Case Study: The University of Glasgow

Using real-time data insights to develop new programmes

University of Glasgow

studyportals
Analytics and Consulting

USE REAL-TIME DATA INSIGHTS TO DEVELOP NEW PROGRAMMES

#**acting**on **insights**

1 Introduction

How data analytics is vital for
key strategic decisions in higher education

Competition in international student recruitment is already a reality, which means university staff needs more insights to target prospective students more precisely. This is where data analytics comes in. Over 36 million students can be found on Studyportals each year, exploring over 200,000-degree options abroad. This generated data has proven to be an accurate reflection and projection of the higher education market.

The Studyportals Student Interest Dashboard is relevant for higher education professionals who want to increase their understanding about the supply of and demand for degrees, uncover new market opportunities, and follow trends and forecasts. This case study shows how the University of Glasgow uses the Studyportals Student Interest Dashboard for effective market insights, and informed strategic decision making on (international) student recruitment.

2 The Case Study

Elizabeth Gray

Head of Market Intelligence
The University of Glasgow

Elizabeth is the Head of Market Intelligence at the University of Glasgow. She leads a market intelligence service for External Relations, providing specialist advice covering market trends and performance data for recruitment and admissions in the UK and overseas and across all the University's key business development areas: undergraduate, postgraduate, TNE, student mobility, fee setting and forecasting etc. This data informs strategic decision making within the University and the analysis of trends provides key insights.

The University of Glasgow

The University of Glasgow is a research-intensive university and is part of the Russell Group. It was established in 1451 and is ranked in the top 100 of the world's universities (QS World University Rankings 2020). 81% of their research is judged to be internationally excellent (REF 2014). Around 28,000 undergraduate and postgraduate students from over 140 countries worldwide study at the University each year; 22% are from abroad. The University of Glasgow is considered first in the Russell Group for teaching (NSS 2018).
The University of Glasgow works with over 100 target schools, as well as colleges, local authorities and other organisations to support school leavers and adult learners alike to prepare for, apply to and succeed at university.

3 Goals

Diversifying student markets and expanding the range of available programmes

'The University is in the midst of a £1bn investment in infrastructure, which will build on our existing provision to provide more leading-edge teaching and research facilities. We aim to grow our student body and diversify student markets from which we recruit and use scholarships and bursaries to attract high-quality students from across the world. We aim to expand the range of programmes available through our transnational education activity, internationalise our curricula and review all programmes, courses and support structures with respect to their suitability for students from outside the UK. We also endeavour to expand the number and range of international placements and worldwide strategic partnerships.' – Elizabeth Gray
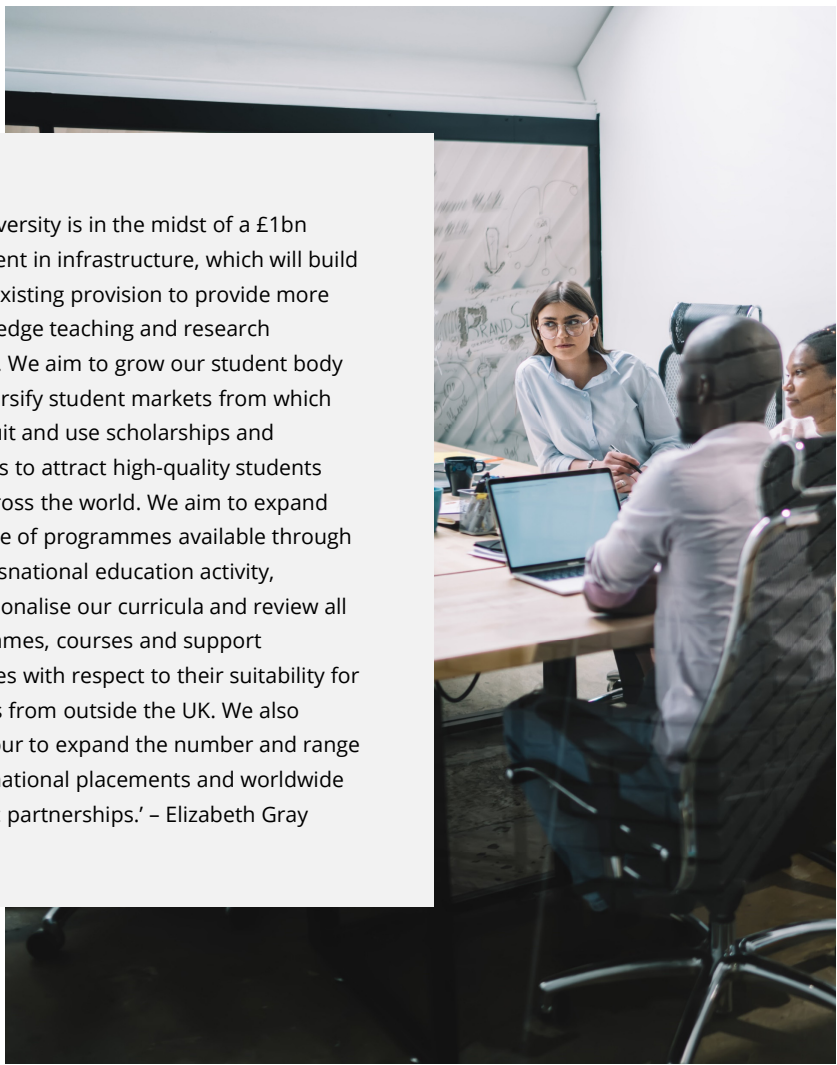
4 Key Challenge & Solution

THE CHALLENGE

In the context of using data for decision making, what were some of the biggest challenges that you were experiencing?

'Determining market opportunities in terms of subjects students wanted to study and where the demand would come from. Existing data sets, namely HESA, are two years out of date.'

THE SOLUTION

What made you decide to further investigate the Studyportals dashboard solution?

'The dashboard provides us with intelligence on current student interest/market demand for programmes.

The dashboard has provided us with 'evidence' of student demand that is more current than existing HESA dashboards and has informed our market assessments for programmes and senior management considerations for potential student growth.'

Studyportals Student Interest Dashboard

'The Studyportals dashboard data is current compared to HESA enrolment data, which is always two years out of date. The dashboard is also more visual, providing a global overview as well as the capability to drill down for detail.'

5 Key Benefits

'Since acquiring the tool (August 2018) we have provided insights on a monthly basis to senior management on market opportunities for all four of our Colleges and they have acted on our recommendations and started to develop new programmes.'

| **What kind of questions are you now answering with the dashboard? Are there any questions you would like to work on in the future?**	'Our most common research questions are: • Given certain regions or countries of origin, what are the disciplines/programmes in demand or showing increase in demand? • Given certain disciplines/programmes, what regions/countries are the main markets or showing an increase in demand? • Given certain disciplines/programmes, who are the main competitors, what are their programme titles, tuition fees, entry requirements, and main recruitment markets?'
Is there any unexpected/most striking result that our product was able to offer after you started using it?	'We were able to quantify the market trends which were previously observed anecdotally by the recruitment team and from other sources. Some of the recommended developments, which are backed up with quantitative data, now receive more attention from academic departments and are more likely to be implemented.'

6 Implementation & Service
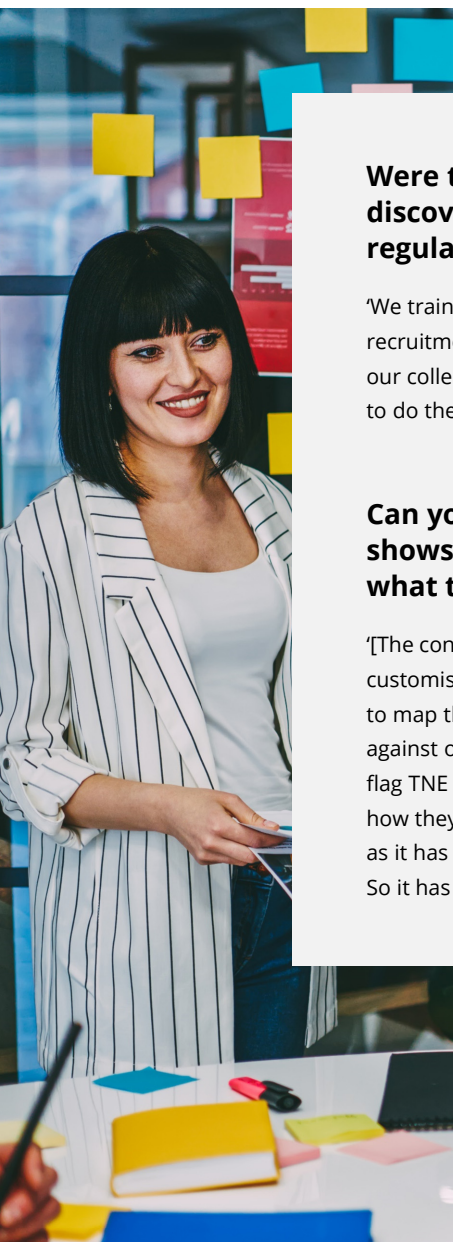
Were there any other advantages you discovered after using the product more regularly?

'We trained and shared the dashboards with the recruitment teams. Feedback has been positive. Some of our colleagues are very happy with using the dashboards to do their own data analysis.'

Can you name anything specific which shows that we went the extra mile and what that meant to you?

'[The consultants] have both taken our requests for customising the dashboards seriously. They were willing to map the Studyportals disciplines and subdisciplines against our Colleges and HESA subjects, and identify and flag TNE programmes. They have also commented on how they have enjoyed working with the Glasgow team as it has helped them develop the Studyportals offering. So it has very much been a team approach.'

7 Key Facts

7 portals

36+ million unique visitors every year

640,000 international enrolments

3,750+ participating institutions

200,000+ programmes listed

Multiple levels of education

Geographic detail at city-level

Monthly data updates

Millions of aggregated page views linked to programmes, (sub-) disciplines, country of origin etc. are a powerful indicator of the online search behaviour of prospective students. Analysing the interest over time can give an indication about future growth prospects and the influence of current developments on student recruitment. Unless other datasets, behavioural data is available (near) real-time: prospective students typically start researching their programme options 6-24 months before enrolment (average of 15 months). The correlation of page views per discipline with actual enrolment has been verified with information coming from EP-NUFFIC, UNESCO, OECD, and HESA datasets.

8 Get in touch

Do you know how your institution's strategy could benefit from our real-time student data?

Degree Supply & Demand

Which specialisation should our new Master's degree offer? Which fields are currently being under and over supplied?

Market Opportunities

Which countries should I focus my marketing on for our faculty? Which students are interested the most to study in my country?

Trends & Forecasting

What are the upcoming countries of international students? How is the demand for degrees forecasted to develop over the next years?

CONTACT US FOR MORE INFORMATION ABOUT HOW WE CAN HELP YOUR ORGANISATION GROW:

studyportals.com/act

Or schedule a meeting with our colleagues via **consulting@studyportals.com**
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Analytics and Consulting

Get in touch to discover how big data insights can help you enhance your international student recruitment strategy

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