

# All staff briefings

## March 2013

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**Vice-Chancellor**

## A good start to 2013

- UAL to receive Specialist institution funding
- Outcome of QAA audit positive – no major issues. Commendation for our web-based materials but recommendation to create institution-wide policies for:
  - turnaround time for feedback on assessed work
  - more College-level support for placements
  - enhancement of students' learning opportunities
- EBC u-turn but:
  - Continuing use of Ebacc measure alongside new eight subject performance measure will cause confusion
  - Unlikely to reverse decline of art and design in schools (15% last year)
  - We must continue to focus on helping to develop the arts based curriculum in schools and increased progression opportunities

## Recruitment figures for 2012-13

- Home/EU undergraduate numbers on target
- International undergraduate numbers up by 213 on prior year
- International postgraduate numbers up by 95 on prior year
- Home/EU postgraduate numbers down by 286 on previous year (BUT consistent with sector experience)
- Loss of Home/EU postgraduate income is compensated by increased international fee income

## Applications for 2013 entry look slightly stronger

- Overall targets at all levels broadly consistent with actual recruitment last year
- Small overall increase in Foundation and Access applications
- Undergraduate:
  - Home/EU applications up by 3.4% (sector average 3.5%)
  - International applications up by 30% (but treat with caution!)
- Postgraduate:
  - Home/EU applications up by 30%
  - International applications up by 19%
  - BUT we are very early in the postgraduate recruitment cycle

## Internal progression (IP)

- Introduced for the first time for 2013 entry
- FE students who meet basic criteria are guaranteed an undergraduate place
- More than 75% of FE students have applied through IP and all received offers
- We should know outcome in terms of acceptances within next six weeks
- Substantial burden on HE, FE and admission teams but very substantial potential recruitment benefits
- Full review will be undertaken – system will be simplified next year
- Very positive feedback from cross-University dialogue between FE and HE staff

## Refocusing our strategy

- UAL's strategic plan under review in light of rapid changes in both sector and economy
- Three major areas identified as particularly important for review and focus:
  - Student experience
  - Internationalisation
  - Postgraduate strategies

## Student Experience

Focus on consolidation:

- Learning from SICOM's first year
- Timetabling:
  - Culture change essential
  - Timely production
  - No avoidable changes
  - No multiple systems
- Virtual learning environment (Moodle):
  - Populating Moodle is a major and urgent task
  - Course templates
  - Staff support through familiarisation materials
  - College support posts and groups

## Internationalisation

- We now have 6,063 international students from 105 countries; enrolments are up 22% over last 4 years and international fees will be £70m this year
- In addition, we have 2,458 EU students
- Key issues:
  - How do we make our teaching and support systems genuinely inclusive for international students?
  - How can we further internationalise the curriculum?
  - Do we want more collaborative provision for overseas delivery?



## Postgraduate community (1)

Some basic facts:

- Although International numbers are rising, Home/EU applications and enrolments fell last year by about 20%
- We have 81 courses of which only 6 are part-time only (but a further 22 with part-time option).
- Average postgraduate course costs £10,200. Standard Home/EU Fee £7,500 and International Fee £13,300.
- Overall satisfaction 64% (down 8% on last year).

## Postgraduate community (2)

Philip Broadhead and Frances Corner lead comprehensive review. Main themes:

- Building a graduate community across the University (headline lectures, communities of practice, research collaborations, use of archives)
- Course/curriculum review: including breadth and distinctiveness, embedding research, potential new courses and areas of oversupply
- Rethink credit framework (credit accumulation, unit size and flexibility)
- Flexible study (including part-time, work-based and distance learning)
- Masters Preparation courses (including remit of Artscom and CPD roles)
- External engagement (including in-house training, industry engagement and sector leadership initiatives)
- Integrating higher skills, enterprise and employability into curriculum
- Financial viability of teaching models (but some cross-subsidy will continue)

# Over to you

Questions, comments and views