95

We invested a total of £8,500 in 2023 and 2024 to fund 17 scholarships; all 17 were awarded in this financial year:

Scholarship Awards	Incoming	Outgoing	Total
2023	4	5	9
2024	5	3	8
			17

Due to the higher costs associated with international travel, we are also pleased to confirm an increase in Butex Scholarship amounts for the next round from £500 to £600 per successful applicant; the recent increase in membership fees will contribute towards the increase in the award amounts.

Our income is lower than our expenditure this financial year and this is due to investing in our rebrand and new website, which will enhance the user experience and also attract new members to our community.

Thank you for all your support of Butex throughout 2024, and we look forward to continue to support you in 2025!

Isobel Mosley
Treasurer
November 2024

Income and expenditure statement

24 November 2023 - 23 November 2024

Income

Annual conference	£28,965.83
Card transaction error	£641.84
Membership fees	£49,679.96
NAFSA reception 2024	£17,868.06
Testing	£2.02
Total Income	£97,157.71

Expenditure

Annual conference	£26,017.50
Bank transaction fees	£436.14
Bookkeeping software	£253.20
Card transaction error	£623.45
Insurance	£237.60
Manager remuneration	£23,400.00
NAFSA booth 2024	£15,501.40
NAFSA reception 2024	£10,804.54
NAFSA booth 2025	£6,103.45
Rebranding	£10,606.11
Scholarships	£8,500.00
Videoconferencing software	£207.20
Website and domain registration	£1,090.68
Total Expenditure	£103,781.27

Balance of funds – Santander account **£39,524.94**

Balance of funds – Stripe **£0.00**

Balance of funds – PayPal account **£225.00**

Isobel Mosley
Butex Treasurer
November 2024