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| Session Title: | Diversity Through Data: Re-thinking Postgraduate Opportunities in 2026 |
| Speaker(s): | Mark Bennett, VP Research & Insight, Keystone Education Group Nurcin Hopkins, Senior Account Director, FindAUniversity |
| Chair: | Jen Barton |
| Reporter: | Rachel Stanley |

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| Speaker/Institution Bio/Information: | <p>Mark Bennett, VP Research & Insight, Keystone Education Group</p> <p>Nurcin Hopkins, Senior Account Director, FindAUniversity</p> |
| Overview/Aim of session: | <ul style="list-style-type: none"> • Explore current trends in postgraduate (PG) recruitment including what PG audiences are doing and where institutions should invest. • Reflect on what makes PG diverse, interesting, and what opportunities there are. • Look at data for prospective PG students including large-scale, long-term surveys and prospective student research. |
| Workshop Content | <p>Postgraduate Trends:</p> <ul style="list-style-type: none"> • PG study is highly specialised and complex. • Students pursuing PG are at the frontier of knowledge, solving important problems and answering critical questions. • Student journeys aren't linear. • Awareness and interest in PG study have increased post-pandemic especially among older learners. • Part-time study is common among PG students. • There is a risk of over-reliance on current UG students to feed into PG- 'campus window problem'. <p>Diversity in Postgraduate Audiences</p> <ul style="list-style-type: none"> • PG students are diverse across age, background, nationality, and motivations. • International students represent 53% of PG enrolments, with no single nationality forming a majority. • This diversity must be reflected in university marketing. |

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| | <p>Age Motivations:</p> <ul style="list-style-type: none"> 30+ is the largest and fastest growing segment post-pandemic. <p>18-24: Passion driven, subject interest, continuation from UG. 25-34: Career progression, earnings, personal challenge. 35-44+: Career progression, personal challenge.</p> <p>Funding:</p> <ul style="list-style-type: none"> Older audiences often self-fund, although are they assuming PG loans are only for younger audiences? Younger audiences are limited by PG loans. Lifelong Learning Entitlement (LLE) does not cover PG study. <p>More Data Insights:</p> <ul style="list-style-type: none"> Talk to your current PG students for budgeting tips. |
| Case Studies/Examples: | <ul style="list-style-type: none"> If you're interested in FindAMasters quarterly insights dec, contact the speakers. Webinars and blogs are all free to access. |
| Scenarios/Roundtable discussions: | What are the unique needs of 30+ PGT students and what are the information gaps? |
| Questions and Answers: | <p>When you collect your next set of data, is there anything you predict will change?</p> <ul style="list-style-type: none"> Concern about the next HESA results. The 30+ segment has been growing, but there's worry that this trend might slow. |
| Summary Key takeaways: | <ul style="list-style-type: none"> Diversity matters- ensure it is reflected in your marketing materials. Be mindful of the gaps between who searches and who actually enrolls. PGT is broad and the audience is international. Look beyond your campus window for data insights. |

