

Meeting student expectations in a new era



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Customers, Cuts and Competition

1. Step change in *Customer Expectations*

- Fees rise up to £9,000 in September 2012
- A tough jobs market
- A lifetime of repayment

2. *Cuts* in funding for Universities

- Over 75% reduction in capital grants from HEFCE
- 3 years of decreasing HEFCE teaching funding 2009 – 2011
- New visa régime: challenging conditions to be met
- Falling research funding

3. 2012: a new age of *Competition*

- From allocation to competition for UK student numbers
 - Students choose us - we used to choose them!
 - 'Private Providers' – with much lower fixed costs – compete for students with loans
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Aston's Mission

Our Mission

To be the UK's leading University for business and the professions, where original research, enterprise and inspiring teaching deliver global impact



Aston's customers: *the Aston student community*



Know your customer: *the Aston student*

	Aston	Benchmark	UK
Entry standards: % at AAB or better	40	NA	NA
State school	90.6	88.0	88.8
Lower socio-economic groups	37.2	29.1	30.0
Mature (Age)	14.8	11.7	11.5
Disability	2.3	3.6	4.5
Ethnicity	53.2	NA	16.3
Overseas students (130 countries)	25	NA	15
Local students (Birmingham area)	22	NA	NA
Living on campus (all students)	30	NA	NA
Non-continuation following year of entry	3.9	6.2	7.9
Employed graduates in <i>Graduate Level</i> jobs (DLHE, Sunday Times)	87.7	NA	<70

Know your customer: *the Aston student*

- 10,000 students
- Highly diverse
- Local and global
- High achievers
- A wide variety of learning styles and educational experiences
- Focussed on professional careers, seeking high employability
- Research-led, industry-focused, professionally accredited programmes
- Life and health sciences, business, engineering and languages
- Most students take an industrial placement year
- Expecting a personalised learning experience at a small institution



Expectations and fees...

From September 2012 Aston (HEU) undergraduates will be paying

- £9,000 per year
- £1,000 for the placement year
- Two scholarships
 - Academic Excellence (AAB+ at A level or equivalent)
 - Support for those with a family income < £42,000
- Each scholarship is worth a maximum of £4,000 over 4 years
- Some students will be eligible for both scholarships



Listening: understanding student expectations

- Strong University-Guild partnership
- Guild membership of all university committees – participation in Guild Senate: 68 to 168 in 2 years
- Evidence-based enhancement strategy
 - NSS, Guild, internal student satisfaction surveys
- Engaging the student population with the University
- Commitment and resources to enhance the student experience & learning environment



Our Student Charter

Out now > Scan it > Click it > Read it

www.aston.ac.uk/studentcharter



Expectations and needs

- A feeling of belonging and importance
 - To be treated as an individual
 - Staff who are interested in them
 - A strong and friendly community where they belong
 - Excellent teaching in relevant and accessible modes
 - Academic staff with a passion for teaching
 - Personalised learning and support
 - Helpful and timely feedback on progress
 - Relevant and accessible teaching technology
 - A fast and flexible ICT environment
 - Opportunities to engage in research
 - A great (and hassle-free) student experience
 - Easy and immediate access to support and advice
 - A high quality environment – living, working and playing
 - Study and social space, lockers on campus, 24 hour library opening...
 - A great student social scene
 - Good sports facilities
 - A successful professional outcome
 - Pathway into professional careers and good first jobs – and beyond...
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Specific needs

- Support to become independent learners
- Specific support with English, Maths, Writing, Programming
- Cultural integration
- Visa issues: pre-arrival and work experience support
- Employability skills: confidence, presentation skills, team working, leadership, report writing...
- Financial support
- Welfare support
- Support in becoming an independent member of the community



Belonging: a diverse and welcoming community



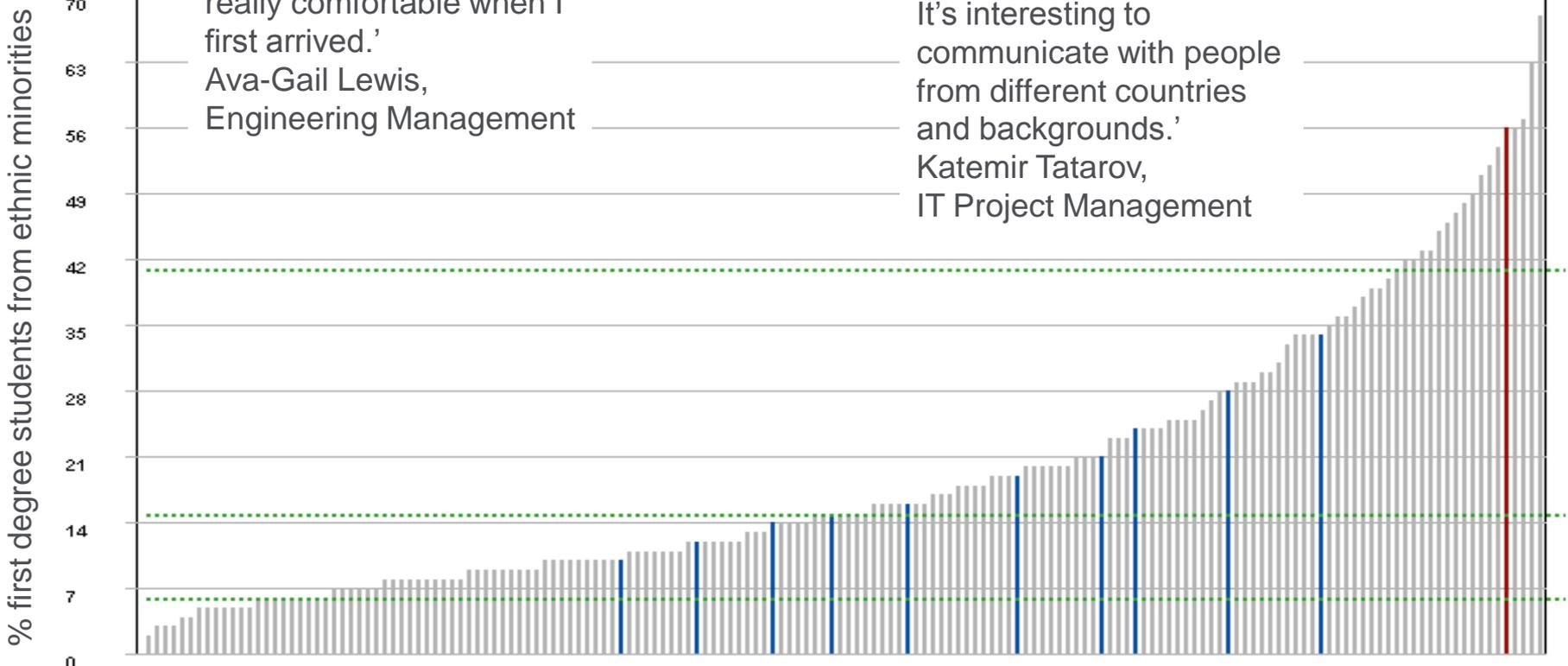
'I was surprised at how international Aston University is. There is a lot of cultural diversity here, which made me feel really comfortable when I first arrived.'

Ava-Gail Lewis,
Engineering Management



'All the students in my seminar group are from different countries. I get exposed to quite a diversity of nationalities, which improves my people skills and broadens my knowledge about different cultures. It's interesting to communicate with people from different countries and backgrounds.'

Katemir Tatarov,
IT Project Management



Belonging: a multi-faith, multi-cultural community

- Martin Luther King multi-faith centre
 - A dynamic chaplaincy team: CoE; Catholic, Jewish, Muslim, Hindu, Sikh, Pagan, Buddhist, Anglican and Free Church
- A variety of prayer facilities
- Intercultural learning opportunities
- One World Week
- International students welcome week
- Social events and spaces with and without alcohol
- Year of Crossing Boundaries; Year of Expanding Horizons



Belonging and importance: celebrating the achievements of students in our community

Aston University  Student 100 [no. 10]

“Austin Shin, Engineering student, Guinness world record holder for the most Scrabble points scored in a 24 hour period and appeared on Countdown aged 13.”



Celebrating the success of Aston students

Aston University  Student 100 [no. 12]

“Agata Dmoch, Aston Business School graduate is the co-founder, deputy head and legal counsel for the Midlands Polish Community Centre.”



Celebrating the success of Aston students

Aston University  Student 100 [no. 14]

“Vladislav Saveliev, Aston student, one of a small number of people in human history to have travelled to the North Pole on an atomic expedition vessel.”



Celebrating the success of Aston students



Importance: “You said – we did”

- Students’ Common Rooms “Halls of Non-Residence”



- Some of the changes include enhancements to:
 - Academic tutoring system
 - Transition into university and between years of study
 - Welcome back from placements
 - Technology to improve student feedback



A great student experience



Excellent teaching: a personalised approach

- Aston Replay
- Personal Academic Tutors
- Writing mentors
- Maths support
- Programming support
- Learning Development Centre
- Teaching qualifications and reflective practice: a requirement for all academic staff
- Peer mentoring
- Alumni mentoring
- Social learning spaces



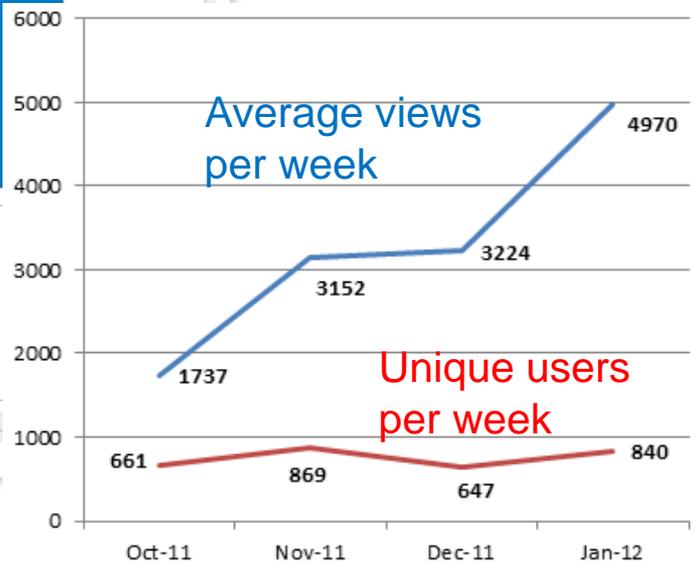
Aston Replay

CLIPP: CLIPP: CLIPP Project: Approaches to e-learning and self study materials in quantitative subjects blackboard\massey > [logout](#) PANOPTO

Slides Screen Capture

Contents Notes Search Info

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0:04	Approaches to learning and self study materials...
0:28	Project Overview... Aim: "To compare two types..."
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2:15	Learning material...Normal...You will learn A ...
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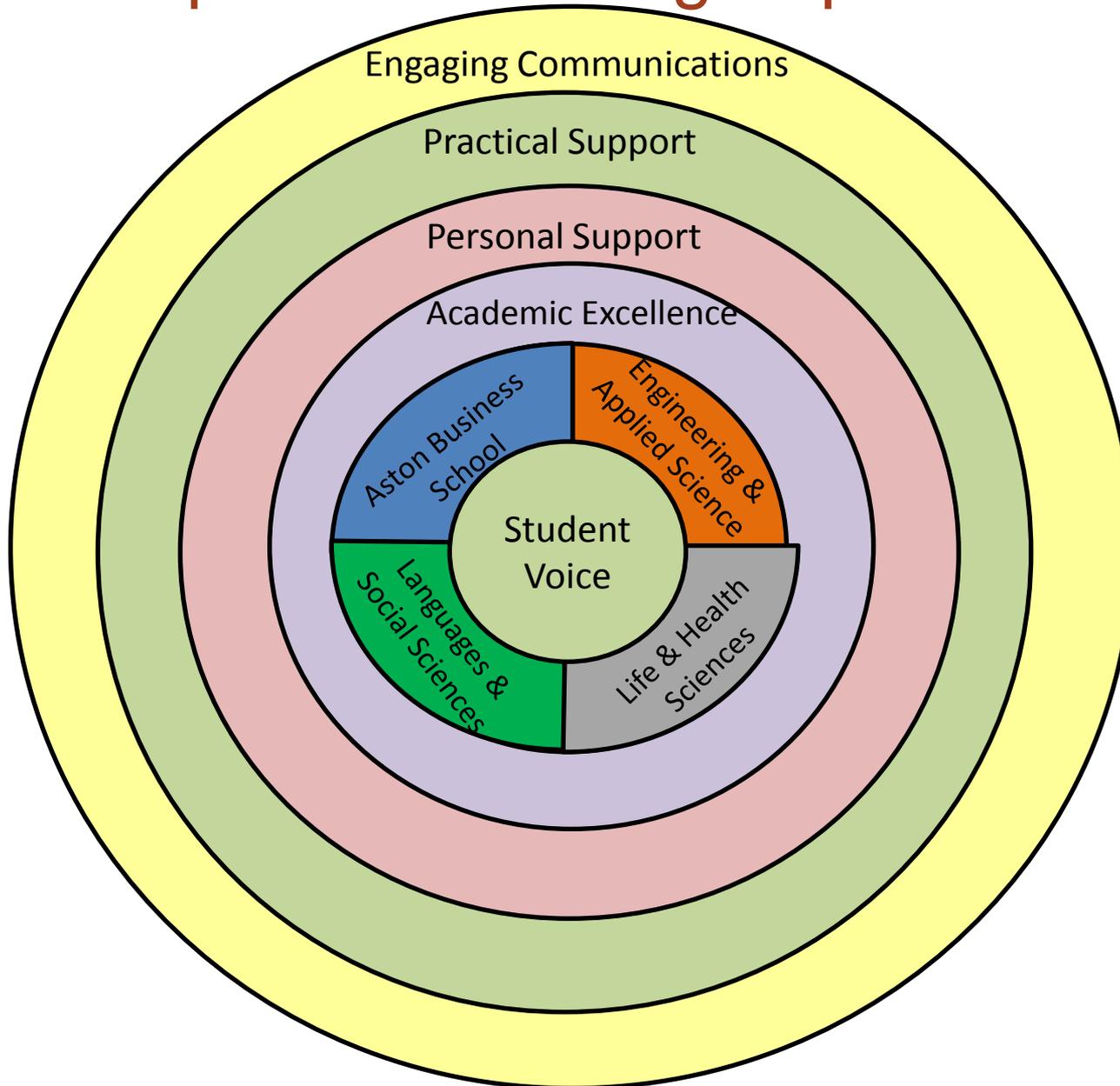
“I attended all the lectures but it was extremely helpful to have the recorded lectures to refer to if I was in any doubt during my revision. They really aided my revision for the exam and I wish all modules used Aston Replay.”

“It gave me the opportunity to review the tutorial sessions immediately before the final exam, which I believe boosted my grade.”

A successful outcome: international employability

- Careers support and access to employers
- Credit bearing placements in the UK and overseas
- Work experience: summer and graduate internships
- Languages for All
- Intercultural awareness events: innovation from diverse teams
- Entrepreneurship: mentoring, competitions and business support
- Volunteering
- 2012 Sunday Times University Guide:
“Not even Oxbridge can boast a higher proportion of students gaining graduate level jobs than Aston.....You will struggle to find a university in Britain more keenly attuned to the needs of business and industry”.

Student Experience work groups





Thank you