



# Insights for Impact: United Kingdom

Andrew Plant | Senior Business Development Director

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Nottingham Trent  
University



# Your Speakers



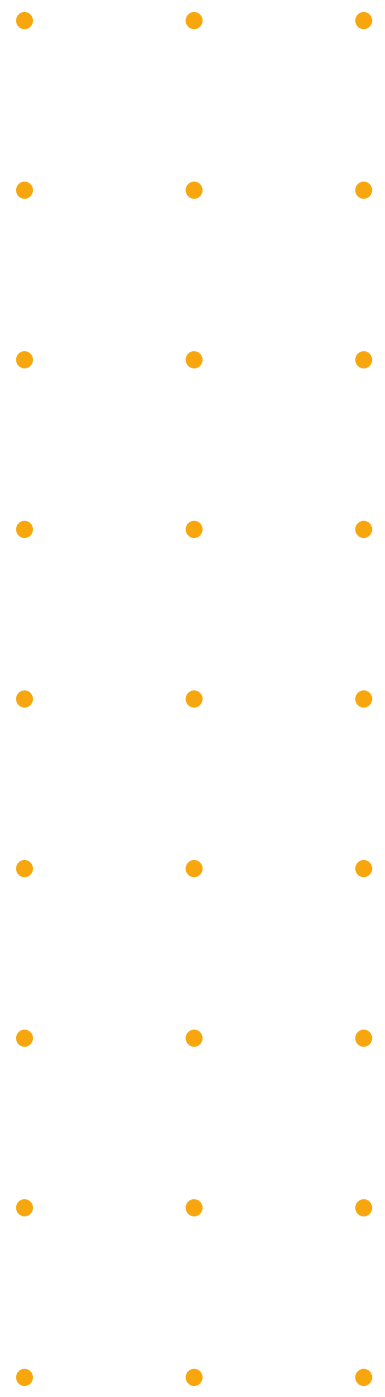
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Executive Director - Europe



Alex Berka  
Insights Manager



Andrew Plant  
Senior Business Development  
Director



# About QS

30+ years



of experience as thought leaders in higher education

2,000



We've built close relationships with over 2,000+ institutions across the globe



Student connections



Partnership management



Enrolment solutions



Conferences



Analytics



Consulting

# 80 Billion data points

Underpin your strategic thinking with the thousands of QS data points we generate every year through sector-leading rankings and stakeholder surveys.



Prospective students

110,000

Responses to the QS  
International Student Survey  
each year



Academics

6.4 million

Academic papers analysed for  
the QS World University  
Rankings

150,000

Responses to the QS Academic  
Survey



Employers

100,000

Responses to the QS Employer  
Survey



Universities

5,000

Universities which feature in the  
QS World University Rankings  
portfolio

From every  
corner to  
every click

We connect you with  
high-quality prospective  
students and institutional  
partners worldwide

30  
Leverage our  
+ years

of industry expertise and  
innovation; always looking  
forward, always pushing  
boundaries

Choose a partner who  
invests in your goals,  
understands your  
challenges, and  
shares your

vision

Right people  
place  
time

Get your message heard by the  
right people, in the right place,  
at the right time and turn  
engagement into results

Connect

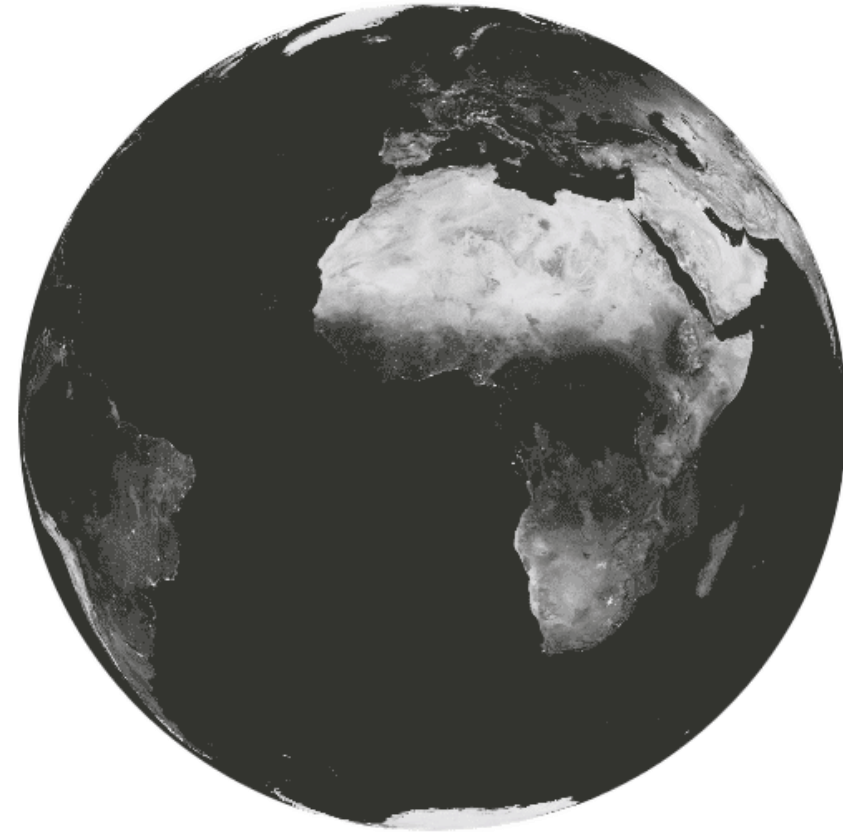
with your audience on  
the platforms they use  
and trust, no matter  
where in the world  
they are

Outshine

25,000

competitor institutions globally  
with the leading light in higher  
education insights

Our websites get traffic from 190 countries



# Connecting ambitions with opportunities

62m+

visitors to QS websites  
each year

30m

high-intent students  
looking to apply

8.6m

higher education  
professionals





# What we will cover today



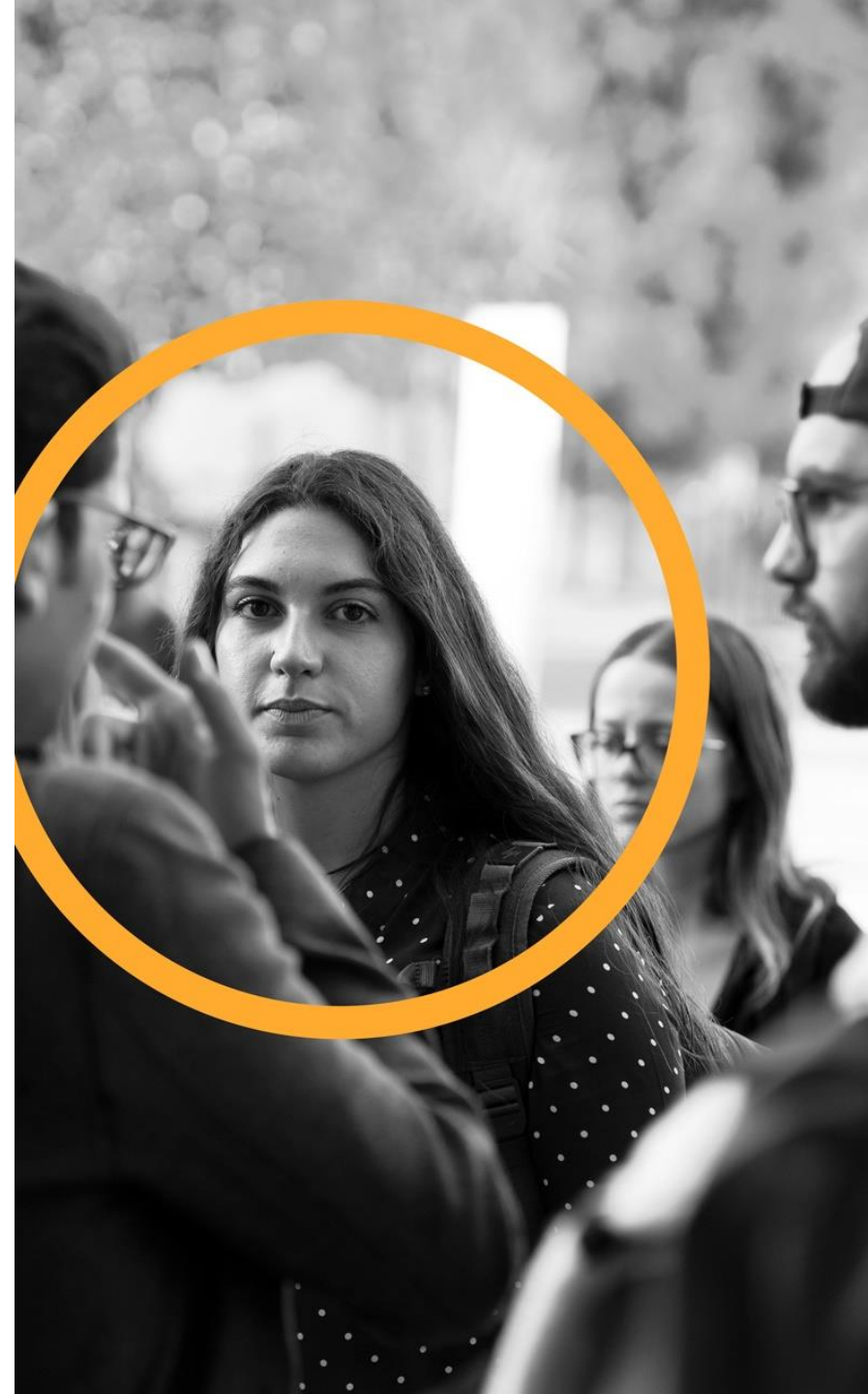
NTU's performance in a global context



How student demand is changing and how students make decisions about their studies



Sustainability through a student lens



# Nottingham Trent University

What's the story?

# QS Stars: NTU Rated 5 Stars overall

- Independent audit conducted by QS where the University is rated against a set criteria in various categories + overall
- This is different to rankings – which compares performance relative to others.
- Overall a very strong performance across various metrics, including 5 Stars for Art & Design which is a key strength here at NTU.
- The assessment is valid for 3 years and a University can be re-audited after this.
- Gives an additional layer of quality assurance to students, families and agents about their University choice



Teaching



Research



Facilities



Inclusiveness



Employability



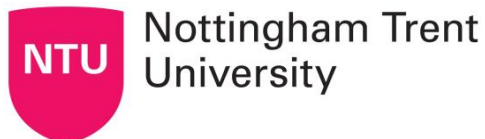
Internationalisation



Innovation



Art & Design



## Performance Lenses



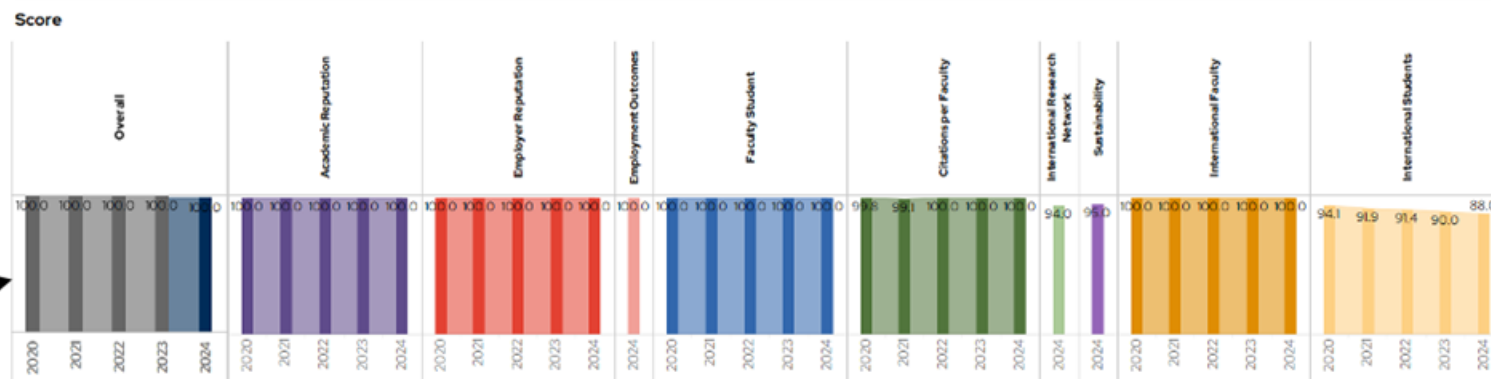
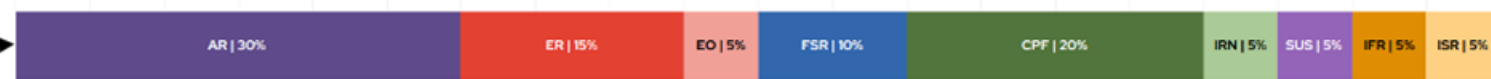
For this 20th edition, QS has significantly evolved the methodology to reflect the shifts in higher education that have occurred over the past two decades, such as the growing importance of sustainability, employability, and research collaborations.

We have introduced three new indicators: Sustainability, employability, and international research collaboration.

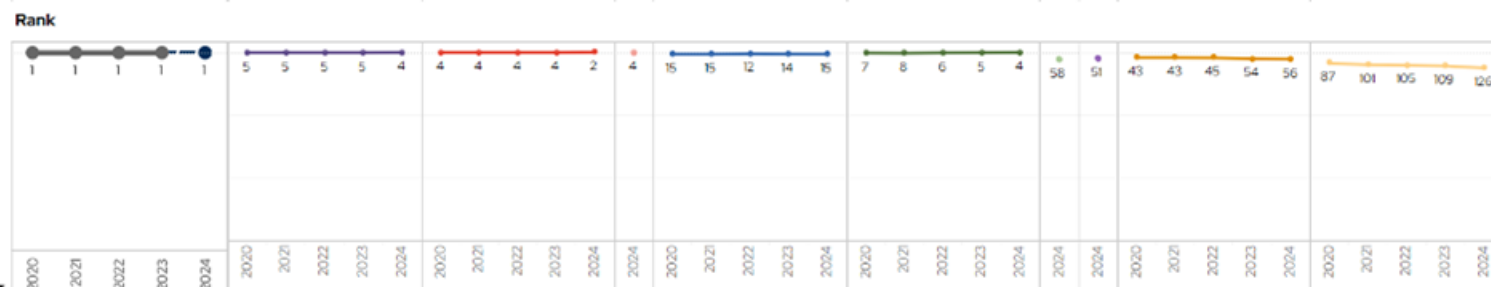
# Guide: World and Regional Rankings

Weights of different indicators in QS World University Rankings (2024). The weights assigned to each indicator reflect their respective contribution to the overall assessment of institutions in 2024.

- Academic Reputation (AR) - 30%
- Employer Reputation (ER) - 15%
- Faculty Student Ratio (FSR) - 10%
- Citations per Faculty (CPF) - 20%
- International Faculty Ratio (IFR) - 5%
- International Student Ratio (ISR) - 5%
- International Research Network (IRN) - 5%
- Employment Outcomes (EO) - 5%
- Sustainability (SUS) - 5%



Evolution of the score that the institution achieved:  
Overall and in each indicator

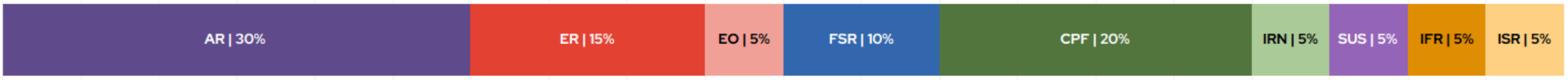


Evolution of the rank that the institution achieved:  
Overall and in each indicator

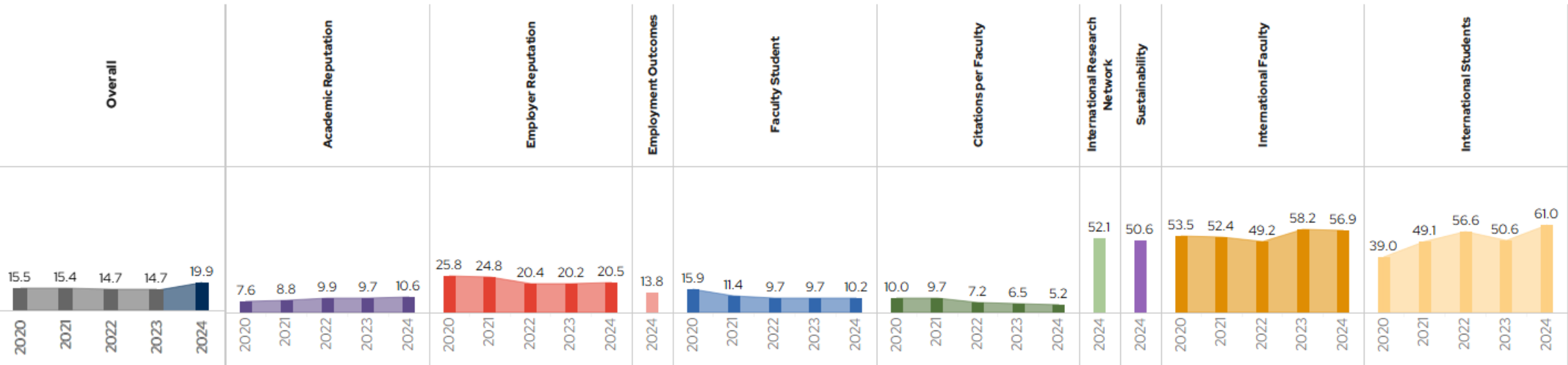
Year



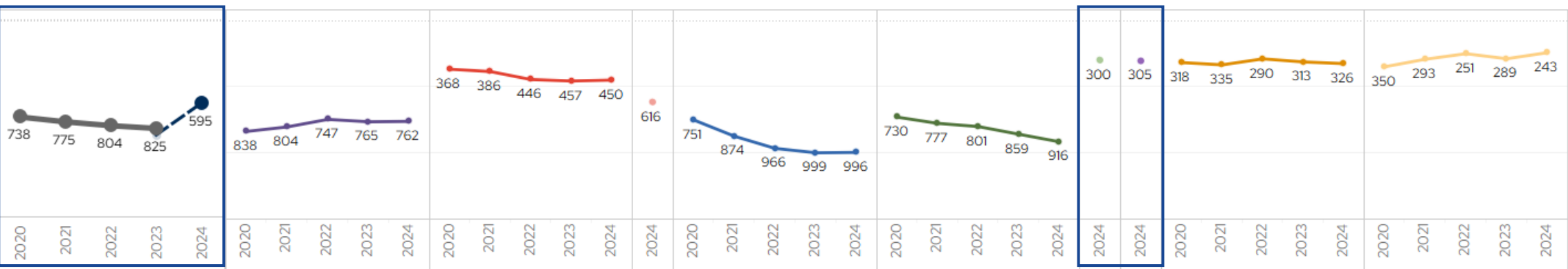
# Performance in QS World University Rankings 2020-2024



Score



Rank





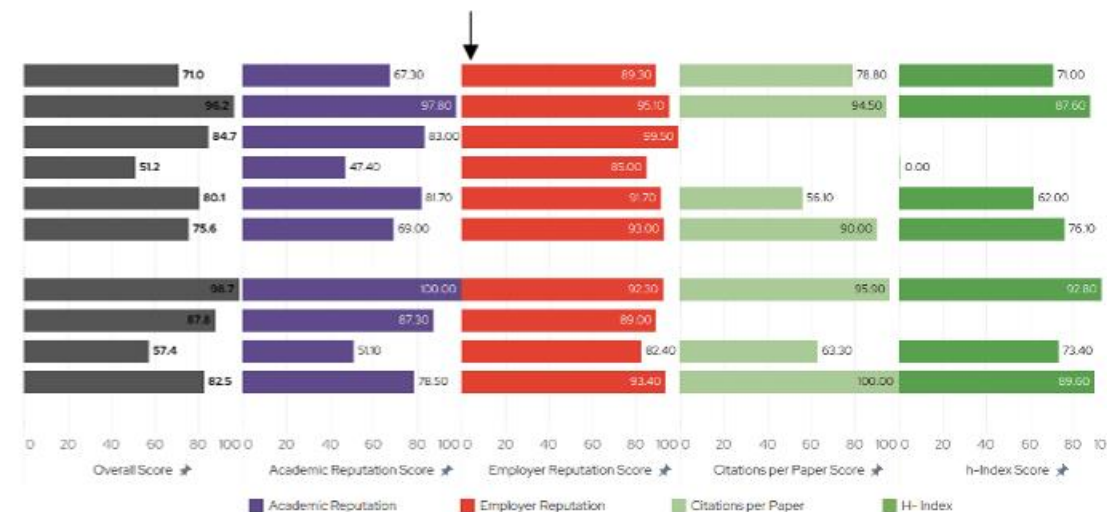
# Guide: Subject Rankings

Faculty Area → MIT: Arts & Humanities

Subject →

Archaeology	51-100
Architecture / Built Environment	2
Art & Design	5
Classics & Ancient History	
English Language & Literature	29
History	51-100
History of Art, Architecture & Design	
Linguistics	1
Modern Languages	10
Performing Arts	
Philosophy	18
Theology, Divinity & Religious Studies	

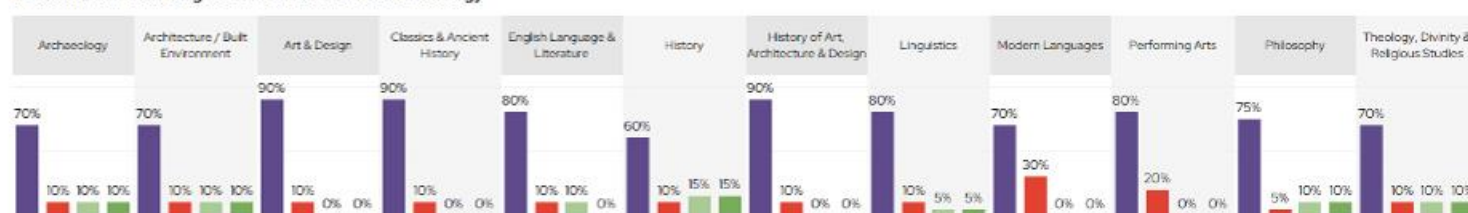
The score that the institution achieved: Overall and in each indicator



Weights of different indicators contributing to the overall assessment in each subject:

Academic Reputation (AR)  
 Employer Reputation (ER)  
 Citations per Paper (CPP)  
 Hirsch Index (H-Index)  
 International Research Network (IRN)

Arts & Humanities: Weights of Indicators in the Methodology

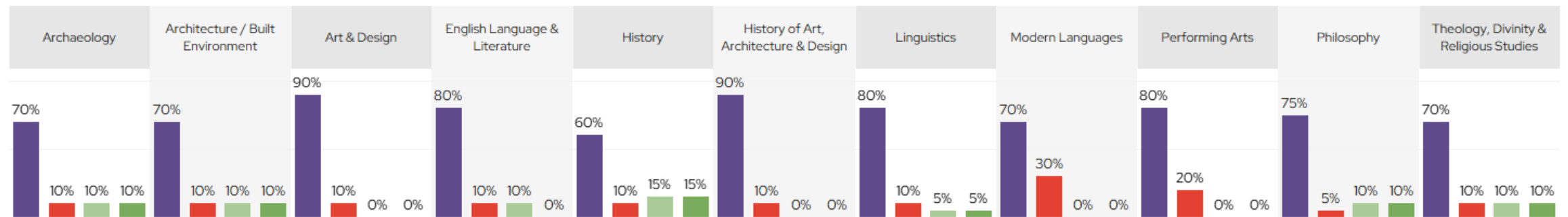


# 2023 Performance: Art & Humanities

## NTU: Arts & Humanities



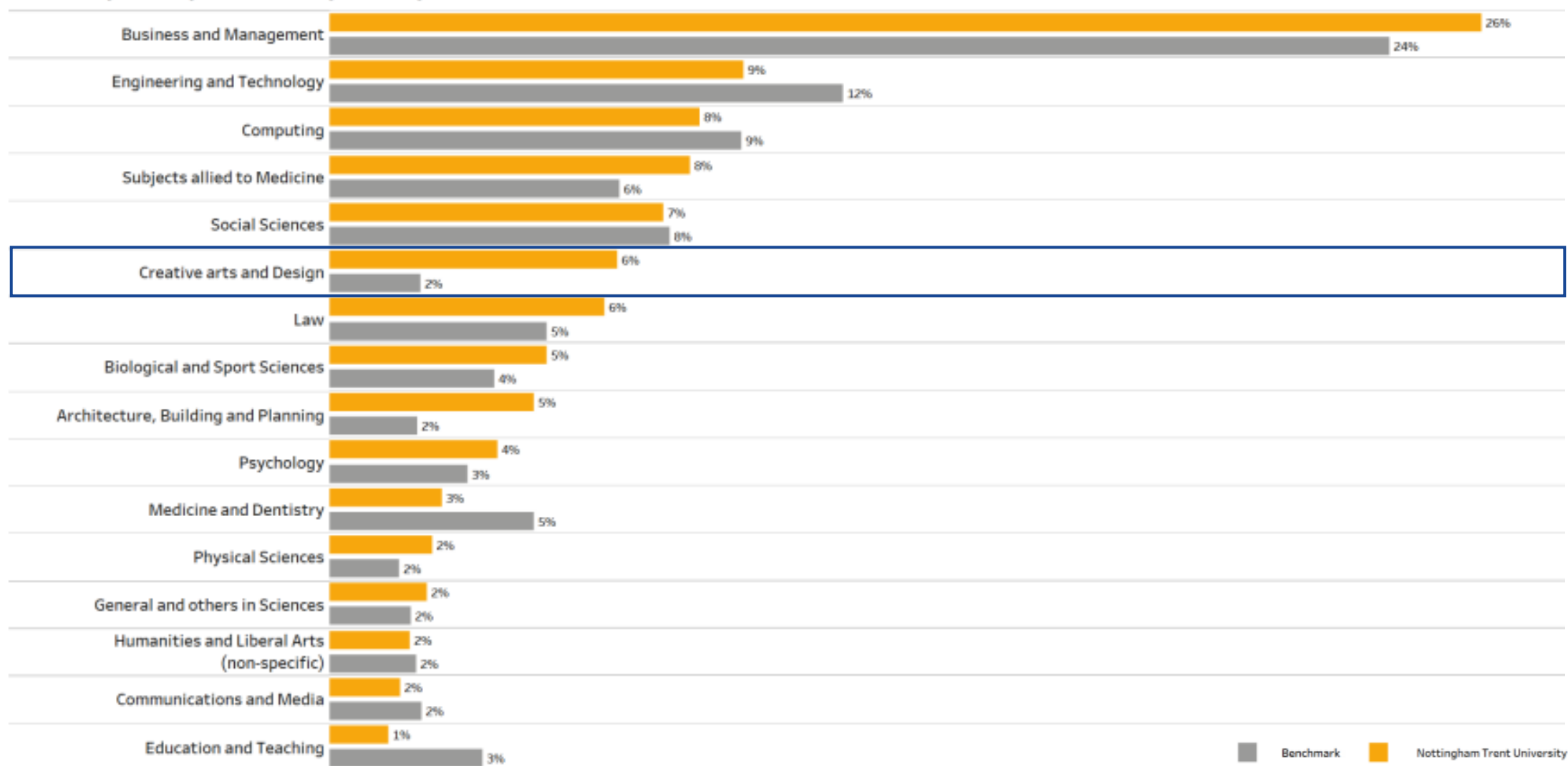
## Arts & Humanities: Weights of Indicators in the Methodology





Art and Design is now the 6<sup>th</sup> most popular subject amongst prospective international students for NTU and they are three times more likely to express an interest than candidates to the UK overall

**What subject are you most likely to study?**



# International Student Survey

What's changing?

# Teaching quality, institutional reputation, and feeling welcomed are important factors when candidates make study decisions



## Course selection

1. The course offers high quality teaching
2. It is at a university with a good reputation
3. I have a personal interest in the subject



## Country selection

1. It has universities with high quality teaching
2. It is welcoming to international students
3. It has a good reputation as a place to study



## University selection

1. It offers high quality teaching
2. It has a good reputation for my chosen subject area
3. It is welcoming to international students

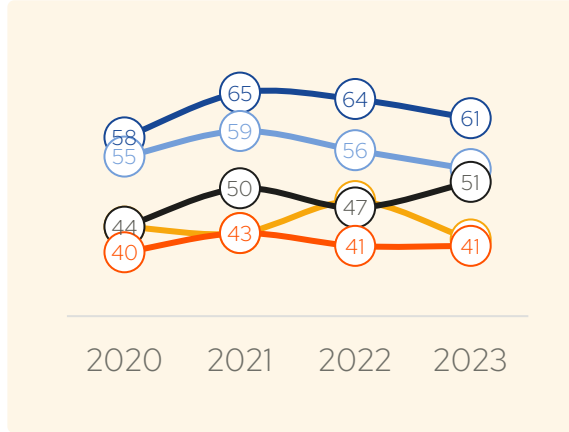
Whilst teaching quality is universally important, growth markets for the UK have different priorities when making decisions

What things are most important to you when choosing a university?

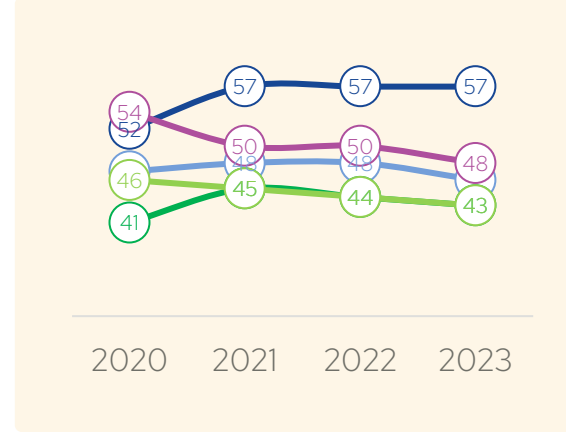
	China	India	Nigeria	Pakistan	United States
It offers high quality teaching	①	①	②	③	③
It offers scholarships		②	③	①	
Good reputation for chosen subject	②	③			②
Welcoming to international students			①	②	
It is well ranked	③				
It offers a specific course I am interested in					①

# Decision factors vary market to market and fluctuate over time

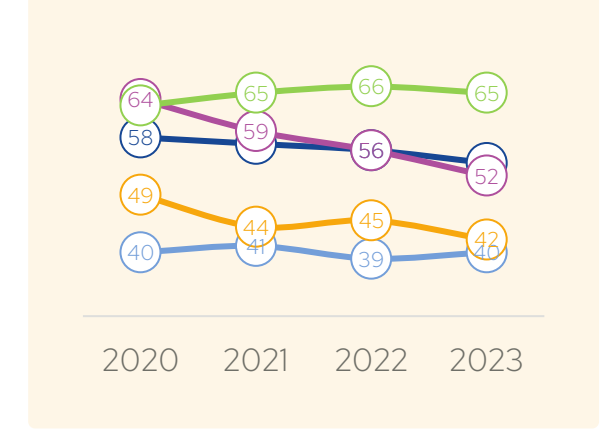
China



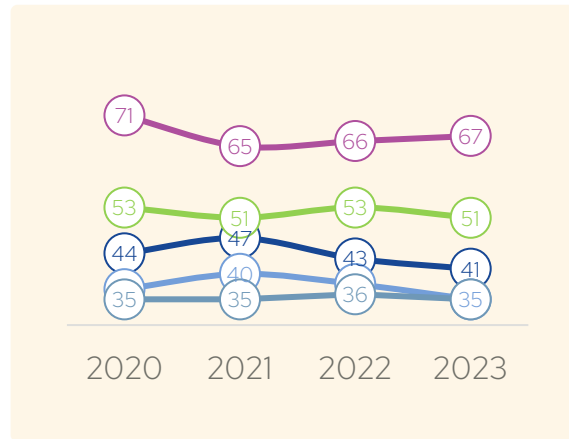
India



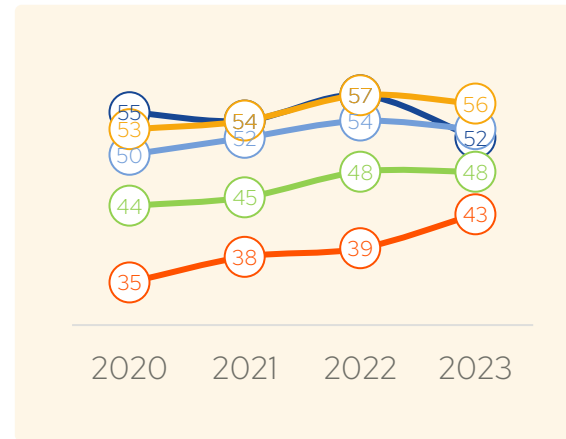
Nigeria



Pakistan



United States

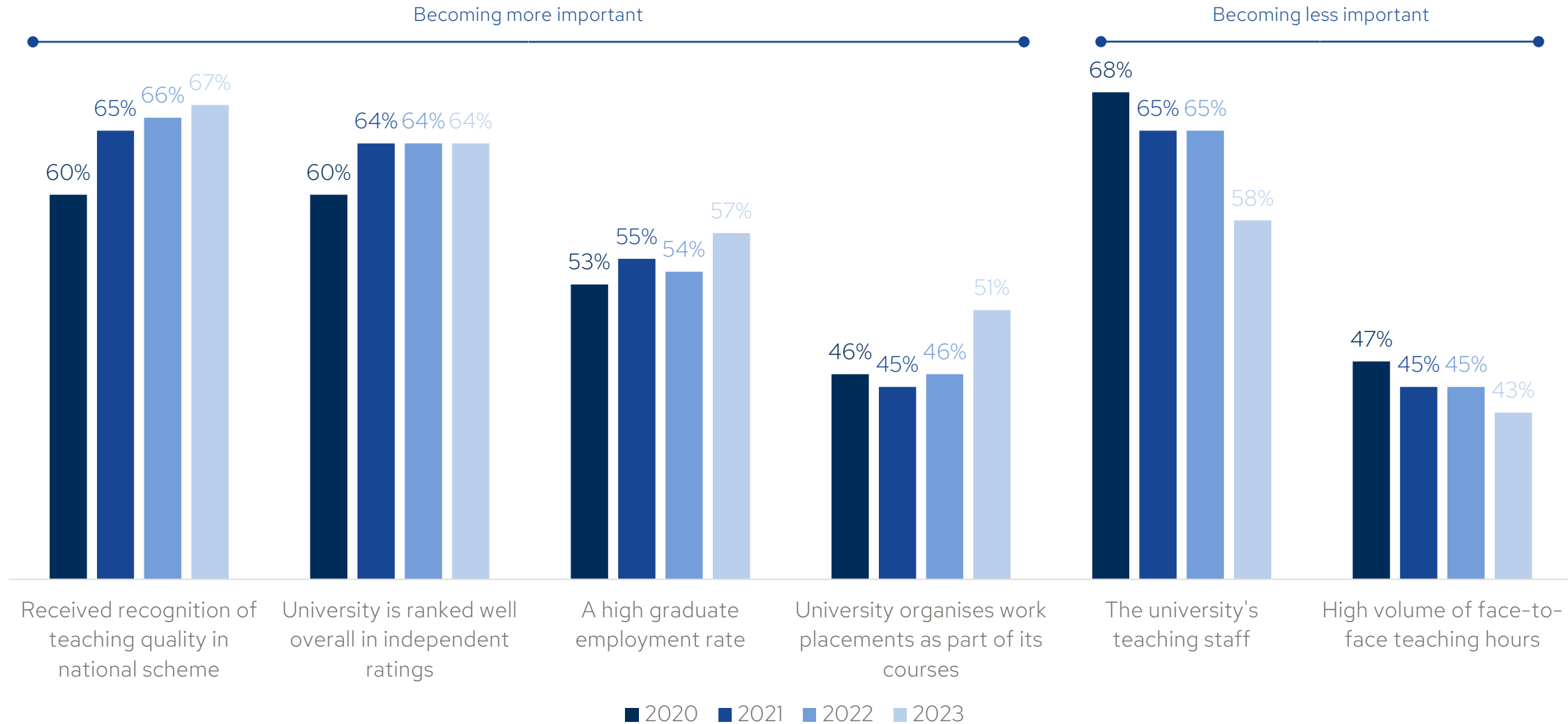


Legend

- It offers high quality teaching
- Good reputation for my chosen subject area
- Specific course I'm interested in
- Well ranked
- Overall reputation
- Offers scholarships
- Welcoming to international students
- Affordable course
- A high graduate employment rate

# Quantifiable metrics are becoming increasingly important in evaluating an institutions teaching quality for students

Which five factors are most important to you when assessing a university's teaching quality?



# A range of marketing communications can be useful in helping candidates to choose a university

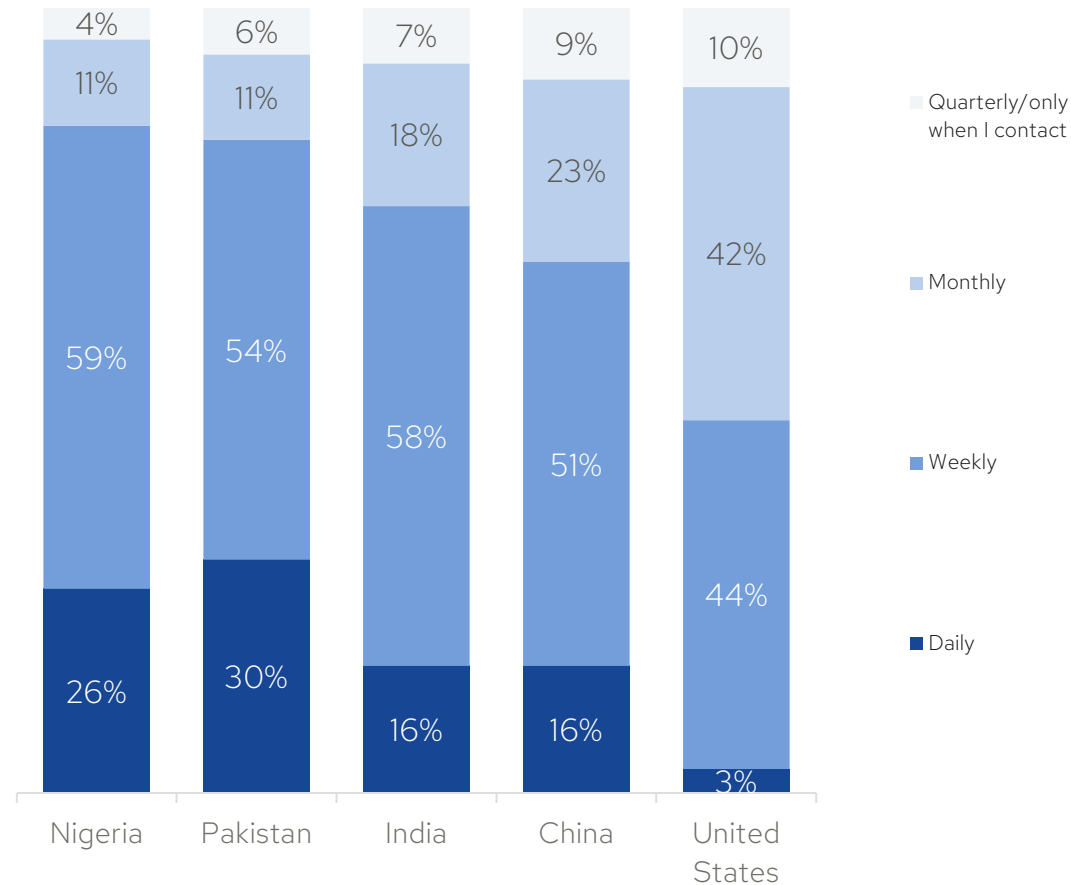
## Which of the following are most useful in helping you choose a university?



- ▶ Connect with existing international students to ask questions
- ▶ Information about teaching staff
- ▶ Information on work placements and links to industry
- ▶ Accommodation information
- ▶ Practical tips to help with your application
- ▶ Stories about current and former international students

# Most candidates expect to hear from universities on a weekly basis once they've applied

## How often would you expect a university to contact you after you apply?

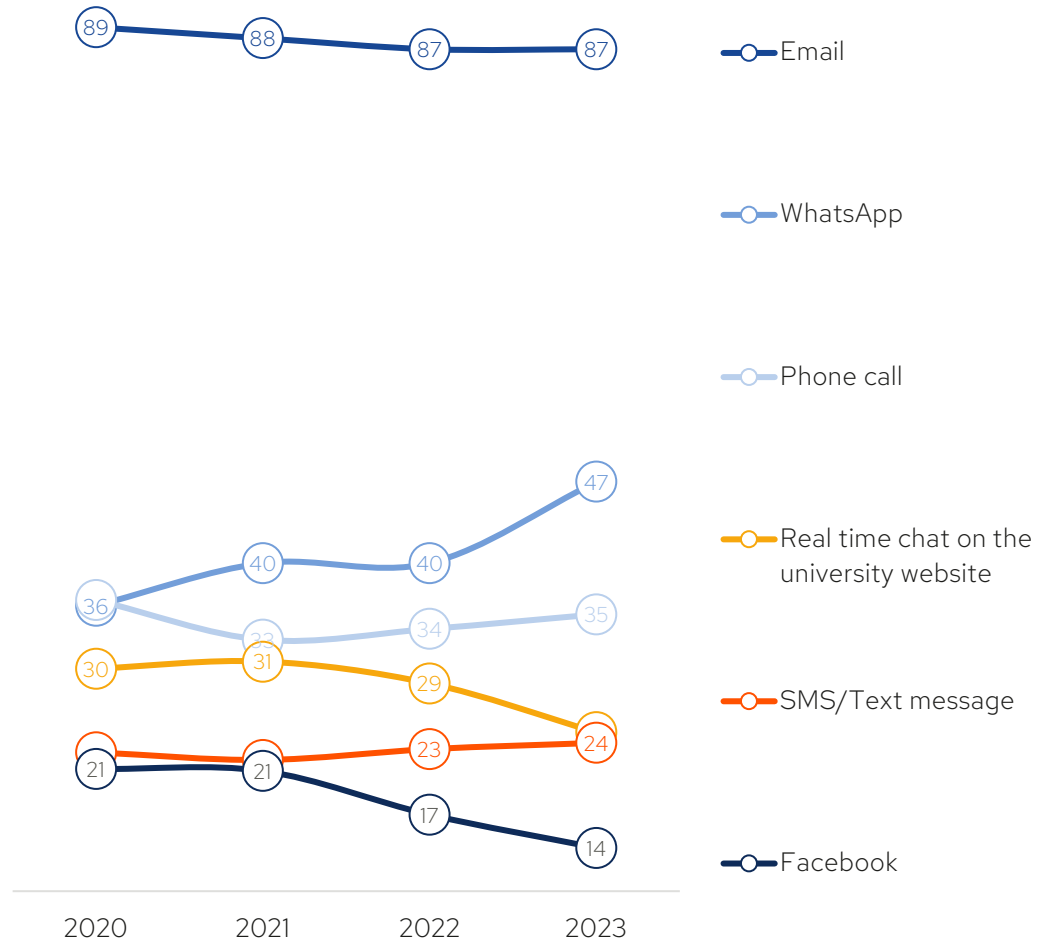


► It is vital that universities are able to develop sophisticated marketing strategies that maintain a constant line of communication with their candidates, allowing them to communicate their credentials in a range of areas.



# The channels which candidates use to contact universities are part of a rapidly evolving landscape

Which of these would you like to use to communicate with a university you are considering studying at?



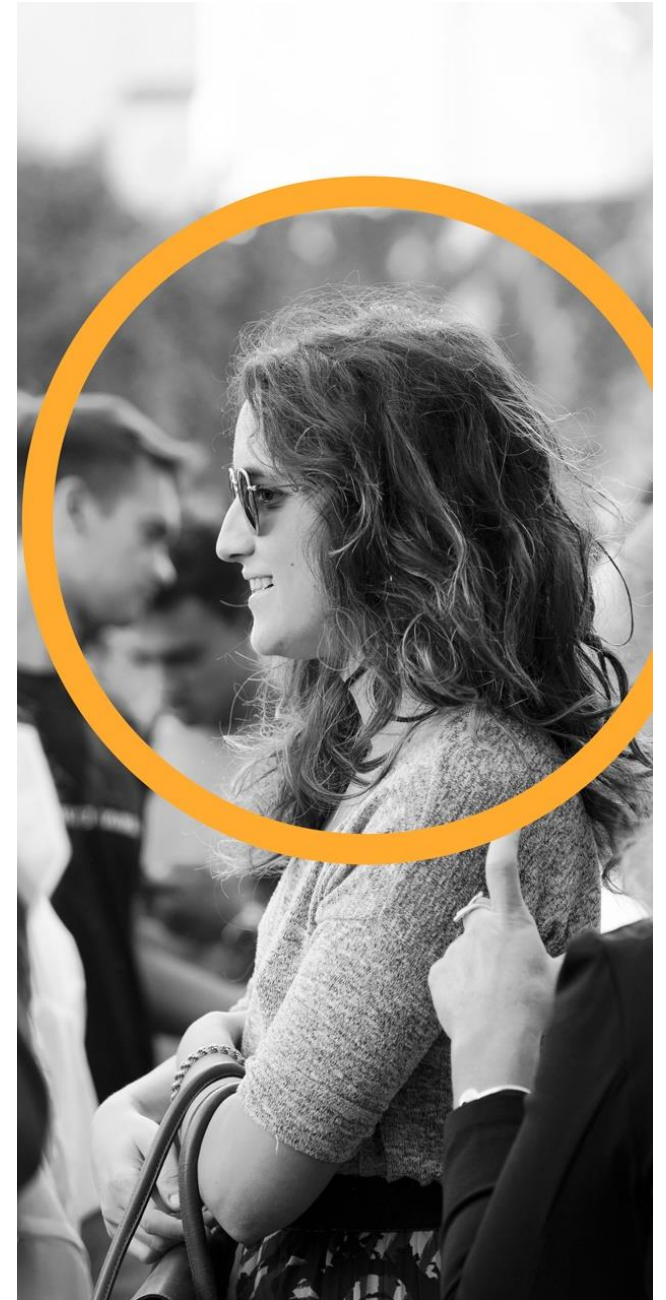
- ▶ Email is by far the most popular channel (albeit with a slight erosion in popularity in the last few years)
- ▶ WhatsApp is an increasingly popular channel for candidates to contact universities
- ▶ Real-time chat bots on university websites are becoming less popular (superceded by instant messaging apps and then AI)
- ▶ Phone calls remain a preferred channel for over a third of candidates
- ▶ Facebook / Meta is now one of the least popular channels amongst an international audience

# Candidates are becoming increasingly demanding of universities with response times

How quickly would you expect to receive a response from a university at the following stages?

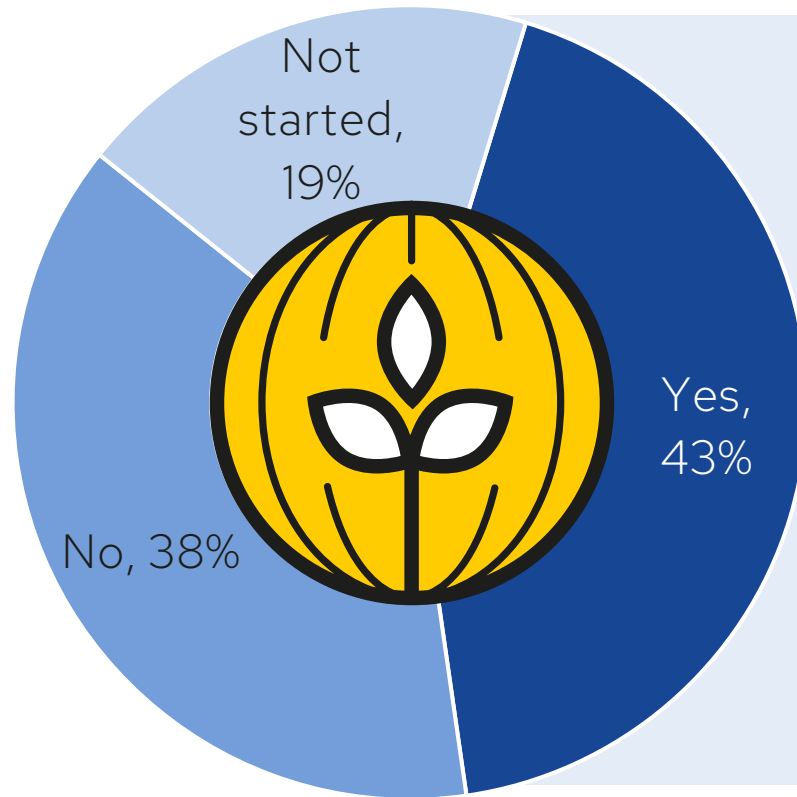
The proportion of candidates who would like a full and complete response to their enquiry within 24 hours rose from 18% in 2022 to 24% in 2023

The proportion of candidates of candidates who would like to see their application turned round within 1 week rose from 45% in 2022 to 53% in 2023

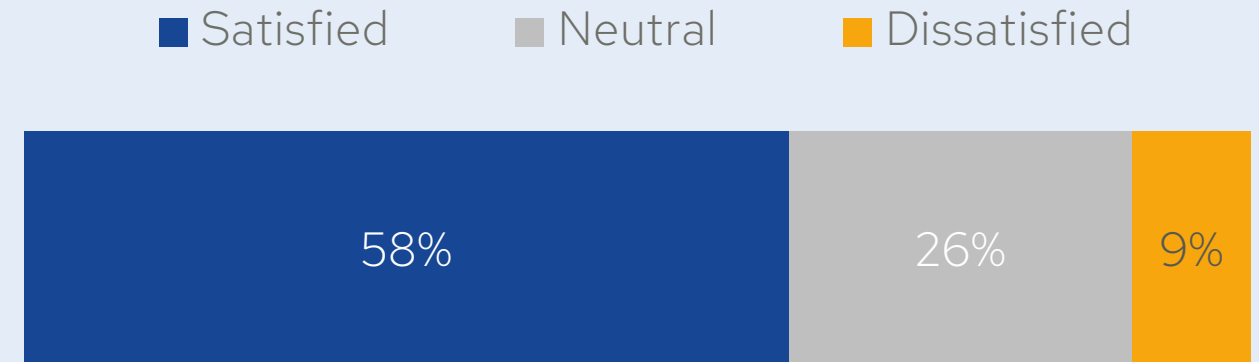


# Sustainability is an increasingly important issue with nearly half of all candidates now actively researching institutional efforts

When researching institutions, have you actively researched their environmental sustainability strategy or efforts?



For the institutions you have researched, were you satisfied with the level of environmental action from these institutions?



Whilst the majority of those who have researched environmental strategies of institutions are broadly satisfied, there is still scope for improvement to convert the 'neutrals' when communicating institutional efforts

# Social sustainability is equally important for institutions, with candidates prioritising participation between students and local community

What five social activities are most important for universities to engage in?



- ▶ Encouraging and facilitating participation between students and local community with their social sustainability efforts
- ▶ Efforts to create a diverse student and staff cohort
- ▶ Increasing social literacy among students and staff - both within and outside the curriculum
- ▶ Investing in and increasing research of social sustainability initiatives
- ▶ Fair pay and treatment for staff

Thank you

