

What about the future – where are league tables going?

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Where are league tables going

- History of innovation by CUG team
- Data
- Methodology
- Presentation

Where are league tables going

Data

- Teaching Excellence Framework (TEF)
- Longitudinal Education Outcomes (LEO)
- Learning gain

Where are league tables going

Methodology

- Adjust for more than subject mix
- Weighting

Where are league tables going

Presentation

- More flavours of table
- Universities with a particular characteristic
- Opportunities from Data Futures?

Where are league tables going for applicants, advisers and supporters

Will they still matter?

- Social Media, “Youtubers and vloggers”
- Gatekeepers moving on?
- GenY/Millennials, Generation K/Generation Z
- Socially responsible, flexible, individual but following a crowd, Life is tough for them

Where are league tables going for applicants, advisers and supporters

Will they still matter?

- Savvy students, parents and advisers - what lifestyle group are they?
- Trust in data/lens of distrust
- TEF confusion
- Boiling down data and information
- Did KIS (Key Information Sets) fail, will TEF fail?

Where are league tables going for applicants, advisers and supporters?

My take on the future...

- They are still relevant - a factor in 50%+ of University decisions
 - The wish for order amongst confusion
 - Parents, advisers and family - traditionalists
 - Reputational kudos, power of the Big Brands
 - One of a basket of factors and measures
 - Increase in qualitative factors and tailored content
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Where are league tables going for applicants, advisers and supporters?

My take on the future...

- University differentiation - more than rankings
- Affirmation rather than clincher in decision making
- CUG online hits still rising, particularly overseas
- Global market for talent and expertise - global rankings
- The sector still loves/hates them!
- CUG is independent, consistent, trusted, used

Thanks for listening

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