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Stuart Todd  
Public Petitions Committee  
T3.40  
Scottish Parliament  
Edinburgh  
EH99 1SP

27 February 2013

Dear Mr Todd

Response from the University of Glasgow to Public Petitions Committee question, in relation to PE 1395, raised on 5<sup>th</sup> February 2013. The Committee raised the following issue

- The Committee draws your attention to the points raised by members at the meeting on 5 February 2013 (*Official Report, cols. 1070 – 1071*). Please set out how information is gathered on unmet demand for courses that are not being offered?
- How does the University of Glasgow respond to changes in demand, and assess emerging demand, from UK and international students for courses not on offer?

### **Response from the University of Glasgow**

The University has mechanisms in place to respond to changes in demand and assess unmet or emerging demand from both UK and International Students.

We have a range of connections with teachers and pupils in UK secondary schools that allow us to identify emerging trends in student demand at source. These connections range from direct interaction with teaching staff through our School of Education, through engagement with staff and pupils via our widening access programmes to specific round table discussions with teachers on sector developments. In addition, the UK recruitment team of our Recruitment and International Office attend a wide range of recruitment events across the UK and this gives us direct intelligence on the kinds of subjects that applicants are interested in. It is important to note here that applicants will often ask about a subject even if it does not appear in our prospectus so we do get a broad view on demand profiles. This information is supplemented on an annual basis by UK wide application data from the UCAS system which tells us about patterns of applications across the UK and allows us to identify emerging trends. Where specific trends are identified, we have mechanisms in place to develop and approve new programmes or courses to augment our existing provision.

Other important factors here are our close links to business and the third sector. These allow

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From the Head of the Principal's Office  
**Alec Scrimgeour**

Principal's Office  
Main Building, University of Glasgow, Glasgow G12 8QQ  
Tel: +44 (0)141 330 5358 Fax: +44 (0)141 330 4947 Email: [alec.scrimgeour@glasgow.ac.uk](mailto:alec.scrimgeour@glasgow.ac.uk)

us to identify high-level skills issues and to potentially address these through post-graduate provision.

For international students, our Recruitment and International Office Staff travel to schools and recruitment fairs all over the world and meet directly with prospective applicants. We also work with agents in a range of countries to gather student demand information. All this information is supplemented by our own market analysis based on global trend data drawn from a range of sources including intelligence from the UK Higher Education International Unit which acts on behalf of the HE sector as a whole. In recent years, we have developed several Masters level degree programmes on the basis of this kind of information and have increased our international student population significantly as a result.

The University's response to the question "What are your views on the issues raised in the petition?" was answered by us on the 11th October 2011 and is on the Petitions Committee website.

Yours sincerely

Alec Scrimgeour  
Head of Principal's Office