i-graduate
INTERNATIONAL INSIGHT

Understanding the information needs of postgraduate taught students

William Archer
Founder & CEO, i-graduate

"Taught Postgraduates: Competition, Marketing and Quality"
27 November 2012
London

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Introducing i-graduate

Benchmarking student and stakeholder perceptions.
Delivering comparative insights to the education sector worldwide.
Informing and encouraging institutional enhancement.

i-graduate Chairman: Professor Sir Drummond Bone
Master, Balliol College, University of Oxford
Former Vice Chancellor, University of Liverpool
Former President, Universities UK

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The rationale

"Personal recommendation is the single greatest influence on choice of institution"

"What today's students say will determine future flows"

"The key to influencing opinion is to ensure we are meeting and exceeding expectations"

"Faced with a world of choice, we must work to ensure the experience is world class"

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Wright State University
Yale
University of Dayton
The University of Akron
Franklin University
SMU Singapore Management University
James Cook University Australia
Murdoch University
The University of Adelaide Australia
University of Otago
The Ohio State University
BGSU
Cleveland State University
Miami University
NUS National University of Singapore
Flinders University
Griffith University
University of Cincinnati
Monash University
The University of Auckland New Zealand
Ohio University
Case Western Reserve University
The University of Queensland Australia
University of Cape Town
The University of Waikato
The University of Hull
Pennsylvania State University
Universiteit Maastricht
Universiteit Leiden The Netherlands
Rhodes University
King's College London
Sheffield Hallam University
AUT University
The University of Dublin | Trinity College
Wageningen University
TU Delft
Bournemouth University
Glasgow Caledonian University
university of groningen
Tilburg University
University of Exeter
Imperial College London
UCC
northumbria University
Goldsmiths University of London
Hanzehogeschool Groningen
Tallinn University
University of Surrey
Queen's University Belfast
The University of Edinburgh
University of Lincoln
University of Hertfordshire
Erasmus Universiteit Rotterdam
Johann Wolfgang Goethe Universität Frankfurt am Main
University of Aberdeen
Loughborough University
SOAS University of London
Aston University
Manchester Metropolitan University
National University of Ireland, Galway
Katholieke Universiteit Leuven
Aarhus University
University of Essex
University of Cambridge
University of Dundee
Prifysgol Aberystwyth University
dmu.ac.uk De Montfort University Leicester
University of Copenhagen
The University of Warwick
Aalborg University
University of Southampton
Anglia Ruskin University
UEA Norwich
UWIC Cardiff's metropolitan university prifysgol metropolitan Caerdydd
Durham University
University of Strathclyde Glasgow
Manchester 1824 The University of Manchester
University of Leeds
University of Bristol
Coventry University
Newcastle University
University of Bath
Queen Mary University of London
Kingston University London
The University Of Sheffield.
University of Brighton
University of Sussex
University of Glasgow
University of Liverpool
Cardiff University Prifysgol Caerdydd
Middlesex University
University of Westminster
leeds metropolitan university
University of Salford A Greater Manchester University
Nottingham Trent University
The University of Nottingham
University of Portsmouth
London South Bank University
University of Bolton
NEWI North East Wales Institute of Higher Education Athrofa Addysg Uwch Gogledd Ddwyrain Cymru

Who cares? Since 2005/6…

- Feedback from 1,455,000 students
- Over 800 universities in 24 countries
- From Lapland to Auckland and Fiji
- From Vancouver to Beijing
- Aberystwyth to Adelaide, Coventry to Waikato, CPUT, HKPU, HKU
- NUS, SIM, Malaysia, Ontario
- Colleges, language schools, secondary, open learning, branch campuses
- …even the University of Oxford

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Semi-standardised survey tool
All aspects of the student experience
Decision-making and intentions
Runs each year
All years of study, all levels of study
Confidential, unpublished
Reported in person, in confidence
Purpose: institutional enhancement

Not “to flatter to shame”

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What are the unique factors that create a rich student experience? [core elements of the Barometer]

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www.i-graduate.org

Arrival	Learning	Living	Support
Welcome	Expert lecturers	Accommodation Qual	Catering
Registration	Good teachers	Accommodation Cost	Student Advisory
First night	Course content	Living Cost	Halls Welfare
Formal welcome	Research	Safety	Clubs/societies
Email / Internet	Learning support	Home Friends	IT Support
University Orientation	Assessment	Host friends	Graduate School
Local Orientation	Multicultural	Other friends	Accommodation Office
Finance Office	Learning spaces	Host (Local) Culture	Health Centre
Bank account	Library	Sports Facilities	Careers Service
Accommodation Office	Technology	Social Facilities	Students' Union
Social activities	Flexibility	Social Activities	Finance Office
Home friends	Employability	Internet Access	Counselling
Host friends	Careers advice	Good Contacts	International Office
Other friends	Work experience	Worship Facilities	Faith Provision
Meeting staff	Language support	Good place to be	Disability Support
Study sense	Performance feedback	Transport links	
	Course organisation	Financial Support	
	Marking criteria	Earning money	
	Topic selection	Visa advice	
	Academics' English	Transport Links Uni	

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Adding the dimension of importance…
(example)

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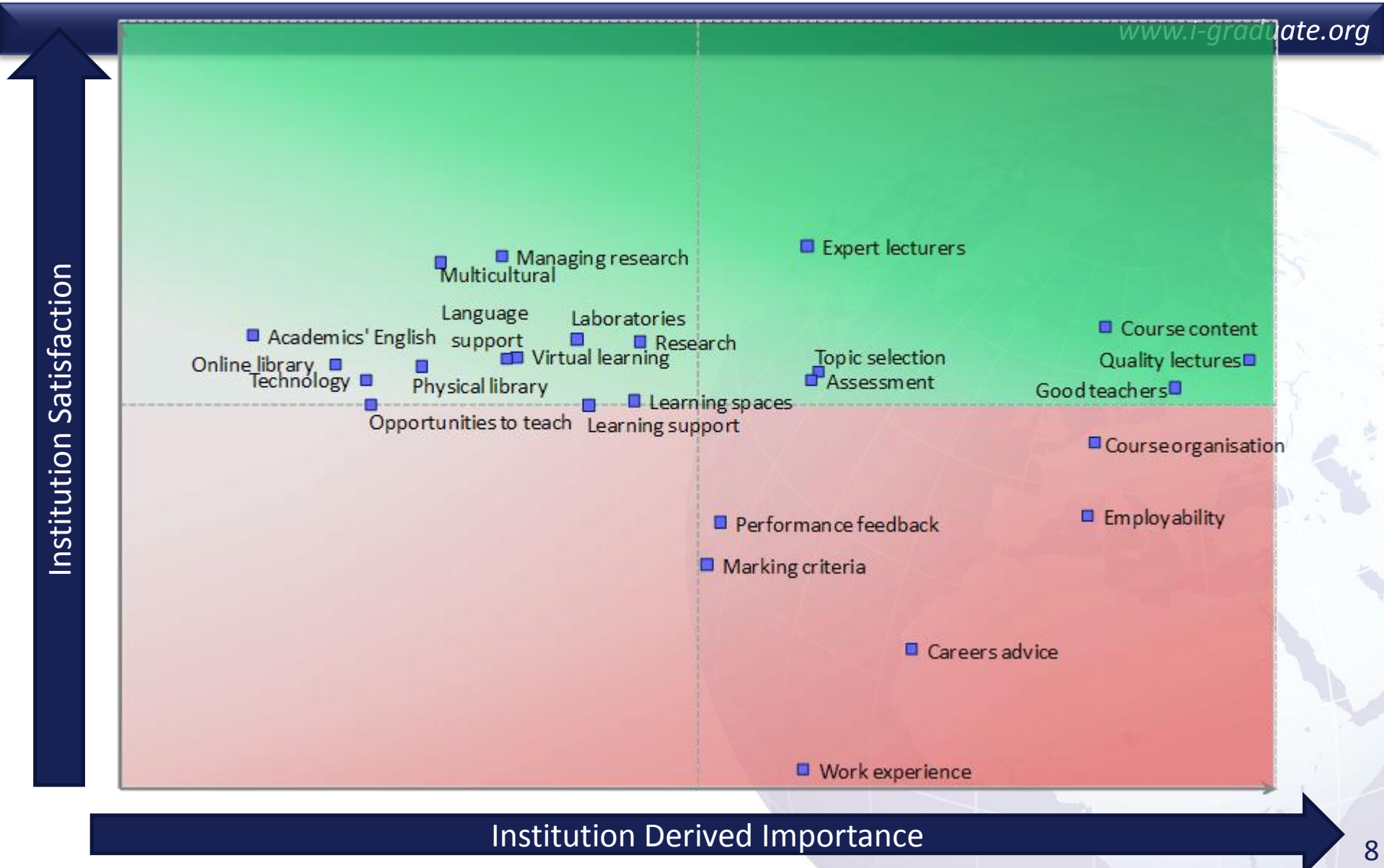

Adding the dimension of importance…
(example)

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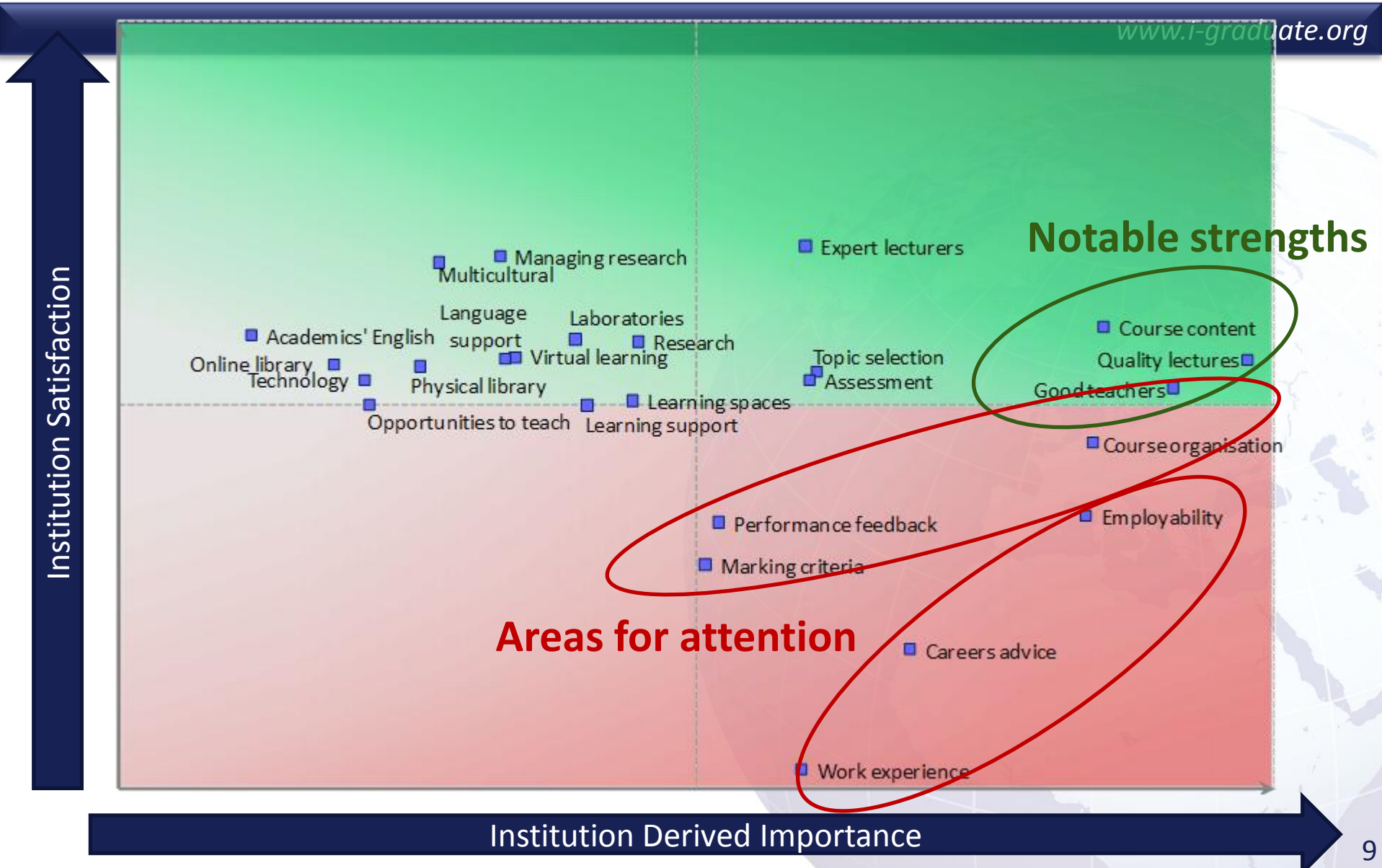

i-graduate: scope of activities

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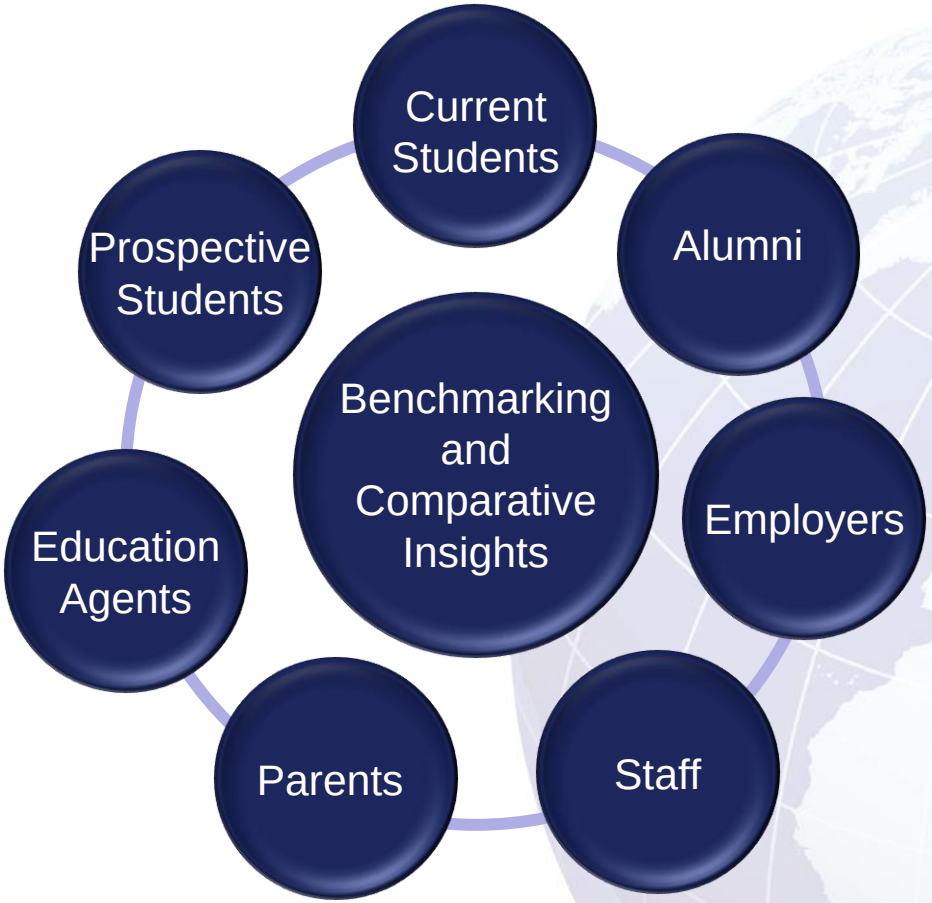
www.i-graduate.org



- Continuous Surveys
- Research Programmes
- Strategy Consulting
- The Observatory

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CONTEXT

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Ireland

Satisfaction | World map

Living overall
88.4 % satisfied

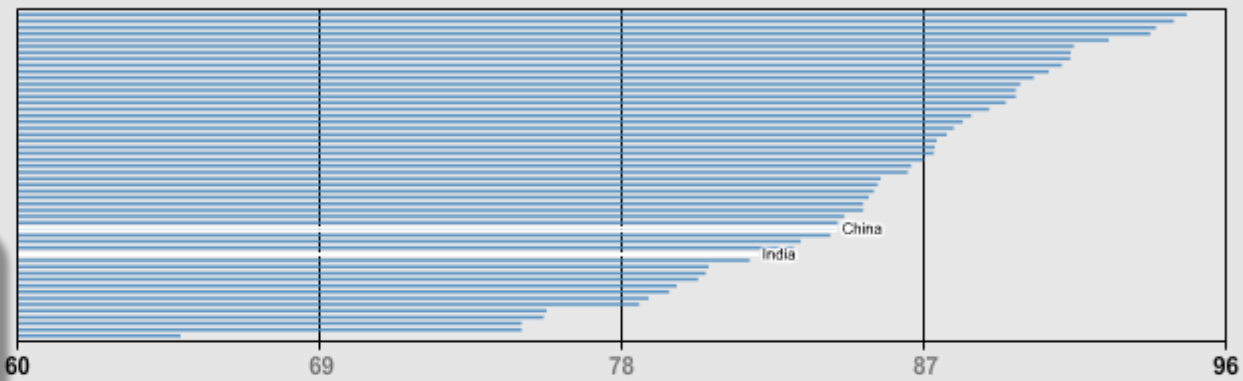
Support overall
90.1 % satisfied

Recommendation
86.3 % would recommend

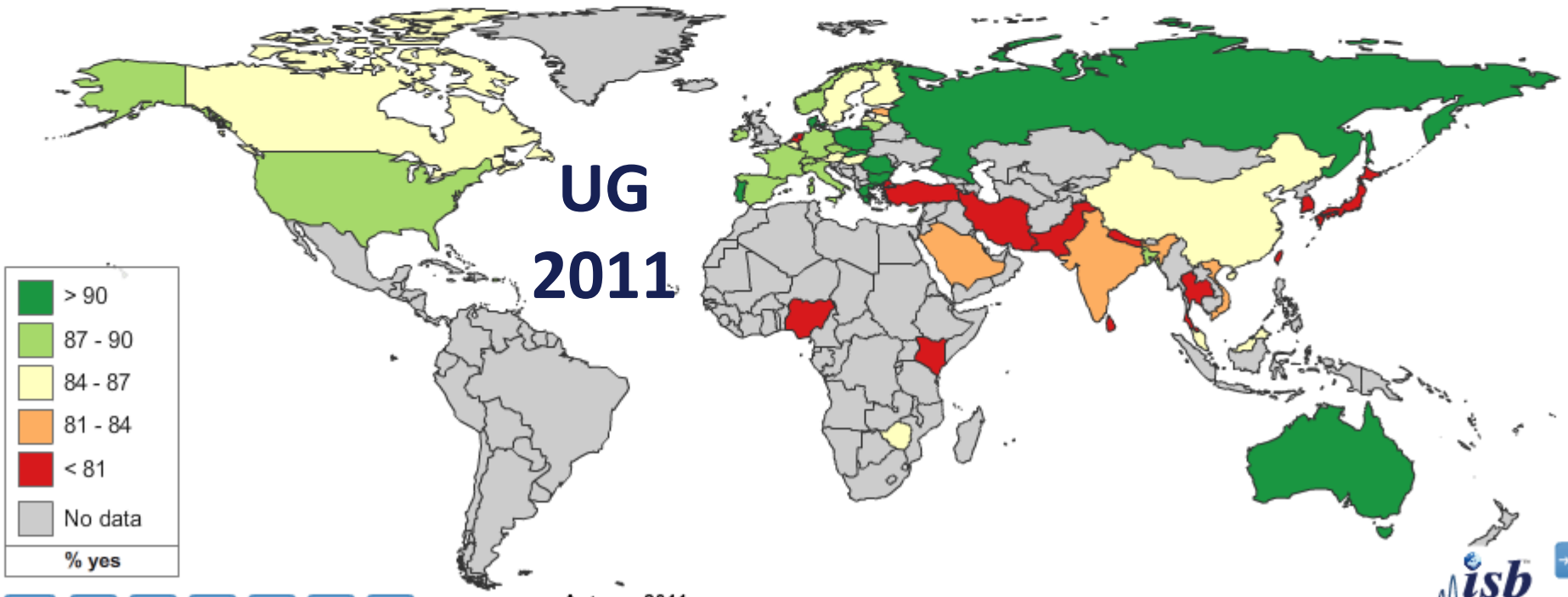
UK was my first choice for international study 87.4 % yes

Source: UK ISB Autumn 2011, base 68,853 (>=30)

UK was my first choice for international study (% yes | Autumn 2011)



UG 2011



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File View Control Help

China

Decision making | World map

UK was my first choice for international study 79.6 % yes

Decision factors - Personal safety 93.4 % important

Decision factors - Course length 83.3 % important

Decision factors - Cost of study 86.4 % important

Source: UK ISB Autumn 2011, base 28,938 (>=30)

UK was my first choice for international study (% yes | Autumn 2011)

India

China

70 77 84 91 98

PGT 2011

> 88

85.3 - 88

82.7 - 85.3

80 - 82.7

< 80

No data

% yes

Autumn 2011

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China

Satisfaction | World map

Living overall
89.6 % satisfied

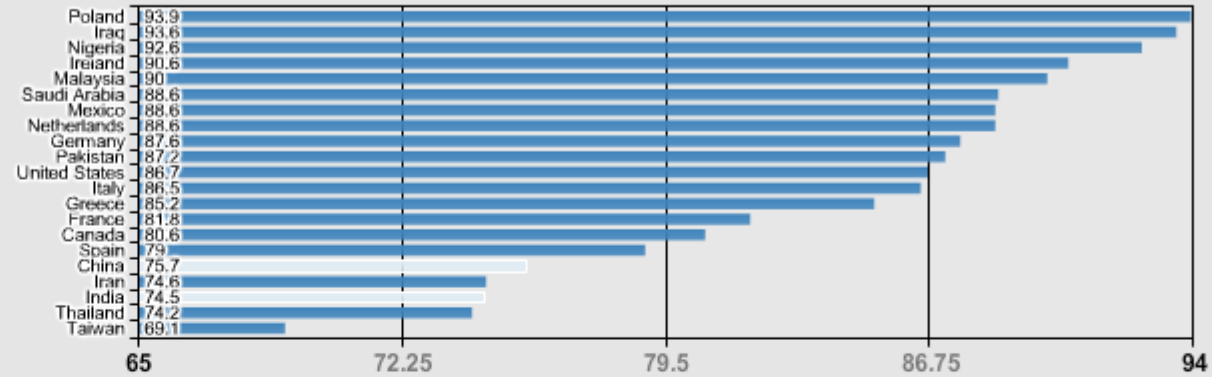
Support overall
93.1 % satisfied

Recommendation
86.6 % would recommend

UK was my first choice for international study
75.7 % yes

Source: UK ISB Autumn 2011, base 11,020 (>=30)

UK was my first choice for international study (% yes | Autumn 2011)



PGR 2011

- > 89
- 85 - 89
- 81 - 85
- 77 - 81
- < 77
- No data

% yes

Autumn 2011

isb INTERNATIONAL STUDENT BAROMETER

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China

Countries considered | World map

Countries considered - No other countries 7.6 %

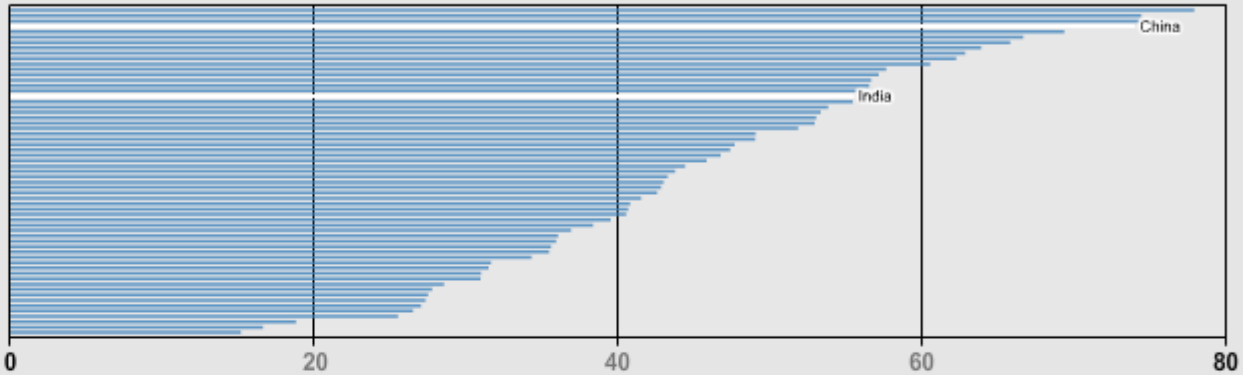
Countries considered - United States of America 74 %

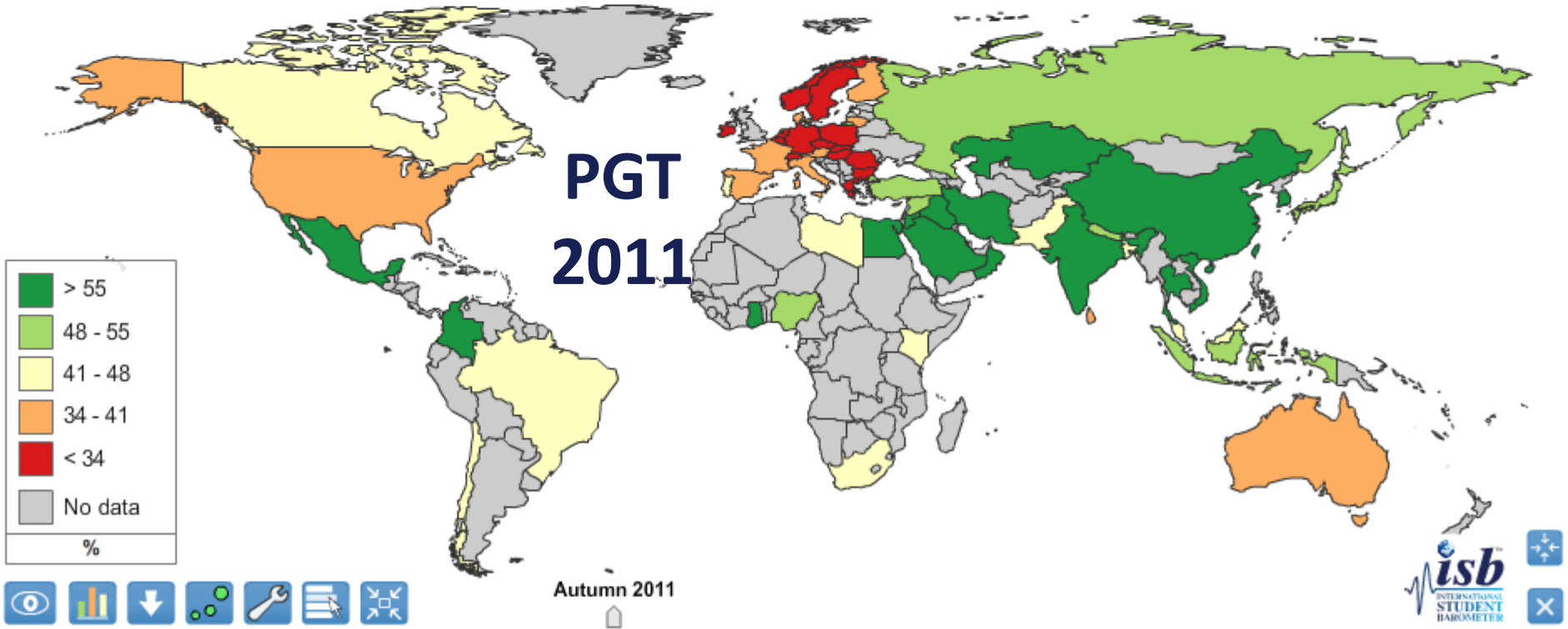
Countries considered - Australia 22.4 %

Countries considered - Canada 19.3 %

Source: UK ISB Autumn 2011, base 28,938 (>=30)

Countries considered - United States of America (% | Autumn 2011)





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India

Application | World map

Application - UCAS/UKPASS application 0.77 %

Application - Direct online application 29.3 %

Application - Via an education agent 54.2 %

Application - Direct paper application 3.1 %

Source: UK ISB Autumn 2011, base 28,938 (>=30)

Application - Via an education agent (% | Autumn

India
China

0 15 30 45 60

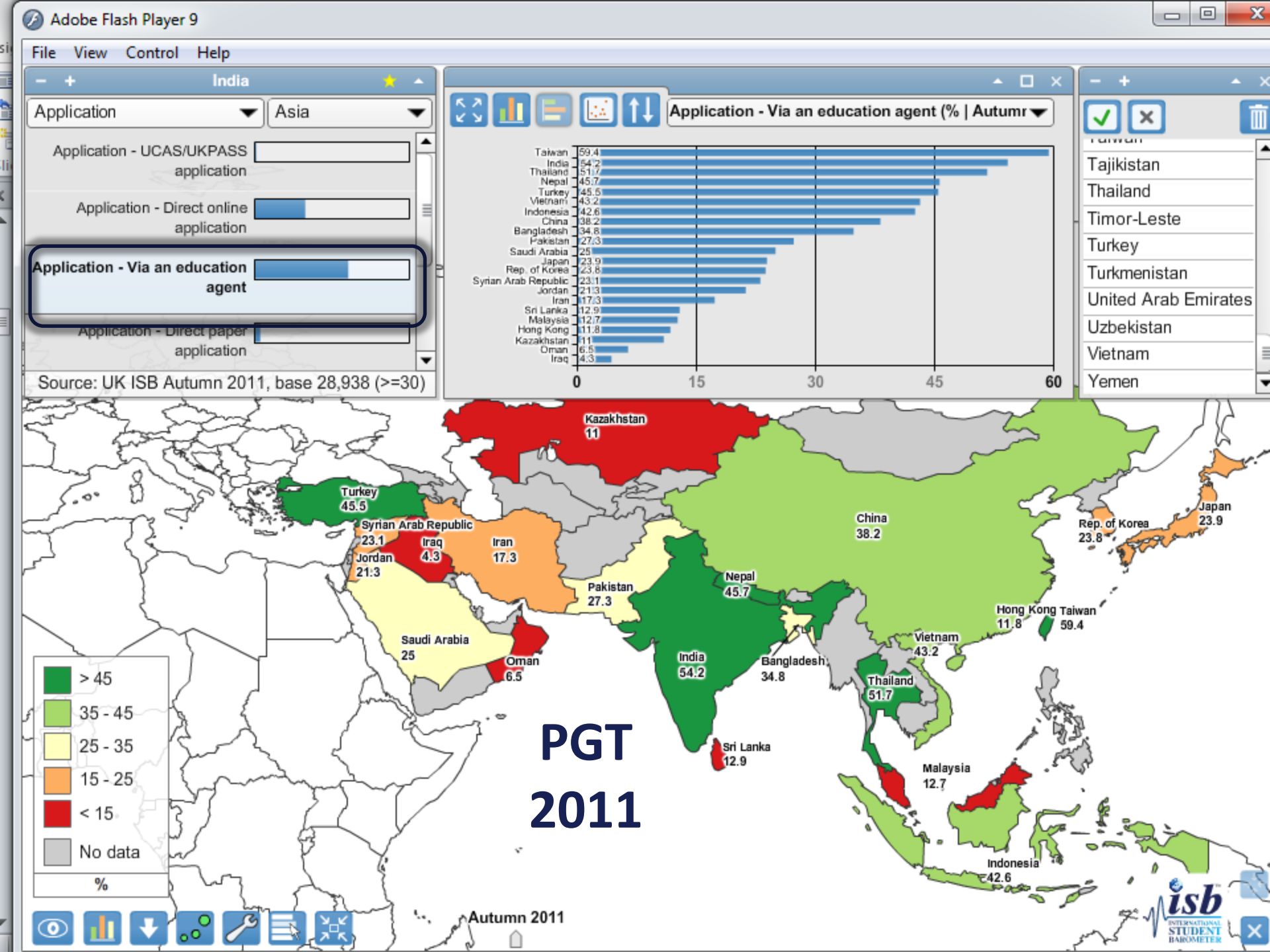
India
Indonesia
Iran
Iraq
Ireland
Isle of Man
Israel
Italy
Jamaica

PGT 2011

> 24
17 - 24
10 - 17
3 - 10
< 3
No data
%

Autumn 2011

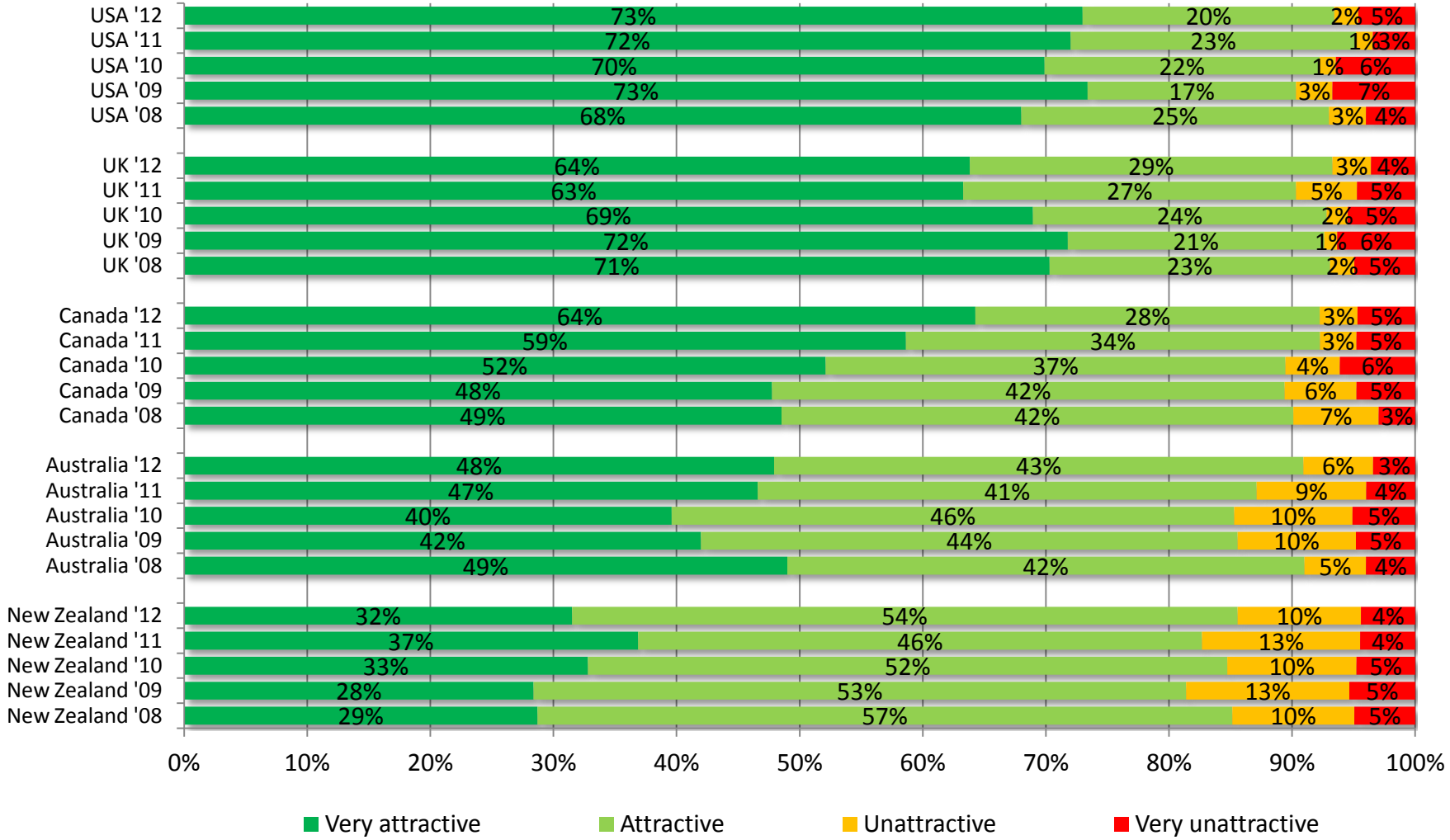
isb INTERNATIONAL STUDENT BAROMETER


Adobe Flash Player 9
File View Control Help
India
Application
Asia
Application - UCAS/UKPASS application
Application - Direct online application
Application - Via an education agent
Application - Direct paper application
Source: UK ISB Autumn 2011, base 28,938 (>=30)
Application - Via an education agent (% | Autumn
Taiwan 59.4
India 54.2
Thailand 51.7
Nepal 45.7
Turkey 45.5
Vietnam 43.2
Indonesia 42.6
China 38.2
Bangladesh 34.8
Pakistan 27.3
Saudi Arabia 25
Japan 23.9
Rep. of Korea 23.8
Syrian Arab Republic 23.1
Jordan 21.3
Iran 17.3
Sri Lanka 12.9
Malaysia 12.7
Hong Kong 11.8
Kazakhstan 11
Oman 6.5
Iraq 4.3
0 15 30 45 60
Tajikistan
Thailand
Timor-Leste
Turkey
Turkmenistan
United Arab Emirates
Uzbekistan
Vietnam
Yemen
Kazakhstan 11
Turkey 45.5
Syrian Arab Republic 23.1
Iraq 4.3
Iran 17.3
Jordan 21.3
Pakistan 27.3
Nepal 45.7
China 38.2
Rep. of Korea 23.8
Japan 23.9
Hong Kong 11.8
Taiwan 59.4
Vietnam 43.2
Saudi Arabia 25
Oman 6.5
India 54.2
Bangladesh 34.8
Thailand 51.7
Sri Lanka 12.9
Malaysia 12.7
Indonesia 42.6
> 45
35 - 45
25 - 35
15 - 25
< 15
No data
%
PGT 2011
Autumn 2011
isb INTERNATIONAL STUDENT BAROMETER

ICEF i-graduate Agent Barometer 2012

Attractiveness of Study Destinations year on year

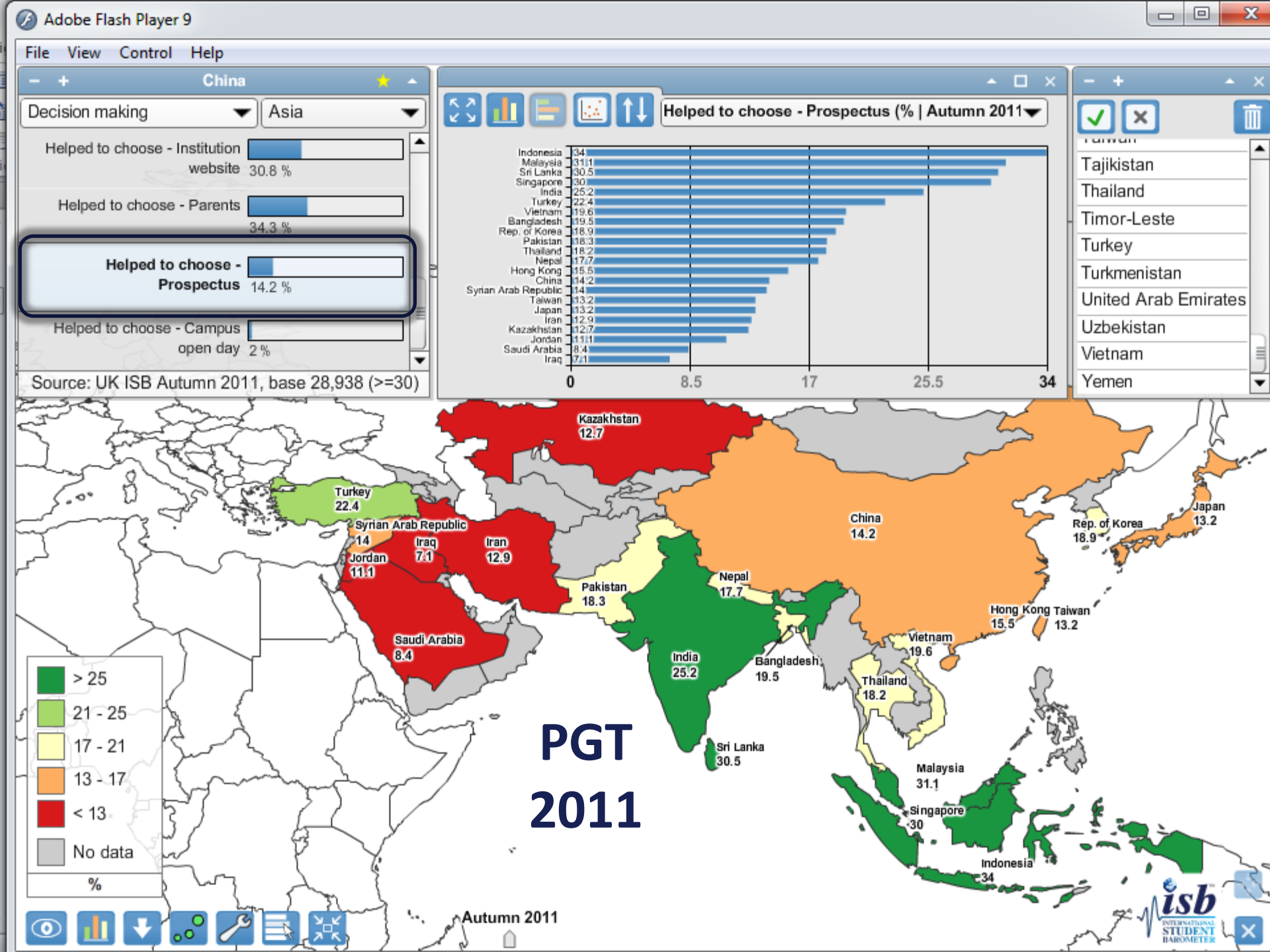
Traditional Markets

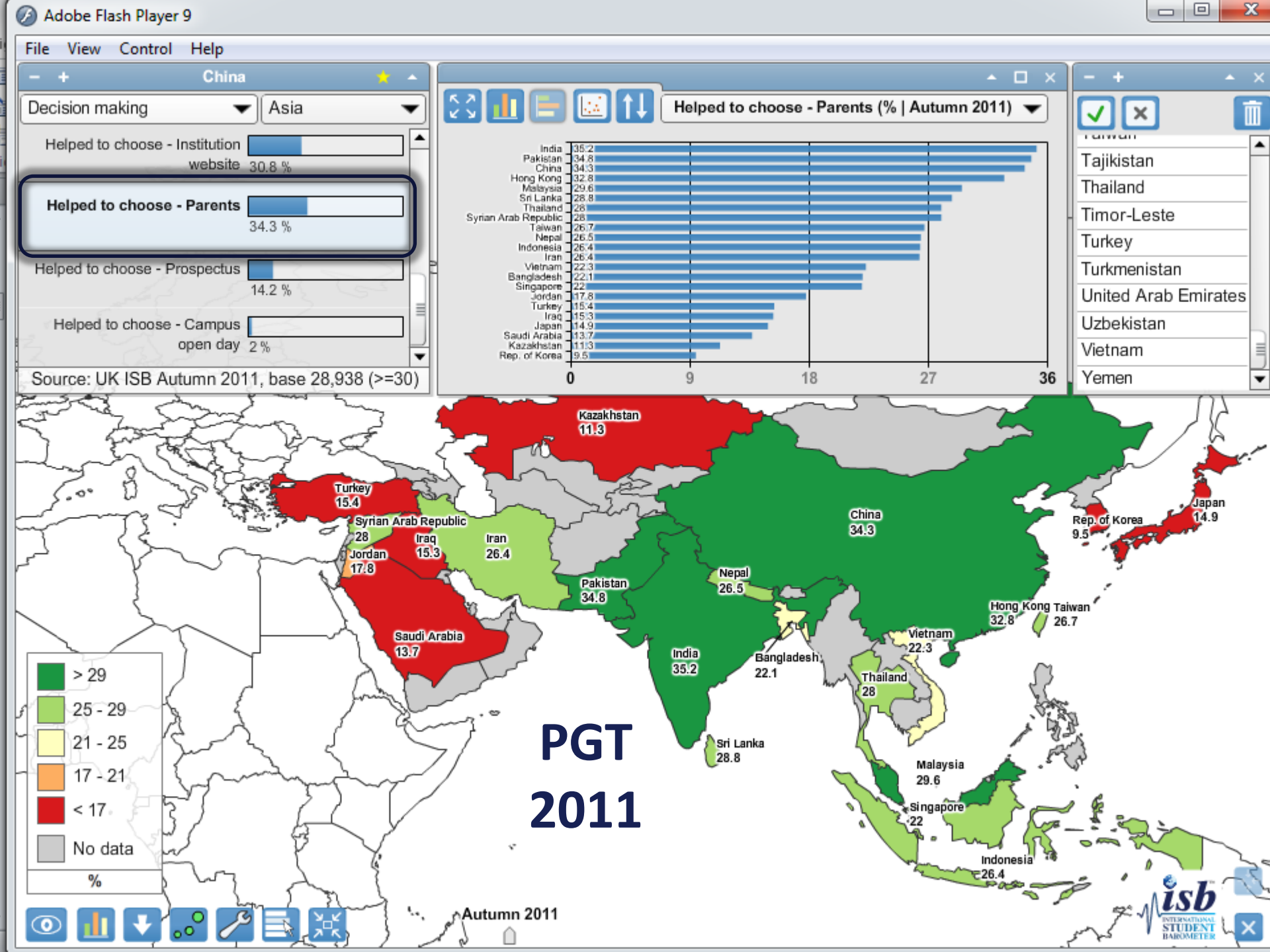


2012 base: 1,023 agents placing 237,734 students

Note: Excludes respondents that indicated they 'Do not know'

Canada continues to strengthen, UK holds up, Australia recovering from the 2009 and 2010 dip


Adobe Flash Player 9
File View Control Help
China
Decision making
Asia
Helped to choose - Institution website 30.8 %
Helped to choose - Parents 34.3 %
Helped to choose - Prospectus 14.2 %
Helped to choose - Campus open day 2 %
Source: UK ISB Autumn 2011, base 28,938 (>=30)
Helped to choose - Prospectus (% | Autumn 2011
Indonesia 34
Malaysia 31.1
Sri Lanka 30.5
Singapore 30
India 25.2
Turkey 22.4
Vietnam 19.6
Bangladesh 19.5
Rep. of Korea 18.9
Pakistan 18.3
Thailand 18.2
Nepal 17.7
Hong Kong 15.5
China 14.2
Syrian Arab Republic 14
Taiwan 13.2
Japan 13.2
Iran 12.9
Kazakhstan 12.7
Jordan 11.1
Saudi Arabia 8.4
Iraq 7.1
0 8.5 17 25.5 34
Tajikistan
Thailand
Timor-Leste
Turkey
Turkmenistan
United Arab Emirates
Uzbekistan
Vietnam
Yemen
Kazakhstan 12.7
Turkey 22.4
Syrian Arab Republic 14
Iraq 7.1
Iran 12.9
Jordan 11.1
Saudi Arabia 8.4
Pakistan 18.3
Nepal 17.7
China 14.2
Rep. of Korea 18.9
Japan 13.2
Hong Kong 15.5
Taiwan 13.2
Vietnam 19.6
India 25.2
Bangladesh 19.5
Thailand 18.2
Sri Lanka 30.5
Malaysia 31.1
Singapore 30
Indonesia 34
> 25
21 - 25
17 - 21
13 - 17
< 13
No data
%
PGT 2011
Autumn 2011
isb INTERNATIONAL STUDENT BAROMETER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File View Control Help
China
Decision making
Asia
Helped to choose - Institution website 30.8 %
Helped to choose - Parents 34.3 %
Helped to choose - Prospectus 14.2 %
Helped to choose - Campus open day 2 %
Source: UK ISB Autumn 2011, base 28,938 (>=30)
Helped to choose - Parents (% | Autumn 2011)
India 35.2
Pakistan 34.8
China 34.3
Hong Kong 32.8
Malaysia 29.6
Sri Lanka 28.8
Thailand 28
Syrian Arab Republic 28
Taiwan 26.7
Nepal 26.5
Indonesia 26.4
Iran 26.4
Vietnam 22.3
Bangladesh 22.1
Singapore 22
Jordan 17.8
Turkey 15.4
Iraq 15.3
Japan 14.9
Saudi Arabia 13.7
Kazakhstan 11.3
Rep. of Korea 9.5
0 9 18 27 36
Tajikistan
Thailand
Timor-Leste
Turkey
Turkmenistan
United Arab Emirates
Uzbekistan
Vietnam
Yemen
Kazakhstan 11.3
Turkey 15.4
Syrian Arab Republic 28
Jordan 17.8
Iraq 15.3
Iran 26.4
Pakistan 34.8
Nepal 26.5
China 34.3
Rep. of Korea 9.5
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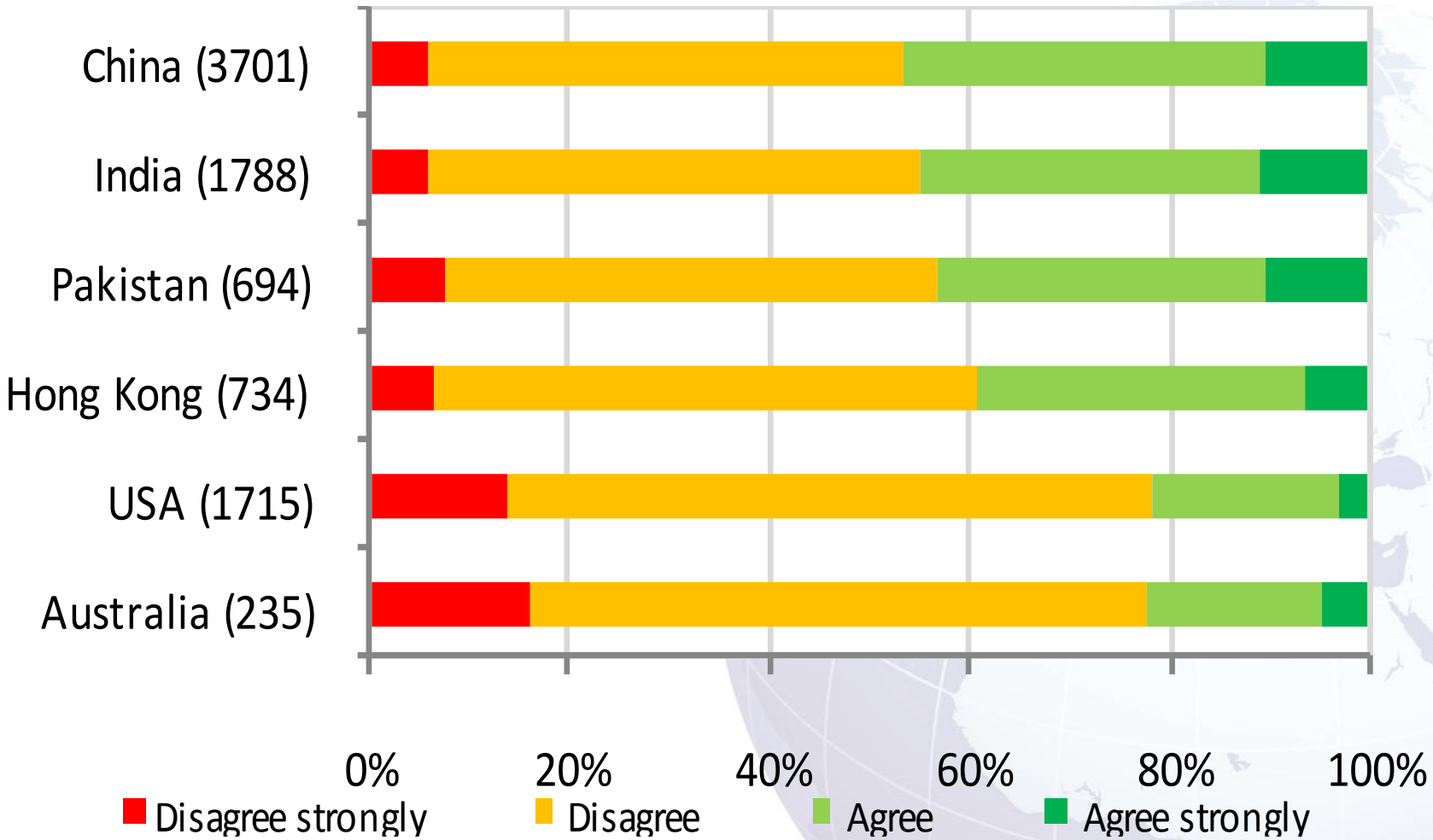
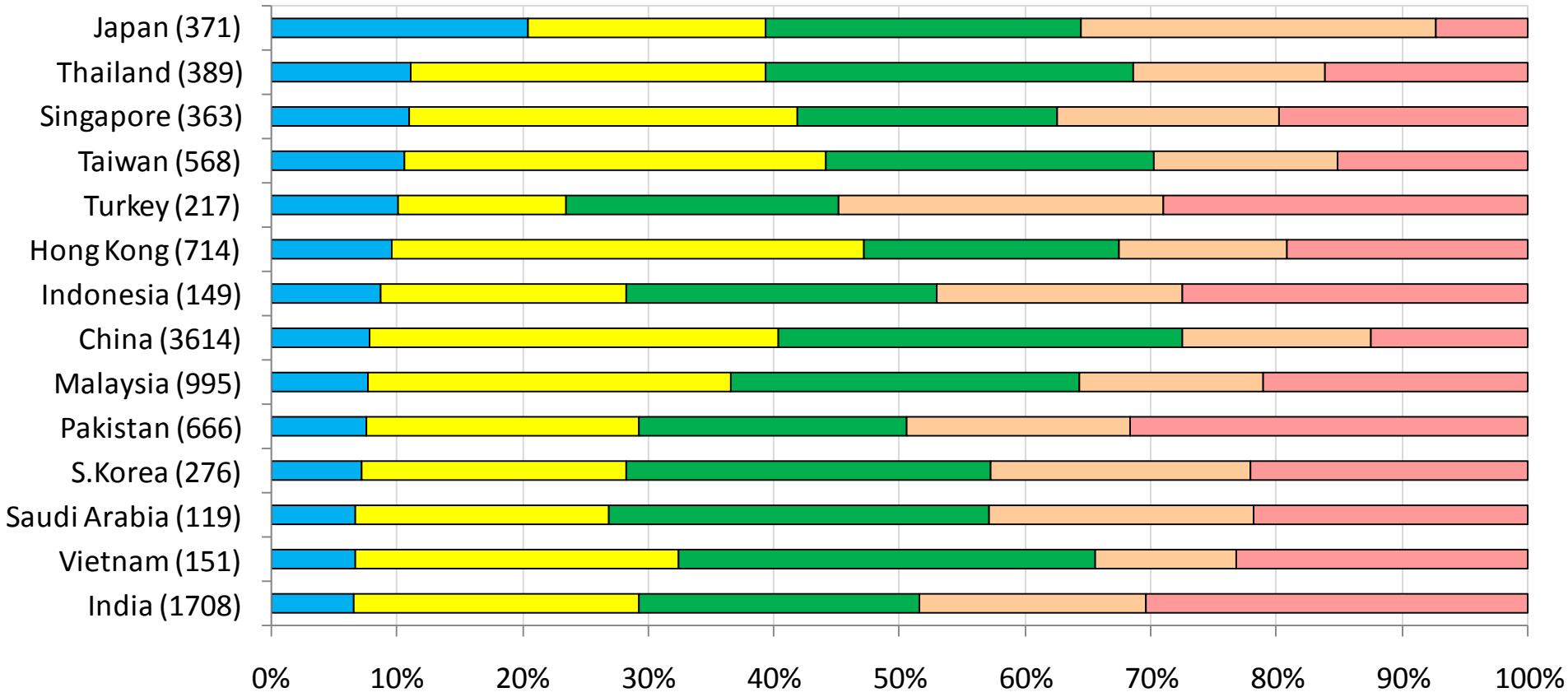
Hong Kong 32.8
Taiwan 26.7
Vietnam 22.3
Bangladesh 22.1
India 35.2
Thailand 28
Saudi Arabia 13.7
Sri Lanka 28.8
Malaysia 29.6
Singapore 22
Indonesia 26.4
> 29
25 - 29
21 - 25
17 - 21
< 17
No data
%
PGT 2011
Autumn 2011
isb INTERNATIONAL STUDENT BAROMETER

At first sight this chart might suggest confirmation of a cultural stereotype – that Chinese students are more likely to say that work is more important than personal life. But almost as many say that personal life is more important than work.

Work is more important to me than personal life




Japan (371)
Thailand (389)
Singapore (363)
Taiwan (568)
Turkey (217)
Hong Kong (714)
Indonesia (149)
China (3614)
Malaysia (995)
Pakistan (666)
S.Korea (276)
Saudi Arabia (119)
Vietnam (151)
India (1708)
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

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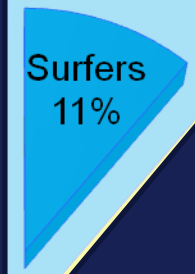
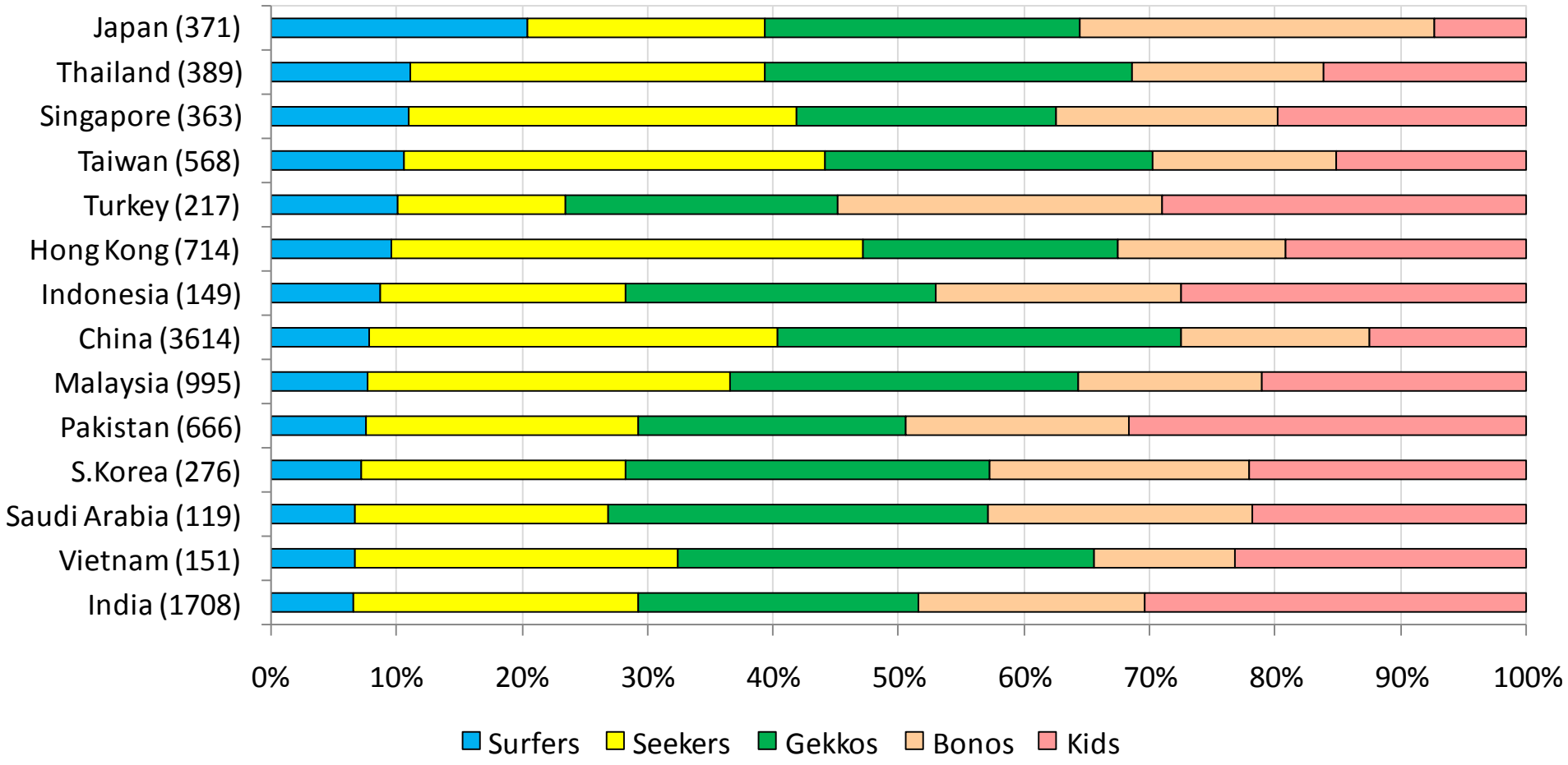
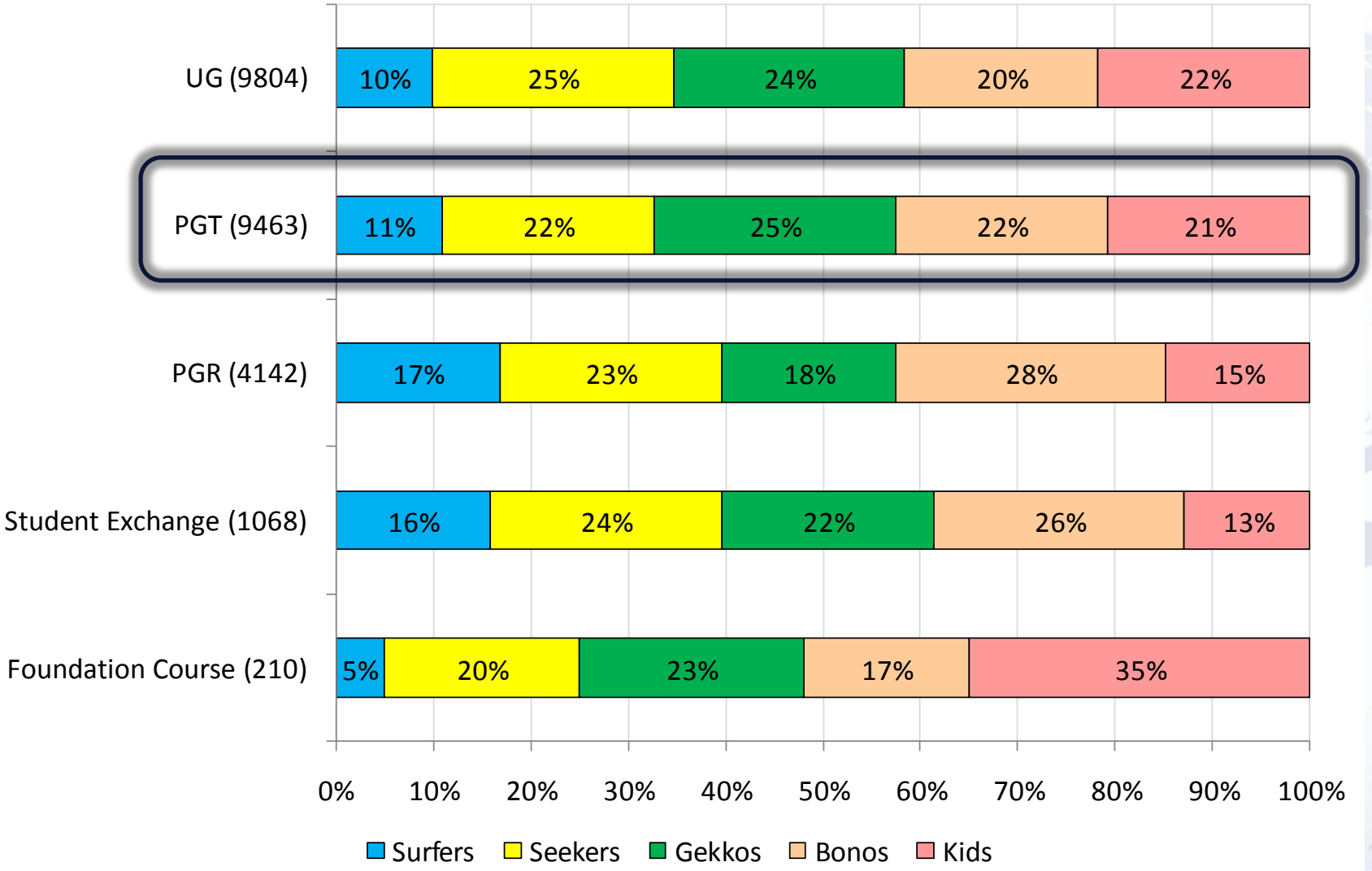
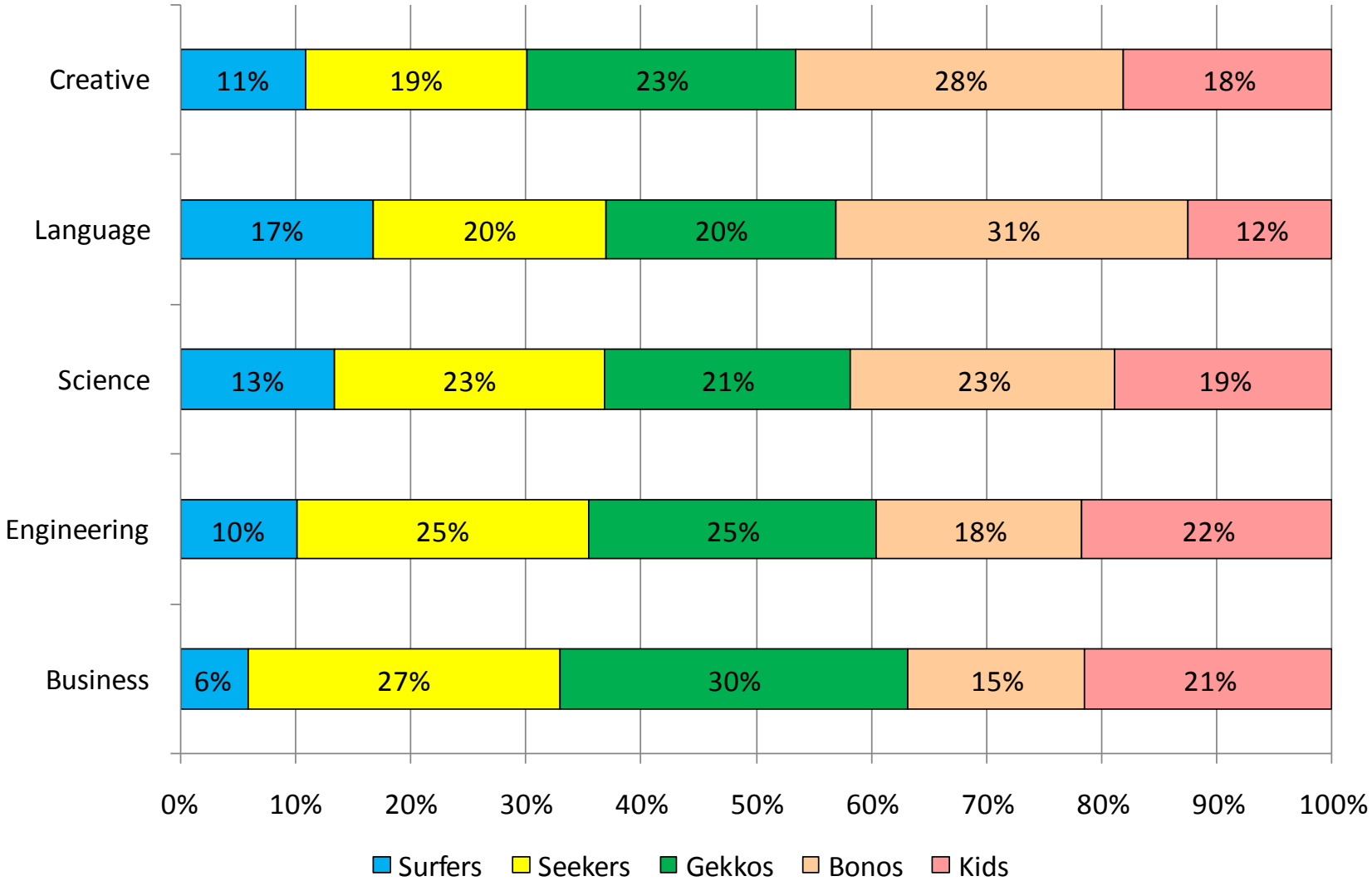
The Tribes (n=[redacted]




Japan (371)
Thailand (389)
Singapore (363)
Taiwan (568)
Turkey (217)
Hong Kong (714)
Indonesia (149)
China (3614)
Malaysia (995)
Pakistan (666)
S.Korea (276)
Saudi Arabia (119)
Vietnam (151)
India (1708)
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Surfers
Seekers
Gekkos
Bonos
Kids


UG (9804)
10%
25%
24%
20%
22%
PGT (9463)
11%
22%
25%
22%
21%
PGR (4142)
17%
23%
18%
28%
15%
Student Exchange (1068)
16%
24%
22%
26%
13%
Foundation Course (210)
5%
20%
23%
17%
35%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Surfers
Seekers
Gekkos
Bonos
Kids


Creative
11%
19%
23%
28%
18%
Language
17%
20%
20%
31%
12%
Science
13%
23%
21%
23%
19%
Engineering
10%
25%
25%
18%
22%
Business
6%
27%
30%
15%
21%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Surfers
Seekers
Gekkos
Bonos
Kids

Employment status by year of graduation

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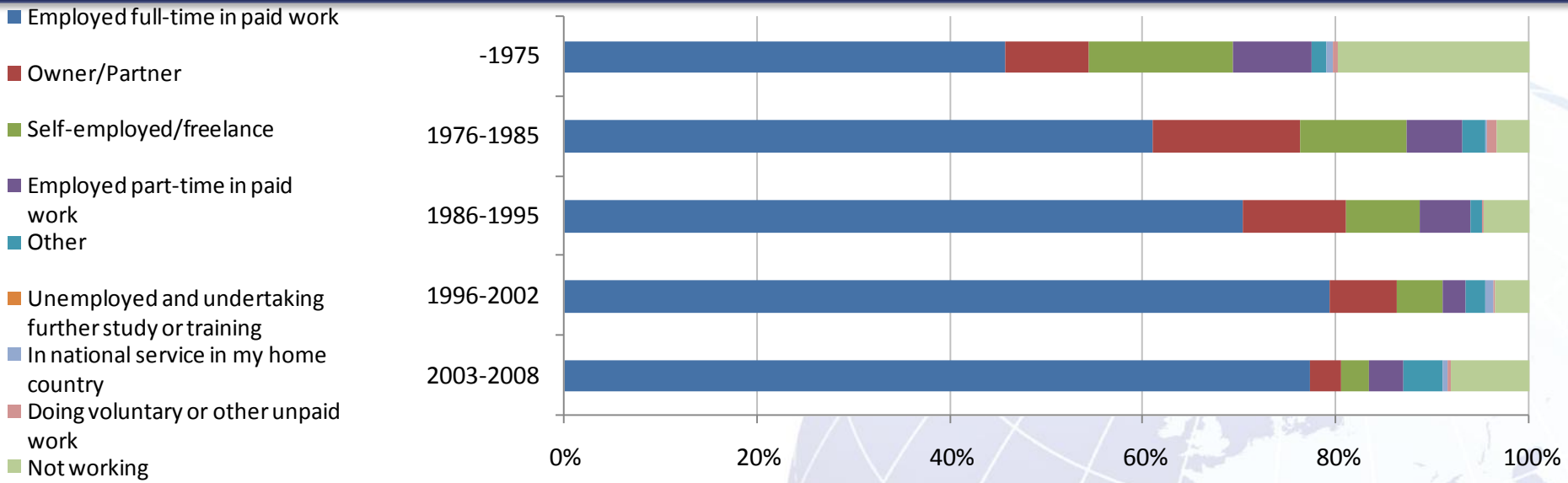
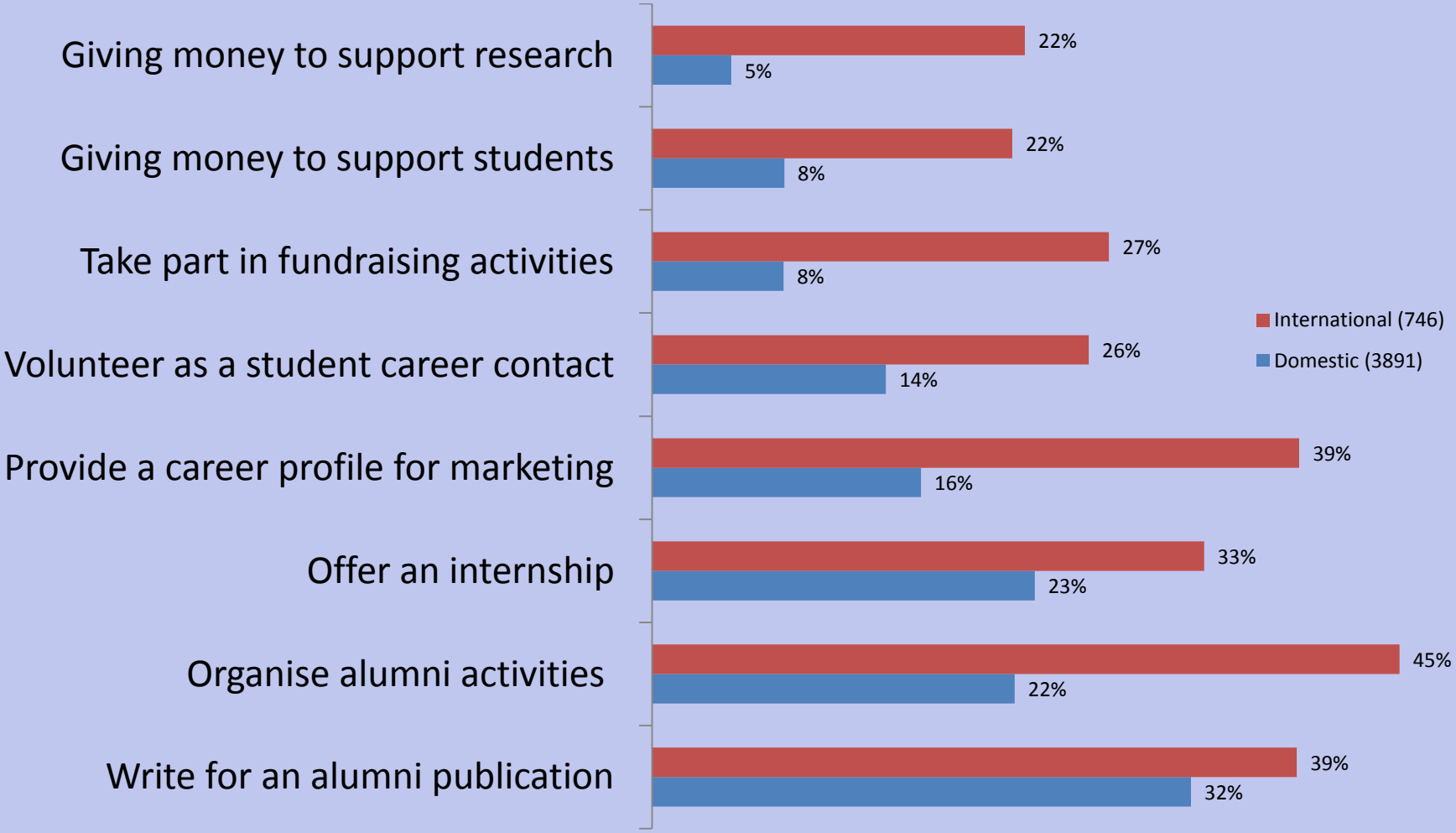


	2003-2008	1996-2002	1986-1995	1976-1985	-1975
Employed full-time in paid work	77%	79%	70%	61%	46%
Owner/Partner	3%	7%	11%	15%	9%
Self-employed/freelance	3%	5%	8%	11%	15%
Employed part-time in paid work	4%	2%	5%	6%	8%
Other	4%	2%	1%	2%	2%
Unemployed and undertaking further study or training	0%	0%	0%	0%	0%
In national service in my home country	1%	1%	0%	0%	1%
Doing voluntary or other unpaid work	0%	0%	0%	1%	1%
Not working	8%	4%	5%	3%	20%

The Alumni Barometer



THE FUTURE?

…look back 800 years

interact

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UNIVERSITY OF OXFORD

i-graduate INTERNATIONAL INSIGHT

The Oxford Barometer

Transforms multiple student surveys into a single-source solution for student feedback.

All years of study
All locations
All forms of study
All levels of study

The Integrated Survey Solution developed in partnership with the University of Oxford:

- Removes duplication and reduces administration
- Incorporates other internal and external surveys
- Improves accuracy
- Saves money
- Survey fatigue solved at a stroke

"The integrated approach means we will be able to create an even better student experience for all of our students."

Keith Zimmerman
Director of Student Administration and Services, University of Oxford

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Each departmental user is assigned a unique username and password.
Access tailored to requirements.

UNIVERSITY LOGO

Faculty Temperature

interact

Filters

Question Type
Learning Satisfaction

Faculty
Arts

Home / International
All

Study Level
All

Study Stage
All

Study Mode
All

Controls

Sort By
Alphabetical

Base Num.. 5

	i. Arts	ii. Respondents
LEARNING OVERALL	24% 61% 12% 3%	1,220
Academics' English	50% 42% 7%	1,112
Assessment	27% 63% 8% 2%	1,067
Careers advice		988
Course content		1,142
Course organisation	23% 57% 15% 5%	1,140
Employability	22% 58% 17% 3%	1,058
Expert lecturers	39% 55% 5%	1,145
Good teachers	33% 56% 9%	1,145
Laboratories	44% 53% 3%	712
Language support	36% 60% 4%	151
Learning spaces	40% 53% 5% 2%	1,131
Learning support	32% 55% 11% 2%	1,098
Managing research	64% 36%	25
Marking criteria	25% 59% 13% 3%	1,102
Multicultural	24% 66% 8%	1,011
Online library	41% 54% 4%	1,085
Opportunities to teach	19% 81%	16
Performance feedback	26% 58% 14% 3%	1,056
Physical library	45% 50% 4%	1,105
Quality lectures	27% 61% 11% 2%	1,118
Research	22% 67% 10%	1,069
Technology	39% 54% 6%	1,128
Topic selection	38% 55% 6%	174
Virtual learning	34% 55% 9% 2%	1,138
Work experience	23% 52% 20% 5%	953

261 out of 1,140 students (22.89%) said they were **very satisfied** with the organisation and smooth running of the course

Legend
Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied

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UNIVERSITY LOGO

Faculty vs. Other

interact

Filters

Question Type: Learning Satisfaction

Faculty: Arts

Home / International: All

Study Level: All

Study Stage: All

Study Mode: All

Controls

Sort By: Satisfaction difference

Calculation Type: Mean Score

Base Number: 5

Difference
-ive +ive

	i. Arts, Mean Score		ii. Respondents	
	Arts	Other Faculties	Arts	Other Faculties
LEARNING OVERALL	3.07	3.10	1,220	4,829
Opportunities to teach	3.19		16	32
Managing research	3.64		25	63
Language support	3.32		151	565
Topic selection	3.29	3.21	174	914
Physical library	3.39	3.32	1,105	4,482
Learning spaces	3.32	3.25	1,131	4,521
Laboratories	3.39	3.33	712	1,891
Technology	3.31	3.27	1,128	4,529
Online library	3.35	3.33	1,085	4,585
Multicultural	3.13	3.11	1,011	3,962
Quality lectures	3.13	3.12	1,118	4,528
Assessment	3.16	3.15	1,067	4,133
Careers advice	2.87	2.87	988	3,827
Learning support	3.17	3.20	1,098	4,424
Performance feedback	3.06	3.10	1,056	4,097
Marking criteria	3.06	3.10	1,102	4,485
Good teachers	3.21	3.26	1,145	4,623
Expert lecturers	3.33	3.39	1,145	4,637
Academics' English	3.41	3.47	1,112	4,474
Course content	3.15	3.22	1,142	4,619
Course organisation	2.98	3.05	1,140	4,626
Research	3.08	3.17	1,069	4,382
Employability	2.98	3.08	1,058	4,209
Virtual learning	3.20	3.30	1,138	4,611
Work experience	2.92	3.11	953	3,900

Topic selection
Base Number: 914
✓ Keep Only ✕ Exclude

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UNIVERSITY LOGO

Course temperature

interact

Filters

Question Type
Learning Satisfaction

Department
Mathematics

Home / International
All

Study Level
All

Study Stage
All

Study Mode
All

Controls

Sort By
Alphabetical

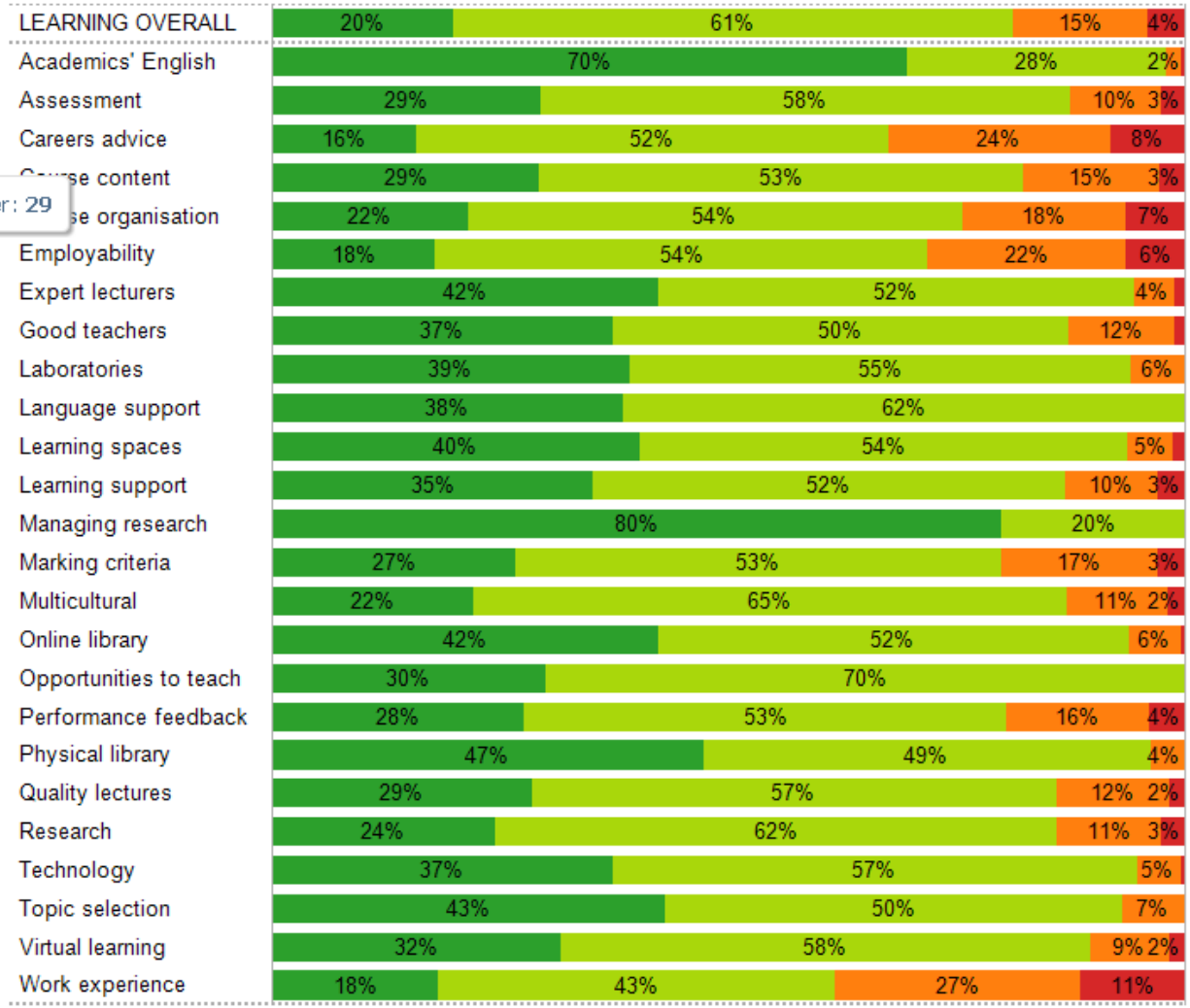
Base Number
5

Select Course:

- BSc Actuarial Science & Mathe..
- BSc Computer Science & Math..
- BSc Information Systems with ..
- BSc Mathematical Physics
- BSc Mathematics
- BSc Mathematics & E
- BSc Mathematics & M
- BSc Mathematics & Philosophy
- BSc Mathematics & Physics
- BSc Mathematics with a foreign..
- BSc Mathematics with a year a..
- BSc Mathematics with Financial..
- BSc Mathematics with Manage..
- MA Advanced Calculus
- MA Economics & Statistics
- MA Mathematics
- MA Mathematics for Science
- MA Mathematics with Business ..
- MPhys Mathematical Physics
- MSc Advanced Statistical Mode..
- MSc Applied Mathematics
- MSc Artificial Intelligence & Mat..
- MSc Information Systems with ..
- MSc Mathematics & Philosophy
- MSc Statistics
- MSc Statistics with Medical App..
- All

Base number: 29

Department: **Mathematics**, Course: **All**



Legend
Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied

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UNIVERSITY LOGO

Satisfaction Range, Course

interact

Filters

Department
Literatures & Languages

Question Type
Learning Satisfaction

Question
Performance feedback

Home / International
All

Study Level
All

Study Stage
All

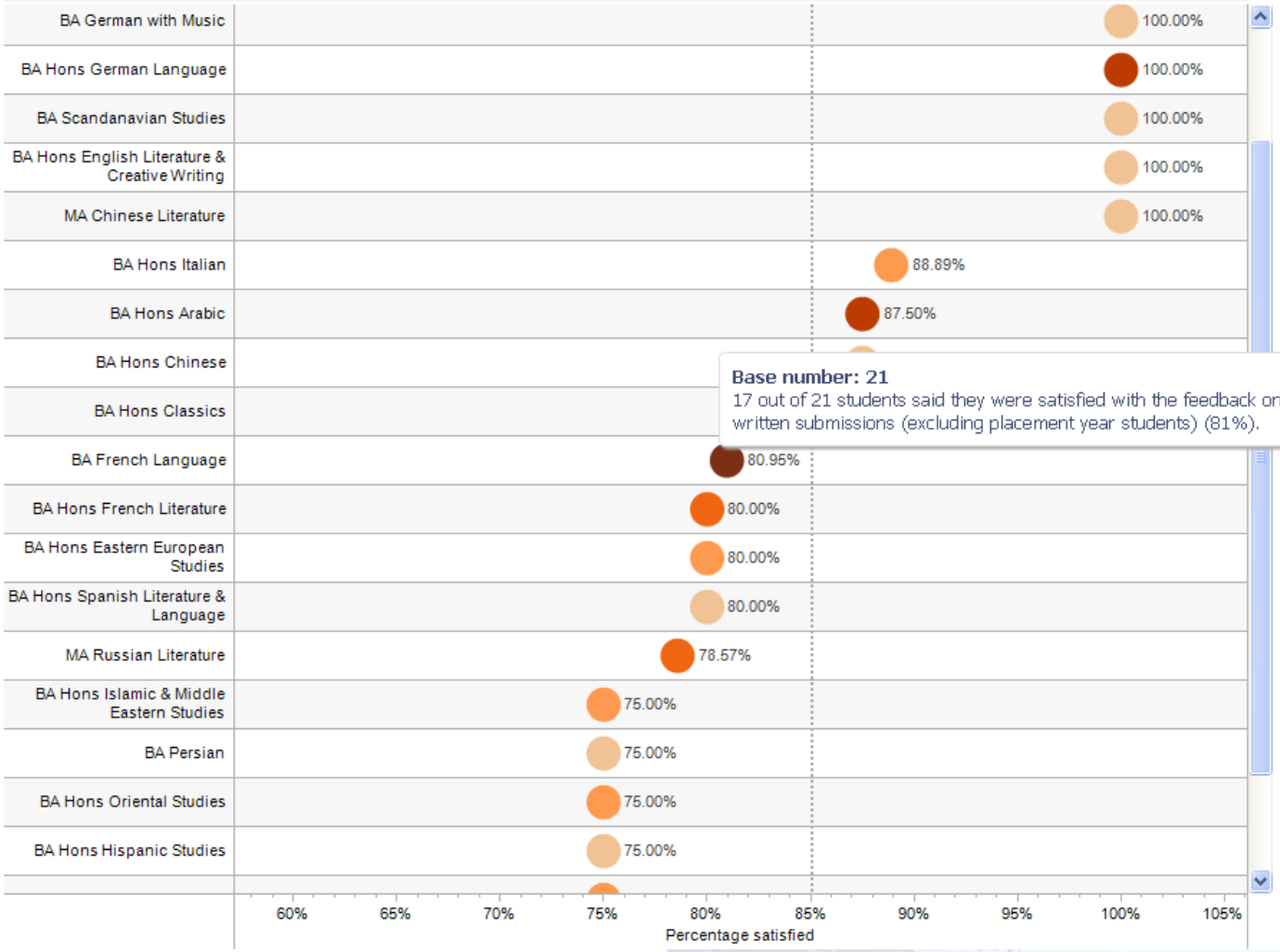
Study Mode
All

Controls

Base Number
5

Respondents
5 23

Percentage satisfaction for all courses within Literatures & Languages



Base number: 21
17 out of 21 students said they were satisfied with the feedback on coursework/formal written submissions (excluding placement year students) (81%).

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Beyond the student experience:
Oxford uses the same reporting system to publish graduate outcomes
[employment data collected for Oxford by i-graduate under contract]

i-graduate
INTERNATIONAL INSIGHT

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UNIVERSITY OF OXFORD

THE CAREERS SERVICE

http://www.careers.ox.ac.uk/options-and-occupations/what-alumni-have-done/

Home | About us | Students | Alumni | Employers | Research staff | College/Dept | CareerConnect

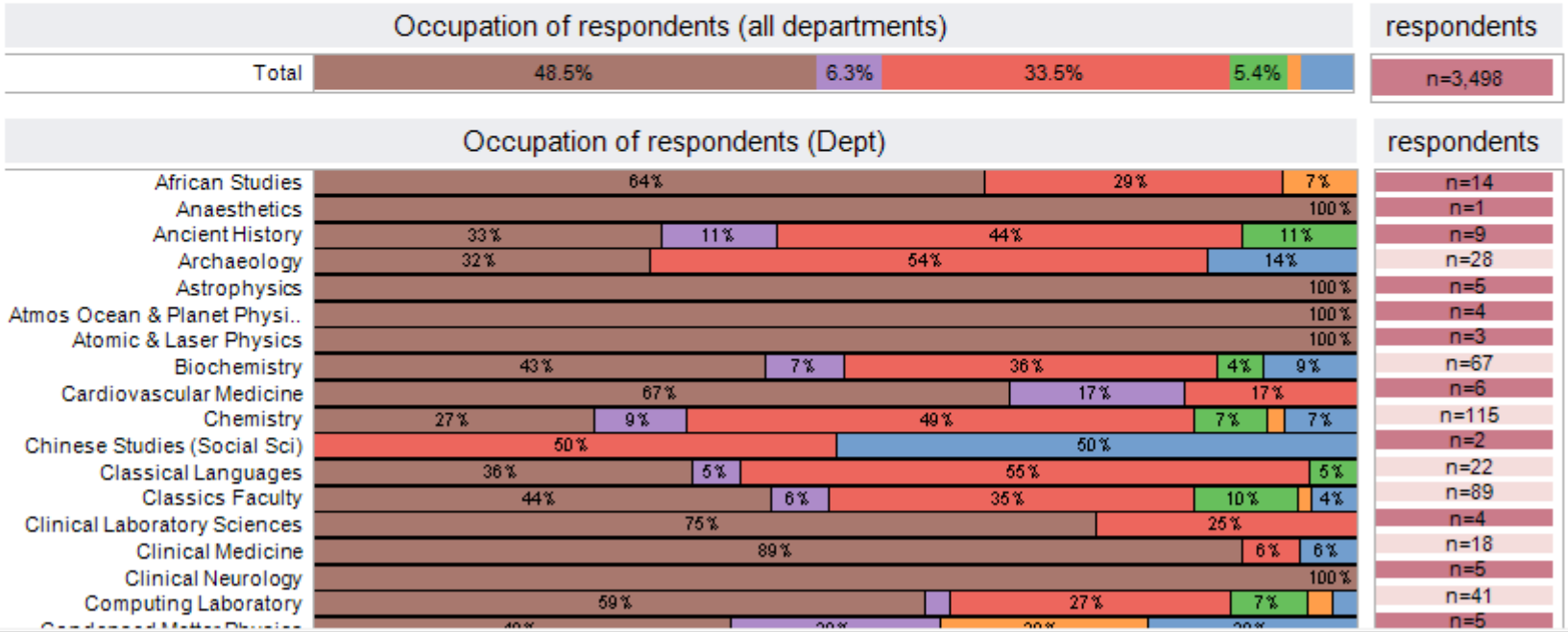
Oxford Careers > College/Dept > Tracking students' careers activity > Graduate occupations by department

Choose course type:
- (All)
- UG
- PG

Choose gender:
- (All)
- FEMALE
- MALE

Occupations
- Work only
- Work and study
- Study only
- Unemployed
- Due to start job withi..
- Unavailable

Data Source: DLHE data
Report by: SDMA
Date: July 2010



Beyond the student experience:
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THE CAREERS SERVICE

http://www.careers.ox.ac.uk/options-and-occupations/what-alumni-have-done/

Home | About us | Students | Alumni | Employers | Research staff | College/Dept | CareerConnect | Search

Oxford Careers > College/Dept > Tracking students' careers activity > Graduate Salaries

Choose gender:
- (All)
- FEMALE
- MALE

Choose course type:
- (All)
- UG
- PG

Average salary by division (£000)

Medical Sciences	n=168	27.3
Social Sciences	n=183	25.3
MPLS	n=237	25.2
Humanities	n=316	21.5

Charts show average salaries of students by Division and College. Colleges/divisions where fewer than 10 students responded are excluded. The vertical bar shows the average for all displayed colleges/divisions.

Data Source: DLHE data
Report by: SDMA
Date: July 2010

Average salary by dept (£000)

Said Business School	n=34	36.9
Medical Sciences Division	n=120	29.8
Computing Laboratory	n=12	28.1
Physics	n=31	26.8
Engineering Science	n=54	26.1
Theology Fac	n=18	25.8
Mathematical Inst	n=52	25.7
Politics & Int Relations	n=81	24.1
Earth Sciences	n=11	24.0
Biochemistry	n=18	23.9
Oriental Studies Fac	n=15	23.9
History	n=100	22.8
SOGE	n=28	22.6
Music Fac	n=10	22.5
Zoology	n=28	21.6
Chemistry	n=37	21.3
Classics Faculty	n=32	20.9
Medieval & Modern Lang Fac	n=61	20.0

Average salary by college (£000)

UNIV	n=24	30.
GTC	n=22	30.4
MAGD	n=38	28.3
ORIEL	n=23	28.3
S-CATS	n=30	27.7
CCC	n=17	27.3
NEW	n=36	27.1
KEBLE	n=37	26.2
QUEENS	n=29	26.2
HERT	n=36	25.0
TRIN	n=29	24.9
S-HUGH	n=36	24.9
SEH	n=28	24.5
CH-CH	n=29	24.4
MERT	n=27	24.3
WORC	n=35	24.0
SOMER	n=37	23.7
LMH	n=29	23.5
LINC	n=13	23.4
PEMB	n=24	23.2
BNC	n=32	23.1
S-ANNE	n=33	22.9
S-PET	n=35	22.8
MANS	n=16	22.4
EXETER	n=27	22.1
BALL	n=38	22.0

Internet | Protected Mode: Off

"THE BEST UNIVERSITIES…

…LEARN FROM THEIR STUDENTS"

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THANK YOU!

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