

Our approach to a US ranking

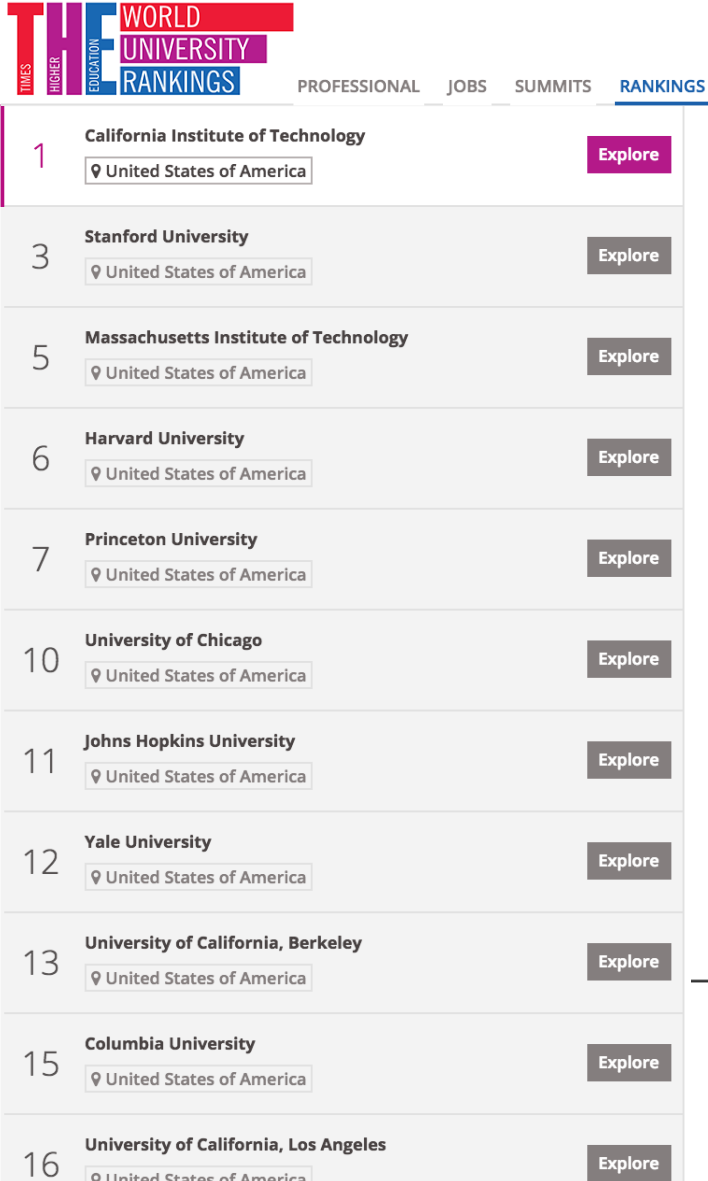
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Why not the World Ranking?

- The World University Rankings covers 147 US Universities and Colleges, from Caltech to Texas Tech
- The colleges have a primary research focus
- Entry criterion: 1,000 published papers over 5 years
- Compared on a world stage



The screenshot shows the 'THE WORLD UNIVERSITY RANKINGS' website. The navigation bar includes 'PROFESSIONAL', 'JOBS', 'SUMMITS', and 'RANKINGS'. The main content is a list of universities with their rank, name, location, and an 'Explore' button.

Rank	University	Location	Action
1	California Institute of Technology	United States of America	Explore
3	Stanford University	United States of America	Explore
5	Massachusetts Institute of Technology	United States of America	Explore
6	Harvard University	United States of America	Explore
7	Princeton University	United States of America	Explore
10	University of Chicago	United States of America	Explore
11	Johns Hopkins University	United States of America	Explore
12	Yale University	United States of America	Explore
13	University of California, Berkeley	United States of America	Explore
15	Columbia University	United States of America	Explore
16	University of California, Los Angeles	United States of America	Explore

A new approach to understanding US Colleges

- Focused on measuring teaching performance
- Open to
 - Title IV Colleges
 - Over 1000 students
 - Public and Private
 - Not for profit and for profit

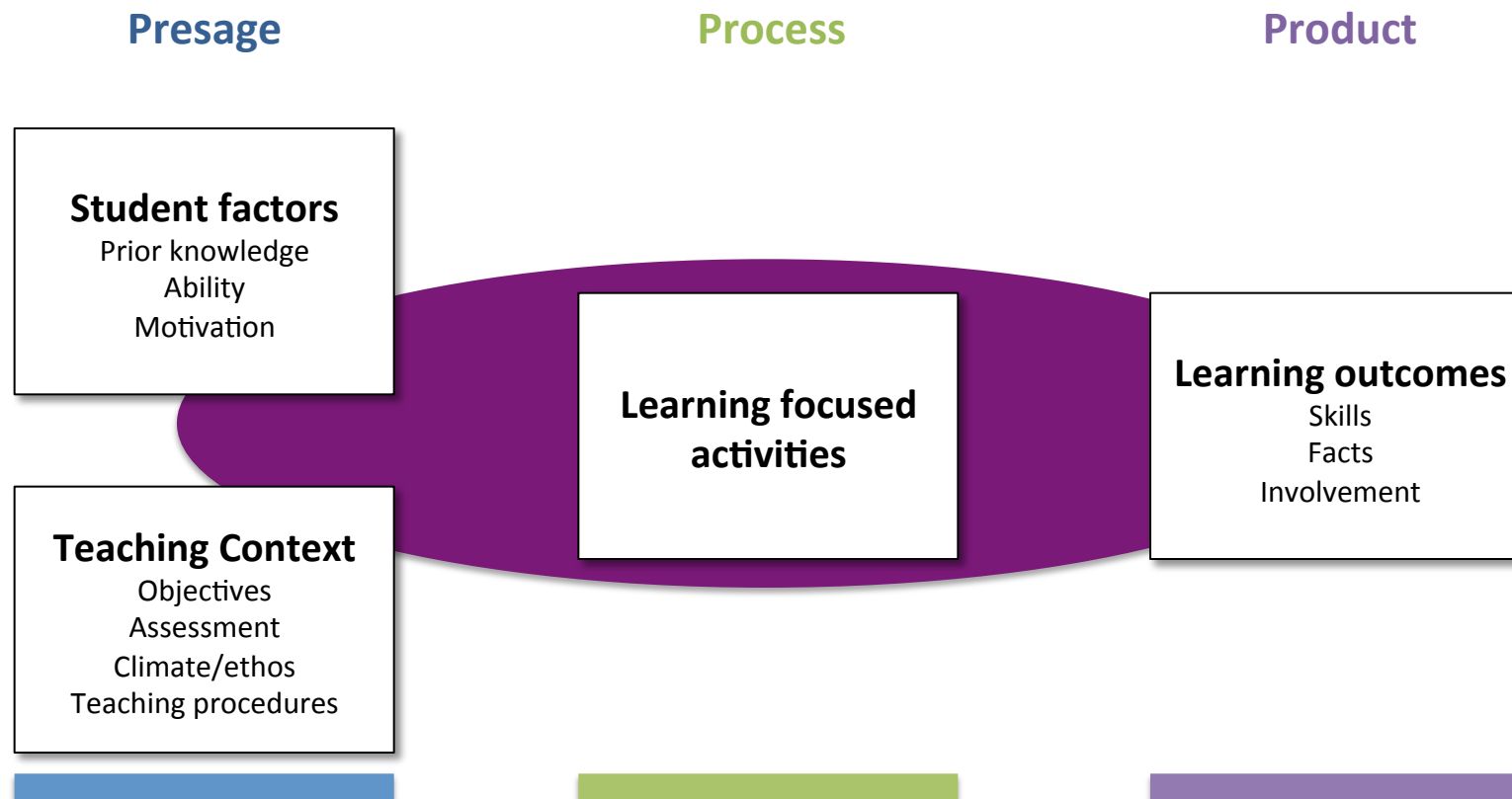
Performance Measurement



How do you measure teaching?

- No perfect answer – it is a complex area
- Rankings are inherently a balanced scorecard approach
- Framework taken from Biggs, Gibbs et al '3P' model
 - Adapted for local conditions and data availability

3Ps of the learning process: Biggs, Gibbs et al



Theory of teaching: what is the best College for me?

- Goal of approach – to take the 3P model, develop and extend it for teaching in a College context
- Four core competencies in teaching for a College:
 - Does it have the right resources? Capacity (Presage)
 - Does it engage its students? Capability (Process)
 - Does it produce good results? Credibility (Product)
 - Does it have a supportive environment? Community
- Can we identify useful proxies for these areas?

A new dataset



Our data sources

- Core data comes from several sources
 - IPEDs
 - College Score Card
 - THE Academic Reputation Survey
 - THE US Student Survey
 - Elsevier

Student survey

- We are conducting a survey of current students in taught courses
 - Excluding MBA/MD/JD
- Around 1,300 colleges targeted
- Focused response groups
- Engagement managed by established market research organization
 - Supported by active university outreach

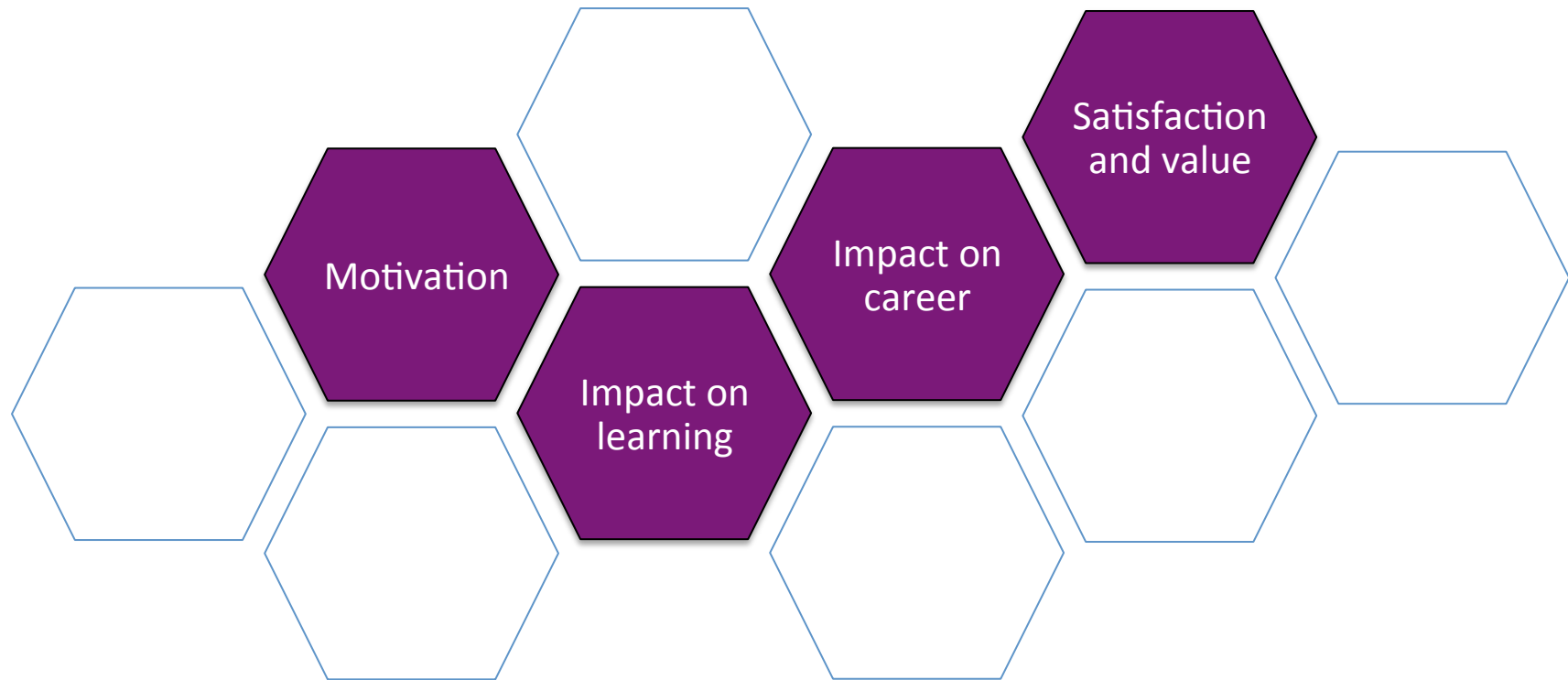
Student survey – content

- Measure student engagement – 6 teaching-related areas + 1 other
 - Faculty interaction
 - Collaborative learning
 - Practical application
 - Reflection / connection
 - Critical thinking
 - Challenging courses
 - *Social engagement*

Student survey – content (cont.)

- Perceived impact on career, and value for money
- Two questions on NPS & satisfaction
- Motivation for entering higher education

Student survey – the bigger picture



Presenting the results



Sensible comparisons

- To avoid apples-oranges comparisons we propose publishing the ranking in three groupings
 - World League
 - Universities competing internationally – present in the WUR
 - National League
 - Universities with pull across the US
 - Four Regional Leagues
 - Universities that mainly attract in-state pupils

Questions?



Join us!

Deepen your THE US Student survey data – for the rankings, and thereafter

Contact Madeleine Evans, Product Director

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Meet us in September for the launch

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Thank you

