Towards a better US ranking system

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Times Higher Education: a global authority on higher education since 1971





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The *Times Higher Education* World University Rankings

2004



2016



500,000 data points on1,300 leading universities

801 universities ranked from **70** countries

13 performance indicators

6 subject rankings

17 million unique users & 60 million page views on www.thewur.com

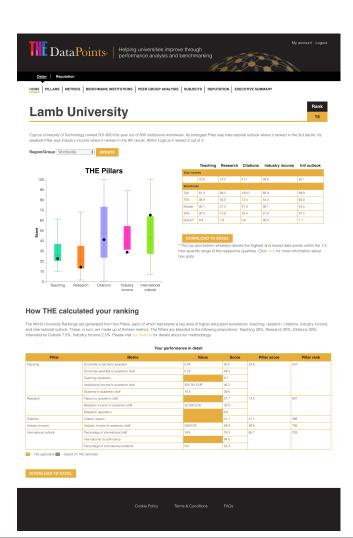


What is driving the rise of global rankings?

- Helping students to make informed decisions
- Helping governments and policy makers understand the landscape
- Helping institutions develop strategy and improve performance...

"Rankings have taken the function of data collection and analysis out of the back-office, and placed it at the centre of strategic decision making and performance measurement."

Rankings and the Reshaping of Higher Education – Hazelkorn 2011









Times Higher Education wants to create a US ranking that rewards colleges that educate students better, not just colleges that educate better students



The THE's consultative survey

Taking the pulse of a consultative sample

- 175 respondents academics and leadership of US higher education, along with students and the public
- Run in the month of June and into July, promoted at AIR and NAFSA, as well as online

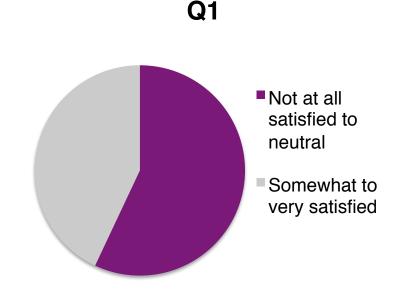
Respondents were asked

- How satisfied are you with the current US university and college rankings available?
- What measures are most important for your institution to measure, monitor and improve?
- Free text comments



How satisfied were respondents with the current US university and college rankings available?

- Only 43% were satisfied
- 57% were either dissatisfied or neutral
- Not acceptable, when rankings are so influential in decision-making



Question asked participants to score on a 0-10 scale.



What areas of performance are most important for your institution to measure, manage and improve?

- Responses overwhelmingly in support of measuring teaching quality and student outcomes
- Selectivity least mentioned
- Research productivity and value for money also clearly important

