

**SEN12D019**

**Title:** *Report on UEA's top 20 rank in The Complete Guide and Update on The Guardian 17<sup>th</sup> Rank*  
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**Issue**

An analysis of UEAs performance in the 2013 Complete University Guide and an update on performance in the Guardian.

**Recommendation**

This paper is for discussion, and contains no formal recommendations.

**Resource Implications**

No direct resource implications.

**Risk Implications**

Declines in some indicators (SSR and entry standards) are currently considered near certain. The university's position in the league tables will fall if these declines are not at least offset by increases elsewhere. The Guardian result has highlighted a poor performance under Assessment and Feedback in the NSS.

**Equality and Diversity**

N.A.

**Timing of decisions**

N.A.

**Further Information**

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**Background**

Achieving top twenty rank in major national league tables is a corporate plan objective which, in relation to The Complete Guide and The Guardian, has now been achieved.

## Discussion

### 1: The Guardian

The Guardian league table was published less than 24 hours ago, at time of writing, and no full analysis is yet available. However, the following headlines, in terms of performance, are apparent:

- There has been an improvement in the value added indicator (which measures the relative difference between entry standards and good honours), but only from a real low of 67<sup>th</sup> rank up to 40<sup>th</sup>. This has probably been driven by initial work on good honours.
- Career Prospects have improved as expected.
- Expenditure per student has declined, both in terms of absolute score and relative ranking.
- A clear weak spot is the NSS feedback indicator. An extreme move in rank (49<sup>th</sup> to 80<sup>th</sup>) was caused by a small move in actual score (a loss of 1.5 percentage points), and illustrating the tight bunching of scores within the NSS under the Assessment and Feedback theme. However, this does highlight a known, existing weakness in our performance.
- SSR continues to be a strength, and entry tariff has travelled in the right direction (bringing it to 29<sup>th</sup>).

Values	Score				Rank			
	2012	2013	2014	difference	2012	2013	2014	difference
Total Guardian score/Rank	69.8	68.8	74.7	5.9	18	24	17	7.0
Entry Tariff	380.6	393.2	418	24.8	32	33	29	4.0
Expenditure per student / 10	7.1	7.7	6.94	-0.8	19	14	23	-9.0
Student staff ratio	14.9	13.9	13.5	0.4	23	15	13	2.0
NSS Teaching (%)	90.0	90.8	91	0.2	8	7	7	0.0
NSS Feedback (%)	68.2	68.5	67	-1.5	28	49	80	-31.0
NSS Overall (%)	90.0	89.0	90	1.0	6	11	15	-4.0
Value added score/10	5.8	5.2	6	0.8	46	67	40	27.0
Career prospects (%)	61.3	56.8	67	10.2	52	68	45	23.0

## The Complete Guide

### 2.1: UEA at 20<sup>th</sup> Place

UEA has risen from 27<sup>th</sup> to 20<sup>th</sup> place in The Complete Guide. As the figure below illustrates, UEA is one of the four fastest rising institutions in the top 50. Only Surrey has risen more ranks than UEA.

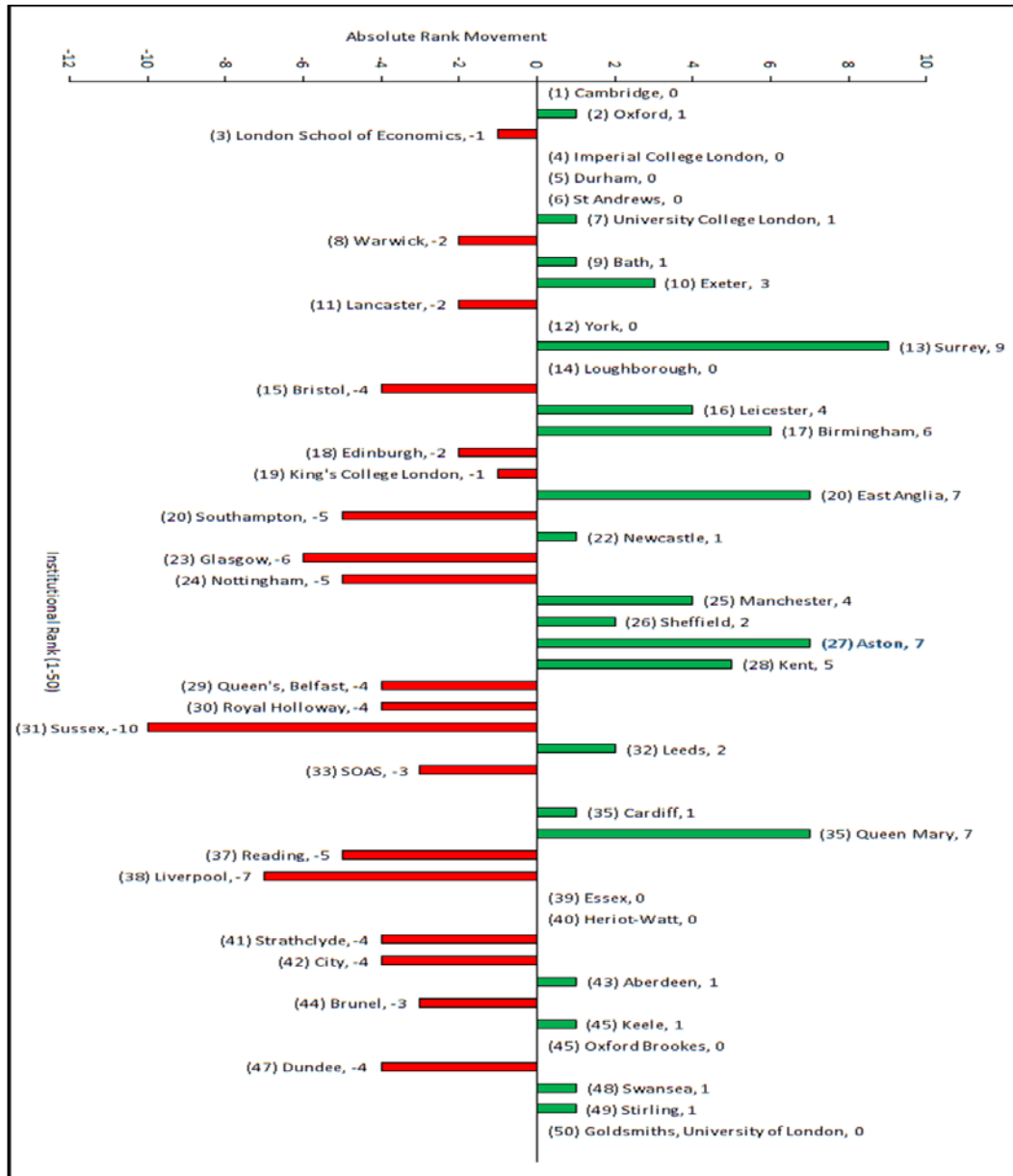


Figure 1: Changes in rank, by institution, for the 2013 table (published as 2014). The position of each institution on the vertical axis is determined by each institution's position in the 2014 table and is shown in brackets before the institution name (e.g. Cambridge came first, Essex 39<sup>th</sup>). A green bar denotes a rise, red a fall, and the size of the bar is determined by the size of the change. Ranks lost or gained are shown at the end of each bar (e.g. UEA gained 7).

## 2.2: Indicator by Indicator

Our improved performance this year is a result of efforts made across a wide range of indicators; including key gains in graduate prospects and more moderate increases in entry standards, student staff ratios and completion.

**Graduate Prospects (68.9%)** – UEA has seen the 6<sup>th</sup> best improvement in the table, second best only to Kings within the top 50 ranked institutions. Although the score is still low, UEA has seen considerable improvement from last year (6 percentage points).

**Completion (91%)** has seen an improvement of 3 percentage points, but would benefit from achieving our aspirational rate of 95% in line with our corporate plan objectives.

**Entry Standards (415)** have risen broadly in line with our competitors even though we have seen a healthy rise of 22 points (393 – 415).

**SSR (13.5)** has remained strong (gaining 0.4).

**Student satisfaction (4.1)** – no movement on this indicator was registered despite a slight rise in the actual NSS score, this is probably due to the banding methodology used by the Complete Guide.

**Academic services spend (1134)** UEA’s performance falls short of sector improvements losing 5 ranks on this indicator despite an increase in spend.

**Good Honours (71.6%)** – Although improvements have been made (+ 2 percentage points) UEA falls short of the 1994 group average by 1.9 percentage points. 26 institutions out of the top 50 also saw a rise of 2 percentage points or more on this indicator, with 17 institutions seeing a 3 percentage point rise or more. This sector wide increase the key factor lead to UEA’s 3 rank drop on this indicator. This indicator must continue to be a focus for the University.

Indicator	2013	2014	Difference (Points)	Rank 2013	Rank 2014	Difference (Rank)
Rank	27	20	-7	27	20	7
Student Satisfaction	4.1	4.1	0	5(15)	13(23)	-8
Research Assessment	2.58	2.58	0	32(3)	32(3)	0
Entry Standards	393	415	22	32(2)	30	2
Student Staff Ratio	13.9	13.5	0.4	14(2)	13	1
Academic Services Spend	1113	1134	21	36	41	-5
Facilities Spend	504	553	49	21(2)	21	0
Good Honours	69.6	71.6	2	37	40	-3
Graduate Prospects	62.8	68.9	6	59	47(2)	12
Completion	88.0	91.0	3	36(7)	33(6)	3
Score	749	795	46			

Table 1: UEA’s performance, indicator by indicator, for 2014 compared to 2013.

### **3: Looking forward**

We know that entry tariff and SSR are already largely determined for next year, but the year after (table published in 2015, called 2016) is likely to be more difficult. It is in this year that any reduction in entry standards as a result of the 2013 admissions round, and any weakening in SSR are felt. This gives UEA two years to drive through improvements in our other indicators, especially good honours, but also completion, employability, spend per student (both academic and facilities), and assessment and feedback under the NSS.