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# Senate

# Subject: Undergraduate and Taught Postgraduate Recruitment 2011 Entry

**Origin: Morag Bell, Pro Vice-Chancellor (Teaching) and Rachel Atkin, Director Student Recruitment and Admissions**

**Executive Summary:** UK/EU undergraduate conversions are similar to those at this time in 2010. They are down slightly for UG international applicants, due in part to the UKBA visa changes in April. Postgraduate applications remain buoyant. It is anticipated that the University will meet the agreed intake targets for UK/EU undergraduates and all postgraduate students, and that we will be very close to if not on the international UG target.

**Actions Required**: Senate is asked to receive this report and to note the contents.

**Background:**

Key data shown below from June compares the position for 2011 entry with that for 2010 entry:

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|  | **2010** | **2011** | **% change****2010 to 2011** |
| **UK/EU** |  |  |  |
| **CF** | 3546 | 3657 | +3% |
| **CI** | 2339 | 2283 | -2.5% |
| **UF** | 741 | 562 | -24% |
| **International** |  |  |  |
| **CF** | 275 | 253 | -8% |
| **CI** | 319 | 274 | -14% |
| **UF** | 73 | 63 | -13.5% |

**UK/EU**

The above table indicates that CF totals for 2011 are higher than those for 2010. CI totals are slightly lower although there are variations between programmes. The number of students already holding unconditional firm offers for 2011 entry is lower than for 2010 but this should be balanced by the increased number of conditional firm offer holders for 2011 entry.

It is anticipated that through a modest number of concessions, changed course offers and minimal recruitment through Clearing, the University will meet its intake target of 3126.

There is much uncertainty over the admissions process this year in view of the significant increase in fees for 2012 entry. It is anticipated that there will be fewer withdrawals and deferrals to 2012 after the release of results, and that there may be an increase in re-mark requests by prospective students. Added uncertainty for Loughborough is due to a large number of insurance choices for some programmes. Careful monitoring over Confirmation and Clearing will be necessary to balance these factors.

Other features of the current admission process include:

* Entry requirements have been increased for 64 programmes across the University
* Mechanical Engineering has increased its offer to A\*AA for its MEng programme and recruitment remains strong
* The standard offer for all programmes is now BBB (300 points) or above
* The responses of many applicants to their offers demonstrates that Loughborough is coupled with the leading selecting universities as the preferred choice, either as firm or insurance university

**International**

There are fewer unconditional firm offers for 2011 entry and the number of CF and CIs is also down on 2010. There have been significant changes to the UK Border Agency’s visa regulations from 21 April 2011 including stricter English language criteria and the removal of the post-study work visa option for international students. These changes have had a negative impact on international applications, particularly those from India. The changes have also affected the China Partnership students.

Various conversion activities have been instigated by the Admissions Office and International Office to mitigate these concerns, including e-newsletters and Skype chat with applicants.

Through the use of concessions and Clearing activity in Hong Kong, the University should recruit close to target but may not meet its intake target.

**Taught Postgraduate**

**UK/EU**

At the beginning of June applications had increased by 15% and offers by 18%. Particular increases have been recorded in the School of Business and Economics, (up by 32%) and in the School of Sport, Exercise and Health Sciences (up by 21%).

To date, responses have only been received from a small proportion of applicants but early figures are promising with an increase of 23% in conditional/ unconditional provisionals and 37% in unconditional firms.

It is predicted that the University will meet its intake target.

**International**

At the beginning of June applications were up by 16% and offers by 21%. China continues to dominate, with an increase of 34%. There have been increases also from Nigeria and Uganda but decreases from India, Thailand, Taiwan, Saudi Arabia and Pakistan. As with international undergraduate applications, changes to the visa system have affected postgraduate taught applications. Certificates of Acceptance of Studies are being issued daily to ensure that applicants have sufficient time to apply for their visa.

Applicants are beginning to respond to offers and there has been an increase of 70% in conditional/unconditional provisional and 33% in unconditional firms.

It is anticipated that the University will meet its intake target.

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