

# Changes & Choices: An in-depth guide to University

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- The value of a degree
- The globalisation of Higher Education
- The Russell Group
- Key factors to consider when choosing a course
- League Tables & Competition
- Applications & Admissions

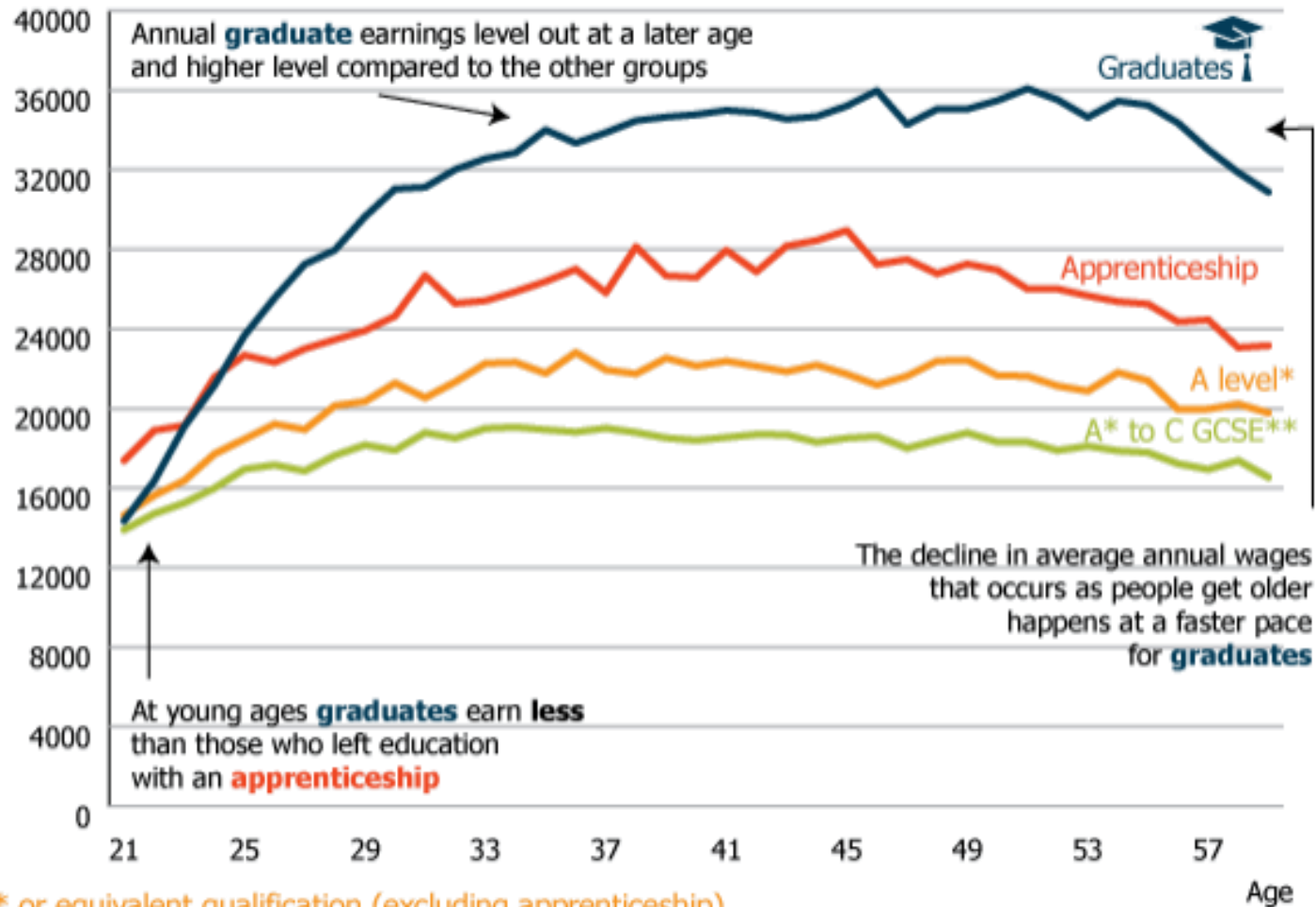
Is it really worth it?!

**Earning Potential**  
**• Employment Opportunities**  
**Intrinsic Value**

?

# Graduate Earnings (2013 data)

Average Gross  
Annual Wage (£)



\* or equivalent qualification (excluding apprenticeship)

\*\* or equivalent qualification

**MORE THAN**

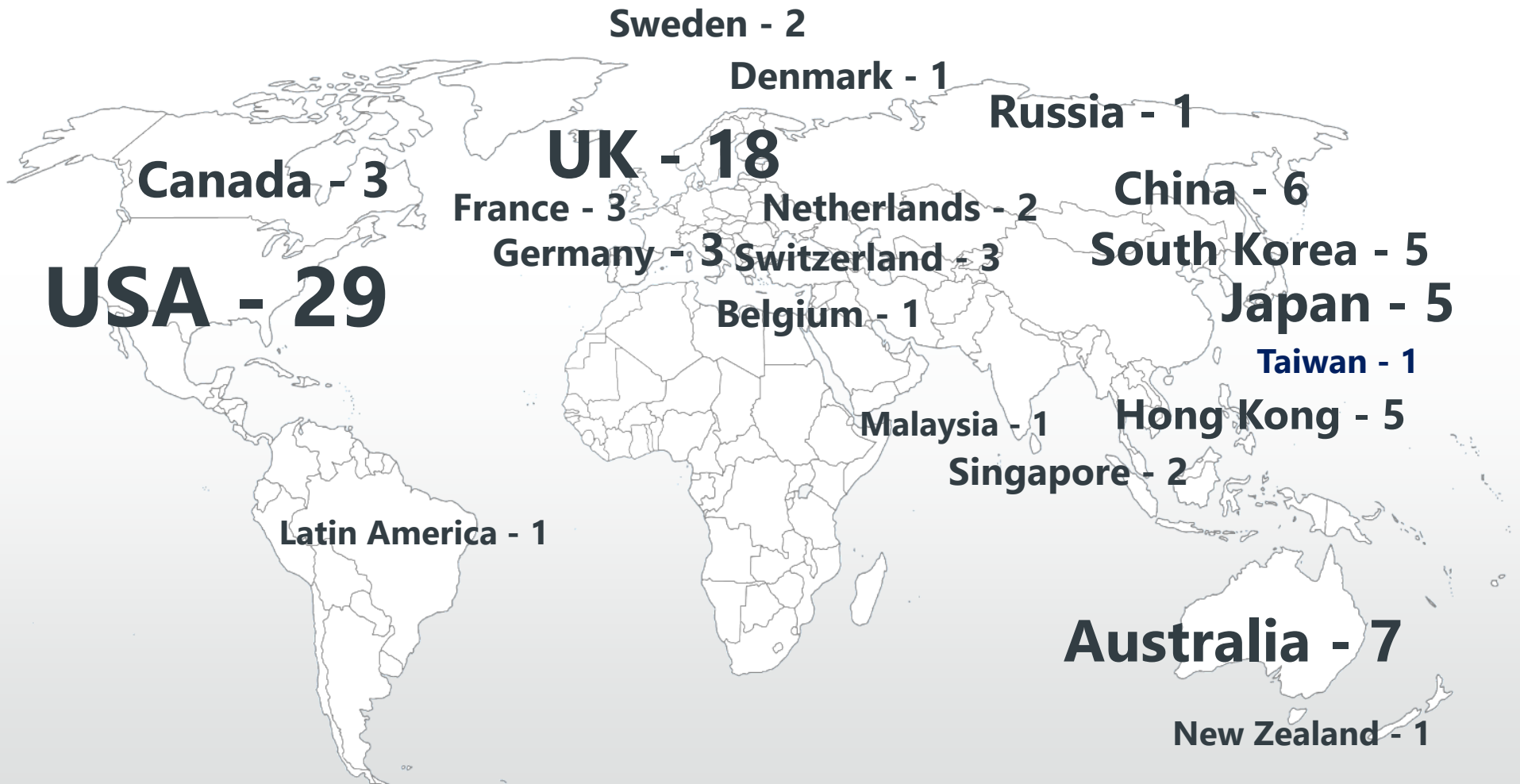
**80%**

**OF EMPLOYERS DO NOT SPECIFY  
AN AREA OF STUDY WITHIN  
THEIR GRADUATE JOB ADVERTISEMENTS.**

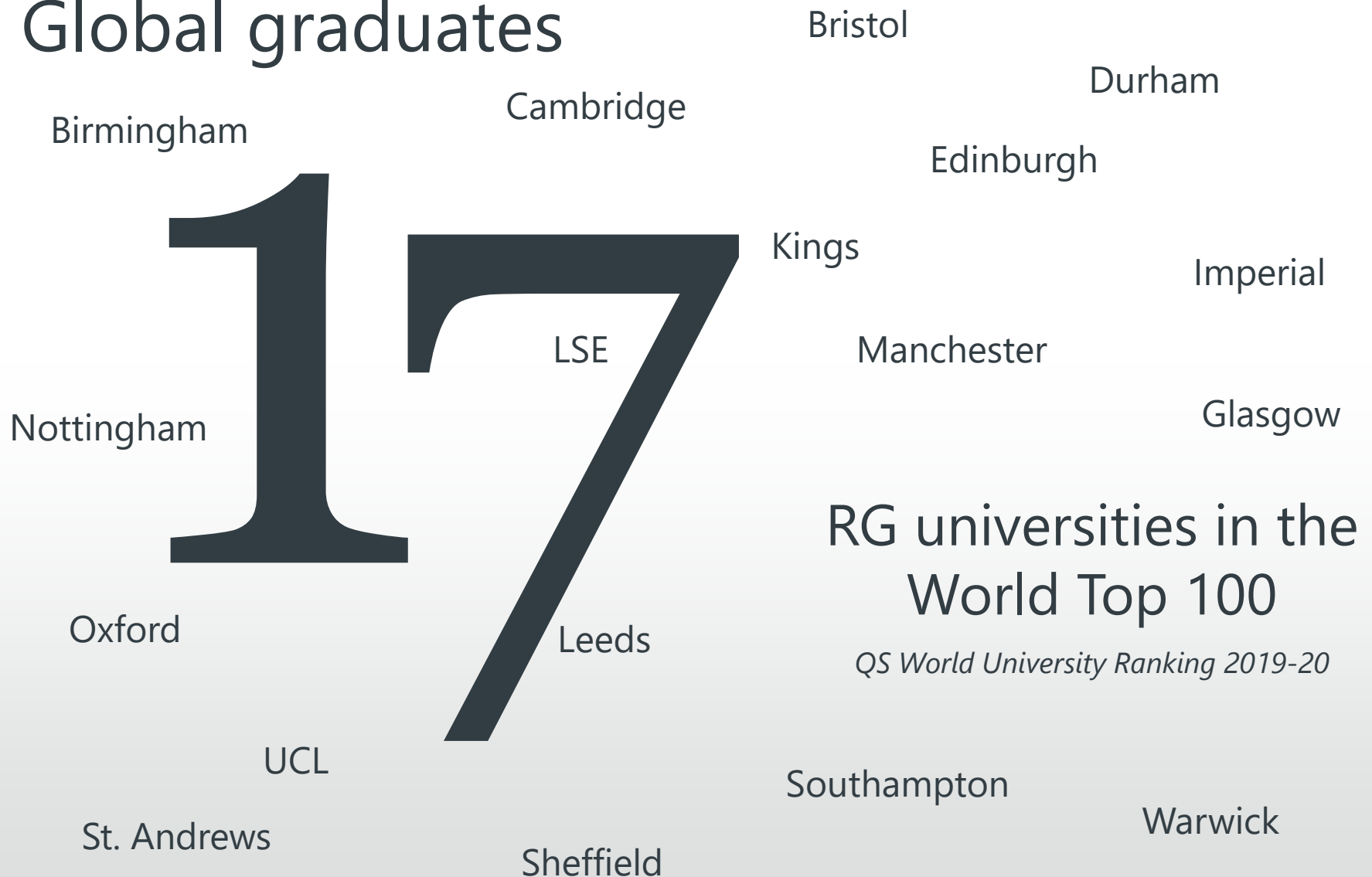
**EVEN FEWER REQUIRE  
A SPECIFIC DEGREE**

(TARGET JOBS 2013).

# The globalization of Higher Education (2020)



# Global graduates



# Research intensive universities

UNIVERSITY OF  
BIRMINGHAM

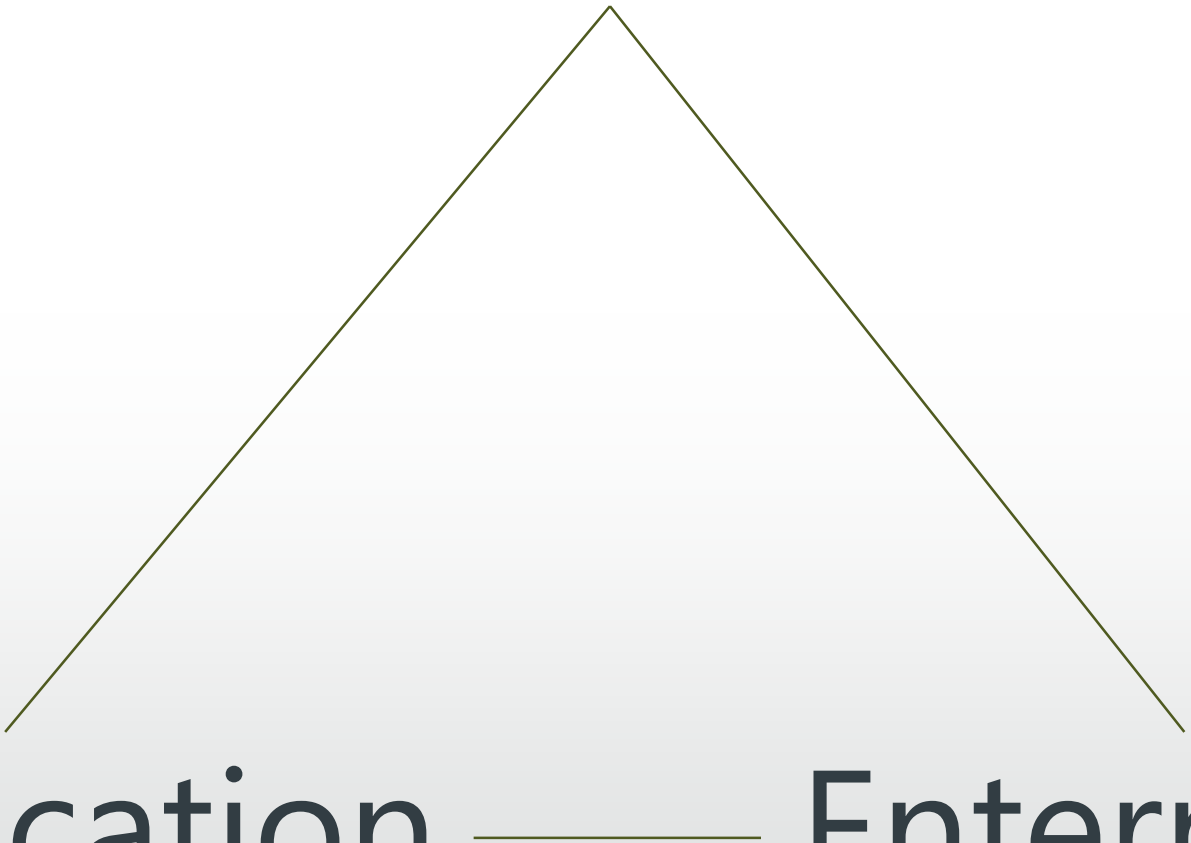


THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE





# Research



Education — Enterprise



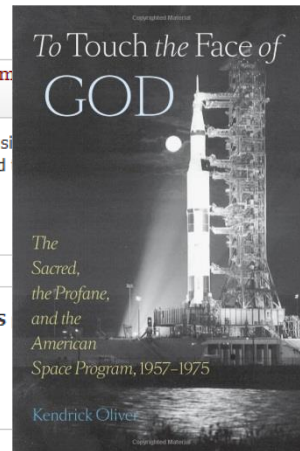
# Kendrick Oliver

PhD

**Primary position:** Professor of American History  
**Other positions:** Director, Centre for Imperial and Post-Colonial Studies, History Combined Honours coordinator (inc. Modern History and Politics)

## HIST2064 The Space Age

Module overview	Aims and objectives	Syllabus	Learning and teaching	Assessment
<p>This module explores the causes, course and meaning of 'the space age,' focusing on the period between the launch of the first earth satellite (Sputnik) in 1957 and the Apollo command module in the 1975 Apollo-Soyuz mission.</p> <p><b>Module Co-ordinator:</b> Dr Kendrick Oliver</p>				
<p><b>Module Details</b></p> <p><b>Title:</b> The Space Age  <b>Code:</b> HIST2064  <b>Year:</b> 2  <b>Semester:</b> 1</p> <p><b>CATS points:</b> 30 ECTS  <b>Level:</b> Undergraduate</p>				
<p><b>Pre-requisites and / or co-requisites</b></p> <p>n/a</p>				
<p><b>Programmes in which this module is compulsory</b></p> <p>n/a</p>				



## HIST3069 The Vietnam War in American History and Memory. Part 1.

Module overview	Aims and objectives	Syllabus	Learning and teaching	Assessment
<p>This module will explore the historical controversies surrounding the origins and course of the US intervention in Vietnam, its immediate and long-term impacts upon that country, and its legacies with respect to US foreign policy.</p> <p><b>Co-ordinator:</b> Kendrick Oliver <b>Lecturer:</b> Kendrick Oliver</p>				
<h3>Module Details</h3>				
<p><b>Title:</b> The Vietnam War in American History and Memory. Part 1. <b>Code:</b> HIST3069 <b>Year:</b> 3 <b>Semester:</b> 1</p>			<p><b>CATS points:</b> 30 <b>ECTS points:</b> 15 <b>Level:</b> Undergraduate</p>	
<h3>Pre-requisites and / or co-requisites</h3>				
<p>Single honours students must take 'The Vietnam War in American History and Memory. Part 2.' in semester 2.</p>				
<b>Module</b>			<b>Code</b>	<b>Year</b>
The Vietnam War in American Memory and History. Part 2.			HIST3070	3

## Articles

Oliver, K. (2015). [Discovering creation: the cosmic microwave background at 50](#). *BBC Sky at Night*, (120), 62-67.

Oliver, K. (2014). [How to be \(the author of\) Born Again: Charles Colson and the writing of conversion in the age of evangelicalism](#). *Religions*, 5(3), 886-911. DOI: [10.3390/rel5030886](#)

Oliver, K. (2014). [Killer in Manila? Reviews in American History](#), 42(3). DOI: [10.1353/rah.2014.0083](#)

Oliver, K. (2013). ["Hj, fellas, come on in." Norman Carlson, the Federal Bureau of Prisons, and the Rise of Prison Fellowship](#). *Journal of Church and State*, 55(4), 1. DOI: [10.1093/jcs/css054](#)

Oliver, K. (2013). [The Apollo 8 Genesis reading and religion in the Space Age](#). *Astropolitics: The International Journal of Space Politics & Policy*, 11(1-2), 116-121. DOI: [10.1080/14777622.2013.803216](#)

Oliver, K. (2012). [The spirit of Apollo](#). *BBC Sky at Night Magazine*, 64-68.

Oliver, K. (2006). [Coming to terms with the past: My Lai](#). *History Today*.

Oliver, K. (2004). [Towards a new moral history of Vietnam war?](#) *The Historical Journal*, 47(3), 757-774. DOI: [10.1017/S0018246X04003942](#)

Oliver, K. (2003). [Atrocity, authenticity and American exceptionalism: \(ir\)rationalizing the massacre at My Lai](#). *Studies*, 37(2), 247-268. DOI: [10.1017/S0021875803007102](#)

Oliver, K., & Gray, P. (2001). [The memory of catastrophe](#). *History Today*.

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Oliver, K. (1999). ["Post-industrial society" and the psychology of the American far-right, 1950-1974](#). *Journal of History*, 34(4), 601-618.

## Books

Oliver, K. (2013). [To touch the face of God: the sacred, the profane and the American space program, 1957-75](#). Johns Hopkins University Press.

Oliver, K. J. (2006). [The My Lai Massacre in American history and memory](#). Manchester, UK: Manchester University Press.

Gray, P., & Oliver, K. (Eds.) (2004). [The memory of catastrophe](#). Manchester, UK: Manchester University Press.

Oliver, K. (1998). [Kennedy, Macmillan and the nuclear test-ban debate, 1961-63](#). Basingstoke, GB: Palgrave Macmillan.

Oliver, K. (1997). [Kennedy, Macmillan and the nuclear test-ban debate, 1961-63](#). (Studies in Military and Strategic History). Basingstoke, GB: Palgrave Macmillan.

## Book Chapters

Oliver, K. (2013). [Attica, Watergate and the origin of evangelical prison ministry, 1969-75](#). In A. R. Schaefer (Ed.), *American Evangelicals and the 1960s* (pp. 121-138). (Studies in American Thought and Culture). United Kingdom of Great Britain and Northern Ireland, GB: University of Wisconsin Press.

Oliver, K. J. (2010). ["Post-industrial society" and the psychology of the American Far Right, 1950-74](#). In B. Smart (Ed.), *Post-Industrial Society* (SAGE Key Debates in Sociology). London, UK: SAGE Publications.

Oliver, K. (2004). ["Not much of a place anymore": the reception and memory of the massacre at My Lai](#). In P. Gray, & K. Oliver (Eds.), *The Memory of Catastrophe* (pp. 171-189). Manchester, UK: Manchester University Press.

Gray, P., & Oliver, K. (2004). [Introduction](#). In P. Gray, & K. Oliver (Eds.), *The Memory of Catastrophe* (pp. 1-18). Manchester: Manchester University Press.

# University guide University league table

All UK universities ranked by the Guardian

theguardian.com, Monday 3 June 2013 18.00 BST

## University league table

More about the university guide

Rank 2014	2013	Change	Institution	Student/staff ratio	Capex/profit (%)
1	1		Cambridge	1.6	81
2	2		Oxford	1	76
3	3		London School of Economics	1	82
4	4		St Andrews		74
5	5		Durham		82
6	6		Imperial College London		78
7	7		University College London		79
8	8		Bath		69
9	9		Warwick		84
10	10		Exeter		74
11	11		Surrey		78
12	12		Lancaster		79
13	13		York		69
14	14		Leicester		84
15	15		Birmingham		74
16	16		Loughborough		78
17	17		Bristol		79
18	18		East Anglia		69
19	19		Edinburgh		84
20	20		Southampton		74
21	21		Newcastle		78
22	22		Glasgow		79
23	23		Nottingham		69
24	24		Sheffield		84
25	25		Sheffield Hallam		74
26	26		Sheffield		78
27	27		Sheffield		79
28	28		Sheffield		69
29	29		Sheffield		84
30	30		Sheffield		74

## THE TIMES AND THE SUNDAY TIMES GOOD UNIVERSITY GUIDE LEAGUE TABLE

The definitive university rankings measure student satisfaction, research quality, graduate prospects, entrance qualifications, degree results achieved, student/staff ratios, services and facilities spend, and dropout rates.

Rank	Institution	Location	Overall score
1	California Institute of Technology	United States	95.5
2	University of Oxford	United Kingdom	93.7
3	Stanford University	United States	93.7
4	Harvard University	United States	93.1
5	Massachusetts Institute of Technology	United States	92.7
6	Princeton University	United States	92.6
7	University of Cambridge	United Kingdom	90.6
8	Imperial College London	United Kingdom	90.5
9	University of California, Berkeley	United States	90.4
10	University of Chicago	United States	89.2
11	Yale University	United States	87.8
12	ETH Zurich - Swiss Federal Institute of Technology Zurich	Switzerland	87.7
13	University of California, Los Angeles	United States	87.0
14	Columbia University	United States	86.6
15	University of Pennsylvania	United States	85.9
16	Johns Hopkins University	United States	85.5
17	University College London	United Kingdom	83.3
18	Cornell University	United States	83.1
19	Northwestern University	United States	82.6
20	University of Michigan	United States	82.2

## Times Higher Education Table of Tables

Rank 2014	Rank 2013	Change	Institution	Complete University Guide rank	Guardian Rank	Times Good University Guide rank	Total score
1	1		Cambridge	1	1	1	90
2	2		Oxford	2	2	2	87
3	3		London School of Economics	3	3	3	84
4	4		St Andrews	6	4	4	79
5	5		Durham	5	6	6	76
6	6		Imperial College London	4	9	5	75
7	7		University College London	7	5	9	72
8	8		Bath	9	7	7	70
9	9		Warwick	8	10	10	65
10	10		Exeter	10	12	8	63
11	11		Surrey	13	8	12	59
12	12		Lancaster	11	11	11	54
13	13		York	12	16	14	50
14	14		Leicester	16	13	15	45
15	15		Birmingham	17	15	16	44
16	16		Loughborough	14	14	21	40
17	17		Bristol	15	23	17	39
18	18		East Anglia	20	17	22	34
19	19		Edinburgh	18	19	20	29
20	20		Southampton	20	24	20	26
21	21		Newcastle	22	27	18	24
22	22		Glasgow	23	21	25	24
23	23		Nottingham	24	28	23	18
24	24		Sheffield	26	38	18	16
25	25		Sheffield Hallam	33	22	24	16
26	26		Sheffield	19	32	27	16
27	27		Sheffield	19	32	27	16
28	28		Sheffield	19	32	27	16
29	29		Sheffield	19	32	27	16
30	30		Sheffield	19	32	27	16

### How the table is set

Each year since 2008, Times Higher Education has compiled a 'Table of Tables' to offer a snapshot of how universities are viewed by national newspapers. This year, it was calculated by giving the 30 top-ranked institutions in league tables compiled by the Times and The Sunday Times, The Guardian and The Complete

University Guide points corresponding to their position (30 for first place, 29 for second and so on). The total scores determined the positions. We make no claims for statistical rigour and acknowledge the methodological limitations.

Note: n/a means institution was ranked outside the top 30

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## THE COMPLETE UNIVERSITY GUIDE INDEPENDENT • TRUSTED

University Name	Entry Standards	Student Satisfaction	Research Assessment	Graduate Prospects	Overall Score
608	<div><div></div></div>	4.19 <div><div></div></div>	<div><div></div></div>	84.9 <div><div></div></div>	1000 <div><div></div></div>
582	<div><div></div></div>	4.20 <div><div></div></div>	2.98 <div><div></div></div>	79.7 <div><div></div></div>	990 <div><div></div></div>
541	<div><div></div></div>	4.00 <div><div></div></div>	2.96 <div><div></div></div>	85.1 <div><div></div></div>	975 <div><div></div></div>
560	<div><div></div></div>	3.99 <div><div></div></div>	2.94 <div><div></div></div>	87.7 <div><div></div></div>	933 <div><div></div></div>
507	<div><div></div></div>	4.15 <div><div></div></div>	2.72 <div><div></div></div>	79.5 <div><div></div></div>	925 <div><div></div></div>
521	<div><div></div></div>	4.15 <div><div></div></div>	2.72 <div><div></div></div>	75.4 <div><div></div></div>	891 <div><div></div></div>
509	<div><div></div></div>	3.95 <div><div></div></div>	2.84 <div><div></div></div>	82.9 <div><div></div></div>	859 <div><div></div></div>
504	<div><div></div></div>	3.99 <div><div></div></div>	2.80 <div><div></div></div>	77.1 <div><div></div></div>	854 <div><div></div></div>
478	<div><div></div></div>	4.16 <div><div></div></div>	2.71 <div><div></div></div>	81.8 <div><div></div></div>	852 <div><div></div></div>
468	<div><div></div></div>	4.17 <div><div></div></div>	2.62 <div><div></div></div>	74.6 <div><div></div></div>	848 <div><div></div></div>
435	<div><div></div></div>	4.12 <div><div></div></div>	2.71 <div><div></div></div>	74.4 <div><div></div></div>	842 <div><div></div></div>
454	<div><div></div></div>	4.13 <div><div></div></div>	2.78 <div><div></div></div>	69.6 <div><div></div></div>	826 <div><div></div></div>
409	<div><div></div></div>	4.15 <div><div></div></div>	2.58 <div><div></div></div>	71.2 <div><div></div></div>	824 <div><div></div></div>
410	<div><div></div></div>	4.11 <div><div></div></div>	2.62 <div><div></div></div>	73.2 <div><div></div></div>	818 <div><div></div></div>
485	<div><div></div></div>	4.01 <div><div></div></div>	2.72 <div><div></div></div>	80.8 <div><div></div></div>	815 <div><div></div></div>
411	<div><div></div></div>	4.16 <div><div></div></div>	2.45 <div><div></div></div>	69.5 <div><div></div></div>	812 <div><div></div></div>
443	<div><div></div></div>	4.03 <div><div></div></div>	2.64 <div><div></div></div>	79.1 <div><div></div></div>	810 <div><div></div></div>
485	<div><div></div></div>	3.84 <div><div></div></div>	2.75 <div><div></div></div>	75.0 <div><div></div></div>	802 <div><div></div></div>
463	<div><div></div></div>	3.89 <div><div></div></div>	2.69 <div><div></div></div>	86.9 <div><div></div></div>	796 <div><div></div></div>
415	<div><div></div></div>	4.12 <div><div></div></div>			

2020 ▾	2019 ▾	Institution ▾	Guardian score/100 ▾	Satisfied with course ▾	Satisfied with teaching ▾	Satisfied with feedback ▾	Student to staff ratio	Spend per student/10 ▾	Average entry tariff ▾
1	1	<a href="#">Cambridge</a>	100	n/a	n/a	n/a	11.2	9.8	224
2	3	<a href="#">St Andrews</a>	97.9	93	93	80	11.7	6.1	208
3	2	<a href="#">Oxford</a>	97.6	n/a	n/a	n/a	10.4	10	215
4	4	<a href="#">Loughborough</a>	83.4	88	88		13.4	9	162
5	5	<a href="#">Durham</a>	81.6	85	85			5.3	195
6	6	<a href="#">Bath</a>	80	86	87		15.9	2	182
7	7	<a href="#">Imperial College</a>	79.3	82	84		11	1	206
7	9	<a href="#">Lancaster</a>	79.3	89	87		12.6	8	157
9	8	<a href="#">Warwick</a>	73.9	86	86	70	13	7.7	180
10	14	<a href="#">Exeter</a>	73.2	87	89	74	15.9	3.5	172
11	10	<a href="#">Leeds</a>	71.8	88	90	73	13.4	7	166
12	16	<a href="#">Nottingham Trent</a>	71.2	88	87	80	14.5	6	136
13	n/a	<a href="#">Uni for the Creative Arts</a>	71.1	83	85	81	12.9	7.7	144
14	24	<a href="#">Glasgow</a>	70.9	87	90	69	13.7	5.5	200
111	117	<a href="#">London Met</a>	35.1	78	83	73	17	4.1	101
112	96	<a href="#">Glyndwr</a>	34.2	75	83	74	21.2	2.2	114
113	99	<a href="#">Cardiff Met</a>	34.1	82	82	70	18.8	4.7	109
114	107	<a href="#">Brighton</a>	34	77	82	70	18.5	3.4	117
115	116	<a href="#">Wolverhampton</a>	33.8	83	84	73	18	5	111
116	118	<a href="#">Cumbria</a>	33.1	74	80	70	16.8	3.7	126
117	108	<a href="#">Canterbury Christ Church</a>	32.5	81	85	73	16.3	4.1	110
118	120	<a href="#">Leeds Beckett</a>	31.7	85	85	73	19.3	3.7	112
119	102	<a href="#">Suffolk</a>	31.4	79	81	73	18.8	5.9	117
120	121	<a href="#">Bucks New Uni</a>	28.2	72	79	70	15.8	7	116
121	113	<a href="#">Bedfordshire</a>	27.9	82	84	73	17	5.5	101

16

Out of

25

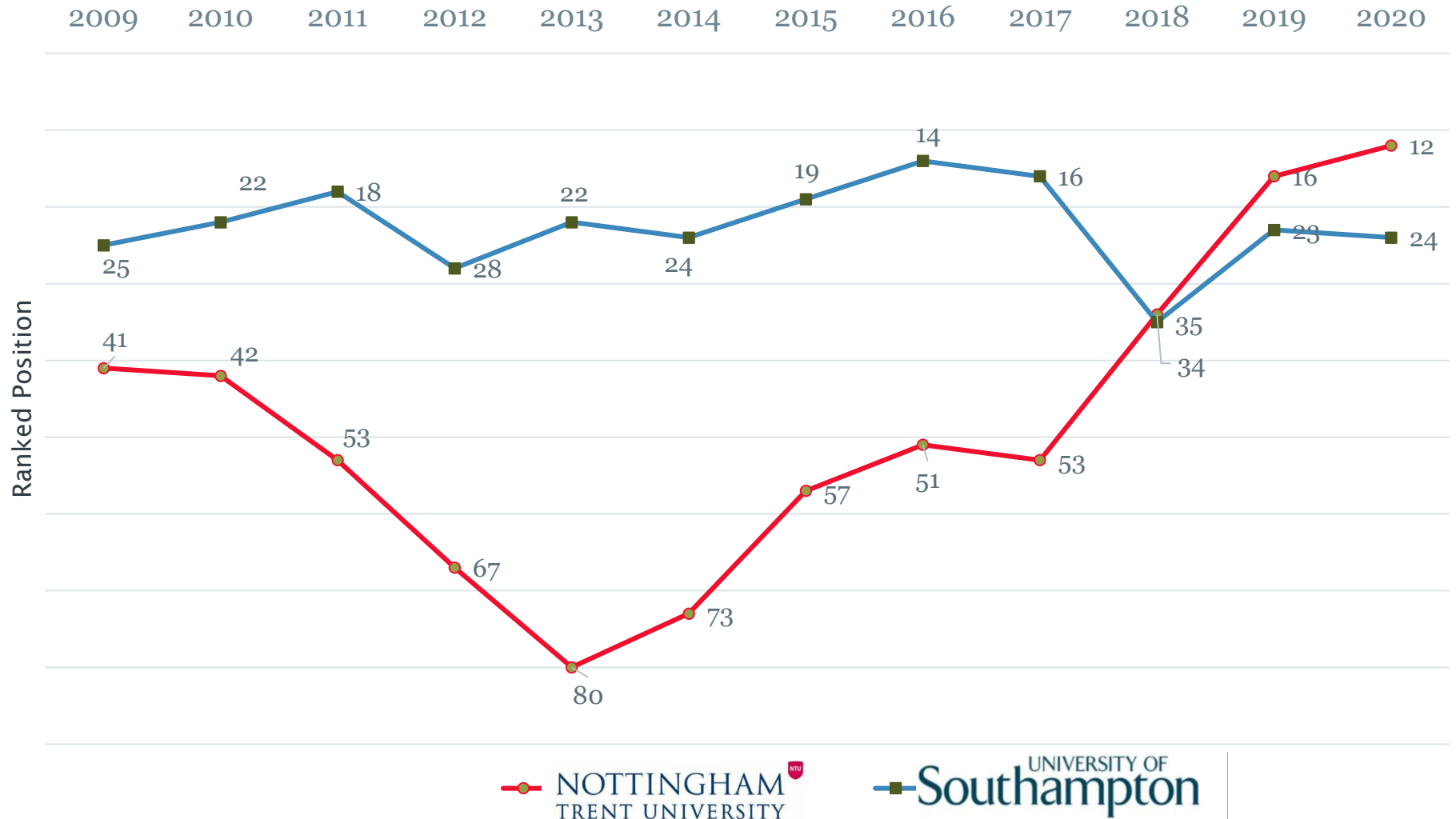
are

Russell Group Universities

16  
Out of 25  
are  
Russell Group  
Universities



# Ranked Changes



<b><i>Guardian</i></b>	<b><i>The Times &amp; Sunday Times</i></b>	<b><i>Complete University Guide</i></b>
<ul style="list-style-type: none"> <li>• Entry qualifications</li> <li>• Student satisfaction: <ul style="list-style-type: none"> <li>• Satisfied overall</li> <li>• Satisfied with teaching</li> <li>• Satisfied with feedback</li> </ul> </li> <li>• Student : staff ratio</li> <li>• Value-added score</li> <li>• Graduate careers</li> <li>• Spend per student</li> </ul>	<ul style="list-style-type: none"> <li>• Entry qualifications</li> <li>• Student satisfaction: <ul style="list-style-type: none"> <li>• Student experience</li> <li>• Teaching quality</li> </ul> </li> <li>• Student : staff ratio</li> <li>• Completion</li> <li>• Degree classifications</li> <li>• Graduate careers</li> <li>• Research quality</li> <li>• Services and facilities spend per student</li> </ul>	<ul style="list-style-type: none"> <li>• Entry qualifications</li> <li>• Student satisfaction</li> <li>• Student : staff ratio</li> <li>• Completion</li> <li>• Degree classifications</li> <li>• Graduate careers</li> <li>• Research quality</li> <li>• Research intensity</li> <li>• Academic services spend per student</li> <li>• Facilities spend per student</li> </ul>

## Destinations of 2014/15 Graduating Cohort –

### Chemistry<sup>1</sup>

The data below was collected as part of the annual Destinations of Leavers from Higher Education survey. It relates to full-time, undergraduate students from the United Kingdom.



STUDENTS SURVEYED	OVERALL RESPONSE RATE
90	92.1%

Typical Salary Range £20,000-£24,999

(For those in full-time, graduate level employment)



#### EXAMPLE EMPLOYERS

- Barclays
- British Sugar
- Deloitte
- European Space Agency
- Hospira
- Oxford University Press

#### EXAMPLE JOB TITLES

- Chemical Analyst
- Quality Assurance Officer
- Research Chemist
- Toxicologist
- Trainee Accountant
- Trainee Teacher

#### EXAMPLE FURTHER STUDY COURSES

- EngD in Biochemical Engineering
- MSc Chemistry
- PGCE Science
- PhD Biochemistry
- PhD Chemistry

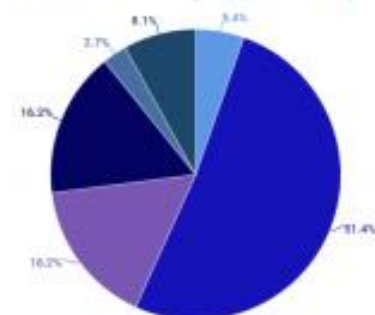
76%

OF LEAVERS STATED THAT  
THEIR COURSE PREPARED  
THEM EITHER WELL OR VERY  
WELL FOR EMPLOYMENT



Recruitment agency/website	29.7%
Employer's website	18.9%
Personal contacts	13.5%
Speculative application	8.1%
Other	8.1%
University/College (Other source)	5.4%
Media	5.4%
Already worked there	5.4%
University/College (Careers Service)	2.7%

#### EMPLOYMENT BASIS (excludes unknown)



On a permanent or open-ended contract	51.4%
Fixed-term contract (12 months or longer)	16.2%
Fixed-term contract (less than 12 months)	16.2%
Temping (including supply teaching)	8.1%
Self-employed/freelance	5.4%
Internship/Placement	2.7%

#### EMPLOYMENT LOCATIONS FOR FACULTY OF NATURAL AND ENVIRONMENTAL SCIENCES





Value for Money

Vs

Return on Investment

# Targeted by top employers

UNIVERSITY OF  
Southampton

Google

IBM



Network Rail

BBC

BRITISH AIRWAYS



Microsoft

pwc

BARCLAYS

NHS

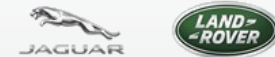
KPMG

John Lewis



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accenture

19 out of the top 20 Universities  
targeted by top employers are  
in the Russell Group



Produced by



# Universities Targeted by the Largest Number of Top Employers in 2018-2019

	Ranking in 'Good University Guide' *		Ranking in 'Good University Guide' *
1. Manchester	20	14. Exeter	12
2. Bristol	19	15. Edinburgh	28
3. Birmingham	14	16. York	22
4. Warwick	10	17. London School of Economics	9
5. London University College	8	18. Newcastle	21
6. Cambridge	1	19. Southampton	18
7. Nottingham	16	20. London King's College	35
8. Durham	7	21. Loughborough	5
9. Leeds	11	22. Glasgow	17
10. Oxford	2	23. Cardiff	32
11. London Imperial College	4	24. Liverpool	31
12. Sheffield	25	25. Leicester	38
13. Bath	13		

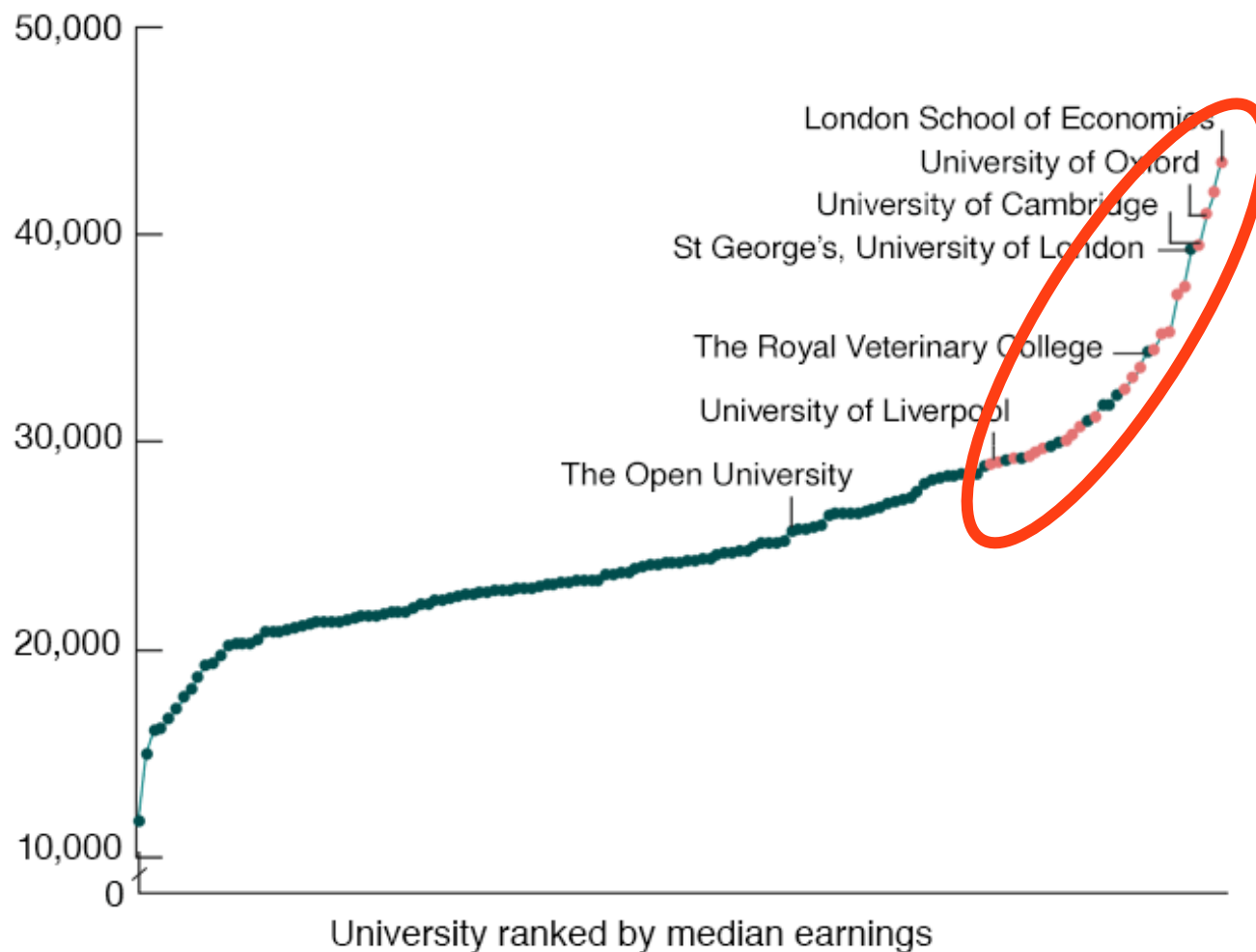
Source - The Graduate Market in 2019

\* The Times & Sunday Times Good University Guide 2019

# Graduate earnings by university

Median annual earnings, five years after graduation (£)

● Non Russell Group ● Russell Group



# Why research intensive?

- The pursuit of knowledge
- You should expect it to be different to school and college
- You should look to enter a cutting edge research environment
- The current system of league tables & TEF doesn't show you the benefits
- Small class sizes – contact time is not the important question
- Comprehensive education – web science, natural sciences

# Preparing for your future

Major/Minor Course  
Choices

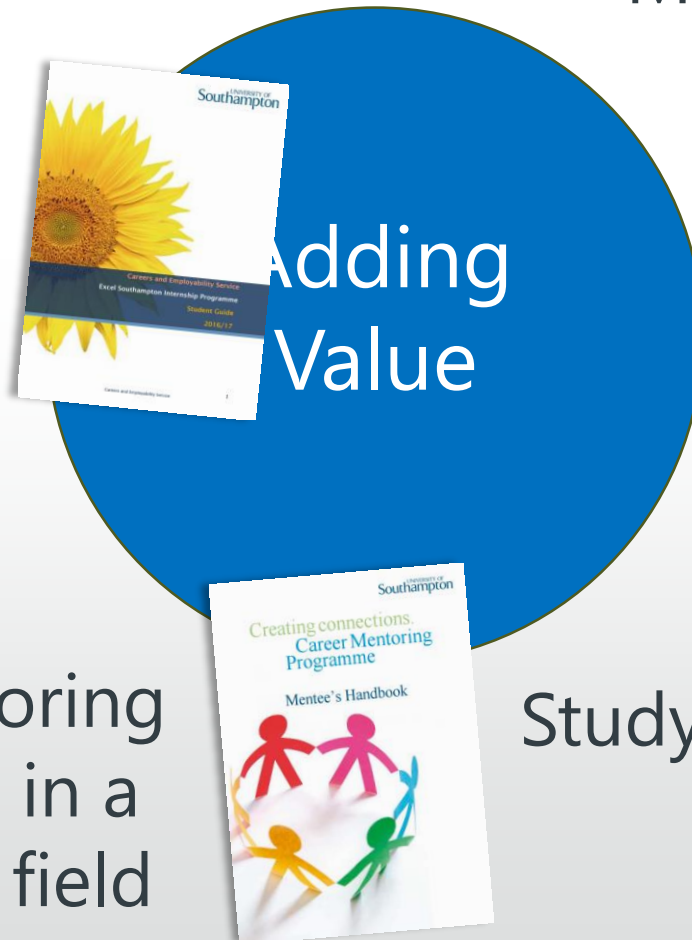
Free or subsidised  
Modern Language  
course

Summer work  
placements

Guaranteed  
place in halls

Access to mentoring  
by an alumnus in a  
relevant career field

Study abroad options



# Cross-curricular modules

Medicine

Environmental &  
Life Sciences


Engineering  
&  
Physical Sciences

UNIVERSITY OF  
Southampton

Arts &  
Humanities

Social  
Sciences

# Things to consider

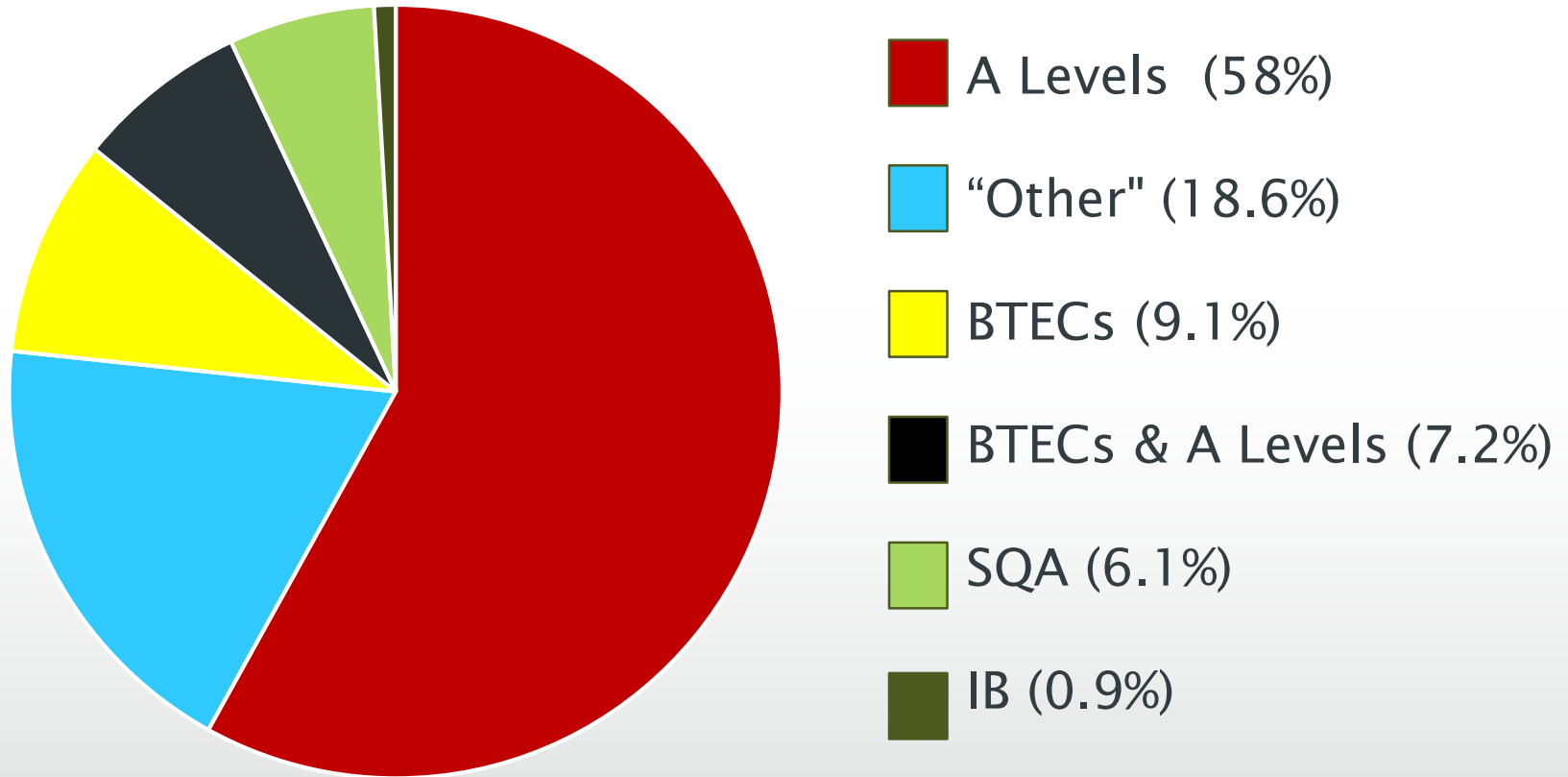
- Reputation, Employability & Student Satisfaction
  - Preparing you for your future careers and Course flexibility
  - Facilities, equipment and accommodation
  - How many hours of contact time, class sizes
  - Student life, sports, services, students union
  - Local area, transport links, distance from home
- 
- Open  
Day



# Qualifications, Applications & Admissions

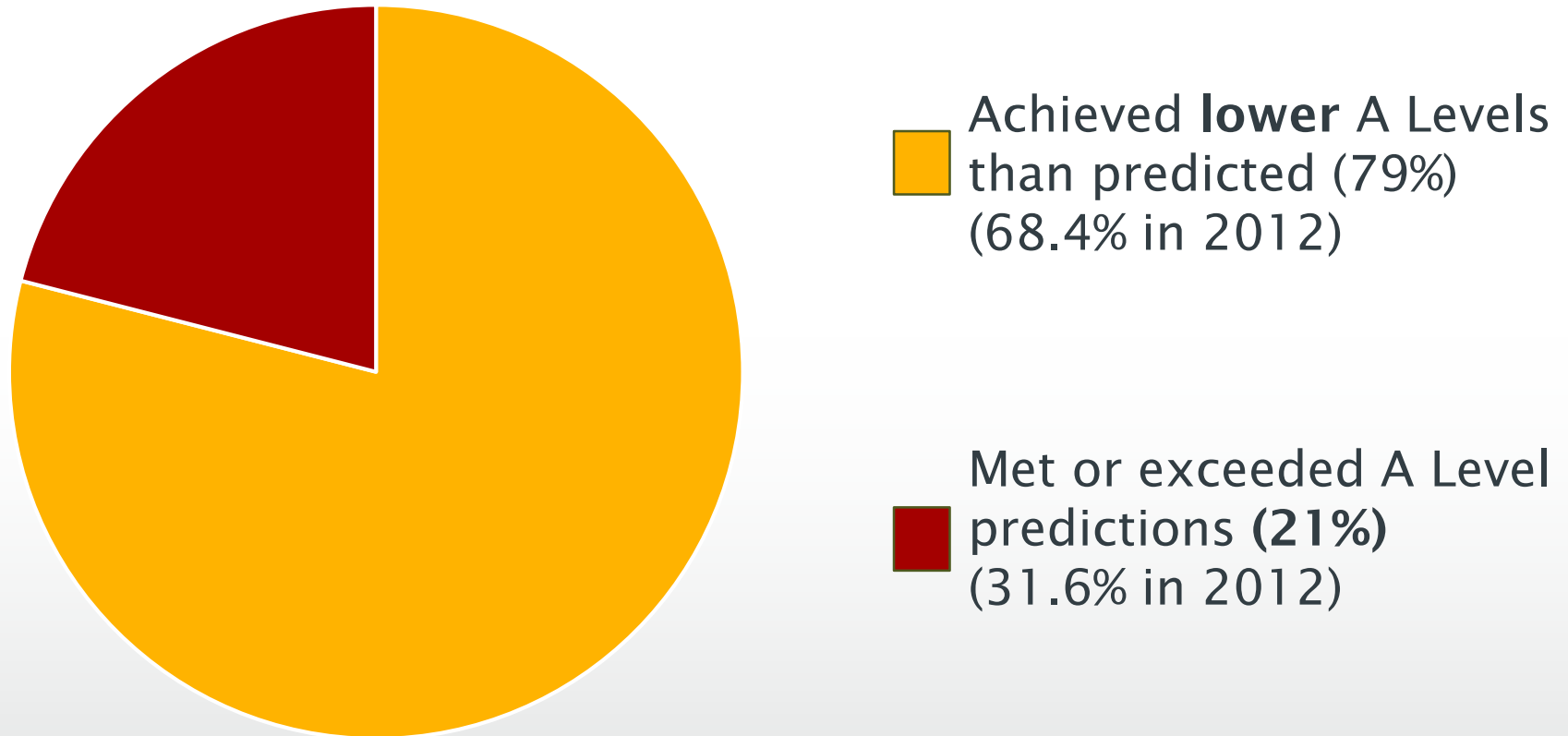
# Qualifications

Among UK 18 Year olds in 2019



# Predictions & Attainment

Among UK 18 Year olds in 2019



# 2012-2016 A Level Results

UNIVERSITY OF  
Southampton



Class of 2012 records biggest top grade drop in the history of A-Levels

*16<sup>th</sup> August 2012*

**The Telegraph**

A-level results 2013: top marks drop for second year in a row

The number of A-level students gaining top marks dropped for the second time in two years today following a dramatic shift towards “hard” subjects. *15<sup>th</sup> August 2013*



A-level results day 2014: Top grade passes fall for third year in a row

*14<sup>th</sup> August 2014*

**theguardian**

A-level results show falling proportion of top grades

*13<sup>th</sup> August 2015*

Rate of A or A\* grades falls for fourth consecutive year, dropping to 25.9% of papers, but overall pass rate rises, with 98.1% of papers graded E or above

**theguardian**

A-level results show another drop in A\* and A grades

*18<sup>th</sup> August 2016*

# 2013/14 Cycle

**theguardian**

## University places fill at record pace amid clearing competition

Students and colleges adapt quickly to great competition through clearing system for A-level students whose grades differ

*16<sup>th</sup> August 2013*

**Telegraph**

## Clearing 2013: top universities still recruiting bright students

Almost 800 courses are still available at Britain's best universities two weeks after the publication of A-level results as institutions scramble to fill the last remaining places.

*27<sup>th</sup> August 2013*



## Record numbers of students fill university places early

A spokesman for the Russell Group, which represents 24 leading universities, said all but seven had been in clearing.

*16<sup>th</sup> August 2013*

# 2014/15 Cycle

## Telegraph

### Clearing 2014: it's still all to play for

Not too many years ago, Ucas Clearing was a scramble; now students are taking full advantage of the opportunities the system presents, says Josie Gurney-Read

*19<sup>th</sup> August 2014*

## theguardian

### A-level results: record numbers get into university but pass rate falls

Higher proportion of pupils get A\* grades but percentage getting A\* to E drops for first time in decades

*14<sup>th</sup> August 2014*

## Telegraph

### Universities still recruiting students a month after A-levels

UCAS figures show most universities are still recruiting British students one month after A-level results were published, with some advertising vacancies on 700-plus courses

*21<sup>st</sup> September 2014*



## A-levels: Top grades down, but more university places

*13<sup>th</sup> August 2015*

### Telegraph

Clearing: Top British universities dropping grades as they struggle to fill places

Britain's top universities are desperately dropping grades as they struggle to fill places at usually highly-coveted courses during clearing

*14<sup>th</sup> August 2015*

### theguardian

Record number of students accepted to universities, figures show

This is the highest number of acceptances recorded on A-level results day

*13<sup>st</sup> August 2015*



## Worse results, more students, on A-level day

*18th August 2016*

theguardian

## Record number of clearing courses available to A-level students

*18th August 2016*

Ucas website lists 41,000 courses with vacancies as eleventh-hour system of university entry becomes more mainstream



## Record university offers as top A-level grades slip

*18th August 2016*

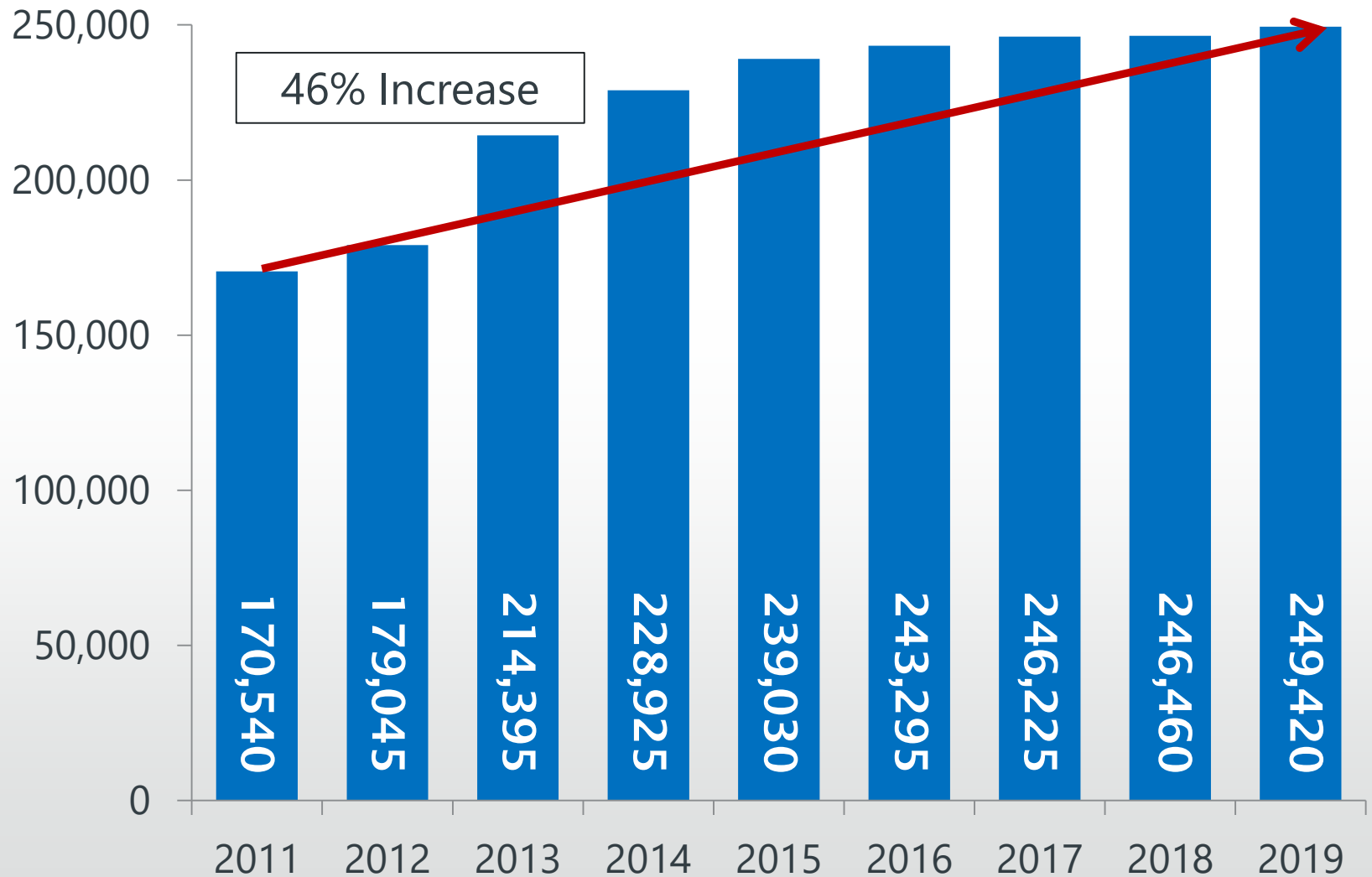
theguardian

## Ucas considers radical changes as clearing rates rise sharply

*19th August 2016*

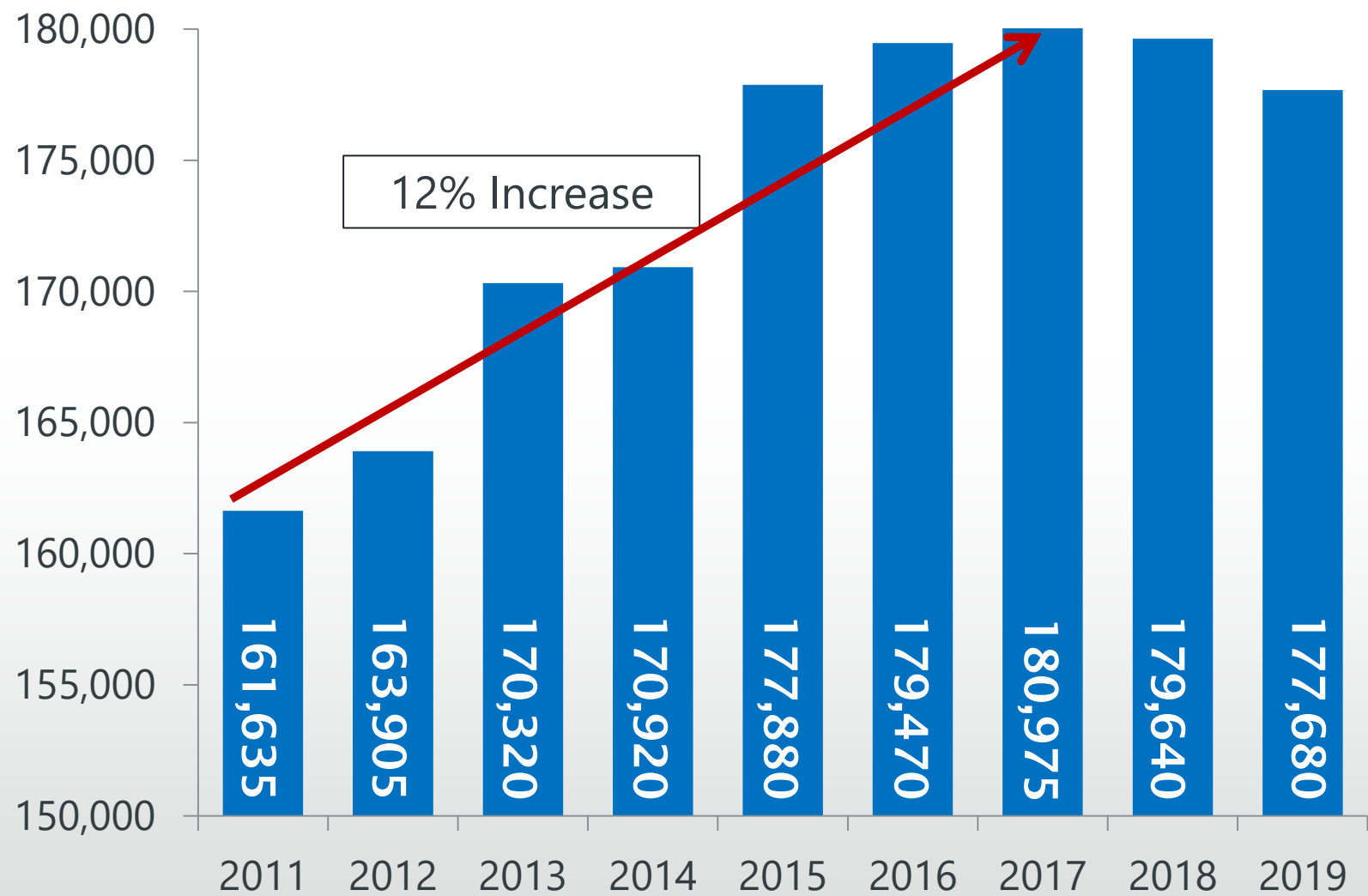


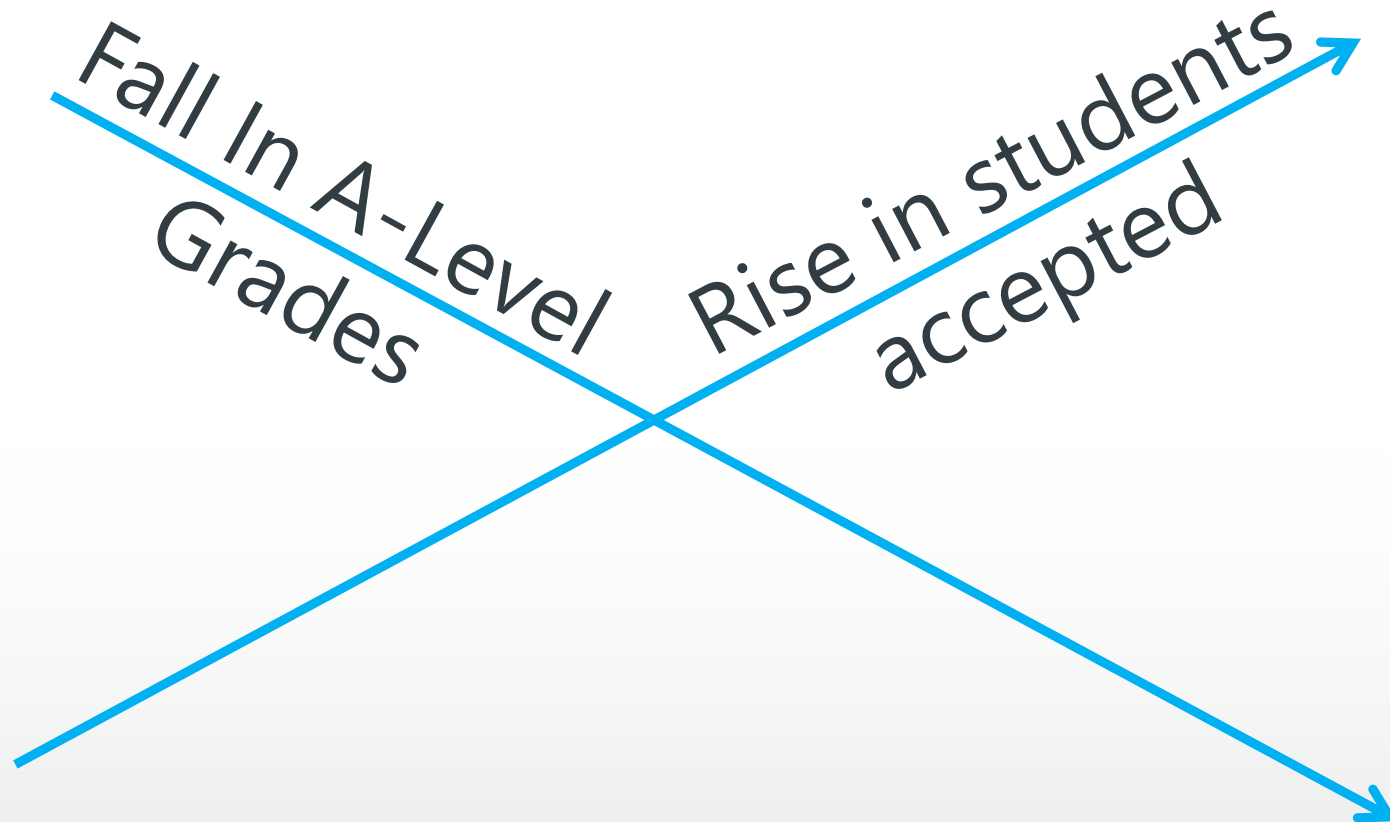
# Number of Applicants holding offers for all their applications

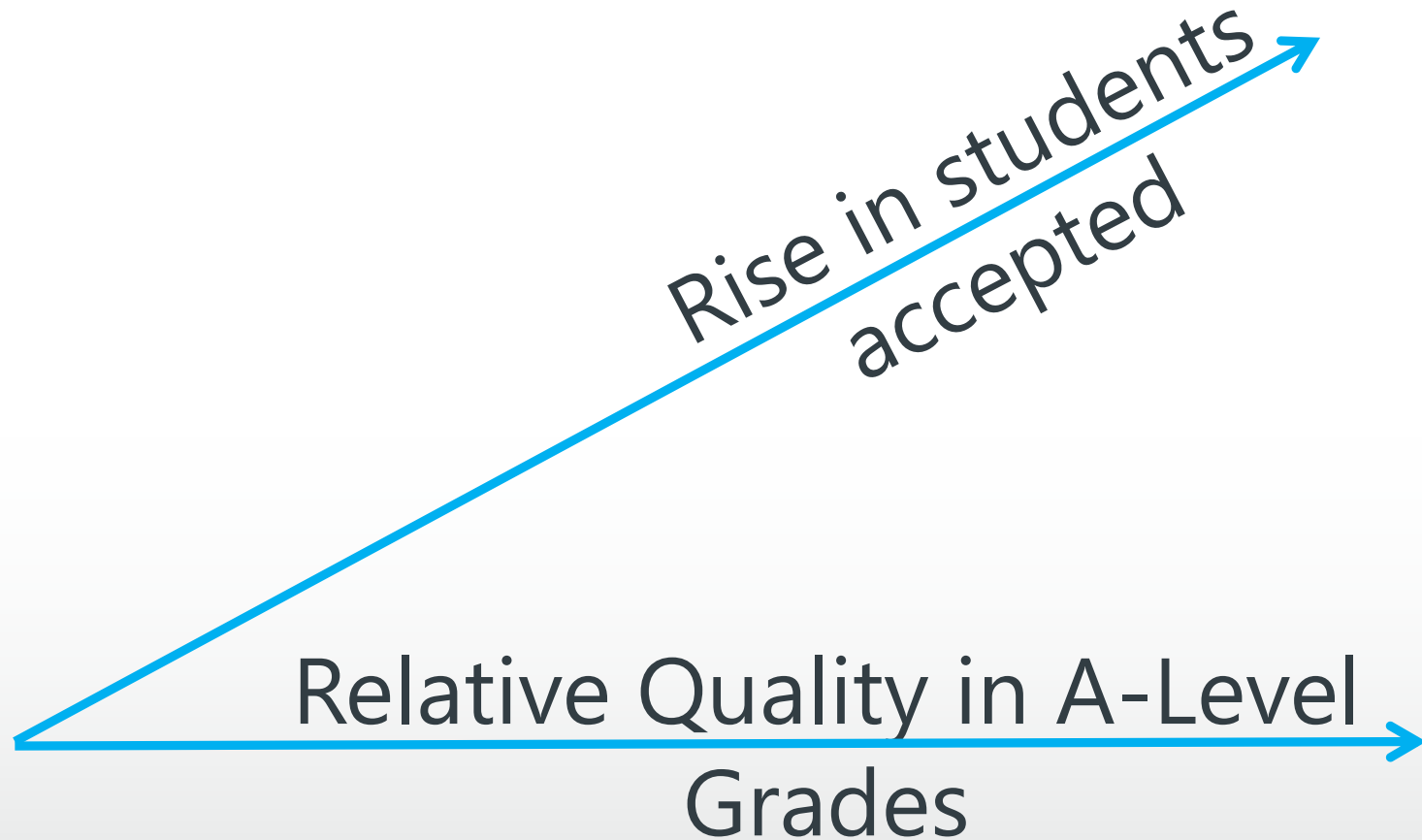


# Acceptances through Firm choice

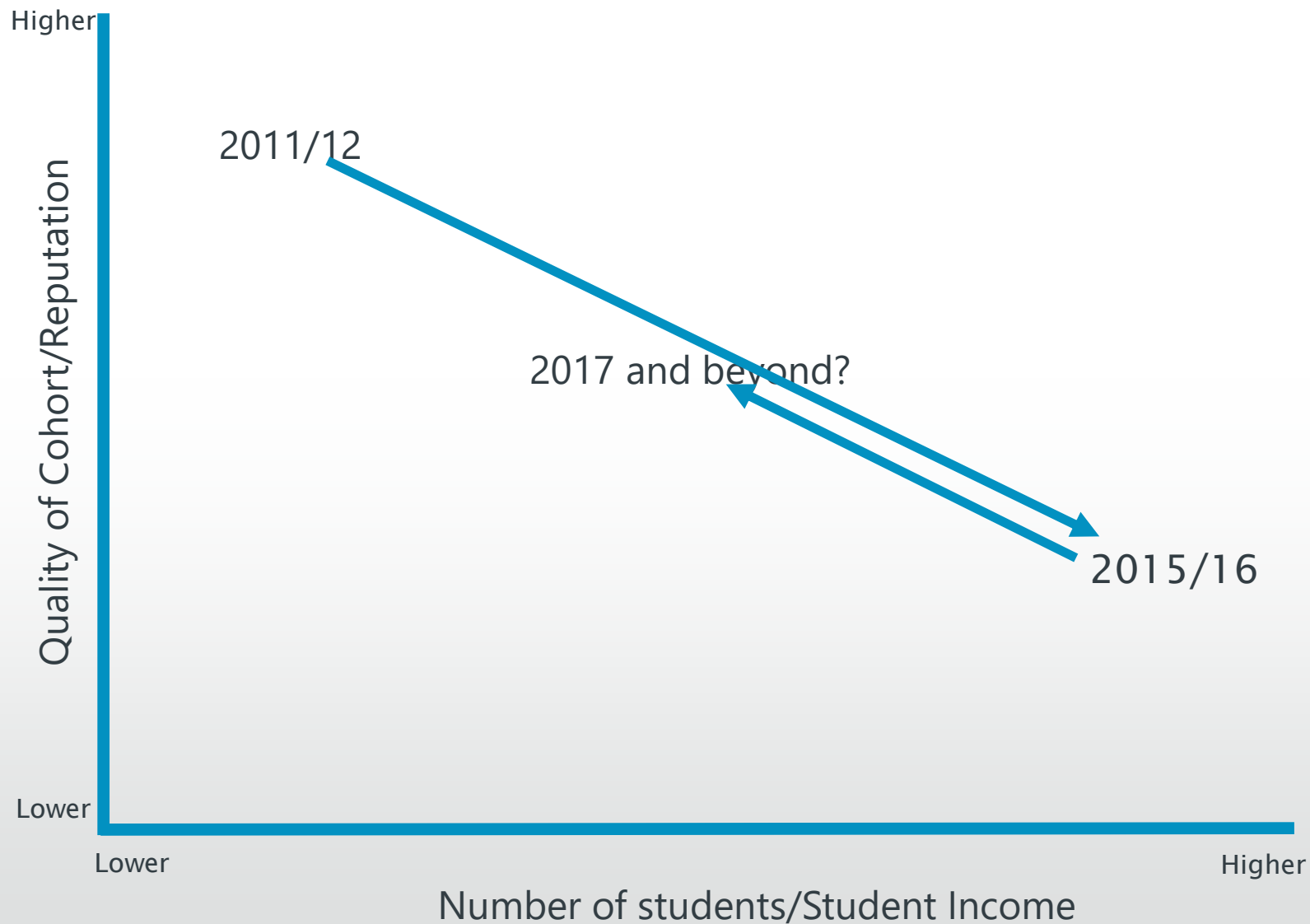
(UK 18 year olds)







# A Return to Quality?



# Unconditional Offers

UNIVERSITY OF  
**Southampton**



UNIVERSITY OF  
**BIRMINGHAM**

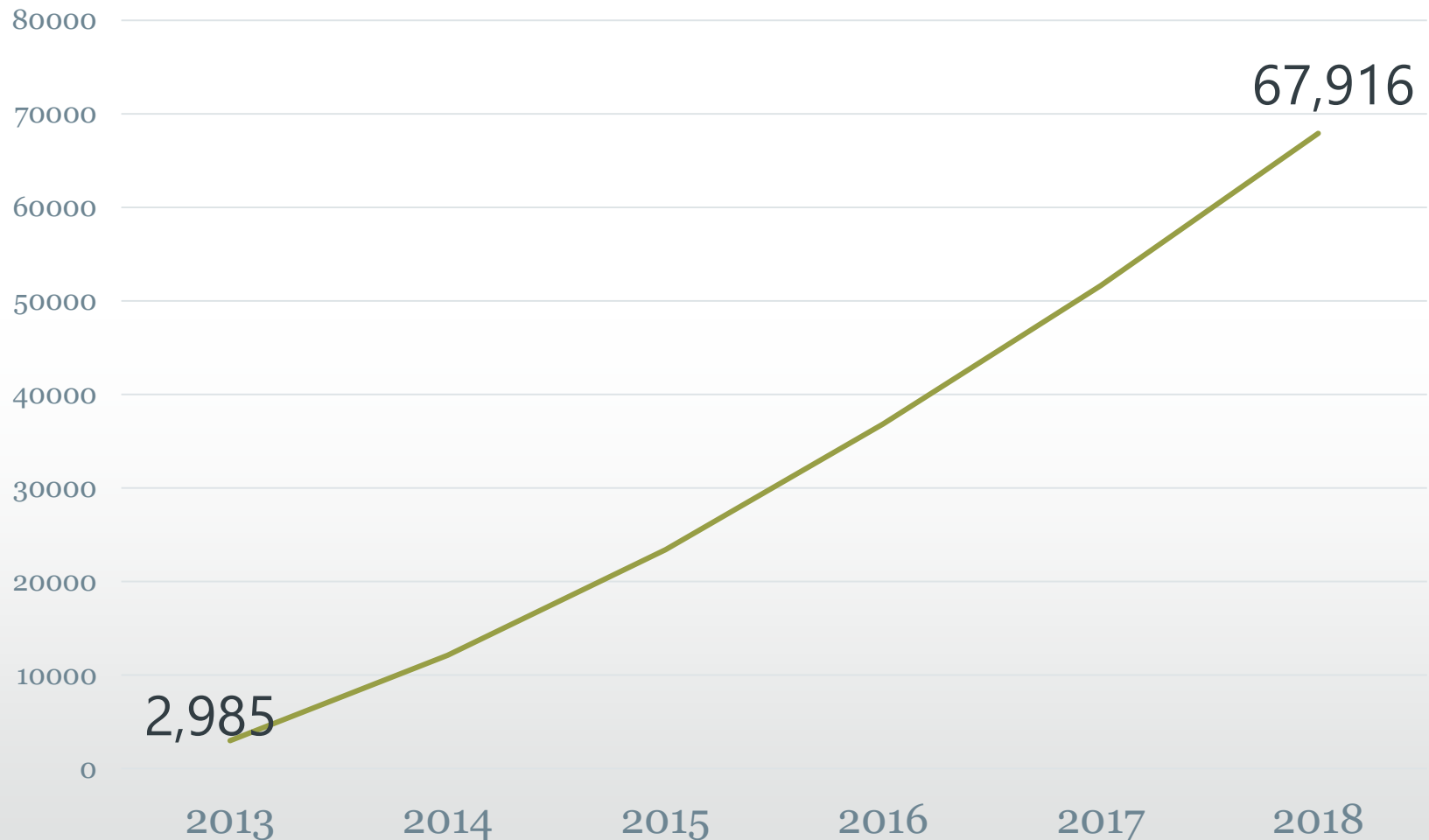


NOTTINGHAM  
TRENT UNIVERSITY

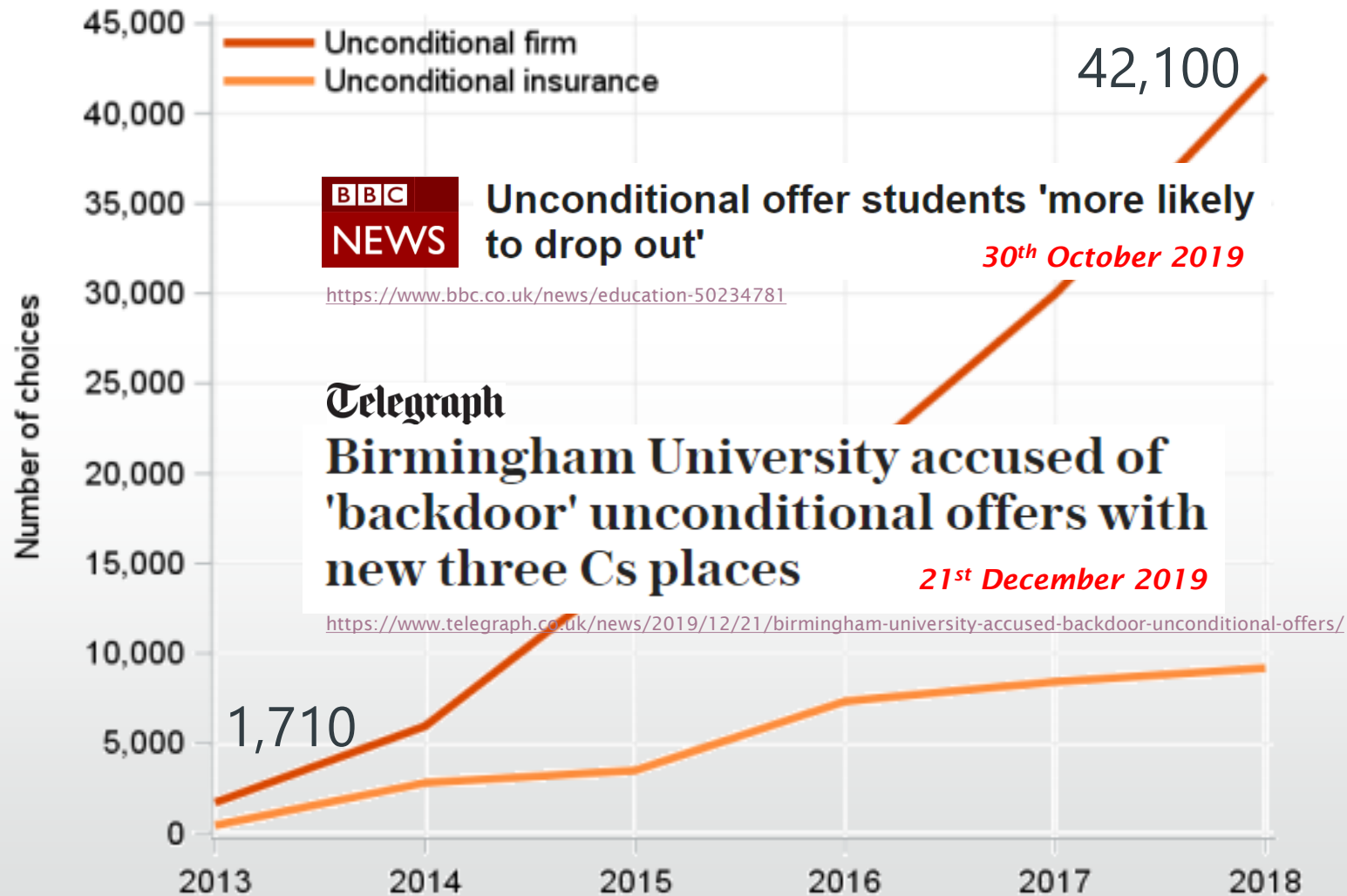


# Unconditional Offers

The number of unconditional offers made to 18 year old applicants



# Unconditional Offers





# 2019 and beyond...

- An ambitious 1<sup>st</sup> Choice – Insurance “On Target” Choice
- Three “On Target” choices
- Shift back towards Quality over Quantity
- More creative offers – growing interest in potential

# 2019 and beyond...

- An ambitious 1<sup>st</sup> Choice – Insurance “On Target” Choice
- Three “On Target” choices
- Shift back towards Quality over Quantity
- More creative offers – growing interest in potential
- You get out from University what you put in

# What to do next...

- Entry requirements
- Research course content
- Leagues tables and Reputation
- Enhance your UCAS application
- What else is offered on top of the degree?
- Visit institutions
- Make informed (and ambitious) choices

Paul Drinkwater

February 2020