



Through student eyes: how UK institutions are perceived compared to the global competition

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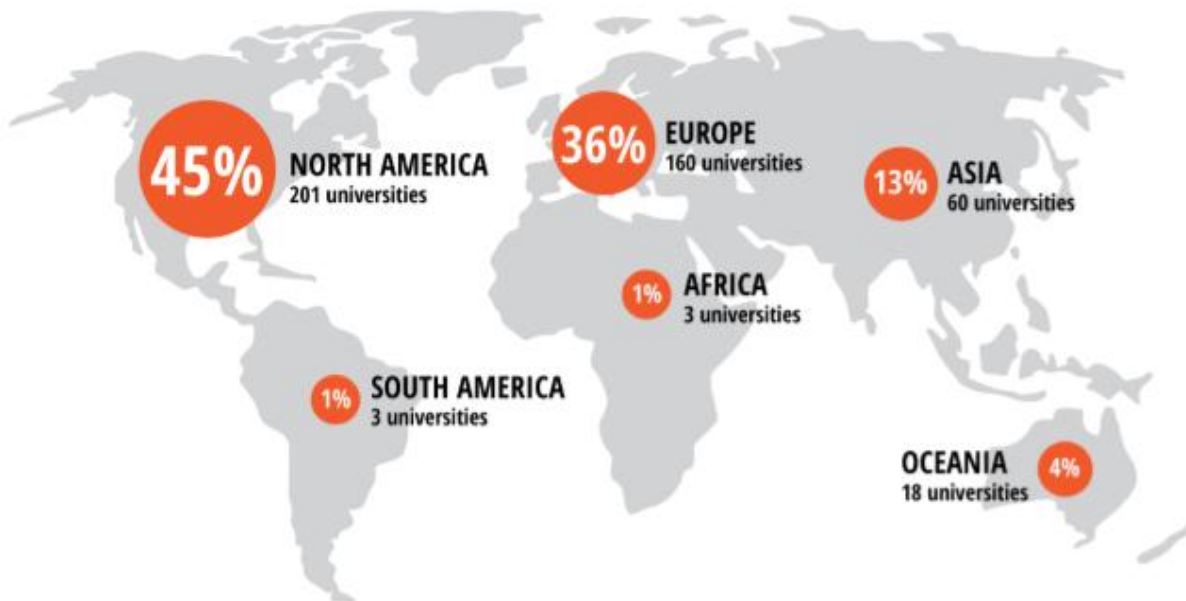
*THE WORLDS TOP 500 UNIVERSITIES
THROUGH STUDENT EYES*

JENNIFER BRUCE, STUDYPORTALS

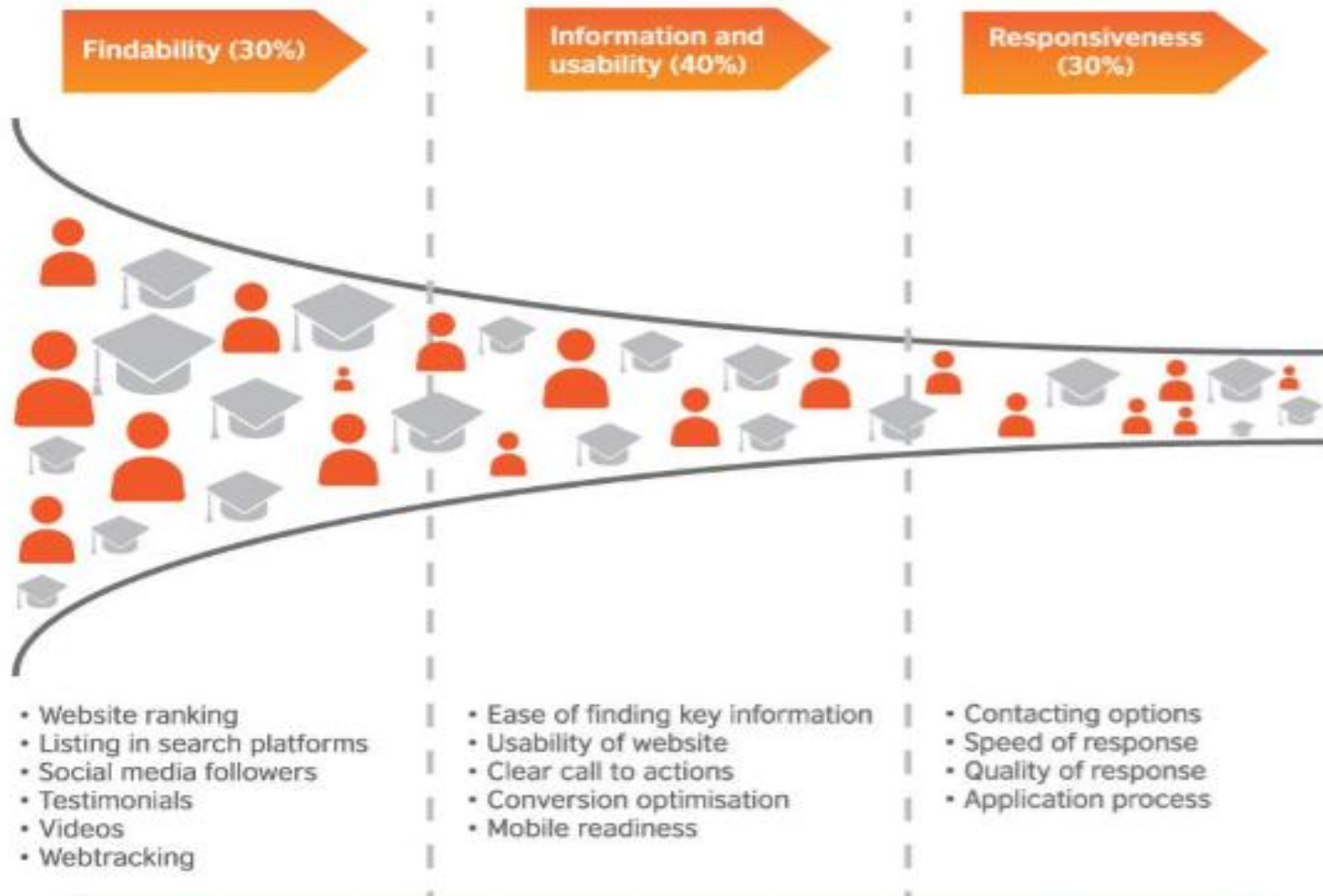
Geographical distribution



GEOGRAPHICAL DISTRIBUTION OF OUR RESEARCH



The Student eyes research model



9 student researchers analysed 445 institutions on in total 40 criteria that are most important from the perspective of a prospective student

Overall results



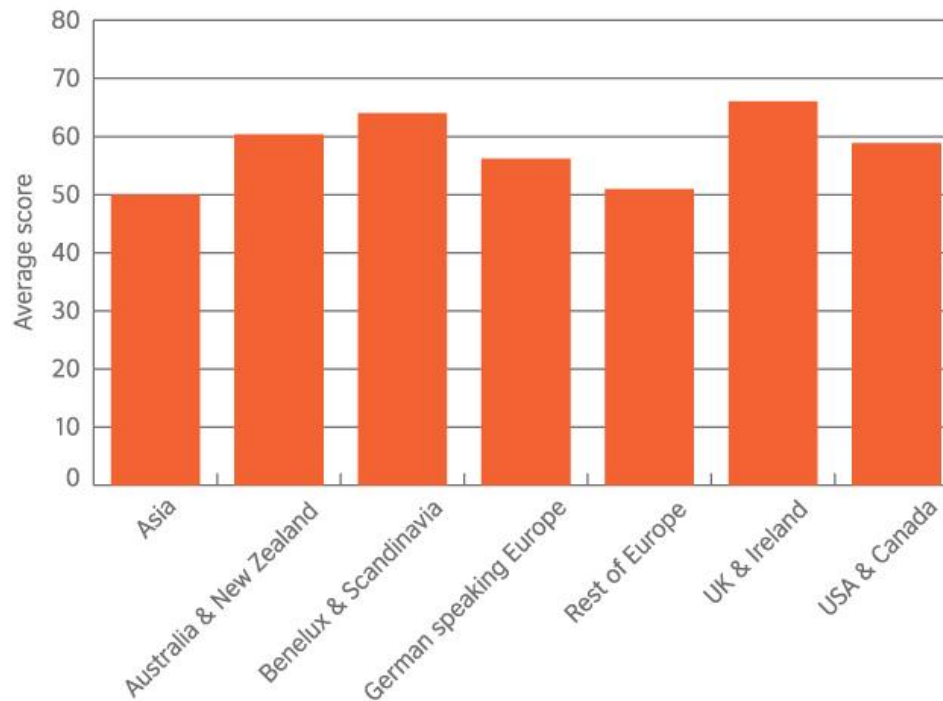
	Benchmark average UK&IR	Benchmark average World
Overall score	66	60
Findability score	18	16
Information provision and usability score	30	27
Responsiveness score	18	18





Student eyes rating by region

Graph 1 - The average score of performance of institutions by regions

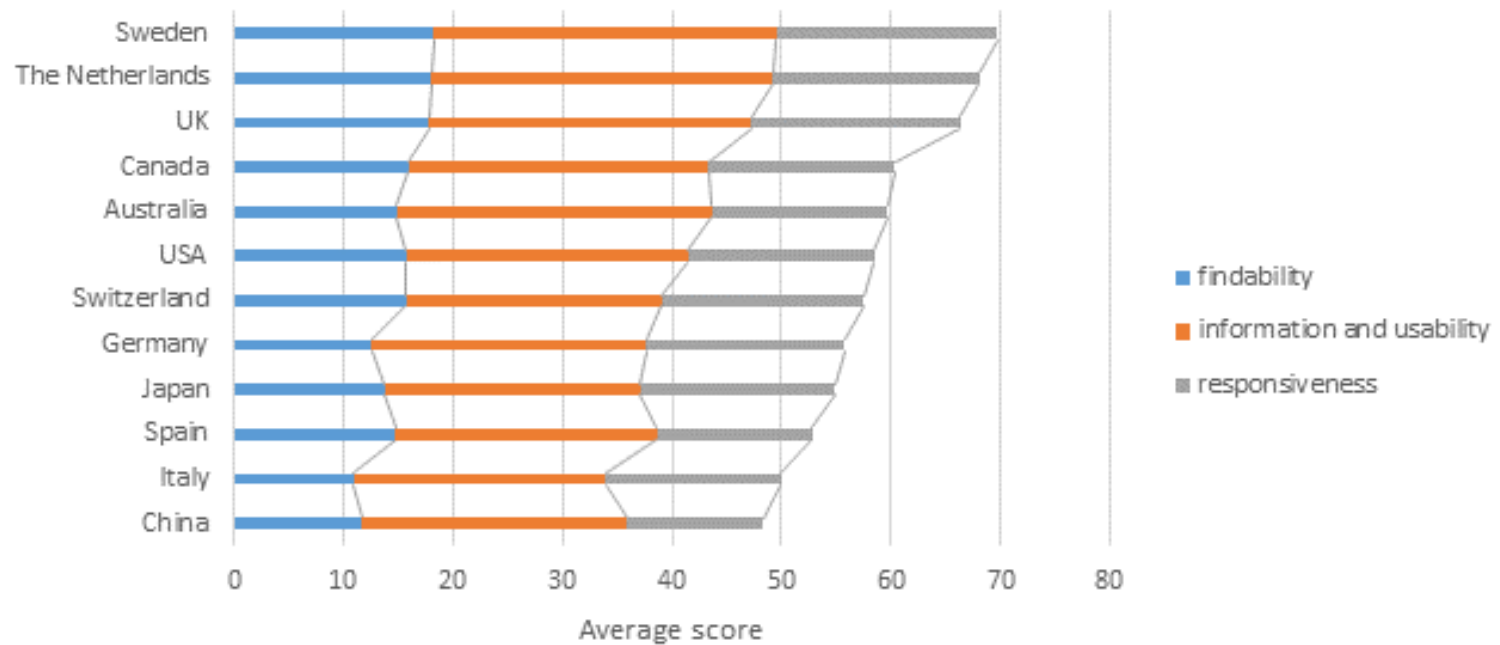


Source: Through Student Eyes, 2014



Student eyes rating by country

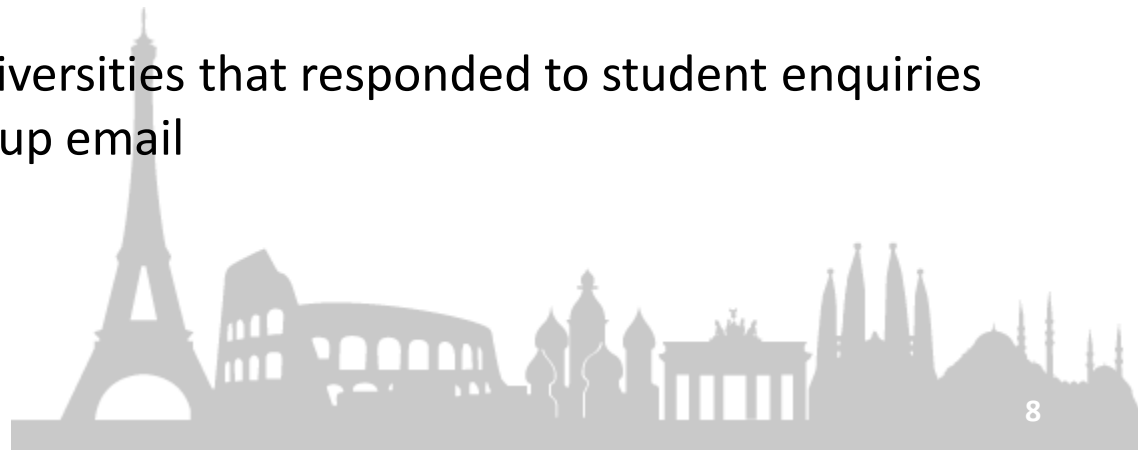
The average score of performance by countries



Key findings from our analysis of the world's top 500 universities



- Information on degree level and type, as well as programme email addresses were the easiest information to find across all 500 universities
- Information on programme accreditation and student testimonials were the most difficult information to find
- 57% of the world's top 500 universities responded to enquiries in 1 day
- 21% of the world's top 500 universities did not respond to enquiries
- Institutions in the Netherlands, Canada and Sweden were more likely to respond to student enquiries in under 1 day
- Institutions in Spain and China were less likely to respond to student enquiries so promptly
- 67% of the world's top 500 universities that responded to student enquiries did not send a second, follow-up email



Finding your website and tracking visitors



	Benchmark average UK&IR	Benchmark average World
Alexa rank	48,600	217,200
Google Pagerank	7.2	6.0
Use of Google Analytics	87% uses	64% uses



Social media benchmark



	Benchmark average UK&IR	Benchmark average World
Facebook followers	89,000	65,000
Youtube channel subscribers	6,400	11,800
LinkedIn followers	50,200	39,800
Twitter followers	29,000	35,200
Google+ followers	606	9000



Other ways to engage prospective student



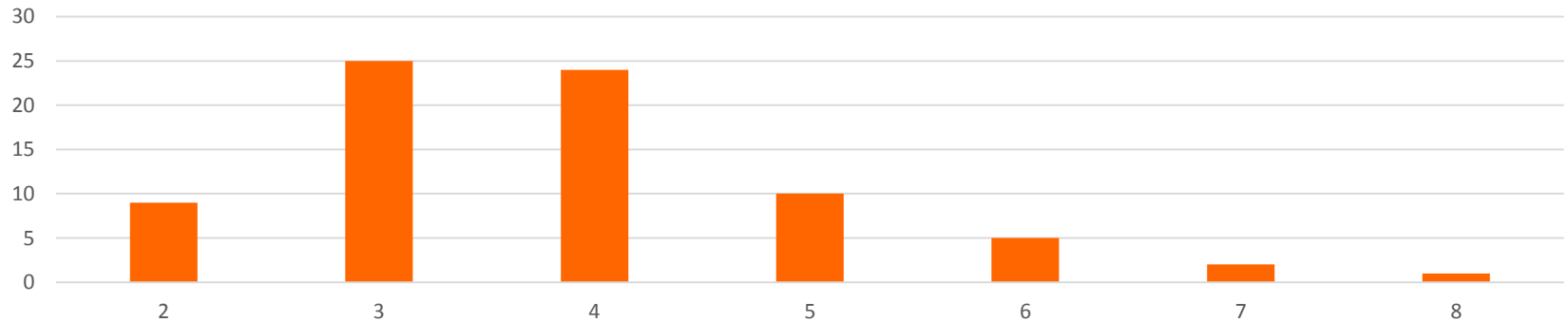
	Benchmark UK&IR	Benchmark World
Videos	Yes 55%	No 68 %
Live chat	No 100%	No 97 %
Newsletter subscription	No 91 %	No 91 %



Finding the programme on university's webpage



How many clicks to find a specific programme from university's main webpage in UK and Ireland

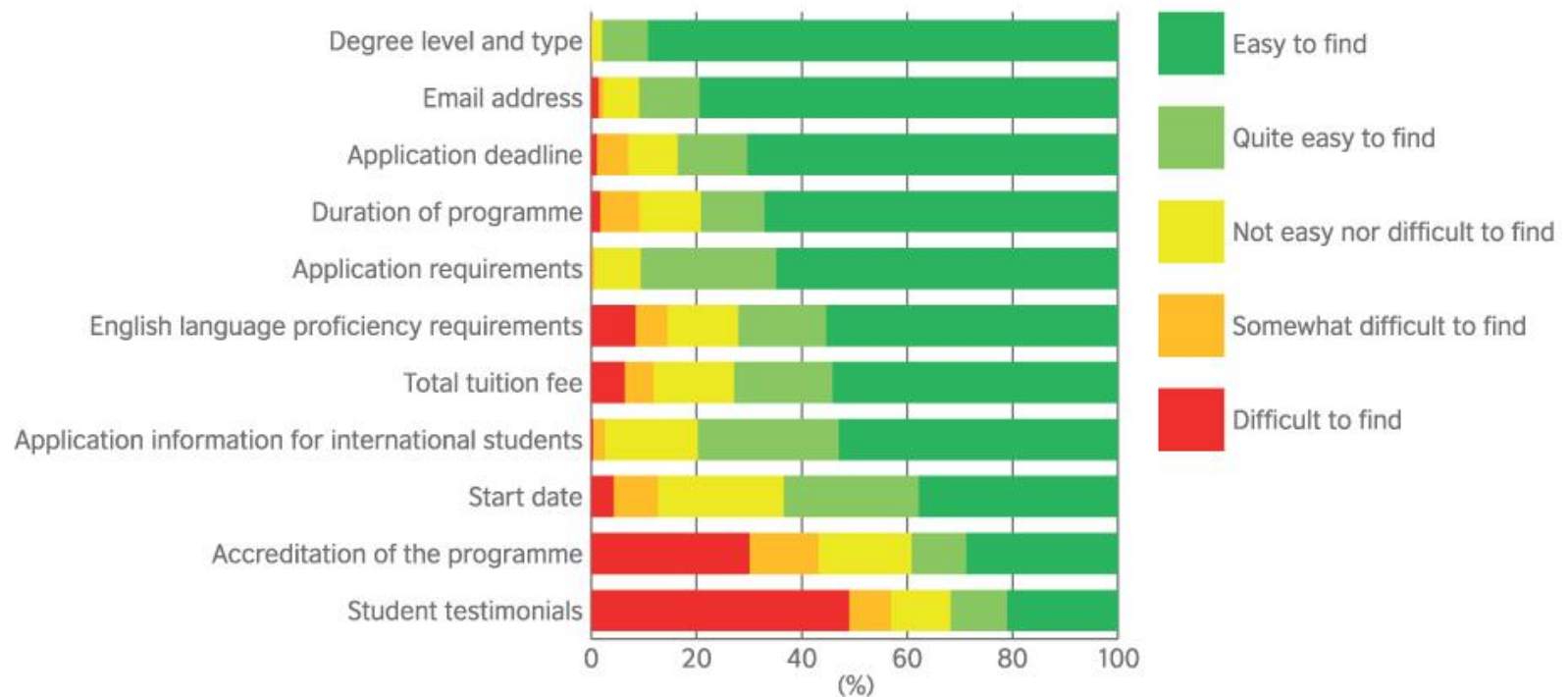


	Average UK&IR	Average World
Clicks to find a specific program university's the homepage	3,8	8



Finding relevant information

Graph 3 - Ease of find information on institutions' programme website



Source: Through Student Eyes, 2014



Main findings benchmark



	Benchmark average in UK&IR	Benchmark average in World
Degree level and type	5	4.9
Duration of program	4.9	4.3
Application requirements	4.8	4.6
Total Tuition Fee	4.7	4.1
Application information for international students	4.7	4.3
English language proficiency requirements	4.7	4.0
Application deadline date	4.2	4.5
Start Date	4.0	3.8
Accreditation Information	3.3	2.9

Finding testimonials



	Benchmark average UK&IR	Benchmark average World
Ease to find testimonials (on scale 1 to 5)	3.3	2.5
Testimonials of employability after graduation	59 % has testimonials	40 % has testimonials



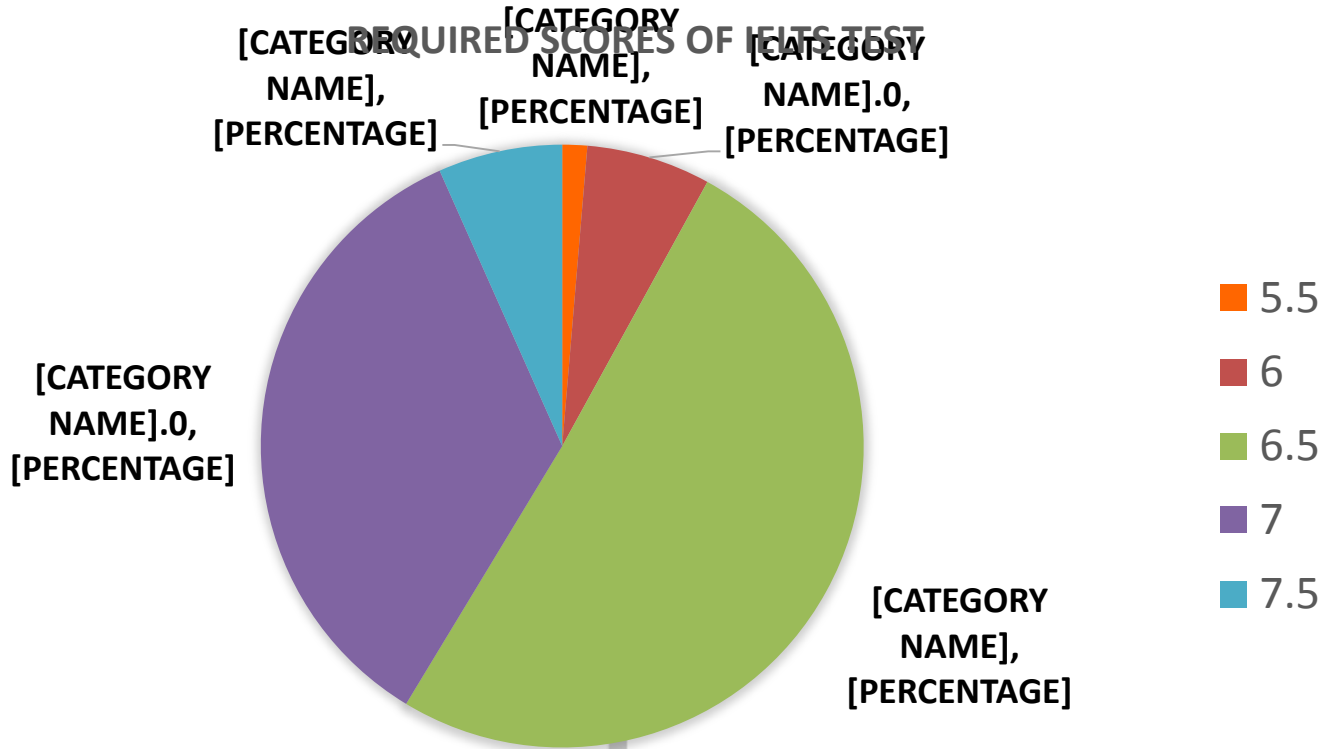
Visitor retention



	Benchmark average UK&IR	Benchmark average World
Number of actions promoted on webpage	5.1	4.4
Number of external links on webpage	3.2	2.5



Required IELTS score in UK and Ireland



Mobile ready?



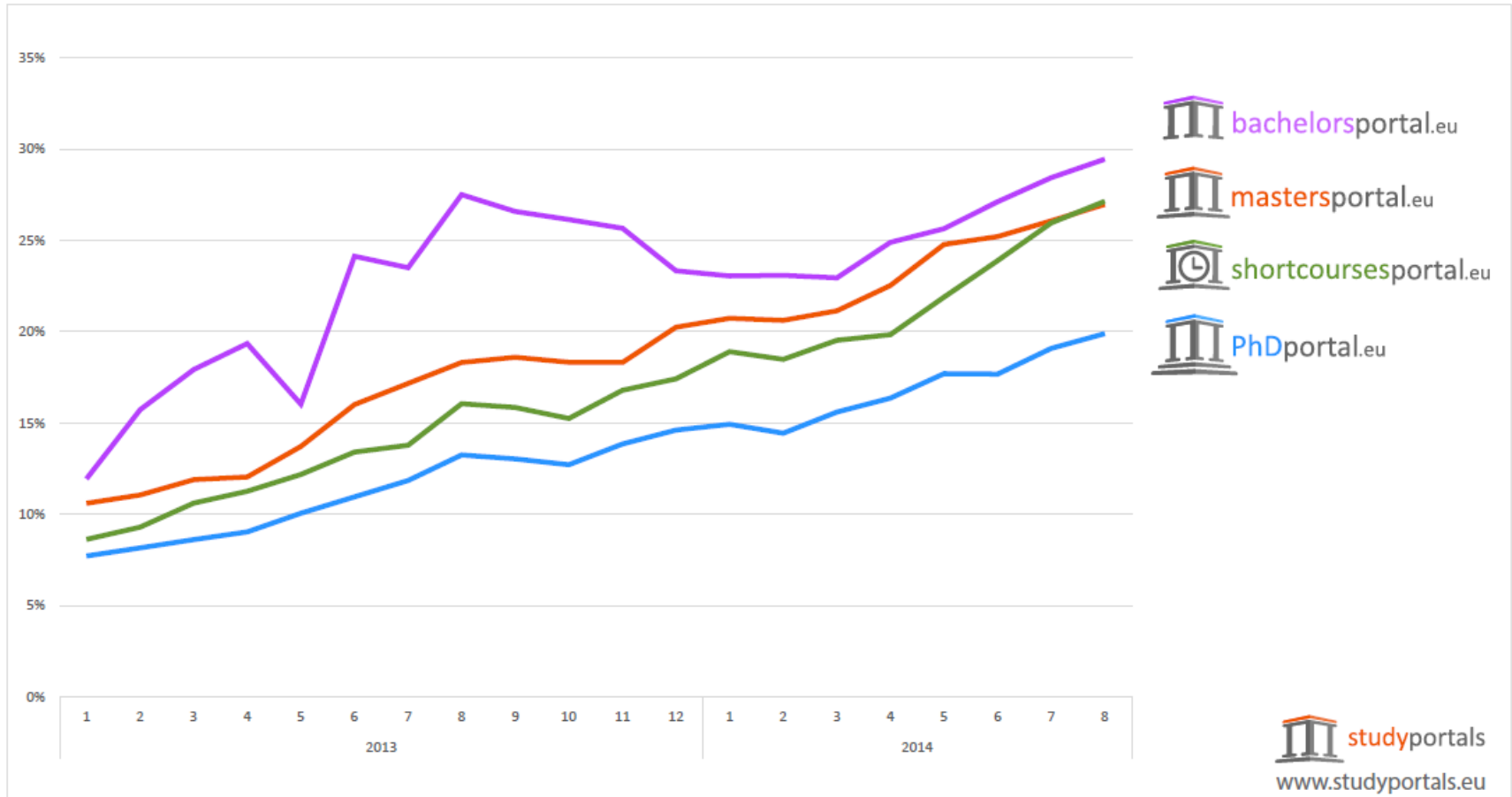
	Benchmark UK&IR	Benchmark World
The score from test with ready.mobi	2.1	2.1
Existence of mobile app	79% yes	72% yes



Mobile ready?



MOBILE AND TABLET TRAFFIC SHARE GROWTH PER PORTAL



Possible quick wins when trying to make your website more usable

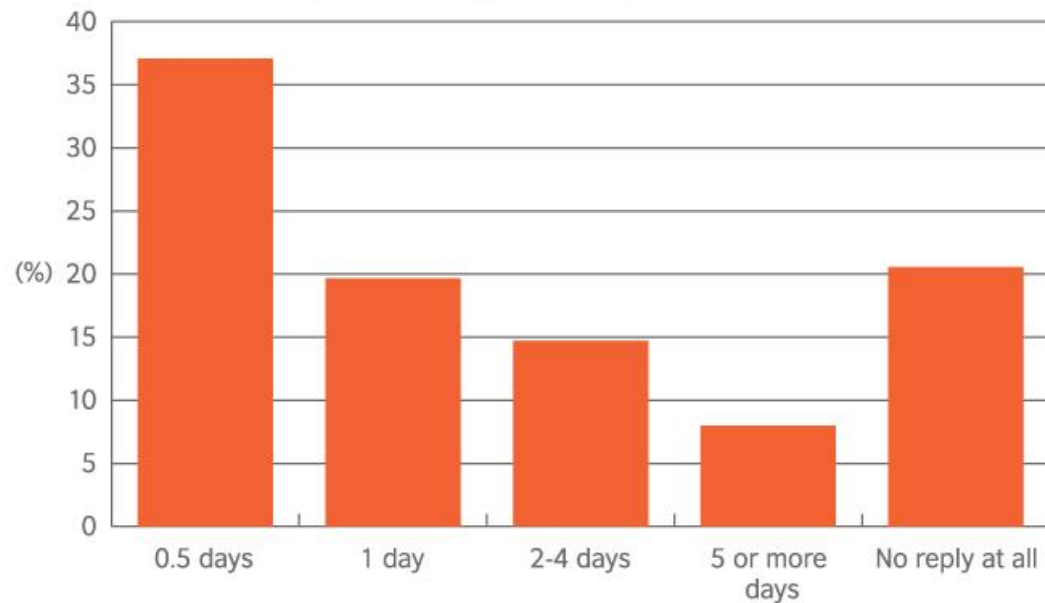


- Make all relevant information easily available on the programme website
- Consider putting the most important facts into a fact box
- Publish testimonials
- Get your website mobile ready, e.g. adjusting the content to fit a mobile screen
- Consider developing a mobile app for prospective students to grow the relationship with them



Response time to student Enquiries

Graph 4 - Enquiry response time



Source: Through Student Eyes, 2014

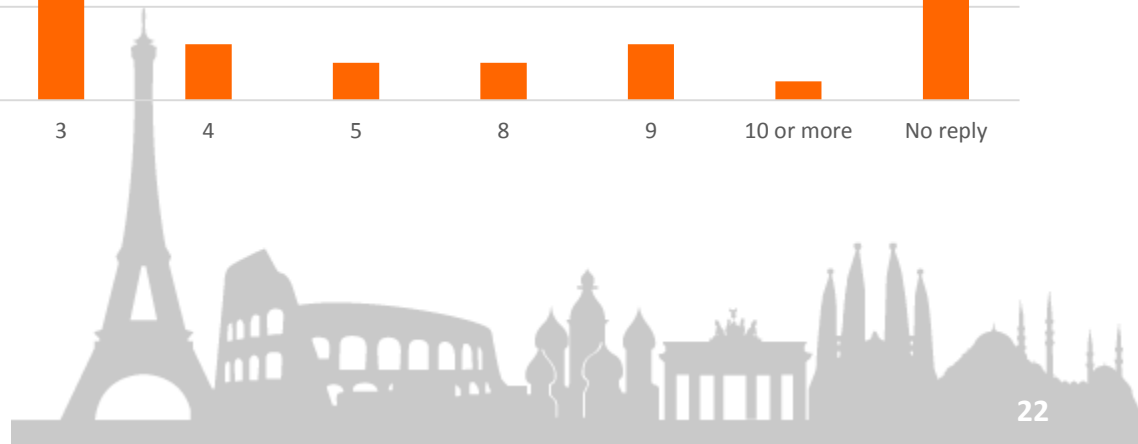
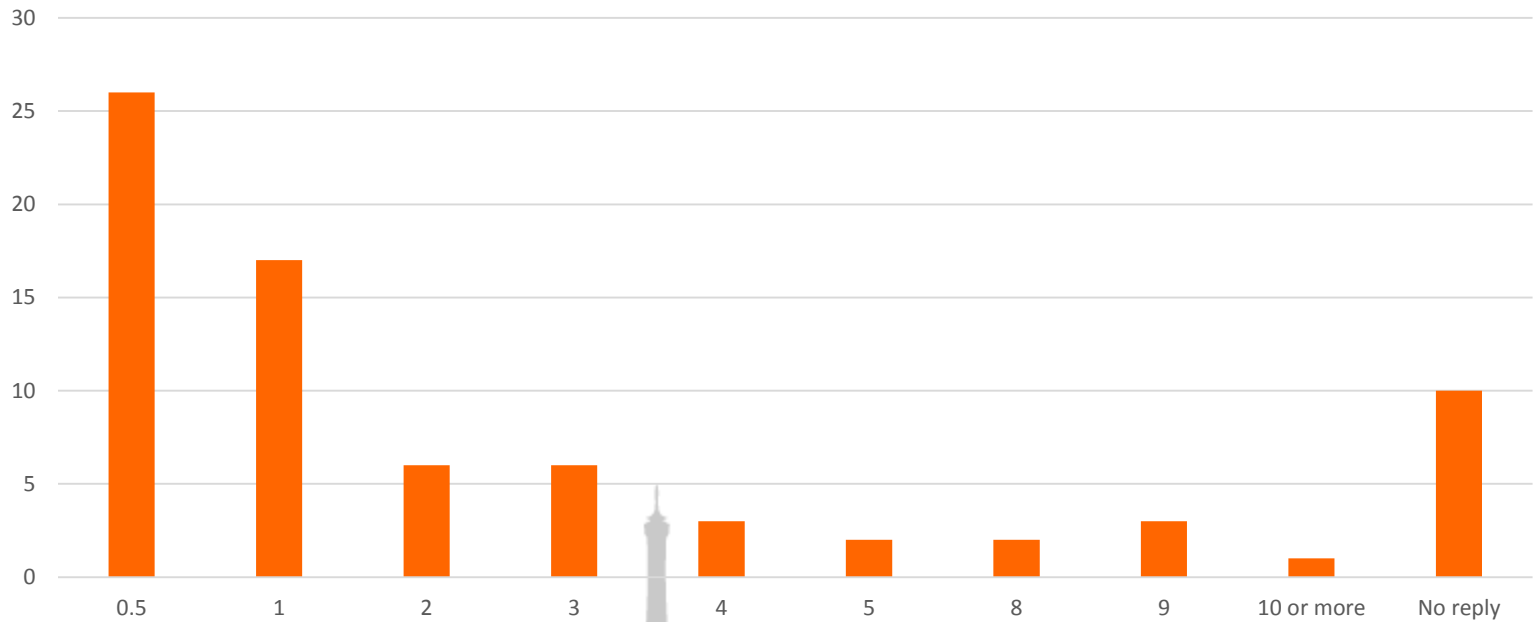
Note: South America and Africa are not included due to small number of programmes.



Time of reply in universities in UK and Ireland



Count of time in days until the first reply was received



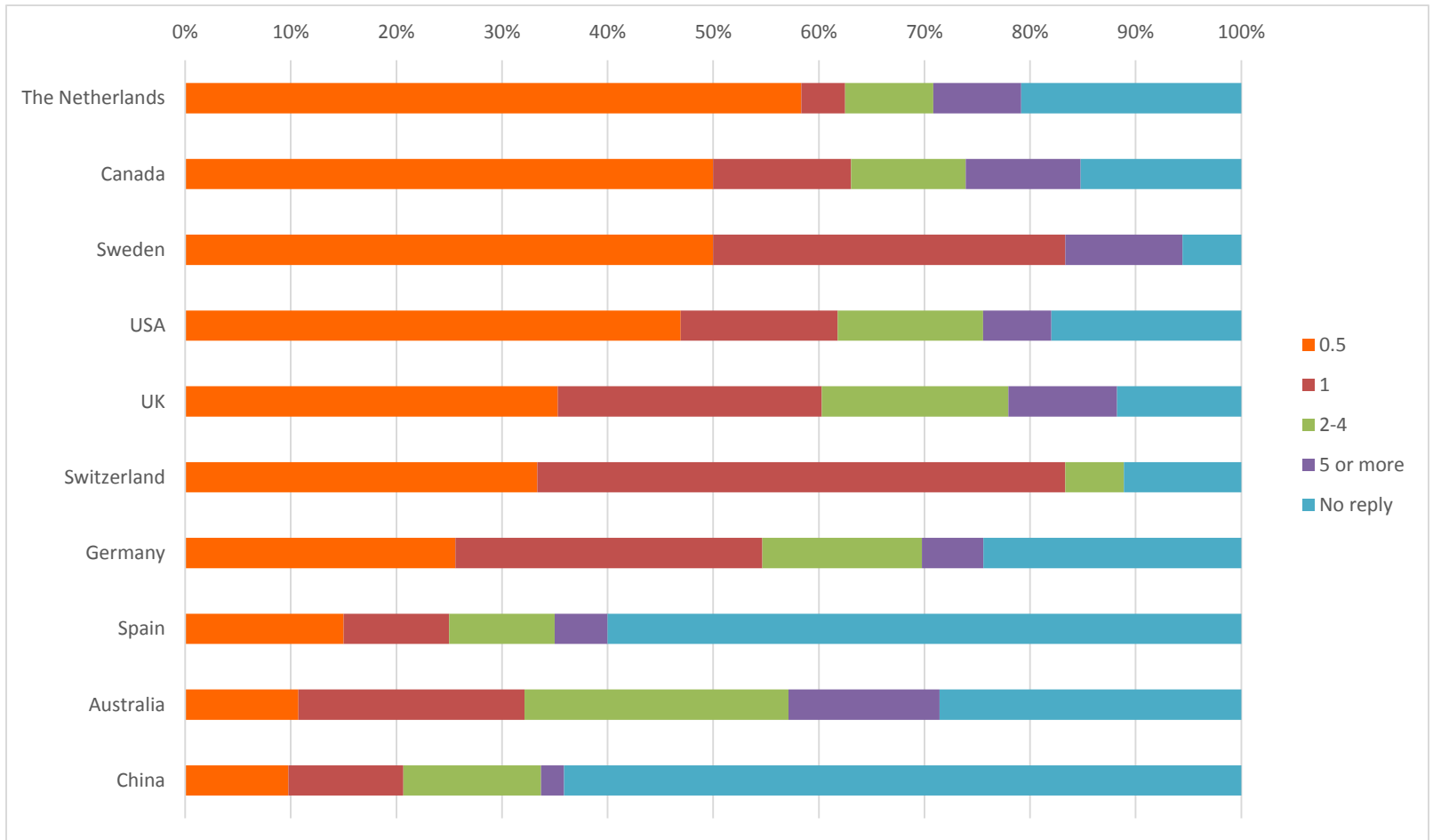
Interact with prospective students



	Benchmark UK& IR	Benchmark World
Was the enquiry completed via email or via a form	90 % enquiry by email	84% enquiry by email
Was an automatic confirmation of receipt of enquiry received	74% no automatic reply	85% no automatic reply

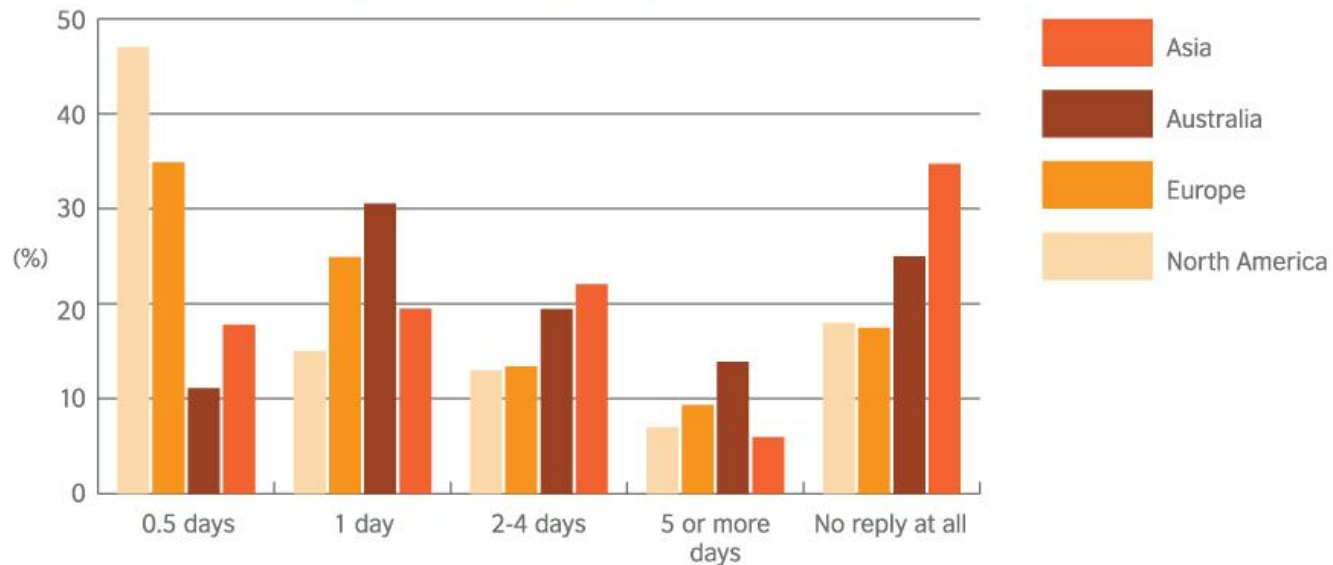


Enquiry response rate by top 10 countries



Response time to student enquiries in different continents

Graph 5 - Enquiry response time, by continent



Source: Through Student Eyes, 2014

Note: South America and Africa are not included due to small number of programmes.



Benchmark of replies

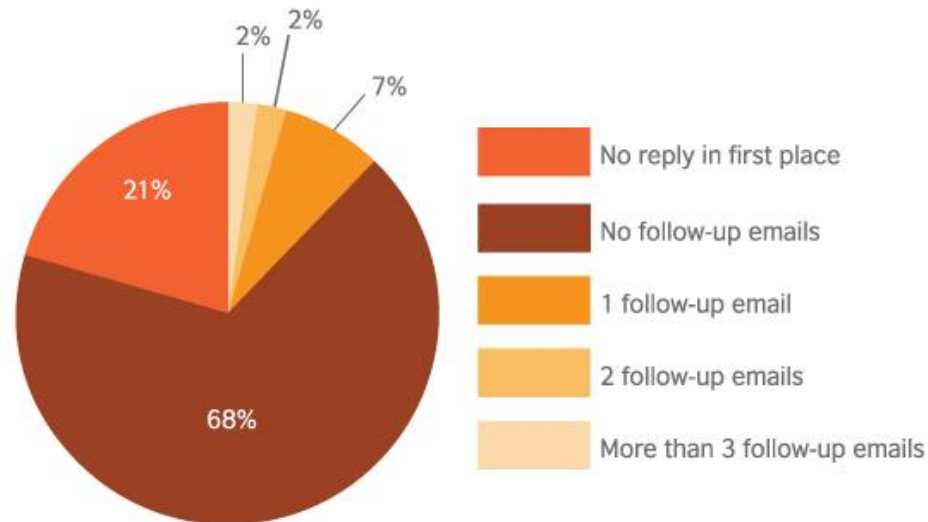


	Benchmark UK&IR	Benchmark World
Time passed until you received a first reply was received	0.5 day	0.5 day
Number of follow ups	78 % No follow-up	80% No follow-up



Number of reminders sent following the initial enquiry

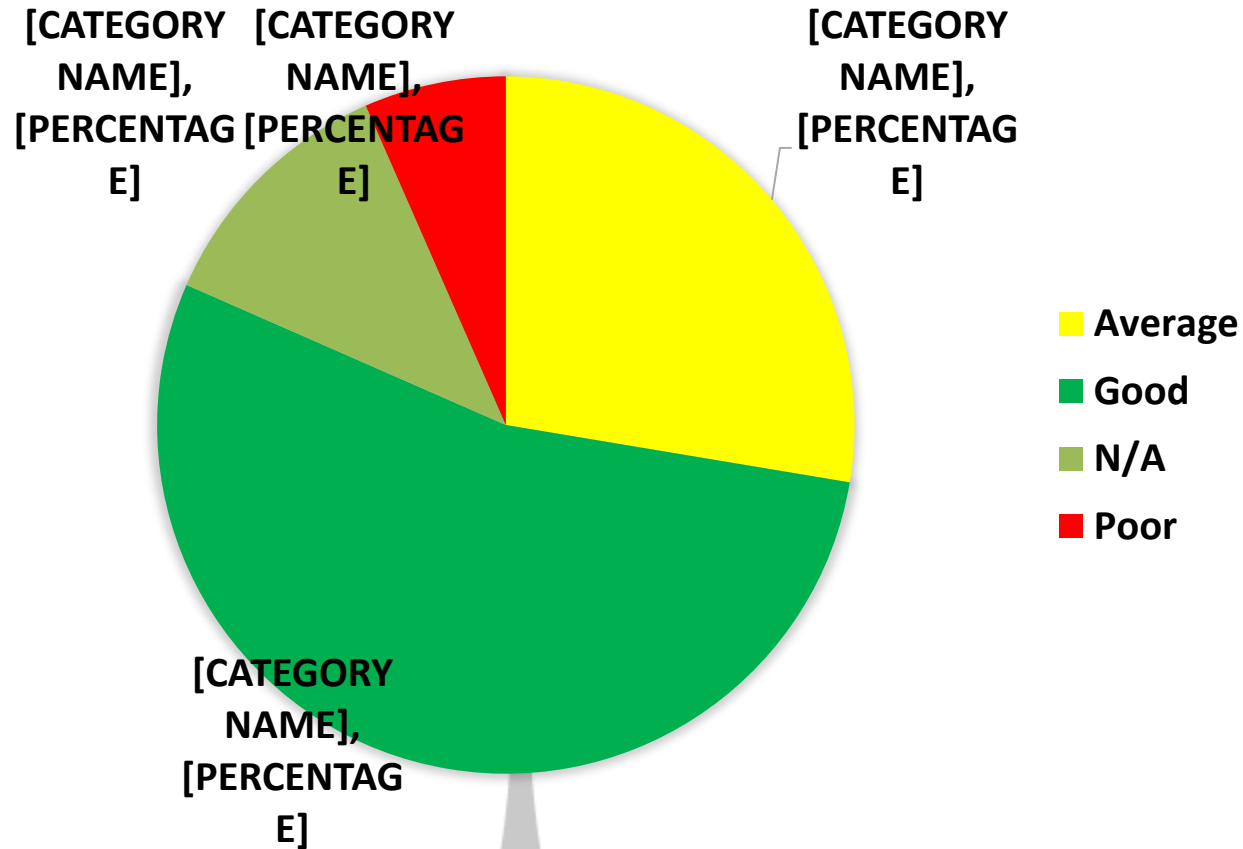
Graph 7 - Level of contact with students



Source: Through Student Eyes, 2014



Quality of replies in UK and Ireland



Quality of replies benchmark



	Benchmark UK&IR	Benchmark World
Answer was personal	93% Yes	91 % Yes
Answer was professional	100% Yes	93 % Yes
Quality of the answer	54% Good	56% Good



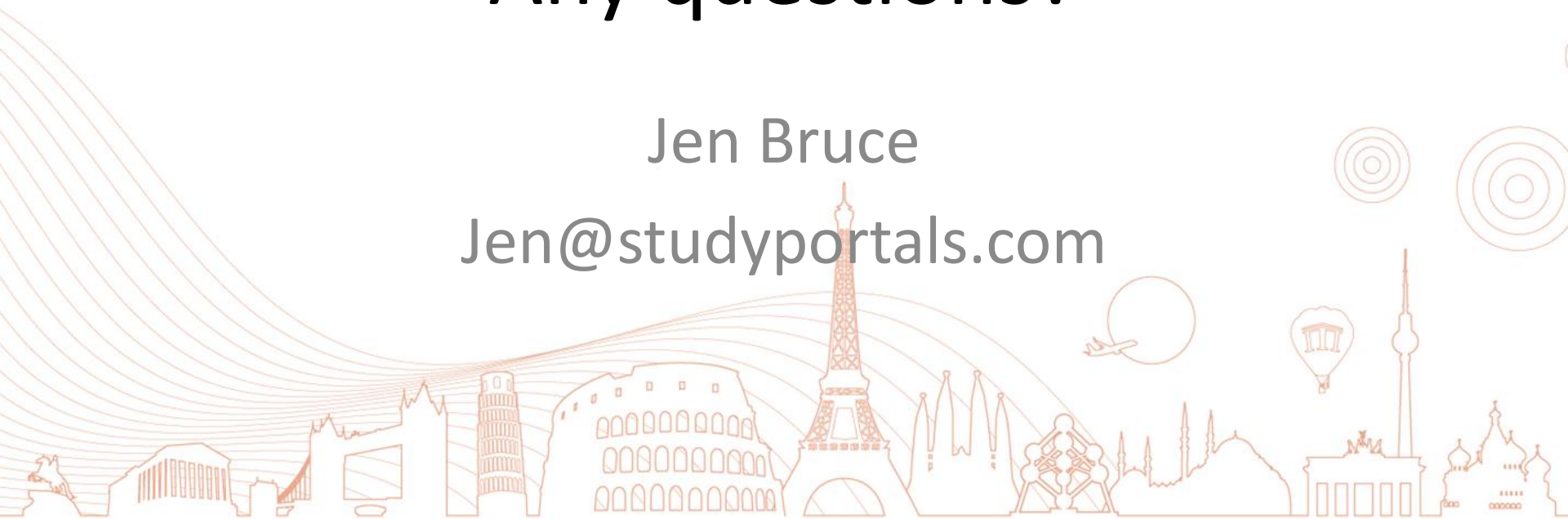


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Thank you very much
Any questions?

Jen Bruce

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Through Student Eyes

- Impact of this research methodology
- The role of rankings and need to disaggregate
- A global trend impacting student choice – English Medium Instruction
- Feedback from participating institutions

English taught masters programmes in Europe 2013, IIE

Figure 1: Overall Growth in English-Taught Programs Since 2002

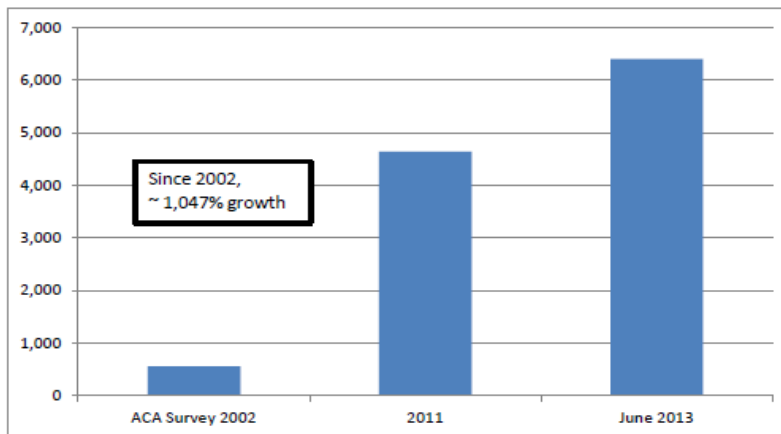


Figure 2: English-Taught Master's Programs at MastersPortal.eu (by Country and Year)

