



# Attracting students to higher education

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# My Themes

- Attracting students into HE is about a journey that starts well before the student applies and continues through to successful completion
- Attracting students is more competitive than ever
- Advice and Guidance is vital and much will come from outside the institution, as will information
- Information for students is a powerful tool – and we are getting much better at providing it.

# Why 'attracting students'?

***Its about a range of things:***

- *Conveying the distinctiveness of your own institution and of particular courses (USPs)*

*But also*

- Raising aspiration and attainment so that all with the potential to benefit have a choice
- Convincing potential applicants of the benefit of HE
- Supporting students to succeed

All areas are ever harder in the current climate

# Clear, accurate information and integrity go hand in hand

*If students leave without completing:*

- They will have debt with little to show for it and many will regard themselves as a failure*
- The institution takes a financial and reputational hit*



# Information

***A rich range of sources, especially for those from more privileged backgrounds***

- Peers
- Parents
- Advisors, schools, colleges
- Social media
- Institutional websites
- Comparison websites
- Visits









# Public information



*Objective information to inform decision making*

- *NSS*
- *DLHE*
- *Unistats*



# The new Unistats

- The KIS is central
- Data come from national surveys and institutional information
- As much information as possible is at course level
- Data are robust, comparable and searchable
- Unistats and the KIS are UK-wide
- Is being evaluated and will develop and evolve
- Data are available to third parties
- Can be reached through course pages, UCAS, Google etc

Unistats

unistats.direct.gov.uk

UNISTATS

Compare official course data from universities and colleges

Home

Your Unistats

Subjects

Universities & colleges

Course assistant

Cymraeg

Course name, subject or course code

Search

Advanced search

Shortlist: 0

Sign in or register

Compare stats about courses by adding them to the short list

The official website for comparing UK higher education course data

Includes official data on each university and college's satisfaction scores in the National Student Survey, jobs and salaries after study and other key information for prospective students.

Courses

Listed by subject

Medicine and Dentistry

Nursing and medical related subjects

Biological Sciences

Veterinary Sciences

Agriculture and related subjects

Physical Sciences

Mathematical Sciences

Computer Science

Engineering and Technology

Architecture, Building and Planning

Social studies

Law

Business and Administrative studies

Mass Communications and Documentation

Languages, Literature and related subjects

Historical and Philosophical studies

Creative Arts and Design

Education

Initial Teacher Training

Geographical Studies

Universities & colleges

A-Z

A

B

C

D

E

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COURSE ASSISTANT

Answer a few questions to let us help you find some courses that may be of interest to you

Get started ▶

QUICK ANSWERS

?

About Unistats

?

How to use Unistats

?

The Key Information Set (KIS)

Accessibility

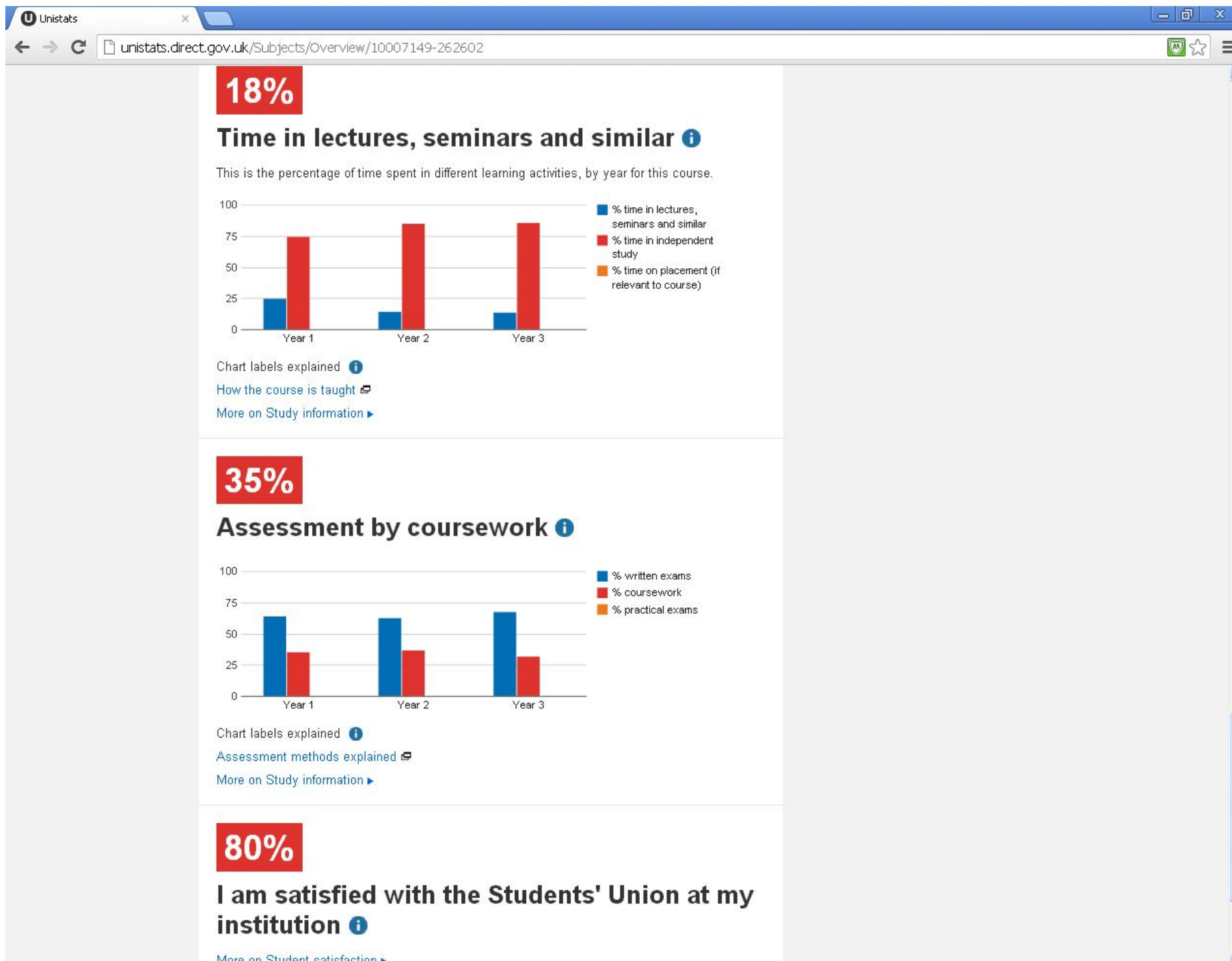
Terms of use

Cookies

Contact us

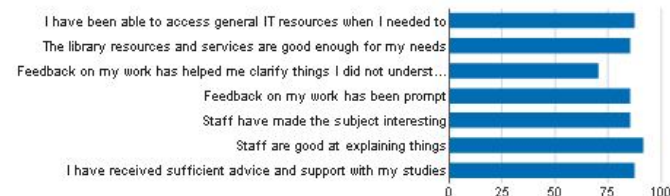
Open access data

Commitment to Welsh



**98%**

## Overall, I am satisfied with the quality of the course [i](#)



[More on Student satisfaction](#)

**£15,000**

## Average salary six months after the course [i](#)

Typical salary range: £14,000.00 - £19,000.00 [i](#)

**Average salary across the UK after taking a similar course**

£18,000.00 after six months (salary range: £15,000.00 - £22,000.00)

£23,000.00 after 40 months (salary range: £19,000.00 - £28,000.00)

[More on Employment & accreditation](#)

**85%**

## Go on to work and/or study [i](#)

This is what students are doing six months after finishing the course.

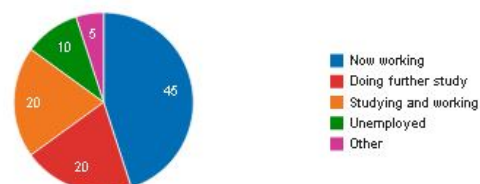


Chart labels explained [i](#)

Preparation for future employment: University Of Hull [s](#)

[More on Employment & accreditation](#)

## Employment six months after the course [i](#)

Unistats

[unistats.direct.gov.uk/Compare-Courses/ReturnTo/Shortlist](#)
universities and colleges

Advanced search

Shortlist: 4
  
[Sign in or register](#)

## Comparing 3 courses

[View as a list](#)

Information set	BSc (Hons) Accounting and Finance Anglia Ruskin University	BSc Accounting University Of Hull	BSc Accounting and Finance (3 year) (NN4H) University Of Chester
<div> <div>Overview</div> <div> KIS KEY INFORMATION SET </div> </div>			
Overall, I am satisfied with the quality of the course	78%	98%	87%
I have been able to access general IT resources when I needed to	98%	88%	74%
The library resources and services are good enough for my needs	98%	86%	73%
Feedback on my work has helped me clarify things I did not understand	50%	71%	53%
Feedback on my work has been prompt	55%	86%	64%
Staff have made the subject interesting	65%	86%	79%
Staff are good at explaining things	85%	92%	89%
I have received sufficient advice and support with my studies	75%	88%	84%
Average salary six months after the course	£18,000	£15,000	£15,000



# Twitter comments

'In Denmark our Ministry of Education uploads a PDF, meanwhile their British colleagues launch this: [unistats.direct.gov.uk](http://unistats.direct.gov.uk)'

'Like the new Unistats website. Very interesting on the course im doing'

'Check out unistats! An ace way to compare universities and courses'

# UK National Student Survey 2012

- More students than ever before responded to the survey, 67%
- 85% said they are satisfied overall by their course
- In each of the main categories satisfaction has improved
- Assessment and Feedback rose from 68% to 70%
- Unistats provides NSS data by institution and subject

# NSS results England 2011 and 2012

	% satisfied in 2011	% satisfied in 2012
Overall	83	84
Teaching	84	86
Assessment and feedback	68	71
Academic support	77	79
Organisation and management	75	77
Learning resources	80	82
Personal development	80	81
Student union	-	65
NHS placements	84	85

# Findings: PGT information needs

Information currently perceived to be scattered, confusing and outdated

Applicants would like information on:

- Course specific application processes and deadlines
- Appropriate skills and background
- Fees and financial support
- Visa application processes
- Course content, class size, assessment methods and timetabling
- What is it like to study at institution x and what is the immediate location like

# Student Success

***Successful outcomes are important:***

- Retention and continuation
- Graduate employment
- Study







## How to find out more

**Unistats:** <http://unistats.direct.gov.uk>

**HEFCE web-site:** [www.hefce.ac.uk](http://www.hefce.ac.uk)