

Session Title:	New government, same challenges – factors driving student decision-making
Speaker(s):	<i>Camilla King, Director of Client Partnerships, UK IDP</i> & <i>Aryan Bhattacharya, Account Manager IDP</i>
Chair:	George Green
Reporter:	Ben Kibble-Smith

Speaker/Institution Bio/Information:	<i>Camilla King, Director of Client Partnerships, UK IDP</i> & <i>Aryan Bhattacharya, Account Manager IDP</i>
Overview/Aim of session:	Understanding IDP and the services they provide (3 platforms) Political impact of changes to government to Universities. Where is demand from students coming from? Course changes in demand between years 2023 & 2024 Trend data for subject clusters Time for when Recruitment strategies will make the best impact
Workshop Content	10 segments to the session: Whatuni & Complete University Guide focused today. Work with 85% of all UK universities across 3 platforms. Review of the relationships between HE and Govt over the years. Brought forward to 2024 where James Cleverley announced changes to family visa route. Used different news articles to show dissenting views for / against the changes to international student visa route. New direction? - > Labour vows to “welcome international students” Lot of changes in 2024 – how does this impact students? 5th most popular article – student loan repayment

	<p>4th most popular article – top 10 universities in London 3rd – types of degrees 2nd – Ucas points 1st – Personal statements</p> <p>What Uni Looking at grade options and alternatives to A-levels</p> <p>Map demonstrates demand for students based off geographic area. How this compares YOY in demand. Then presented is a map of those wanting to stay local. Eastern England and Wales are lowest %'s.</p> <p>Map demonstrated most popular destinations – London continues to be on top, followed by South East.</p> <p>Table of subject demand trends; Health and Medicine makes up 25% of all student demand. Computing and Mathematics is in decline YOY.</p> <p>Sub-disciplines: Veterinary services and Computer Science had biggest growth in demand, despite Computing and mathematics in decline. Changing demand within the subject areas to more niche sub-disciplines.</p> <p>Law and Psychology top 2 in top 10 courses for 2024.</p> <p>Intended year of entry data 2024 – graphs supplied in PP.</p> <p>What are students looking at / for? (whatuniawards) University ratings played a big part of the research Cost of living – smaller universities in smaller towns are showing a positive uplift Value for money Student Halls and Property Management Internet/ Wifi Facilities Career prospects – clearer information would really benefit students. Mental Health</p>
<p>Case Studies/Examples:</p>	<p>Showned graphics throughout with % changes to each geographic area</p> <p>Showned graphics with YOY trends</p>

	In their own words: from students
Scenarios/Roundtable discussions:	N/A
Questions and Answers:	<p>Query around whether the data includes multi entry point data, such as January intakes. (A) Confirmed that this does include this, but they are very small and may not be accurately reflected in the numbers.</p> <p>Query around the subject demand by mission group – how this effects pipeline to PG. (A) Possible to see this from the data.</p> <p>Query around WP characteristics and whether this can be differentiated (A) with GDPR it's difficult to assess this as they don't ask the relevant questions. Can re-engineer based of location data but not entirely possible.</p>
SummaryKey takeaways:	<p>London is still king when it comes to most popular choice in research.</p> <p>In most regions most students are looking to migrate from their home region to another UK region.</p> <p>Healthcare and Medicine remains on top as most popular course choice, growing from 2023.</p> <p>Government policy has impacted demand from international and domestic students</p> <p>Students remain uncertain about choices – the linear path is no longer the only option</p> <p>Cost of living eases will bring changes away from 'career courses'</p> <p>Majority of student are keener this year than previous years to move away from home for university</p> <p>Users are increasingly taking longer with their decisions</p>

HELLOA