

# UCAS Research Forum

Wednesday 13<sup>th</sup> October 2010

## Shaping prospective students' expectations of university

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1994 group >

## Summary

- > 1994 Group universities and student experience
- > Student expectations and experience of university
- > Headline findings

## 1994 Group universities and student experience

- > Key features of 1994 Group universities
  - > *world class research*
  - > *research-led teaching*
  - > *high levels of student experience*

# 1994 Group universities and student experience:

## Enhancing the student experience project

- › A requirement to provide transparent and accurate information around the student experience
- › Towards the 2020 Workforce: Promoting the well-rounded graduate
- › Promoting the student voice
- › Engagement with schools and colleges
- › Student-focused resources
- › International strategy and internationalisation
- › Excellence and enhancement in teaching and learning

## Student expectations and experience of university

- > Transparent, accurate information about the nature of the student experience
  - > *National Student Survey*
  - > *bestCourse4me*
  - > *1994 Group / JISC project*

## Student expectations and experience of university

- > National Student Survey is not sufficient
  - > *nature of academic contact*
  - > *graduate employability and earnings*
  - > *differentiation between institutions' offerings*

# Student expectations and experience of university

- > Bestcourse4me
  - > *teaching standards*
  - > *quality of feedback*
  - > *graduate employment rates and salary*
- > Better information for prospective students shaping student expectations

# Student expectations and experience of university

- > Student Expectations of University (1994 Group / JISC project)
  - > *high-quality, interactive, online resource*
  - > *help manage expectations of university learning*
  - > *better inform the decisions of applicants*
  - > *better explain the nature and type of academic contact on offer at university*

## Headline findings

- > HEI Survey
- > Examples of ways in which we are engaging with prospective applicants

## HEI Survey

- › Enhance current IAG available to prospective students in the following ways:
  - › *ensuring all groups of prospective students are catered for*
  - › *providing an additional platform for IAG to supplement and complement the variety and comprehensiveness of information already available*
  - › *using rich media to offer applicants a variety of ways to engage with universities*
  - › *providing ways in which prospective students can interact with the views of current students*

## Examples of ways in which we are engaging with prospective applicants

- > *Searchable Online Programme Database for Prospective Students*, Durham University
- > *Student Stories*, University of Reading

## Examples of ways in which we are engaging with prospective applicants

- > Searchable Online Programme Database for Prospective Students, Durham University
  - > *headline facts on each programme: programme content, admissions information, fees and funding, career opportunities, etc*

## Examples of ways in which we are engaging with prospective applicants

- > Student Stories, University of Reading
  - > *audio clips of current students and recent graduates from a range of UK universities*
  - > *video clips, blogs, articles by students on topical issues*

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