



University of East Anglia

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[REDACTED]

01 February 2018

Dear [REDACTED]

Freedom of Information Act 2000 – Information request (ref: FOI_18-016)

We have now considered your request of 11 January 2018 for information relating to advertising claims made by UEA.

Our response is on pages 2-3 of this letter, together with a copy of your request and within the attached document, FOI_18-016 Appendix A.

We hope this information will meet your requirements, however if you are not satisfied you have the right of appeal. If you wish to appeal, please set out in writing your reasons for appealing and send to the above address. You must appeal within 60 calendar days of the date of this letter. Any appeal received after that date will not be considered nor acknowledged. This policy has been reviewed and approved by the Information Commissioner's Office.

You also have a subsequent right of appeal to the Information Commissioner's Office. Further information is available on their website:

https://ico.org.uk/Global/contact_us, or by telephone on 0303 123 1113.

Please note that any material over which UEA has copyright is released on the understanding that you will comply with all relevant copyright rules regarding reproduction and/or transmission of the information provided.

Please quote our reference given at the head of this letter in all correspondence.

Yours sincerely

Dave Palmer
Information Policy and Compliance Manager
University of East Anglia

Response to Freedom of Information Act 2000 request (FOI_18-016)

1. *In November 2017 the Advertising Standards Authority (ASA) issued a ruling criticising advertising by UEA. Did the university issue a press release or statement of response to the ASA rulings? If so please could you direct me to it – I have not been able to find it on your website.*

Yes, an internal statement was issued on 15 December 2017 which also acted as the statement supplied in response to any press enquiries requesting a UEA response to the ASA ruling. The text of that statement is as follows:

“The University accepts the ASA ruling and will stop using this wording in its communications and marketing materials. The classification ‘English mainstream’ has been used widely across the higher education sector to filter out small and specialist universities and was intended to help make like-for-like comparisons easier in relation to National Student Survey results. UEA remains extremely proud of its consistently high student satisfaction rates.”

2. *Was the ASA ruling discussed by any committee or management group at UEA. If so please may I have a copy of the minutes?*
[Clarified on 30 January to exclude non-ASA matters from the scope of this question and to request the name of the committee/group that held the discussion and the titles of the attendees]

The ruling was discussed at the Admissions, Recruitment and Marketing Senior Leadership Team (SLT) meeting on 14 December 2017. A copy of the notes of this meeting are provided in the attached file FOI_18-016 Appendix A.

The minutes do not contain the titles of the attendees but we can confirm the following posts attended the meeting:

- Head of International Office
- Assistant Head of Admissions (x2)
- Assistant Head of Marketing
- Assistant Head of Data and Contacts
- Assistant Head of UK/EU Recruitment
- Assistant Head of Alumni, Conferences and Events
- Assistant Head of Outreach
- Assistant Head of Communications
- PA to the Director of Admissions, Recruitment and Marketing

3. *Your on-line prospectus contains the claim ‘Computing - 93% of UEA computing graduates are in graduate-level employment within 6 months.’ Do you hold evidence to support that claim? Please can you provide me with a copy of the evidence or direct me to it as I have not been able to find it.*

The evidence to support the statement is provided within the attached file, FOI_18-016 Appendix A.

The figure provided in the table represents those BSc Computing graduates who have either entered further study (excluded for the purpose of the statement as these graduates have chosen not to enter the employment market), and those students that

have secured “professional/graduate” level employment. The professional employment marker is derived from the latest Standard Occupational Classification (SOC2010) codes (bands 1-3).

The evidence used to substantiate the claims published in the UEA 2018 prospectus is based on the “Employment of Leavers Summary: UK Performance Indicators 2014/15” data set collated by the Higher Education Statistics Agency (HESA).¹ At the time the prospectus was sent to print, these were the most recent dataset available.

The indicator is based upon the activity of UK domiciled graduate leavers six months after graduation following their first degree and whether they entered employment, or entered graduate-level further study.

4. Your on-line prospectus contains the claim ‘UEA economic graduates have a 100% employment success rate.’ Do you hold evidence to support that claim? Please can you provide me with a copy of the evidence or direct me to it as I have not been able to find it.

The evidence to support this statement is provided within the attached file, FOI_18-016 Appendix A. The figure provided in the table represents those BSc Economics graduates who have either entered further study (excluded for the purpose of the statement as these graduates have chosen not to enter the employment market), and those students that have secured employment.

¹ <https://www.hesa.ac.uk/data-and-analysis/performance-indicators/releases/2014-15-employment-delete>