The Impact of TEF on Student Decision Making

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About Hotcourses Group

World leaders in:
User-led search and research sites
Smart recruitment and enrolment solutions
Digital advertising solutions
Higher education data, analysis and insights

Domestic sites:
The Complete University Guide
Whatuni
Postgraduate Search.

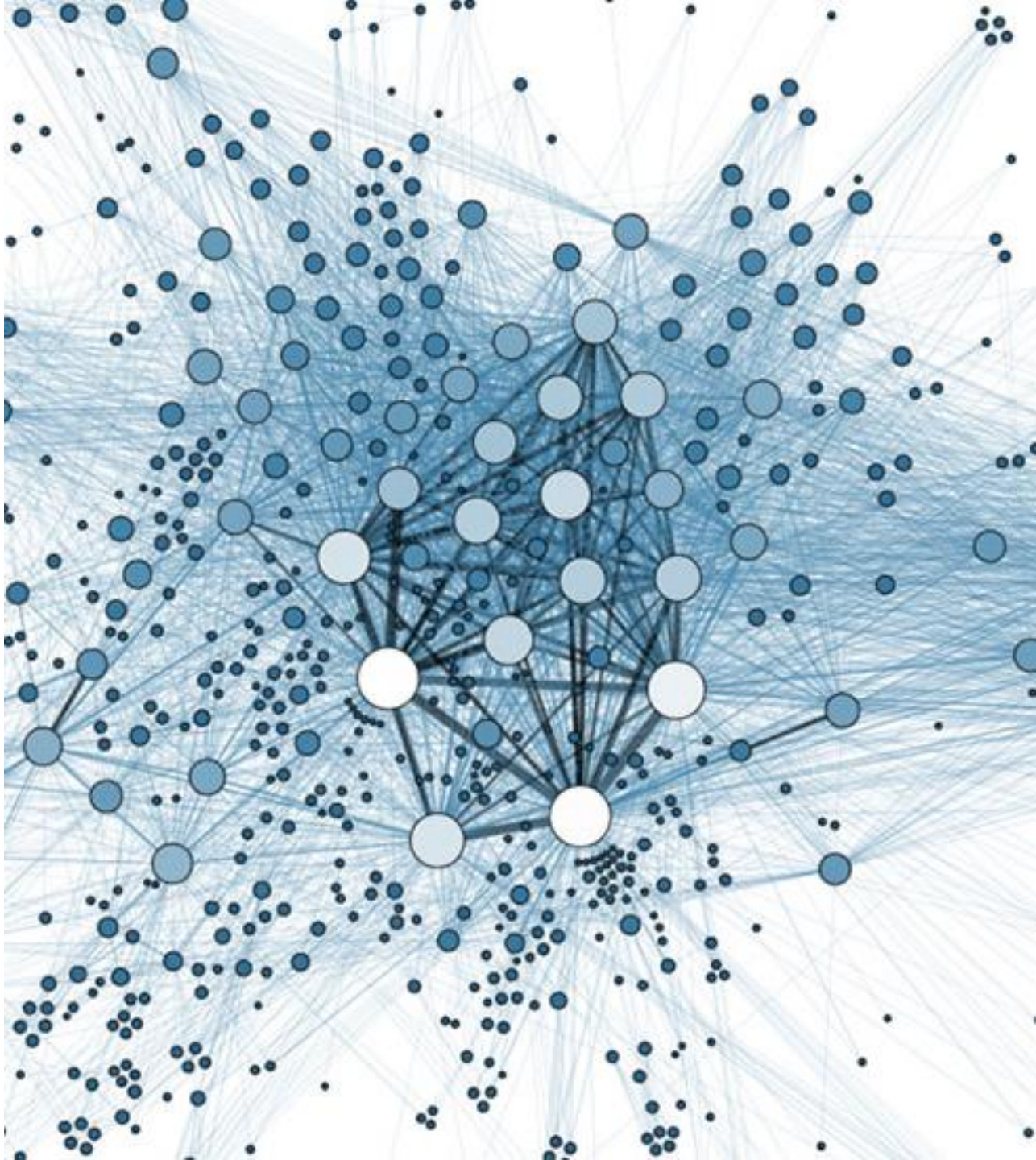
International sites:
Hotcourses Abroad and 12 further local language sites.

About Insights

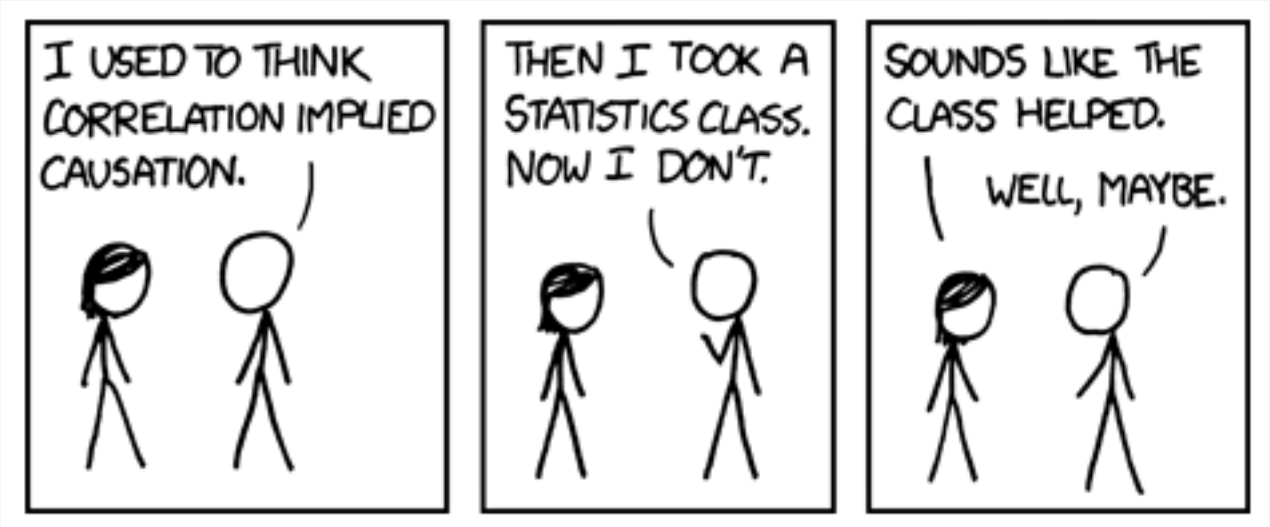
- Our Insights tool uses the data from our 69 million visitors to identify real-time student behaviour, demographics, trends and market demand.

- Provides access to a unique data source (a larger sample than UCAS) which is real-time and is searchable by key indicators such as: subject, location, socio-economic background, competitor institution.

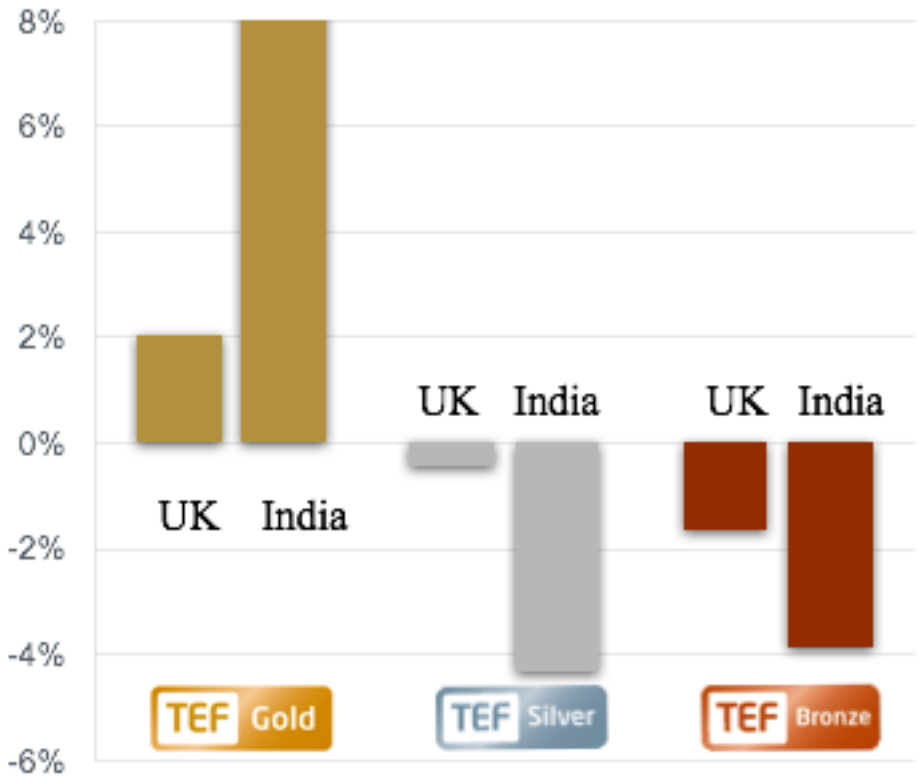
- Allows institutions to:
  - Identify opportunities: New geographical markets, new target audiences.
  - Identify threats: Competitors, declining demand, new modes of study

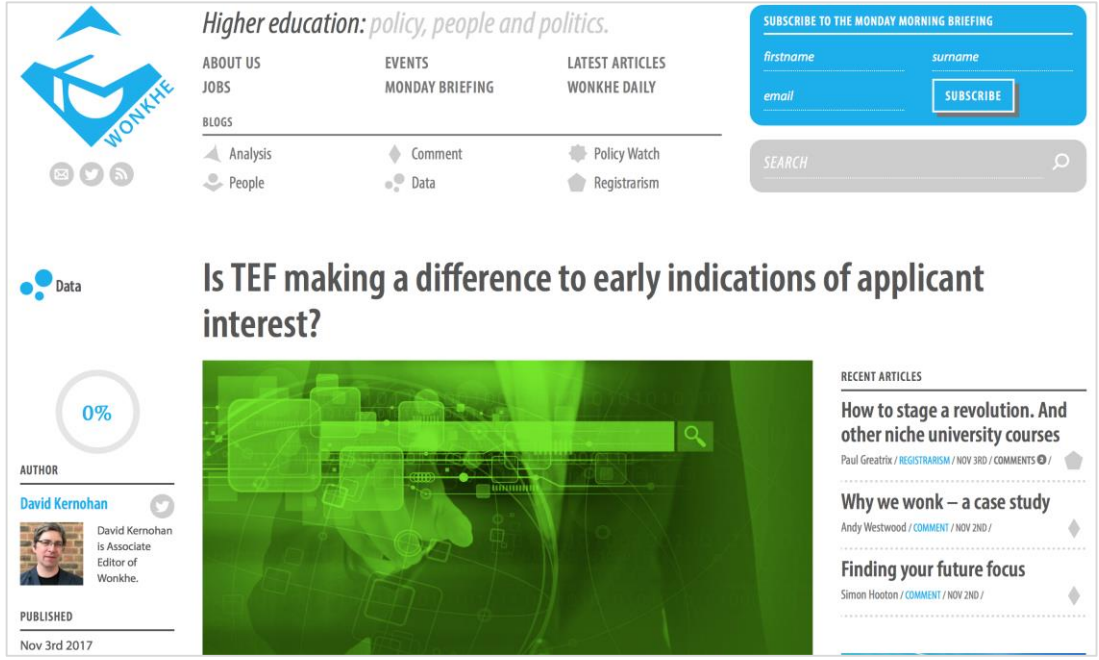


A Caveat


I USED TO THINK CORRELATION IMPLIED CAUSATION.
THEN I TOOK A STATISTICS CLASS. NOW I DON'T.
SOUNDS LIKE THE CLASS HELPED.
WELL, MAYBE.

TEF – The early signs





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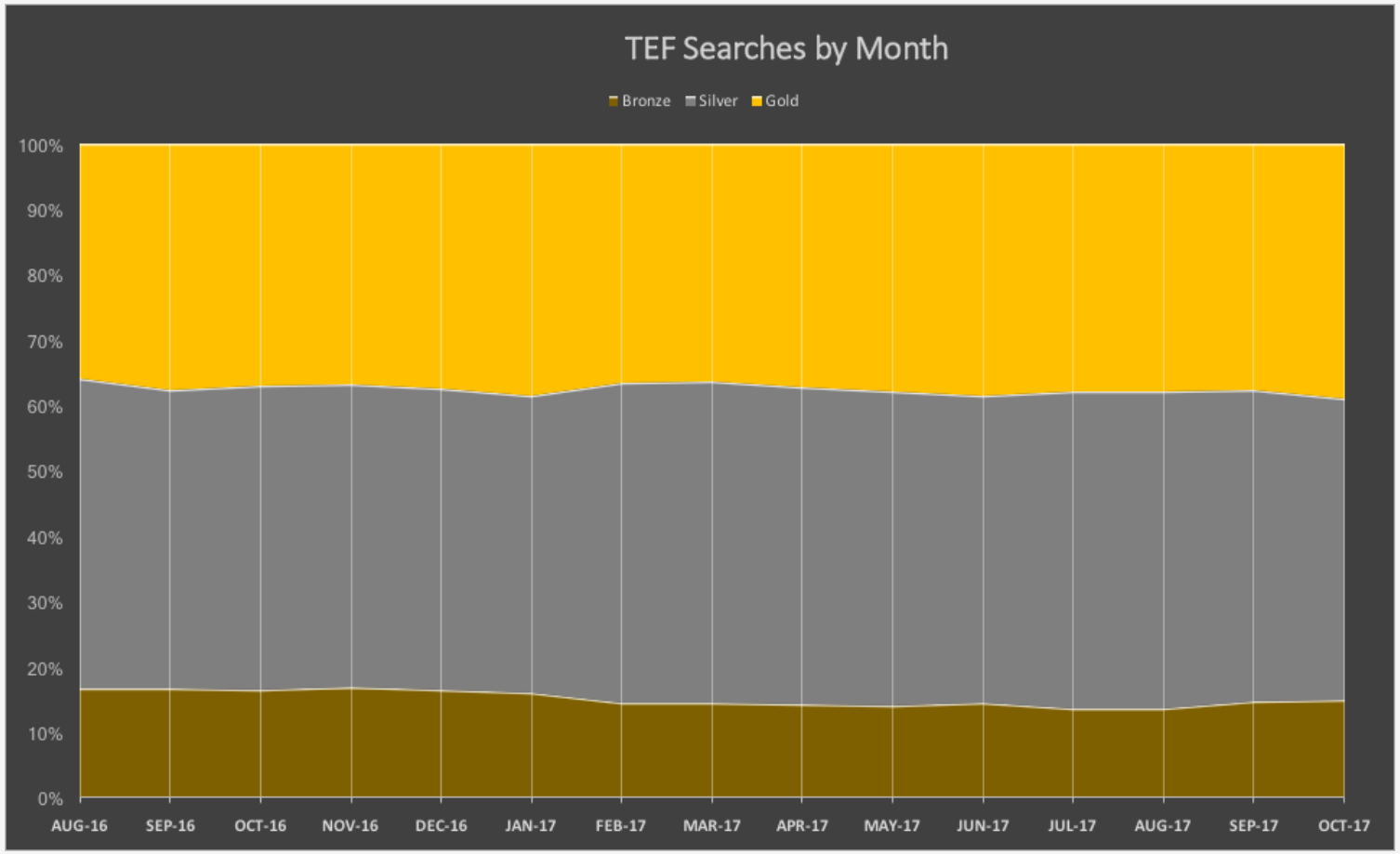
TEF – early signs (UK only)



One year on

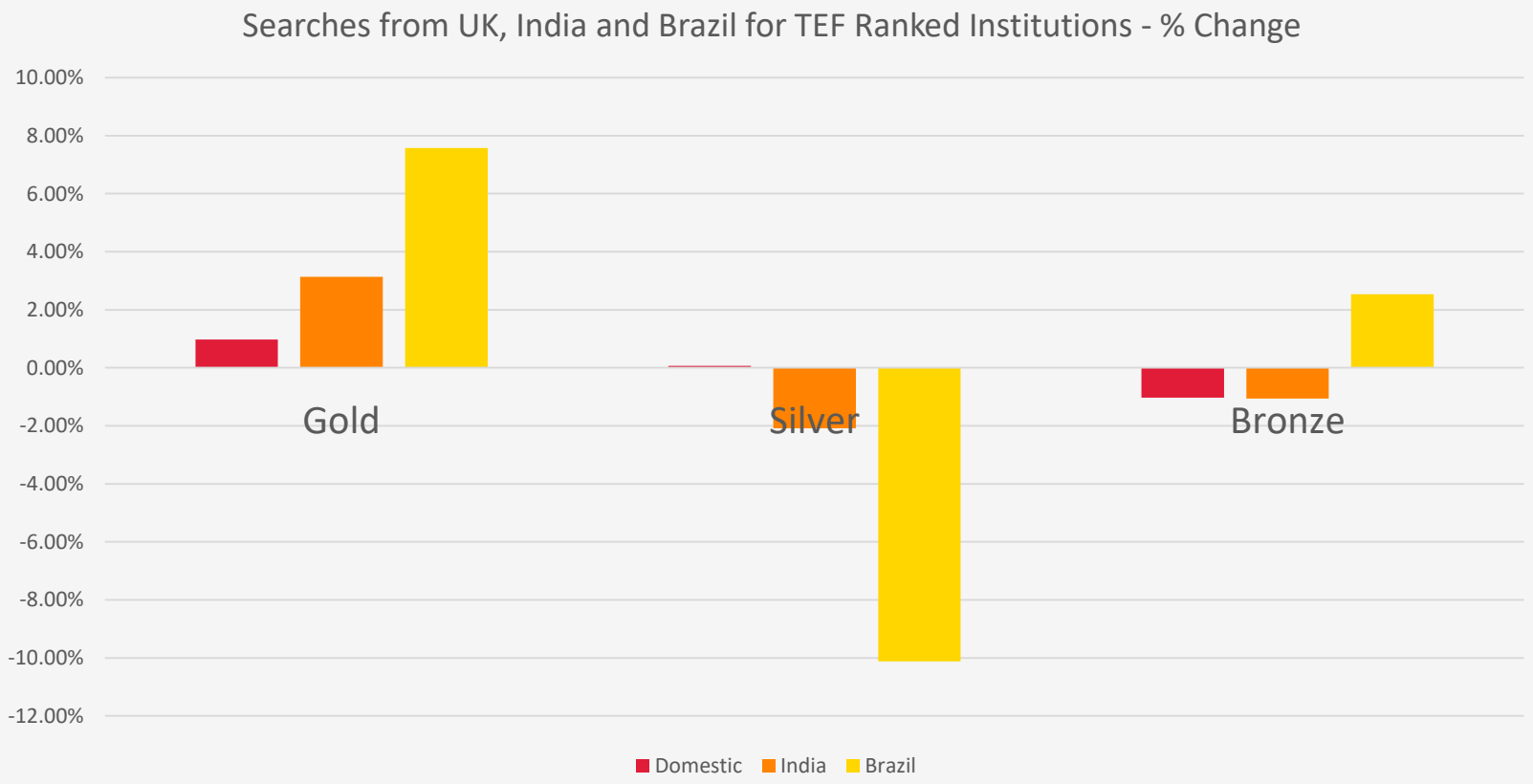
We've re-run the data:

- Compared pre-TEF
  - 01/07/2016 to 30/04/2017
- To post-TEF
  - 01/07/2017 to 20/04/2018

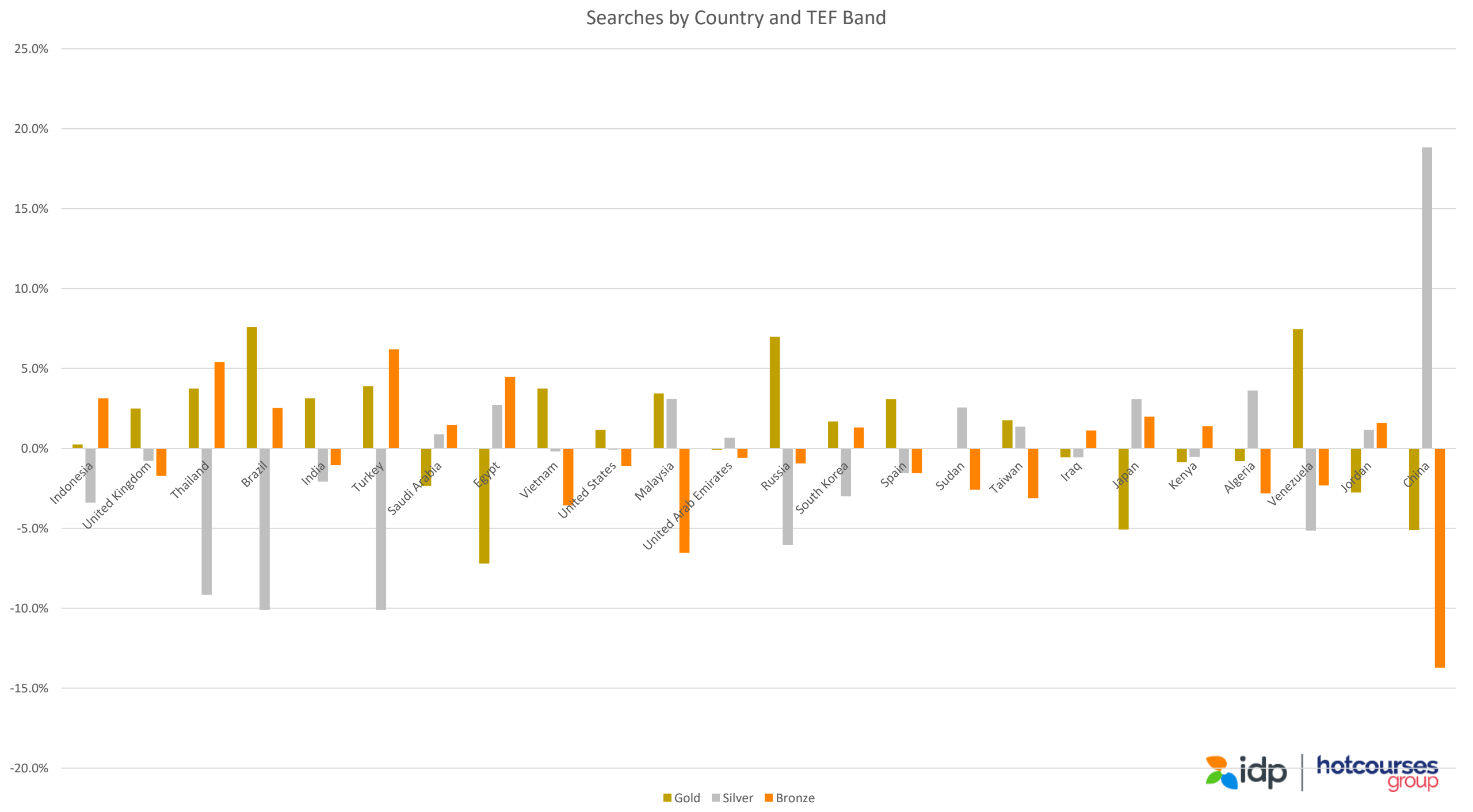
- Looked at domestic data by institution and by subject

- Scanned country data to see which if any countries have seen changes.
  - Concentrated on UK, Brazil and India

Has anything changed?



TEF Award	Domestic	India	Brazil
Gold	0.97%	3.14%	7.58%
Silver	0.07%	-2.08%	-10.12%
Bronze	-1.03%	-1.06%	2.54%


Searches by Country and TEF Band
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
-5.0%
-10.0%
-15.0%
-20.0%
Indonesia
United Kingdom
Thailand
Brazil
India
Turkey
Saudi Arabia
Egypt
Vietnam
United States
Malaysia
United Arab Emirates
Russia
South Korea
Spain
Sudan
Taiwan
Iraq
Japan
Kenya
Algeria
Venezuela
Jordan
China
Gold
Silver
Bronze

A Marketers Perspective

The TEF is little known or understood outside of the sector. It is currently an internal measure. It is not student facing.

Students, parents, teachers and other influencers aspire to the Russell Group, not to TEF Gold.

The Russell Group could be described as ‘Consumer Brand’: It is well known, it has an identity, it is a short hand for prestige.

It is my belief that the TEF will continue to have little impact on the decision making of students unless it transforms into a student facing brand that can easily communicate the benefits of going to a TEF Gold institution.

What is the TEF?

The Teaching Excellence and Student Outcomes Framework (TEF) is a national exercise, introduced by the government in England. It assesses excellence in teaching at universities and colleges, and how well they ensure excellent outcomes for their students in terms of graduate-level employment or further study.

The results can help those considering higher education choose where to apply.

There are systems in place to help ensure that all UK colleges and universities meet national quality standards. The TEF looks at what they are doing in addition to these standards, and awards them gold, silver or bronze for excellence.

The TEF process is managed by the Office for Students, and ratings are judged by an independent panel of students, academics and other experts.

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The Russell Group represents 24 leading UK universities which are committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector.

Our research-intensive, world-class universities play an important part in the intellectual life of the UK and have huge social, economic and cultural impacts locally, across the UK and around the globe.

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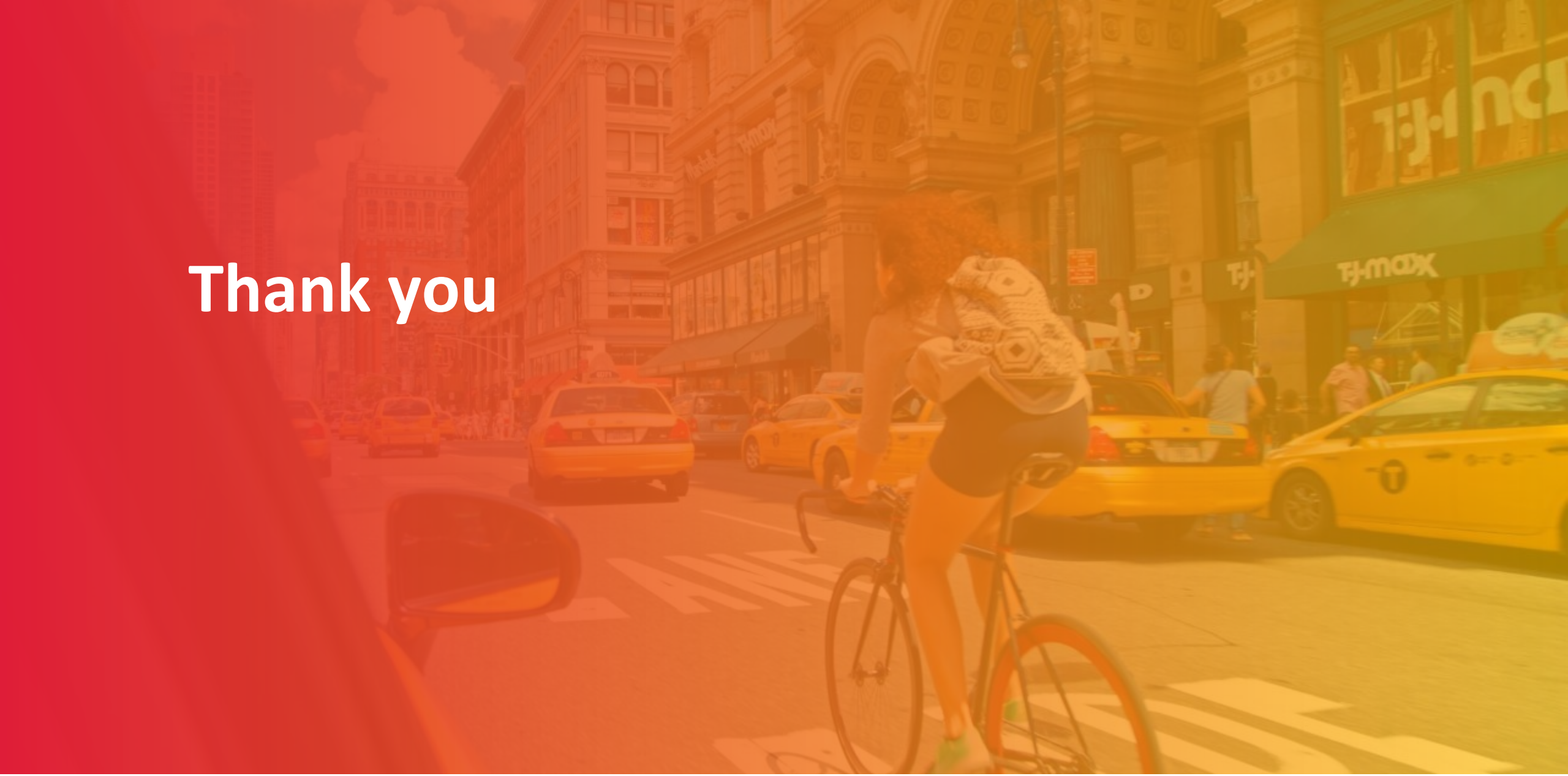
Thank you



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