

Changes in the PG recruitment market

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New postgraduate intake

In 2006

- Around 30,000 new PhDs started at UK universities
- 150,000 students were in their first year of a Masters course
- Over 100,000 students had begun other PG courses

New postgraduate intake

In 2006

- Over 40% of new postgraduates were enrolled part time
- Over 70% were at least 25 on starting their course
- Over 40% were over 30.
- One in seven already held a PG qualification

This is a very different population than for first degrees

Outcomes - Masters

In 2006, 43,435 UK-domiciled graduates received Masters degrees from UK universities

The most popular subjects were

- Business studies (3965 graduates)
- Management (3080 graduates)
- Education (2210 graduates)
- Psychology (1770 graduates)
- Politics (1405 graduates)

The jobs Masters graduates do

The most common jobs for 2006 Masters graduates in the UK

- General managers (690)
- Secondary school teaching (580)
- University/HE lecturing (520)
- Hospital/health service management (395)
- FE lecturing/teaching (375)
- Nursing (350)

Further information

- Prospects.ac.uk
- [What Do Postgraduates Do?](http://www.prospects.ac.uk/links/wdpd)
www.prospects.ac.uk/links/wdpd
- [Graduate Market Trends](http://www.prospects.ac.uk/links/csdgmt)
www.prospects.ac.uk/links/csdgmt
- [Graduate Labour Market Frequently Asked Questions](http://www.prospects.ac.uk/links/csdlmfaq)
www.prospects.ac.uk/links/csdlmfaq

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Where are they?

What are they doing?

How are HEIs engaging?

What does this mean for you?



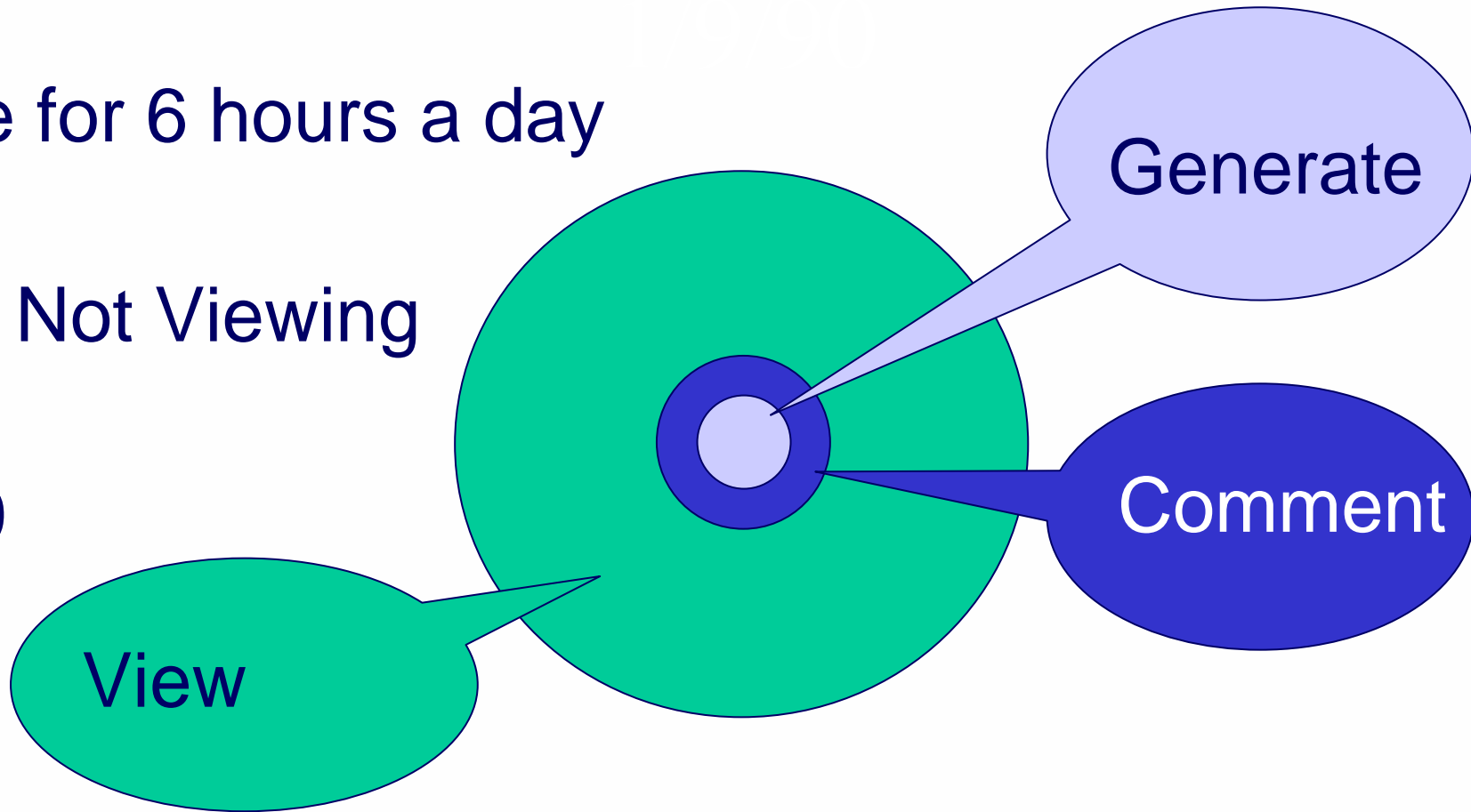
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Where are they?

Online for 6 hours a day

Doing Not Viewing

1/9/90



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What are they doing?

90% read blogs



86% on social networks

facebook

80% use YouTube



67% download podcasts



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How are HEIs engaging?

20% using new media to deliver the curriculum

“one lecturer is very close to broadcasting live lectures for us on the web”

“podcasts are used regularly and videocasts for some lectures”

“course lectured online, with contact time focusing on discussions and problems”

“virtual learning portal”

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How are HEIs engaging?

20% using new media to deliver the curriculum

“Lab classes filmed and uploaded online”

“wikis, discussion boards, chat live”

“YouTube promo videos and course-related Facebook and MySpace groups and pages”

Walter Lewin Promo

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Royal Holloway Business School, University of London, UK



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What is Second Life?

Second Life is a 3-D virtual world entirely built and owned by its residents.

7.7 million registered users (July 2, 2007)

Roughly 35,000 active users

Average age = 30



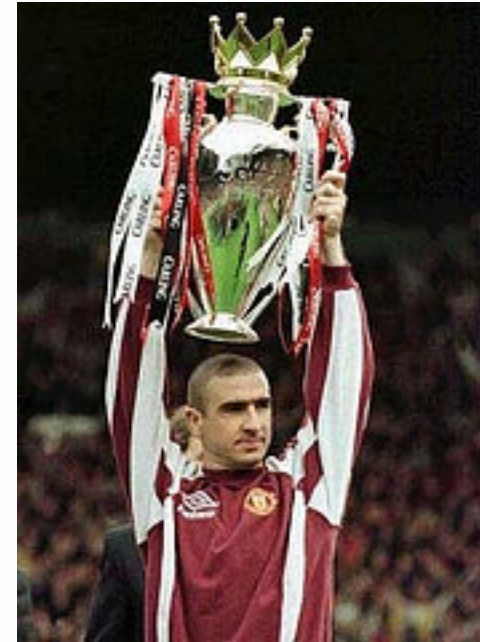
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What does this mean for you?

Online applications

If you've got it, flaunt it.

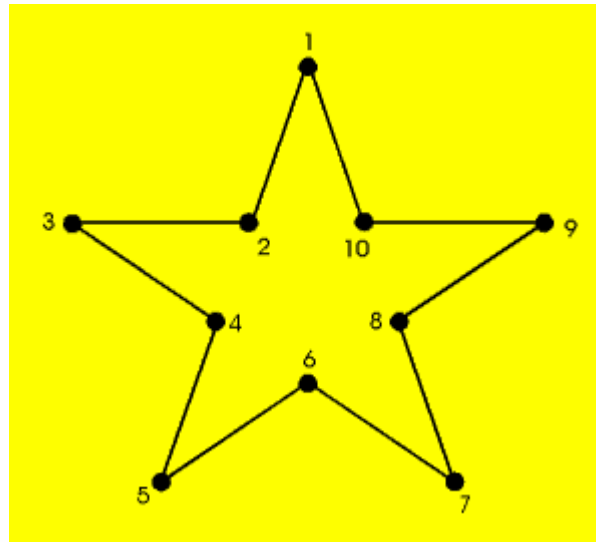
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What does this mean for you?

Join the dots



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Thank You

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