

Challenging minds in challenging times.

A broad overview of some key issues with
Higher Education applications and
admissions

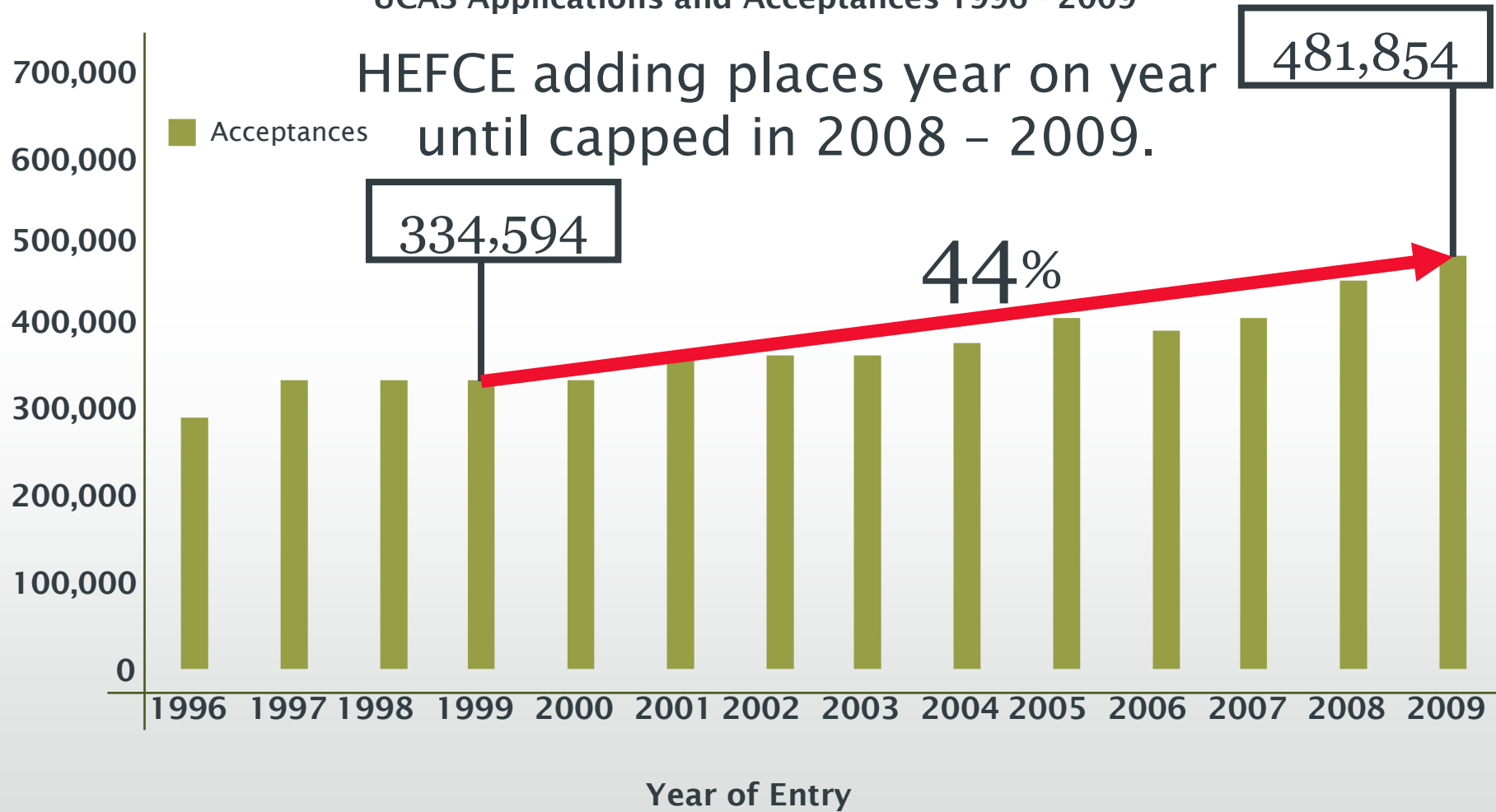
Chris Fuller, Learn with US Coordinator and Lecturer
February 2011

Challenging minds in challenging times

- Trends in Higher Education
 - Applications and admissions
 - Globalization of Higher Education
- The implications of budget cuts and fee increases
- State verses independent intake
- Summary of factors to consider

The Growth of Higher Education in the UK

UCAS Applications and Acceptances 1996 - 2009



Source: UCAS <http://www.ucas.ac.uk/about_us/media_enquiries/media_releases/2010/210110>³

Cap on student numbers means one in three applicants will not get university places

Guardian, January 14, 2010

Up to 200,000 would-be students will be turned away this year because of unprecedented demand

Thousands of teenagers miss out on university place in wake of spending cuts

Thousands of teenagers will this week be rejected by top universities who have toughened entry criteria in the wake of spending cuts ordered by Lord Mandelson, The Daily Telegraph can disclose.

Daily Telegraph, January 8, 2010

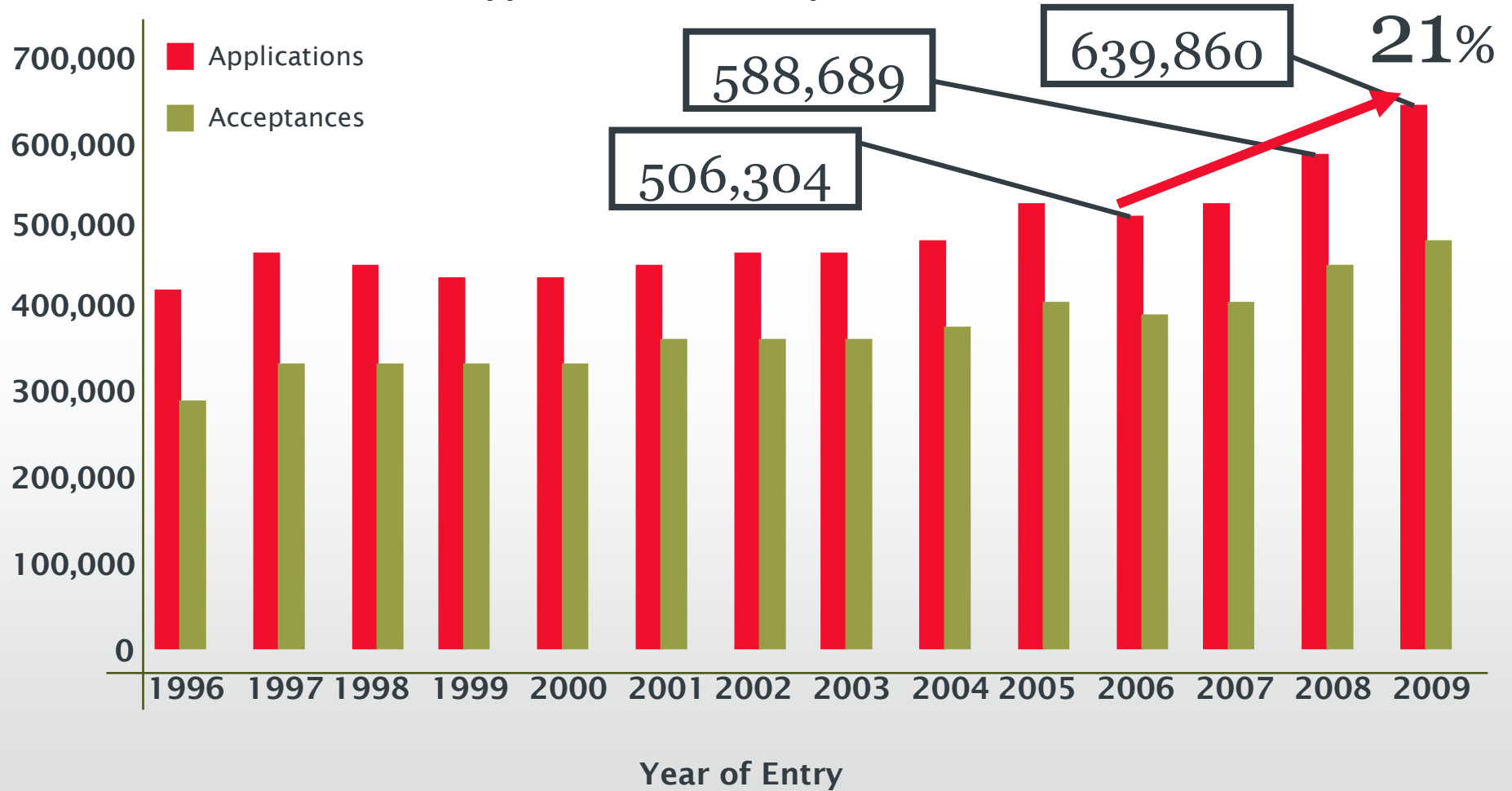
Be afraid, parents

Universities are at risk of 'meltdown' from swingeing cuts, and our children will suffer, says a vice-chancellor

Sunday Times, January 17, 2010

The Growth of Higher Education in the UK

UCAS Applications and Acceptances 1996 - 2009



Source: UCAS <http://www.ucas.ac.uk/about_us/media_enquiries/media_releases/2010/210110>⁵

Russell Group applications per places

	Applications	Places / Offers	Ratio
London School of Economics	19,672	1,416	13.9
University of Bristol	43,800	3,846	11.4
The University of Edinburgh	48,808	4,481	10.9
King's College London	32,584	3,281	9.9
The University of Warwick	33,756	3,717	9.1
University College London	31,338	3,569	8.8
The University of Manchester	64,291	8,501	7.6
The University of Liverpool	33,166	4,344	7.6
University of Leeds	54,052	7,056	7.7
The University of Birmingham	40,964	5,335	7.7
Cardiff University	37,274	5,305	7.0
The University of Sheffield	34,823	5,005	7.0
University of Southampton	31,511	4,516	7.0
The University of Nottingham	41,357	5,917	7.0
Newcastle University	27,834	4,370	6.4
Imperial College London	14,654	2,374	6.2
University of Glasgow	26,695	4,360	6.1
Queen's University Belfast	22,005	3,671	6.0
University of Oxford	14,333	3,259	4.4
University of Cambridge	14,300	3,381	4.2
AVERAGE	33,361	4,485	8.0

↑ 15% 11%
08-09 09-10

AAB ↑ 2%

Source: Dr Wendy Piatt, RG Director General, Mission Ambition Conference, May 2009

Reduction in clearance places

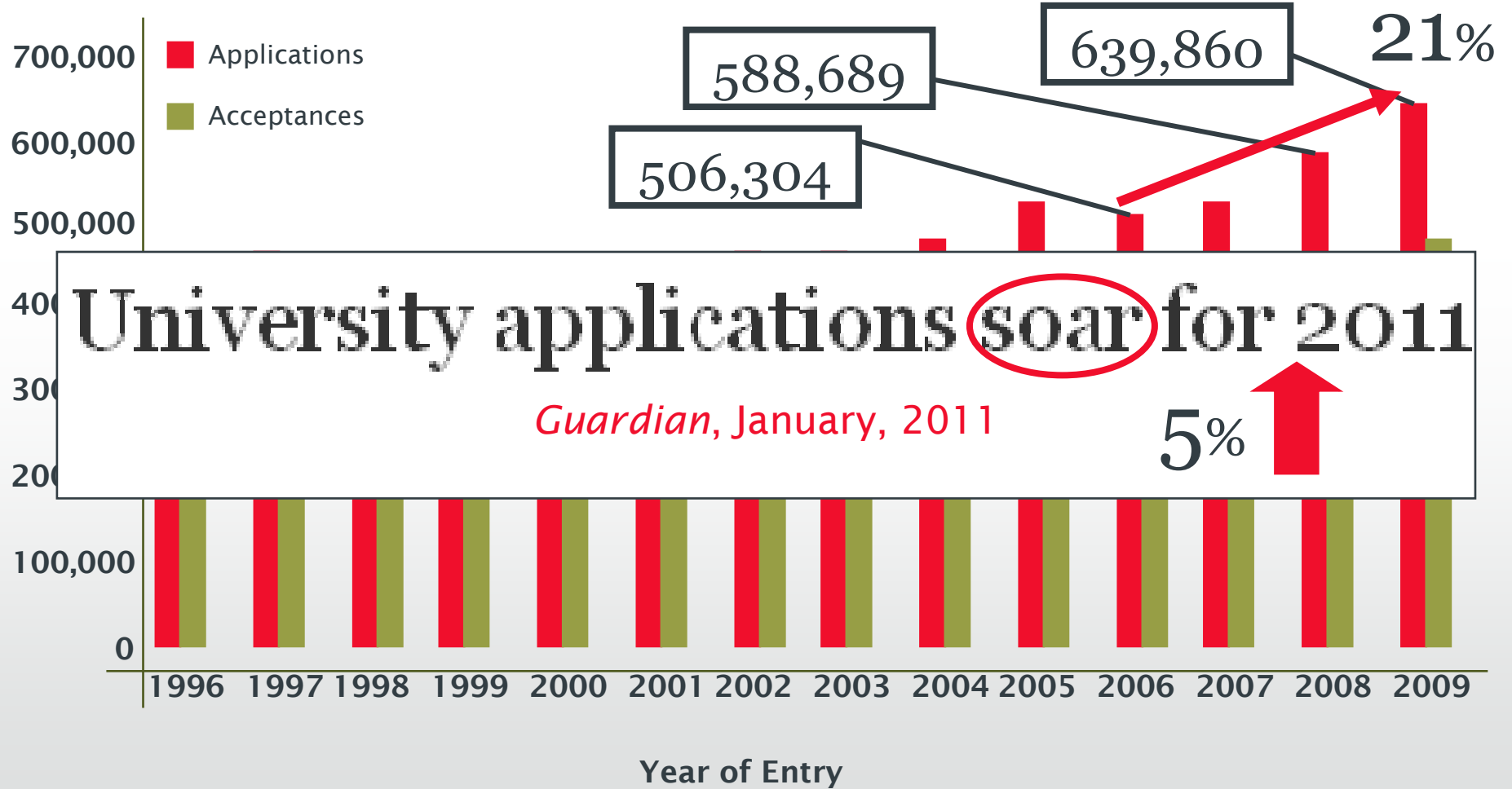
10.2% of the University of
Southampton's 2006/07
intake came through
clearing.

2.5% of the University's 2009/10 intake
came through clearing.*

* STEM places granted by the government *after* the admissions cycle.

The Growth of Higher Education in the UK

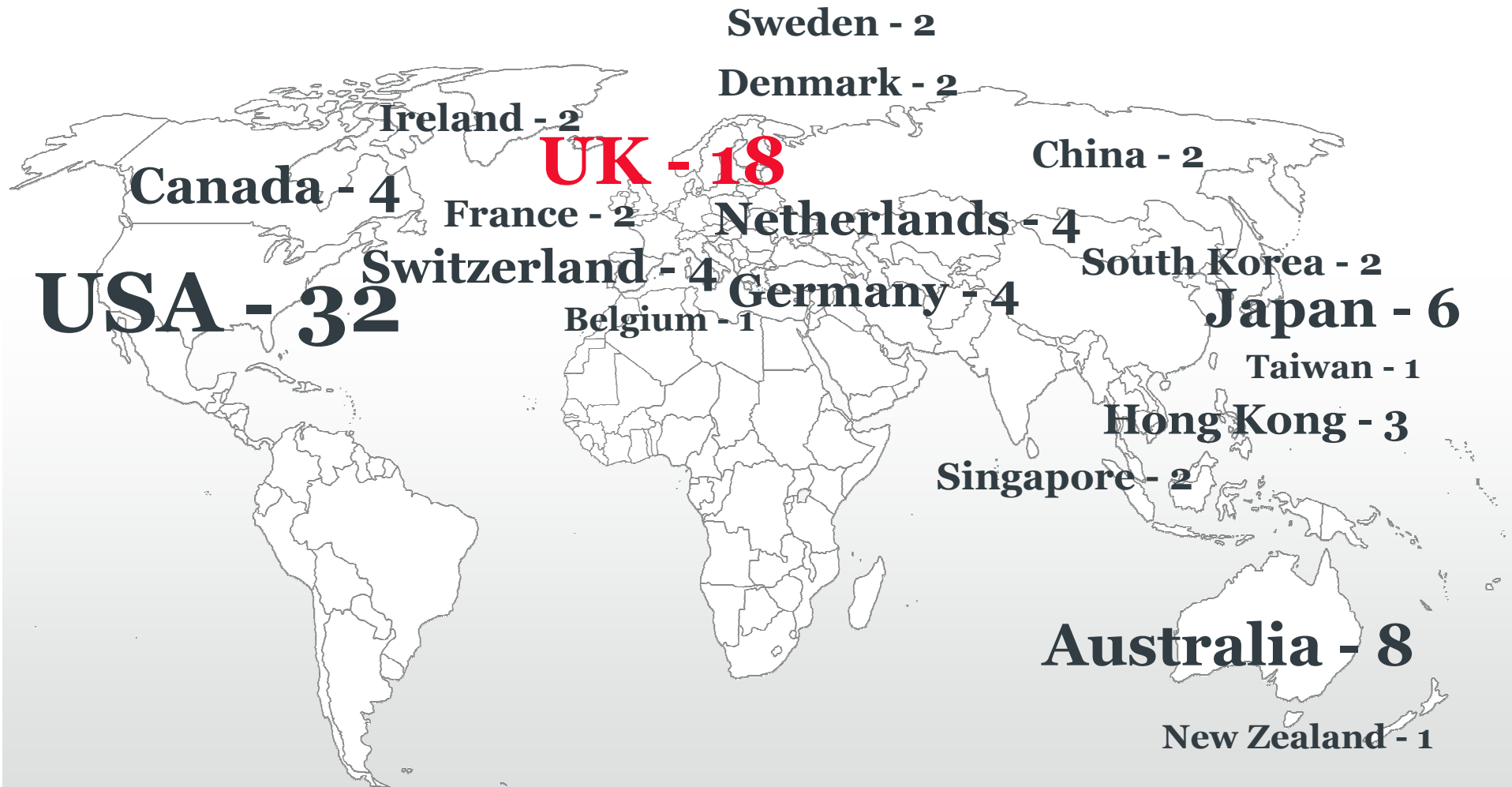
UCAS Applications and Acceptances 1996 - 2009



Challenging minds in challenging times

- Trends in Higher Education
 - Applications and admissions
 - The globalization of Higher Education

The globalization of Higher Education



Global graduates

Cambridge

Oxford

Nottingham

Southampton

18

UCL

Edinburgh

St. Andrews

Bristol

York

Manchester

Birmingham

Glasgow

UK universities in the
World Top 100

Imperial

Leeds

QS World University Ranking 2009

LSE

Kings

Warwick

Sheffield

Domestic vs. international intake

‘Universities realise that the public purse is constrained [...]. International students are perhaps the most obvious source of income.’

Les Ebdon, Vice-Chancellor, University of Bedfordshire, Chair of Million+

‘Some universities are very reliant on international students, and should learn from institutions that have had their fingers burned by relying on this source of income.’

John Craven, Vice-Chancellor, University of Portsmouth

‘HESA figures have reignited concerns that universities rely too heavily on international students. One in five degrees—undergraduate and postgraduate—went to students who came from outside the UK.’

Jessica Shepperd, *Guardian*, January 14, 2010¹²

International competition

[Home](#) | [Undergraduate study](#) | [Course details](#)

BSc/MPhys Physics F300/F303

School of Physics and Astronomy



A black hole

Intake: 120

Average applicants per place: 6

Course
overview

Entry
requirements

Course content

Related
courses

Scholarships

Typical entry requirements

A levels: AAB, including mathematics and physics

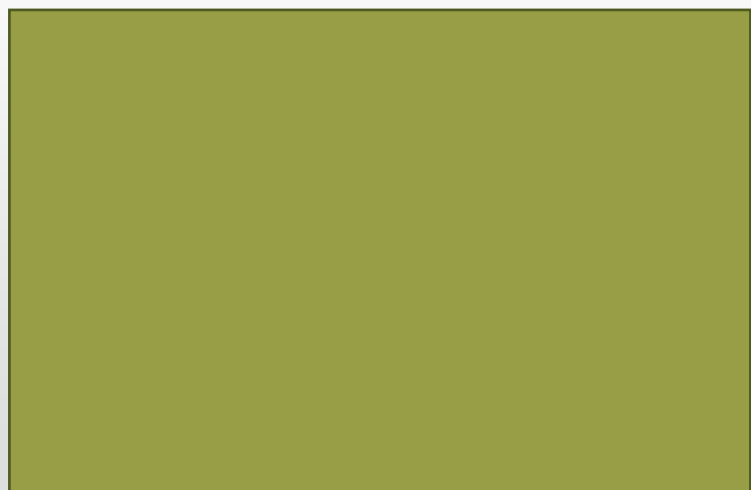
IB: 36-34 points, 18-17 at higher level

Intake: 120

Average applicants per place: 6

Selection process: UCAS application, with invitation to visit the School

International competition



Staff, space and resource capacity
for 160 undergraduates.

HEFCE funding for 120 places.

University would seek to fill
remaining spaces with
international students.

These places ARE NOT
AVAILABLE to UK
undergraduates.

Domestic vs. international intake

Rank	University name	Overall score	Respondents	Weighting				
				High-quality staff/lectures	Helpful/Interested staff	Well-structured courses	Good social life	Good community atmosphere
1	Loughborough University	86.21	153	6.2	6.0	6.0	6.4	6.3
2	University of Oxford	82.53	276	6.5	6.5	6.2	5.8	6.1
3	University of Cambridge	81.72	317	6.5	6.5	6.2	5.6	6.0
4	University of Sheffield	81.65	228	6.0	5.9	5.8	6.3	6.1
5	University of St Andrews	81.60	112	6.5	6.2	6.1	6.2	6.4
6	University of East Anglia	81.36	123	6.0	6.0	5.8	6.1	6.2
7	University of Exeter	81.05	228	6.1	6.0	5.8	6.0	6.0
8	Aberystwyth University	80.93	78	6.1	6.1	5.9	6.2	6.3
9	University of Southampton	80.90	229	6.0	5.9	5.9	6.0	5.9
10	Swansea University	80.08	77	5.9	5.9	5.8	6.2	6.3

Source: Times Higher Student Experience Survey 2009

Challenging minds in challenging times

- Trends in Higher Education
 - Applications and admissions
 - Globalization of Higher Education
- The implications of budget cuts and fee increases

The implications of budget cuts and fee increases

80%

reduction in teaching budget

The implications of budget cuts and fee increases

£3.7 bn
reduction in teaching budget

UNIVERSITY OF
Southampton
65% - £34m

 Southampton
SOLENT
University
95%

 THE UNIVERSITY OF
WINCHESTER
100%

The implications of budget cuts and fee increases

Fees

£6,000 – 9,000 p.a.

- Consumer choice greater determinant of courses and teaching
- Scholarships and bursaries key
 - Much greater emphasis on marketing
 - Students need to be more critical in researching choices

UNIVERSITY OF
Southampton
Research

£88m*

- More on this later...

*2009 - 2010

Financial value of a degree (p.a.)

Age in 2008	Degree or equivalent	A-level, GCE or equivalent
21-22	£17,472	£15,912
23-24	£20,696	£18,200
25-26	£24,960	£20,436
27-28	£28,912	£22,256
29-30	£32,916	£24,180
31-32	£34,632	£24,336
32-33	£37,960	£27,768
All ages (21 -34)	£28,860	£21,268

Additional earnings by subject

Subject studied	Average extra earnings (compared to non-graduates)
Medicine	£340,000
Law	£245,000
Engineering	£245,000
Maths	£240,000
Physics	£190,000
Chemistry	£185,000
Business	£185,000
European languages	£165,000
Psychology	£100,000
Linguistics and English	£95,000
Humanities	£50,000
Arts	£35,000

Source: Universities UK/PricewaterhouseCoopers (2006 – 07)

Graduate employability

guardian.co.uk

Graduates facing 'slim' job market in
downturn

Telegraph.co.uk

Graduate job scramble continues despite
recovery in recruitment market

BBC NEWS

'Tough jobs market' for graduates

← BACK TO MAIN TABLE

KEY TO TABLES ▶

Tick two or more check boxes below and click compare

COMPARE

Student satisfaction (250)

Heads'/peer assessments (100)

Research quality (200)

A/AS-level/higher points (250)

Employment (100)

First/2:1s awarded (100)

Student/staff ratio (100)

Dropout rate

Total

UNIVERSITY OF Southampton

A degree, even from a good institution, is no longer enough to guarantee employment in an internationally competitive job market. Universities must offer their undergraduates more.

Curriculum Innovation Network, University of Southampton, 18 January 2011

12 University of Southampton 169 43 136 202 73 75 72 13 783

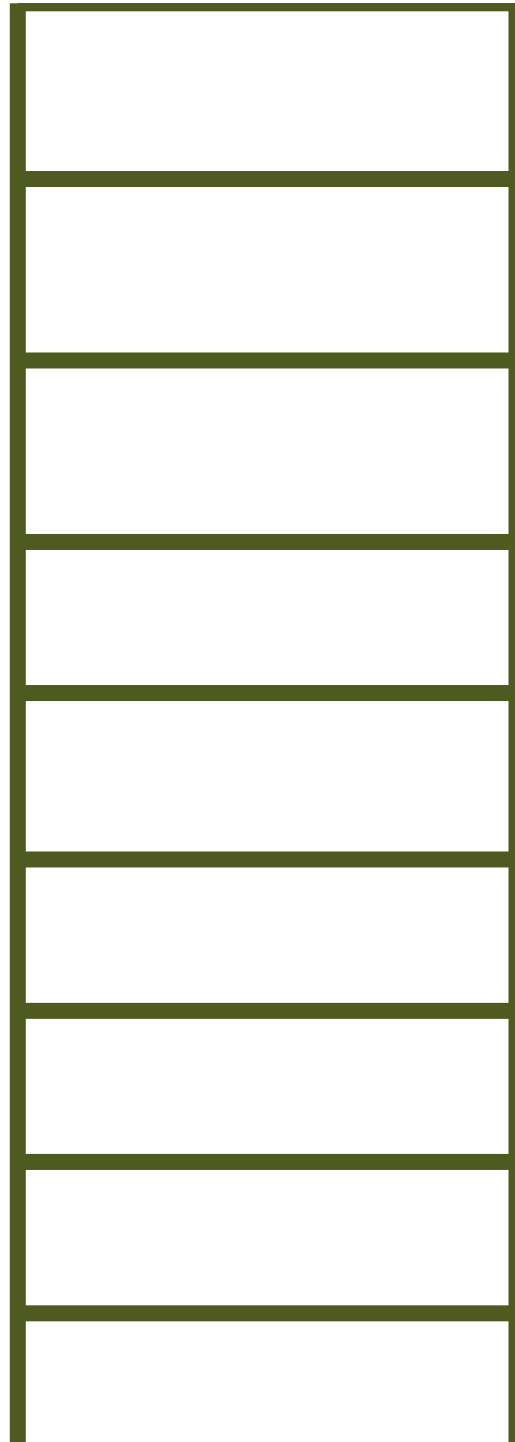
Score awarded by students for quality of education, facilities, support and social life.

Source: Sunday Times League Table, 2010

111	<input type="checkbox"/> Anglia Ruskin University	121	16	52	126	54	56	51	-29	446
112	<input type="checkbox"/> University of Derby	153	19	24	114	52	47	53	-17	445
113	<input type="checkbox"/> Glyndwr University	159	9	21	97	67	51	51	-13	441
114	<input type="checkbox"/> Leeds Trinity & All Saints	148	16	23	112	61	49	44	-12	440
115	<input type="checkbox"/> London South Bank University	140	14	56	88	56	54	37	-10	435
116	<input type="checkbox"/> University of Worcester	148	14	19	116	59	48	50	-21	434
117	<input type="checkbox"/> Middlesex University	105	21	82	95	46	51	43	-14	428
118	<input type="checkbox"/> University College Plymouth St Mark & St John	159	17	14	107	58	47	43	-17	426
119	<input type="checkbox"/> Buckinghamshire New University	122	16	21	103	39	46	49	25	421
120	<input type="checkbox"/> University of Bolton	133	12	44	102	46	53	53	-26	417
121	<input type="checkbox"/> University College Birmingham	165	17	0	110	43	42	38	0	415
122	<input type="checkbox"/> Southampton Solent University	134	13	19	104	45	46	47	-6	400

A degree, even from a good institution, is no longer enough to guarantee employment in an internationally competitive job market. Universities must offer their undergraduates more.

Curriculum Innovation Network, University of
Southampton, 18 January 2011



Twenty-first century graduates

The ideal graduate is "intellectually flexible", a critical thinker and a team player; someone who could see their discipline in a wider context; someone who is, above all, employable.

intellectually flexible

team player

critical thinker

see their discipline in a wider context

Twenty-first century graduates

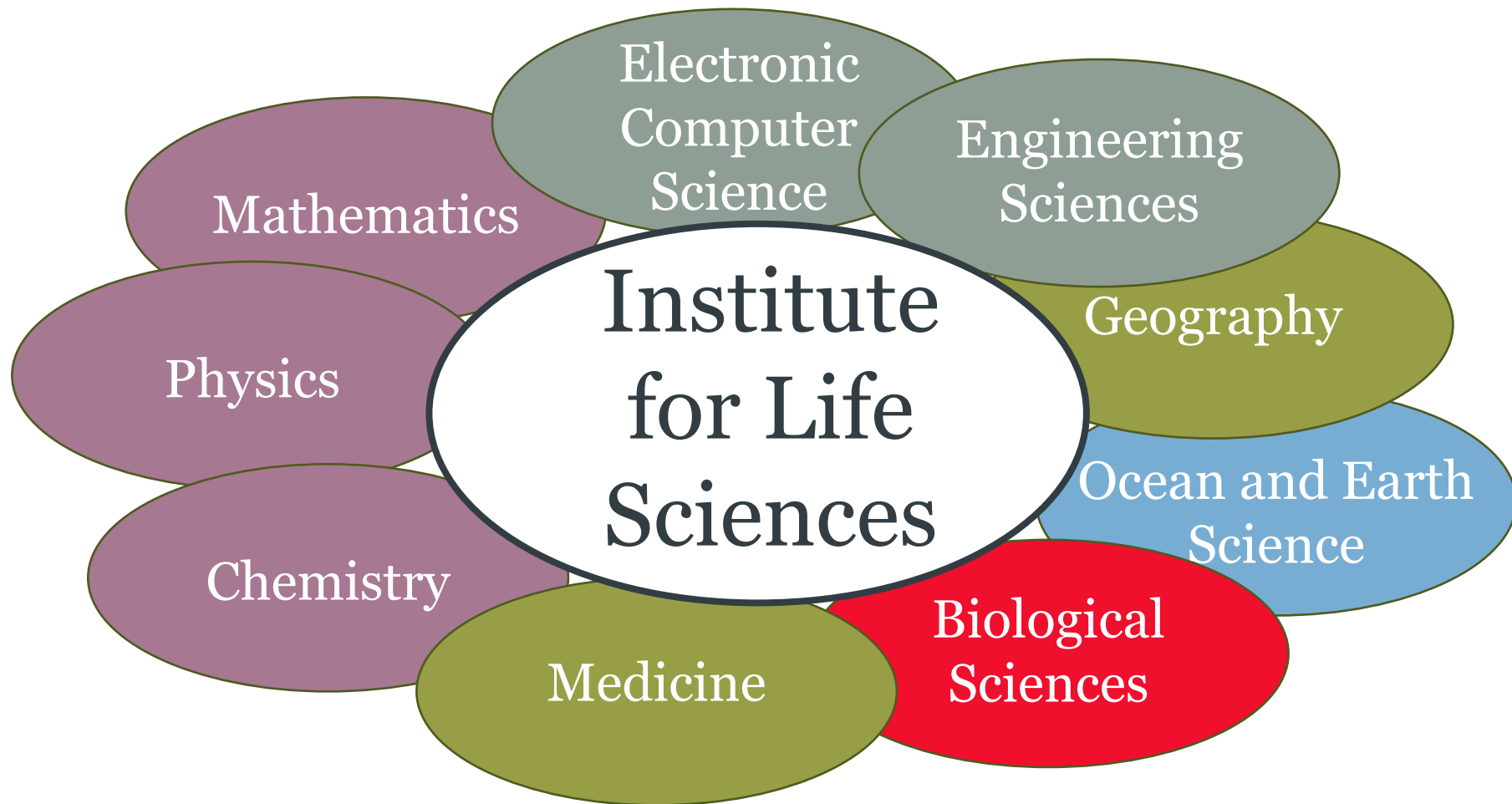
Check what different universities offer in terms of broader opportunities for students to stand out and improve their employability.

For example...

Institute for Life Sciences



Multi-disciplinary study and research





Mathematics and science education

Global, interdisciplinary themes

Ethics

International
Perspectives on
Global Issues

Digital
Scenarios: The
impact of the
Internet

Global
Health

Sustainable Development

Work
futures

The Human
Brain in Society

Crime, Security
and the EU

Marine Safety
and
Environmental
Engineering

Sink or Swim:
the role of
water

Business skills
for
employability

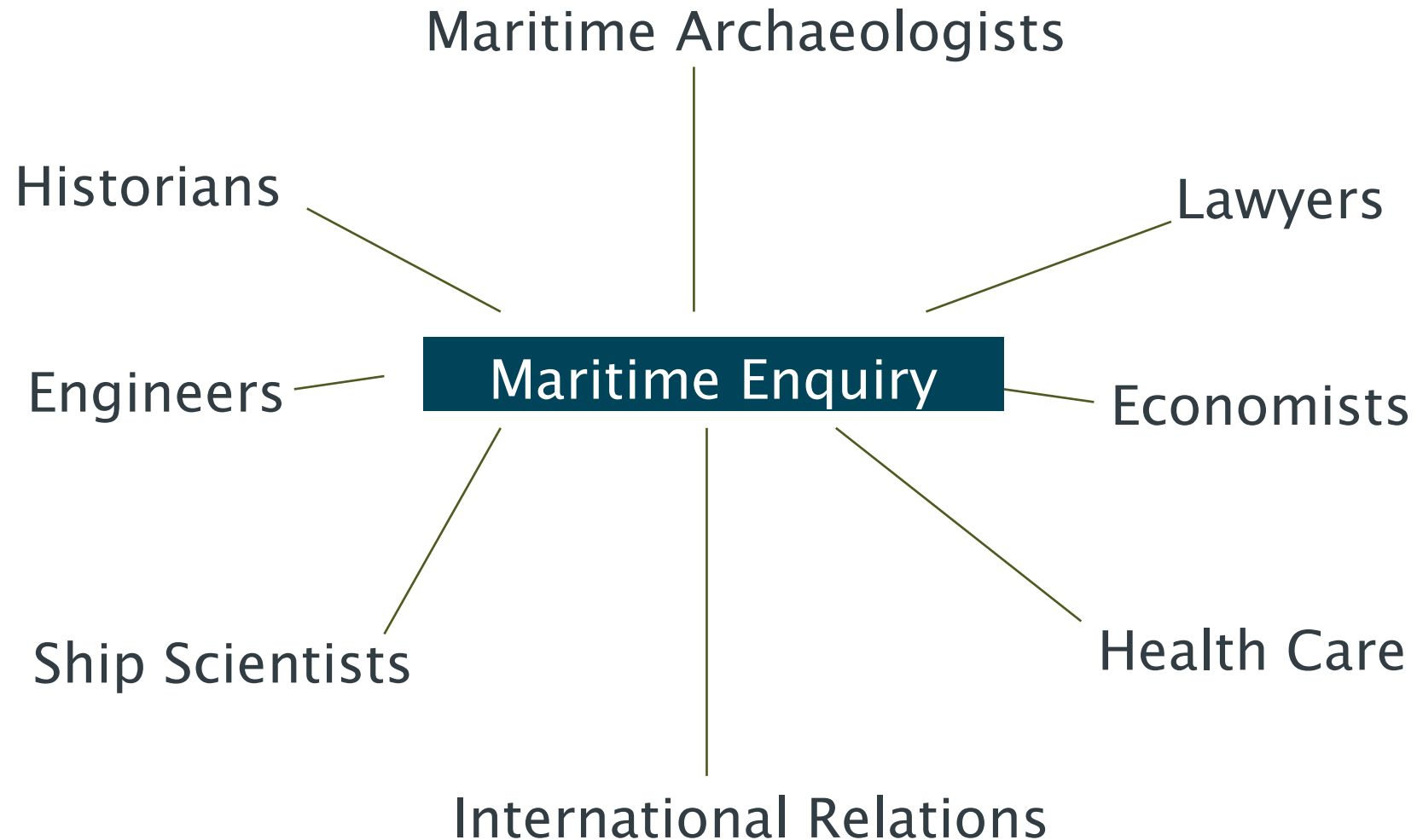
Education for
health &
wellbeing

Dependence and
the global market
place

Communication
Interface Design

Maritime Enquiry

Global, interdisciplinary themes



Giving formal credit to
extra-curricular activities

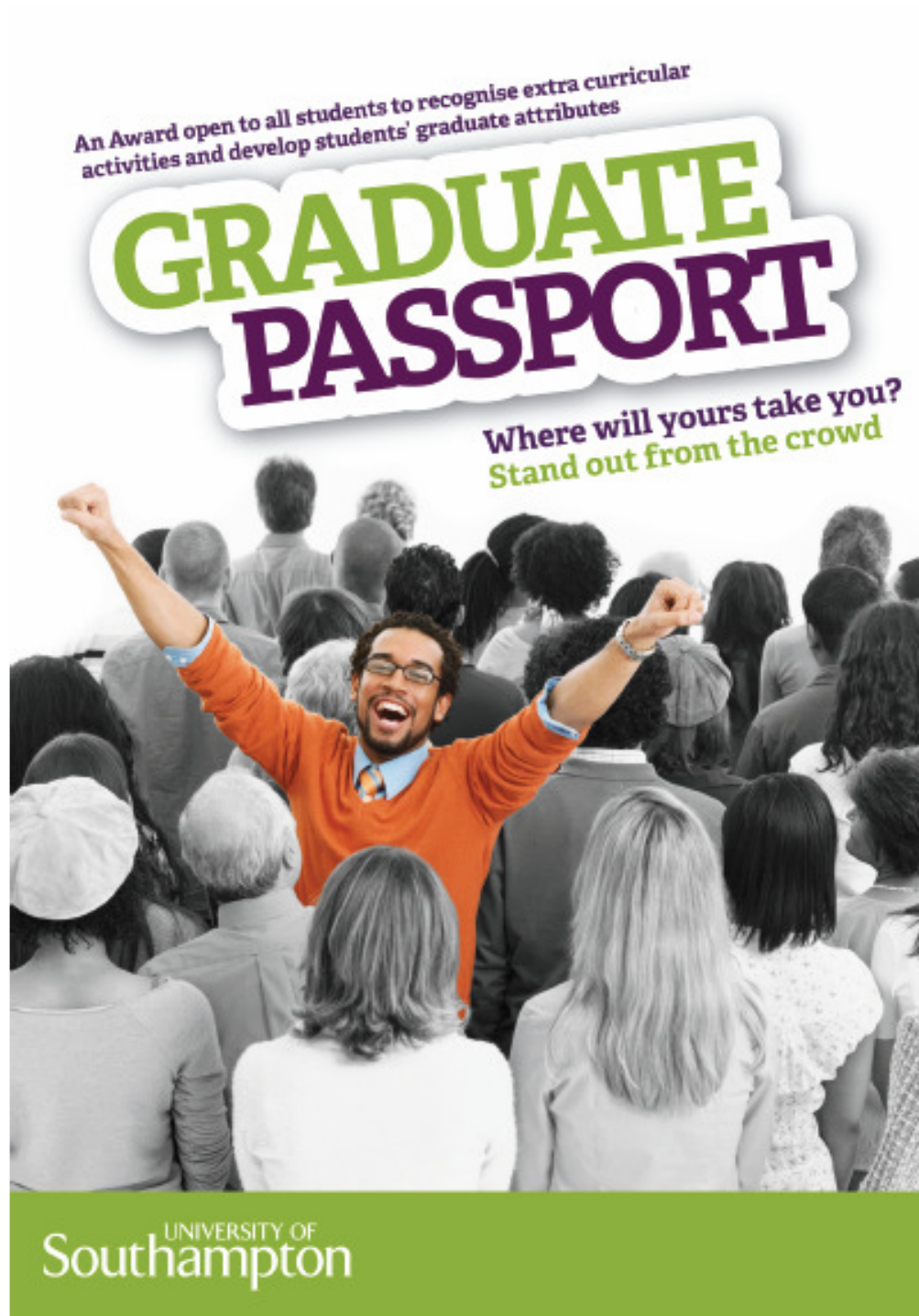
Core Programme

Active Citizen Package

Global Graduate Package

Entrepreneur Package

Developing Professional Package



Fees, scholarships and bursaries

Applicants will need to check university websites to get the most up to date and full details of each institutions financial packages.

- What support do they get for their fees?
- What scholarships are on offer, and how/when do they apply?
- What bursaries and non-repayable funds are available?

Prospectuses will be very limited and out of date on these details very quickly this year due to printing dates.

The implications of budget cuts and fees increases

Fees

£6,000 – 9,000 p.a.

- Consumer choice greater determinant of courses and teaching
- Scholarships and bursaries key
 - Much greater emphasis on marketing
 - Students need to be more critical in researching choices

UNIVERSITY OF
Southampton

Research

£88m*

*2009 - 2010

Cuts to the research grant

 £27.6_m

£1.6_{bn}

‘Funding is being allocated more selectively by **prioritising internationally excellent and world leading research.**’

Global graduates

Cambridge

Southampton

Oxford

Nottingham

16

UCL

Edinburgh

Bristol

Birmingham

Manchester

Glasgow

RG universities in

World Top 100

QS World University Ranking 2009 - 10

Imperial

Leeds

LSE

Kings

Warwick

Sheffield

Research intensive universities

- University of Birmingham
 - University of Bristol
- University of Cambridge
 - Cardiff University
- University of Edinburgh
 - University of Glasgow
- Imperial College London
 - King's College London
 - University of Leeds
- University of Liverpool
- London School of Economics (LSE)
 - University of Manchester
 - Newcastle University
 - University of Nottingham
 - Queen's University Belfast
 - University of Oxford
 - University of Sheffield
- University of Southampton**
- University College London (UCL)
 - University of Warwick

How to find out about research income

The image is a screenshot of the University of Southampton website. The background is a night photograph of a port with a large ship and cranes. The University of Southampton logo is in the top right. A navigation menu is on the left, with 'Research' and 'News and Events' highlighted with red boxes. The main content area features the text 'Redefining business and university relationships. World-leading collaboration' and a 'Find out more...' link. Below this is a paragraph about the university's approach to research. At the bottom, there is a 'Latest News' section with three news items, each with a date, a short description, and a 'Find out more' link.

UNIVERSITY OF
Southampton

Search

- About us
- Research
- Undergraduate study
- Postgraduate study
- International
- Alumni
- Support us
- Business
- Job Opportunities
- News and Events
- iSoton

UNIVERSITY OF
Southampton

Redefining business and
university relationships.
World-leading collaboration

[Find out more...](#)

The University of Southampton combines academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students and staff in their pursuit of learning.

Latest News

05 January 2011	31 December 2010	23 December 2010
Southampton professor leads global project to track astrophysical events as they happen	New Year Honour for renowned asthma scientist	New high-energy scanner enables large-scale 3D imaging
Find out more	Find out more	Find out more

How to find out about research income

Pioneering research aims to make the internet faster

Ref: 11/09
28 January 2011

David Willetts, Minister for Universities and Science, today announced £7.2 million of investment in research that could revolutionise the internet.

Southampton joins global race to commercialise algae biofuels

Ref: 10/32
25 March 2010

£1.25m to kick-start two projects researching the sustainable fuel of the future.

Broadlands Archives campaign hits target after £1.99m NHMF grant

Ref: 10/56
04 June 2010

Historical archive of documents relating to Earl Mountbatten, Lord Palmerston and others.

How to find out about research income

- University website
- University press
- Prospectus
- League Tables

[← BACK TO MAIN TABLE](#)
[KEY TO TABLES →](#)

Tick two or more check boxes below and click compare

COMPARE

		Student satisfaction (250)	Heads'/peer assessments (100)	Research quality (200)	A/A-S-level/Higher points (250)	Employment (100)	Firsts/2:1s awarded (100)	Student/staff ratio (100)	Dropout rate	Total
1	<input type="checkbox"/> University of Oxford	208	71	148	250	78	91	92	4	943
2	<input type="checkbox"/> University of Cambridge	206	75	149	250	78	86	87	12	941
3	<input type="checkbox"/> Imperial College London	148	61	147	243	88	69	98	5	859
4	<input type="checkbox"/> University College London	166	56	142	225	80	81	100	-1	849
5	<input type="checkbox"/> University of St Andrews	199	44	136	233	64	84	80	2	842
6	<input type="checkbox"/> University of Warwick	171	53	140	230	74	80	75	8	830
7	<input type="checkbox"/> Durham University	180	53	136	228	71	78	68	11	823
8	<input type="checkbox"/> University of York	192	47	139	215	64	75	76	6	814
9	<input type="checkbox"/> London School of Economics and Political Science	134	60	148	241	78	76	75	1	813
10	<input type="checkbox"/> University of Bristol	149	62	136	222	73	82	76	3	803
11	<input type="checkbox"/> University of Bath	171	50	136	218	80	75	67	5	802
12	<input type="checkbox"/> University of Southampton	169	43	136	202	73	75	72	13	783

How to find out about research income

- University websites
- University press releases
- Prospectus
- League Tables

73	<input type="checkbox"/> University of Salford	138	25	118	123	56	55	54	-11	558
74	<input type="checkbox"/> University of Lincoln	173	16	71	130	57	57	44	8	557
75	<input type="checkbox"/> University of Huddersfield	163	19	79	128	56	52	61	-2	556
76=	<input type="checkbox"/> University of Teesside	182	16	50	125	56	52	52	17	549
76=	<input type="checkbox"/> Bath Spa University	170	21	47	142	41	68	46	14	549
78	<input type="checkbox"/> Manchester Metropolitan University	136	26	108	131	52	57	51	-14	546

How to find out about research income

- University websites
- University press releases
- Prospectus
- League Tables
- Higher Education Statistics Agency (HESA)

How to find out about research income

Higher Education Statistics Agency (HESA)



← → ↻ www.hesa.ac.uk

A- A0 A+ Contact us Search HESA

Home

HESA benchmarking report

HESA has undertaken a rapid assimilation of benchmarking activity across the HE sector, with a particular focus on improving efficiency, and has published a report summarising the findings. This covers data sources, an inventory of benchmarking activities and a number of more in-depth case studies. The report makes a number of recommendations with the aim of enhancing benchmarking capacity and capability in the sector to support increasing efficiencies.

HESA is currently planning a next phase of work

Statistics

See the [Statistics](#) section for more headline data and links to all the statistics on the HESA website.

Headline statistics	2007/08	2008/09
HE Students	2,306,105	2,396,050
Qualifiers	676,460	674,415
Academic staff	174,945	179,040
Non-academic staff	197,510	203,720
Number of HEIs	166	165

Contact [Information Provision](#) for a customised data extract.

HESA Publications are changing...

Exciting new changes are happening to our publications from 2011.

Following feedback from our Publications Survey we have undertaken a review of our publications and are making some changes, which will benefit our customers.

The two main changes are a move to paperless publication, giving our customers the benefit of instant access to their purchase via download from our website, and enhancements to publication design and content.

HESA news

- [Press Office](#)
- [HESA in the news](#)
- [Vacancies](#)
- [HEI User Group](#)
- Statistics**
- [Information provision](#)
- [Publications and products](#)
- [Publications schedule](#)
- Performance indicators**
- [heid](#)
- Data collection hub**
- [Student stream](#)
- [Aggregate offshore stream](#)
- [ITT stream](#)

Research funding (QR)*(#19)				
Total (£s)	Total (%)	Number of Ph.Ds awarded	Total research grants & contracts (£000s)	Total academic staff cost (£000s)
682279	1.4	35	770	34918
6619567	18.7	55	7743	26323
409834	1.5	5	155	12271
17745697	28.7	195	29937	38951
415673	1.0	30	2512	24346
9474285	26.1	100	10775	27002
659319	1.1	20	2895	45731
42299221	29.4	485	98075	99785
0	0.0	0	0	14025
0	0.0	0	0	3862
247270	1.1	10	2317	14712
0	0.0	0	0	5028
682427	1.5	30	2451	27316
6904742	17.0	105	9718	29677
4716845	7.0	40	6056	46746

Challenging minds in challenging times

- Trends in Higher Education
 - Applications and admissions
 - Globalization of Higher Education
- The implications of budget cuts and fee increases
- State verses independent intake

State and independent sectors

guardian.co.uk

Universities must cut private schools
intake, says Simon Hughes

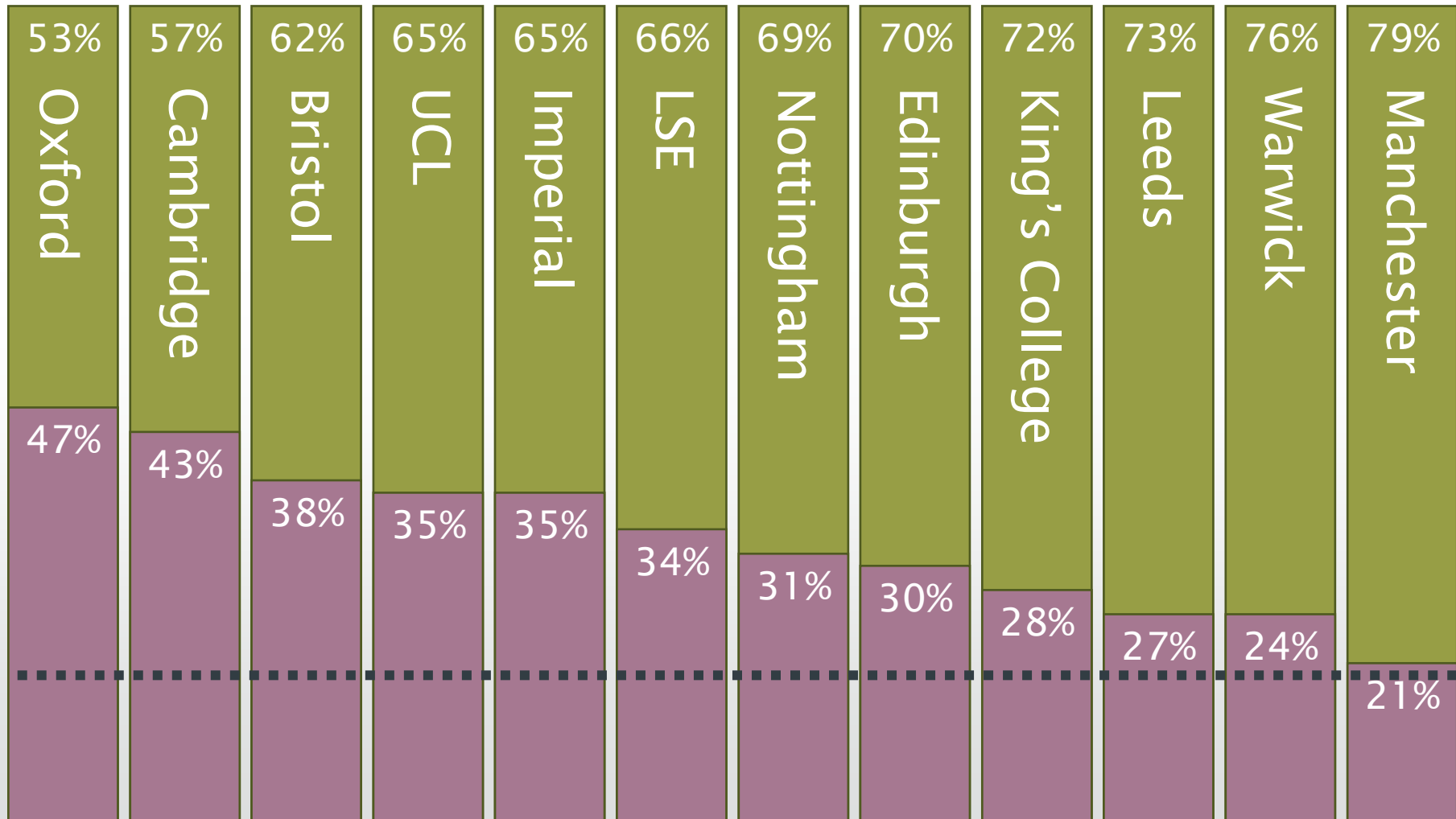
Jeevan Vasagar, *Guardian*, 7 January 2011

State and independent sectors



Intake 2010*

State
Independent



Source: HESA, Times University Ranking, 2010

*Russell Group Universities

The reasons for independent school success

1) Less state school students apply to Russell Group universities

‘Low aspirations, lack of guidance and, most important, under-achievement [...] remain significant barriers.’

Dr Wendy Piatt, Director General of the Russell Group, quoted in Rowenna Davis, ‘Working-class revolution not reaching ‘posh’ universities’,

Guardian, 28 September, 2010

<<http://www.guardian.co.uk/education/2010/sep/28/working-class-students-posh-universities>> [accessed 30 September, 2010].

The reasons for independent school success

2) Subject choice at GCSE and sixth-form

‘Non-selective state school students are far more likely to take non-traditional A-levels [...].’

‘The hard truth about “soft” subjects’, Fazackerley and Chant,
Policy Exchange, December 2008

'Hard' A-levels verses 'soft' A-levels

BBC NEWS

University 'soft' A-level warning

Telegraph.co.uk

Top universities 'closing the door' to soft A-levels

TES *Connect*

Debate on 'soft' A-levels is a hard nut to crack

guardian.co.uk

Vocational A-levels may hamper university chances, report warns

‘Hard’ A-levels verses ‘soft’ A-levels

There is much confusion on this issue.

Typically subjects considered as ‘hard’ or ‘preferred’ are those more traditional, theoretical subjects.

University of Southampton
Law
3 year full-time Degree

Additional Information

At least two traditional, academic A level subjects are preferred

‘Soft’ or ‘non-preferred’ subjects are usually regarded as those with a more vocational bias (e.g. Media Studies, Sports Studies, Photography)



[Home](#)

[About Us](#)

[Our Universities](#)

[News](#)

[Policies](#)

[Study](#)

[Research](#)

[Business and Community](#)

[Members](#)

[Contact Us](#)

[Vacancies](#)

The Russell Group

The Russell Group represents 20 leading UK universities which are committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector.



Informed Choices - making decisions about post-16 education

The Russell Group has launched its first ever guide to making decisions about post-16 education, *Informed Choices*, aimed at all students considering A-level and equivalent qualifications.

[Click here to download *Informed Choices*](#)

[For a student finance myth buster, click here.](#)

Latest News

[New guidance on post-16 study choices](#)

The Russell Group has published *Informed Choices*, a new guide to post-16 study options and subject choices for aspiring university students.

[HEFCE funding announcement - Russell Group comment](#)

Russell Group comment on HEFCE's announcement of new teaching and research cuts for English universities.

[Student immigration proposals - Russell Group comment](#)

The Russell Group has commented on Damian Green's speech on immigration reform and submitted evidence to the UK Borders Agency's consultation on student immigration.

[Recent appearances on broadcast media](#)

Some of the Russell Group Director General, Dr Wendy Piatt's and Chair, Prof Michael Arthur's recent media appearances can be accessed [here](#).



**Informed
choices**

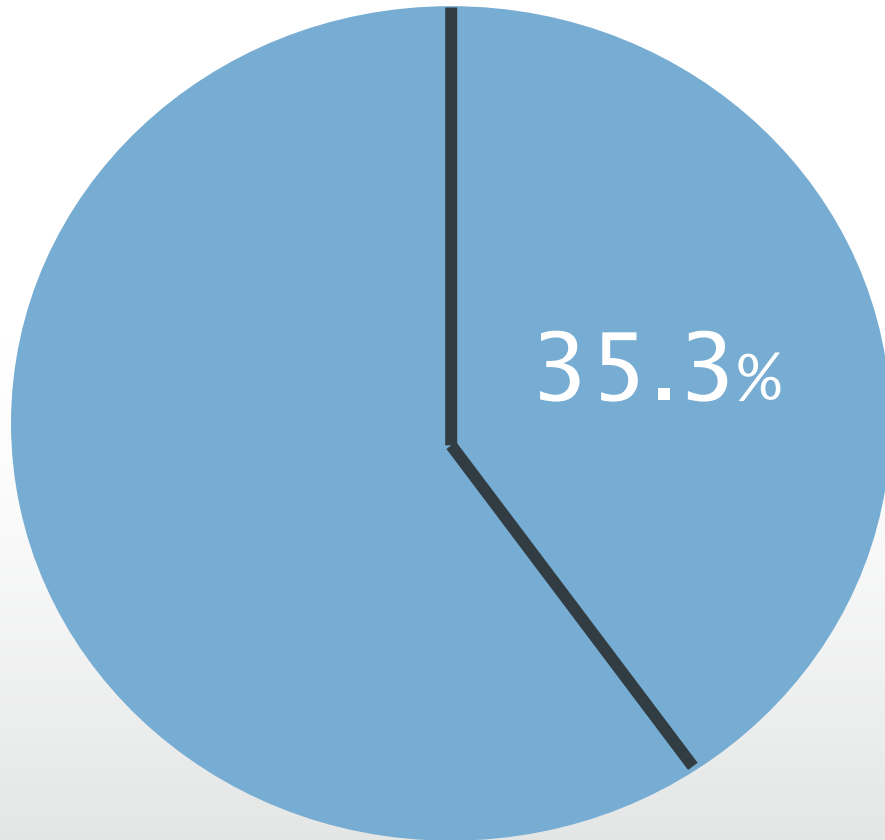
A Russell Group guide
to making decisions about
post-16 education

2011

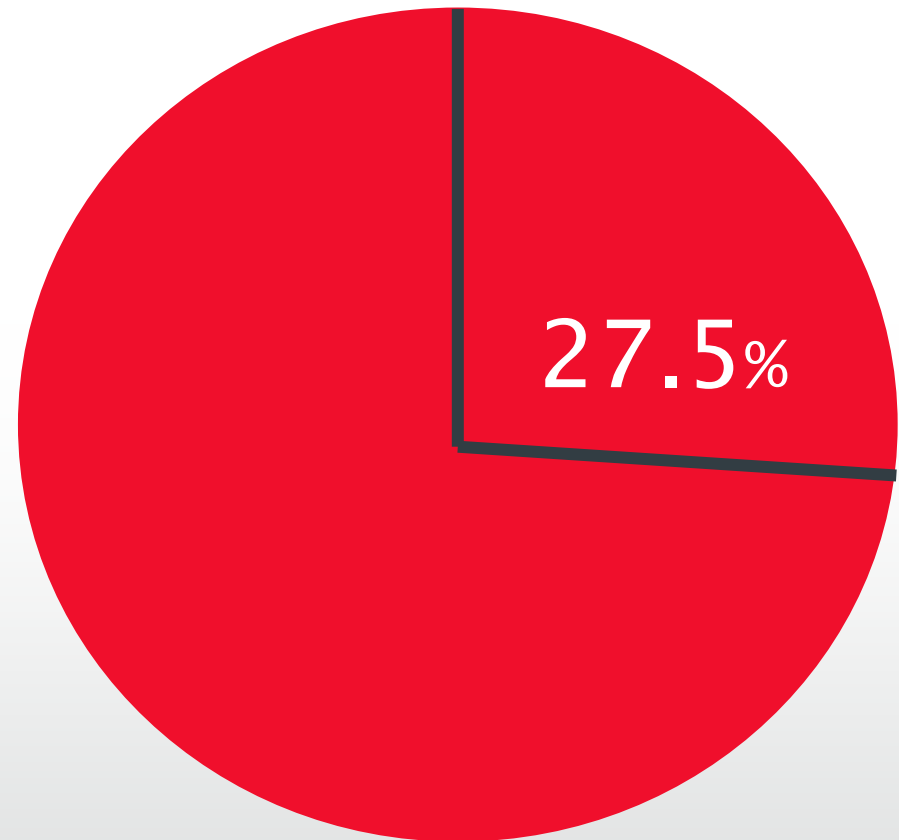


**RUSSELL
INTERNATIONAL
EXCELLENCE
GROUP**

A-level exam performance A / A* ratio

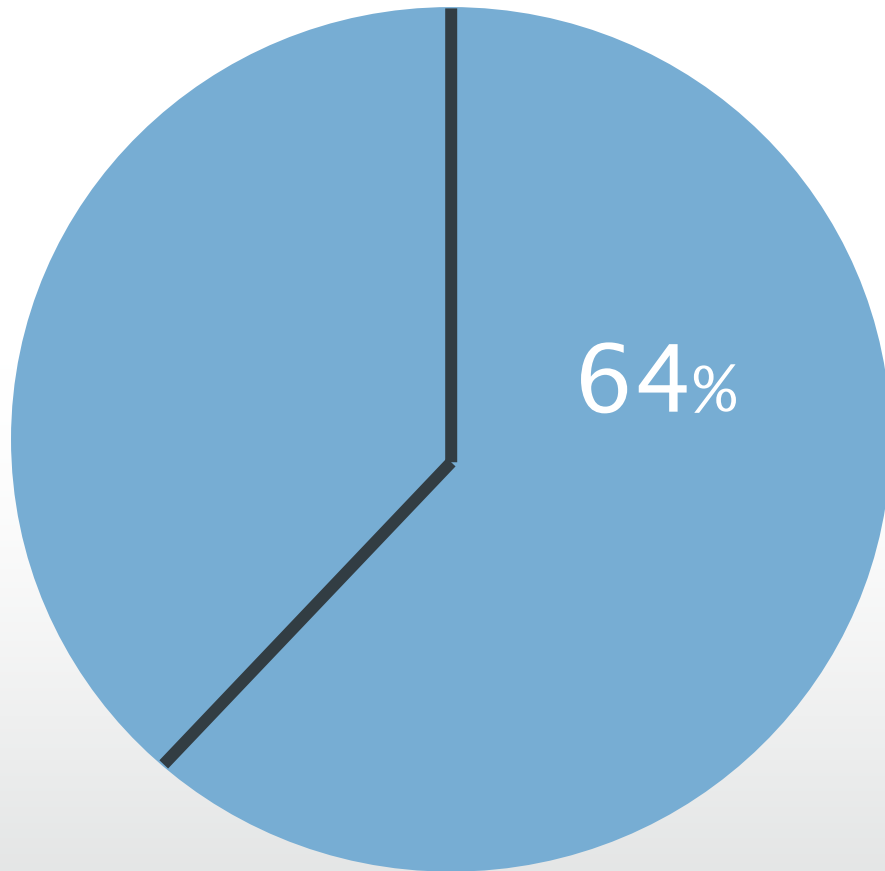


Independent sector

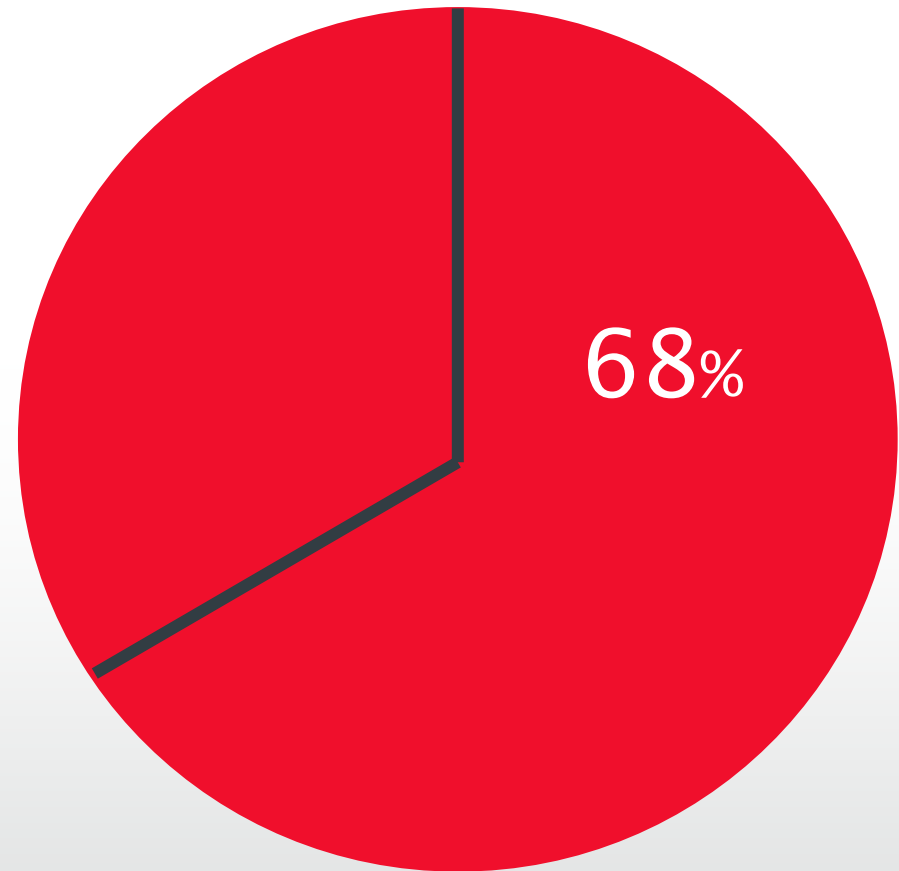


State sector

Degree performance 1 / 2:1 ratio



Independent sector



State sector

Source: London School of Economics' Centre for Economic Performance, 2018

Degree performance 1 / 2:1 ratio

‘In the state sector there's more **independent learning**. Students are more used to working things out on their own rather than having a teacher giving them individual attention. **When they get to university**, where the classes are much larger than at school, **they're better equipped to cope** than those from private schools.’

Richard Murphy, Research Economist, LSE, Friday 23 July, 2010

<http://www.guardian.co.uk/education/2010/jul/23/state-school-pupils-better-university>

[accessed 16 September 2010].

Widening Participation Programmes

Access to Southampton (A2S)

www.southampton.ac.uk/schoolsandcolleges/post16/a2s.html

Pathways to Law

www.soton.ac.uk/law/ugopportunities/pathways.html

BM6 Medicine degree

www.soton.ac.uk/study/undergraduate/courses/2011/medicine/bm_medicine_bm6.html

Programmes that offer different entry routes, lower grade offers, summer school support etc. for applicants.

- Be in receipt of an Educational Maintenance Allowance (EMA) of £20 or £30 a week (to be replaced)
- Be in the first generation of immediate family to apply to Higher Education
- Have attended a secondary school which achieved less than 48% 5 A to C passes (including English and Maths) at GCSE in 2008
- Only option is to attend a local University
- Studies disrupted by circumstances in their personal, social or domestic life
- Living or grew up in public care

Challenging minds in challenging times

- Trends in Higher Education
 - Applications and admissions
 - Globalization of Higher Education
- The implications of budget cuts and fee increases
- State verses independent intake
- Summary of factors to consider

Factors for your son or daughter to consider when researching institutions to apply to

- Course and curriculum structure (e.g. flexible or rigid, research intensive, suitable requirements)
- League table position (in particular student satisfaction and employability)
- Income (research verses student fees)
- Fees structure (in particular scholarships, bursaries and investment)
- Size (comprehensive, broad institution or small and focused?)
- Location and transport links