

# INTELLIGENCEUNIT

## Welcome

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Welcome to the 2009 Information Pack for QS Stars.

This guide gives details of this innovative new approach to rate universities and explores the benefits to participating institutions.

We look forward to working with you on this exciting new venture.

## About QS

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QS is the leading global career and education network, helping individuals and companies fulfil their potential through fostering international mobility, educational achievement and career development. We provide the platform for educators and employers to target, meet and select the best qualified candidates from around the world.

QS was established in 1989 by Nunzio Quacquarelli whilst pursuing an MBA at Wharton. In its 18 years it has developed a name synonymous with high quality strategic and marketing support to the higher education sector, through its research, events, publications and web solutions.

Today, QS draws on a multi-faceted team of over 120 people in 10 countries worldwide.

Our industry expertise and experience gives us the flexibility to adapt to the needs of our prospective clients.

## About QS Intelligence Unit

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QS has been conducting research in a range of areas since 1990 beginning with a global survey of MBA employers. The THE-QS World University Rankings, the most well known of the range of research projects that QS operates, have been operated since 2004.

To meet the increasing public interest for comparative data on universities and organisations, and the growing demand for institutions to develop deeper insight into their competitive environment, the QS Intelligence Unit was formed in 2008 as a distinct and autonomous department. Committed to the key values of rigorous integrity, undeniable value and charismatic presentation, QSIU strives to be the most trusted independent source of global intelligence on the higher education sector.

Trusted. Independent. Global.

In addition to the research personnel already part of QS, QSIU has staffed up in both London and Singapore to deliver the detailed analysis in increasing demand from many institutions in the market

## Rationale

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Traditional rankings have their limitations for a number of reasons:

- Specialist strength often overlooked
- Dependent on reliable collection of data for ALL institutions
- Over simplified view of institutional strength
- Bias towards fully comprehensive institutions
- International studies tend to focus strongly on research
- Moving target

For these reasons, the QS Stars system will be based on a rating method, where university performance is measured against preset thresholds so that the evaluation of each participating institution is more thorough.

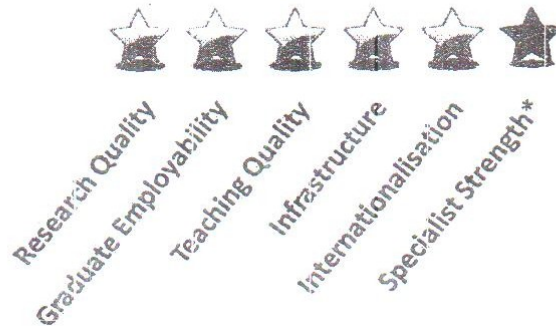
## Advantages to Institutions

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Since the QS Stars system is based on a ratings approach, institutions can expect to gain advantages in a number of ways:

- Approach involves factors and measures not easily included in rankings, therefore institutions can expect to gain recognition for a wider scope of strengths
- Specialist institutions are recognised for their areas of expertise
- Methodology is adaptive and can therefore respond to institutional typology and the domestic context
- QS Stars design can be used to complement rankings results, or used as a stand alone

**QS Stars System - Methodology**



Please note that the methodology for the QS Stars system may be subject to minor changes.

**Research Quality**

Award Criteria	Indicator	Minimum Requirements
Must fulfil 2 out of 3 indicators to qualify for one star	Academic Peer Review	65 academic referees
	Citations per Paper	3 citations per paper*
	Papers per Faculty	3 papers per faculty*

\* Thresholds likely to be adjusted dependent on whether or not the institution has a medical school

**Graduate Employability**

Award Criteria	Indicator	Minimum Requirements
Must fulfil 2 out of 3 indicators to qualify for one star	Employer Review	20 employer referees
	Employment Rate	80% graduates employed (or accepted to further study) within 12 months
	Careers Service Support	2 full-time careers advisors



## QS Stars System -- Methodology (cont.)

### Teaching Quality

Award Criteria	Indicator	Minimum Requirements
Must fulfil 2 out of 3 indicators to qualify for one star	Overall Student Satisfaction*	75% (or above national average) students satisfied†
	Satisfaction with Teaching*	75% (or above national average) students satisfied†
	Student-Faculty Ratio	17:1 (6%)

\* From existing national survey or QS equivalent

† Minimum 20% response rate required

### Infrastructure – Part 1

Award Criteria	Indicator	Minimum Requirements
Must fulfil 2 out of 3 indicators to qualify for one half star Sporting facilities is compulsory	Sporting facilities*	6 of the following <ul style="list-style-type: none"> <li>• Swimming Pool</li> <li>• Fitness Gym</li> <li>• Indoor sports courts</li> <li>• Outdoor sports courts</li> <li>• Outdoor sports pitches</li> <li>• Athletics track</li> <li>• Stadium</li> <li>• Full-time coaches and/or medical staff</li> </ul>
	Medical facilities	1 on-campus medical centre
	Student societies	Five student administered societies†

\* Either owned by the institution or regular student access to facilities verified by operator

† Verified by graduated alumni

## QS Stars System – Methodology (cont.)

### Infrastructure – Part 2

Award Criteria	Indicator	Minimum Requirements
Must fulfill 2 out of 3 indicators to qualify for one star	Student accommodation	1 room for every first year undergraduate student*
	IT infrastructure	1 computer per 5 students OR Internet access in every student room
	Library facilities	Investment of \$100 per student per annum OR 0.5 new library catalogue entries per student

\* In the case of an institution that only offers postgraduate programs – the threshold will apply purely to international students in their first year of any postgraduate program

### Internationalisation

Award Criteria	Indicator	Minimum Requirements
Must fulfill 3 out of 4 indicators to qualify for one star	International Faculty	5% international faculty
	International students	25% international students (or 90% of permitted quota)
	International collaborations	20 collaboration agreements with international institutions amongst THE-QS Top 500*
	International Student Support – Religious Facilities	One place of worship for each major (global) religious group†

\* Collaborations must be verified as active in writing by an authorised representative of the partner institution

† Christianity, Islam, Hinduism, Buddhism, Sikhism, Judaism. Multi-denominational facilities are acceptable.



## QS Stars System - Methodology (cont.)

### Specialist Strength

Award Criteria	Indicator	Minimum Requirements
Must fit at least one of 2 indicators to qualify for one star*	Faculty Area Specialisation	Top 50 in one of 5 broad faculty areas (THE QS)
	Subject Specialisation	Top 20† in specific subject discipline‡

- \* Star only available where an institution publicly states specialist intentions in a maximum of two broad faculty areas – Arts & Humanities; Engineering & IT; Life Sciences & Biomedicine; Natural Sciences; Social Sciences
- † Threshold may vary dependent on the provision of available data for the given subject discipline
- ‡ Subject discipline rankings to be developed by QS on an ongoing basis. Disciplines will be based on narrower areas than above but will still focus on popular areas (i.e. Physics as opposed to Nuclear Physics)

### Costs (subject to change)

Cost per evaluation - US\$9,850

- Evaluate on valid for three years
- Includes report detailing basis for achieved award and guidance on steps required to maintain/improve award level

Annual licence fee - US\$4,850

- Includes upgrade to intermediate profile level on [www.topuniversities.com](http://www.topuniversities.com)
- Presentation of specific basis for results on a customised link
- Licence to use supplied graphics and logos in online and printed materials to present rating to stakeholders

## Marketing Strategy

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The comprehensive promotional campaign will be carried out strategically to reach students investigating international study options.

Marketing communications will include:

- Dedicated webpage linked to the Top Universities page to take advantage of the high number of visitors (over 355,000 visitors in 2008)
- Direct mail campaigns to QS student databases
- Campus campaigns using both electronic and print channels
- PR activity targeting international education editors and journalists
- Promotion at all relevant QS education fairs

## Development Timeline

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- February-April
  - System refinement and institutional engagement
- March-May
  - Data collection system and survey development
- April-May
  - Visual presentation design
- May
  - Soft Launch
  - Evaluations begin and system promoted to institutions
- September
  - Full Launch
  - "QS Stars" visuals integrated into listings and profiles on [www.topuniversities.com](http://www.topuniversities.com)

**INTELLIGENCEUNIT**

University ID (QS use only):

University Name:

University City:

Web address:

QUESTION	DEFINITION	ANSWERS
Number of Faculty Staff	Total number of academic faculty staff who are responsible for planning, directing and under taking teaching only, research only or both teaching and research. Please include: vice-chancellors, deputy vice-chancellors, principals, professors, heads of school, associate professors, principal lectures, tutors or postdoctoral researchers. Please exclude research assistants*, Phd students who contribute to teaching, and exchange scholars or visiting professors who are member of another university. *The important distinction for us is that staff counted as 'research only' should be academically involved in that research and should be likely to publish research outputs. A research assistant, in our understanding, is any individual who is not doing own research and is therefore not likely to publish own research outputs. Said individual is (only) involved in research in terms of operation execution, such as lab technician or equipment operator.	Headcount FTE Submission Notes
Number of International Faculty Staff	Number of academic faculty staff who are of foreign nationality. The term 'international' is hereby determined by citizenship. For EU countries, this include all foreign nationals, even if from another EU state. In Hongkong, this includes professors from mainland China. Inclusion and exclusion mirrors those for academic faculty staff.	Headcount FTE Submission Notes
<b>UNDERGRADUATE STUDENTS</b>		
Number of Undergraduate Students	Number of students pursuing a Bachelor's level or equivalent degree. This excludes certificates/diplomas and associate's degrees.	Headcount FTE Submission Notes
Number of First Year Undergraduate Students	Number of students pursuing a Bachelor's level or equivalent degree in their first year of study. This excludes certificates/diplomas and associate's degrees.	Headcount FTE Submission Notes
Number of International Undergraduate Students	Number of undergraduate students who are foreign nationals. The term 'international' is hereby determined by citizenship. For EU countries, this includes all foreign nationals, even nationals of other EU states. In Hongkong, this includes students from Mainland China. Please exclude all exchange students. As for language students, if the language students take up a particular language course that is outlined as 'undergraduate degree program' they should be included under 'international undergraduate students'. Language students who take part in a course not contributing to a degree qualification should be counted under "Total international Students".	Headcount FTE Submission Notes
Number of Inbound Exchange Undergraduate Students	Number of undergraduate students attending your university on international exchange programs for at least 1 semester in the last 12 months.	Headcount FTE Submission Notes
Number of Outbound Exchange Undergraduate Students	Number of undergraduate students registered at your institution who have attended another institution abroad for at least 1 semester on an exchange program in the last 12 months.	Headcount FTE Submission Notes
<b>GRADUATE/POSTGRADUATE STUDENTS</b>		
Number of Graduate/Postgraduate Students	Students pursuing a higher-level degree (Master and Doctorate), including both taught and	Headcount



	research postgraduates (e.g. PhD students)	FTE Submission Notes
Number of First Year Graduate/Postgraduate Students	Number of students pursuing a Master's level or equivalent degree in their first year of study. Including both taught and research postgraduate.	Headcount FTE Submission Notes
Number of International Graduate/Postgraduate Students	Number of graduate/postgraduate students who are foreign nationals. The term 'international' is hereby determined by citizenship. For EU countries, this includes all foreign nationals, even national of other EU states. In Hong Kong, this includes students from Mainland China. Please exclude all exchange students. As for language students, if they take up a particular language course that is outlined as 'postgraduate degree program', they should be included under 'international postgraduate students'. Language students who take part in a course not contributing to a degree qualification should be counted under 'Total International Students'	Headcount FTE Submission Notes
Number of Inbound exchange Graduate/Postgraduate Students	Number of graduate/postgraduate students attending your university on international exchange programs for at least 1 semester in the last 12 months.	Headcount FTE Submission Notes
Number of Outbound exchange Graduate/Postgraduate Students	Number of postgraduate students registered at your institution who have attended another institution on an exchange program for at least 1 semester in the last 12 months.	Headcount FTE Submission Notes
<b>Faculty</b>		
Number of Inbound Visiting Faculty Staff	Number of academic faculty staff contributing to teaching or research at your university in the last 12 months who are visiting from an overseas institution for minimum period of at least 3 months.	Headcount FTE Submission Notes
Number of Outbound Visiting Faculty Staff	Number of academic faculty staff employed by your institution contributing to teaching or research at an overseas institution in the last 12 months for a minimum period of at least 3 months.	Headcount FTE Submission Notes
<b>Fees</b>		
Average Domestic Undergraduate Fees	Average tuition fees per academic year (two semesters) that a domestic student would be expected to pay for an undergraduate program, with 'program' referring to the complete range of courses contributing to a degree.	Fees (\$USD) Submission Notes
Average International Undergraduate Fees	Average tuition fees per academic year (two semesters) that an international student would be expected to pay for an undergraduate program, with 'program' referring to the complete range of courses contributing to a degree.	Fees (\$USD) Submission Notes
Average Domestic Graduate/Postgraduate Fees	Average tuition fees per academic year (two semesters) that a domestic student would be expected to pay a graduate/postgraduate program, with 'program' referring to the complete range of courses contributing to a degree.	Fees (\$USD) Submission Notes
Average International Graduate/Postgraduate Fees	Average tuition fees per academic year (two semesters) that an international student would be expected to pay for a graduate/postgraduate program, with 'program' referring to the complete range of courses contributing to a degree.	Fees (\$USD) Submission Notes
<b>Library</b>		
Annual Library Spending	Library expenditure for the most recent academic year. Please focus on acquisition and exclude operating costs.	Expenditure (\$USD) Submission Notes
Total Funding for research	Please provide a total figure for ONLY externally sourced funding, such as government and industrial funding, allocated specifically for research for the latest completed academic year or for the last 12 months.	Funding (\$USD) Submission Notes

Government Funding for Research	Please provide a total figure for government funding allocated specifically for research for the latest completed academic year or for the last 12 months-funds from the EU or similar trans-national body can be included.	Expenditure (\$USD) Submission Notes
Industrial Funding/Investment	The total amount of income from industry either for use of facilities, commissioning of research or licensing of intellectual property referring to the latest completed academic year or for 12 months. Please include only externally sourced funding from the public and private sectors and exclude private donor support.	Funding (\$USD) Submission Notes
Proportion of Graduates Employed	Proportion of graduates (excluding those opting to pursue further study) in permanent employment within 6 months of graduation.	Proportion (%) Submission Notes
Proportion of Graduates in Further Study	Proportion of graduates pursuing further study within 6 months of graduation.	Proportion (%) Submission Notes
Number of full-time careers advisors	Total number of staff employed by your institution on a full time basis who are exclusively responsible for career support for your students (undergraduate and or postgraduate)	Number Submission Notes
Number of university collaborations or partnership agreements	Number of universities your institution has collaborations or partnership agreement with. These partnership agreements may include student and teaching exchanges, as well as collaborative research projects, exchange of academic materials and other information, and jointly offered executive development programmes. Please also state the names of these institutions.	Number Names Submission Notes
Number of places of worship for each major global religious group	Number of places of worship available on-campus for each major global religious group, including Christianity, Islam, Hinduism, Buddhism, Sikhism, and Judaism. Multi-denominational facilities are acceptable. The term 'place or worship' refers to a building or other location where members of religious group can perform acts of religious praise, honour, or devotion.	Please state the number in each relevant box below:  Christianity Islam, Sikhism, Hinduism Judaism Buddhism Submission notes
Number of on-campus medical centres	Number of medical centres on-campus where at least one doctor and one nurse provide medical assistance to students from a dedicated building	Number Submission Notes
Number of student societies	Number of societies administered and operated by students alone, where membership consists only of students.	Number
Number of rooms in student residences	Total number of rooms in university owned student residences. Please include residences on-campus and off-campus.	Number Submission Notes
Number of rooms in student residences available for first year undergraduate students	Number of university owned student residences available to first year students studying at an undergraduate level. In the case of an institution that only offers postgraduate programmes, the threshold will apply purely to international students in their first year of any postgraduate programme.	Number Submission Notes
Number of rooms in student residences with internet access	Number of university owned student residences with access to the internet.	Number Submission Notes
Number of on-campus computers	Number of computers available on campus for student use.	Number Submission Notes
Annual new entries to library catalogue	Number of new entries to the library catalogue for the most recent academic year, including electronic entries.	Number Submission Notes

Number of sporting facilities either owned by your institution, or where students have regular access to (verified by operator)

Number of sporting facilities either owned by your institution, or where students have regular access to. This will need to be verified by the operator of the sporting facilities. The sporting facilities may be on or off campus. For further definitions on sporting facilities, please see the supporting information.

Please state the number in each relevant box below:

Swimming pool  
Fitness Gym  
Indoor sport court  
Outdoor sport court  
Outdoor sport pitch  
Stadium/Arena  
Full-time coach and/or sports medical staff  
Submission Notes