

UGC fully appreciates and understands the importance of undertaking outreach work with universities around the world. At the Academy, a two-level strategy is in place to maintain excellent relations with admissions teams in global jurisdictions.

**Level One:**

At this level, members of the UGC team communicate regularly with university representatives and admissions teams so that the working relationship remains familiar. The UGC puts great focus on maintaining its ability to communicate with our university counterparts about our students with a high level of confidence, advocating for our students' talents, rights and needs. In addition, the UGC counselors organize university visits and taster lectures, and can assist in setting up meetings with admissions staff and ISF alumni at a university. UGC counselors regularly attend university admissions conferences and events in Hong Kong and overseas in order to stay abreast of the fast-changing developments in higher education and share with the Academy community current information regarding specific institutions.

**Level Two:**

At this level, the Head of School of the Academy Dr Malcolm Pritchard assumes an ambassadorial role in building good ties with new universities and maintaining the close ones already established. To this end, Dr Pritchard commits to visiting at least twelve universities per academic year. To date, he has completed over 180 visits in the United States alone. His personal relationship-building not only contributes to the outstanding number of offers that the Academy students receive, but also to the continued success of the joint summer programs and our unique *Shuyuan* program, which enables students to continue their learning journey at prestigious institutions.