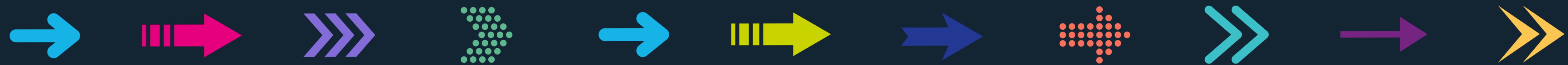


NAVIGATING THE EVOLVING HIGHER EDUCATION LANDSCAPE



DR JO SAXTON CBE, UCAS

PROFESSOR COLIN BAILEY CBE, QUEEN MARY UNIVERSITY OF
LONDON



Queen Mary
University of London

RUSSELL
GROUP

Navigating the Evolving Higher Education Landscape

Professor Colin Bailey CBE

President and Principal, Queen Mary University of London

24th in the world for research quality | **9** Nobel Prize winners | Founded **1785**

Value of a University Education

+ £10.5k

Earn more per year
on average

**High-income
careers**

More likely for those from
disadvantaged backgrounds



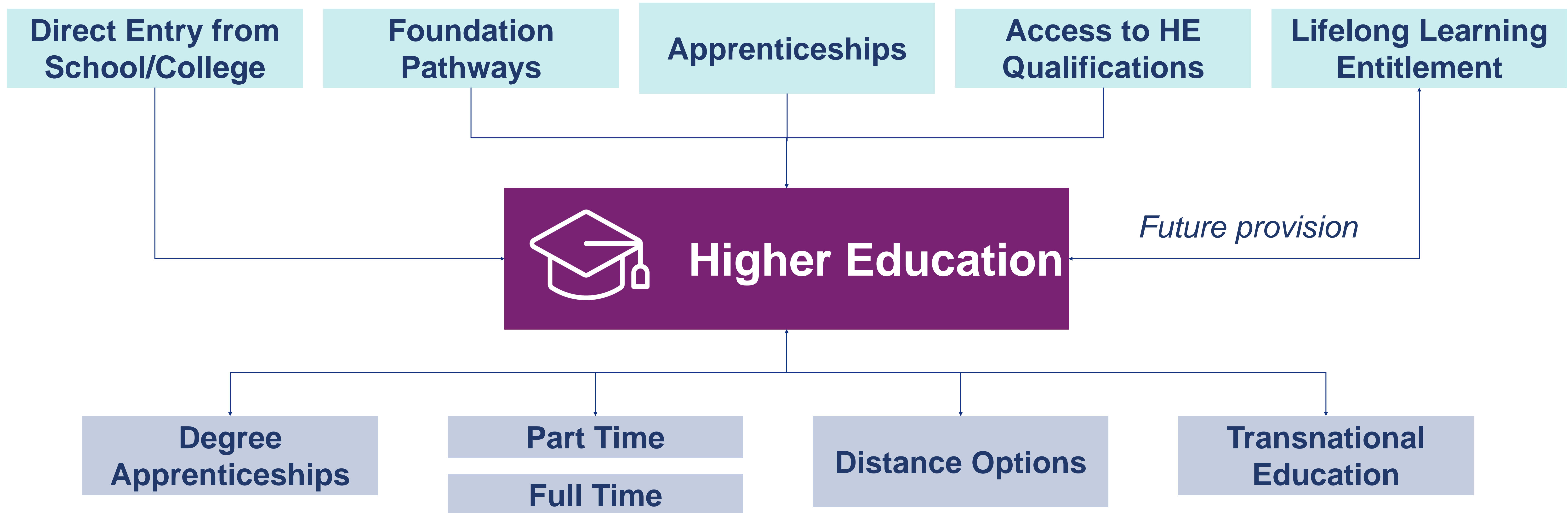
87.7%
vs 69.7%

Graduate vs
non-graduate
employment rate (2023)

Lifetime

Career Progression

Future Flexible Routes into Higher Education



But..... is Higher Education right for everyone ?

State of the Higher Education Sector



Emerging opportunities for students
Sector resilience



Russell Group grows market share but some members struggle

Ucas data confirms big falls in recruitment at some post-92 universities as older institutions took what applicants there were on domestic and international front

January 30, 2025

Patrick Jack

Admissions Process

- Based on three A-level grades
 - *choice of A-levels is key*
 - *3 or 4 A-levels*
 - *EPQs*
- Predicted grades – please do not over or under predict
- How important are GCSE results to the universities?
- Personal statements – do we read them? (QM – 50,000)
- Entry grades tool.
- Contextual offers.
- Firm choice and insurance.

Personal Statement: More than just an application tool

- ✓ A platform for self-reflection
- ✓ Supporting informed decision making

Why do you want to study this course or subject?

How have your qualifications and studies helped you to prepare for this course or subject?

What else have you done to prepare outside of education?
Why are these experiences useful?



[Our Impact](#) [Contextual Admissions](#) [Sutton Trust Online](#) [FAQs](#) [Contact Us](#) [Alumni Stories](#)

[Browse Courses](#) [University partners](#) [Eligibility](#) [How to apply](#) [Teacher Resources](#)

Contextual Admissions

Contextual Admissions

Used during clearing?

Is the University right for the student?

- Open Days
- Taster Activities
- Offer days
- Peer-to-peer.



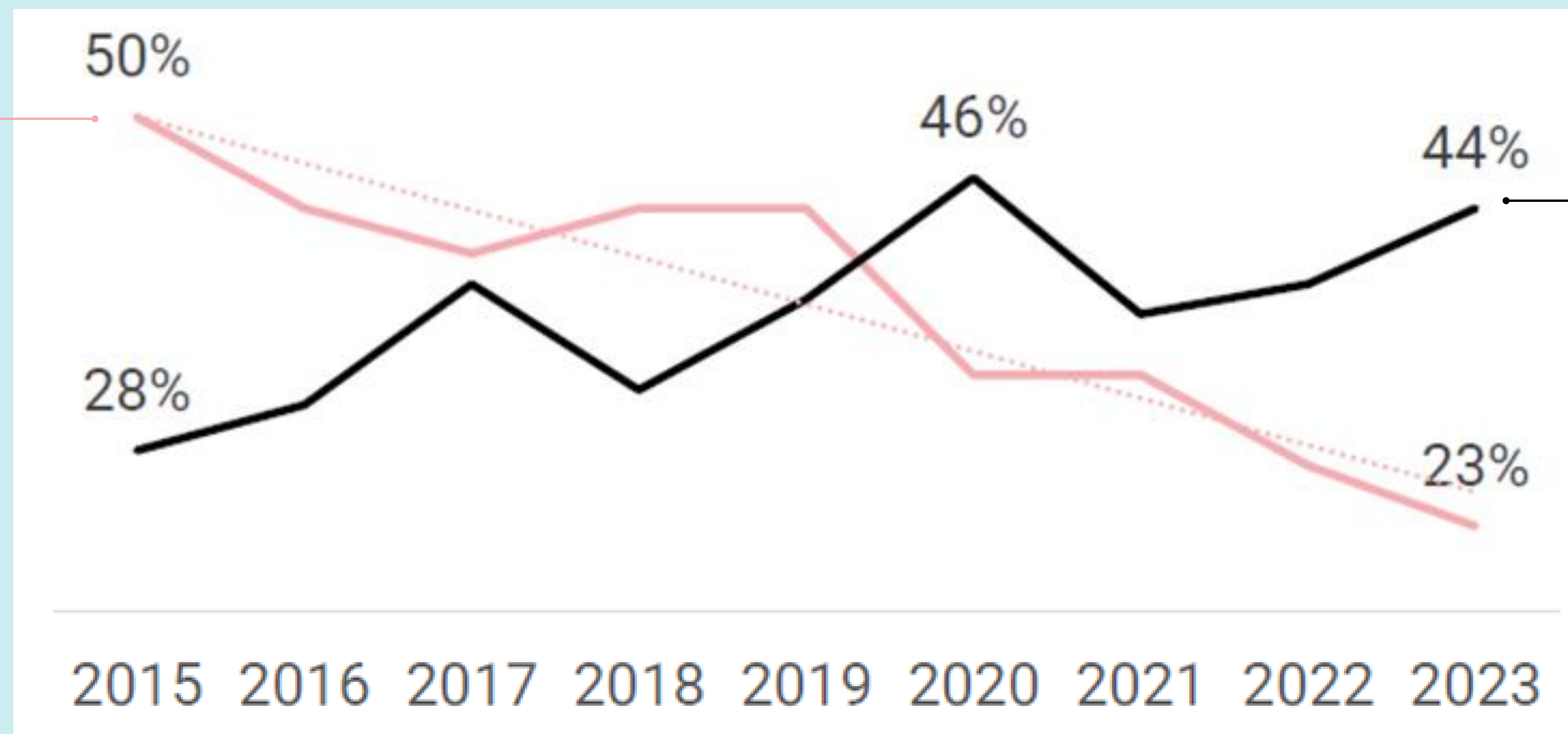
- Confirmation – process, dropping grades.
- Clearing – student needs to be prepared.
- Students need their results !
- Our popular courses are full by 11am and most by the end of the day.
- Understand and ‘play the system’ - universities are trying to fill their places !
- Student support !
- Self release button !

UCAS – puts the student first!

The Changing Clearing Landscape

Reasons for going through Clearing over time

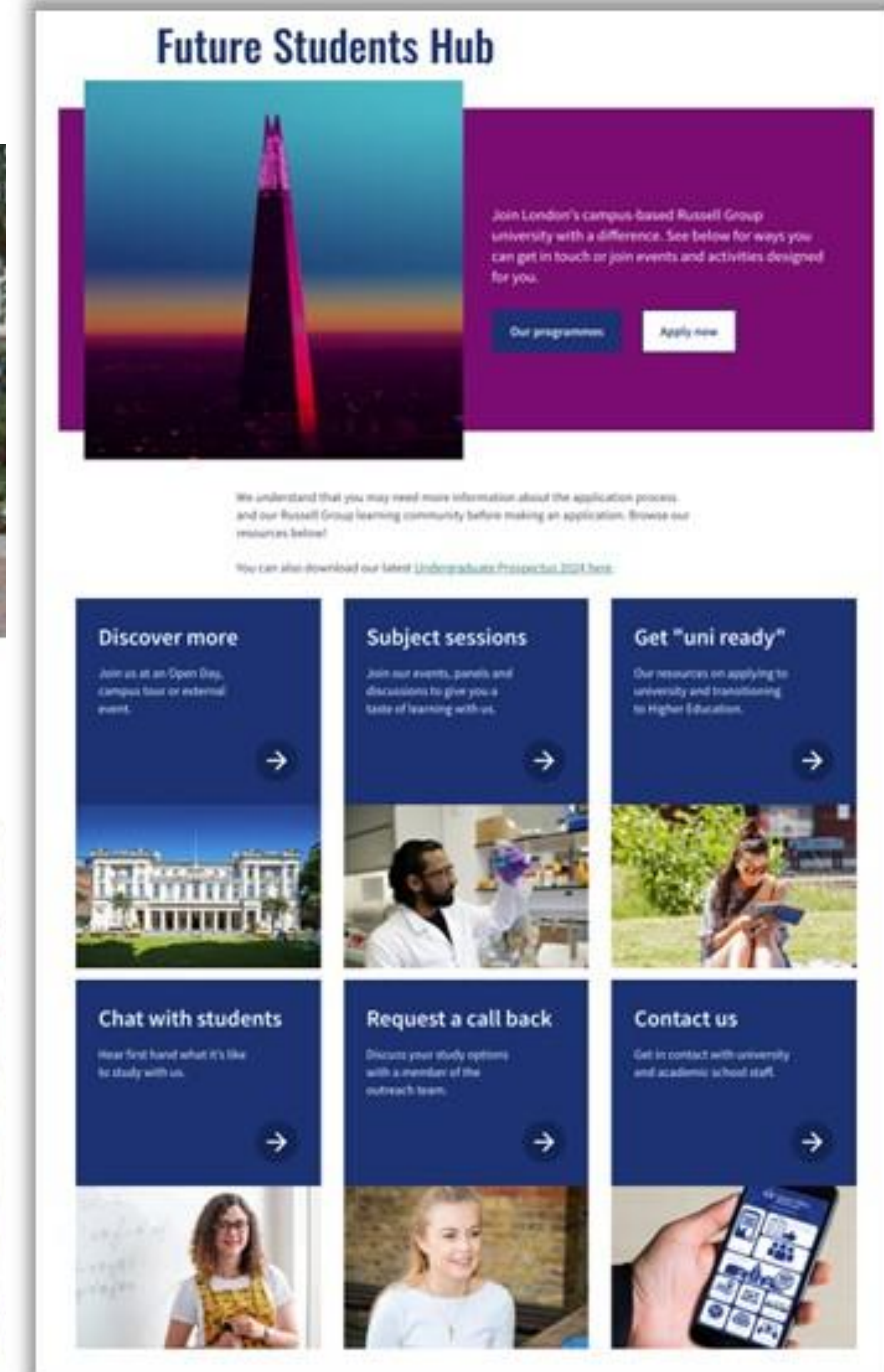
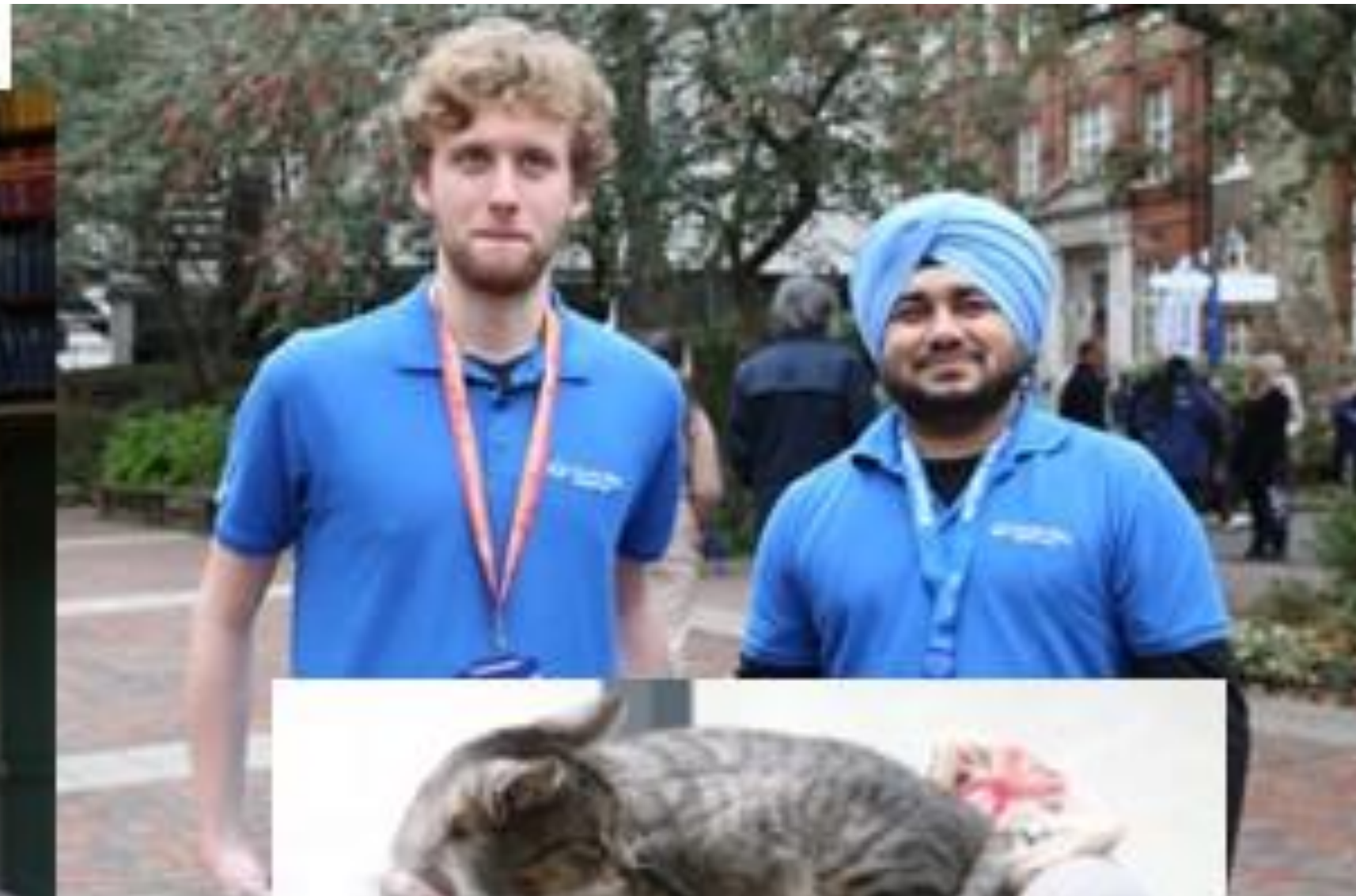
Did not
receive
grades for
chosen
course



Switched
university,
switched
course, or
traded up

Graph Source: Savanta's Marcomms Success. Base: 1st year students who went through Clearing, 2015-2023. Average base per year: 379

Navigating the transition



Graduate Attributes





Thank you



Queen Mary
University of London