

University Alliance

The voice of professional and technical universities



Context

“University anxiety”



What have students and parents told us about choosing a university?

1

There is an enormous amount of **anxiety and pressure** around choosing the 'right' option after school. Careers and employability are everything



In my opinion, I find it quite difficult to make decisions about college/university as it sets you up for life, and I'm scared about making the wrong decision.

What have students and parents told us about choosing a university?

2

There is some **concern** that attending a less selective university may not be as beneficial for a students' career prospects.



I've got a little bit of anxiety about what I'm going to graduate with, and how that's going to look to a potential employer...when I've got somebody else that's applied for the same position who might have come from a more prestigious university...that is something that I do think about.

What have students and parents told us about choosing a university?

3

There is currently very little information available to help students and parents **differentiate** between universities:

There is no information about what a **professional and technical university** is.

The only 'type' of university identified was Russell Group universities.



I took the English Baccalaureate so I could hopefully get into a Russell Group university because I think there's a lot more pathways to go in and obviously, they're meant to be better unis than other unis.

What have students and parents told us about choosing a university?

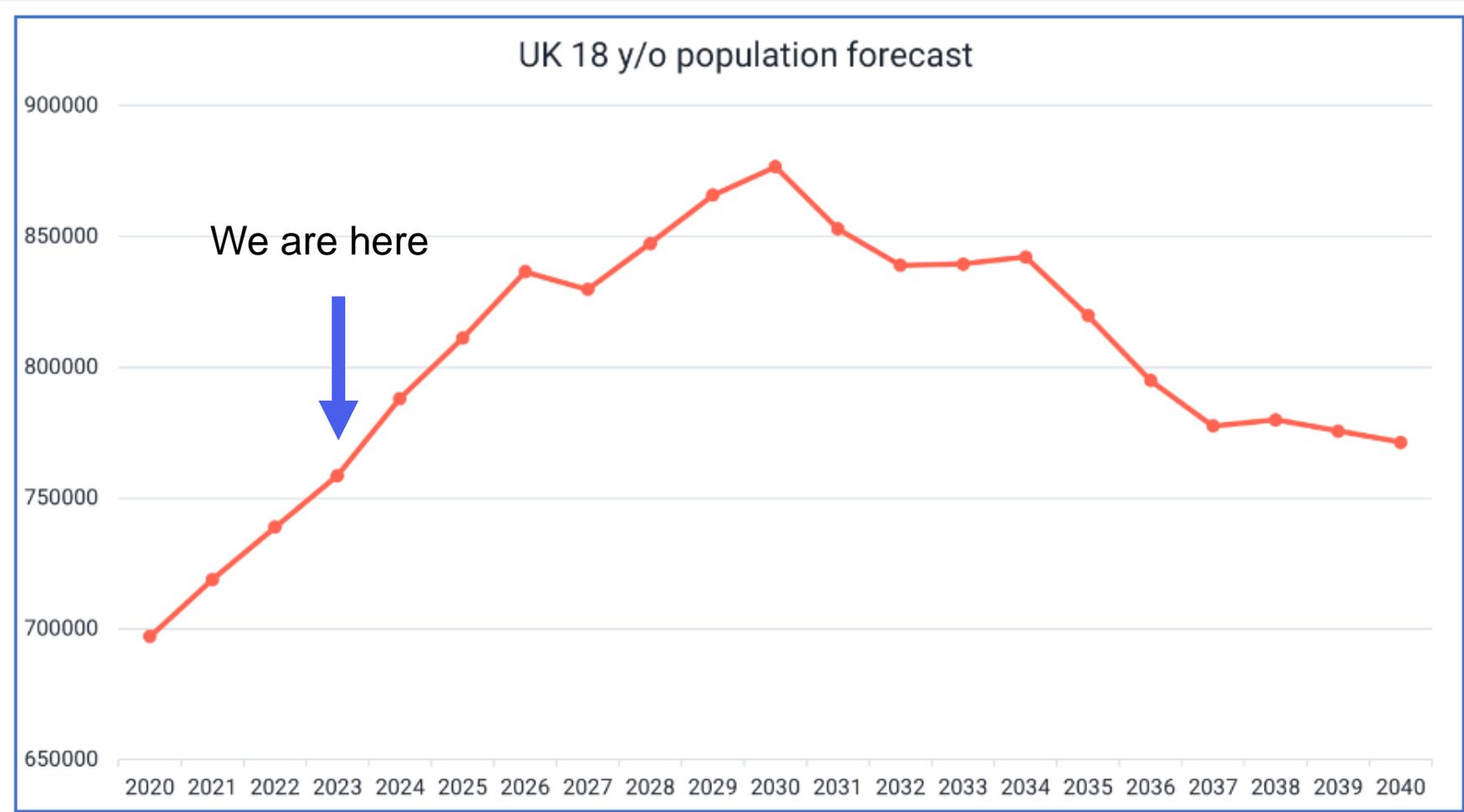
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The most important factors people wanted to know about when choosing a university:

- Opportunities for real life industry experience
- Face-to-face hours with teaching staff
 - Support available
 - Career prospects



A perfect university in my opinion would be a university that assesses its students based on how well they can apply their knowledge to real life problems/situations.



Introducing
**University
Alliance**

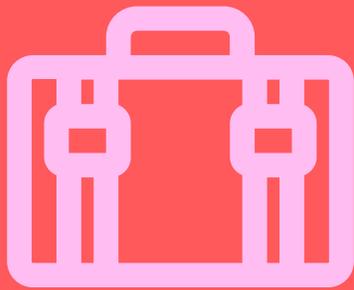


Our members

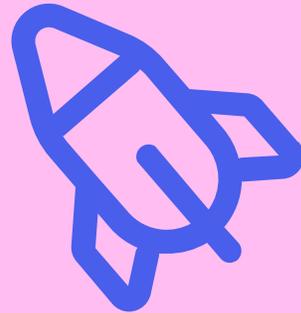
- Anglia Ruskin University
- University of Brighton
- Birmingham City University
- Coventry University
- University of Derby
- University of Greenwich
- University of Hertfordshire
- Kingston University
- Leeds Beckett University
- Middlesex University
- Oxford Brookes University
- Robert Gordon University
- Teesside University
- University of South Wales
- UWE Bristol
- University of West London



What is a professional and technical university?



Industry



Innovation



Community

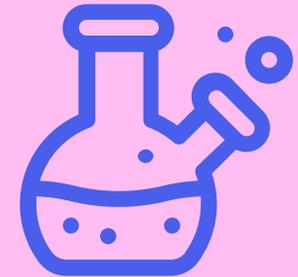
What does this look like for students?



Applied and practical learning and assessment.



Students learn from and with employers through industry placements, live projects and teachers with industry backgrounds.



Students use the best and most up-to-date facilities and equipment.

University Alliance: Facts & Stats

16 

of the UK's world-leading professional and technical universities

University Alliance currently hold **more gold Teaching Excellence** awards per member than any other university group



The leading university group for student satisfaction (NSS 2022)

95%

of our graduates are in jobs or an activity like further study just 15 months after graduation, and...

93%

of those described their work as meaningful.

67%

of our members' research is world leading or internationally excellent

1 of our courses are professionally accredited

3 of all degree apprenticeship starts were at an Alliance university in 21/22
of our students are mature

Our biggest subject areas: Healthcare, engineering, social sciences, creative arts, business and computing

What do students and graduates say?



What do students and graduates say about Alliance Universities?



The lecturers were world-class, active astronomers, so each class was dynamic to the ever-changing knowledge of their respective fields of research. Their willingness to accept keen students for extracurricular research projects gave me early first-hand experience of the career I was about to launch myself into.

Dr. Samuel Nathan Richards

Studied: Astrophysics, University of Hertfordshire

Job: Mission Director & Instrument Scientist, NASA

What do students and graduates say about Alliance Universities?



The lecturers are so experienced, as they're all actively working in the industry and have been for years. Developing my expertise directly from industry specialists has been vital. Also, the equipment we have access to is top-notch. The cameras, lighting, microphones – the tech is amazing, and that's made a massive difference to my storytelling. The partnership the course has with the BBC is incredible.

MA Wildlife Filmmaking, UWE Bristol

What do students and graduates say about Alliance Universities?



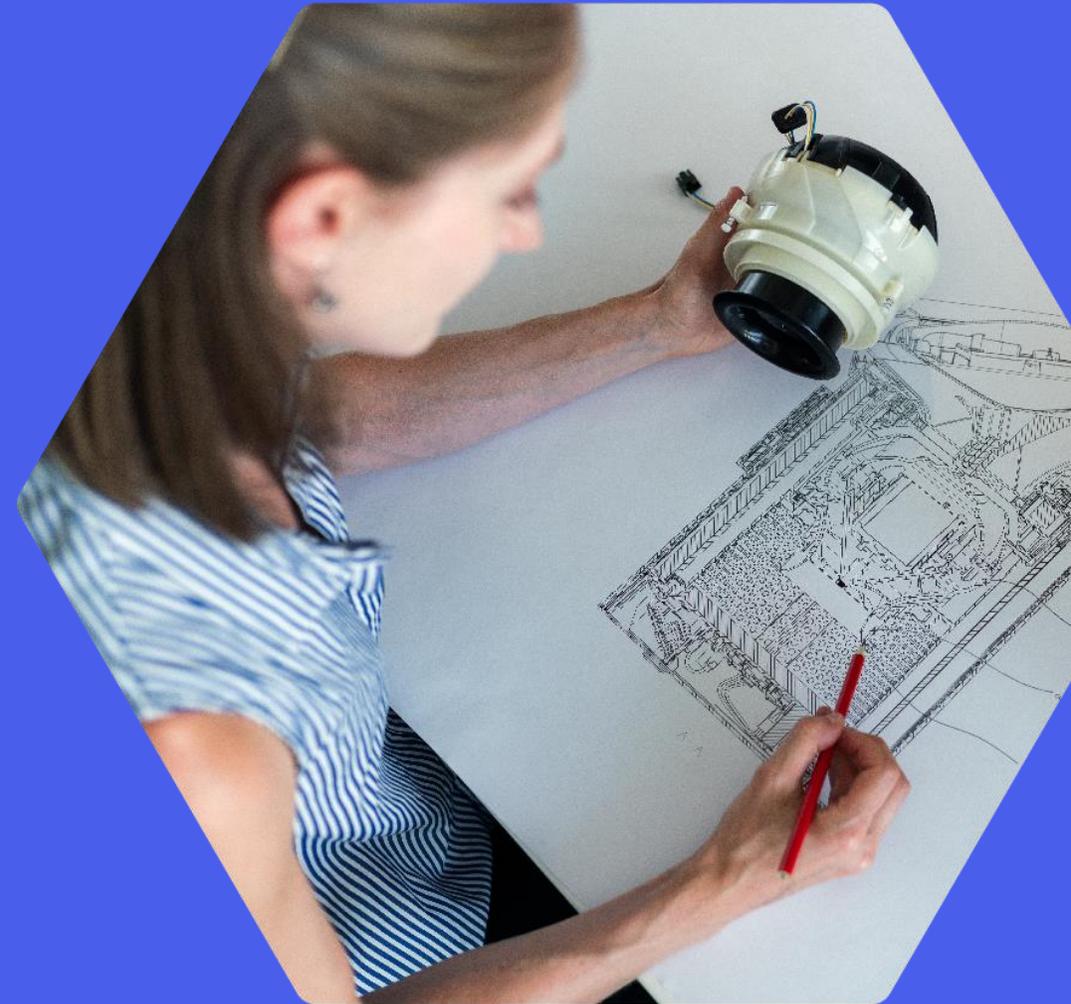
During my time at BCU, I did an internship with Huffpost UK, where I worked in their newsroom for seven weeks. I also did a few weeks in marketing at Jewellery Quarter BID, which gave me skills to write for a specific audiences. I was able to do an internship at the Graduate+ office at BCU, which gave me an insight into social media, as well as a placement at the Shropshire Star, which allowed me to discover my love for local journalism.

Anisah Vasta

Studied: English and Journalism, Birmingham City University

Job: Journalist, Birmingham Live

A changing world: the future of work

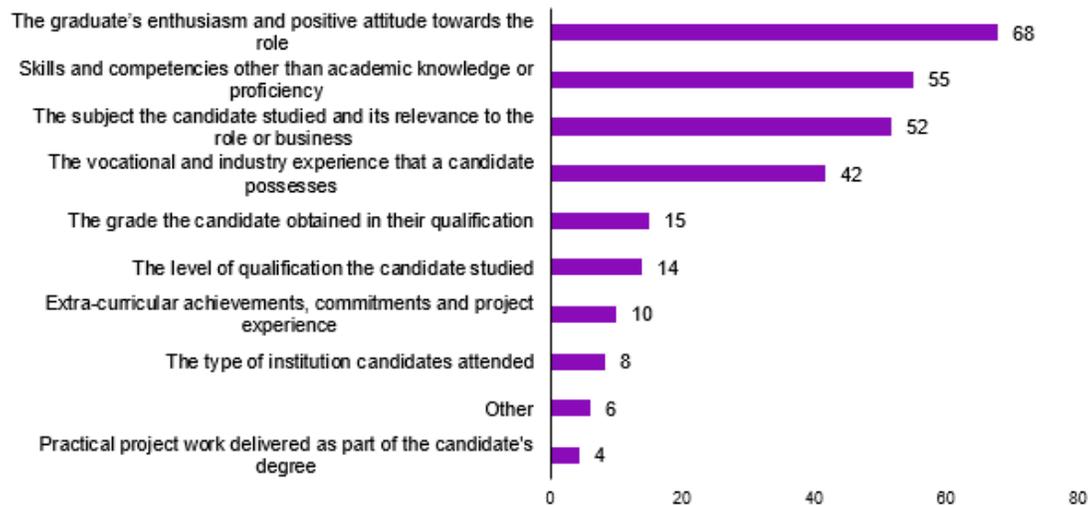


The future of work

- Employers anticipate a structural labour market churn of 23% of jobs in the next five years. (WEF Future of Jobs report)
- The number of jobs in occupations which require a high-level qualification is projected to continue to grow (Working Futures 2017-2027)
- By 2030, England faces a potential deficit of around 2.6 million workers with high-level skills. (The Learning and Work Institute)
- The roles of people with lower qualifications are more prone to automation than those with higher-level qualifications. (ONS)
- There will be less need for manual skills, and more for technological, social and emotional, and high-order cognitive skills in the future (McKinsey)

What employers look for is changing

Figure 1. What factors do employers consider the most important in graduate recruitment? (% of responding employers)



“20 years ago, where you went to university was really important, now where you've been is less important than how you present yourself.”

Business representative, Public Sector

“I think (where you studied) is less of an issue now. It's more to do with what you've studied and how adaptable that is to workplace learning.”

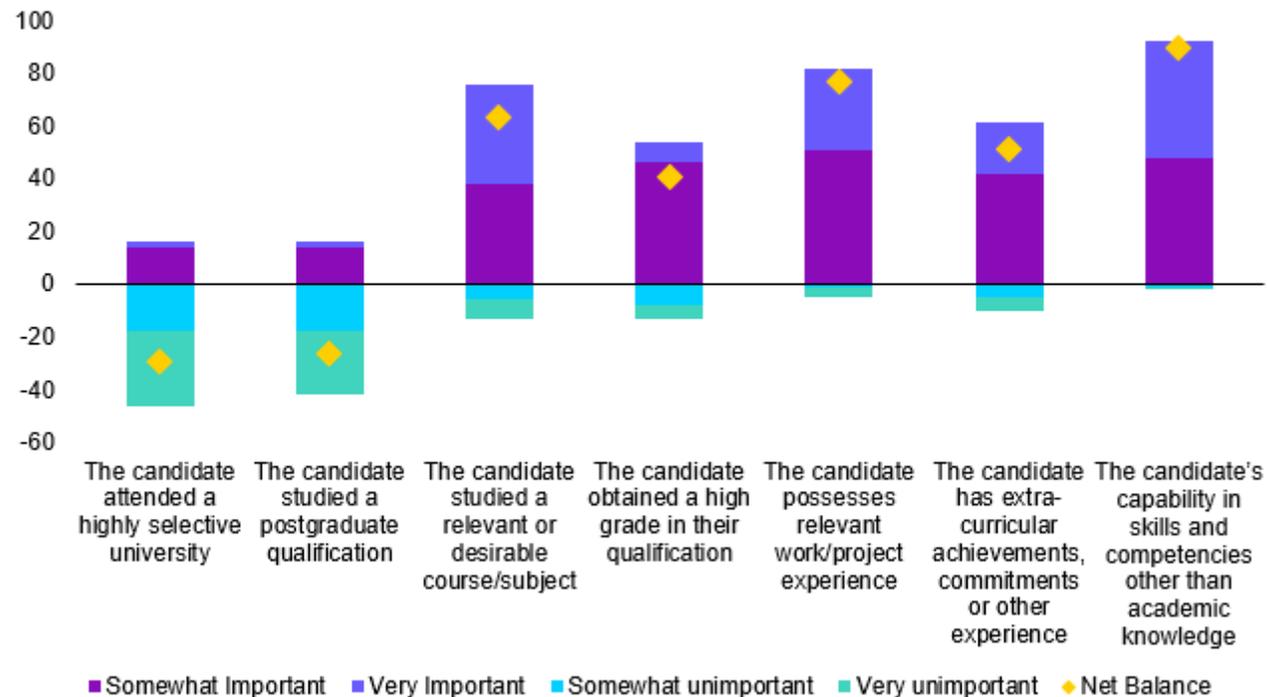
Business representative, Advanced Technology

“The [Alliance Universities] I know are very good at the industry partner ingredient”

Business Representative, Law

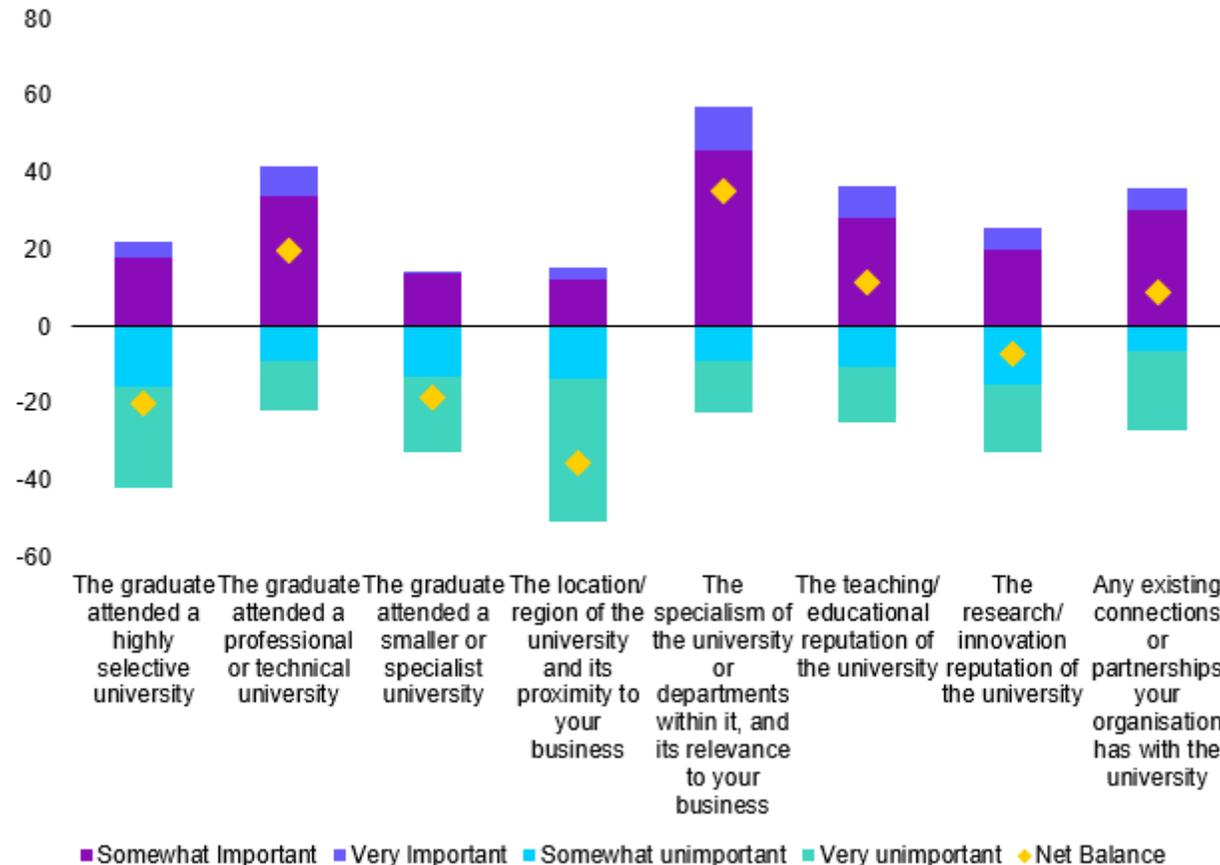
What employers look for is changing

Figure 3. How do employers perceive graduate factors individually at the assessment and interview stage? (% of responding employers)



What employers look for is changing

Figure 7. How do employers perceive the importance of different university factors throughout the recruitment process? (% of responding employers)



What do employers say about Alliance Universities?



“I have been personally bowled over by the quality of students at the University of Hertfordshire. We are super proud to be supporting the university and the work they do.”

James Darley
CEO, Transform Society



“Lloyds Banking Group has built a robust relationship with UWE Bristol, engaging with lecturers and course leaders to deliver sessions to students studying banking and finance. This not only helps individuals realise their ambitions but helps UK businesses.”

Caron Ricciardi
Lloyds Banking Group



“Our partnership with the University of South Wales allows us to access talented graduates to work across departments and directly on productions at Wolf Studio Wales. We’ve taken on several graduates in animation, design and computing to work on our productions.”

Allison Dowzell
Screen Alliance Wales

The UA way: Embedded employability



1. Courses co-designed with industry

Example:

At Middlesex University, the Film School created the 'Creative Campus Network': a partnership between academics and employers in the film industry, which informs curriculum development and ensures students graduate with the exact skills industry are looking for.



2. Built-in opportunities to engage with employers

Example:

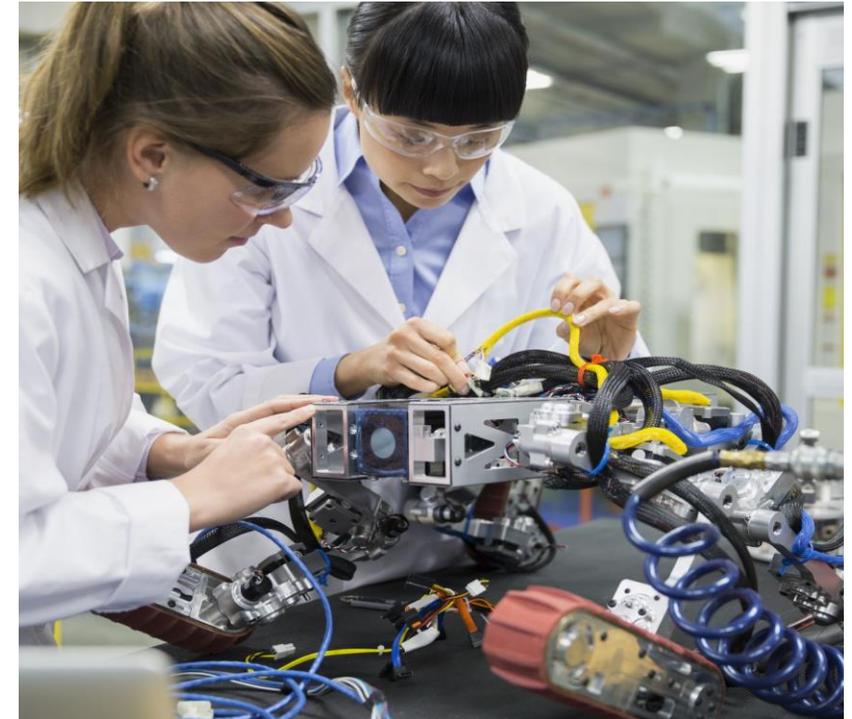
At Anglia Ruskin University, every undergraduate student has the opportunity to work on a 'Live Brief' project: a real-world project commissioned by an employer. Examples include English students being commissioned to work on marketing projects, and students studying environmental sciences delivering projects for Natural England.



3. Using industry standard facilities (or better!)

Example:

The Bristol Robotics Laboratory at UWE Bristol is at the forefront of developing new robotics technologies, including driverless cars. Students at the university have access to the facilities where these technological developments are taking place.



4. Employability skills as part of the curriculum

Example:

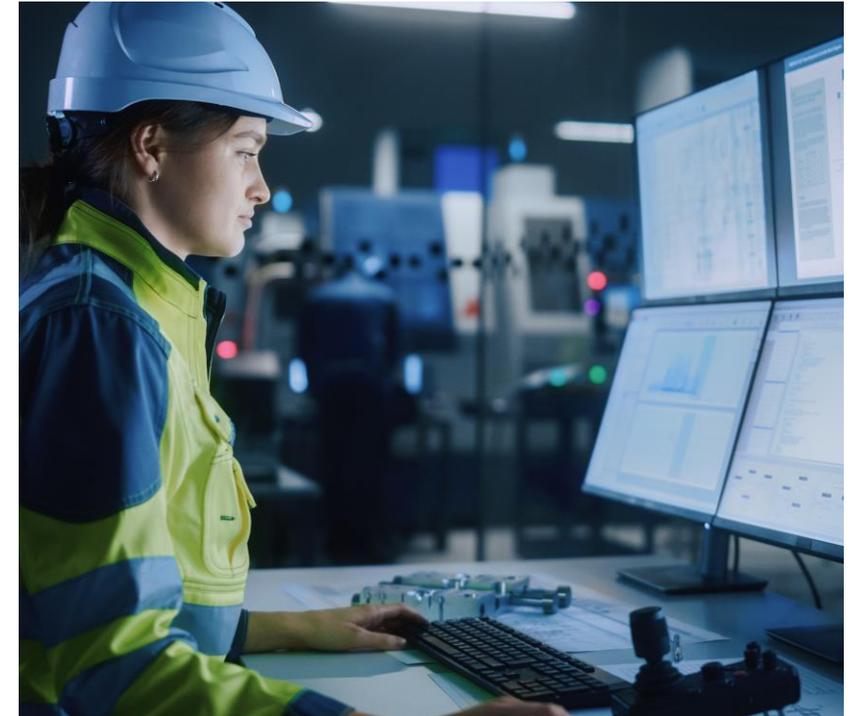
As part of Kingston University's 'Future Skills' programme, employability modules are embedded in every undergraduate course and are taken by every student. The skills they develop during the modules are based on an extensive study of the skills employers are looking for.



5. Employer approved courses

1/3 of courses at Alliance universities are professionally accredited

1/3 of degree apprenticeships in the UK are delivered by an Alliance university



Questions to ask your students



Questions to ask your students

1. **How do you like to learn? Do you prefer lots of reading and writing? Lots of practical and group work?**
2. **Do you know what you'd like to do as a career?**
3. **How interested are you in research in your subject area, and how interested are you in understanding the industries you may work in?**
4. **What sort of university community are you interested in?**



The essentials



The essentials

**What qualifications do
Alliance Universities accept?**

- A levels
- T levels
- BTECS
- International Baccalaureate
- ...and more.

The essentials

How can students apply for a professional and technical university?

- Usual UCAS application process
- Most courses use the equal consideration deadline (July deadline and clearing also possible)
- Degree apprenticeship applications go through employers

The essentials

Where can we go for more information?

- unialliance.ac.uk
- Email: info@unialliance.ac.uk
- Partnerships with UniFrog and UniTasterDays in development

Thanks for listening

