

GROWING GLOBAL

Using reputation and people strategies to
build an inspiring international outlook



HOW ARE WE DOING IN THE UK?

22,000
STUDENTS AND
4,600
STAFF FROM
180
COUNTRIES

NUMBER OF
CAMPUSES:

4

Streatham and
St Luke's in Exeter

Penryn and Knowledge
Spa Truro in Cornwall

GOLD
TEACHING
EXCELLENCE
FRAMEWORK AWARD



COLLEGES:

College Of Life And
Environmental Sciences (Cles)

College Of Engineering,
Mathematics And Physical
Sciences (Cemps)

College Of Humanities (Hums)

University Of Exeter
Medical School (Uems)

Social Sciences And
International Studies (Ssis)

University Of Exeter
BUSINESS SCHOOL (UEBS)



EXETER

LONDON

35TH
INTERNATIONALLY
IN THE
2017 CWTS
LEIDEN
RANKING

98%
OF OUR RESEARCH
RATED AS
WORLD
LEADING
OR INTERNATIONALLY
RECOGNISED

REF2014
Research Excellence Framework

£400
MILLION
INVESTED IN TEACHING
FACILITIES AND
CAMPUSES IN
LAST 10 YEARS

£62 MILLION
IN RESEARCH
FUNDING IN
2015/16

MEMBER OF THE
ATHENA SWAN
CHARTER ADVANCING
EQUALITY AND
DIVERSITY IN
THE STEM FIELDS

MEMBER OF THE
PRESTIGIOUS
RUSSELL
GROUP
OF RESEARCH-INTENSIVE
UNIVERSITIES

RUSSELL
GROUP

SILVER GILT
MEDAL IN THE RHS
BRITAIN IN BLOOM
NATIONAL AWARDS
IN RECOGNITION OF
STUNNING
PUBLIC SPACES

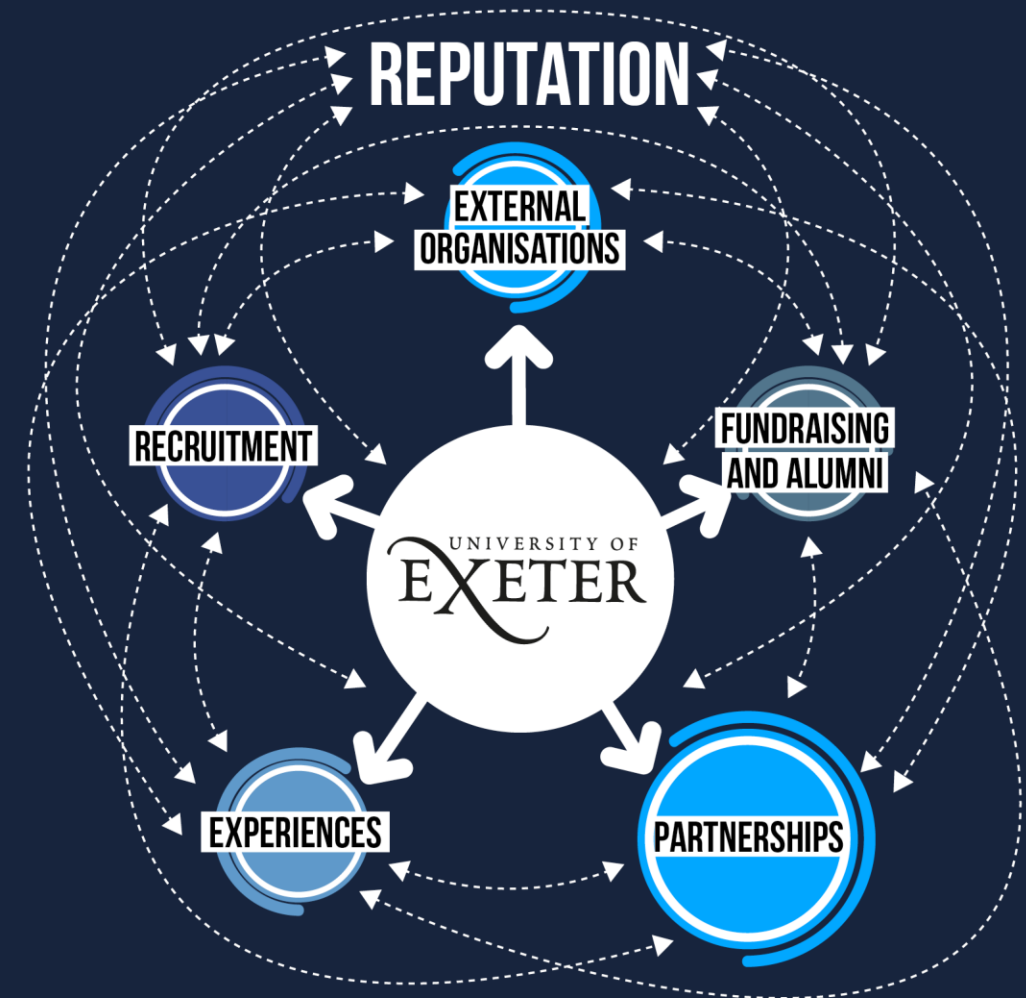
WHY ARE WE GOING GLOBAL?

- It accelerates our reputation as a world leading institution
- It allows us to compete on a global stage for the best student talent
- The power of Scival
- It creates new opportunities for our staff and students and boosts knowledge transfer



HOW ARE WE DOING IN THE UK?

- Key challenges being faced within the HE climate
- Dwindling resources and strong competition post-Brexit
- Population dip / VFM debate on £9k fees
- Need to further extend our reach into the international student market



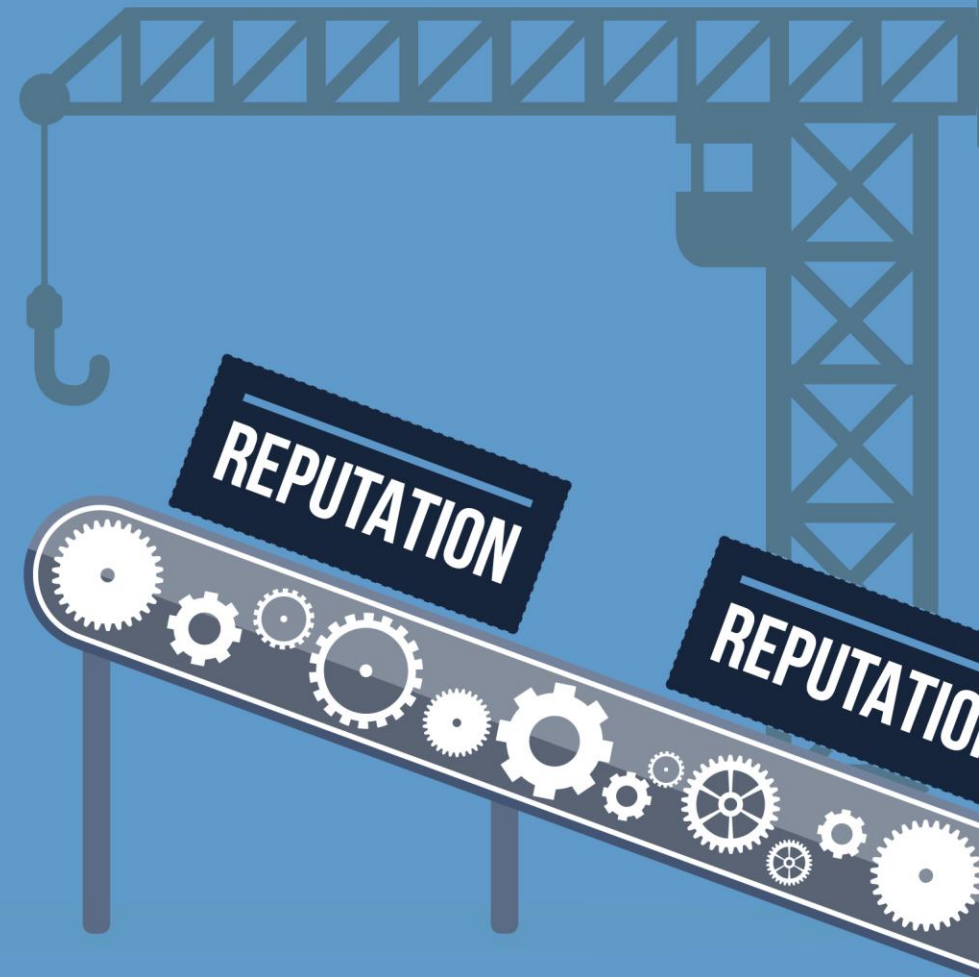
WHY THE GLOBAL STRATEGY IS CRITICAL FOR OUR FUTURE

- To cement our reputation as a leading global University with strong global partnerships based in the UK
- War on talent
- Providing skills the world needs for the future
- Consortium approach to delivering global HE
- To ensure long term financial stability



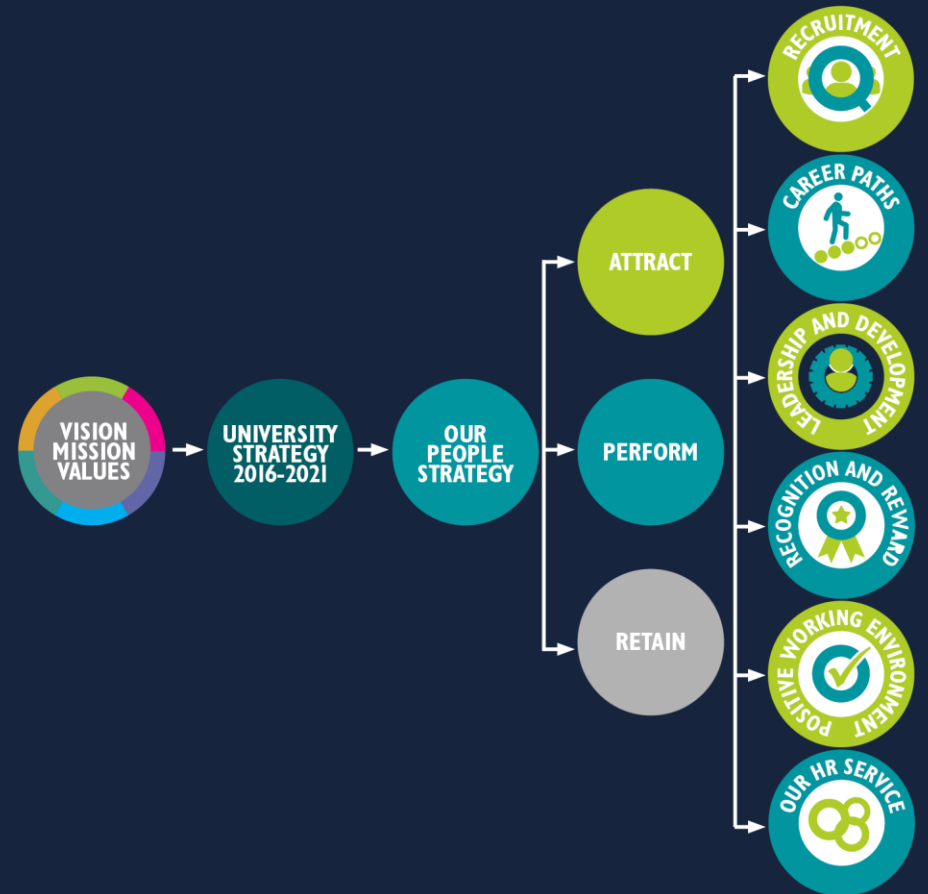
WHAT REALLY DRIVES REPUTATION?

- It accelerates our reputation as a world leading institution
- It allows us to compete on a global stage for the best student talent
- The power of Scival
- It creates new opportunities for our staff and students and boosts knowledge transfer



OUR PEOPLE STRATEGY: ATTRACT, PERFORM, RETAIN

- Equipping the University to deliver its strategic goals by attracting and developing a talented and diverse workforce from around the globe
- Hunting not fishing
- Bringing in groups not just individuals
- Creating an environment which helps people to thrive
- Letting them tell the world about their work

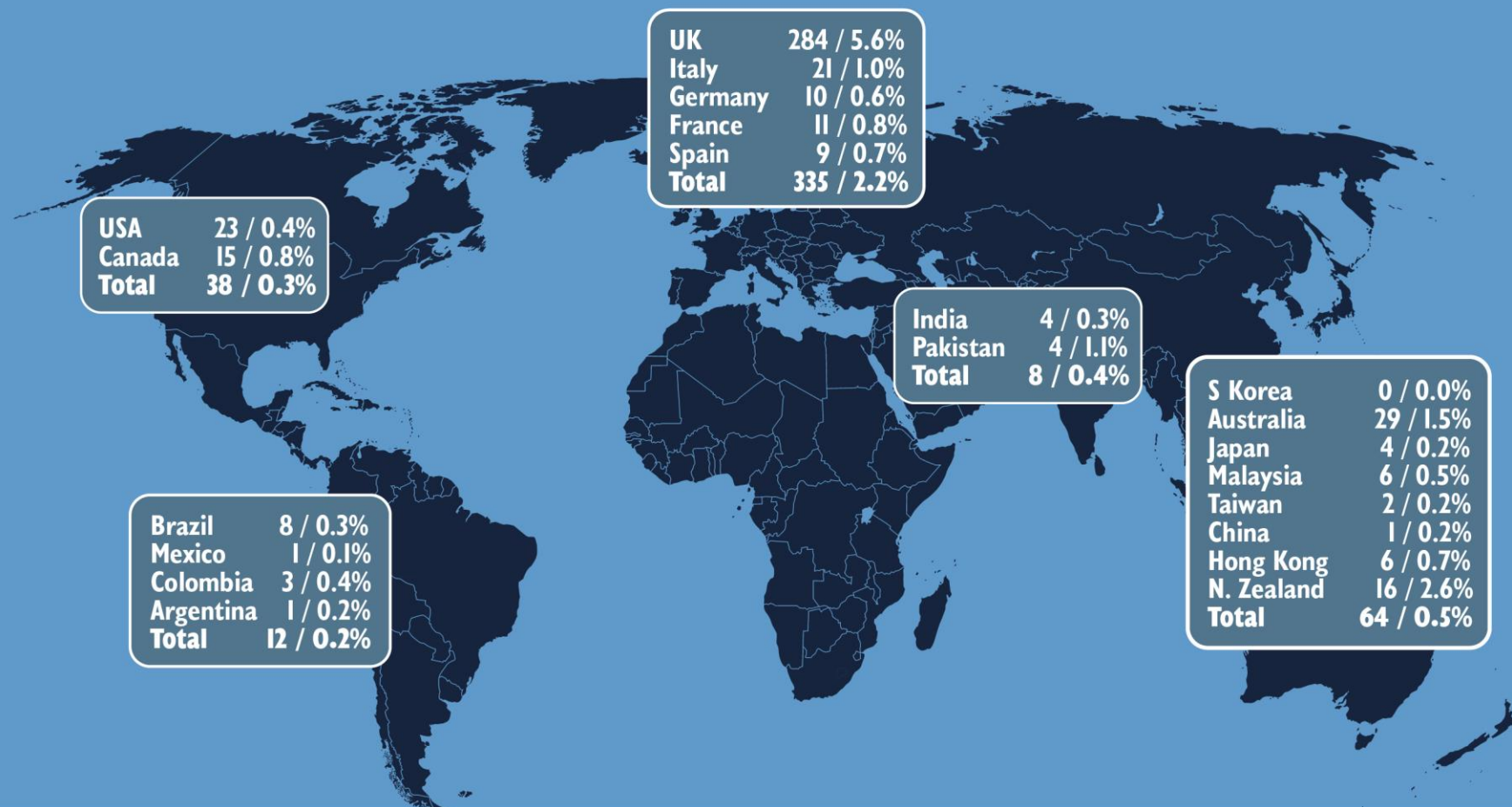


EMPLOYER BRAND DEVELOPMENT

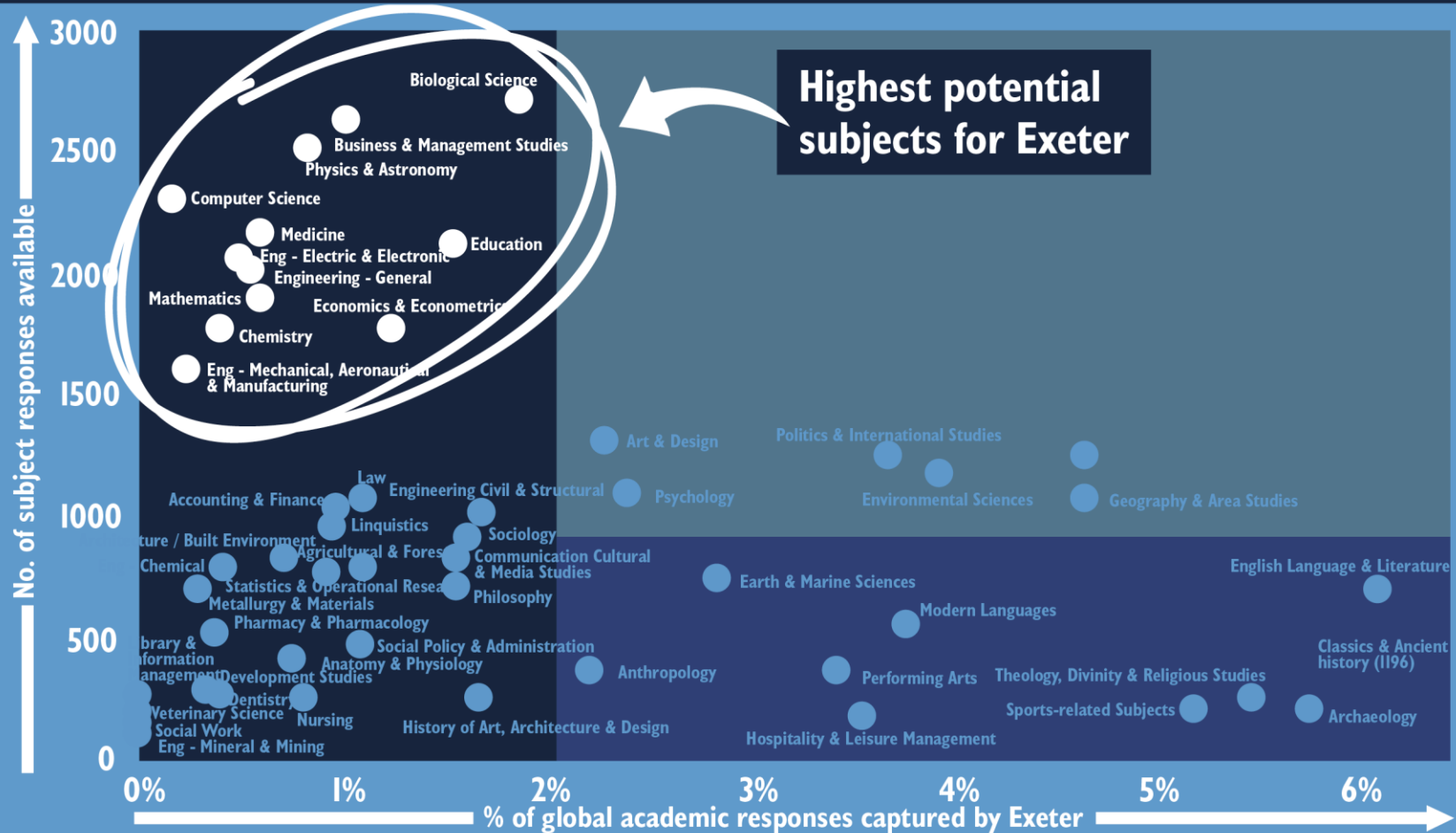
- Exeter as a great place to work and live
- Critical role of academics as ambassadors
- Academics critical in reputation building and impact of this on rankings
- How did we maximize this?



EXETER GLOBAL ACADEMIC RESPONSES 2015



EXETER NEEDS TO FOCUS ON STEMM SUBJECTS



IMPACT OF INCREASING OUR INTERNATIONAL ACADEMIC RESPONSES

- 17 International responses are equivalent to a 1% increase in QS 'academic reputation'.
- A 2.25% increase in academic reputation would lead to a rise of 5 places in the overall QS Global Ranking
- Increasing our International responses by around 150 (over 301 in 2015) would deliver a 20 place ranking increase



**ACADEMIC
RESPONSES**



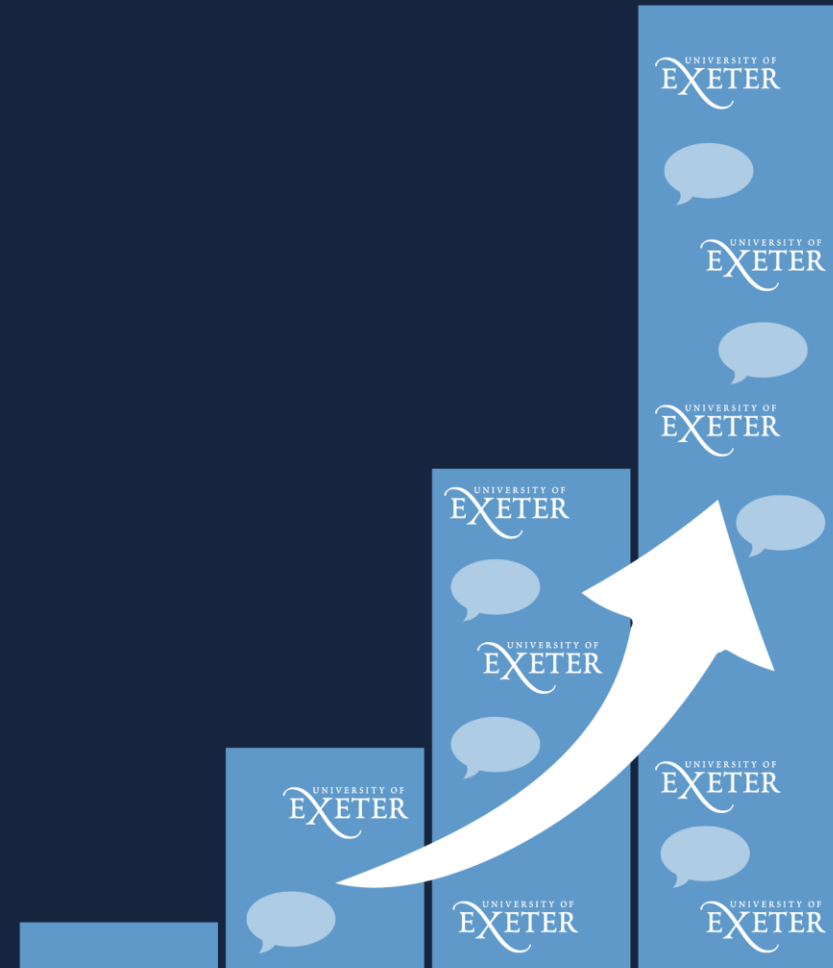
**ACADEMIC
REPUTATION**



**INTERNATIONAL
RESPONSES**

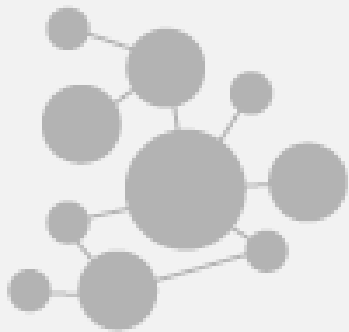
LESSONS SO FAR

1. Exeter needs to focus on growing academic responses
2. Especially international responses
3. Internationally, Exeter needs to narrow-cast North America, and broadcast elsewhere
4. Core challenge will be to grow Exeter's STEMM responses



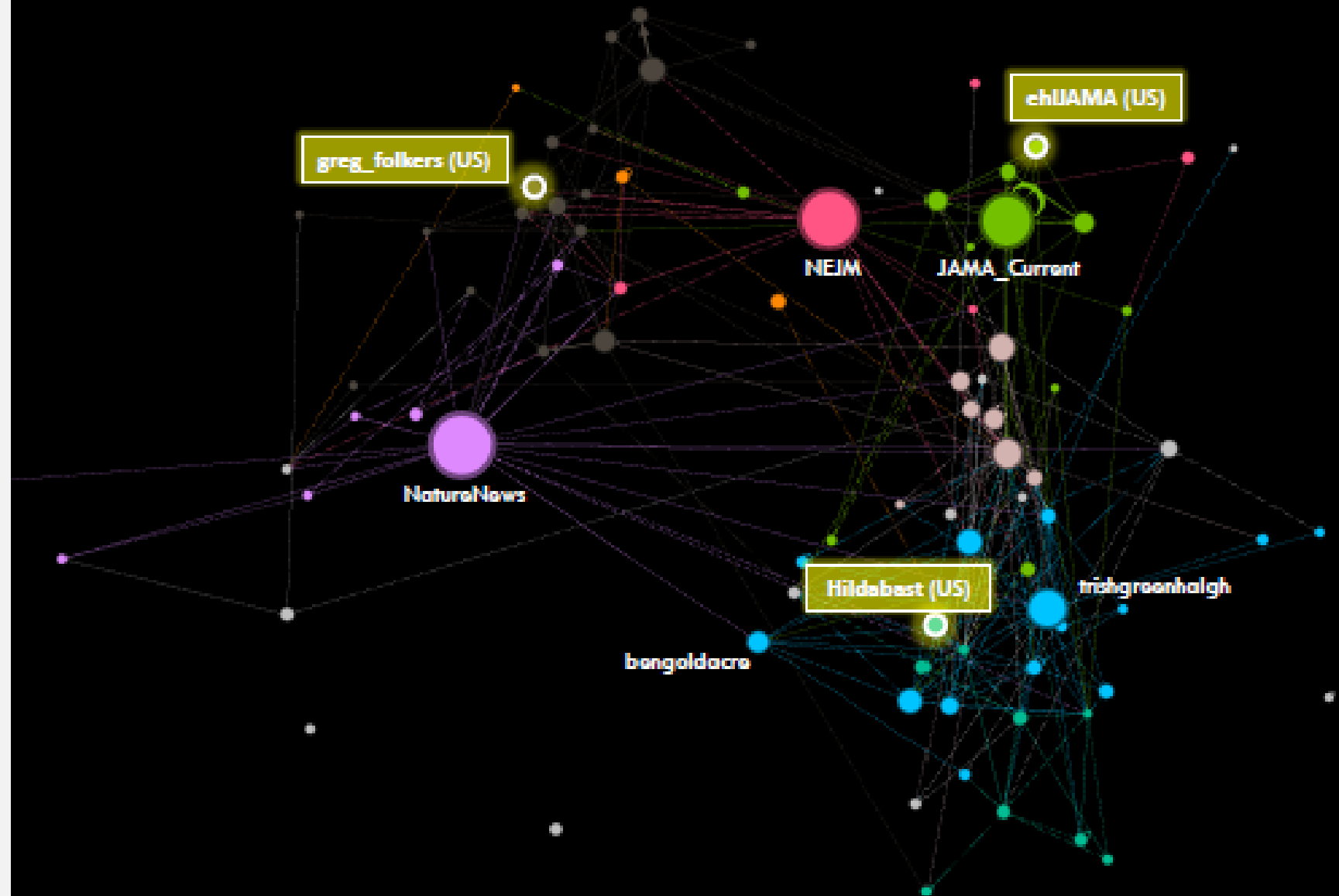
PUBLIC HEALTH NETWORK Cluster Analysis

Targeting primary and secondary individuals in a strongly-connected network increases the chance of connecting with other individuals in that network. By understanding these elements, we can then formulate an action plan to maximise the impact of University of Exeter within the wider academic conversation.



The size of each node represents the number of times this account has been retweeted in the academic conversation

To rationalise the Public Health data, we have filtered out all nodes with an out degree below 20



INFLUENCER PROFILE

Hilda Bastian (USA)

Hilda Bastian (@hildabast) · 2017
Who knows what "comparative effectiveness research" is & who recalls seeing some? @PCORI patient & clinician survey futuremedicine.com/blog/10.22.17/ce

Assessment of a response to CER findings

This patient and clinician were familiar with the term "comparative effectiveness research" and all but neither (22-27%). Age was associated with CER literacy for patients with cancer (p=0.0004) and for clinicians with cancer (p=0.0004). Age was also associated with CER literacy for patients with cancer (p=0.0004) and for clinicians with cancer (p=0.0004). Age was also associated with CER literacy for patients with cancer (p=0.0004) and for clinicians with cancer (p=0.0004).

When we look at the overall effectiveness research literacy, we found that individuals who were familiar with the term "comparative effectiveness research" were more likely to be familiar with the term "comparative effectiveness research" (p=0.0004) and for clinicians with cancer (p=0.0004). Age was also associated with CER literacy for patients with cancer (p=0.0004) and for clinicians with cancer (p=0.0004).

For those individuals who were familiar with the term "comparative effectiveness research", we found that individuals who were familiar with the term "comparative effectiveness research" were more likely to be familiar with the term "comparative effectiveness research" (p=0.0004) and for clinicians with cancer (p=0.0004).

Hilda Bastian (@hildabast) · 2017
Echoes of 1933 on scientific freedom & refugees: time to recall a great scientist advocate in 1933, A.V. Hill

It is quite certain that science cannot progress properly except by the fullest internationalism
A.V. Hill, 1933

"The Same Fall, the Same Fury" A.V. Hill in 1933 | Absolutely Maybe
Freedom itself is again at stake... it is difficult to believe in progress, or even in decency and common sense, when this can happen direct to a right to...
imgur.com/...

Twitter Account – Bio & Public Health Conversation Stats



Name: Hilda Bastian

Handle: @hildabast

Twitter Bio:

Chief Editor PubMed Health/PubMed Commons. Absolutely Maybe (PLOS Blogs); Statistically Funny (epi cartoon blog); Third Opinion (MedPage Today). Tweets personal

Followers: 6,486

Following: 706

Total tweets: 17k

Subject area Twitter performance

Tweets: 38

Retweeted: 208

Optimum Twitter activity (GMT)

Tues-Fri: 78%

10.00-16.00: 74%

ENVIRONMENTAL

Discusses societal issues within the health area, e.g. men have an edge when applying for faculty appointments or preventing workplace bullying

GENERAL

Vary interested in Open Access publications (i.e. research papers that are free of all restriction access)

APPROACH

Regular tweeter. Plenty of conversations with other users. Blend of created, curated and RT'd content

UNIVERSITY OF
EXETER

WORLD-CLASS RESEARCH

TACKLING GLOBAL ISSUES LIKE CLIMATE
CHANGE, DEMENTIA AND DIABETES

www.exeter.ac.uk

WORLD-CLASS TEACHING

CREATING GRADUATES OF DISTINCTION
WITH A GLOBAL OUTLOOK

REF2014
Research Excellence Framework

TEF Gold

Teaching
Excellence
Framework

98% OF OUR RESEARCH IS INTERNATIONAL QUALITY REF 2014

ASIA 2018

THE WORLD
TIMES HIGHER EDUCATION UNIVERSITY RANKINGS



LEADING THE WAY IN DEMENTIA RESEARCH:

PREVENTION • CARE • TREATMENT

www.exeter.ac.uk/dementia

UNIVERSITY OF
EXETER



UNIVERSITY OF
EXETER

LEADING THE WAY IN MARINE RESEARCH

CLIMATE CHANGE • CONSERVATION • MICROPLASTICS
MARINE MAMMAL SOCIAL BEHAVIOUR • MAN-MADE NOISE

RESULTS SO FAR



76,025 profile views

25th most viewed profile globally

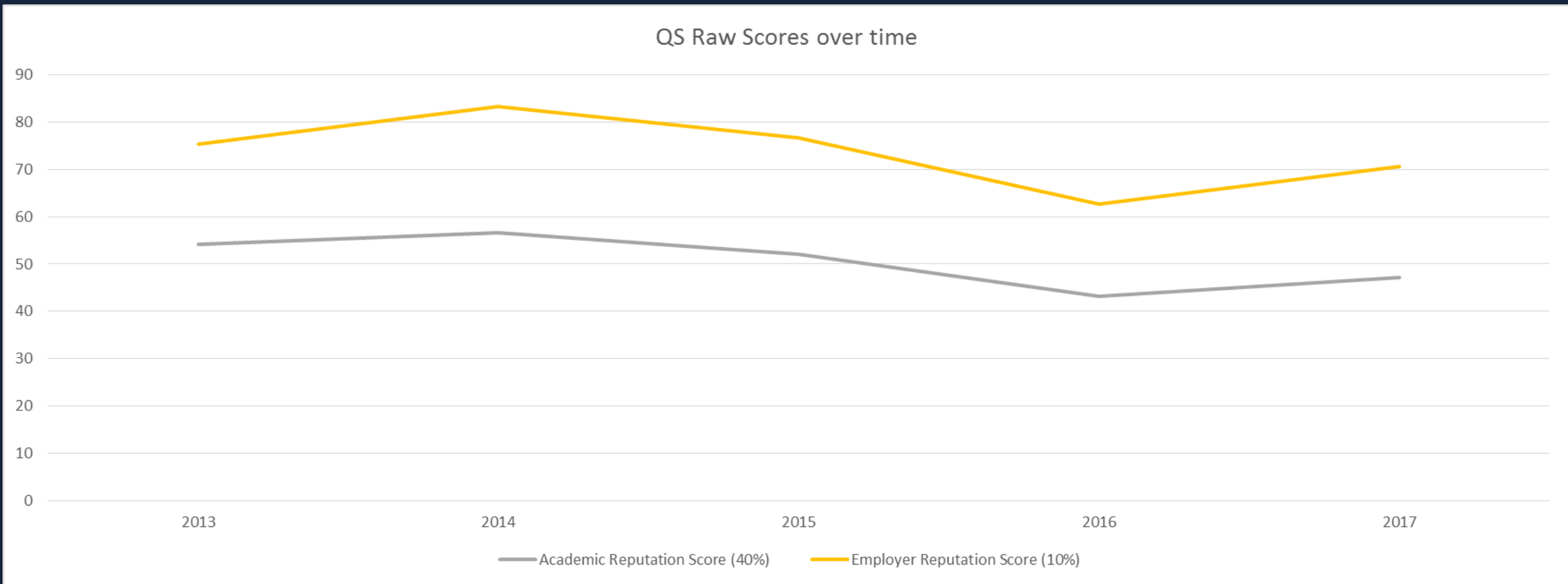
digital banners seen by over 6.5 million people

15,000 click throughs

380,000 global THE weekly readers online and print



RESULTS SO FAR



ANY QUESTIONS?

- What would you want your People Services Director to do differently?
- What would you want your Director of Communications to change?

