



HE Beyond 2015

*New Student Choices, New Economics, New Technologies
Institutional Strategies conference*

Higher education taken to new audiences

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The HE Landscape/White Paper


“The primary objective of the funding reforms and the White Paper is to create the conditions for a **dynamic, responsive higher education system**, with fewer barriers for **new institutions** who want to offer HE courses.”

(David Willetts, HE in FE Conference, AoC, 31 March 2011).

*“announced today are plans to bring alternative providers
into the formal student number control system*

*These reforms will increase **competition and flexibility**, and deliver our
promise ...**students at the heart of the system**”*

June 11 2012



- How will the HE system change and respond?
- How will government intervene or not?
- What will new audiences want, and how will they learn?

Traditional University

Corporate in-house route

FE College

Work based learning

Private/for profit university

Social Enterprise

Online/blended learning

Pick and Mix study and accreditation

How will the HE system change and respond?

- Diversity across an integrated system
- Specialisation of mission
- Responsiveness, support and adaptability to students
- Revolution in teaching and learning through social media/technologies/use of space
- Entrepreneurial business models and agility
- Collaboration
- Crossing of institutional boundaries
- New forms of accreditation
- Will a very different HE institution model emerge?



Key influences on audiences

- **Rising Fee & Loan Costs** - demise of EMA, increasing HE student tuition fees, the onset of 24+ Advanced Learning Loans and rising living costs, **learners are looking for high-quality, cost-effective, value-for-money and flexible courses/services.**
- **Raising of Participation Age/Unemployment/New Occupations** - **Learners will be looking for new and innovative progression and pathways** – leading hopefully to increased engagement in HE .
- **Informed Choices** - New emphasis on ‘Informed choices’ and the introduction of key information sets will **attach greater prominence on providing access to information** and the informed consumer
- **Raised expectations** - customers will demand more and expect high-quality provision in return for the money they are paying, increase in demand for comparisons between destination and wage data.
- **Globalisation, technology and social media**

New Audiences

- **More Flexible Study at Degree Level** – modules, particular qualifications/skills for their employers - flexibility and cost over residence and institutional status
- **Higher Apprenticeships/skills focussed routes** - audience who would otherwise have gone into degrees?
- **Distant/Online Learners** - UK and international
- **Employers** needing new skills, employee re-skilling, for post-experience courses for working adults in applied professional areas.
- **Older Learners** for social/recreational needs and changes in careers
- **Unemployed graduates** further study as deferral in times of high unemployment

New Audiences

- **Widening Participation for non traditional learners** - older students, those in employment, those without a family history of HE etc.
- **New Postgraduate Students** – focus not just on recruiting undergraduates. Throughout this economic climate there are plenty of well-qualified learners looking still to progress up to the next level.
- **Re-Skilling/Up-Skilling** – people who will return to HE because their first degree is out of date and are looking to re-skill and up-skill.
- **Generating Entrepreneurs** – job creators not just consumers
- **New Audiences we have not thought of but should be scanning for**

How to Engage

- **New Strategies, innovative research and networks** to understand what future learners expect, want and will pay for - relationships with pressure groups and social networking
- **Effective marketing, communication, learner engagement, outreach and PR strategies** to engage new audiences
- **New Pedagogies** to deliver cost-effective and flexible/adaptable HE for those with busy lifestyles, employment and other responsibilities
- **Student Support** – Reaching out to new audiences requires clarity around student support available and taking into context the new 24+ Advanced Learning Loans, the importance of better guidance services and streamlined funding approaches
- **Inspiring Technology** On-line programmes and accreditation, social; media, distance/blended-learning, etc



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