

- NEW discount packages
- Free presentations
- Free sample boosting

Higher Expectations 2011/12

- **Competitive benchmarking - your performance versus your competitors... and nearly every other UK university**
- **Single-year or multi-year packages**
- **Key Performance Indicator scores**
- **Now including FREE presentations and FREE sample boosting**

Reports available from April 2012





Higher Expectations has been influential in shaping our marketing strategy. It's allowed us to focus on the most important issues and use high quality business intelligence to complement and inform our integrated student recruitment and marketing campaigns.



Fred Binley,
Head of UK Student Recruitment & Outreach,
Lancaster University

Higher Expectations

Higher Expectations shows you how to improve and where to focus your effort. It is based on approximately 12,000 interviews with brand new full-time undergraduates and is delivered in a series of customised reports or as a complete data set in SPSS. Data is available for the past SIX years so, in total, that's 72,000 interviews!

The study provides a comprehensive set of independently researched benchmarks, trend data and hard evidence on which to base your strategic marketing decisions. Best of all, you get to see all the results; not just those for your university.

The study uses The Student Panel, OpinionPanel's proprietary, fully-verified market research platform. All respondents are full-time undergraduates at UK HEIs; all have gone through a double opt-in process to join including 'ac.uk' email address verification. All have been given a decent incentive for taking part. Fieldwork starts in November 2011.

What are students looking for in a university?

How do you perform against your rivals, your mission group, the sector?

How does your institutional brand track over time?

What do you do best? What do you do worst?

Are your open days and other marketing touchpoints working?

Higher Expectations provides answers to these and much, much more...

Who's the study for?

All involved in marketing, recruitment, admissions, schools liaison, widening access, communications, planning & corporate strategy, heads of facilities & accommodation and all concerned with university revenues and tuition fee setting.

Clients include

Aberystwyth University • Anglia Ruskin University • Aston University • Bath Spa University • Birmingham City University • Bournemouth University • Brunel University • Canterbury Christ Church University • City University • Coventry University • De Montfort University • Durham University • Goldsmiths University • Imperial College London • Keele University • Kingston University • Lancaster University • Liverpool Hope University • Liverpool John Moores University • London School of Economics and Political Science • London South Bank University • Loughborough University • Middlesex University • Napier University • Newcastle University • Newman University College • Nottingham Trent University • Oxford Brookes University • Queen Mary, University of London • Robert Gordon University • Roehampton University • Royal Holloway, University of London • Sheffield Hallam University • Southampton Solent University • Staffordshire University • Swansea University • The Courtauld Institute of Art • The Open University • University of Bath • University of Bedfordshire • University of Birmingham • University of Bristol • University of Central Lancashire • University of Chichester • University of Derby • University of Dundee • University of East Anglia • University of Edinburgh • University of Exeter • University of Glamorgan • University of Gloucestershire • University of Greenwich • University of Hertfordshire • University of Huddersfield • University of Leeds • University of Lincoln • University of Liverpool • University of Northumbria • University of Nottingham • University of Plymouth • University of Portsmouth • University of Sheffield • University of Southampton • University of Sunderland • University of Sussex • University of Teesside • University of Ulster • University of Wales Institute, Cardiff • University of Wales, Newport • University of Warwick • University of Wolverhampton

Module 1

The Applicant Experience in Figures

This comprehensive set of tables examines what drives university choice for prospective full-time undergraduates. With analysis by university mission group, UCAS tariff points, subject group, age, social background (widening access) and other key educational and demographic variables, this report shows which media and marketing sources applicants use; what attracts them to a university; the things universities could do better; the importance of open days, location, course, reputation and other attributes. Tables include, where appropriate, means, nets and measures of significance.

What you get

- **Over 150 clearly presented data tables**
- **Brief results summary (3 pages)**
- **Methodology**
- **All based on original 2011/12 primary research data**
- **Word or Excel format - easy to read, easy to use, easy to cut and paste.**

Investment

£495 plus VAT

Boost your sample FOR FREE*

Worried that not enough students from your university will be taking part? We can help. And it won't cost you a penny! Get in touch to find out how.

Call Kyla on 020 7288 8789

kyla@opinionpanel.co.uk

*If both modules 2 and 3 are purchased together.

Facts and figures

302,000

the number of open-ended comments that have been coded / are available for interrogation

72,000

interviews with new students available for interrogation

8

the number of years the study has run

2.2

the average number of modules clients purchase

£0

the cost of boosting your sample and receiving a presentation of findings if you purchase M2 and M3

FREE presentations

Higher Expectations provides independently researched and strategically important findings. Share them across your top team with a free presentation. Available to anyone who purchases M2 and M3 together.

Module 2

The Benchmarking Report

This module helps you understand the competitive position of your brand.

In this report, over 100 of the UK's universities are ranked in 'best-in-class' order based on 79 performance-related questions. The report shows every institution's performance including your own and allows you to track change over time. A unique interactive statistical significance checking tool is built into the Excel application. It colour codes differences between any institutions you specify with special shading for significant differences at 90% and 95% confidence intervals.

So how do you measure up?

Which institutions are better at managing the application process?

Which have the highest rated websites, prospectuses, open days, campus facilities and student unions?

How do perceptions of reputation vary between you and your competitors?

Whose practices should you emulate and whose should you avoid?

How has your relative position changed in the last five years?

Check out our micro-site for full details of all 79 attributes. Google Higher Expectations.

What you get

- **View and customise your report in Excel**
- **One table per year per attribute**
- **Demographics included**
- **Unique interactive statistical significance checking tool**
- **Approximately 79 tables for each year purchased**
- **All based on original and exclusive data**
- **FREE on-site presentation of findings to your team (when M2 and M3 purchased together)**
- **FREE sample boosting (when M2 and M3 purchased together)**

Benchmarking for over 75 attributes



The Benchmarking Report's user interface allows you to choose which universities you'd like to compare yourself with. Green is your university and the darker red shading indicates statistical significance at a higher confidence level.

Investment

2011/12 only - £2,200

11/12 + 10/11 - £2,800

11/12 + 10/11 + 09/10 - £3,300

11/12 + 10/11 + 09/10 + 08/09 - £3,700

11/12 + 10/11 + 09/10 + 08/09 + 07/08 - £4,000

Notes

Customers subscribing to this module in previous years will be resupplied with previous years' data at no extra cost.

No extra cost for aggregated multi-year data - apply single year pricing. If multi-year data is required in disaggregated form, each year supplied as a discrete Excel file.

All prices exclude VAT.

Module 3

The Customised Institution Report and Word of Mouth Search Engine

Module 3 now comes in two parts; a report individually tailored to your institution and an online search engine that interrogates over 300,000 verbatim comments.

Combined, these address your marketing fundamentals including your key competitive strengths and weaknesses; the kind of students you attract; why you get rejected; how well you execute your key marketing processes; what students most value about your location; how reputation affects your applications; and much more. Google Higher Expectations for the full table of contents.

The written report compares your university to your competitors: either a basket of competitors, looking at the views of those who chose them in favour of your institution, or a single competitor. You decide.

The Word of Mouth Search Engine allows you to see exactly what students say about universities - yours and all other UK HEIs. We ask students to tell us in their own words, unprompted, why they chose their current university, why they declined other universities and how the universities they have experienced could improve. The comments can be searched by a range of filters for year, current university, rejected university and theme of response. It's a powerful tool for understanding the student voice, and illustrating your case internally.

What you get

- Detailed management summary
- Key performance indicators
- Over 200 customised PowerPoint slides packed with charts and tables
- Institution-wide login for online Word of Mouth Search Engine
- FREE on-site presentation of findings to your team (when M2 and M3 purchased together)
- FREE sample boosting (when M2 and M3 purchased together)

Over 150 slides packed with charts and tables, delivered in easy-to-use PowerPoint format.



Investment

- 2011/12 only - £4,400
- 11/12 + 10/11 - £5,600
- 11/12 + 10/11 + 09/10 - £6,600
- 11/12 + 10/11 + 09/10 + 08/09 - £7,400
- 11/12 + 10/11 + 09/10 + 08/09 + 07/08 - £8,000

Notes

Customers subscribing to this module in previous years will be resupplied with previous years' data at no extra cost.

Please note that the questionnaire has developed over the last five years so trend data is not available for all questions.

All prices exclude VAT.

Module 4

The Pricing Analysis Pack

This module helps institutions develop their fee strategies by benchmarking 'willingness to pay' by subject, institution and student background. Are physics students more price sensitive than English students? Are students at your university willing to pay more than those at competitor institutions? Developed around the van Westendorp Price Sensitivity Meter (PSM), we ask new students what fee would make them doubt the quality of their course and what fee would be too high. Users plot and compare the resulting price differentials.

Outputs

Apply unlimited combinations of filters to the results, in order to build three types of chart:

- Price Builder - net levels of rejection at every price point
- Unique Target Point - median acceptable fee levels
- Range of Acceptable Prices - shows optimal price points.

Filters include:

Current institution, JACS (subject area & principal code), University group, University region, Mission group, Home region (England, Wales, Scotland, NI), Nationality, Fees status, Ethnicity, Gender, UCAS points, School type, Age, Distance to home, Satisfaction with university so far, Widening participation, Bursary recipient.

What you get

- **Institutional login to the Pricing Analysis Pack**
- **Unlimited ability to interrogate data**
- **Access to between one and six years of results**
- **Detailed background and usage notes**

Investment

2011/12 only - £2,500
11/12 + 10/11 - £3,750
11/12 + 10/11 + 09/10 - £4,625
11/12 + 10/11 + 09/10 + 08/09 - £5,125
11/12 + 10/11 + 09/10 + 08/09 + 07/08 - £5,380
11/12 + 10/11 + 09/10 + 08/09 + 07/08 + 06/07 - £5,530

Notes

Customers subscribing to this module in previous years will be resupplied with previous years' data at no extra cost.

All prices exclude VAT.

Module 5

The Data Pack

With the Data Pack you can interrogate nearly all the quantitative data from the survey (excluding the pricing data in M4) and produce your own tables showing direct university-to-university comparisons. You can create your own definitions, new sub-groups, drill down or aggregate up, apply filters, apply weights, create new charts and move tables into Excel or Word. The Data Pack provides a totally flexible and very powerful way of viewing results. Perfect if you have in-house data analysts.

Outputs

Cross-tabulate to your heart's content! Nearly all questions from the study are supplied, available for interrogation by:

- Individual university
- Competitor sets of universities
- Aggregated university groups, for example Russell Group, Post-1992 universities and so on, university region
- All demographics, for example UCAS points, widening participation groups, home region, nationality, fees status, bursary recipient, subject, age, ethnicity, gender, school type.

What you get

- **Data in **
- **One half-day's training* to be provided for key data user at OpinionPanel's London offices.**

Investment

2011/12 only - £3,300
11/12 + 10/11 - £4,950
11/12 + 10/11 + 09/10 - £6,105
11/12 + 10/11 + 09/10 + 08/09 - £6,765
11/12 + 10/11 + 09/10 + 08/09 + 07/08 - £7,095
11/12 + 10/11 + 09/10 + 08/09 + 07/08 + 06/07 - £7,250

Notes

Customers subscribing to this module in previous years will be resupplied with previous years' data at no extra cost.

All prices exclude VAT.

* Focus will be on data structure rather than SPSS training.

Customised tables

Not everyone has SPSS skills in house. If you'd like to discuss customised tables, designed and delivered to your exact specifications, please contact Kyla on 020 7288 8789 or kyla@opinionpanel.co.uk

Higher Expectations 2011/12 reports will be available from April 2012 (delivered on a first come, first served basis)

Offers

Offer 1

Order M2 and M3 and get a FREE on-site presentation and FREE optional sample boosting

Offer 2

The first 10 orders receive a 10% discount

Offer 3

The next 20 orders receive a 5% discount

Questions

Q We're now focused on 2012 and beyond. Why would we be interested in the views of 2011 applicants?

A Under the new fee arrangements, HE marketing is likely to become more competitive than ever. Higher Expectations will allow you to measure your performance in terms of the marketing fundamentals; which won't be changing in 2012. Understanding where you excel, where you lag and your direction of travel will be critical to success in the new regime.

Q We do our own acceptor and decliner surveys. Why Higher Expectations?

A Higher Expectations is an independent survey with a huge national sample. It's comparable across all universities in the UK and between years. While Higher Expectations does offer a decliner view, its strength is in giving an accurate and comprehensive analysis of your competitive performance.

Q Isn't the sample a bit small for our university?

A Most of the institutions measured in this study have more than 100 students taking part, which is generally enough to provide a robust analysis. But this is something we will discuss with you before you make any commitments. There is also the option of merging multiple years, thereby increasing sample size. In addition, we are happy to work with HEIs to boost sample sizes, often FREE of charge.

Q Will our rivals be able to publicise our perceived weaknesses?

A No, this study will not form the basis of a set of published league tables. It is intended to inform strategy rather than be used for PR. Subscribers are not permitted to pass on findings outside their organisation except their own ranked positions within a given category. Subscribers cannot pass on any information relating to other institutions. OpinionPanel reserves the right to publish a few 'top-20' lists in order to publicise the study.

Q We purchased Higher Expectations in previous years. Do we still need to pay for the time-series data?

A No. Subscribers in 2011/12 get the data they purchased in previous years (for each module they repurchase this year) resupplied free of charge.

Contact

To discuss Higher Expectations and how it can help your institution, call Kyla or Ben on 020 7288 8789 or email us at kyla@opinionpanel.co.uk or ben@opinionpanel.co.uk