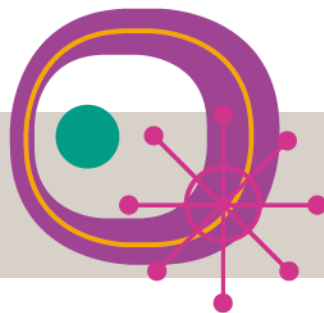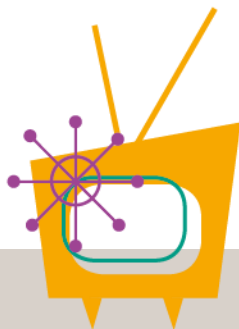# Seven factors to review your University partnership strategy

Last updated: July 2019

VERSION 1.0

Using this model

- This model can be used in planning processes and discussion with your business to agree your University target list/partnership strategy

- It groups the seven most common factors to consider, including some key questions

- It is not all encompassing. Other issues, topics and themes may be relevant in your organisation, or chat to us for more detail

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Quantitative

Applicant quality data
Unis with best hire : applications ratio (league table)

Campus activity data
Time and money spent on each campus v hires

Uni and student data
Open source data on (e.g. LinkedIn, HESA and Unistats) diversity and subject numbers

Qualitative

Business relationships
Strategic, commercial or personal

Brand
THE TIMES TOP 100 GRADUATE EMPLOYERS
Are brand or league tables key drivers? Why? E.g. TTT100, Trendence

Geography
Developing a geo-targeted strategy using graduate mobility data for your key locations

Services and support
Understand how the Uni teams can work with you and how your objectives align

We hope it helps!

We're here if you'd like to know more or have chat over a cuppa about developing your strategy
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