


<p>THE TIMES <b>HIGHER</b> EDUCATION SUPPLEMENT</p>	<p>THE TIMES <b>HIGHER</b> EDUCATION SUPPLEMENT</p> <h1>STAFF BULLYING</h1>	
<p><b>SUBSCRIBE NOW &gt;&gt;</b></p>	<p>CURRENT EDITION</p>	<p> <b>PRINTER FRIENDLY</b> <span style="float: right;">17 June 2005</span></p>
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<p><b>S→ DENOTES SUBSCRIBER CONTENT</b></p>	<h2>Happy campus tops wish list</h2>	
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<ul style="list-style-type: none"> <li>• Latest news</li> </ul>		
<ul style="list-style-type: none"> <li>• Jobs</li> </ul>	<p>The vital ingredients that give some universities a competitive edge have been revealed by a survey of the perceptions and preferences of 10,000 undergraduates.</p>	
<ul style="list-style-type: none"> <li>• Courses &amp; conferences</li> </ul>		
<ul style="list-style-type: none"> <li>• Archive <b>S→</b></li> </ul>	<p>The study, by the research company Opinionpanel, gives the student's-eye view of how universities performed during the application process.</p>	
<ul style="list-style-type: none"> <li>• Funding opportunities <b>S→</b></li> </ul>		
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<ul style="list-style-type: none"> <li>• Awards 2005</li> </ul>	<p>The sample of 10,000 first-year students - picked in approximate proportion to their university's overall intake - was canvassed for views about universities' academic reputation, teaching quality, campus facilities and location. Students were also asked to indicate, on a scale of one to seven, their perception of staff helpfulness.</p>	
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### WHO GETS WHAT? **S→**

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Old universities dominated the top ten student-rated institutions in most categories - with Oxford, Cambridge and London colleges perceived as having the best academic reputations.

### LEARNING SUPPLEMENT **S→**

Worldwise: how

In the ten key topics covered by the survey, Strathclyde University received the greatest number of high-ranking positions - appearing in the top ten for students' perception of course quality, employment prospects and being an "affordable" place to study.

to broaden student horizons

The University of Wales, Bangor, received the highest ratings for "helpful administration", while Warwick University was seen as having the best campus.

#### **FUNDING OPPORTUNITIES**

The latest research grants, when and where to apply.

Several post-92 universities were highly rated by students in terms of marketing style and how they dealt with applicants.

Hannah Essex, National Union of Students' vice-president (education), said:

#### **ICT SUPPLEMENT: NO. 5**

Published April 29 2005

"Students have different expectations and needs. While league tables make for interesting reading, prospective students need to look behind the rankings and assess whether the institution truly caters for their needs."

#### **LATEST STATISTICS**

Data published by The THES on a wide range of higher education issues.

Michael Sterling, vice-chancellor of Birmingham University and Russell Group chairman, said that students' perception that new universities were more friendly might reflect the difference between "selecting and recruiting" universities.

#### **TEXTBOOK GUIDES**

Comparative reviews of the most recent student texts.

"If you are a selecting university where students compete to get a place, I suspect there may be a perception that you are not engaged with the student - particularly those who are turned down."

Pam Tatlow, chief executive of Campaigning for Mainstream Universities, whose members are post-92 universities, said every effort should be made to ensure that students have a positive experience when they go through the application process.

#### **LATEST RESEARCH NEWS**

Full text of all the important European announcements.

"But there is an increasing extent to which polls and surveys are not based on metrics that reflect the sector. Eurovision Song Contest-style league tables will not necessarily be helpful to student choice," she added.

#### **SPECIAL FEATURES**

Supplements to the printed edition plus collections of articles.

Ben Marks, managing director of Opinionpanel, said the study was intended to help admissions and marketing staff understand why students accept or reject offers. "The sample size is large enough to yield robust findings at an institutional level. It's not really a tool for students. But it can help universities get their marketing right."

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