

Meeting Student Expectations conference 2011

Tuesday 15 March 2011

Better Information for Prospective Students

Rachel Winzer, Director of Research, 1994 Group

Summary

- > The importance of information for prospective students
- > Advice and guidance for prospective students
- > 1994 Group Project: HEI survey
- > 1994 Group Project: Trailblazing good practice
- > 1994 Group Project: New online resource

Information for prospective students

> First principles

- Making the right choices
- Knowing what to expect and what is expected
- A better student experience

> Existing information

- National Student Survey
- Unistats
- Bestcourse4me
- Key Information Set (KIS)

Advice and guidance for prospective students

- **Supplementing available information with advice and guidance:**
 - Overcomes limitations of information
 - Reduces oversimplification
 - Provides contextual information
 - User friendly and accessible

1994 Group Project: Trailblazing good practice

- > Lancaster University's Student Charter
- > University of Reading's Student Stories scheme
- > University of Leicester's Blackboard Taster

1994 Group Project: HEI survey

> Responses to 1994 Group survey of HEIs about IAG measures:

- > Good provision of web pages information for prospective international undergraduate and postgraduates students
- > All provide information on student support, fees and bursaries, and social life
- > Less information available at course compared to institutional level
- > Good use of traditional communications methods – i.e. post, email, telephone and open days
- > Concerns about the right amount of information to avoid 'information overload'

1994 Group Project: New online resource

JISC funded 1994 Group and Push online resource will:

- Aggregate and filter existing information and add impartial advice and guidance
- Be interactive and use rich media to offer applicants new ways to engage with universities
- Provide access to informal information about the student experience
- Be adaptable

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