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Senate

**Subject:** Full-time Undergraduate and Taught Postgraduate Recruitment Report 2011 entry

**Origin:** Pro Vice-Chancellor (Teaching)

 Director of Student Recruitment and Admissions

**Executive Summary:** UK/EU undergraduate applications have declined this year, following an increase in the two previous years. International applications are also behind the comparable position in 2010. Reasons are provided below. Actions are underway to ameliorate the effects of these decreases and to ensure that entry targets are met. Applications to taught postgraduate programmes remain buoyant.

**Senate Action Required:** Senate is asked to note the content of the paper

**1 Undergraduate Recruitment: UK/EU**

 The University has received all pre-15 January UCAS applications. UK/EU applications to Loughborough are down by 6% on the equivalent point last year but the picture is inconsistent across Schools/Departments. The table below shows the change in applications for each of the new Schools:

|  |  |
| --- | --- |
| Aeronautical & Automotive Engineering, Chemical Engineering & Materials | +10% |
| Civil and Building Engineering | +4% |
| Electronic, Electrical and Systems Engineering | -28% |
| Wolfson School | -1% |
| Science | -4% |
| Arts, English and Drama | -16% |
| Business and Economics | -14% |
| Loughborough Design School | -1% |
| Social, Political and Geographical Sciences | +1% |
| Sport, Exercise and Health Sciences | -14% |
| Foundation | +10% |

According to UCAS statistics, by 15 January applications to Loughborough (which include UK, EU and international) had decreased by 9.2%. Changes in competitor Institutions are listed below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Bath | -0.3% |  | Manchester | 0.1% |
| Birmingham | -0.3% |  | Nottingham | 7.6% |
| Durham | -0.7% |  | Sheffield | -15.9% |
| Leeds | -0.2% |  | Southampton | -4.1% |
| Leicester | -2.4% |  | York | -3.7% |

It should be noted that the most significant increases in applications nationally have been in subjects which Loughborough does not offer (but many of our competitors do) such as subjects allied to medicine and veterinary science.

2011 entry is a critical year before the introduction of increased tuition fees from 2012 entry. Deferred applications for 2012 entry are running at 2.5% of the total applications (compared to 5% at the equivalent point last year) which means that the number of students which the University needs to recruit next year will be greater from the outset. Opportunities continue to be promoted to prospective students seeking entry in 2012 to ensure that they are not deterred from applying by the likelihood of increased debt.

The Student Recruitment and Admissions section in liaison with admissions tutors is monitoring offer levels to ensure that, where possible, sufficient offers are made to meet intake targets whilst maintaining the high academic requirements. In the coming weeks Marketing and Communications will send to offer holders Department/School-specific e-newsletters in order to aid conversion.

**2 Undergraduate Recruitment: International**

Currently international applications are down by 12% in comparison to the equivalent point last year. The majority of Schools have seen a decrease in applications with the exception of the following:

Social, Political and Geographical Sciences +5%

Loughborough Design School +52%

Sport, Exercise and Health Sciences 0%

It is likely that the decrease in applications is due to the relatively high entry requirements at Loughborough (academic and English language), the incorrect information currently circulating in international markets about a possible tripling of tuition fees for international students and the Government’s proposed changes to the immigration system, particularly restrictions on the post-study work visa.

Colleagues in the International Office are due to embark on a number of focused visits overseas and it is hoped that these will result in an increase in applications from well-qualified students. They will also focus on conversion of those students who have been made an offer.

**3 Postgraduate Taught Recruitment: UK/EU**

For the third year in succession, UK/EU postgraduate taught applications have seen an increase; 21% compared to the equivalent point last year. Increases have occurred across a majority of the new Schools. 30% of the UK and 1.3% of the EU applications are from Loughborough students or graduates.

The Student Recruitment and Admissions section monitors regularly the number of offers made, together with outstanding decisions and liaises with Schools/Departments where issues are identified. The Postgraduate Open Day is scheduled to take place on Wednesday 23 February and has attracted around 350 advance bookings.

**4 Postgraduate Taught Recruitment: International**

There has been a 23% increase in applications over the equivalent point last year with increases across a majority of the new Schools.

Applications from China have increased significantly, mainly to the School of Business and Economics although it is pleasing to note a continued diversification across other subjects. There have been slight decreases in applications from India, Nigeria and Taiwan. Prospective students from India are particularly sensitive to the possible restrictions on the post-study work visa.

Work is underway to make more specific postgraduate taught entry criteria and to provide clear information on the web regarding equivalencies of qualifications from countries such as China, India, Nigeria and Taiwan in order to discourage applications from those not suitably qualified. This information will also be circulated to Agents.

The International Office is prioritising conversion activities over the coming months and also recruitment opportunities in Latin America. In May 2011 Marketing and Communications will issue an e-newsletter to offer holders.

Author – M.Bell, R.Atkin
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