

Session Title:	Find a University: To PG or not PG?
Speaker(s):	Mark Bennett
Chair:	Jen Barton
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Speaker/Institution Bio/Information:	Director of Audience and Insights at FAU
Overview/Aim of session:	<p>A soliloquy on PG audiences for 2025 - in Shakespeare a soliloquy is a point of reflection.</p> <p>Act One - recount the recent plot of PG Act 2 - ponder the slings and arrows of policy decisions Act 3- drives and opposes Act 4 - the future of PG</p>

Workshop Content

Pulse: Longitudinal survey - always on tracker using audiences on FAU website. Constantly straw polling the web audiences. compare across cycles.

Share of search: what can we infer on prospects by how they use our website. Looks at relative change rather than absolute numbers. If in one period 50% of Indian students are searching for engineering, and next period it's 60% we see growth. The audience are proactively looking to study PG. Chinese audience not strong in FAU as they don't use western websites, so that is a gap.

PGT growth in 21-23

Pandemic boosted PGT in home and international audiences
International growth is largely due to graduate route visa 21/22. China, India and Nigeria see the biggest growth.
Institutions outside the Russell group saw significant benefits from international PGT.

PGR - UK government introduced PGR loan and enrolments actually dropped!

22/23 see an uptick but might be a HESA bug. Changing UKRI eligibility didn't do much for international either.

Domestic

Audiences peaked at pandemic but the 30+ age group have stayed higher and not dropped as much as younger age groups. With cost of living, it's becoming harder for young audiences to engage with PGT - can't afford it!

Older audiences need flexibility to fit study in around work/life - part time information is almost impossible to find on UK uni websites!

Continuer enrolments rise sharply at pandemic and drop off fast, early career enrolments drop slightly. 30+ stays fairly constant.

To PG or not PG?

Takes 100 Chinese students to bring 1 dependent, 3 Indian students, but Nigeria is 1 to 1.

Russell group issued 5% less CAS, non-RG 26% down

Uni Quest - manage applications and enrolments- they are seeing apps are up for India, where as FAU are seeing search shares down. India very warm audience and sounds like they are bypassing FAU and just going direct to agents.

International policy: visa caps are coming in Aus and Canada - confidence could get reduced in audience. UK will see the benefit of confusion and policy change in other countries.

UK is recovering but USA is volatile.

UK is regarded as most welcoming for PG in pulse survey - this data is pre US election.

Where for art thou postgrad?

UK audiences are significantly motivated by subject and challenge. Subject is the biggest motivator for Home PGR, followed by challenge. Challenge - want to prove to themselves they are up to the challenge of gaining a PhD. Earnings is the lowest motivator.

	<p>Career progress is more of a factor for international in PGT. 1/3 of PGT students say they are motivated for PGT to do a PhD afterwards.</p> <p>What deters audiences?</p> <p>Cost! Biggest factor for PGT/R in all audiences. Confidence and Time are the next largest factors - can they actually logistically do the programme around their other commitments?</p> <p>People want the “soft skills” that masters offer - critical thinking, research etc What outcomes should we be articulating for different audiences? Communication skills seem useful for arts, comp sci and life sciences students - important to all audiences.</p> <p>Act 4 - Exit, pursued by a bear / bear</p> <p>Seeing strong growth in rate of change in interest in UK from South Asia, Nepal and Kenya. PGR growth is coming from Singapore and Hong Kong. Engineering and Biosciences are growing at domestic PGT. Computing are performing well for PGR, AI is where we see the strongest growth. Interest now for January/spring entry - returners interested in spring 2025, international audience split between now and September.</p>
<p>Case Studies/Examples:</p>	
<p>Scenarios/Roundtable discussions:</p>	
<p>Questions and Answers:</p>	<p>Integrated masters - they are classed as UG, is this having a knock on effect for decrease in PGT Home due to fees? Mark - FAU don't have this data but one to watch!</p> <p>Do FAU hold data on employment, what sectors users are in and what type of employment they are in? Yes, FAU can get the data on what employment type their users are in as part of surveys.</p> <p>PGT Home audience - how is this looking currently trend wise on the website? FAU - audience is trending older but is Relatively stable.</p>
<p>SummaryKey takeaways:</p>	

