

## Engagement with students about UK Government policy changes



What challenges we faced?

- Student Immigration and changes to domestic student fees

Local challenges in communicating change

National government policy objectives

Government White Paper- Students at the Heart of the System

How we used technology to communicate to students



## Student Immigration



Points based system introduced in 2009  
Monitoring and reporting duties for University

- Major Government review 2011
  - Aim to cut net migration
  - Reduce bogus colleges and tighten up misuse of system
- Future changes
  - Post Study work changes in 2012
  - Limits on time spent in UK on student visa



## Student Immigration



Migration Observatory at Oxford University  
'Thinking behind the numbers report'

69% of survey respondents supported reducing immigration  
Students who make up 37% of immigrants least area of concern  
Asylum seekers 4% of immigrants area of most concern  
More support for reducing low skilled worker immigration



## Fee changes for UK students

- Tuition fees to rise in 2012 to £9,000 from current £3,375
- Reduction in annual government funding
- Commitment to bursary schemes (50% additional income)
- Requirement to issue Key Information Sets
- Lifting cap on admissions recruitment (A level grades AAB)
- University additional places available if fees are below £7,500
- Potential impact on European students



**Anarchy in the UK**  
With the collapse of the old fees regime, confusion reigns across the land

**This little piggy got £27,000...**  
Can empowering students make a higher education market work?

**A half-cocked plan**  
The government's White Paper on the future of higher education



### Admissions

- > Undergraduate courses
- Student Funding
  - English Students
  - Northern Irish Students
  - Scottish Students
  - Welsh Students
  - EU Students
  - International Students
  - 2012 Living costs
  - 2012 Repaying government support
- > Postgraduate courses
- > International students
- > Lifelong Learning
- > Online and distance courses
- > Admissions i

## 2012 Funding Update

We are committed to ensuring students from the UK understand the costs and funding for them if they choose to apply to the University of Oxford. Why not start by viewing the cartoon below which gives an overview of fees and funding at Oxford, then consider the rest of this page which explains why we think an Oxford Education is excellent value for money.

Government funding varies by the country of the UK where you live; visit the relevant page on the left to find out more details of support available from Oxford and your parliament.

### Funding

## Challenges and concerns

- Challenges at Oxford
  - Communicating change to...
  - 38 Colleges
  - 50 departments, 4 divisions
  - 21,500 students
  - 33% international
  - Graduate 56%
  - Undergraduate 11%

- National challenges
  - Lobbying against government proposals
  - One fits all policy
  - Short notice of proposals
  - Lack of clarity and how to advise students
  - Attracting best students to study and stay on to work

## Advising students

- Use of technology
- Promoting UK as study destination
- Supporting vulnerable students
- Communication to families
- Advice to staff and schools



## Use of technology

- Wall of 100 faces
- Podcasting – itunes U site and Virtual Open days
- Mobile Oxford with use of VLE, online polls, RSS
- Oxford app
- Digital experience survey
- Student newsletter updates and archived content, plus Student Information twitter
- Student Barometer survey- unique url address



The Wall of 100 Faces - University of Oxford

Only show me

- Undergraduate
- Graduate
- Study
- Outside of study
- International
- New faces

Other walls

- Wall of Global Alumni
- Wall of Staff Faces

Alison Weetch  
Christ Church

- Clinical Medicine
- Previous degree from Cambridge
- Graduate

Oxford University: The Official Guide app  
Is now in the app store - click here to find it

Available on the App Store

iTunes U > Oxford University

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Oxford iTunes U site


10 Million downloads 185 countries

## Graduate Admissions Virtual Open Day

### Welcome to Oxford

An introduction from the Vice-Chancellor, Professor Andrew Hamilton ▶





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"I wasn't sure what to expect, but I'm really settling in."

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## Effective communication



- Immigration policy and impact on University administrative procedures
- Cooperation with Student Union
- Lobbying with UKCISA, UUK, Russell Group
- Lobbying with MPs and Parliamentary Committees

