UEL Progress Scheme and Aspire
The Positive Impact of Targeted Bursaries

Selena Bolingbroke

Peter Lake

April 2012

Aspire
delivering an enriched student experience

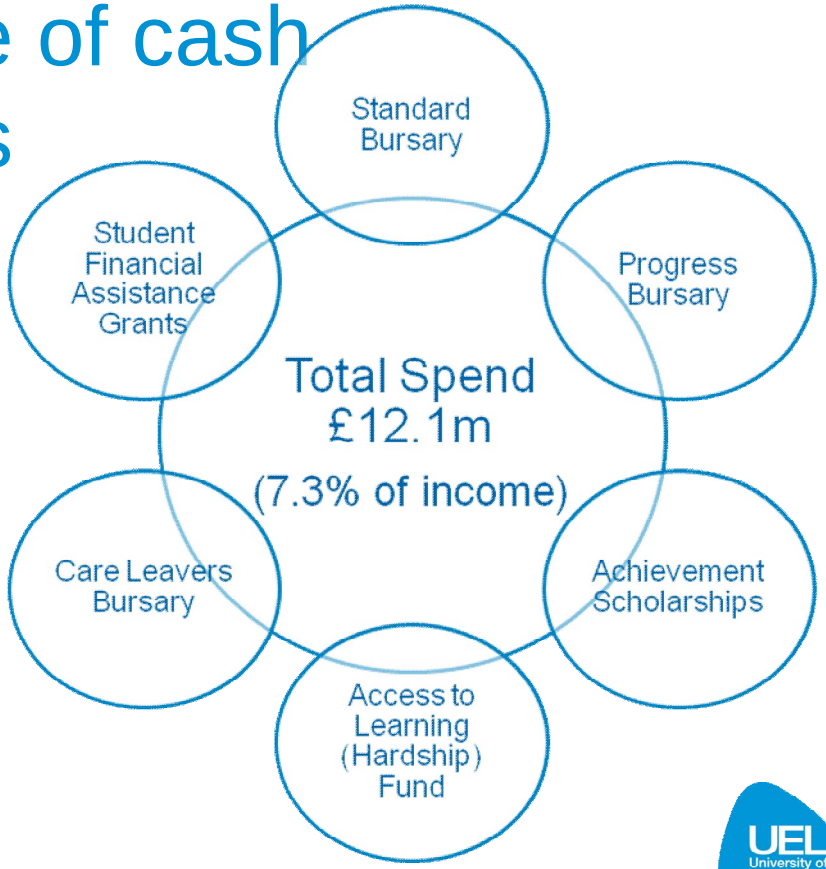
UEL
University of East London

UEL Case Study – University Profile

- Multi-ethnic and multi-cultural institution
- Recruits more mature students and students from minority ethnic backgrounds than comparable institutions
- 1/5 of entrants and 1/3 of mature entrants from the lowest socio-economic classifications

UEL Case Study – Bursaries and Scholarships

- Comprehensive range of cash and support packages
- Proactive approach to financial capability



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UEL Case Study – Aspire

Aspire at UEL is a solution that targets the use of bursaries to identified student groups to enhance the learning experience as part of a wider support package.

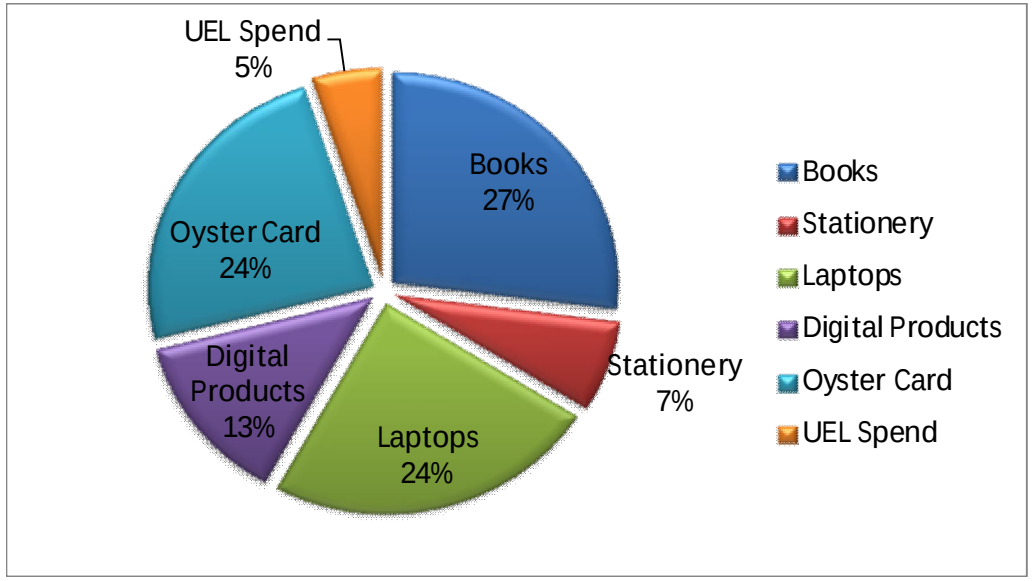
Objectives:

1. To create a better student experience
2. To deliver a better targeted and more effective use of expenditure
3. To provide data for monitoring and evaluating the use of this expenditure
4. To engage the academic community into improving educational gain
5. To improve student retention
6. To enable a greater focus on outcomes and targets

1. Creating a better student experience

- Progress Bursary introduced in 2006
- Paid on progression into second semester to all eligible UK and EU students

2. Emphasising a better targeted and more effective use of expenditure



- Students choose how they spend their bursary to enhance their academic and wider university experience

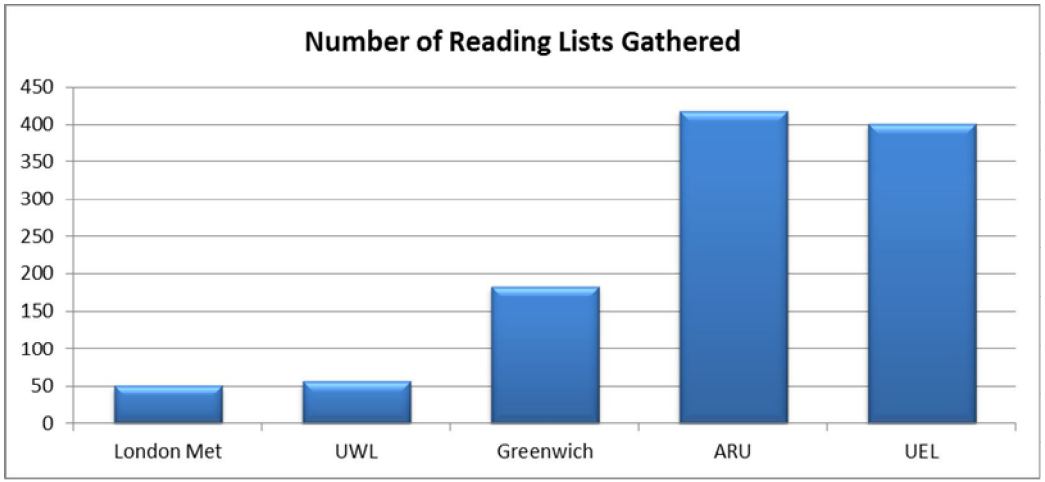
3. Providing data for monitoring and evaluating the use of expenditure

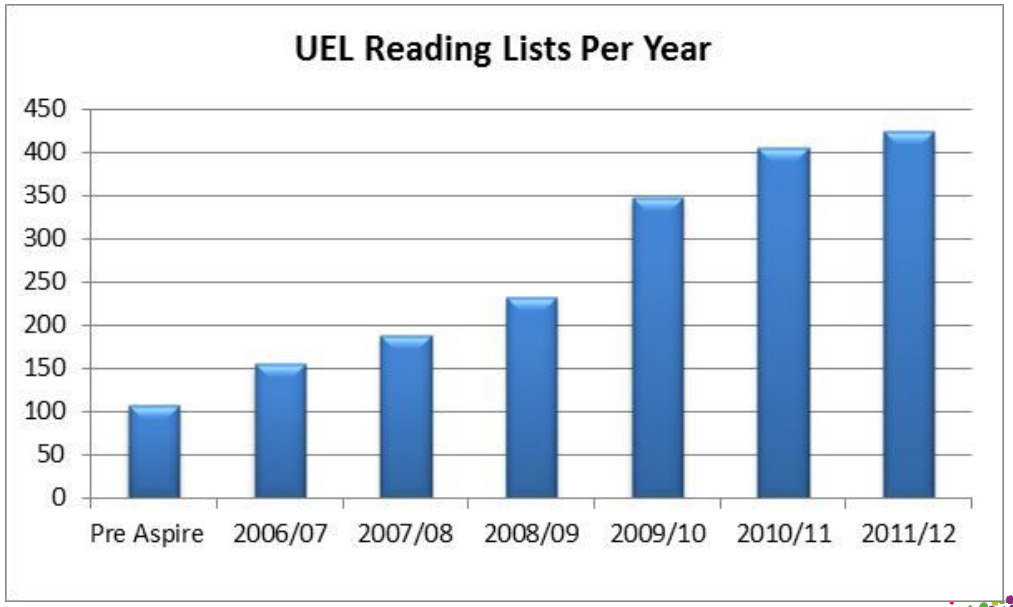
- UEL student dataset has over 13,000 individual accounts
- Outcomes can be monitored by:
  - Study year, faculty or course
  - Pass rate and degree class
  - Specific student group
  - Product

Who has (and has not) bought the textbooks?
What support has been provided to mature students for childcare?

4. Engaging the academic community to improve educational gain

As a measure of reading lists obtained from academics





Growth in reading lists since Aspire launch

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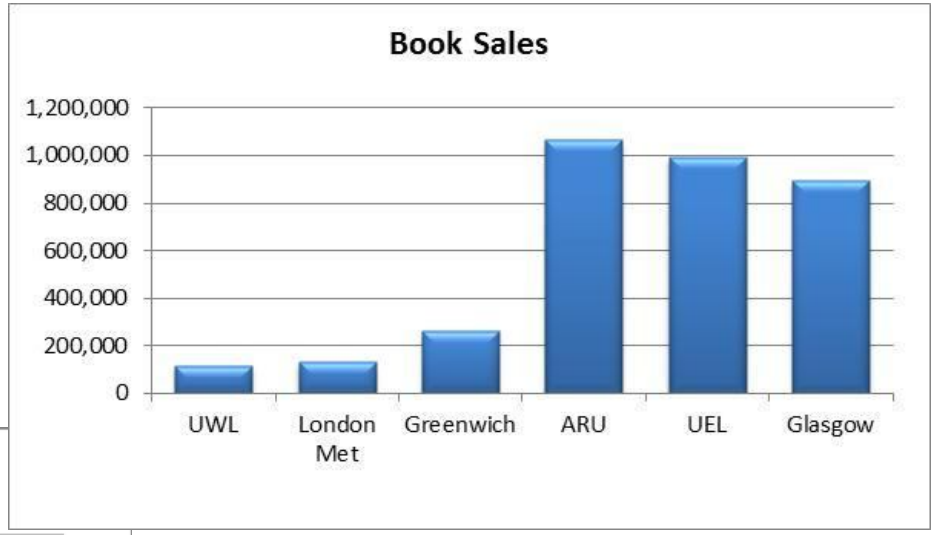
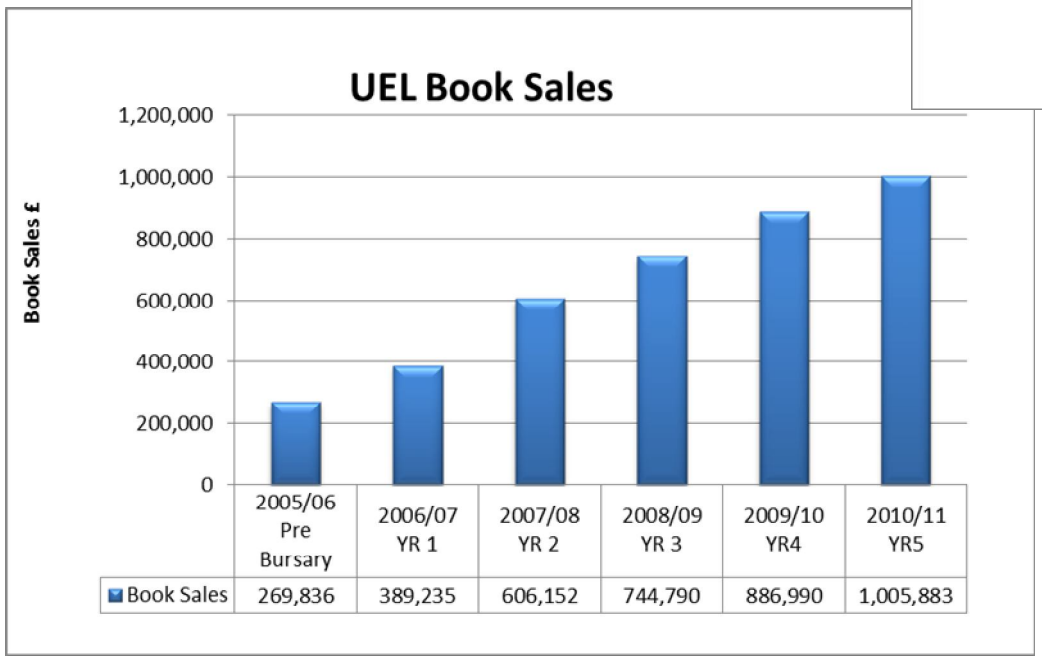
4. Engaging the academic community to improve educational gain

Book sales measured against peer universities





Growth in book sales since Aspire launch

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4. Engaging the academic community to improve educational gain

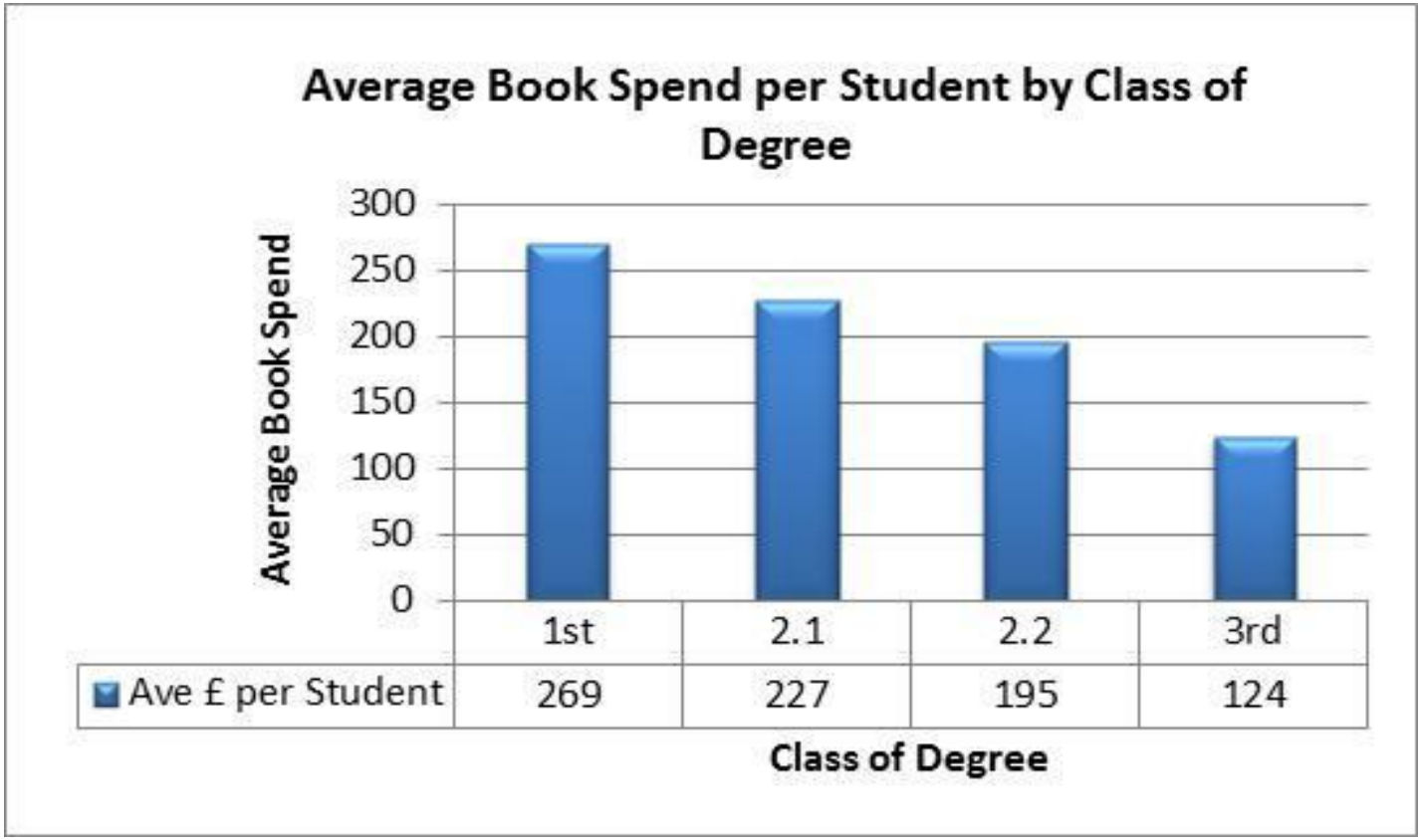
- There is a strong correlation between progression and students buying recommended books

Ratio of Books Purchased

	First Yr of Study 2007 Ratio	First Yr of Study 2008 Ratio	First Yr of Study 2009 Ratio	First Yr of Study 2010 Ratio
Students who progress	2.4	1.7	1.9	2.1
Students who didn't progress	1	1	1	1

- The figures illustrate that students who progressed and were awarded their bursaries purchased on average twice as many books as the students who were unsuccessful

4. Engaging the academic community to improve educational gain

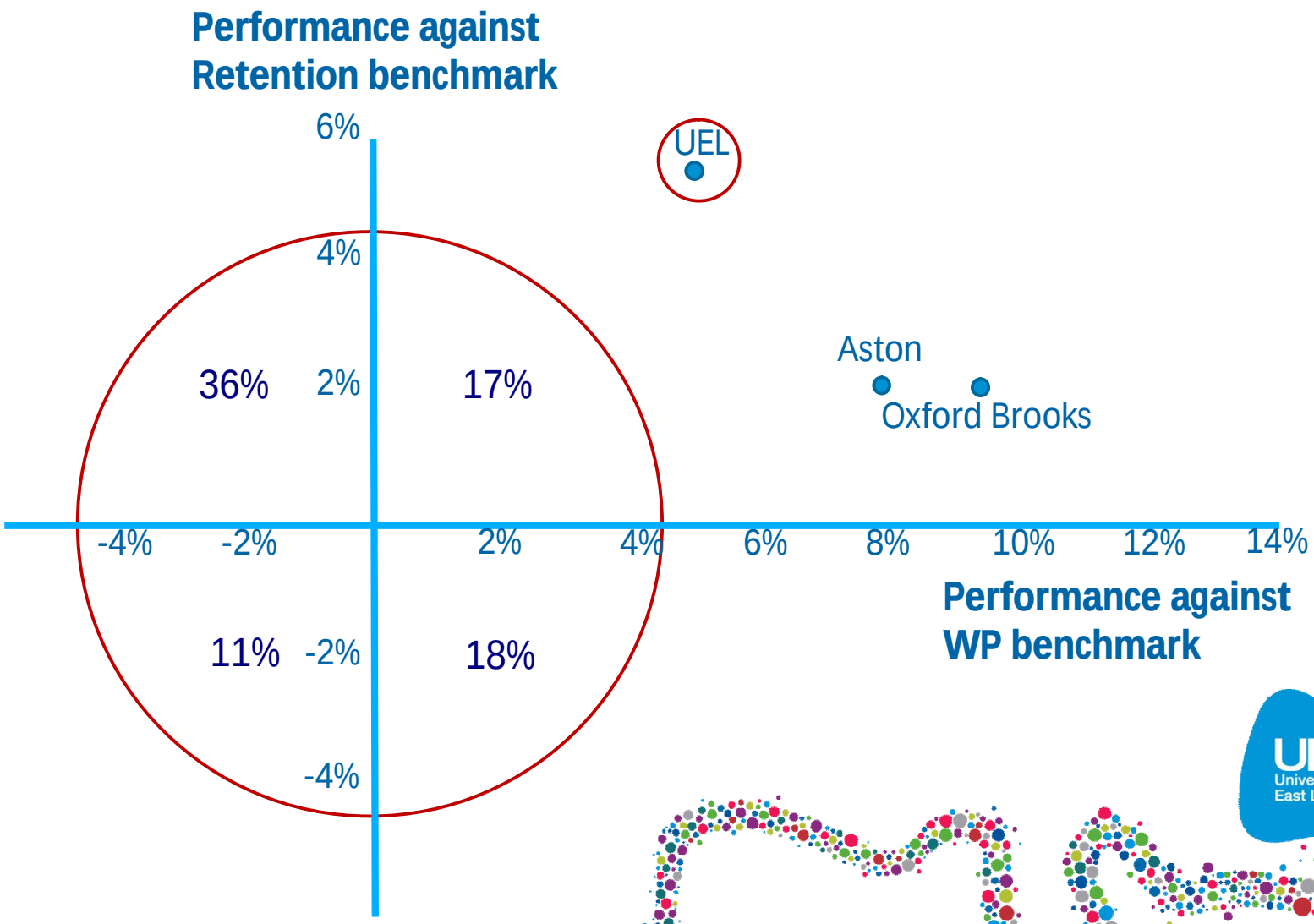


5. Improving student retention

"Our record in retention is outstanding"
UEL Access Agreement

Cohort	Total Entrants	% No longer in HE (%)	Benchmark (%)
2000-01	2,210	13.0	14.0
2001-02	2,362	15.0	14.0
2002-03	2,293	15.0	15.0
2003-04	2,489	16.0	15.0
2004-05	2,465	15.0	15.0
2005-06	2,890	13.0	14.0
2006-07	3,091	**14.0**	**14.0**
2007-08	3,640	**10.0**	**13.0**
2008-09	4,310	**7.3**	**13.0**

5. Improving student retention



6. Enabling a greater focus on outcomes and targets

- 73.3% encouraged to do better in study
- 94.7% would recommend to a friend
- 83.3% thought access via ‘Free Books Offer’ helped with studies

UEL Student Survey

“The results for 2010/11 saw our overall student satisfaction rating increase by 5% to a total of 81% and our position in the table of UK universities rise by 21 places.”

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Our new bursary offer

- New bursary package builds on success of Progress bursary in two ways
- Since textbook purchase is shown to be associated with better outcomes, all home undergraduate students will receive free core textbooks for each module
- Students eligible for National Scholarship Programme receive additional £2000 in their Progress bursary

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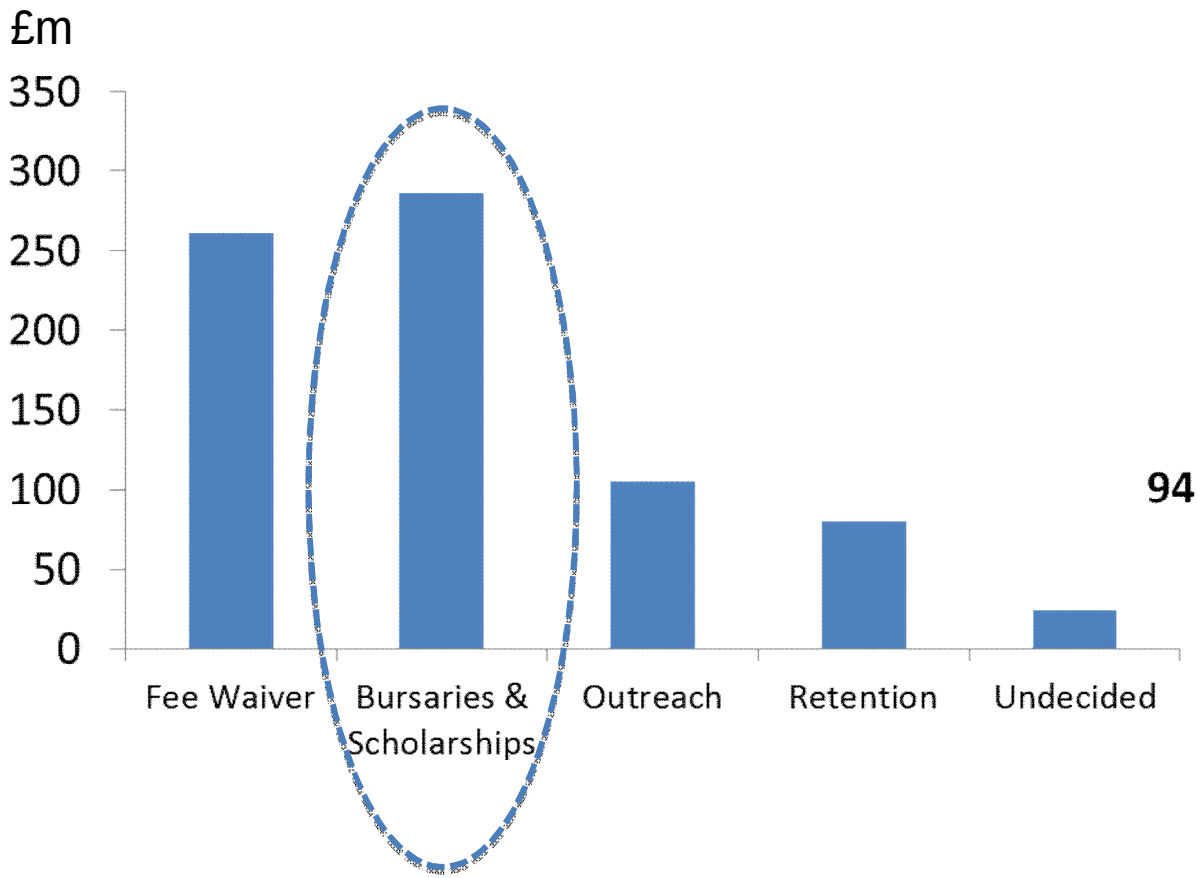
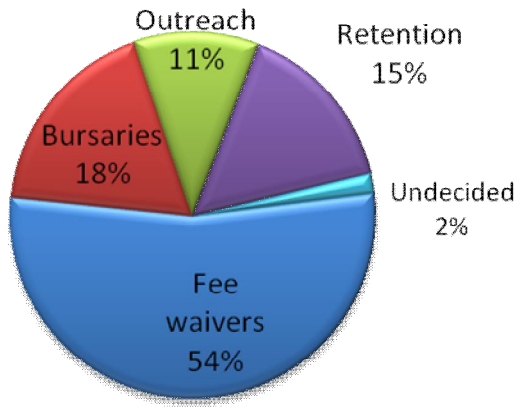
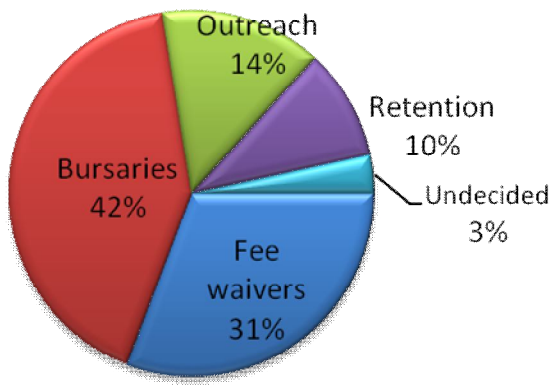


31 Institutions Fees < £7,500



94 Institutions Fees > £7,501



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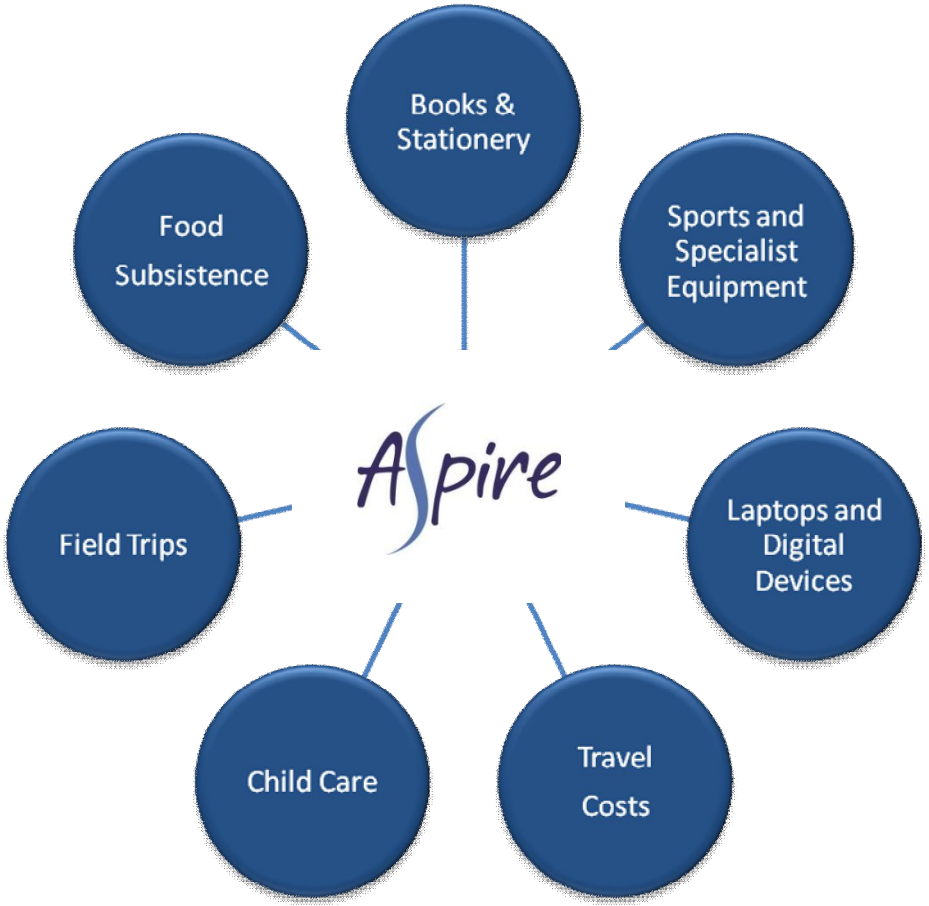

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Anglia Ruskin University
Cambridge & Chelmsford

University of Chester

REGENT'S COLLEGE LONDON

UNIVERSITY OF Southampton

University of Glasgow

UNIVERSITY OF BOTSWANA

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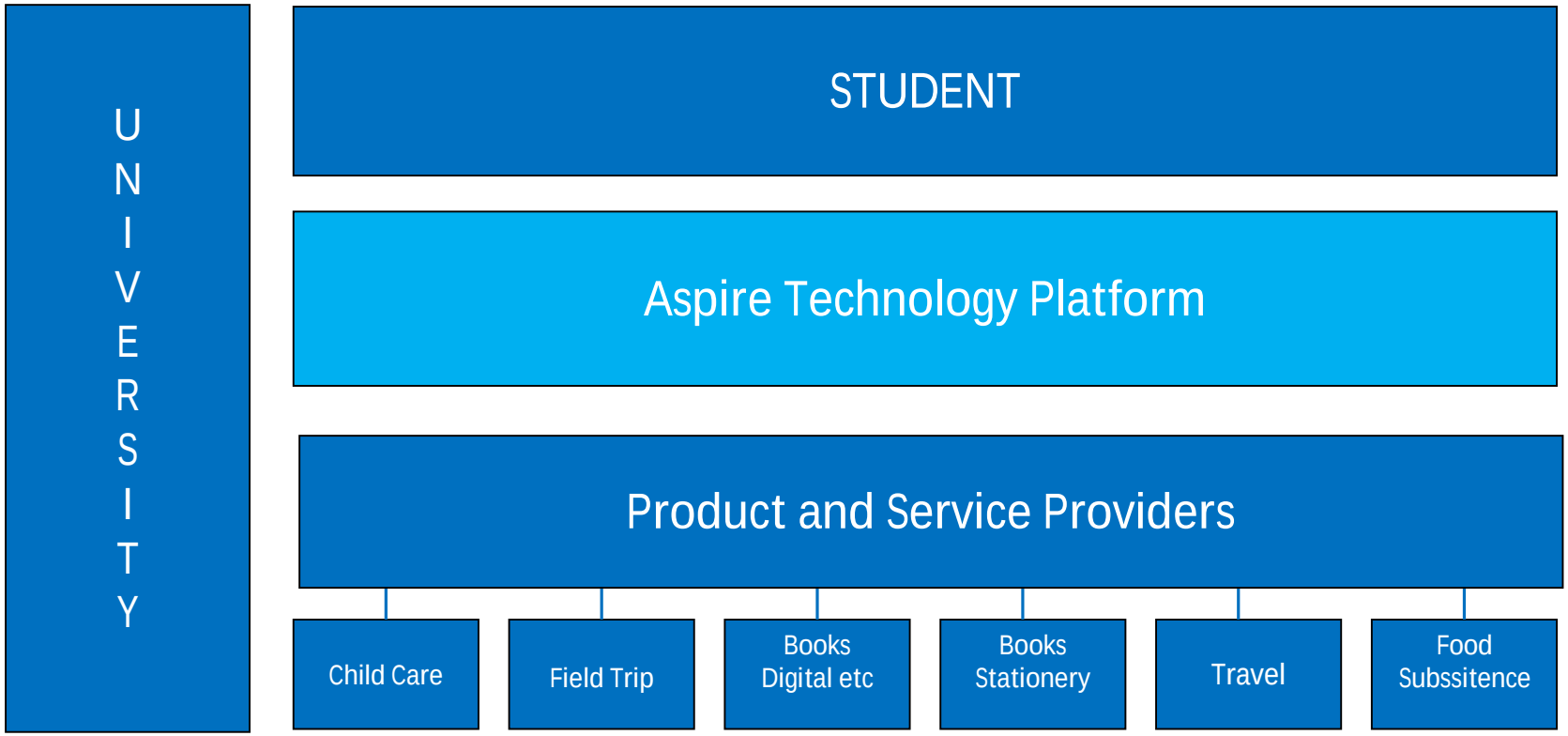

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- **Aspire is the smart way to manage bursaries**
- **With Aspire you can target outcomes and use the resulting intelligence to drive future strategy and decisions**
- **This is what we do, Aspire has been specifically developed for Universities**

www.aspire-he.co.uk