Vice-Chancellor’s Annual Address 2014

8th October 2014

Professor Nick Foskett
Vice-Chancellor
The Annual Vice-Chancellor’s Address

- Update on achievements and issues
- A view of the HE scene
- Challenges for Keele 2014/15 and beyond
Key Achievements 2013/14

• Academic achievements
• Financial position
• Capital developments
• Internationalisation
• Media and Public relations
• Regional and Business Engagement
• Sustainability
• Student Recruitment 2014/15
• Strategic Plan Development
Academic Achievements 2013/14

- NSS Scores
- Employability
- Research Funding
- National Awards
Keele is rated first in the country for student satisfaction.

Keele’s best institutional result in the NSS to date.

93% for overall satisfaction compared with national average of 86%

Keele has improved its performance in all the areas surveyed except for overall satisfaction, which was unchanged.

Significant rises in the performance of Assessment and Feedback and Learning Resources.

Disciplines with highest overall satisfaction: Physiotherapy, Maths, Sociology, Medicine, Politics, Biology, Forensic Science, Media Studies and Pharmacy.

<table>
<thead>
<tr>
<th>NSS % Agree</th>
<th>2013</th>
<th>2014</th>
<th>+ / -</th>
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</thead>
<tbody>
<tr>
<td>The Teaching on my Course</td>
<td>91</td>
<td>92</td>
<td>1</td>
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<tr>
<td>Assessment and Feedback</td>
<td>73</td>
<td>77</td>
<td>4</td>
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<tr>
<td>Academic Support</td>
<td>86</td>
<td>87</td>
<td>1</td>
</tr>
<tr>
<td>Organisation and Management</td>
<td>86</td>
<td>87</td>
<td>1</td>
</tr>
<tr>
<td>Learning Resources</td>
<td>84</td>
<td>87</td>
<td>3</td>
</tr>
<tr>
<td>Personal Development</td>
<td>85</td>
<td>87</td>
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<tr>
<td>Overall Satisfaction</td>
<td>93</td>
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## NSS 2014

Keele University NSS Overall Performance 2010 - 2014

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tr>
<td>The Teaching on my Course</td>
<td>88</td>
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<td>91</td>
<td>91</td>
<td>92</td>
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<tr>
<td>Assessment and Feedback</td>
<td>69</td>
<td>69</td>
<td>72</td>
<td>73</td>
<td>77</td>
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<td>Academic Support</td>
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<td>Organisation and Management</td>
<td>81</td>
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<td>Learning Resources</td>
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<tr>
<td>Personal Development</td>
<td>83</td>
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<td>84</td>
<td>85</td>
<td>87</td>
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<tr>
<td>Overall Satisfaction</td>
<td>89</td>
<td>90</td>
<td>91</td>
<td>93</td>
<td>93</td>
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<tr>
<td>Keele's Overall Position</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Keele University

Employment Indicator: Leavers obtaining first degrees from Full time Courses 2008/09 - 2012/13

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
<th>Overall Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/09</td>
<td>93</td>
<td>7</td>
</tr>
<tr>
<td>2009/10</td>
<td>93.8</td>
<td>5</td>
</tr>
<tr>
<td>2010/11</td>
<td>94.5</td>
<td>3</td>
</tr>
<tr>
<td>2011/12</td>
<td>93</td>
<td>18</td>
</tr>
<tr>
<td>2012/13</td>
<td>93</td>
<td>38</td>
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</table>
Research Funding

RESEARCH GRANT INCOME 2009/10 - 2013/14

<table>
<thead>
<tr>
<th>Year</th>
<th>£ Million</th>
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<tbody>
<tr>
<td>2009/10</td>
<td>11.7</td>
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<tr>
<td>2010/11</td>
<td>11.95</td>
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<tr>
<td>2011/12</td>
<td>12.91</td>
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<tr>
<td>2012/13</td>
<td>13.67</td>
</tr>
<tr>
<td>2013/14</td>
<td>14.54</td>
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</tbody>
</table>
Research Funding

Research Grant Award Highlights 2013-14

Faculty of Humanities and Social Sciences
Collaboration led by Professor Scott McCracken (English/School of Humanities)
AHRC £328,800 – Title: “Dorothy Richardson Scholarly Editions”

Faculty of Natural Sciences
Dr Alastair Channon (Computing/ School of Computing and Mathematics) in collaboration with University of Manchester BBSRC,
Research Funding

Research Grant Award Highlights 2013-14

Faculty of Health

Professor Nadine Foster (Primary Care and Health Sciences)
NHS National Institute for Health Research - £1,837,732
Title “Stratified Primary Care for Musculoskeletal Pain”

Professor Christian Mallen (Primary Care and Health Sciences/Arthritis Research UK Primary Centre) - £1,275,592
Title “Missed Opportunities to improve care for people with musculoskeletal disorders in primary care”
Capital Developments 2013/14

- Purchase of KPD
- Weatherall Building and the Anatomy Suite
- Wireless Network
- Keele Hall Roofing
- Photovoltaic (PV) Energy – Holly Cross, Lindsay Court and Darwin Building
- William Smith MGeoScience Laboratory
- Lecture Theatre Upgrades – Dorothy Hodgkin & Westminster
- Visual Arts Building Re-Modelling
Capital Priorities

Agreed by Council 2011

- Academic Facilities
- Keele Park Developments
- Hawthorns
- (From other funding) the Hotel

Priorities for 2015 and beyond

- Space moves to release teaching and learning space at the centre of campus
- Multi use central teaching laboratory
- IT and AV infrastructure upgrades
- Halls of Residence backlog maintenance
- Sports facilities
- Other smaller projects including anatomy suite storage and increase budget for natural sciences equipment
Internationalisation: International Student Numbers

Keele University

International Students as a Percentage of the Student Population

<table>
<thead>
<tr>
<th>Year</th>
<th>2008/9</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12</th>
<th>2012/13</th>
<th>2013/14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7%</td>
<td>10%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>
Internationalisation

Internationalisation at Home
• Study Group International
• International Foundation Year
• Facilities and Community
• Accommodation Policy
• Visa Compliance – Highly Trusted Sponsor renewal – 2.3% Refusal rate
• Dean for Internationalisation

Internationalisation Abroad
• Partnerships in Malaysia (KDU / SEGI)
• Other International Partnerships
  ➢ India
  ➢ Thailand
  ➢ China
  ➢ Middle East
  ➢ Brazil
• "Keele in the World" Alumni Groups
Media and Public Relations

Six children in one family blighted by Camelford's toxic water

Got a hangover? Carry on drinking! Scientists say 'hair of the dog' is the best way to feel better

Universities take up the slack as grades slip

Mission group 'identities' stifle university competition, says Keele VC

By not being part of a mission group, Keele University can shape its own identity and avoid group politics, says Nick Foskett
Media and PR Coverage 2012 – 2014

Advertising Value of PR Coverage

<table>
<thead>
<tr>
<th></th>
<th>2012 Q4</th>
<th>2013</th>
<th>2014 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>£0</td>
<td>£0</td>
<td>£0</td>
</tr>
<tr>
<td>Consumer</td>
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<td>£0</td>
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<tr>
<td>Nationals</td>
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<td>£0</td>
<td>£0</td>
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<tr>
<td>Regionals</td>
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<td>£0</td>
<td>£0</td>
</tr>
<tr>
<td>Trade</td>
<td>£0</td>
<td>£0</td>
<td>£0</td>
</tr>
<tr>
<td>Web &amp; Wires</td>
<td>£0</td>
<td>£0</td>
<td>£0</td>
</tr>
</tbody>
</table>

Advertising Value Equivalent of Media and PR

£5.7m in 2013, £5.9m 2014 year-to-date
Regional and Business Engagement

- Regional Economic Contribution
- Local Enterprise Partnership
- The City Deal
- The Keele Science Park
- Educational Partnerships
- Keele’s Political Role
- Directorate of Engagement and Partnerships
Sustainability

- Key Strategic aim
- People and Planet Green League?
- Sustainability Hub
- Reputation and profile
Keele Beyond 2015

Three fundamental questions:-

• *What will the operational environment for Keele look like in the period beyond 2015?*
• *Is the existing vision for the Aims and Mission of Keele sustainable within that environment?*
• *How will Keele need to develop strategically and operationally to ensure it thrives beyond 2015?*
Keele Beyond 2015

Keele’s Distinctiveness

- Traditional University
- Highest Quality
- Student Experience
- Broad–based University
- Campus University
- Community

- Local roots but with national and international profile
- International in character
- Size
- Impact
- Environmental Sustainability
Keele Beyond 2015

Keele’s Overall Position within the Higher Education Market

- One of the world’s leading universities; top 400 (i.e. 2%) in THE World Rankings
- One of the UK’s leading universities; top 30 overall and top 10 in leading disciplines
- British “Ivy League Liberal Arts College”
- International in outlook and performance
- Work leading research in 3 or 4 key areas; international profile in most others
- High performance educational provision; increasing proportions of ABB+ entrants; trend of rising levels of degree performance; NSS and DLHE in top 10 nationally
- Beacon for Environmental Sustainability in HE and wider society
Keele Beyond 2015

Overall Size and Shape

Current
- c.10000 students (8500fte)
- UG – 84%
- PGT – 11%
- PGR – 5%
- 15% of students are international
- 9% taught transnationally
- Annual Turnover – c£120m
- c.18% derived from Research

By 2020
- c.13000 students
- UG – 80%
- PGT – 14.5%
- PGR – 5.5%
- 2400 international students at Keele
- 2000 transnational students
- Annual Turnover - £170m
- 22.5% income from Research
Keele Beyond 2015

The Estate

• Managing student accommodation
• Modernising (or replacement) of older buildings
• Science Park and Development Site
• Teaching, learning and research facilities
• Meeting environmental sustainability targets
• Maintaining the campus attractiveness
• Preserving heritage and the appropriate use of Keele Hall
• Sports, recreation and leisure facilities
Keele Beyond 2015 Consultation

We'd like to hear your thoughts
OUR STRATEGIC PLAN 2015-2020 | WWW.KEELE.AC.UK/STRATEGICPLAN

Online consultation from 8th October – 24th October

Visit: www.keele.ac.uk/strategicplan/
HE: The Grand Challenges

- The Economic context
- Elections 2015 and the Political Scene
- Funding changes
- Changing Markets for Students and Research
- Visas & Immigration
- Teacher Training
- NHS and Medical Education
- Research Excellence Framework
- Business Engagement
The Economic and Political Scene

- The UK Economy
- The Global Economy
- Elections 2015 and the Political Scene
Balance between HEFCE teaching grant and tuition fee loan outlay to 2014-15

- Estimate of fee income from students subject to regulated fees
- HEFCE teaching grant
HEFCE capital funding, 1999 to 2015, in real terms (2012-13 prices)
Changing Markets

- Removal of Student Number Controls
- International Students
- Funding for Medical Education
- Teacher Training
- Research Funding Concentration
Research Excellence Framework

- REF Results 18th December 2014
Key Internal Challenges

- Space, Timetable and Curriculum Issues
- Embedding the Distinctive Keele Curriculum
- Further Enhancing the Student Experience
- Enhancing Internationalisation at home and abroad
- Growing the Research Income
- Research organisation for the future
- Finance and Budget Issues - income growth, capital investment and staff costs
- Hawthorns developments
- Accommodation Strategy
- Science and Business Park developments
- Alumni and the Development Campaign
- Keele Beyond 2015 – The Strategic Plan
The Distinctive Keele Curriculum
Alumni and Development

• Keele Alumni affinity
• Friend raising and Fund raising
• National Alumni groups
• Development Fund (£50m by 2020)