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DECISIONS

Case study

ANALYSIS OF LEVEL 3 LEARNER DATA INFORMS CURRICULUM AND RECRUITMENT



LONDON
METROPOLITAN
UNIVERSITY

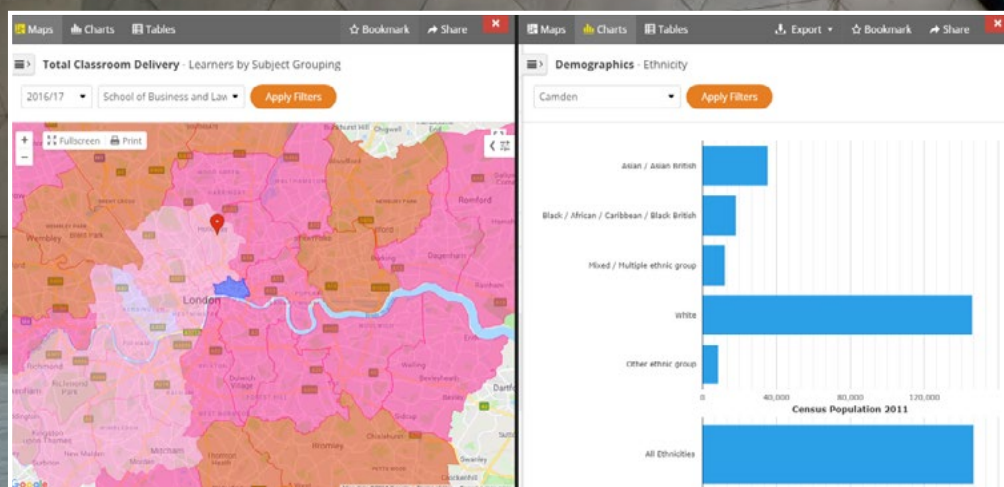
Using Level 3 learner data to inform HE portfolio development and improve student recruitment.

Detailed analysis of the Level 3 learner market provides insight into London Metropolitan University's local student pipeline, helping to inform curriculum development and improve recruitment.

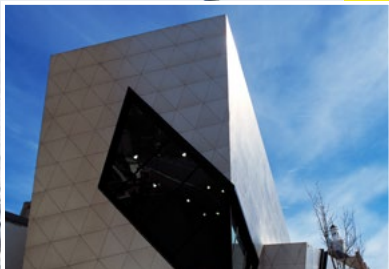
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London Metropolitan University has three main campus sites in London and an academic structure divided up into six schools: Business & Law; Computing and Digital Media; Human Sciences; Social Professions; Social Sciences; and Art, Architecture and Design.

During the past few years new starts at London Met fell significantly within their core undergraduate recruitment areas of London and Hertfordshire. In a move to understand this decline and build a strong strategy for recovery and growth, RCU were commissioned to develop an interactive market intelligence tool, providing data insight into the Level 3 student pipeline in the University's local recruitment area.



About the analysis / work



By splitting up the Level 3 learner market analysis into three distinct themes, focussing on Students, Curriculum and Demographics separately, we were able to present a detailed and informative picture of the potential feeder market to London Met. Uploading the data to our interactive Vector market intelligence tool and reporting platform, London Met were able to explore learner volumes, trends and curriculum demand for A Levels, Level 3 Applied General, Technical qualifications and apprenticeships at a local level within their core recruitment area. The curriculum was also mapped against London Met's six schools, so at a departmental level they could identify potential demand and set appropriate targets.

In addition, we included a range of demographic information, ranging from deprivation and Key Stage 5 attainment rates to HE participation (POLAR) with a focus on social mobility, to support the University's informed, inclusive and targeted recruitment strategy.

Results / outcomes:

The response from the team at London Metropolitan University has been really positive. For the first time, each of the six academic schools and curriculum teams have been able to identify trends and potential demand within their own curriculum areas. They can see exactly what courses Level 3 learners are studying and the potential demand progressing to HE which has informed target setting and portfolio development.

Using the evidence provided, the team have successfully received approval from the Board to identify new course opportunities across a range of curriculum areas including IT / Digital and Engineering to address the gaps within the current portfolio.

London Met can now also see this potential demand mapped out across key recruitment areas, enabling the marketing and recruitment team to be more focussed and targeted in their work with local schools and colleges and pick out underrepresented communities, improving access to higher education in these areas.

The University is extremely optimistic that this investment will help them deliver a strategy for growth and provide a strong and enticing curriculum aligned to the needs and demands of their local community.



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Testimonial

“We are really pleased with the results the team at RCU have delivered which have already had a hugely positive impact at London Met. For the first time we have the evidence we need to deliver a curriculum which is aligned to demand and meets the needs of our future students. Going forward we will also be able to carry out far more targeted recruitment campaigns, delivering growth for the University.”

Mike Bennett
Head of Student Recruitment

Contact us for more information
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