

# University rankings, league tables and credit transfer systems

Dr Andrew Turner

Associate Pro Vice-Chancellor (Teaching and learning)

Gold for outstanding  
teaching and learning

Teaching Excellence Framework (TEF)

No.1 Modern University  
in the Midlands

Guardian University Guide 2021

Top 30 in the World  
for International Students

QS World Rankings 2021



# About Coventry University.....

- Campuses:
  - Coventry University – 4 faculties:
    - Business & Law
    - Engineering Environment and Computing
    - Arts & Humanities
    - Health & Life Sciences
  - CU Coventry, London & Scarborough
  - Coventry University London
  - Coventry University Wroclaw, Poland

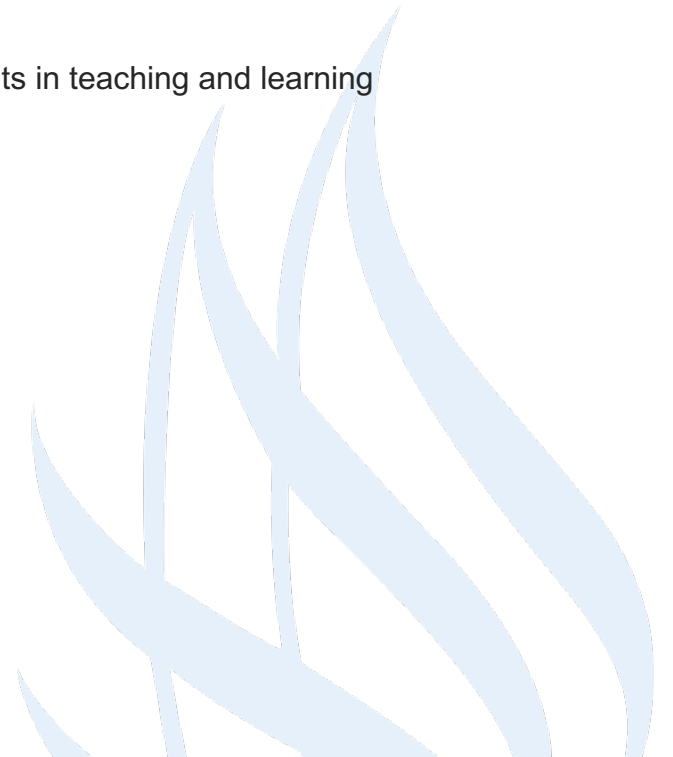


- 39,000 students in the UK
- 18,000 students overseas at international collaborative partners in 20 countries
- 166,000 students enrolled on MOOCs on FutureLearn.
- Overseas Hubs in Singapore, Dubai and Rwanda



# Seminar Outline

- Ratings and rankings in UK Higher Education:
  - Introduction to ratings and rankings in UK Higher Education
  - Case study of Coventry University using data to inform enhancements in teaching and learning
  - The use of data to enhance performance.
- Credit transfer
  - Introduction to credit transfer
  - Mechanisms for credit transfer
  - Examples from Coventry
- Question and answer session



## UK context

- Competitive Higher Education Environment: >160 HE institutions with 2.38 million students.
- Highly regulated environment – statutory data collected by UK government agencies
- Office for Students (OfS) - independent regulator of higher education in England – 24 conditions of registration
  - National Student Survey (NSS)– mandatory survey of all final year undergraduate students to measure satisfaction – launched in 2005
  - Monitoring student degree outcomes, achievements, employment outcomes, graduate salaries
  - Responsible for the TEF – Teaching Excellence Framework.
- Data publicly available.

# TEF – Teaching Excellence Framework

Based on a data of student satisfaction (NSS) and student outcomes benchmarked against the student demographic and written evidence from the University. Universities are rated:

- **Gold** for delivering consistently outstanding teaching, learning, and outcomes for its students. It is of the highest quality found in the UK
- **Silver** for delivering high quality teaching, learning, and outcomes for its students. It consistently exceeds rigorous national quality requirements for UK higher education
- **Bronze** for delivering teaching, learning, and outcomes for its students that meet rigorous national quality requirements for UK higher education



# Data Informing the UK League Tables

- Aspects of course performance:
  - Student satisfaction with their course – measured by the National Student Survey
  - Student outcomes – number of students with a ‘Good Honours’ degree
  - Number of students successfully completing a course
  - Student Entry Qualifications
  - Employment statistics
  - Student Satisfaction
- Research Excellence Framework- the system for assessing the quality of research in UK higher education institutions.
- Finance – spend per student
- Staff-Student ratios

**Performance Matters! Impacts UK and international recruitment, partnership development, Overseas government scholarships**

Metrics	The Times and Sunday Times	The Complete University Guide	The Guardian
National Student Survey	Student Experience 5.7% Teaching Quality 11.3%	Student satisfaction 17%	NSS overall 5% NSS Teaching 10% NSS feedback 10%
Student Outcomes	Graduate Prospects 11% Good Honours 11% Completion Rate 11%	Graduate Prospects 11% Good Honours 11% Degree Completion 11%	Career Prospects 15% Continuation 10%
Financial	Services spend 11%	Academic spend 5.5% Facilities spend 5.5%	Expenditure 5%
Research	Research Quality 17%	Research assessment quality 11% Research Intensity 5.5%	
Entry Tariff	Entry standards 11%	Entry standards 11%	Entry standards 15%
Staff-Student ratio	Staff-student ratio: 11%	Staff-student ratio: 11%	Staff-student ratio: 15%
Other			Value added: 15%

## Major UK University League Table Rankings

# Global rankings

## THE – World University Rankings

- Research-intensive universities judged across all their core missions: teaching, research, knowledge transfer and international outlook

## QS World Rankings

- Use six metrics:
  - Academic Reputation (40%)
  - Employer Reputation (10%)
  - Faculty/Student Ratio (20%)
  - Citations per faculty (20%)
  - International Faculty Ratio (10%)
  - International Student Ratio (5%)



## QS stars ratings:

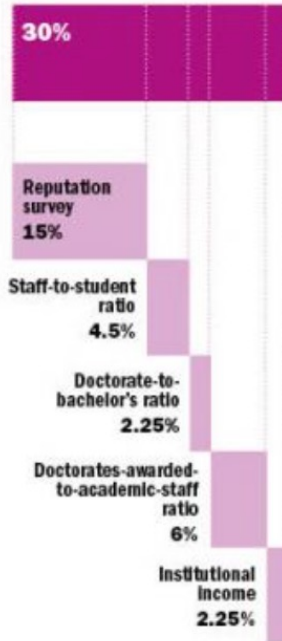
Judged on performance in eight criteria amongst the following: Research, Teaching, Employability, Internationalization, Facilities, Online / Distance Learning, Innovation, Culture, Access, Engagement and Specialist Criteria.



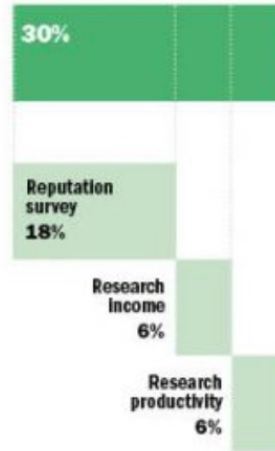


# The THE World Rankings Methodology

## Teaching (the learning environment)



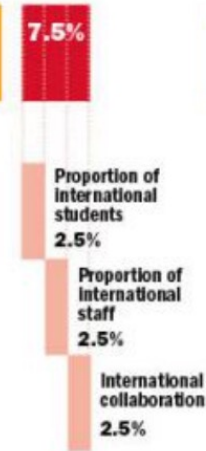
## Research (volume, income and reputation)



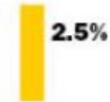
## Citations (research influence)

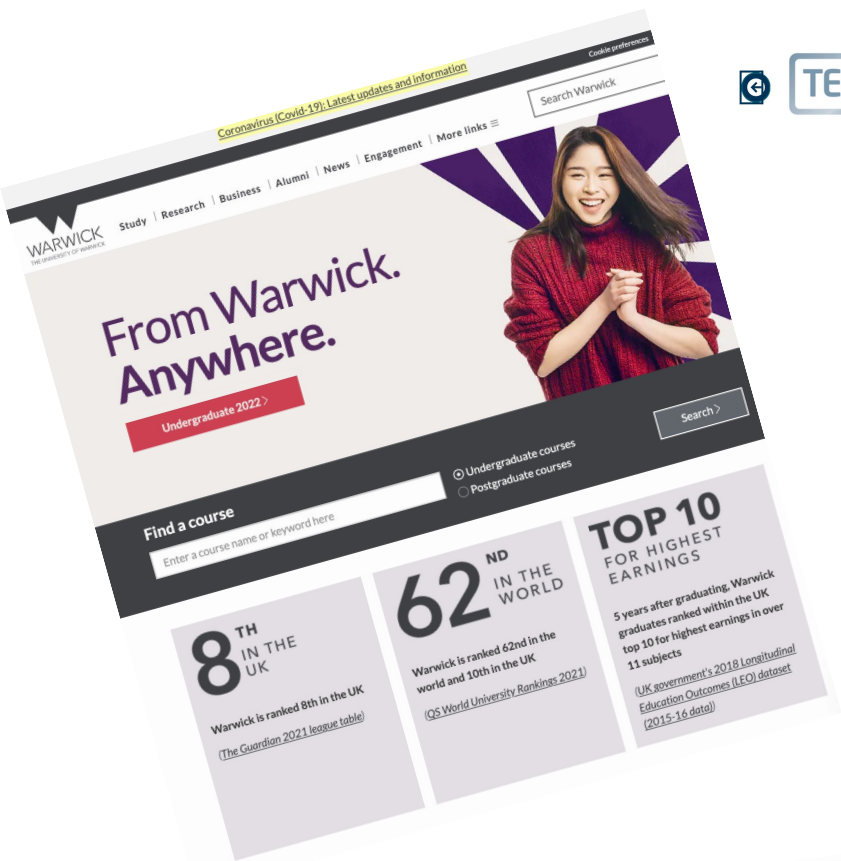


## International outlook (staff, students, research)



## Industry income (knowledge transfer)





1st

UCL was rated the top university in the UK for research strength in the most recent Research Excellence Framework

10th

UCL is ranked 10th in the 2021 QS World University Rankings

30

There have been 30 Nobel Prize laureates amongst UCL's alumni and current and former staff to date

1st

UCL was the first university in England to welcome students of any religion, and to welcome women to university education

LONDON'S GLOBAL UNIVERSITY



Nottingham Trent University



“One of the most dynamic and innovative modern universities, Coventry earns a shortlisting for our University of the Year award, having being named our Modern University of the Year three times between 2014 and 2016 and University of the Year for Student Experience in 2018.”

The Times and Sunday Times Good University Guide 2021

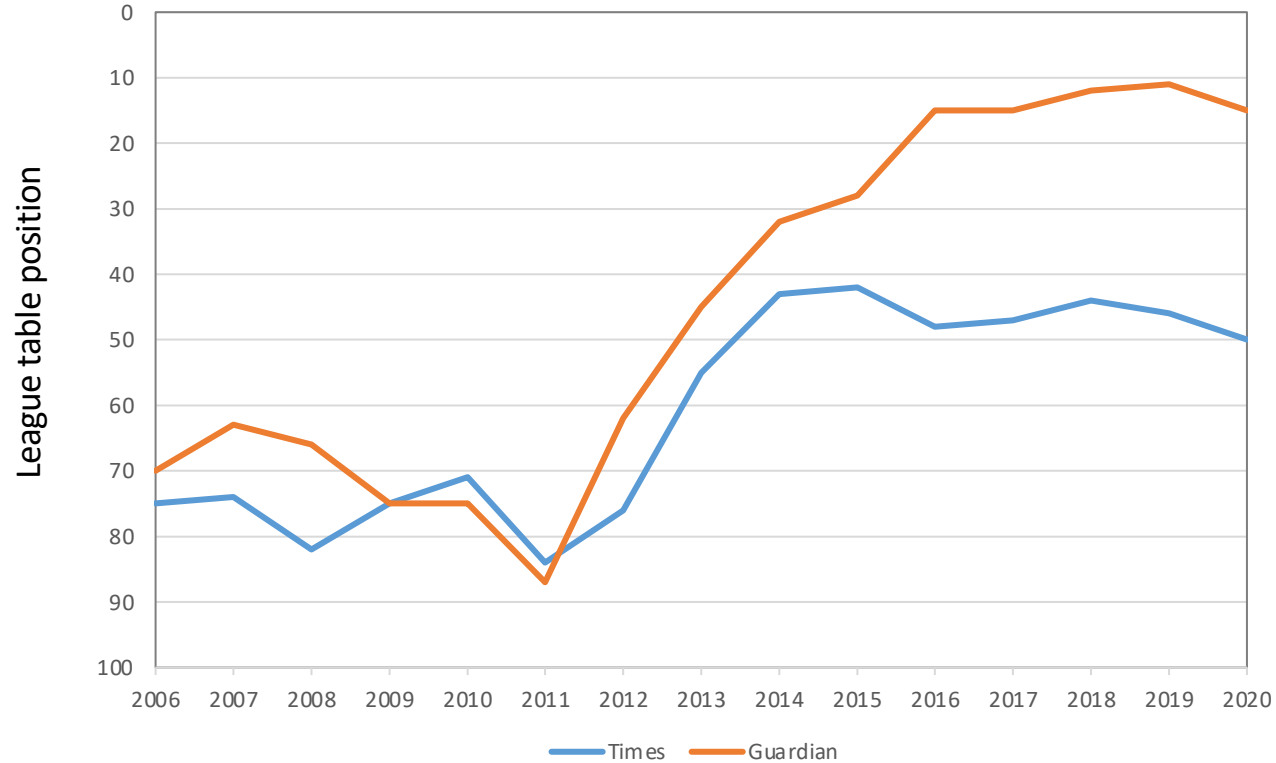
# Recent Coventry University achievements.....

- No.1 Modern University in the Midlands  
Guardian University Guide 2021
- Shortlisted for University of the Year  
The Times and Sunday Times Good University Guide 2021
- Joint top Modern University for career prospects  
Guardian University Guide 2021
- University of the Year for Student Experience 2019  
The Times and Sunday Times Good University Guide
- 1st in the UK for overseas student experiences - 5 years running  
Based on student trips abroad from HESA 2014/15-2018/19 UK data
- 1st in the World for Massive Online Open Courses  
[MooLab's World University Rankings by MOOC Performance 2021](#)
- Top 30 in the World for International Students  
QS World University Rankings 2021
- 4th in UK for students overseas  
Based on students studying a Coventry course with an overseas partner, HESA 2018/19

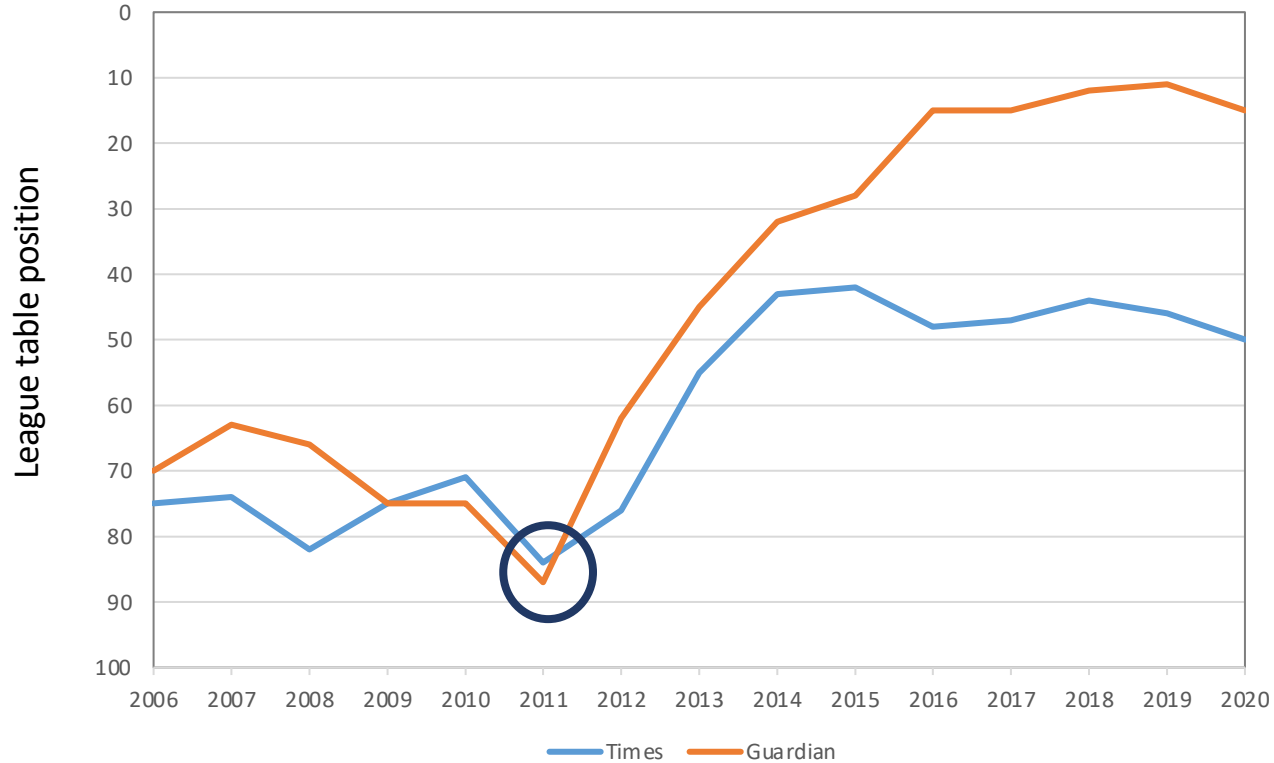


Teaching  
Excellence  
Framework

# Coventry's Journey.....

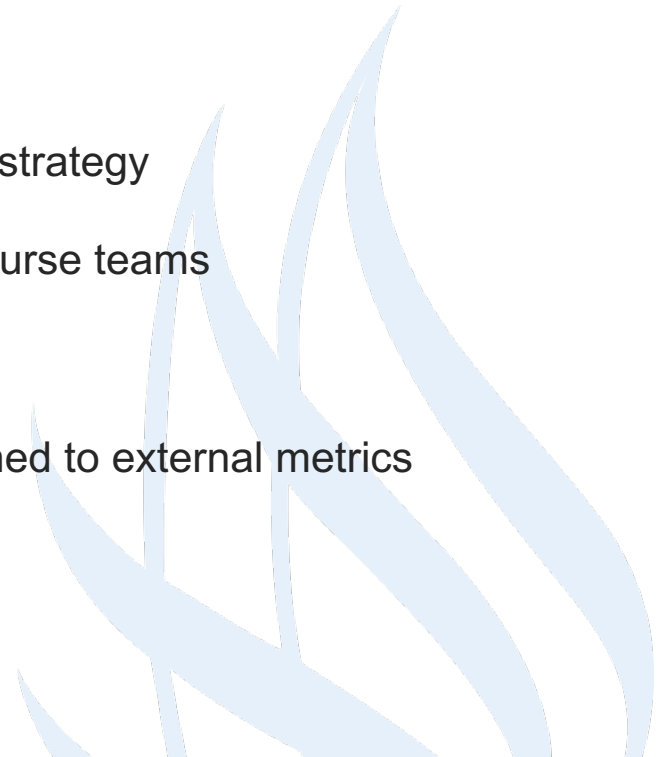


# Coventry's Progression in the League Tables



# Key strategic interventions – focussing on the student experience

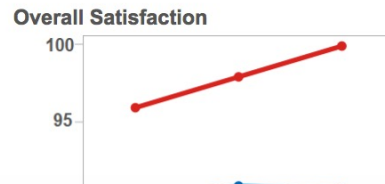
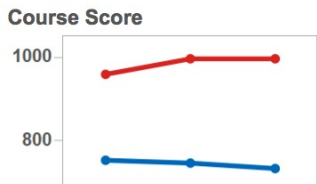
- A focussed Course Portfolio
- Defining a collective vision at a course level
- Student experience matches the offer- alignment with strategy
- Identifying, developing and engaging with academic course teams
- Developing core practices for academic leader
- Intelligent use of data to inform decision making – aligned to external metrics



# Intelligent use of data – owned by academic colleagues

Course Name: (All) | Course Group: (All) | School: (All) | Faculty: (All) | Level: UGT | Report Year: 2015 | Sort By Metric: Course Score 

Course Name	Students on Course	Overall satisfaction	The teaching on my course	Assessment and feedback	Entry tariff	Completion rate	1st / 2:1s	Positive destination	Pass rate	Course score
[REDACTED]	283	100	100	95	409	98	91	99	97	1,000
[REDACTED]	14	92	88	82		100	100	100	100	954
[REDACTED]	128	95	91	85	434	96	100	93	92	923
[REDACTED]	167	97	96	95	383	86	86	89	93	908
[REDACTED]	119	88	88	81	338	94	87	71	95	898
[REDACTED]	113	85	92	67	350	85	76	71	96	894
[REDACTED]	91	100	100	100	327	91	57	80	94	894
[REDACTED]	256	90	93	84	308	99	75	77	95	893



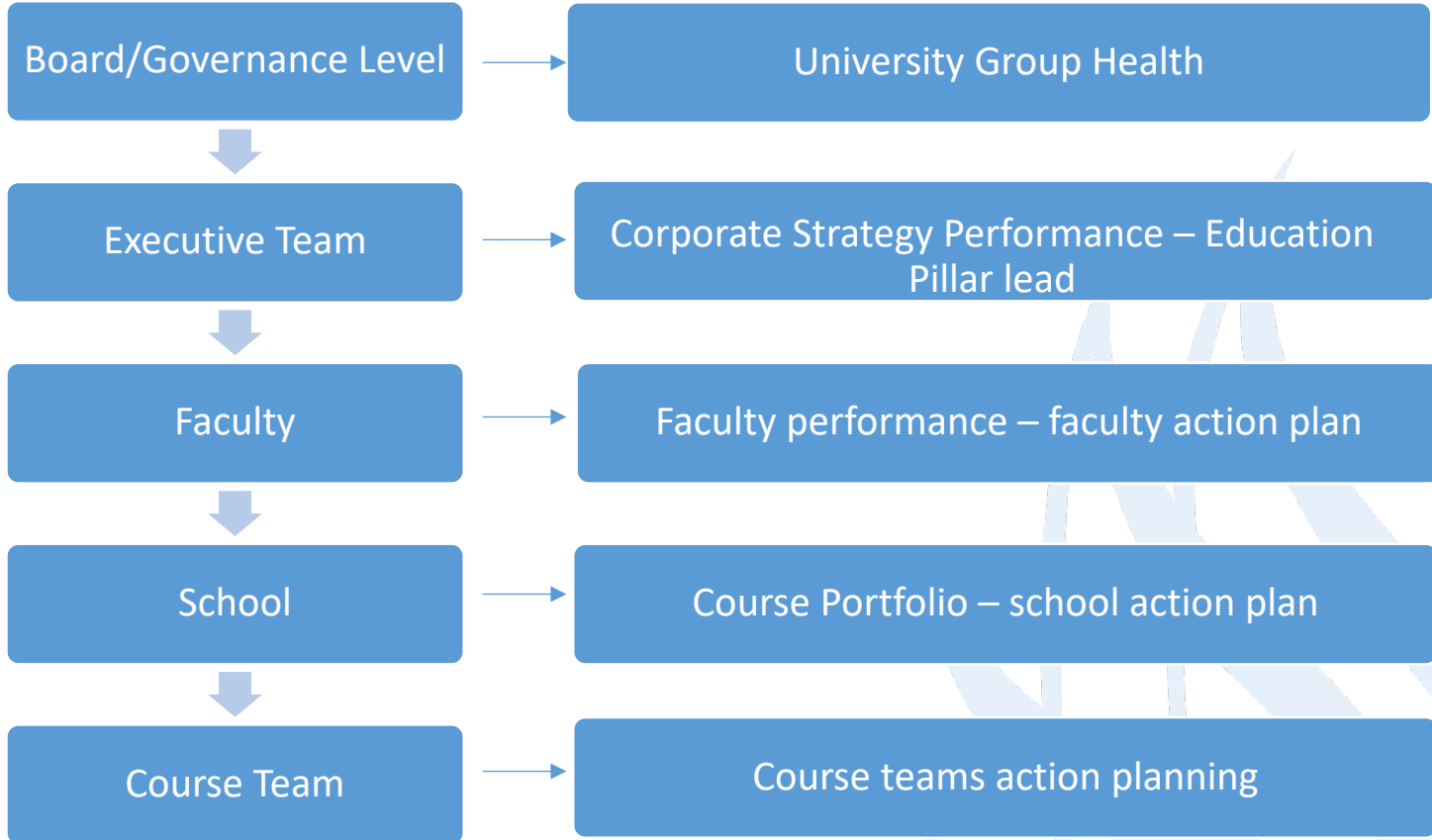


# Core practices for academic leaders

- Teaching observation, coaching and mentoring
- Intelligent use of management information
- Development and use of student feedback systems
- Continuing academic Professional Development
- Academic leadership development



# Intelligent Use of Data at all Institutional Levels



# Development of Business Intelligence – knowing your numbers!



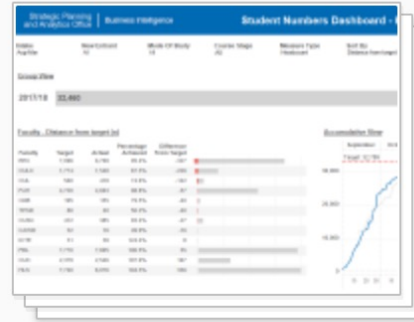
CQEM Dashboard

11,066 views ★ 16



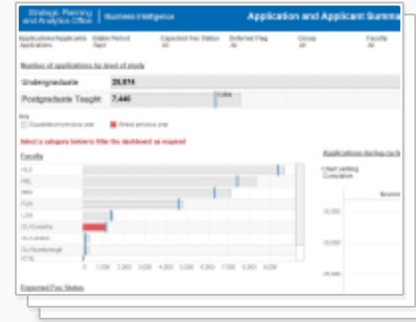
NSS

4,218 views ☆ 0



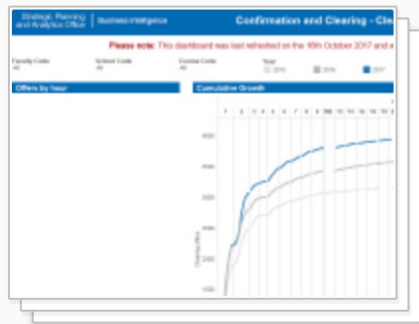
Student Numbers Dashboard

3,989 views ☆ 2



Main Cycle Student Recruitment Report

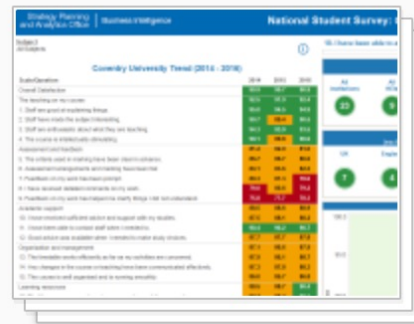
3,341 views ★ 4



Confirmation and Clearing



Corporate Plan



National Student Survey



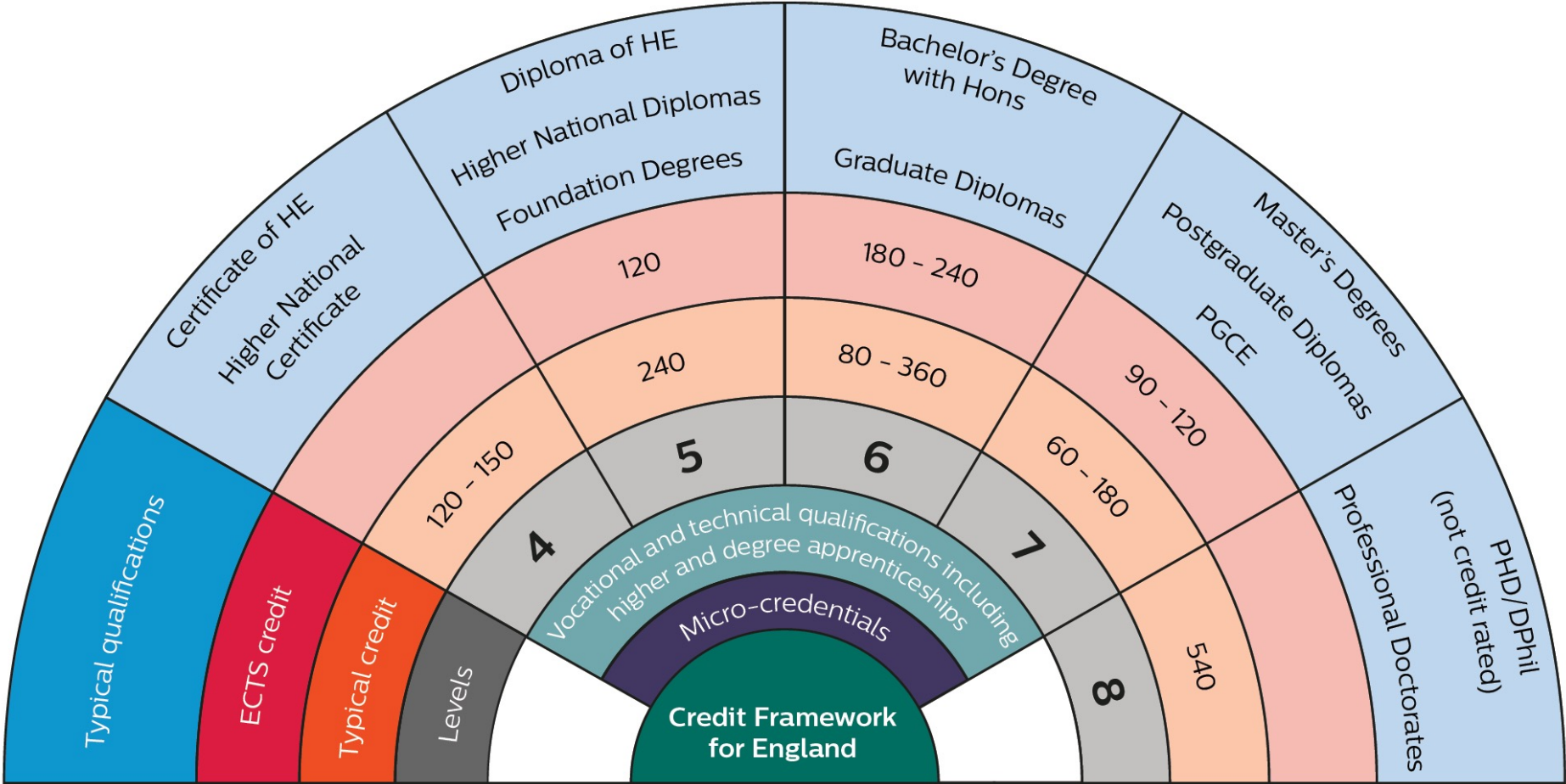
League Tables (Times)

# Academic Credit Transfer

# Academic Credit Transfer Systems

- Study for credit has become the norm in the UK over the last 20 years
  - Modularisation of degrees
  - Flexible modes of study
- Has transformed 'traditional' non-modular course structures into credit-rated modular course structures
- Higher Education Credit Framework for England originally published in 2008 - revised in December 2020 to reflect the changes to UK Higher Education
- Aligns with the Framework for Higher Educations Qualifications – outcome descriptors for degrees in England.
- “The base code” for design of HE qualifications for Level 4 and above.
- 1 credit = 10 hours of notional learning.

# 2021 Credit Framework for England



# Context at Coventry

Numbers of students enrolling with Accreditation of Prior Learning:

Level	Year of Entry		
	2018/19	2019/20	2020/21
UG	1934	2929	1337
PGT	184	194	156
Grand Total	2118	3123	1493

Majority of entrants currently come from Articulation Arrangements with International Partners  
Very little credit transfer with traditional undergraduate courses

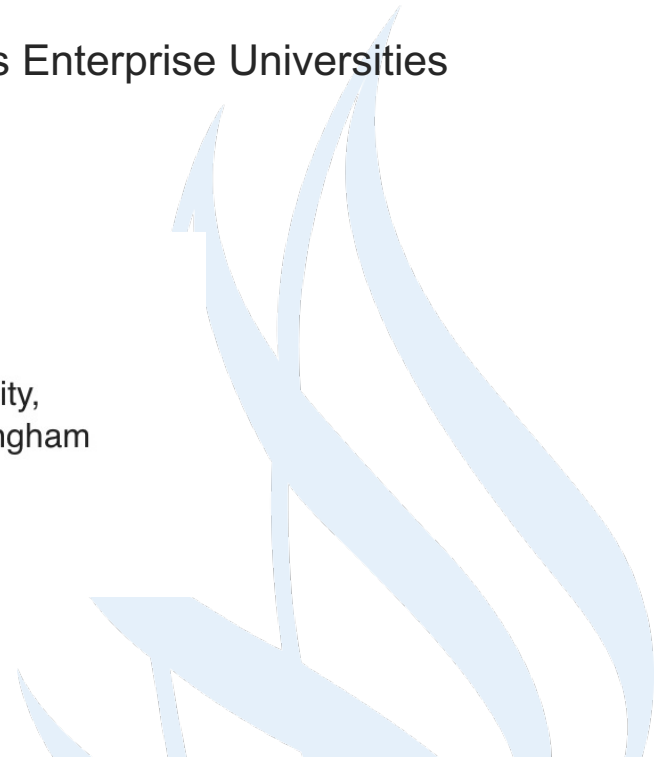
# Midlands Enterprise Universities Credit Compass



- Agreement between the Midland Enterprise Universities
- Supports students transfer credit between the Midlands Enterprise Universities
- Enables course transfer



The Midlands Credit Compass  
Universities are: Birmingham City,  
Coventry, Derby, Lincoln, Nottingham  
Trent, and Wolverhampton.



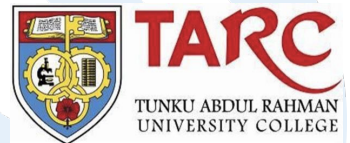


# Articulation Agreements

## – TARC University College, Malaysia

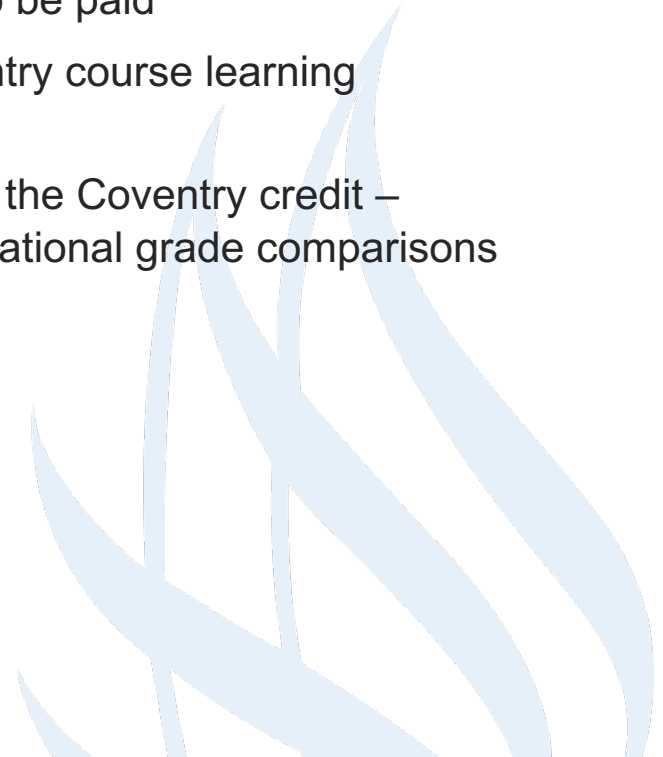


- Partnership agreement where all learners are enrolled on designated courses at a partner and are admitted with advanced standing to Coventry University
  - Students graduate with two awards
  - Detailed curriculum mapping to ensure that learners who transfer will have covered the required subject content, and that the credit volume of the studies already completed at the partner is sufficient to grant exemption from the modules at Coventry
  - Outcomes and credits mapped both ways for dual award.
  - Approval process and due diligence
  - Typical arrangement is two years in TARC then entry into a Coventry University Final Year – one semester at CU.
  - 9 Undergraduate awards in the Business faculty



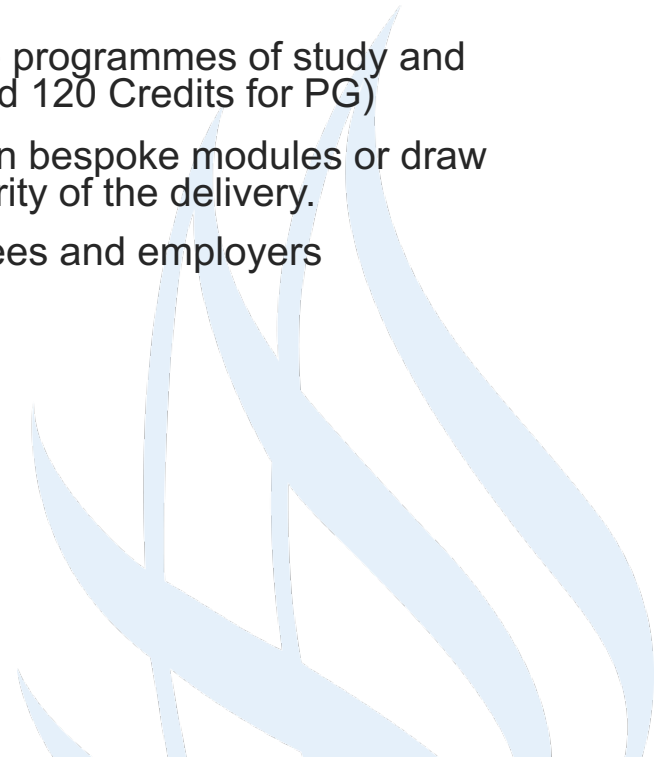
# Framework for Student Mobility through Credit Transfer

- Formal reciprocal agreements with trusted international partners that meet the criteria for a strategic partnership – fees do not need to be paid
- Modules at the partner institution mapped to the Coventry course learning outcomes
- Credit at the partner institution recognised and replace the Coventry credit – converted to Coventry grades – uses the NARIC international grade comparisons database.
- Robust approval process



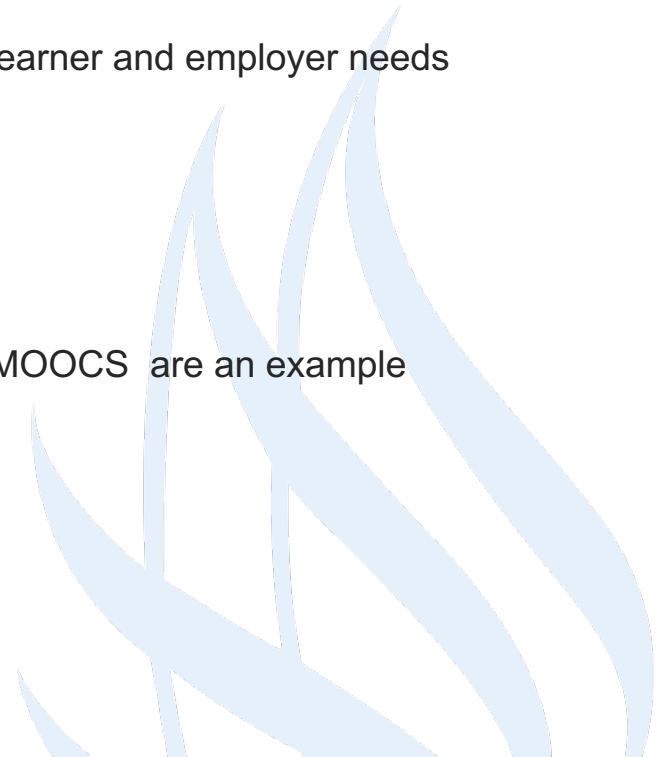
# Open Undergraduate and Masters Frameworks

- BSc/BA by Professional Development
- MA/MSc by Professional Development
- Open course frameworks create a “shell” to enable flexible programmes of study and accreditation of prior learning (up to 240 Credits for UG and 120 Credits for PG)
- Enables partnership working with employers to commission bespoke modules or draw from the University module portfolio. –likely to be the majority of the delivery.
- Allows diverse programmes meeting the needs of employees and employers



# The future of Credit Transfer.....

- UK Government focus on post-18 education to encourage flexible and lifelong learning
  - Alternatives for the full-time degree at aged 18
  - Interest in flexible learning of different volumes aligned to learner and employer needs
  - Transferability of qualifications
  - “Life long learning entitlement” of funding for Learning
- Micro-credentials:
  - Interest in Credit Bearing ‘bite-sized’ chunks of learning – MOOCS are an example
  - Allows stacking of qualification
- Open framework qualifications






# Credit bearing MOOCs



FutureLearn in collaboration with AWS

## Cloud Computing Practitioner with AWS Academy Cloud Foundations

Build the technical skills you need to work in the fast-growing sector of cloud computing and prepare for an AWS Certification.

 2 courses  12 weeks  Postgraduate




[Find out more](#)



FutureLearn in collaboration with Salesforce

## Customer Experience Management with Salesforce Training

Attract, retain and engage customers. Drive commercial value using CX design, analytics and the latest in CRM technology.

 2 courses  12 weeks  Postgraduate

[Find out more](#)



FutureLearn in collaboration with Tableau

## Data Analytics for Business with Tableau Training

Get professional quantitative data analytics training and fast track your career in a leading industry with high job growth.

 2 courses  12 weeks  Postgraduate

[Find out more](#)

<https://www.futurelearn.com/partners/coventry>

**Thank you.**

**Gold for outstanding  
teaching and learning**

Teaching Excellence Framework (TEF)

**No.1 Modern University  
in the Midlands**

Coventry University Guide 2021

**Top 30 in the World  
for International Students**

QS World Rankings 2021