BAC's role in managing student expectations in the private sector

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Private FE and HE in the UK

- Considerable diversity
- Types of programmes, subjects, size
  - Colleges with UK Degree Awarding Powers
  - Overseas degree-awarding institutions operating in the UK
  - Listed Bodies
  - Part-degrees and credit
  - Foundation course providers (embedded or otherwise)
  - Others – colleges offering Ofqual-regulated awards, other awards (including own awards) and Language Schools

Providing info for students

- Wide range of size and type of institution
- Level of information provided may depend on budget
- Smaller institutions often use ‘word of mouth’
- Majority have some international students – quality of education must match student expectations

British Accreditation Council

- Established in 1984
- Leading UK provider of accreditation services for private further and higher education
- Dedicated to establishing and raising standards
- Work with institutions to ensure quality of student experience

BAC and the student experience

- Inspection, accreditation and monitoring requirements placed on accredited institutions
  - Before enrolment
    - Clear and accurate information on website and in publicity materials
    - Terms and conditions
  - On arrival
    - Thorough enrolment process
    - Ensure students are able to cope with demands of course

BAC and the student experience

- Monitoring and feedback
  - Monitor and recording student progress
  - Recording and act upon student feedback
  - Student complaints process
- BAC advice and best practice guidance on improving quality and student satisfaction

Challenges and opportunities

- Considerations:
  - Student perceptions of HE
  - Market changes
  - Employability
- Opportunities for private sector provision
- Meeting student expectations requires innovative thinking and cost efficiency

Closing thoughts

- Provision of information for students in the public and private sectors
- Can and should comparable information be provided?
- Are there different priorities for students applying and studying in the public and private sectors?

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