# Keynote Speech – Alastair McCall

## University Guides

### Majority of the Conference audience direct their students to consult league tables in thinking about HE.

### 30 years since the first was published; newest will be the Daily Mail guide, ready for 2024 entry students.

### Daily Mail will be the first guide for the mass middle market and the widest socio economic group.

### Alastair is passionate about their value in helping students find the right university for them, where they are happy, settled and well placed to succeed.

### Tables are compiled using data and metrics and then a narrative about each University.

### Prior to Guides exiting, advice and knowledge mainly drew from a personal experience or word of mouth.

### Guides are compiled for all users – consumers and their influencers and advisers.

### Rankings close together are institutions operating in virtually the same space. +/-10 will give a very similar type of university using measures.

## National Student Survey

### Main ingredient in all 4 main guides is the National Student Survey; large sample, proper survey.

### A good score shows that a university is generally doing a good job by their students.

## Bottom for teaching quality

### Bottom for assessment and feedback within the teaching quality section;

### Ranked between 112-123 in the GUG 2021

### This tells you that students are not happy in this areas – not that teaching is poor quality.

## Top for teaching quality

### Size of an institution plays a part – the vast scale of some HEIs can lead to students sometimes feeling that they are just a number

## Why giving a $@&# matters…

### Can understand variance between academic departments; what is working and not?

### Results are publicly available on the OfS website.

### New question added this year on mental wellbeing.

## Research quality – why it is relevant to undergraduates

### Research does not feature in all league tables – not included in the Guardian.

### Shows how likely it may be that students are taught by research active academics or interact with them in a department.

## Creating a research ranking

### Modern universities such as Northumbria, Westminster and West of England performed extremely well in 2022 REF, removing any bias that universities in this group are disadvantaged in rankings including research in metrics compared to Russell Group.

## GRADUATE JOB PROSPECTS

### Many of these jobs are now graduate entry only

### Interesting comparisons to be made at a geographic level, by type of university (e.g. Arts).

## COMPLETION RATES

### London Met takes a greater chance with the students it admits – this is critical context.

### Benchmarks of this data will not be updated after this year.

## Entry qualifications

### Average entry tariff can sometimes give an indication that achieving the requirement ais unachievable.

### Look at the ranking rather than actual number.