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Students -

Value
Values
Value for Money

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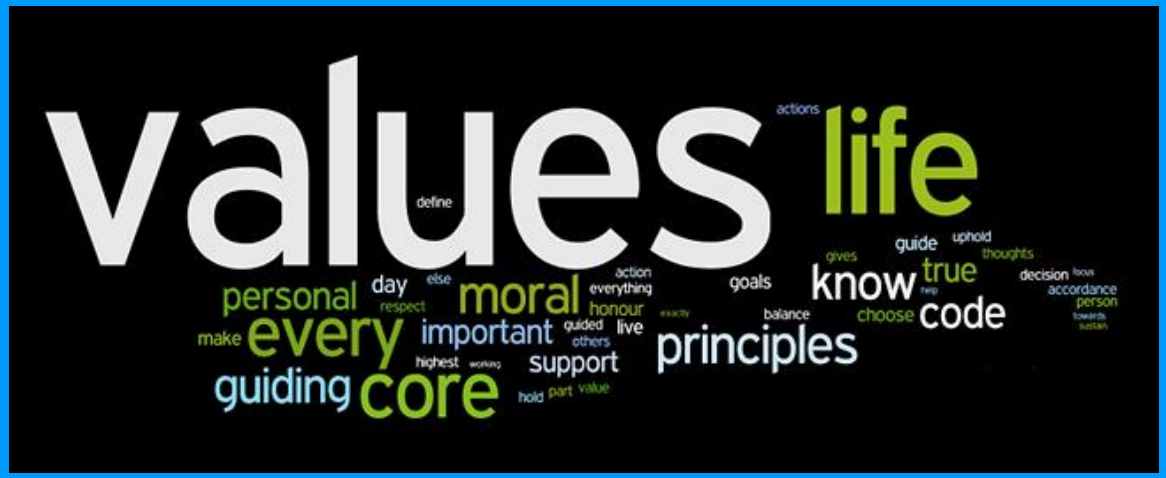
Session overview



3 themes
3 challenges
(Thinking)
So What?

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What do students value?

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Top 10 list

- Accommodation
- Social life
- Support services
- Environment
- Security
- Employment/careers
- Teaching/course
- Cost of living
- Academic staff
- Location
- Personal growth
- Others

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Prospective students

1. Career prospects
2. Subject knowledge
3. People
4. Independence
5. Requirement
6. “It’s what you do”
7. Life experience

sodexo

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Current students

- Teaching/course
- Social life, community, extra curricular
- Support services
- Environment, security, facilities (various)
- Accommodation
- Cost of living
- Employment/careers

Times Higher Education

OpinionPanel
Before, during & after university

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International students

1. Teaching/course/academics
2. Safety
3. Costs/money/financials
4. Employment/careers
5. Social/living/location

i-graduate
INTERNATIONAL INSIGHT

(Russell Group data set)

QAA research

- Knowledgeable, well qualified teaching staff
- Contact hours, resources, small groups, good learning spaces
- Employability – extracurricular, internships, work placements

Driving Improvements through Research (February 2014): http://www.qaa.ac.uk/Publications

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University of Sheffield students

- Course content
- Academic reputation
- City environment
- Degree + opportunities
- Social life
- Employment/careers
- Location

A world-class university in a unique city

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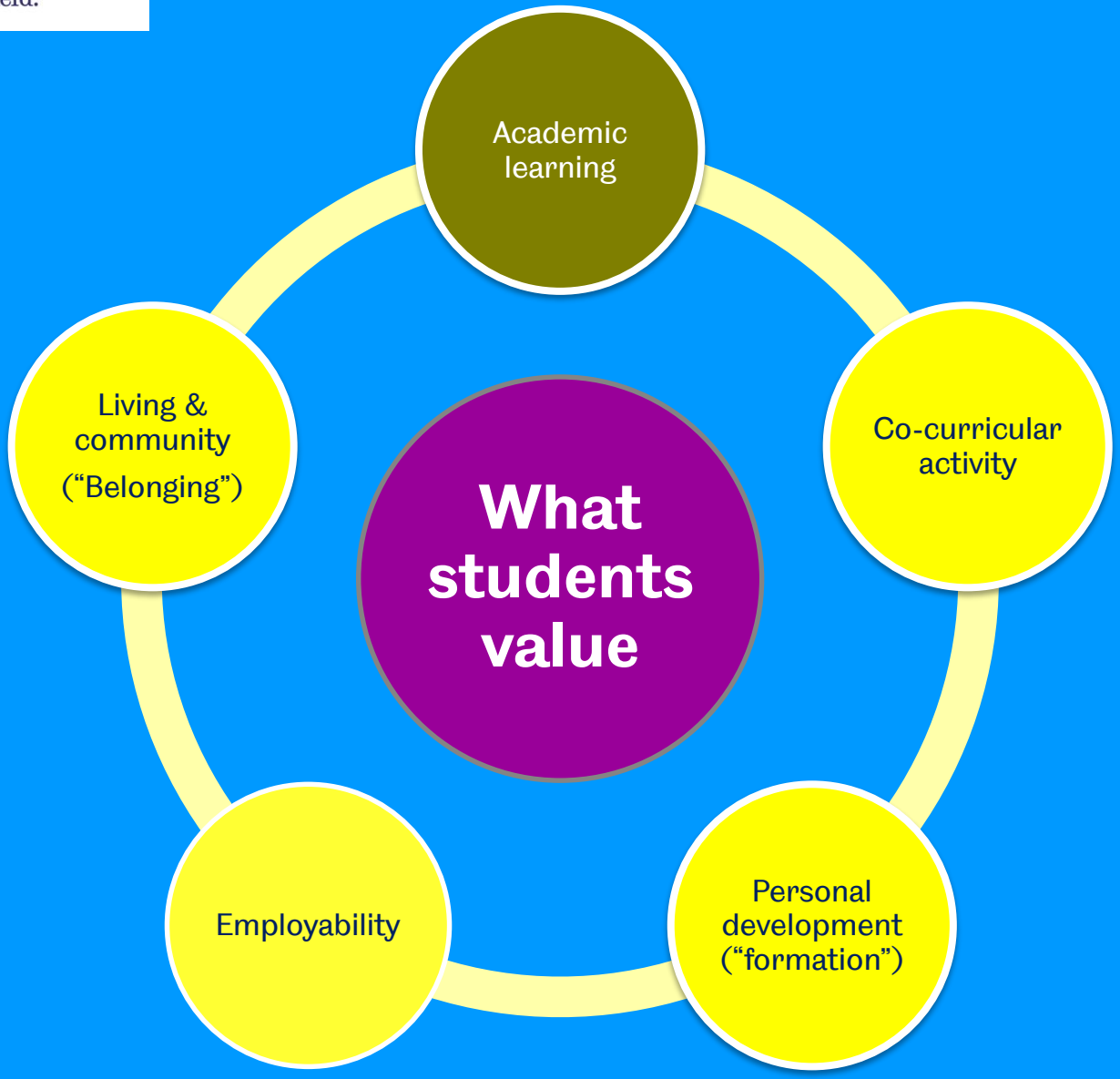

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What do students value?

… about YOUR university

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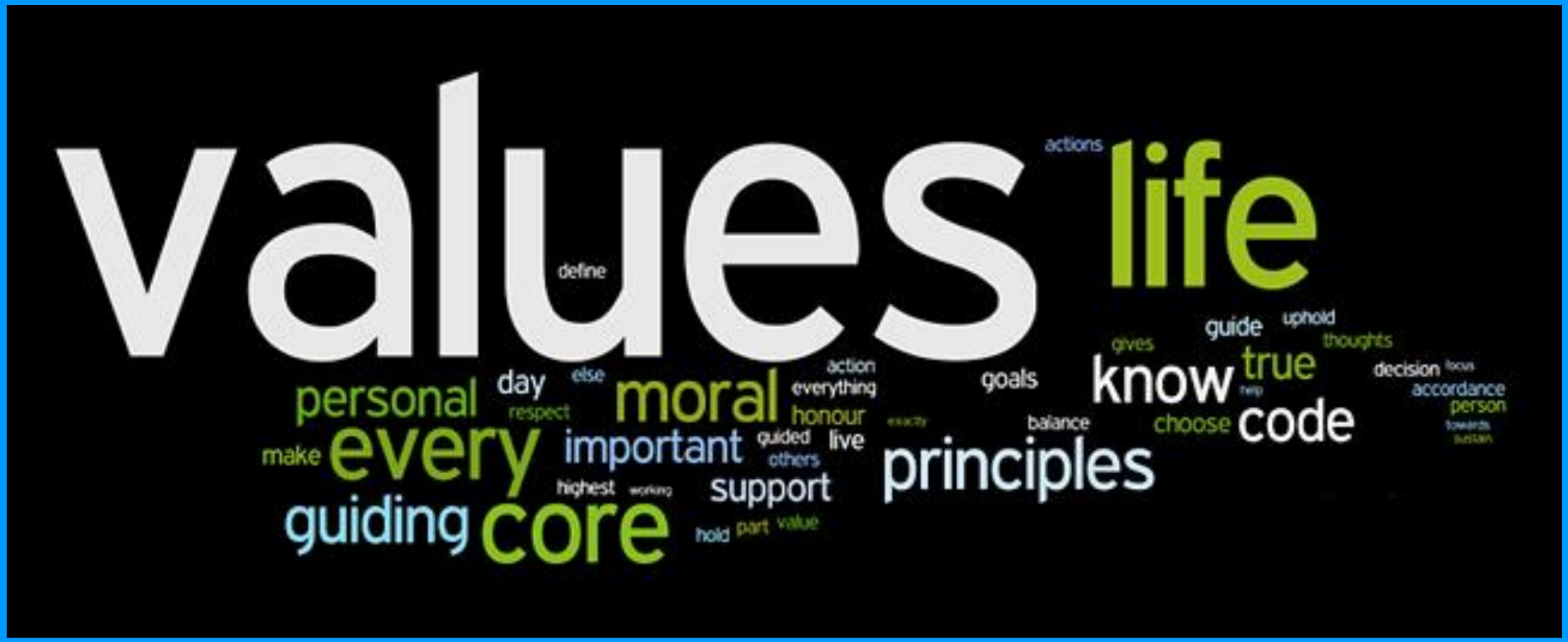
V



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- Look ever forward
- I am still learning
- Into all the truth
- Conquering darkness by science
- Wisdom and freedom
- Nourishing mother of studies
- Truth
- Striving towards the sun
- Light ever increasing
- Explore, Dream, Discover
- Truth leads to God
- Lead me from darkness to light
- Perfection through service
- Sun of justice brighten us

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After Socrates

- A true university education is about teaching students to know what they do not know

- ("Satisfaction" is not enough)

(Sir Peter Scott, IoE)

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Satisfaction is not enough

"Student engagement represents two critical features of collegiate quality. The first is the amount of time and effort students put into their studies and other educationally purposeful activities. The second is how the institution deploys its resources and organizes the curriculum and other learning opportunities to get students to participate in activities that decades of research studies show are linked to student learning."

http://nsse.iub.edu/

NSSE national survey of student engagement

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Engagement Indicators

- *Academic Challenge* – eg Reflective & integrative learning
- *Learning with Peers* – eg collaboration & diversity in learning
- *Experiences with Faculty* – eg Student-Faculty Interaction
- *Campus Environment* – eg supportive environments
- *High-Impact Practices* – eg Service-learning, study abroad, research projects, internships

NSSE national survey of student engagement

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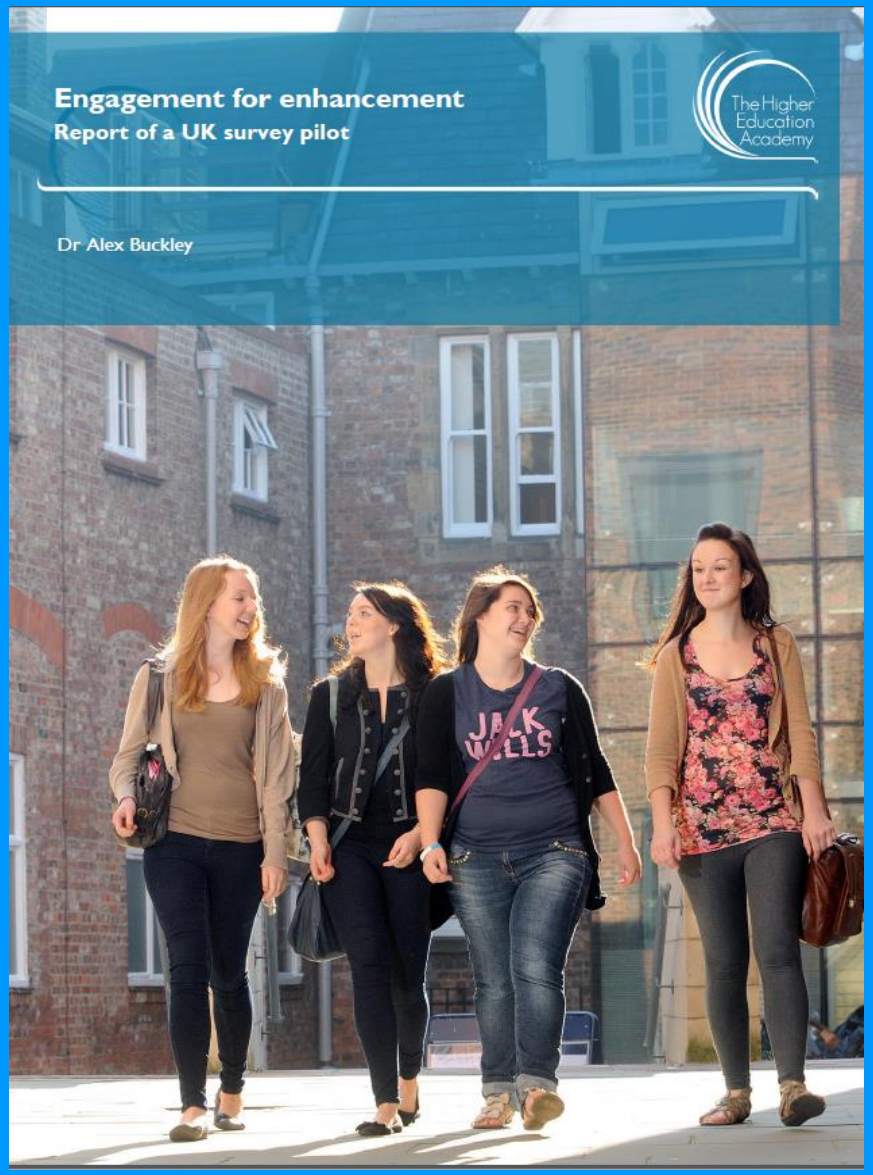

http://www.heacademy.ac.uk/resources/detail/nss/engagement_for_enhancement

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A NATIONAL CALL TO ACTION

A CRUCIBLE MOMENT

College Learning & Democracy's Future

The National Task Force on Civic Learning and Democratic Engagement

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European Citizen Campus

- Conflict
- Identity
- Roots
- Dialogue
- Freedom
- Home

ECC EUROPEAN CITIZEN CAMPUS

http://www.european-citizen-campus.eu/

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Leadership Foundation
for Higher Education

Developing the whole student: leading higher education initiatives that integrate mind and heart

Stimulus paper

Dr Kathleen M. Quinlan, Oxford Learning Institute, University of Oxford

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Student-ness
Studentship
Student "habitus"

- Predominant aspect of identity
- Sense of belonging matters
- We should be concerned

(M Klemencic Harvard sociologist)

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http://www.sheffield.ac.uk/ssd/community

- "Perceptions and Experience of Student Community at the University of Sheffield"

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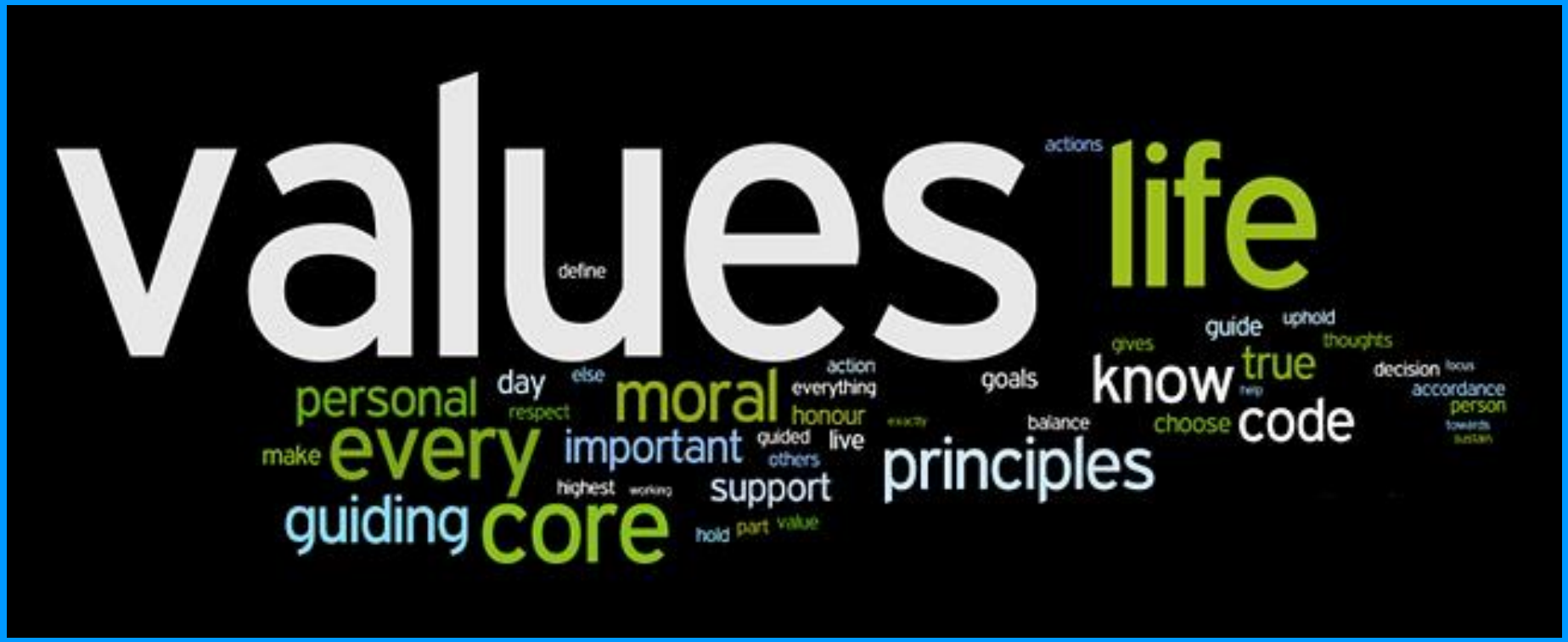
What are your educational values?



And how do your services contribute?

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Value for Money

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10.11.10

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"This market totalitarianism will utterly and irreversibly transform the relationship between institutions and students"

(Aaron Porter 11.11.10)

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Students

Investors

Learners

Consumers

Clients

Users

Partners

Stakeholders

Participants

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The New York Times

School loan corruption widespread

The student loan scam : the most oppressive debt in U.S. history, and how we can fight back

Danger Lurks When Shopping for Student Loans

USA TODAY®

BANKRUPT: Maxed Out In America

Private Loans Deepen - a Crisis in Student Debt

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EPIC 2020

"Will higher education collapse in this manner? No, this is far too simplistic. But are there grains of truth and seeds of nightmares in this? I would argue Yes. This video should inspire a mixture of guffaws, inspiration, and feelings of dread in just about anyone who watches it."

http://epic2020.org

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Some UK sources

- **Living and Learning in 2034** www.hefutures.wordpress.com
- *Consuming Higher Education Why Learning Can't Be Bought* (J Williams, Kent), 2013
- *Massive open online forces: the rise of online instruction will upend the economics of higher education*, Economist Feb 2014

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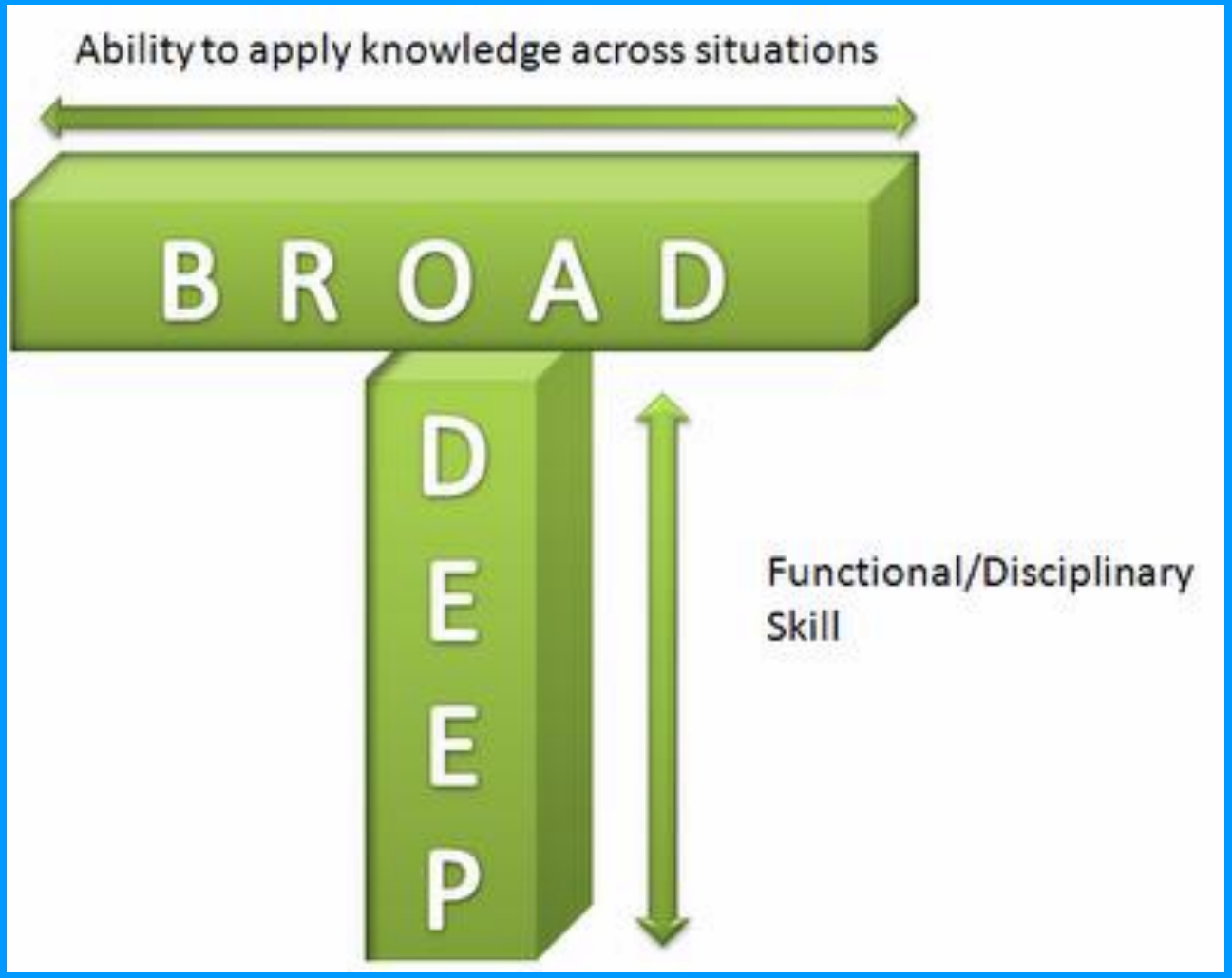
What students value

- Academic learning
- Co-curricular activity
- Personal development ("formation")
- Employability
- Living & community ("Belonging")

T shaped professional



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"The Student Deal"

(PA Consulting)

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How do you add value?

What are your student “deals”?

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So What?

- Points to reflect on
- Things to investigate
- People to speak to
- Information to share
- Action to take

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