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Senate

Subject: Student recruitment 2012 entry

**Origin: Morag Bell (PVCT), Chris Carpenter (Admissions Officer)**

**Executive Summary:**

Set out below is a short summary of the latest position regarding undergraduate and PGT recruitment to the University for 2012 entry. As regards UK/EU undergraduates, detailed work has been carried out to determine possible intakes and to draw up a set of principles to be adopted during confirmation in mid-August.

**Action Required:**

Senate is asked to note the paper.

Over the last few months a regular report on the admissions statistics has been provided to ALT and key colleagues within the academic Schools. The latest position is summarised below.

**UK/EU undergraduates**

Conditional firm acceptances (CFs) are at a similar level to 2011 entry and the conversion rate from conditional offer to conditional firm (C:CF) has held up at 29%. Conditional insurances (CIs) are now showing an 11% increase on last year, whereas unconditional firms (UFs) remain at around half of the 2011 level.

**AAB+ / SNC**

An analysis has been carried out to estimate possible AAB+/SNC outcomes at School/Department level on the basis of predicted grades and specific assumptions. These scenarios have been used to establish a set of principles, which have been discussed with the Academic Leadership Team and Admissions Tutors, and will be implemented at the time of confirmation in August. We remain committed to meeting both AAB+ and SNC targets at institutional level. However, there are significant uncertainties and we may fall short of the AAB+ target. At School level a re-balancing of numbers between the two targets is likely to be necessary.

**International undergraduates**

In relation to the international position, the number of offers made is at the same level as last year. CFs and CIs are both down on last year (12% and 18% respectively), although the C:CF conversion rate has held at 17%. The proportion of replies made is lower than at this point last year, which will account for the decline in CFs in spite of the conversion rate being maintained. It is anticipated that the University will be close to, but slightly below, the agreed intake target.

**National comparison (all applicants)**

National and competitor data is given in the table below:

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|  | **% change 2011 to 2012** | | **Conversion rate (C:CF)** | | **% replies made** | |
| **CFs** | **UFs** | **2011** | **2012** | **2011** | **2012** |
| Loughborough | 3% | -34% | 28% | 28% | 95% | 94% |
| Competitors | -8% | -42% | 29% | 27% | 94% | 93% |
| National | -5% | -23% | 30% | 29% | 92% | 92% |

The latest national/competitor data demonstrates that we are well placed. Whilst nationally UFs have not seen as great a decline as at Loughborough, our competitors have been affected to a greater extent. Additionally, our CFs have seen an increase and our conversion rate has been maintained. This evidence compares favourably with the declines seen nationally and among competitors in both respects.

**PGT students**

The PGT admissions position is currently relatively strong. Despite a decrease in applications and in offers made, there is a notable increase in the number of offers accepted by applicants (UK/EU and international), which we believe is a result of faster and more efficient processing. On the basis of existing evidence the international intake target may be exceeded, which would help to counterbalance any slight shortfall in the UK/EU numbers.

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