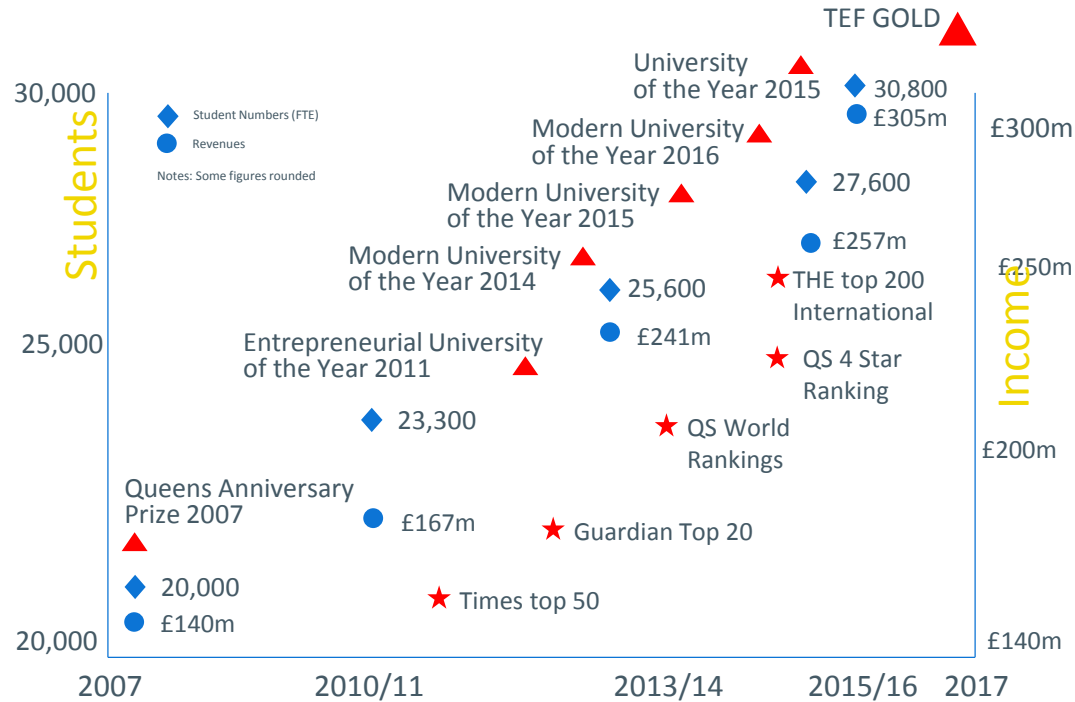


CU Driving Places?

Prof John Latham
Vice-Chancellor
Coventry University



The University has undergone a radical transformation in the last 10 years



Adding to the Profile (trends)



2017	44 th	43 rd	12 th	601-800	551-600	Every 3 years
2016	47 th	50 th	15 th	601-800	651-700	4*
2015	47 th	48 th	15 th	601-800	701+	-
2014	42 nd	51 st	27 th	-	701+	-
2013	45 th	58 th	33 rd	-	701+	-
2012	55 th	65 th	46 th	-	-	-
2011	76 th	72 nd	63 rd	-	-	-
2010	84 th	75 th	87 th	-	-	-

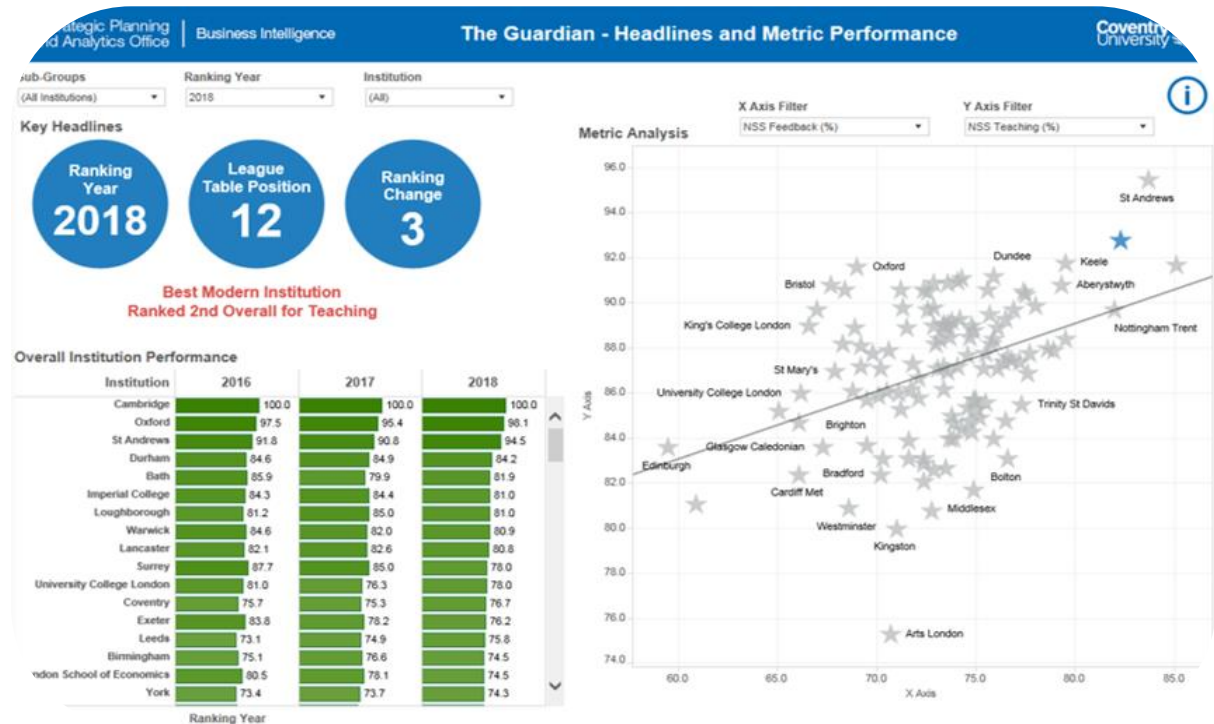
Do League Tables Matter?

Better to have than to have not!

- Useful for benchmarking
- Useful for self-reflection
- Useful for trend analysis
- Useful for indirect student selection
- Useful for international partner recognition
- Useful for supporting Governance
- Useful for developing your Corporate Plan
- Useful for the PR machine
- Useful for.....

Business Intelligence in action

- Predictive analytics
- Identifying risk
- Benchmarking
- Monitoring against target



Are They 'Fair'?

- Is anything fair? Depends on the completeness of the data
- It depends which lens you are using to view them
- Use of tables tends to be selective
- They tend to be a point in time rather than a trend or sustained view of things
- Certainly not complete from certain customer view points