

Helping Students Make Better HE Decisions

or

Providing Unbiased HE Employment
Outcome Information for Students and
Advisors

Two Sections

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course4me.com

Choose the right course at the right University

- Why better information matters for student advice and guidance, particularly for social mobility
- How bestCourse4me is trying to help

Why Provide Information?

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- Research, (e.g. Sutton Trust) shows poor understanding^{AV1} of the benefits of a degree
 - income, employability, career prospects, soft benefits (job satisfaction, happiness, fulfilling dreams)
- Both issues worst for “educationally deprived” students, usually lower social groups and lower income groups
- Big disadvantage of a degree - ^{AV3}DEBT

Slide 3

AV1 do u want to put anecdote? maybe I am too much of an academic but I always worry about anecdotes. We have very solid research on lack of understanding about the benefits of a degree and poor IAG

Anna Vignoles, 25/05/2010

AV3 So the important point here is that its students perceptions about debt that matter - much of their debt will be income contingent loans and zero real interest rate

Anna Vignoles, 25/05/2010

Why is Understanding so Poor?

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Students from educationally deprived backgrounds may have

- No family background in education
- Social group hostility to education and success
- Insufficient support from schools
- Limited and sometimes inaccurate advice
 - Careers advisors
 - Family

Slide 4

AV2

can't see the bullets on my version as the NO BLAME is too bright

Anna Vignoles, 25/05/2010

Advisors' Issues

- Accurate factual information is very difficult to find quickly
- If the student's family don't have a degree it is hard to grasp the benefits – selling needed
- Close knit families and areas tend to stay in the social and geographical group - selling
- Careers advisors have broad scope – often encouraged to focus on lowest achievers
- HE candidates can miss out

Slide 5

AV4

I would add "and often focus on the lowest acheivers"

Anna Vignoles, 25/05/2010

How Information Helps



Demonstrate concrete benefits, e.g.:

- Career benefits (avg grads 37% better paid)
- Subject choice (analytical and numerate subjects have significantly better career outcomes)
- Institution choice (smaller effect than subject)

Provides basis for Advice and Guidance

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Why another web site?

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Choose the right course at the right University

- We provide **Information** but not Advice or Guidance
- We provide **comparisons** on universities, subjects and lifetime careers, employability and wages
- Intend to add entry qualifications and course level outcomes
- We are independently run and financed
- No other site does this

Choose the right course at the right University

CAREER

SUBJECT

UNI

Search

architecture

You've selected

✓

✓

✓

✓

- Results showing 7 results
- Architectural technologists and town planning technicians

Career 3121

Managers and proprietors in other services n.e.c.

Career 1239

Architects

Career 2431

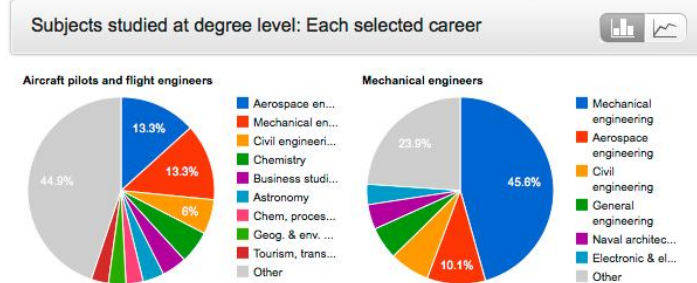
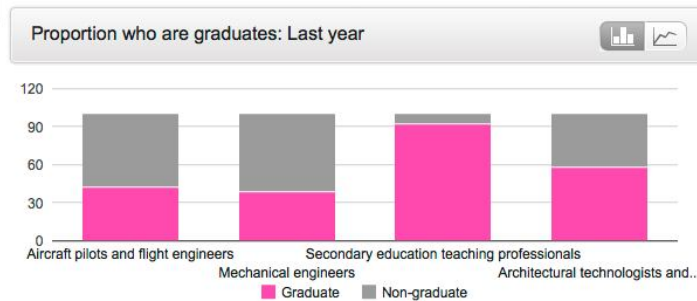
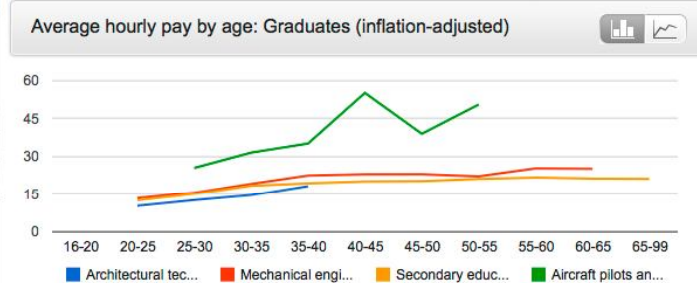
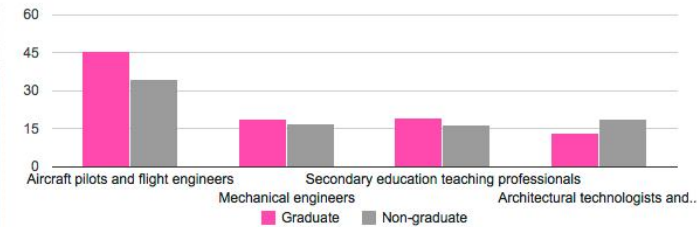
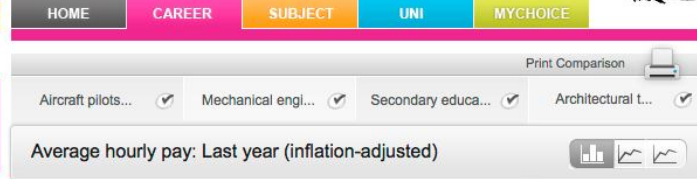
Sales representatives

Career 3542

Bricklayers, masons

Career 5312
- Favourites

★



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Choose the right course at the right University

HOME

CAREER

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UNI

MYCHOICE

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Search

architecture

You've selected

Print Comparison

Aircraft pilots...



Mechanical engi...



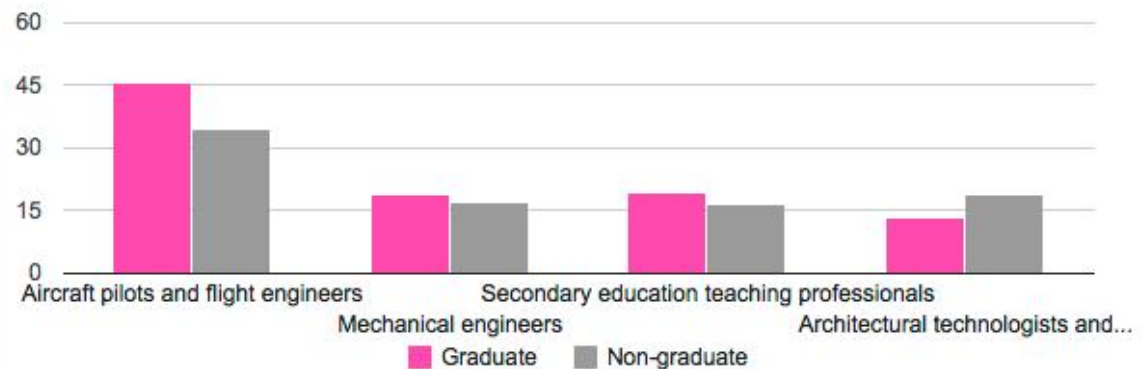
Secondary educa...



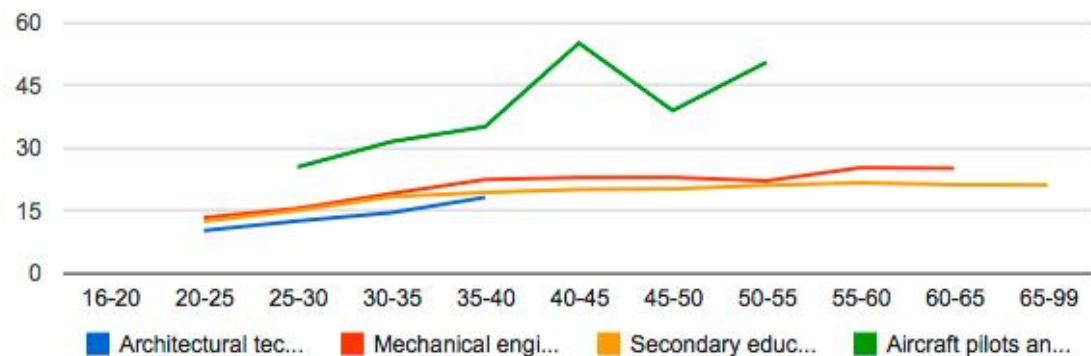
Architectural t...



Average hourly pay: Last year (inflation-adjusted)



Average hourly pay by age: Graduates (inflation-adjusted)



Proportion who are graduates: Last year



Results

showing 7 results

Architectural technologists and town planning technicians
Career 3121

Managers and proprietors in other services n.e.c.
Career 1239

Architects
Career 2431

Sales representatives
Career 3542

Bricklayers, masons
Career 5312

Favourites



Subjects Matter

- Subjects, not institutions, dominate the outcomes from higher education and careers
 - 6m ^{AV5} after graduation Archaeology at Oxford (£16,523) is 25% less well paid than Economics at University of Hertfordshire (£21,905)
 - 6m after graduation Classics at Cambridge (£21,974) is 22% less well paid than General Engineering at De Montfort (£28,134)

Slide 11

AV5

spell this out as I took a while to figure out the m :)

Anna Vignoles, 25/05/2010

General Examples

- Some subjects are very valuable for particular jobs – pilots have engineering or physical sciences degrees
- Some non-traditional subjects have very good employment rates in related careers – up to 67% of landscape design in industry after 6m
- Highly numerate and (scientifically) analytical subjects tend to lead to high pay and higher employability

Mark up from arts degree – Men

Sloane and O'Leary 2004

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Subjects	Mark-up from Arts	Rank
Accountancy	42.15%	1
Electrical engineering	40.73%	2
Maths and computing	37.23%	3
Mechanical engineering	33.71%	4
Social sciences	14.20%	21
History	11.69%	22
English	10.84%	23
Sociology	10.83%	24

Physicists get Everywhere

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- [Business And Statistical Professionals](#) 8.7%
- [Teaching Professionals](#) 6.9%
- [Business And Finance Associate Professionals](#) 6.6%
- [Sales Assistants And Retail Cashiers](#) 5.8%
- [Information And Communication Technology Professionals](#) 5.8%
- [Administrative Occupations: General](#) 5.8%
- [Engineering Professionals](#) 5.3%
- [Science Professionals](#) 4.9%
- [Research Professionals](#) 4.1%
- [Science And Engineering Technicians](#) 4.0%

Dance Graduates Get Jobs

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- Dance graduates from Bath Spa have a 2.2% unemployment rate after 6m (but a £16,000 salary)
- More journalists have English degrees than journalism degrees
- 31% of journalism graduates have a job in the media within 6 months – but most of the rest have low status jobs.

Summary

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Choose the right course at the right University

- Information should be the basis of advice and guidance AV6
- bestCourse4me provides quicker and easier access to a raft of new information
- Many comparisons are surprising!
- Should be fun for everyone
- **Help the student make a better choice**

Slide 16

AV6

Agreed. Should u also put that students may also be developing consumer rights as tuition fees rise again giving them the right to better information.

Anna Vignoles, 25/05/2010

www.bestcourse4me.com

**The right course
at the right uni**

for me ~~them~~

Examples

- Subject outcomes
- Course (subject at institution) outcomes
- Institution outcomes

Choose the right course at the right University

CAREER

SUBJECT

UNI

Search

law

You've selected

Results

showing 5 results

Law by area

Course 726

Law by Topic

Course 736

Others in Law

Course 746

Broadly-based
programmes within law

Course 1308

Building

Course 602

Favourites

HOME

CAREER

SUBJECT

UNI

MYCHOICE

Print Comparison

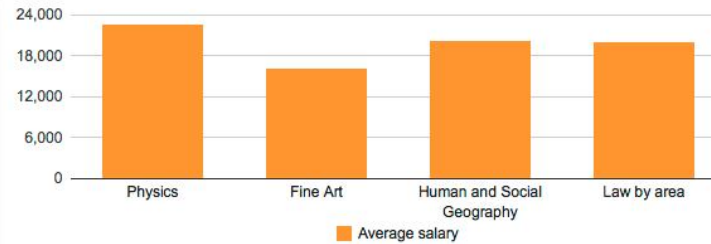
Physics

Fine art

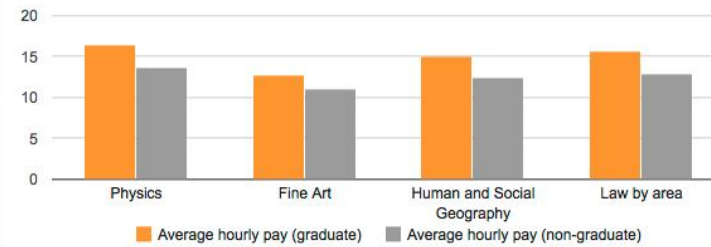
Human & Soc. Geog.

Law by area

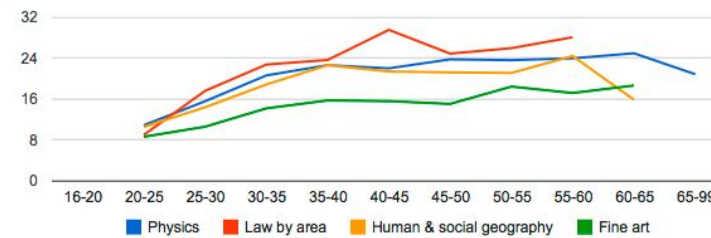
Graduate salary: 6 months after graduation (inflation-adjusted)



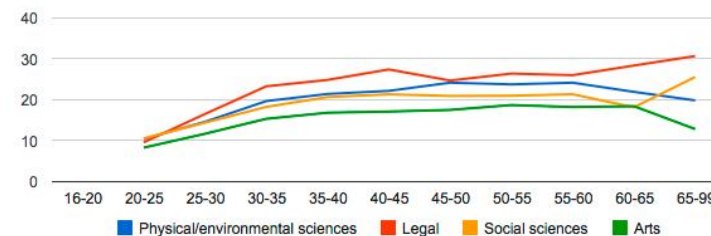
Typical occupations: Average career hourly pay (inflation-adjusted)



Graduate course: Average hourly pay by age (inflation-adjust.)



Graduate course-area: Average hourly pay by age (inflation-adjust.)



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Choose the right course at the right University

Choose the right course at the right University

CAREER SUBJECT UNI

Search

You've selected

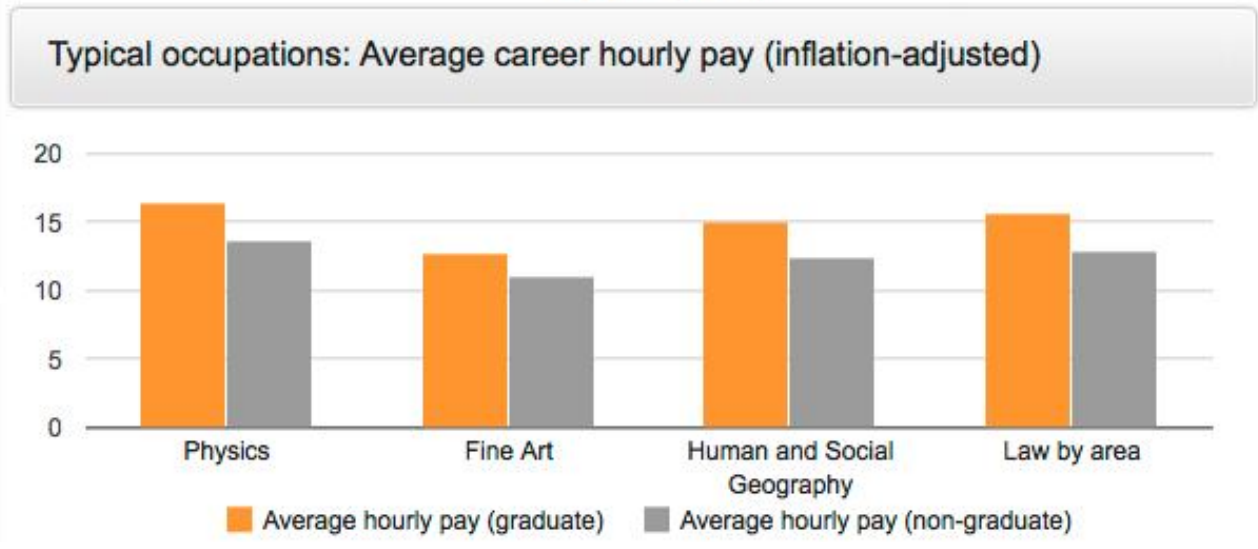
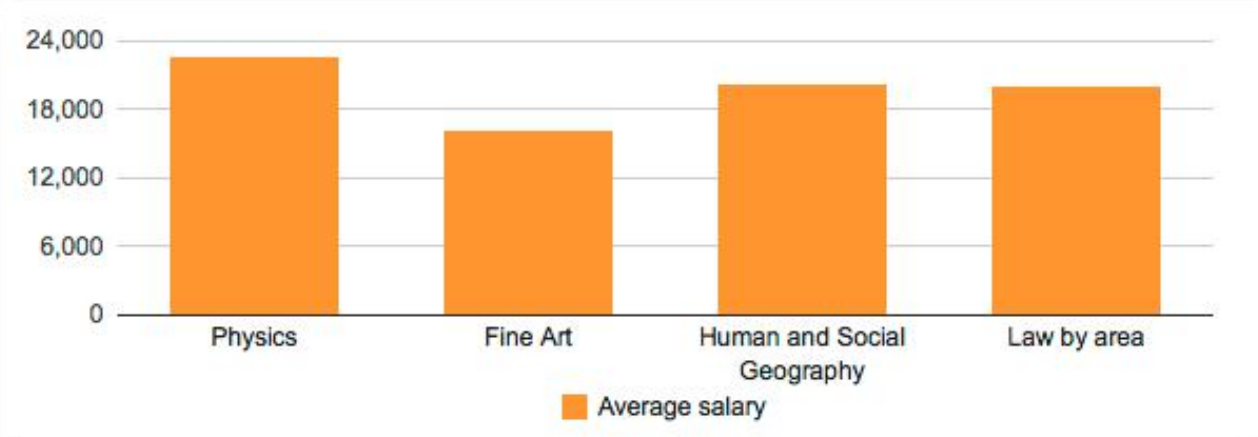
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- Law by area
Course 726
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Course 736
 - Others in Law
Course 748
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 - Building
Course 602

Favourites

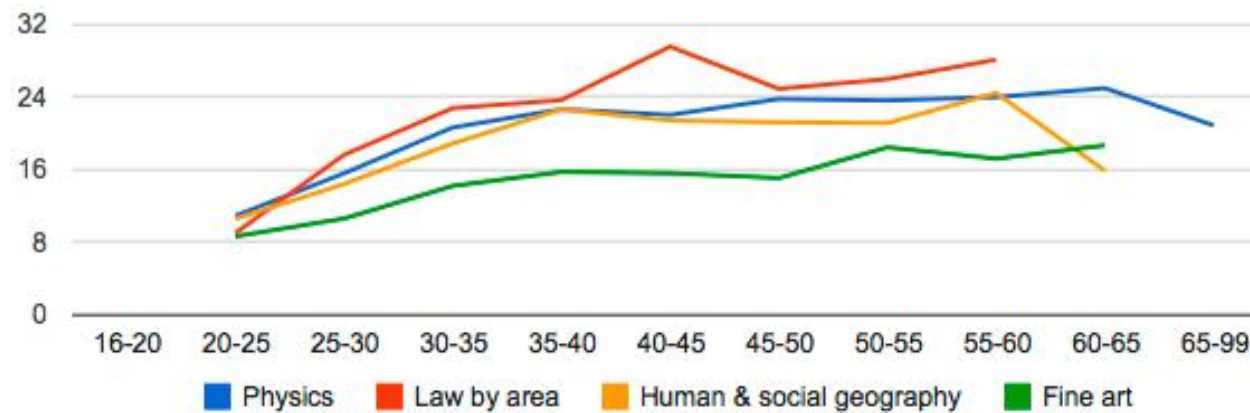
Print Comparison

Physics Fine art Human & Soc. Geog. Law by area

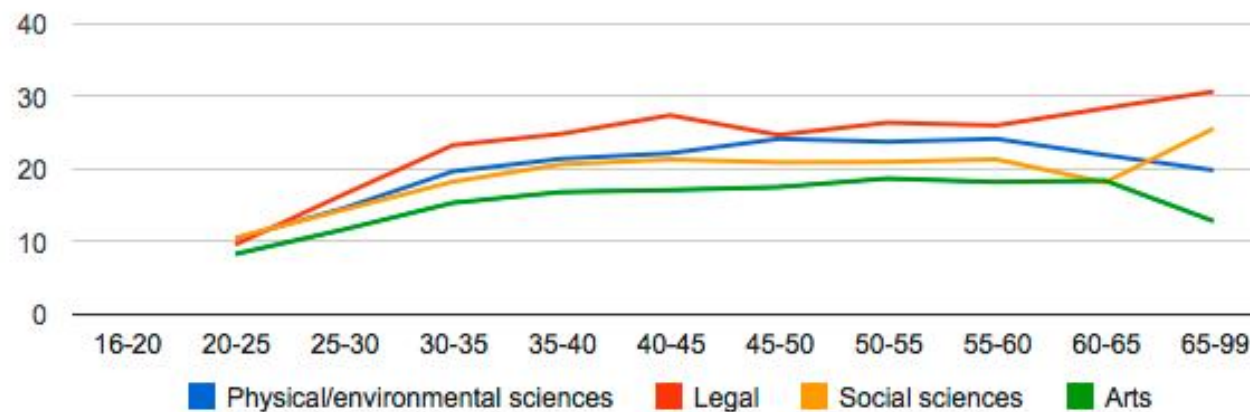
Graduate salary: 6 months after graduation (inflation-adjusted)



Graduate course: Average hourly pay by age (inflation-adjust.)



Graduate course-area: Average hourly pay by age (inflation-adjust.)



Occupations: 6 months after graduation

Physics	Percent
Business And Statistical Professionals	8.7%
Teaching Professionals	6.9%
Business And Finance Associate Professionals	6.6%
Sales Assistants And Retail Cashiers	5.8%
Information And Communication Technology Professionals	5.8%
Administrative Occupations: General	5.8%
Engineering Professionals	5.3%
Science Professionals	4.9%
Research Professionals	4.1%
Science And Engineering Technicians	4.0%
Fine Art	Percent
Sales Assistants And Retail Cashiers	14.8%
Artistic And Literary Occupations	12.1%
Elementary Personal Services Occupations	7.8%
Teaching Professionals	5.2%
Administrative Occupations: General	5.2%
Childcare And Related Personal Services	5.0%
Design Associate Professionals	3.5%
Media Associate Professionals	2.7%
Sales And Related Associate Professionals	2.6%
Customer Service Occupations	2.6%
Human and Social Geography	Percent
Administrative Occupations: General	7.5%
Sales Assistants And Retail Cashiers	7.3%
Teaching Professionals	7.0%
Business And Finance Associate Professionals	5.9%
Sales And Related Associate Professionals	5.0%
Administrative Occupations: Records	4.9%
Public Service And Other Associate Professionals	3.8%
Elementary Personal Services Occupations	3.7%
Architects, Town Planners, Surveyors	3.4%
Administrative Occupations: Government And Related Organisations	3.2%
Law by area	Percent
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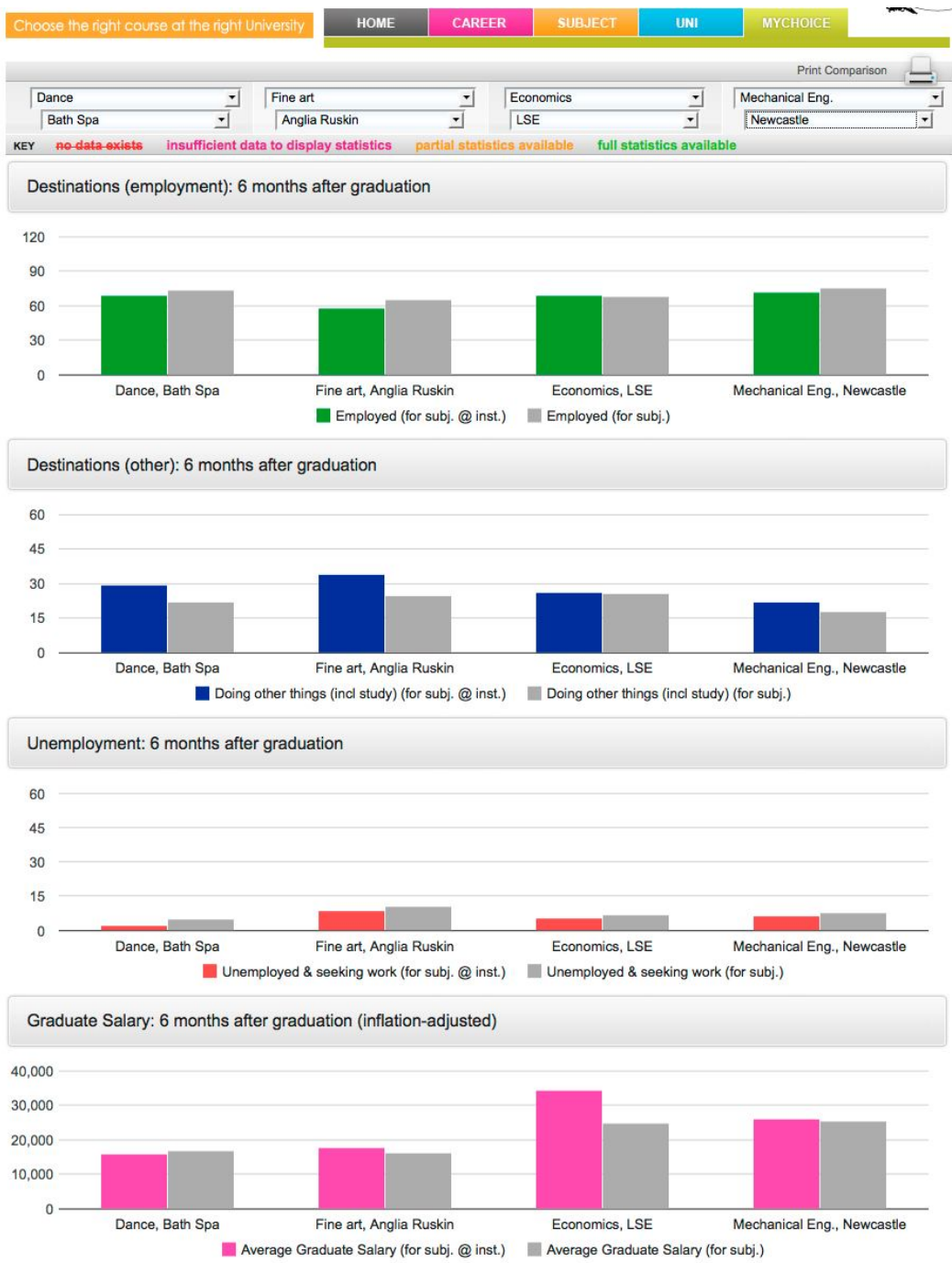
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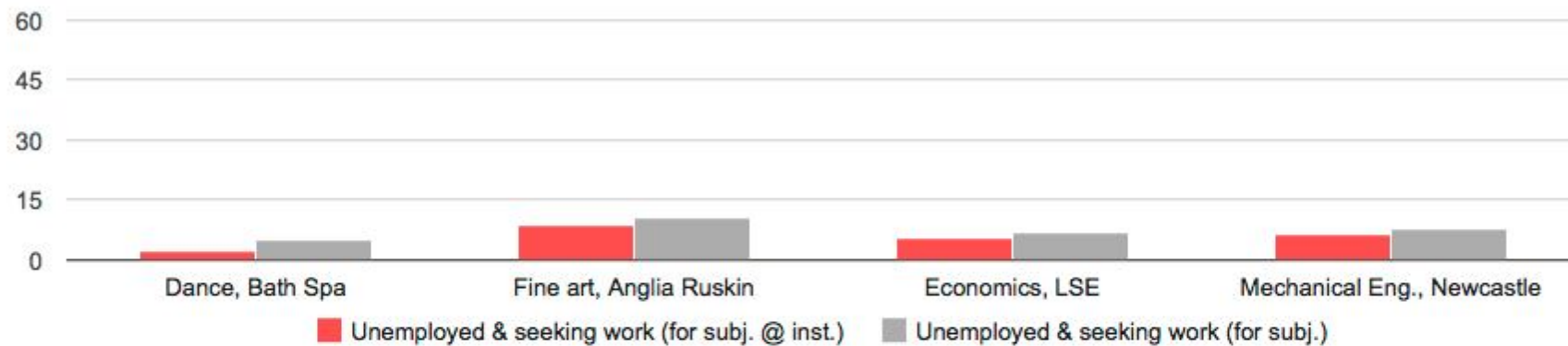
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<u>Public Service And Other Associate Professionals</u>	3.8%
<u>Elementary Personal Services Occupations</u>	3.7%
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Law by area	Percent
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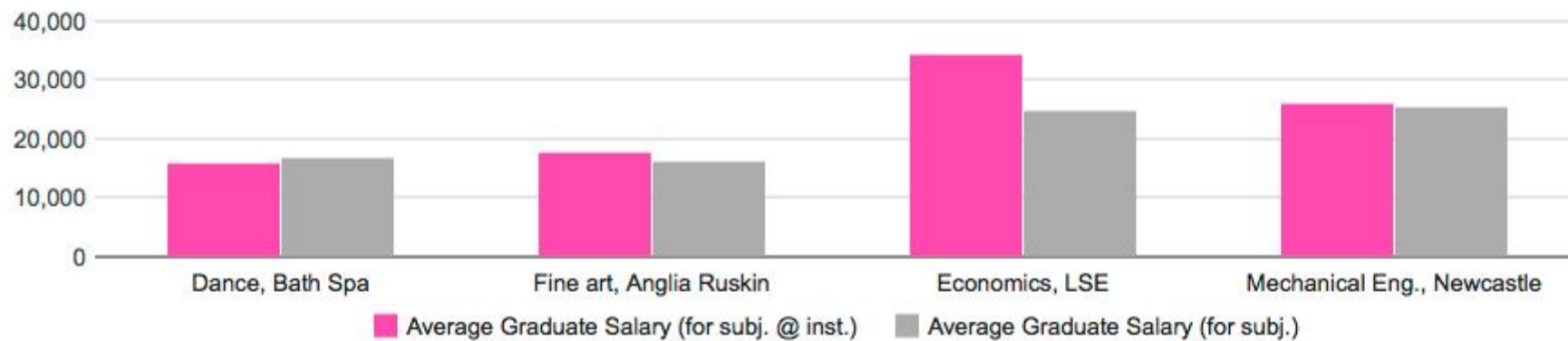
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Choose the right course at the right University

Unemployment: 6 months after graduation



Graduate Salary: 6 months after graduation (inflation-adjusted)



Choose the right course at the right University

CAREER SUBJECT UNI

Search essex

You've selected ✓✓✓✓

Results

showing 1 result

The University of Essex

Uni 364

Favourites

HOME

CAREER

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UNI

MYCHOICE

Print Comparison

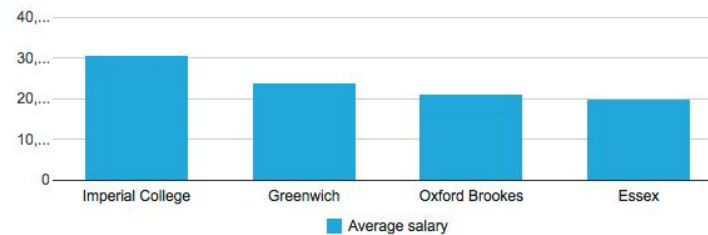
Imperial College ✓

Greenwich ✓

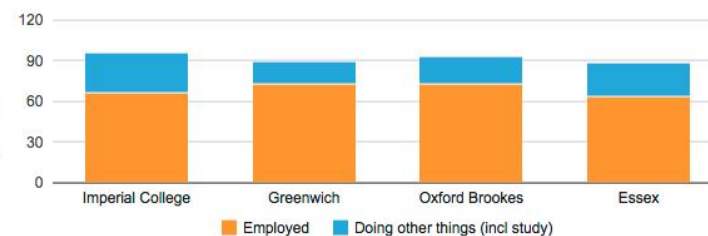
Oxford Brookes ✓

Essex ✓

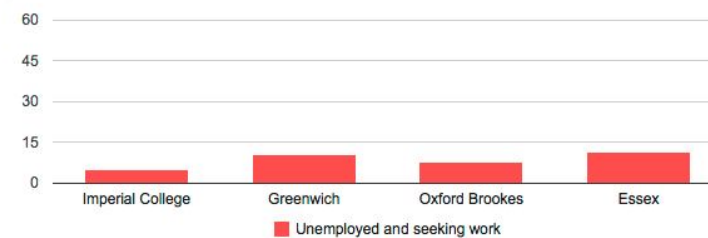
Graduate salary: 6 months after graduation (inflation-adjusted)



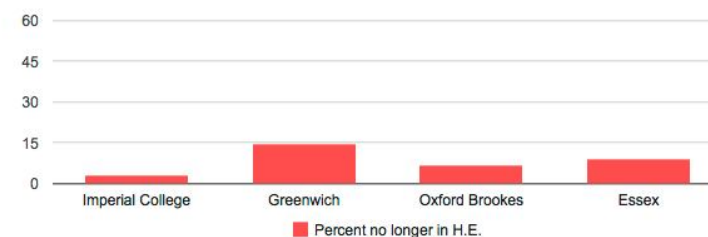
Destinations: 6 months after graduation



Unemployment: 6 months after graduation



Non-continuation: Proportion dropping-out



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Choose the right course at the right University

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essex

You've selected



Results

showing 1 result

The University of Essex

Uni 364



Favourites



HOME

CAREER

SUBJECT

UNI

MYCHOICE

Print Comparison



Imperial College



Greenwich



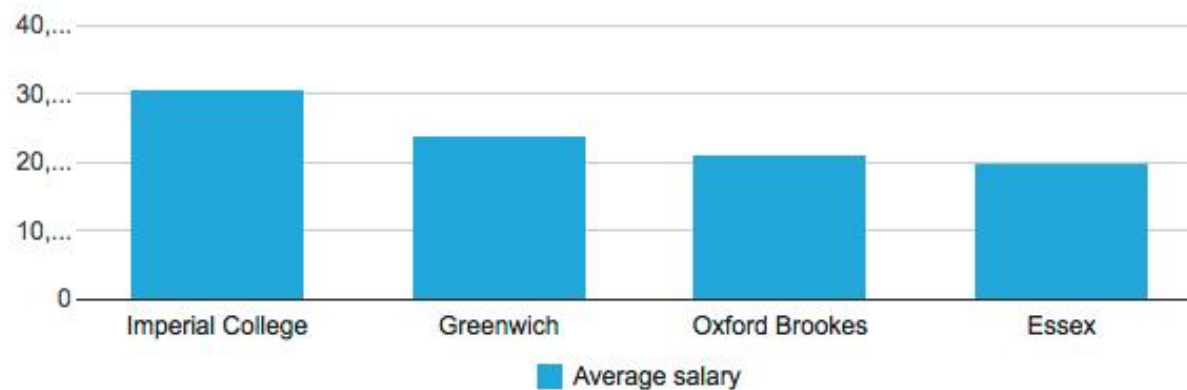
Oxford Brookes



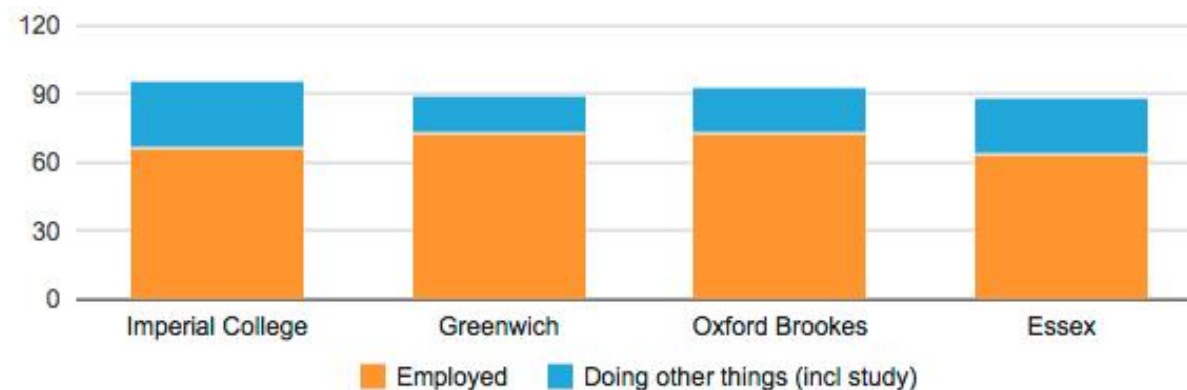
Essex



Graduate salary: 6 months after graduation (inflation-adjusted)



Destinations: 6 months after graduation



Thank you