

The Shifting HE Landscape – Challenges and Opportunities

Mike Gibbons

Director of Student Recruitment & International
Development

Overview

- Background
- Looking back to 2012 entry – what we now know
- Current admissions cycle
- The new student – impact
- New behaviours in the sector
- Partnership

Background

- Rise in tuition fees in 2012
- Access Agreements
- Deregulation of student numbers:
- AAB+ (now ABB+)
- Student Number Controls

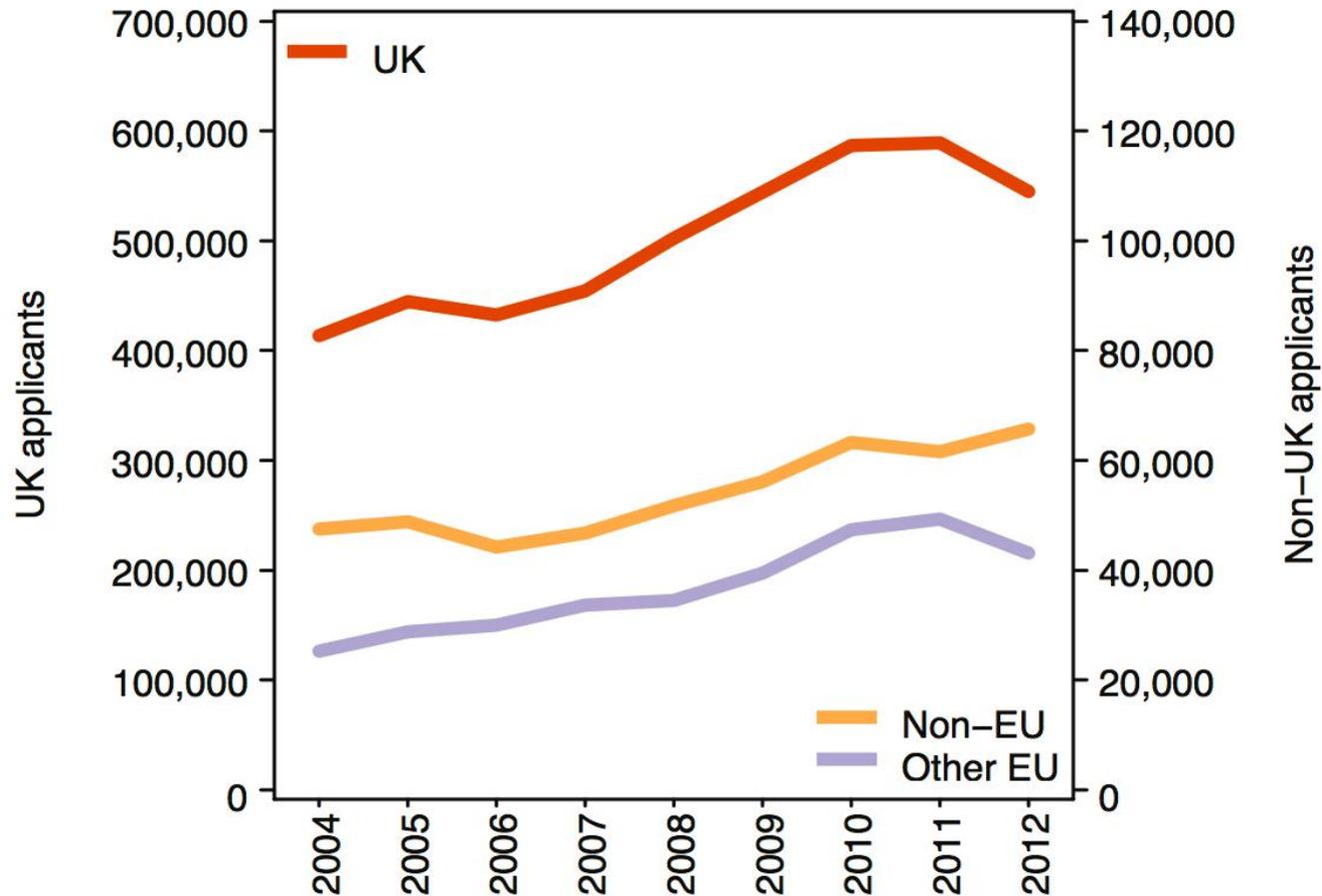
Leading to:

- More choice for students?
- Increased competition between HEIs

Sectoral 'assumptions' were confounded in 2012...

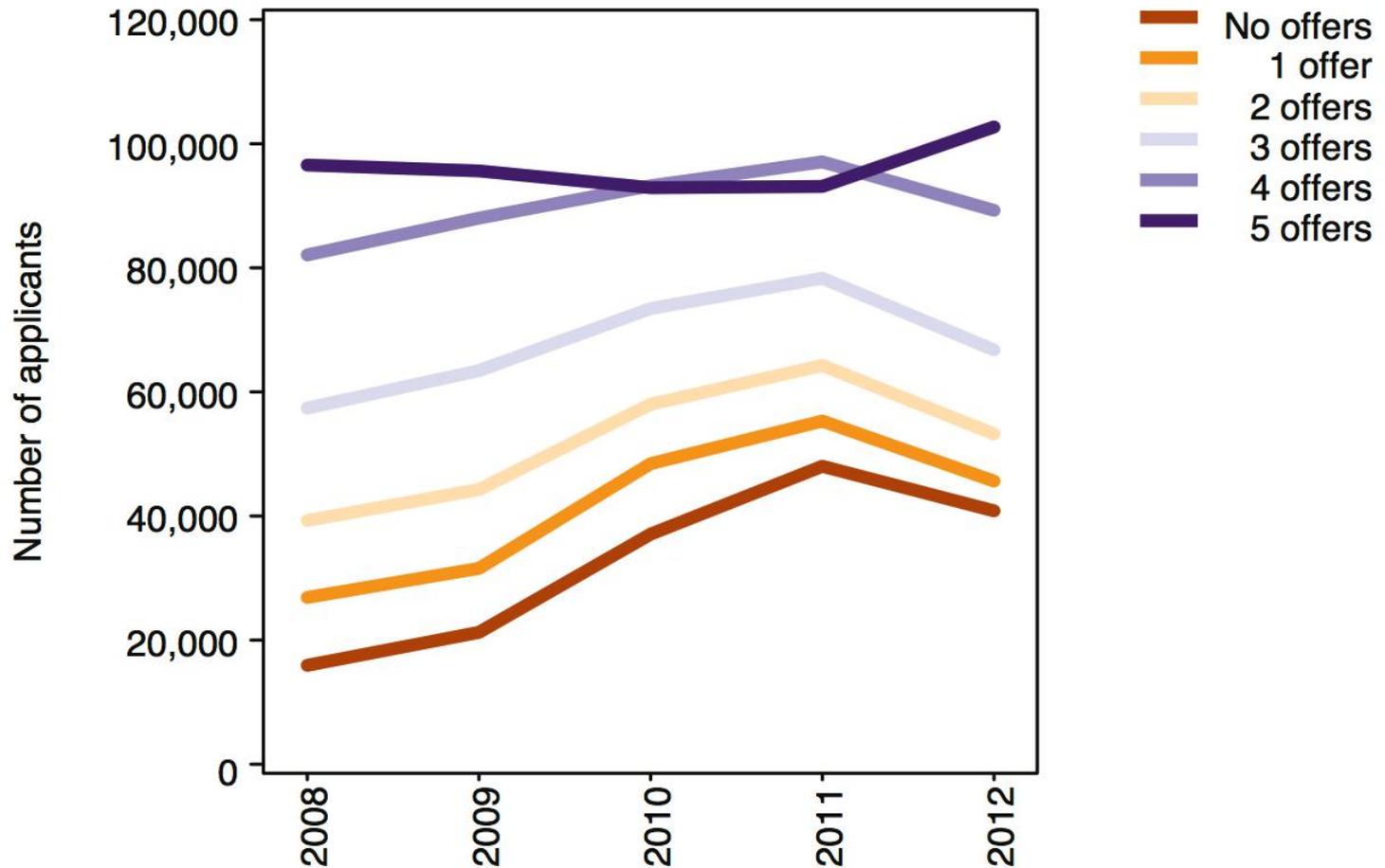
Admissions Impact 2012

Figure 1: 2012 UCAS applications by domicile



Admissions Impact 2012

Figure 2: UK/EU applicants who made 5 choices by number of offer



A-level results 2012: A and A* grades fall

The proportion of A-levels resulting in the top A or A* grades has declined for the first time in two decades

Jeevan Vasagar, education editor
The Guardian, Thursday 16 August 2012 20.00 BST

Jump to comments (432)

Share 131

Tweet 114

+1 6

Share 5

Email

Article history

Education

A-levels · Schools · Sixth form · Exams · Higher education · Clearing · Modern languages · Mathematics

UK news

Science

More news

More on this story



A-level results day and university clearing 2012: live coverage
Join us for the latest news and reaction as hundreds of thousands of teenagers in England, Wales and Northern Ireland receive their A-level results



Students at Lodge Park technology college in Northamptonshire receive their A-level results [Link to video: A-level results at Lodge Park technology college](#)

The share of A-level entries getting the top grade has fallen for the first time in two decades in results published on Thursday for more than 300,000 candidates.

RG winners and losers

Russell Group	Change in number	% change
Top 5		
University of Bristol	1,029	28
University College London	780	22
Cardiff University	669	13
King's College London	450	12
London School of Economics	145	11

Russell Group	Change in number	% change
Bottom 5		
Imperial College London	-151	-6
University of Birmingham	-385	-7
University of Sheffield	-486	-9
University of Liverpool	-424	-10
University of Southampton	-690	-13

And now....

Admissions 2013

By age	2012	2013	Diff (+/-)	Diff (%)
17 and under	7,808	8,394	586	7.5%
18	280,229	285,296	5,067	1.8%
19	103,652	114,546	10,894	10.5%
20	38,950	40,202	1,252	3.2%
21	21,285	21,742	457	2.1%
22	14,265	15,128	863	6.0%
23	10,383	10,997	614	5.9%
24	8,278	8,257	-21	-0.3%
25 to 29	23,422	24,095	673	2.9%
30 to 39	21,486	20,644	-842	-3.9%
40 and over	10,315	9,597	-718	-7.0%
Total	540,073	558,898	18,825	3.5%

'SNCs' in practice

What is an ABB+ student in 2013/14?

- ABB can = AAC / A*BC / A*A*E etc
- General Studies IS included
- There are ABB+ equivalences for BTEC, Scottish Highers, Cambridge Pre-U, Irish leaving Certificate, IB and others
- There are no ABB+ equivalences for European qualifications so they form part of the SNC and take up limited non-ABB places

What does this all mean?

Universities are managing a variety of different targets

- max (and min) SNC
- Non SNCs
- WP
- International

For home candidates:

- ABB+ students are premium since they fall outside SNC and incur no penalty
- The odds of getting in with ABB+ and below ABB *if grades are missed* will vary from university to university, subject to subject
- Achieving conditions of offer is still the only **guarantee** of entry!
- Clearing and confirmation will be much busier in 2013 than in 2011...

Student Recruitment Challenges in this new HE Context

Changes in Student Expectations

- Greater focus on return on investment
- More emphasis on employability skills development
- Rising expectations re contact hours
- Students as 'customers' ...?



AT THE HEART OF THE
HIGHER EDUCATION DEBATE

Welcome

HOME NEWS COMMENT FEATURES BOOKS RANKINGS AWARDS JOBS

Politics and Policy Research World news Interviews Students Internationalisation People

HOME | NEWS

Universities in 'dangerous' era for student expectations

15 MAY 2013 | BY DAVID MATTHEWS

There is "no sign" that students paying up to £9,000 in tuition fees in 2012-13 are receiving more for their money from universities, according to a survey of contact hours, workload and satisfaction.

- PRINT
- EMAIL
- SHARE
- COMMENTS (5)
- RATE
- SAVE



Changes in HE behaviour (1)

- More focus on the Student Experience
- Transparency – Key Information Sets
- Student Charters
- Student engagement in running the institution
- The call to employability
- An eye on the league tables...

Changes in HE behaviour (2)

- Targeted scholarships
- More Open Days/interviews
- More 'marketing' and advertising
- Conversion of applicants

- Review of courses offered:
 - Demand for certain subjects on the wane?

But also there have been game-changing developments...

- 'We will reduce your offer if...'
- 'We will waive your conditions if...'

HOME » EDUCATION

Students win degree places with as little as two E grades at A-level

Sixth formers with as little as two E grades at A-level are being awarded places on university degree courses.



Students are facing a sharp rise in tuition fees from next year Photo: GETTY



By **Julie Henry, Education Correspondent**

8:00AM BST 16 Sep 2012

123 Comments

A drop in applications to higher education this year, in response to new tuition fees of up to £9,000 a year, has led to universities scrambling to fill undergraduate places.

Print this article

Share 147

Facebook 88

Twitter 59

Email

LinkedIn 0

University A-Zs »

- Universities
- Degree Subjects

LACOSTE

INTENSE ENERGETIC RELAXED PURE POWERFUL

NEW EAU DE LACOSTE L.12.12 NOIR

THE LACOSTE POLOSHIRT IN A FRAGRANCE COLLECTION

DISCOVER MORE >

Education Blogs »



Chris Skidmore

We must not let ourselves forget those outside mainstream education



Anne Merritt

Foreign language learning isn't about getting a native accent



Jonathan Douglas

The importance of instilling a need to read

Telegraph Education on Twitter »



tele_education Lord Winston wants scientists without a first [tgr.ph/10ltkyL](#) about 1 hour ago · reply · retweet · favorite



tele_education University: was it worth it? [tgr.ph/10ltkyL](#)

disruption to normal activity is not
just for UG when it comes to the
shape of the sector.....

- The changing nature of Postgraduate Recruitment
 - * The perfect storm in postgraduate education
 - * Lack of access to funding
 - * Rising levels of student debt
 - * Financial institutions that won't lend

- New Technologies and modes of delivery
 - * The rise of the MOOC
 - * The demand for part-time, distance and blended learning provision

- Private and overseas providers of HE

Universities are having to respond.

challenges are not just for the UK
student either.....

DAILY EXPRESS

THE WORLD'S BIGGEST NEWSPAPER WEATHER: MIXY SHOWERS GREAT BRITAIN & IRELAND

PARANOIA:
Hitchcock's Psycho
and our dark secrets
SEE PAGE 28 & 29



Popeye's spinach
...but not as our
old hero knew it
SEE PAGE 24

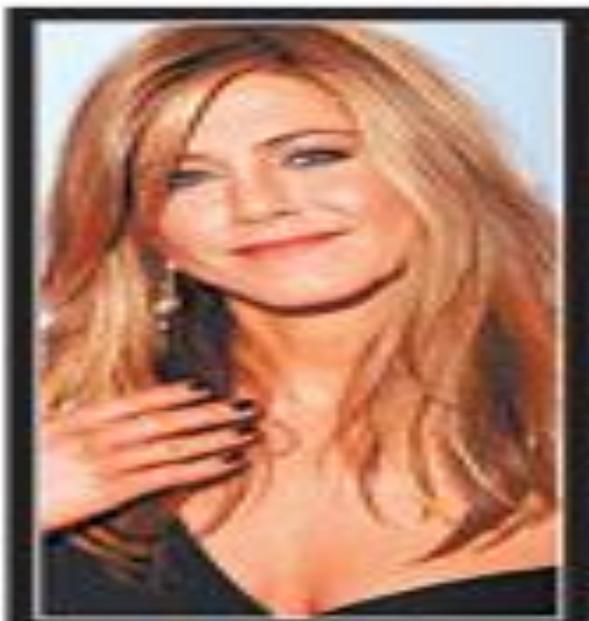
IMMIGRANTS HANDLED 1.3M JOBS

Two-year invasion of foreign workers
exposes Brown's broken vow to Britons

MORE than 1.2 million immigrants have been given the right to work and claim benefits in Britain since Gordon Brown promised "British jobs for British workers".

By David Hill
The government's decision to allow immigrants to work in Britain has broken a promise made by Gordon Brown in 2005 to give "British jobs for British workers".

...to give jobs to British workers...
...to give jobs to British workers...
...to give jobs to British workers...



Secret behind Jennifer's smile
TUNE OUT ON PAGE 10

Student visa scam allowing terror suspects into Britain

Andrew Norfolk and Richard Kerbaj

April 14 2009 12:00AM

A suspected terrorist linked to an alleged al-Qaeda plot to attack Manchester was a student at a bogus college that sold places on fake courses to hundreds of Pakistanis seeking entry to Britain.

Manchester College of Professional Studies acted as a gateway to Britain for foreigners willing to pay £50 for the letter of admission that earned them a student visa.

Abdul Wahab Khan, 26, one of ten Pakistani nationals still in detention after terror raids last week in the North West, was registered at the college as an English-language student.

A former employee has told *The Times* that more than a hundred young Pakistani men, most from the country's troubled North West Frontier Province, came to Britain after being enrolled as students at the college.

 [Post a comment](#)

 [Recommend \(0\)](#)

 [Print](#)

 [Email](#)

 [Share](#)

 [Like](#)

 [Follow stories about](#)

[News](#)

[Crime](#)

[UK News](#)

[Al-Qaeda](#)

What's this ?

Challenges in International Recruitment

- Net migration targets
- UKBA monitoring and compliance
- Introduction of passport and visa checks on all Tier 4 students
- Reporting on no-shows, withdrawals, interruptions
- Monitoring of student attendance

- Removal of post study work visas
- Credibility interviews
- Negative PR abroad

Resource-intensive for university departments

Immigration crackdown deterring foreign students, says universities chief

Nicola Dandridge says government's tough rhetoric threatens to undermine multibillion-pound market in foreign students

The government's increasingly tough rhetoric around immigration is threatening to deter thousands of the best international students from studying at UK universities and undermine the multibillion-pound market in foreign students, according to the head of the group that represents British universities.

Nicola Dandridge, chief executive of Universities UK, said the flurry of recent statements by senior ministers calling for a crackdown on "bogus students" had given the impression that overseas students were no longer welcome, and was driving them towards competitor countries such as the US, Canada and Australia.

"We are concerned about the language and the atmosphere that is being created, not least because it plays very, very badly internationally," Dandridge said. "Whatever the intentions of the politicians are ... every time these sorts of comments are made by the home secretary or others it does have a potentially very damaging impact internationally."

Last month the home secretary, Theresa May, announced that consular staff would interview more than 100,000 prospective students in an attempt to prevent bogus applicants entering the country. She also said immigrants were responsible for pushing up UK house prices



ONS figures released in November showed a 26% fall in the number of visas issued for the purposes of study in the year to September 2012. Photograph: Alamy



THE SUNDAY TIMES

HOME / NEWS / UK NEWS / EDUCATION

NEWS

Foreign student ban for university

Richard Kerbaj and Jack Grimston Published: 26 August 2012

A **CONTROVERSIAL** university is to become the first in Britain to be stripped of its right to educate foreign students after the Home Office branded it “a threat to immigration control”.

The decision to revoke the licence of London Metropolitan University (LMU) to sponsor visas means about 2,600 students from outside the European Union will have 60 days to find places on courses at other institutions or be ordered out of the country.

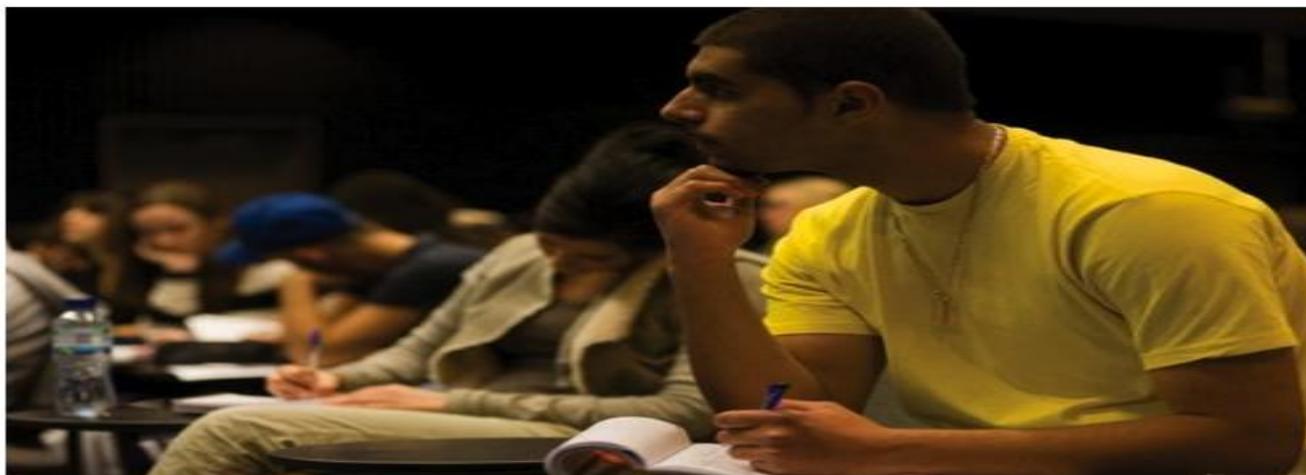
Theresa May, the home secretary, is notifying David Cameron of her decision this weekend. Her officials have identified so many failings at LMU that the authorities no longer trust it to ensure that its foreign students do not become illegal immigrants.

HOME | NEWS

Lower-grade foreign queue-jumpers a 'myth'

2 MAY 2013 | BY DAVID MATTHEWS

Overseas students beat UK peers' tariff scores on many courses, analysis suggests



SOURCE: ALAMY

Not the weakest link: international students have higher entry tariffs than their UK peers on many programmes at UK universities

The long-standing suspicion that universities accept international students with weak qualifications to boost their income appears to be unfounded, according to research by *Times Higher Education*

-  PRINT
-  EMAIL
-  SHARE
-  COMMENTS (3)
-  RATE
-  SAVE

And so returning to today....

We need your support.....

To reinforce messages around why higher education remains an attractive proposition for many School leavers and support us in communicating the benefits in terms of:

- Enhancing intellectual capacity
- Exploring academic curiosity
- Developing critical life skills
- Developing the flexibility and adaptability required to achieve success in a competitive jobs market.

Two-way Dialogue

- To support students through the university and course selection, and application process
- To understand the student selection process
- To tackle misperceptions of student finance
- To raise aspirations
- To support students in making the transition to Higher Education

New national newsletter – The University of Manchester e-advantage newsletter for Teachers and Careers Advisers (Post-16 emphasis)

MANCHESTER 1824
The University of Manchester

University Home Undergraduate Courses Open Days Schools and Colleges Student Finance Forward to a friend

The University of Manchester e-advantage newsletter for Teachers and Careers Advisers

The University of Manchester e-advantage newsletter for Teachers and Careers Advisers is designed for those who provide support to potential applicants and wish to be kept up-to date with developments at the University. Many of the articles and features may be of interest to colleagues within your school or college, including subject teachers, therefore please forward Manchester Advantage on.

In this issue

- [Welcome from the President](#)
- [A Message from the Director of Student Recruitment](#)
- [Developing skills through Work Experience and Social Engagement](#)
- [Academic focus](#)
- [Opportunities for us to support your post-16 learners](#)
- [Manchester in the news](#)
- [Faces of Manchester](#)

Welcome from the President and Vice-Chancellor of The University of Manchester



Professor Dame Nancy Rothwell welcomes you to this first edition of the Manchester Advantage for Teachers and Career Advisers

[Read more >](#)

A Message from the Director of Student Recruitment and International Development



Mike Gibbons introduces the first edition of the Manchester Advantage for Teachers and Careers Advisers

[Read more >](#)

Printable Lesson Resources

SOCIAL ENGAGEMENT

Developing skills through work experience

Some of our greatest social changes to date have been brought about by people who have strived to make a positive contribution to their world. By promoting opportunities for students to consider social engagement, volunteering and work experience we can help them develop valuable transferable skills.

At The University of Manchester, social



responsibility is one of our three main strategic goals. Through scholarship, research and wider engagement activities, we aim to contribute to the social, cultural, environmental and economic success of the local, national and international community. As a provider of undergraduate education, the University recognises its long-term responsibilities to prepare generations of young people, not only to be well-paid and skilled professionals of the highest quality, but also to serve as informed, ethically-aware and socially responsible citizens.

Within our courses and extra curricular opportunities we encourage students to engage with issues surrounding social responsibility. This helps students to develop the necessary skills and attributes to enter the graduate job



market and also to make positive contributions to society.

Every learner needs transferable skills; we use these skills throughout our lives, school/college students use them to support their application to Higher Education, they continue to use and develop them whilst studying at university. Graduate employers are looking for employees that have a range of skills and attributes.

Students' skills can be developed through their studies, work experience



and extra curricular activities. Some courses require specific skills; however universities and employers expect applicants to develop other transferable skills, such as problem solving, project management and negotiation.

We recommend students explore a range of skills they may need by using this skills cloud. This will help them learn more about the importance of individual skills and find activities and opportunities to develop these skills whilst at school/university. ■



ACADEMIC FOCUS

English Language for Education

BA (Hons) English Language for Education is a unique undergraduate programme, focusing specifically on English Language and its connections with Education. The course prepares students for progression onto a PGCE as well as other pathways in the education sector, including adult education, workplace learning and TESOL. Many of our graduates go into teaching or related careers; others find that their communication skills are equally sought after in the private sector.

In the 2012 National Student Satisfaction Survey, English Language for Education received 100% overall student satisfaction. This is a small undergraduate programme, offered by the School of Education. The admission tutors for English Language for Education encourage applications from students who are curious to learn more about issues surrounding English Language use, the nature of spoken and written communication, educational issues, and how language reflects and impacts upon wider society and culture. The educational strands of the degree explore the psychology and sociology of learning, as well as examining public policy in relation to issues of access,



fairness and social justice.

A key feature of this degree course is a second year Research Project which provides opportunities to gain experience in a work setting. Some students use their placement to gain experience working in local schools or colleges. Some have collected data from prisoners learning literacy skills. Others have travelled the globe participating in local projects (such as building a new school for children in Ghana) or examining unusual teaching practices (such as the use of music in New Zealand schools to

100% overall student Satisfaction.

Source: NSS Survey, 2012

engage autistic children).

The School of Education prides themselves on offering some of the most innovative forms of teaching and assessment available in the sector. They

"The degree course is exciting and stimulating. The teaching staff create an interactive academic environment that is challenging and rigorous but at the same time feels safe and supportive."

Dongshuo Wang, 2012 graduate

offer low staff-student ratios, small group teaching and guided, one-to-one supervision. Units include formal lectures and seminars, but also draw on the latest technology to provide extensive eLearning support. Students are assessed through exams and essays and will also develop individual and group work skills necessary to make poster presentations, to create portfolios of work, and to report on small-scale research projects to classmates. ■

BA (Hons) English Language for Education (3 Years)

Course Code: X3Q1

Typical Offer:

A-level: AAB-BBB

IB: 31 - 36 points overall (core points accepted)

GCSE: English Language at grade C or above is required.

There are no specific subjects required at A-level but a modern or classical language, English Language, Psychology or Communication Studies is an advantage. General Studies is welcomed but not normally included as part of the standard offer. Two AS-levels are accepted in place of one A-level. IB Students must achieve a minimum of 5,5,5 in Higher Level subjects.

www.education.manchester.ac.uk/undergraduate/

University of Manchester School Governor Initiative

Rank		Employees recruited to SGOSS (24/06/11 - 31/12/12)
1	NHS	99
2	Open University	69
3	Teach First	66
4	The University of Manchester	51
5	Lloyds	48
6	HSBC	47
7	Barclays	45
8	KPMG	44
9	HMRC	43
10=	BT	39

As of January 2013, we are the **top employer in the North West and 4th in the UK** for the number of school governor registrations via School Governors' One-Stop Shop (SGOSS), ahead of many large national corporations.

Summary

- The sector is in uncharted territory
- Old assumptions are being challenged - unpredictability
- Longer term, there will be winners and losers: students, courses, institutions
- More immediately, Confirmation and Clearing will be 'interesting' this year
- Our partnership with you is critical
- Please enjoy the day and stay in touch...

Thank you