

9<sup>th</sup> Annual Conference  
**POSTGRADUATES**

The right university, the right degree, the best  
student experience

Wednesday 1<sup>st</sup> December 2010

**The right information, advice and  
guidance – outcomes from the student  
expectations of university JISC-funded  
project**

Dr Harriet Dunbar-Morris  
Senior Policy Officer, **1994** group

**1994** group >

## Summary

- > I994 group universities and student experience
- > Student expectations and experience of university
- > Outcomes

## I994 group **universities and student experience**

- > Key features of I994 group universities
  - > *world class research*
  - > *research-led teaching*
  - > *high levels of student experience*

## I994 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

## I994 group **universities and student experience:** Enhancing the student experience project

- > A requirement to provide transparent and accurate information around the student experience
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## **Student expectations and experience of university:** Student Expectations of University Project (1994 group/JISC)

- > 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

1994 group>

## Outcomes

- > Survey findings
- > Case study examples of ways in which we are engaging with prospective applicants

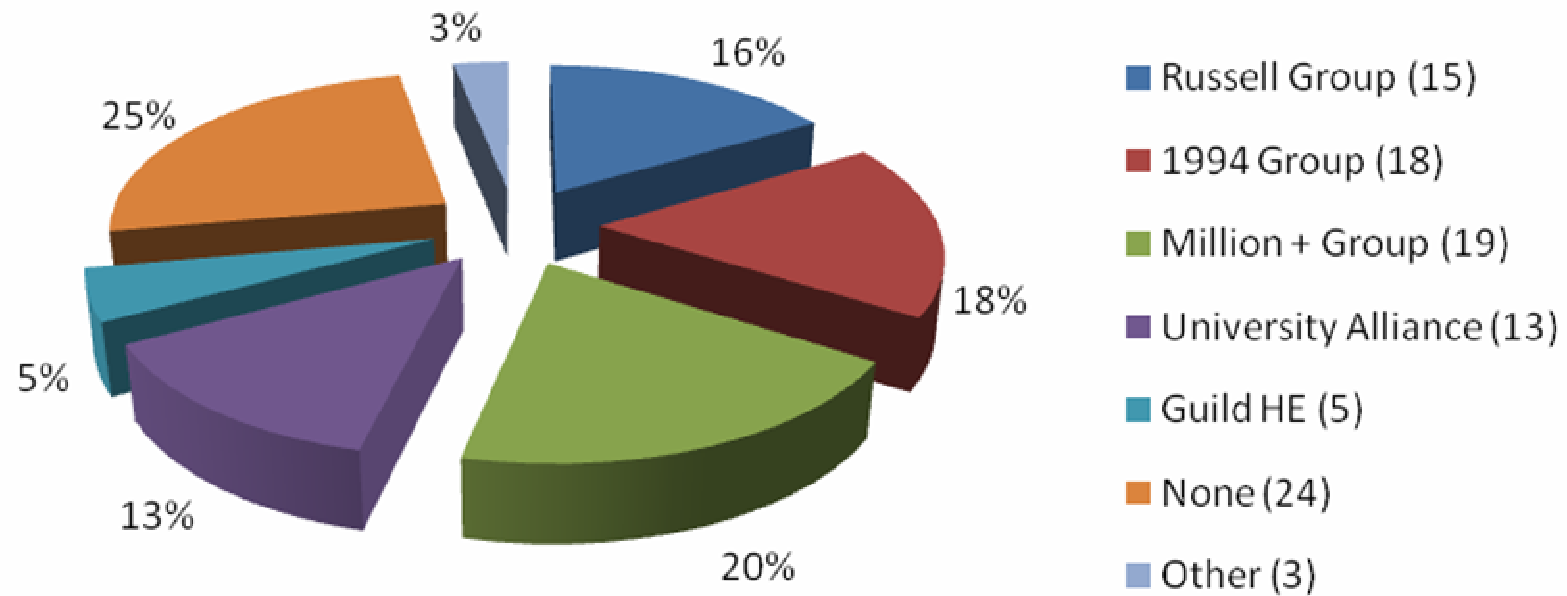
## Outcomes: Survey findings

Enhance IAG for prospective students by:

- > *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*

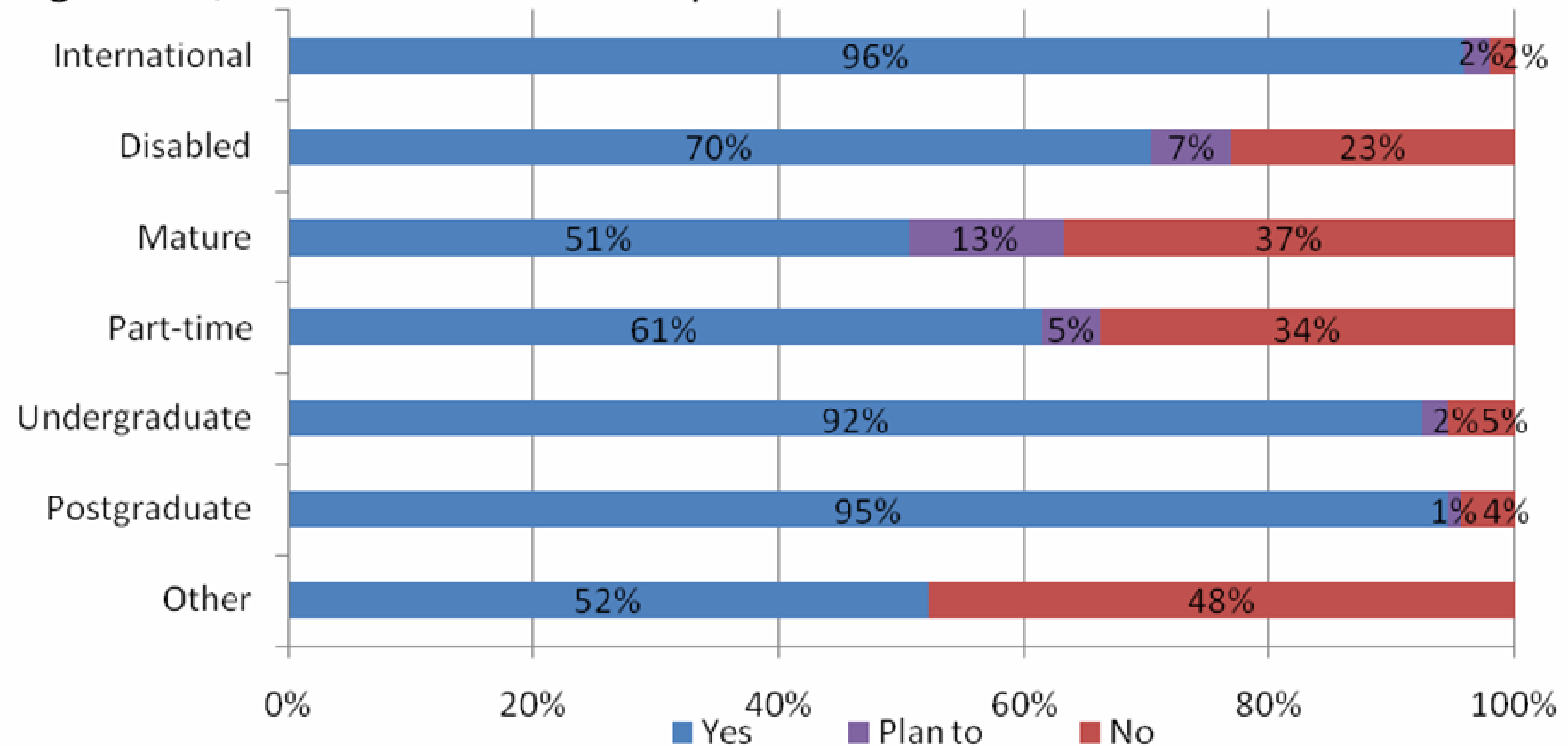
## Outcomes: Survey findings

Figure 1: Respondents by mission group



## Outcomes: Survey findings

Figure 2: Question 1 sector wide responses



## Outcomes: Survey findings

- > *Our research indicates that postgraduate (PG) students look for information specific to a particular department therefore most information relating to PG study is featured on individual department web pages.* I994 group member
- > *We provide some videos on our website to introduce certain courses or lecturers. We find this a good way of conveying information to potential students in a different format to plain text. Twitter and blogs are a good way of giving an instant, interactive impression of [the university].* No mission group

## Outcomes: Survey findings

- > *We held a virtual open day for postgraduate students in February, which allowed for videos, chats, webcasts, etc. which proved very successful. Russell Group member*
- > *We must keep abreast of new digital developments and communicate with students through the channels they are using, they have grown up in a digital age and therefore expect this as standard. Facebook and Video particularly effective for engaging with prospective students. Million + member*

## Outcomes: Case studies

- > *Change to Teach*

Institute of Education, University of London

- > *Searchable Online Programme Database for Prospective Students*

Durham University

- > *Doing a UK PhD – an Interactive Online Resource for Prospective International Research Students*

University of Exeter

## **Outcomes: Change to Teach**

- Enable participants to make an informed decision about entering the teaching profession
- Promotion/notification on-line: Google and Yahoo; LinkedIn; Facebook; Guardian Jobs Online; the CBI directory; University of London Careers group; followed by personalised one-to-one contact

## Outcomes: Change to Teach

- Encourage participants to analyse and match their pre-existing knowledge, skills and experience to the competencies required of a teacher
- Action planning: to adapt and transpose existing skill sets; identify and address competency gaps
- Introductory teacher training, career and progression counselling, coaching

## **Outcomes: Change to Teach**

- Face-to-face seminars and workshops, virtual learning environment, group emails, invitations to Institute events and activities, development of a personal portfolio
- Successful applications to teacher training, action planning towards future teacher training, a return to study or paid employment

## Outcomes: Change to Teach

- > Ian applied to the *Change to Teach* scheme as he felt that he was 'stuck' in a routine job and could offer more to the teaching profession.

His qualifications included a first class honours degree in English and a Masters degree with distinction in English Literature.

However his financial situation on graduation meant that he had to 'get the first job that was available'.

He worked as an Assistant Chef and Support Worker before becoming a Royal Mail Postman.

Ian has used his experiences on the *Change to Teach* scheme to apply successfully for a PGCE place from September 2011.

## **Outcomes:** *Searchable Online Programme Database for Prospective Students*

- Headline facts on each programme: programme content, admissions information, fees and funding, career opportunities, etc
- Allow students to compare programmes easily via fact-based, quantitative information
- Students are better informed, they can short-list institutions and programmes with much greater confidence

## **Outcomes: Doing a UK PhD**

- A creative package of information, guidance and support for prospective PhD students
- Video, audio and on-screen interaction
- Structured process for moving the prospective candidate forward, taking them from the initial research idea to the application stage

## **Outcomes: Doing a UK PhD**

- Current research staff and student interviews across different subjects
- Can be used in students' own time and at their own pace
- Accessible for visually or audio impaired applicants

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