

MAKING UNIVERSITIES YOUR BEST FRIEND



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Making universities your best friend

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Making universities your best friend

- Setting the scene
- University overview and case studies
 - University of Leicester
 - Sheffield Hallam University
 - Keele University
 - De Montfort University
- Who do you work with and why?
- What are your challenges?
- Our top tips
- Q&A

Setting the scene

Drop in foreign student visas worrying for UK universities



WONKHE CELEBRATING 10 YEARS

ABOUT US+ EVENTS LATEST+ JOBS+ SUBSCRIPTION+ SUS+ >

OfS assessment of university finances warns of need for structural change to stave off risks of provider collapse

UK universities call for higher fees and more funding in face of budget deficits

Proposals from Universities UK to raise funds for members include 'reset' on student maintenance loans and grants



Proposals seen by the BBC suggest funding for each student needs to reach £12,000-£13,000. Photograph: Joe Giddens/PA



Mark Corver • 1st
Founder and Managing Director, dataHE
1w •

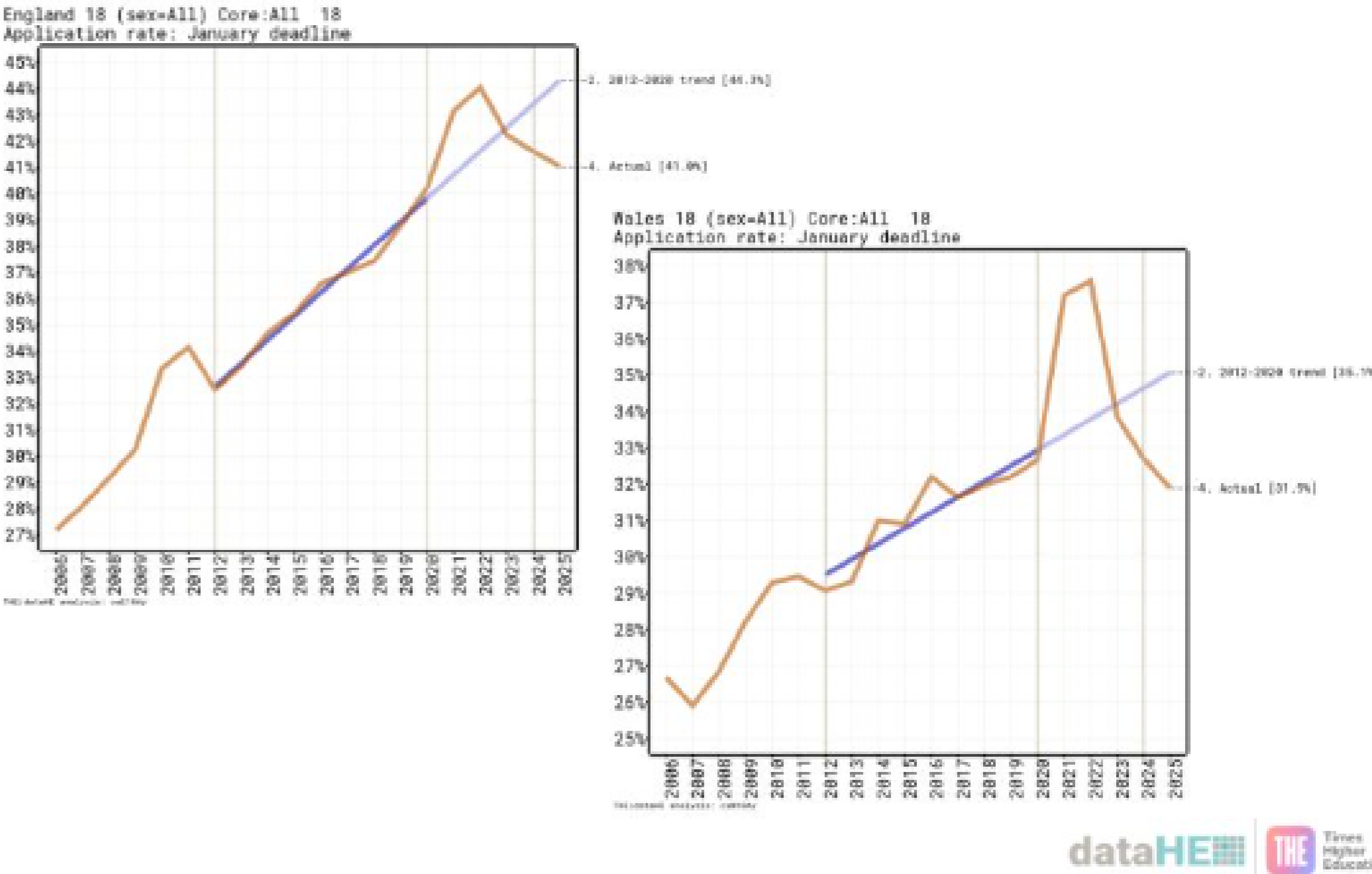
Our first [dataHE Times Higher Education](#) look at the new UCAS data took the key result of below trend UK 18 demand. But this is not universal across the UK.

Application rates for 18 year olds are at or close to long term trends in both NI and Scotland (rates actually up here).

It is the falling demand rates from England and Wales that are driving the weak UK picture (<https://lnkd.in/eEuBbnr5>). They are both now clearly below long term trends.

The weak trend from Wales stands out as it also has the lowest university application rate of the four. Although Scotland appears similar it has another couple of points of demand at age 17, and a wider range of non-UCAS HE.

9. England and Wales firmly down





UNIVERSITY OF
LEICESTER

The Leicester lowdown



Who are UoL students?

Total population

| Undergraduate | Postgraduate taught | Postgraduate research |
|---------------|---------------------|-----------------------|
| 15,470 | 3,603 | 1,497 |
| 75% | 18% | 7% |

UG Course overview

- **College of Science and Engineering** – Physics, Engineering, Computing and Mathematical Science, Chemistry, Geography, Geology and the Environment
- **College of Social Science, Arts and Humanities** – History, Politics and International Relations, Law, Sociology, Criminology, Media, English, Film Studies, Journalism
- **College of Life Sciences** – Medicine, Pharmacy, Nursing, Midwifery, ODP, Radiography, Bio/Medical Sciences, Psychology
- **University of Leicester School of Business** – Management, Marketing, Accounting, Economics



Schools liaison

- Clear targeting of Post-16 schools and colleges.
 - 481 target schools which have at least 9.9% or more of the cohort in receipt of Free School Meals. Moving to IMDQ1 in line with new APP
- From a Pre-16 perspective, we work with feeder schools within 25 miles of Leicester City Centre (excl. Nottingham and Ilkeston) into the Post-16 schools and colleges we work with.
- Primary Schools
- University of Leicester Partnership (30 Schools/Colleges) - £2,000 Scholarship for students overcoming barriers



London to Leicester partnership

- First in family
- Recruitment background – SRO, SR Manager, College SR and Marketing
- London work
- ‘Bit of both’ – two sides of the same coin
- Realising Opportunities
- Learning curve in new role
- Understanding of activity, evaluation linking to APP
- Ensuring recruitment and WP work hand-in-hand
- Tension between two approaches

Who we are...



STUDENT NUMBERS

- Around 28,000 UG and PG students
- Over 50% come from within 30 miles of the university
- Over 70% are from an underrepresented group
- Around 18% are international students
- 53% of our students are the first in their family to attend university
- 24.5% are from low participation neighbourhoods
- 21% are mature students

INCLUSIVE

- 2nd largest recruiter of students from Tundra quintile 1
- 3rd largest recruiter of students with disabilities
- 4th largest recruiter (excluding the Open University) of home undergraduate students (all modes)
- 4th largest recruiter of degree apprentices
- 11th largest recruiter of full-time undergraduates

Academic offer

College of Business,
Technology &
Engineering

College of Health,
Wellbeing and Life
Sciences

College of Social
Sciences and Arts

Popular courses:
Marketing
Accounting & Finance
Business
Computing
Engineering

Popular courses:
Nursing & AHP
Paramedic Science
Midwifery
Sport
Biosciences

Popular courses:
Education
Art & Design
Psychology
Law

TARGETING APPROACH

- Tiered approach to post 16 – evidence based
- Two strategies – local and growth, regional context
- Access targeting is fundamental – Black British students, FSM, First gen, mature, LGBTQ+, Care experienced etc
- Subject specific targeting
- Pre-16 – Hepp provides impartial IAG, we deliver large scale themed Hallam/subject specific pre-16 events e.g. Science Week & The Big Freeze

WHAT WORKS WELL?

Partnerships and collaboration:

- Progression partnerships
- Regional focus for regional needs
- Validated provision
- Sheffield City & Healthcare campaigns
- Higher Education Progression Partnership
- South Yorkshire Children's University
- South Yorkshire Boys' Impact Hub





DM...

Who are we?

TOGETHER
MADE
FROM
MORE



Study Breakdown

| Mode | Data | |
|------|--------|-----|
| UG | 19,515 | 74% |
| PGT | 6,335 | 24% |
| PGR | 420 | 2% |

HESA data as of 22/23

- 4 Faculties
 - Arts, Design and Humanities
 - Business and Law
 - Computing, Engineering and Media
 - Health and Life Sciences
- Popular courses
 - Business Management
 - Law
 - Psychology
 - Pharmacy
 - Nursing

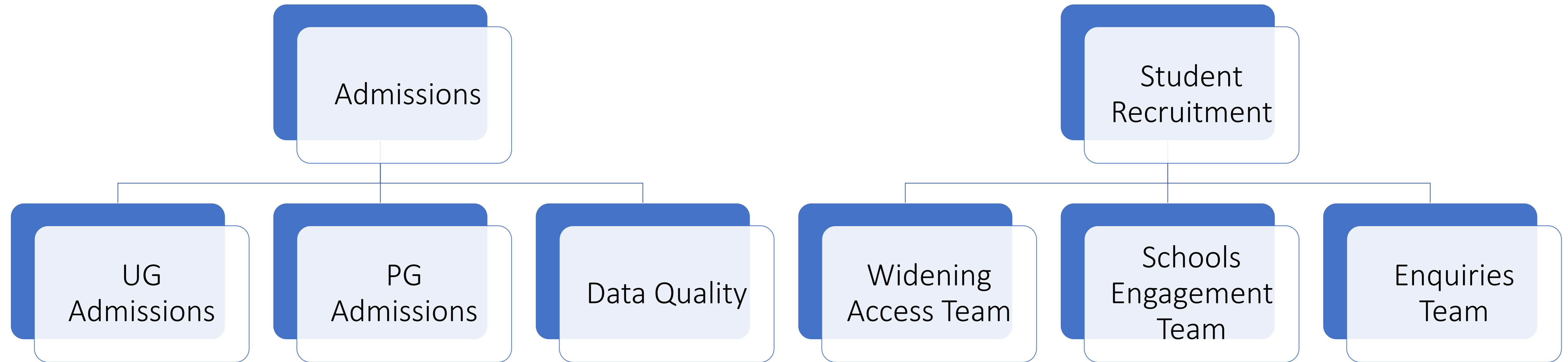
Demographic breakdown

| Grouping | Data | | | |
|------------|---|--------------|-------------|----------------|
| Overall | 20,574 students in Leicester | | | |
| Gender | Female 48% | Male 40% | Unknown 12% | |
| Ethnicity | White 52% | Asian 23% | Black 16% | Mixed/Other 9% |
| IMD | DMU Q1+Q2 53% | Sector 45% | | |
| Disability | Known 13% (Sector 16%) | No known 87% | | |
| Mature | DMU c.26% | Sector 29% | | |
| Location | 20% of UG population from the 5 closest PCONs | | | |

HESA data as of 22/23

- New APP access target
 - Raising Access for students from IMD Q 1 & 2 from 53.0% to 60.1%, a change of 7.1%
 - Aim to be top 15% in the UK for IMD Q1 and 2
- Demographic breakdown indicates that widening participation comes *fairly* naturally pre-entry

Future Students structure



WP Support in place

- Contextual offers
- DMU Aspire and DMU Inspire
- IntoUniversity Partnership
- Wide range of bursaries and scholarships
- Stephen Lawrence Research Centre



Recruitment and WP WiP

- IMD data in post-16 schools targeting methodology to align with the new APP
- Broader 'buy-in' into incorporating WP indicators into recruitment reporting (e.g. IMD breakdown for Open Day bookings)
- Academic alignment with recruitment and WP integration



My HE journey

- Both parents went to uni
- *Think* I'd be classified as a young carer
- Ambassador at uni because Sammy made me do it
- Slowly working my way across the region
 - Enquiries and Recruitment – Northampton
 - FE College (for a bit) - Stamford
 - Recruitment, and eventually Outreach, - Leicester
 - Enquiries, Schools, WP and Admissions – DMU
- HELOA/UCAS role (for my sins)



Tips for long lasting relationships

- Trusted individuals/key contacts
- Understanding of each others' objectives
- Strategic relationships and buy-in
- Range of staff involved - coherence across the institution
- Looking at own data - where students are going and linking activity to this
- regular meetings - appreciate range of unis working with
- keep us informed on position
- plan for the year
- high quality activity from universities
- ensure viable cohorts
- honesty and transparency with feedback

Discussion points

Who do you work with and why?

What are your challenges when working with universities?



Thank you

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