



# **The State of the Higher Education Sector**

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**Jonny Atkinson**  
**UK Chair**

# The Higher Education Sector

# WHAT IS THIS I DON'T EVEN

What do we mean?

What do you know?

What do you want to know?

# **Past, Present and Future**

**Media / Scandals**

**Apprenticeships**

**OfSNC**

**UEAS**

**APPPrivate Providers**

**Augur**

**CMA**

**TEF / REF**

**Changing Demographics**

**HE in FE**



KEEP  
CALM  
AND  
LET'S  
RECAP

## Things change fast around here

2012: No SNC for AAB or Equivalent

2013: Moved to ABB and then  
removal SNC from E2015/16

Why?

Social mobility and improved economic  
performance

Measures: Minimum academic entry bar

Non-continuation rates

Loan repayment performance

HEFCE / OFFA *H.E.R.A ACT*(RIP 2018)

**Introducing the OFS...**

**Yesterday in HE:  
Office for Students and other news**

The logo for the Teaching Excellence Framework (TEF) consists of the letters 'TEF' in a bold, white, sans-serif font. These letters are contained within a white rounded square, which is itself centered on a dark teal background.

**TEF**

**Teaching  
Excellence  
Framework**

# Here and Now

“ A wide-ranging review of Post-18 Education and Funding”

Augar's TOR:

- 1) Choice & competition
- 2) A system accessible to all
- 3) Delivering the skills our country needs
- 4) Value for money



**HIGHER**  
**LOWER**

The image features the words "HIGHER" and "LOWER" in a bold, stylized font. "HIGHER" is written in bright green and "LOWER" in bright red. Both words have a thick black outline and a white drop shadow. The word "HIGHER" is positioned above "LOWER". The letter 'H' in "HIGHER" is replaced by a green arrow pointing upwards, and the letter 'R' in "LOWER" is replaced by a red arrow pointing downwards. The background is a vibrant sunburst pattern with rays of light in shades of green, yellow, and orange.







Paul Inman

@pinman

Follow

More universities using texting and social media this year for #Clearing. But what do messages like this contribute to your #brand? This is the (perceived) language of teenagers in love.

Today 12:03

"I've got a text!" It's time to dump those other unis and couple up with

[bit.ly/2MkMwjg](http://bit.ly/2MkMwjg)

To opt out text XDEG

4:30 AM - 16 Aug 2018 from South East, England

12 Retweets 14 Likes



# Marketisation of HE - Outcomes







- Increase population. Return of SNC? £ +/-?
- The only constant is change
- Stick to a set of simple principles ...

**What can I do about any of this?**

HELLOA

Enhancing Professional to Support Students

**Find.Out.More**

HELLOA

Wonkhe

Times Higher Education

Universities UK

Office for Students

NEON



UNIVERSITY OF  
LIVERPOOL