

The Changing Nature of Higher Education Recruitment

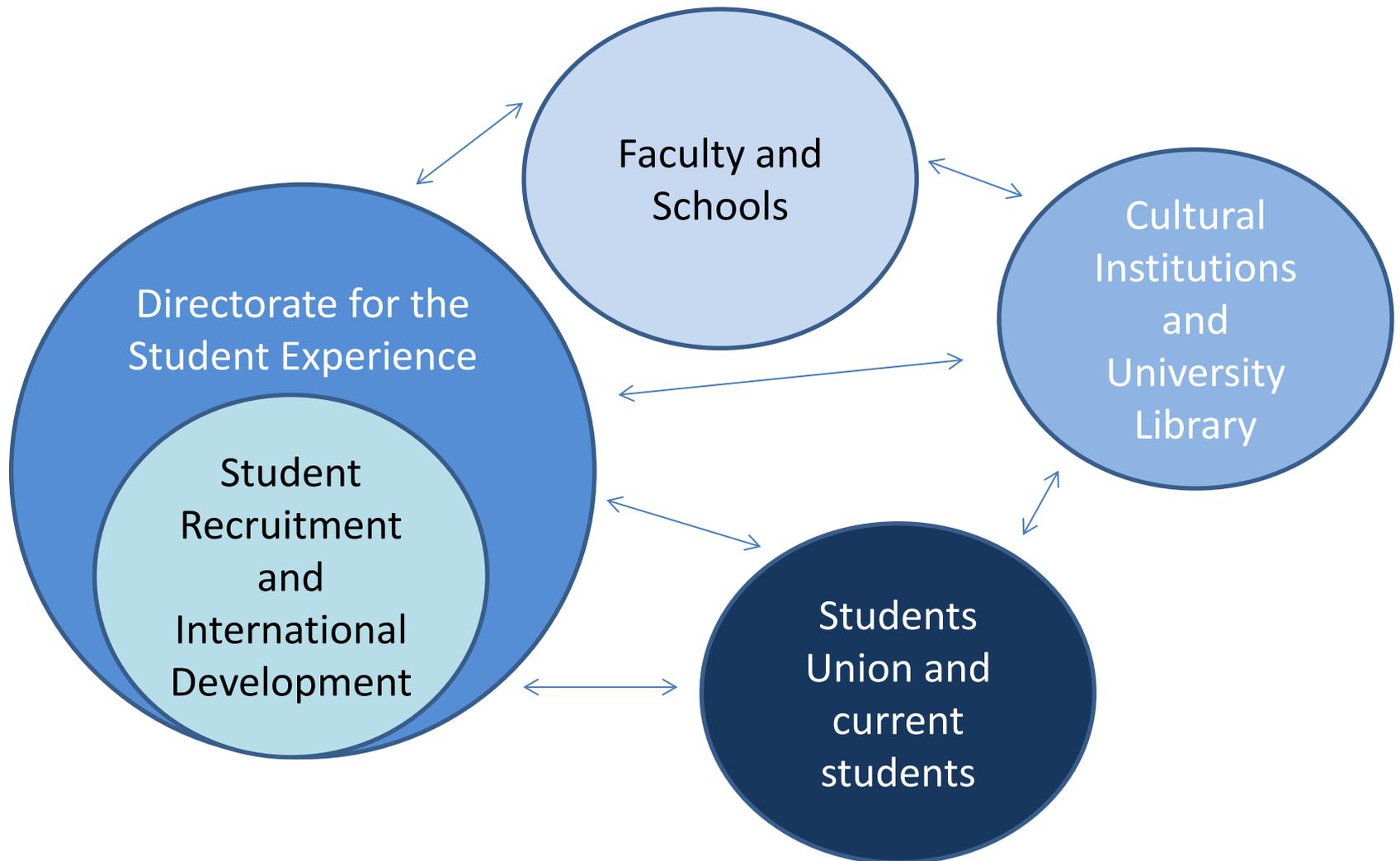
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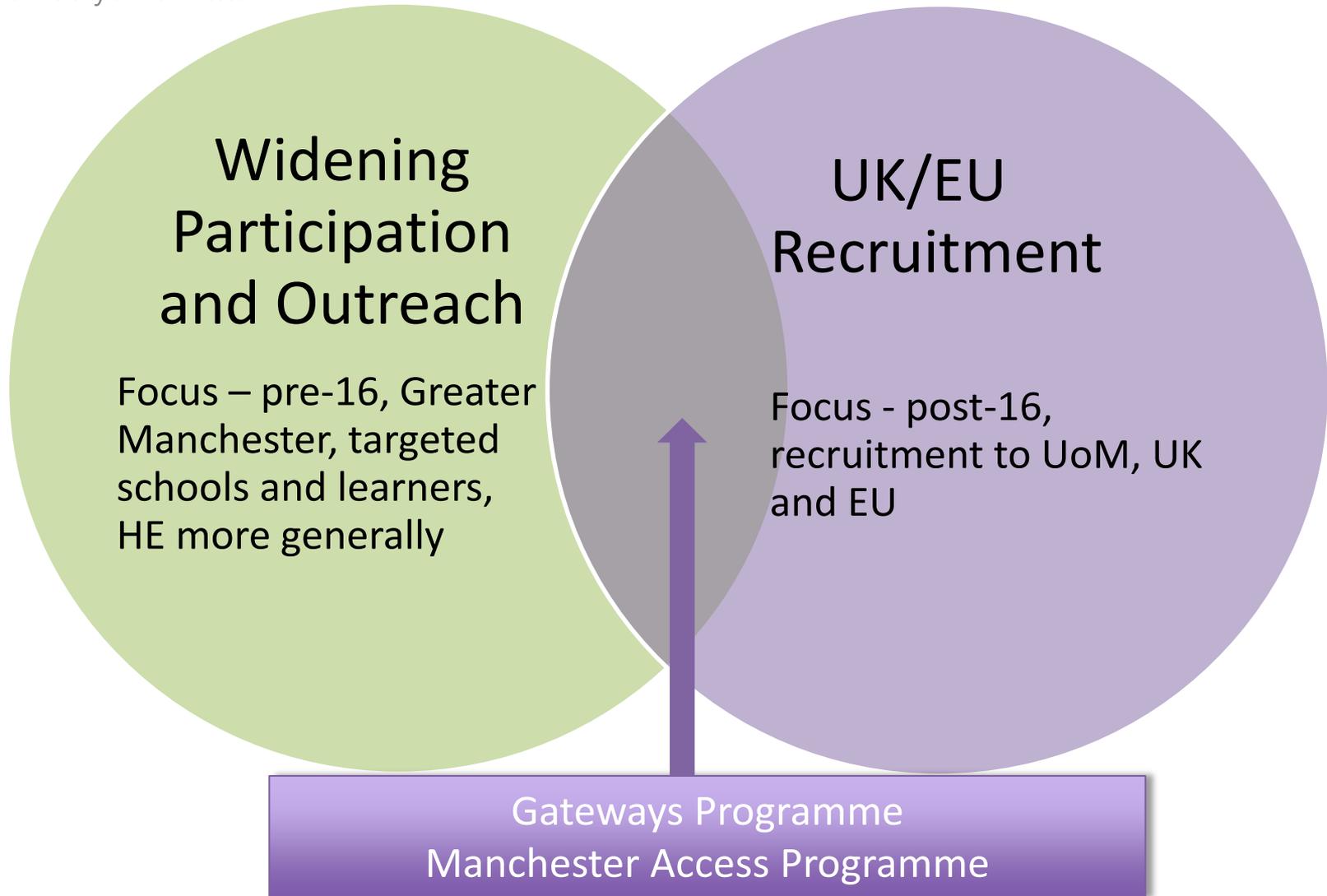
Overview

- Focus primarily on UK/EU undergraduate recruitment
- Institutional and national context
- Recruitment data
- Changing behaviours
- What is Manchester doing?
- Where are we today?

Student Recruitment and Widening Participation at Manchester



Student Recruitment and WP



Post-16 UK EU Recruitment

Providing information, advice and guidance to prospective students and promoting Manchester as a destination of study:

- UCAS Higher Education Conventions
- School/College Higher Education Fairs/Careers Conventions
- Programme of Information Advice and Guidance
- Non-UK EU recruitment
- On-campus recruitment

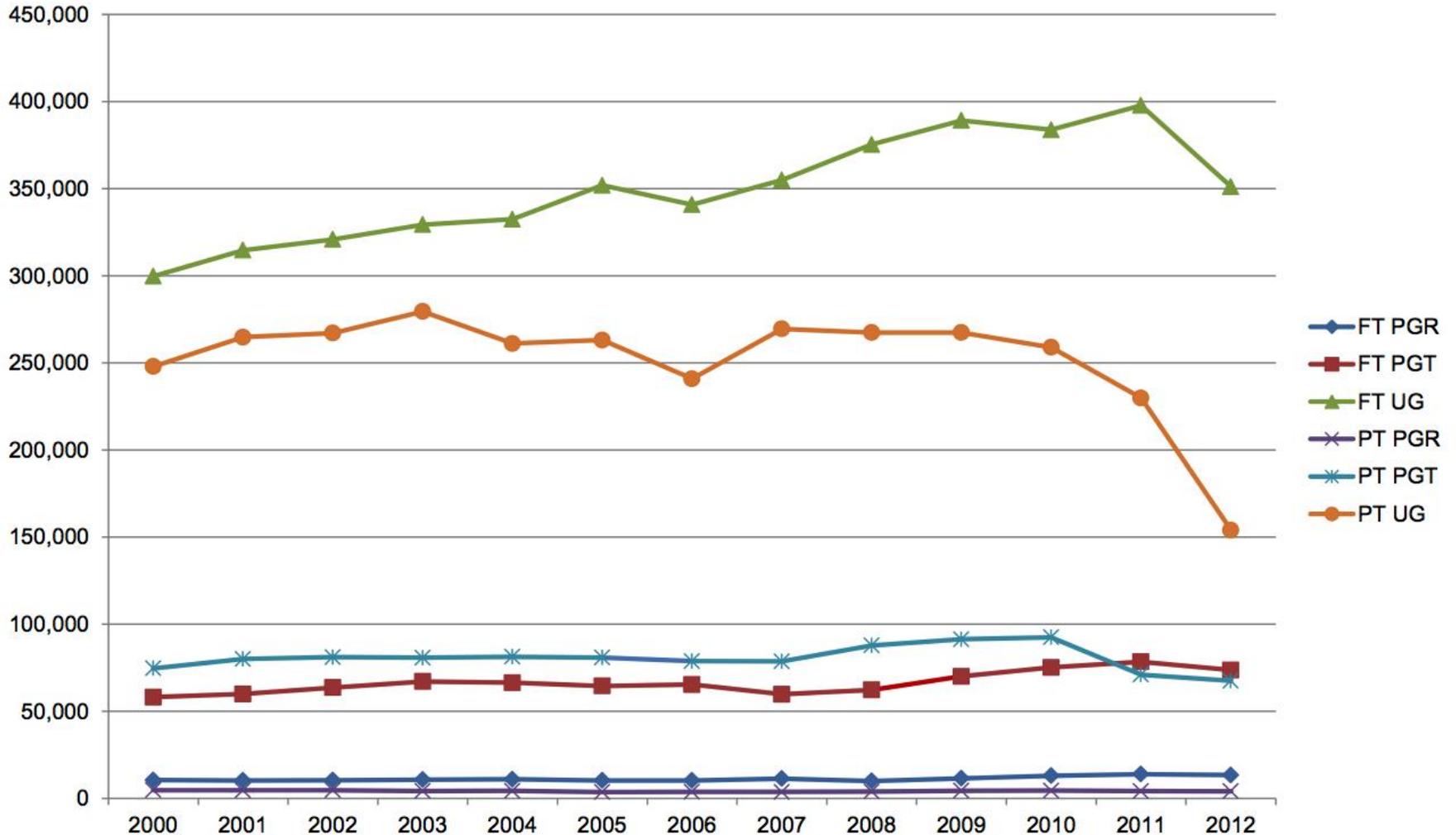
The Policy Context

‘Putting Students at the Heart of the System”:

- The introduction of 9k fees
- The deregulation of student numbers
- The encouragement of private, for-profit providers.
- Institutions competing in a market driven by variable price and quality.
- Students as ‘consumers’ purchasing a ‘product’ and seeking to maximise their ‘return on investment’

Sector Level Recruitment 2000-2012

Trends of student entrants in UK institutions 2000-12



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

Figure 1: Russell Group Percentage Changes in Acceptances 2012

The deregulation of student numbers

- In the past Universities received a block teaching grant based on an agreed allocation of overall student numbers.
- Broadly, Universities had to recruit to within 5% of a 'single' target

Scenario:

- A University has 5,000 places
- It has 25,000 applications
- It knows that for every offer it makes to a student, around 1 in 3 end up coming either through being their firm or insurance offer
- It would therefore make approximately 15,000 offers of places

The deregulation of student numbers

- From 2012 entry all Universities now have to manage two cohorts of students:
 - A maximum upper limit of students that it can recruit below ABB which is strictly controlled by the government
 - A particular number of students it wishes to recruit above ABB – which has no external limits set by government

Student number controls in practice

- For 2013/14 all ABB+ students (c120,000 places – a third of all student places) were freed from student number controls
- Students free to move between Universities through ‘Adjustment’
- This affected different HEIs in different ways:
 - UoM: 2013 SNC = 1,724 (target c6,600)
 - MMU: 2013 SNC = 6,187 (target c8,100)
 - Oxford: 2013 SNC = 188 (target c3,100)
- Complexity for University with devolved admissions structures.

Removal of student number controls

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League Tables School Report

5 December 2013 Last updated at 16:21



Autumn Statement: Cap on student numbers to be lifted

By Angela Harrison

Education correspondent, BBC News



George Osborne set out his Autumn Statement in the Commons

A cap on the numbers of students England's universities can admit is to be lifted in 2015, Chancellor George Osborne has said.

Autumn
Statement 2013

Complexity of SNC management



AT THE HEART OF THE
HIGHER EDUCATION DEBATE



We

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HIGHER EDUCATION DEBATE

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Coalition hits emergency brake on private numbers

5 DECEMBER 2013 | BY JOHN MORGAN

BIS admits scale of planned recruitment was 'unaffordable'



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Student funding suspended following budget problems

29 NOVEMBER 2013 | BY JOHN MORGAN

The government has suspended all funding for overseas EU students at private colleges, and for Bulgarians and Romanians at public universities.

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Student fees policy likely to cost more than the system it replaced

The proportion of unpaid loans is approaching a critical level as write-offs are on track to pass the gains from tripling of fees



Students gather in Trafalgar Square protesting against the increases in tuition fees and maintenance grant cuts. Photograph: Matthew Lloyd/Getty Images

The proportion of graduates failing to pay back student loans is increasing at such a rate that the Treasury is approaching the point at which it will get zero financial reward from the government's policy of tripling tuition fees to £9,000 a year.

How are these new market conditions
impacting on the recruitment behaviours of
UK HEIs?

Changes in Competitor Behaviour

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Universities making 'unconditional offers' in race for top A-level students

Top universities such as Birmingham and Nottingham revive the practice of 'unconditional offers' to students, despite warnings it may undermine the exams system



Universities such as Birmingham and Nottingham are awarding places to students irrespective of their final A-level grades. Photo: Charles Robertson/Alamy

Changes in Competitor Behaviour 2

- Increases in Schools and Colleges outreach
- Recruiting through Clearing process
- Use of offer incentives
- Increased expenditure in marketing and comms
- Increased use of Open Days
- Strategic use of interviewing

How are we reshaping our home undergraduate recruitment activity in response to these new market conditions?

Post-16 Outreach

MAP

Our flagship equity programme for Y12 and Y13 students

1,092 students to date

716 MAP students successful in gaining a place at Manchester

UMASS

Programme for all prospective students to learn more about the university

2,048 registered students to date

Discover Days

Year 12 Information and Experience days about the University's degree programmes

14 Discover Days delivered

754 post 16 students reached

Sixth Form Lecture Series

Subject specific lectures delivered to schools and colleges within Manchester

23 schools

32 lectures delivered to **1,287** students

IAG events

Information, Advice and Guidance (IAG) sessions to prospective students delivered nationally

67 bespoke IAG presentations

122 UCAS and school, college, HE conventions

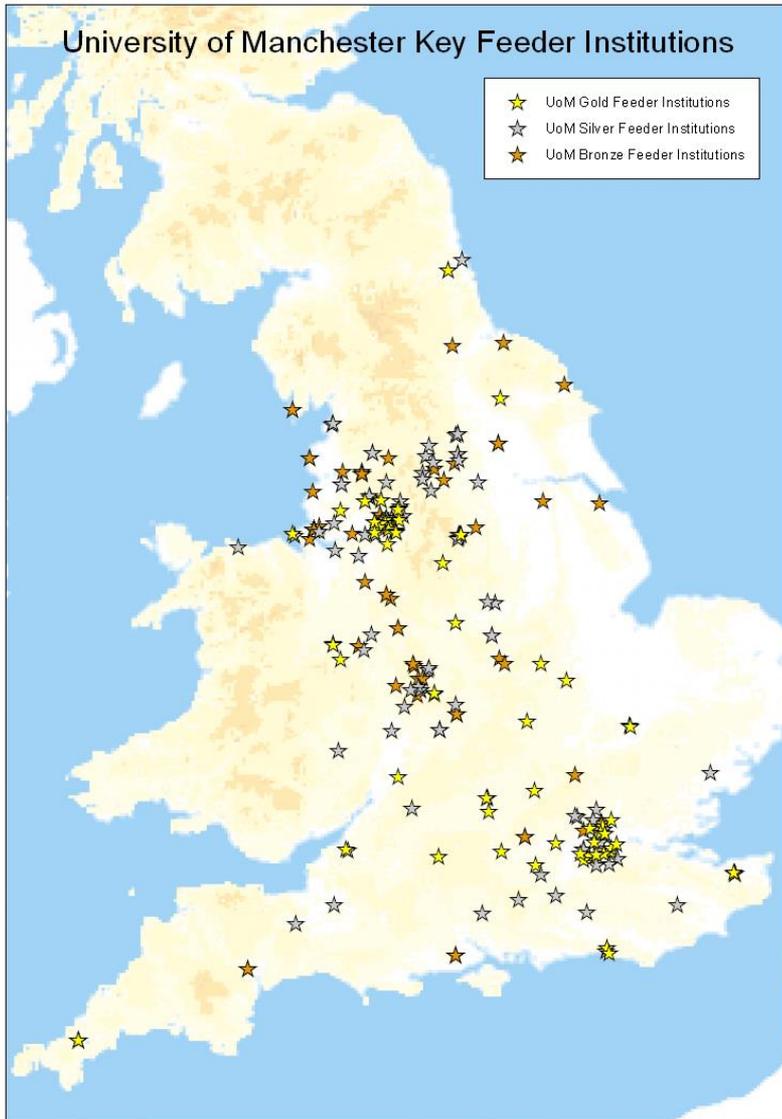
Teacher activities

Teachers and Careers Advisors conference

100 teachers and advisors from across the UK attended the annual CPD conference

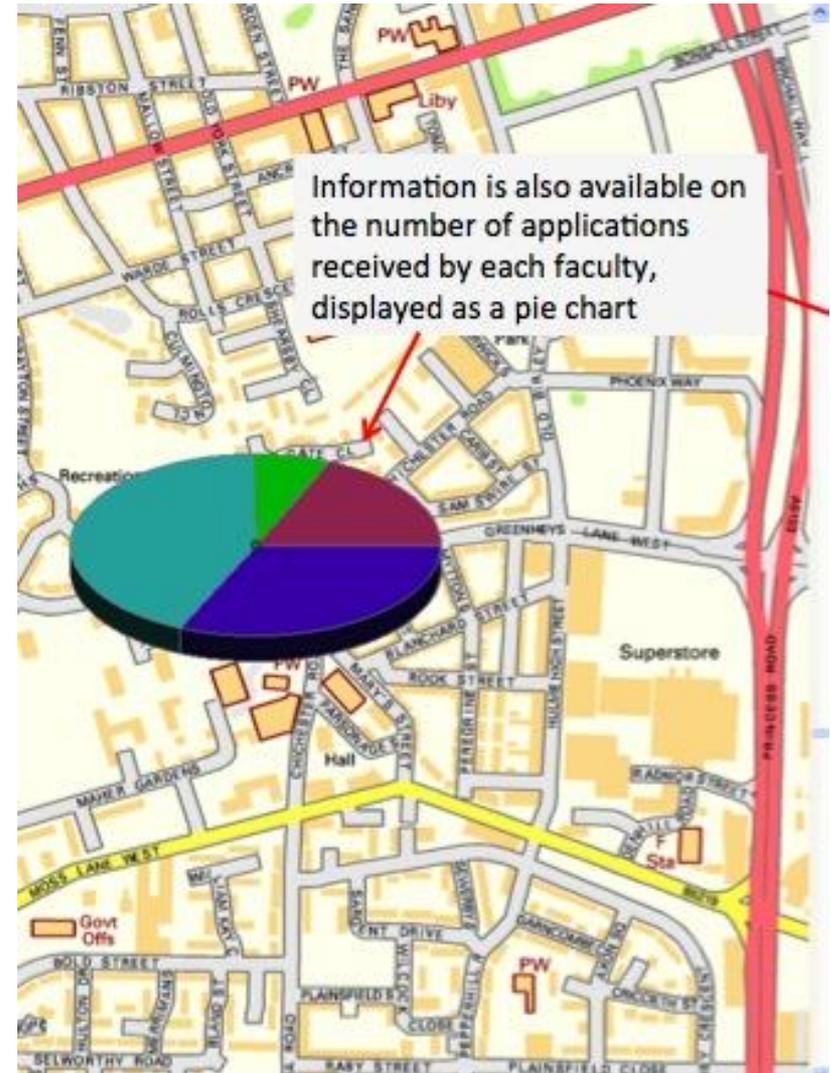
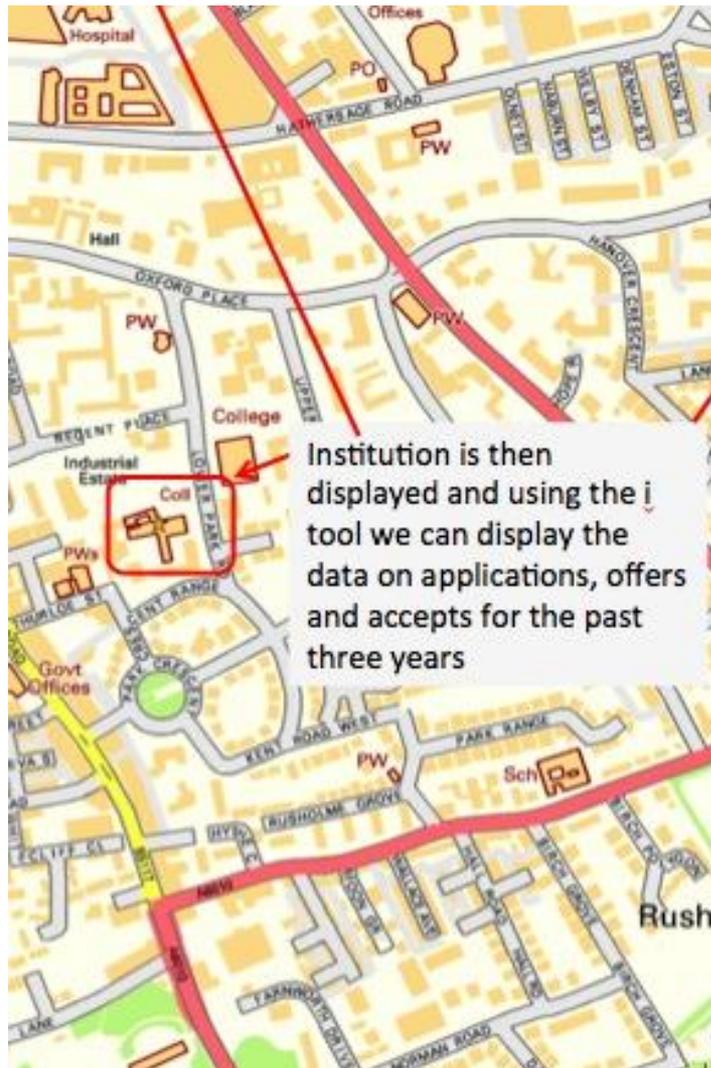


Targeting Key Feeder Schools



- Targeting gold, silver and bronze key feeders from across the UK.
- Established a national focus for key feeder work.
- Continued commitment to supporting local and WP Schools.

Monitoring and Evaluation



Schools and Colleges Liaison Team



Re-launch of team of PSS staff from across the University who support us in the delivery of recruitment focused outreach activity

40 new members recruited.

University Open Days

	2009/10	2011/12	2012/13
The open day generally	34%	35%	40%
Being impressed by campus (buildings and facilities) at the open day	32%	34%	39%
A well organised / professional open day	31%	33%	38%
An informative open day	32%	32%	37%
Being impressed by staff I met at the open day	30%	32%	36%
Being impressed by the city / location at the open day	30%	30%	34%
Being impressed by the students I met at the open day	20%	20%	24%

CHO10. How important were each of these factors in your decision about which university to choose?

Base: All respondents Higher Expectations; 2009/10 (11,337), 2011/12 (13,050), 2012/13 (12,334)

Please note, this question was not included in 2010/11

This table shows those who considered each measure 'very important'. Percentages emboldened highlight a statistically significant change since the previous year.

Figure 1: YouthSight Higher Expectations (2013) data on the growing importance of the university open day in the applicant decision-making process.

Increasing role of parents

Prospective student accompanied by	Year of starting university				
	2008/09 %	2009/10 %	2010/11 %	2011/12 %	2012/13 %
One or both parents	47	47	49	50	52
One parent	32	31	32	33	34
<i>Mother only</i>	19	19	20	21	22
<i>Father only</i>	13	12	12	13	12
Both parents	16	16	16	17	18

DEC16. Who came with you on the open day(s) at the university?

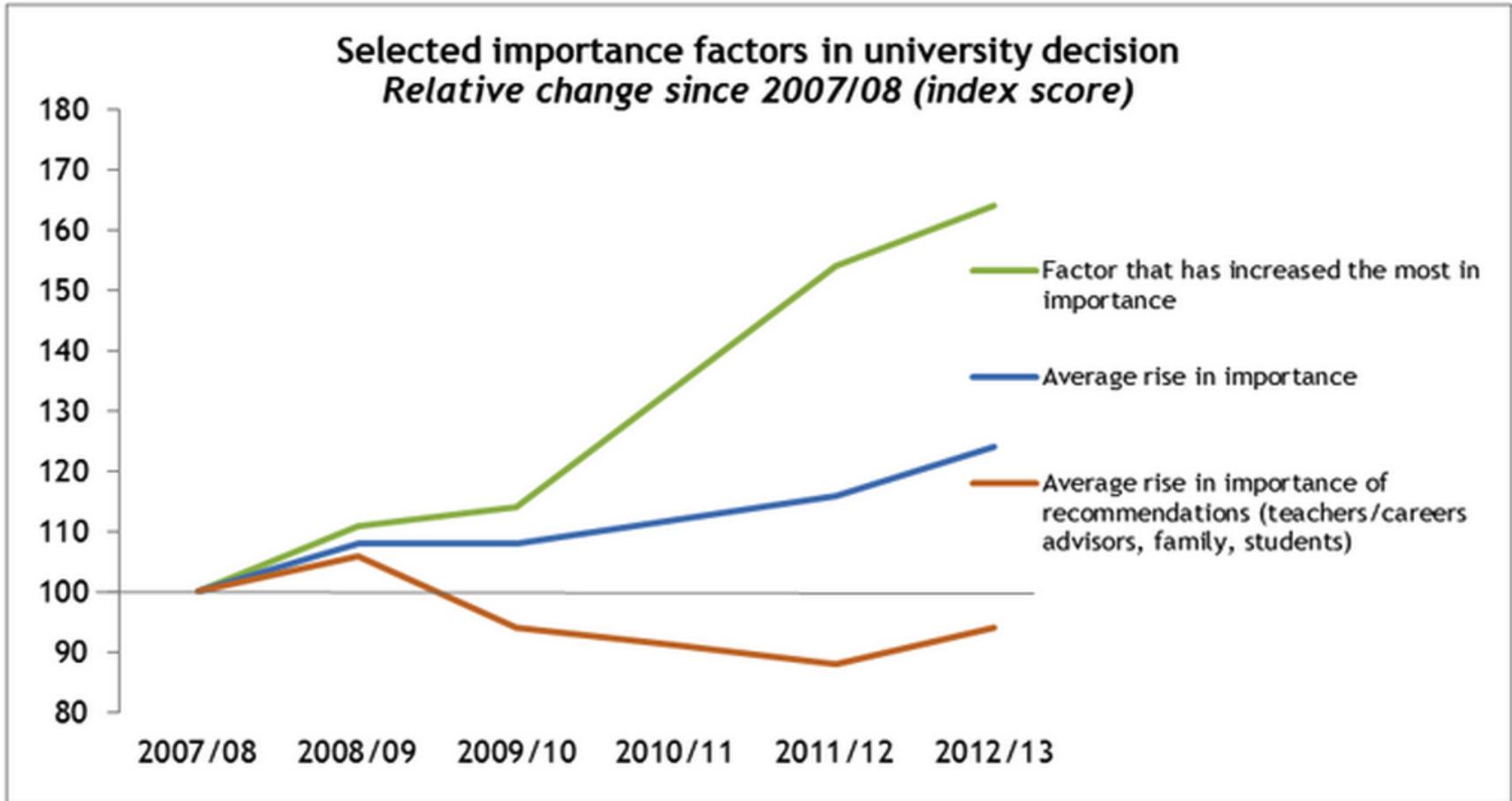
Base: Higher Expectations; All open day responses (of open days attended before making the firm choice) - 2008/09 (21,673); 2009/10 (21,580); 2010/11 (23,397); 2011/12 (24,071); 2012/13 (23,878).

*** Statistically significant changes: An orange background indicates that this figure is significantly different to the previous year**

Figure 2: YouthSight Higher Expectations data on parental attendance at university open days 2008 – 2012.

Applicant Decision Making

Figure 1



CHO10. How important were each of these factors in your decision about which university to choose?

Lines reflect proportion of respondents who selected 'very important'

Base: All respondents Higher Expectations; 2008/09 (12,334), 2009/10 (11,337), 2011/12 (13,050), 2012/13 (12,334).

Note, question not asked in 2010/11 so charts do not reflect a measured data point for this year

MANCHESTER
1824

The University of Manchester

Where are we today?

Sector 2013 Recruitment

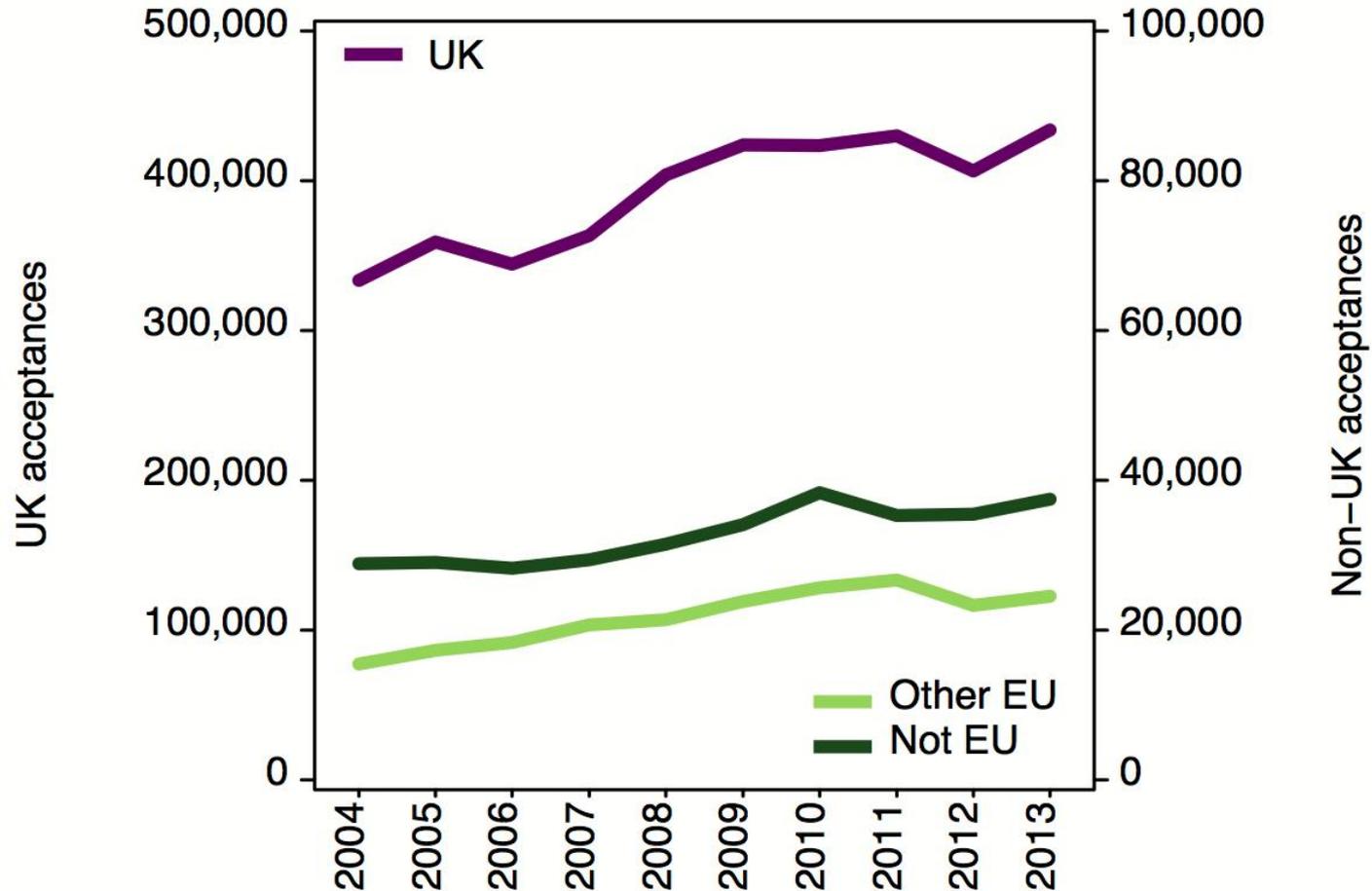


Figure 2: Undergraduate Acceptances to UK HEIs 2013

Source: UCAS 2013 End of Cycle Report

Sector 2014 Recruitment Trends

Application rates for 18 year olds in England, Wales and Scotland increase to new highs:

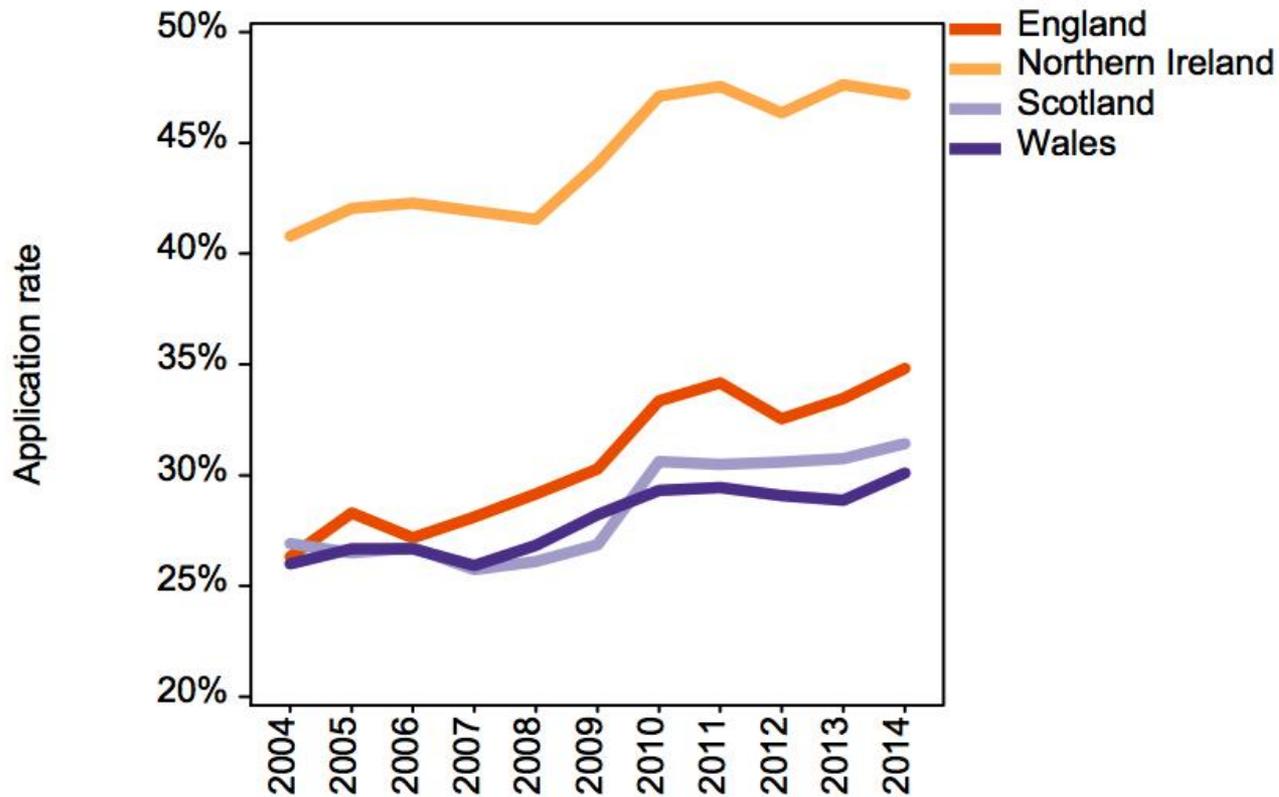


Figure 1: January deadline application rates for 18 year olds by country
Source: UCAS Equal Consideration deadline Report

And....significant challenges remain

- Continued uncertainty regarding student numbers
- Proposed A-level reform may influence levels of attainment and accelerate the uptake of vocational qualifications
- Changes in population trends

Questions

Is greater competition for students a good thing?

Are students more consumerist in their behaviour?

What challenges do Schools face in the provision of IAG to students applying to University?

How else can Schools and Universities work collaboratively to better support young people?