

# The Changing Higher Education Landscape from Rankings' Perspective

*Association of Institutional Researchers (AIR) Annual Conference*  
*Denver, CO 2019*

## PRESENTED BY

**Yang Zhang**, Ph.D., MBA, Director, Mānoa Institutional Research Office, University of Hawaii at Mānoa

**Robert Morse**, Chief Data Strategist, U.S. News & World Report

**Selina Griffin**, Ranking Manager, QS World University Ranking

**Duncan Ross**, Data and Analytics Director, Times Higher Education World University Rankings

**Michael Bolen**, Associate Director, USF System Office of Decision Support, University Performance & Survey Analytics



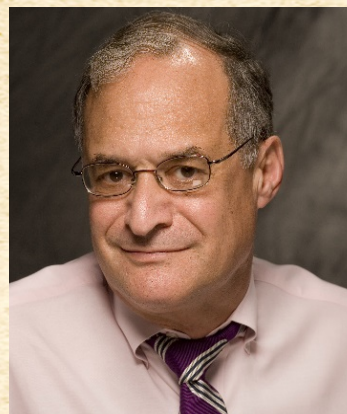


# PRESENTERS



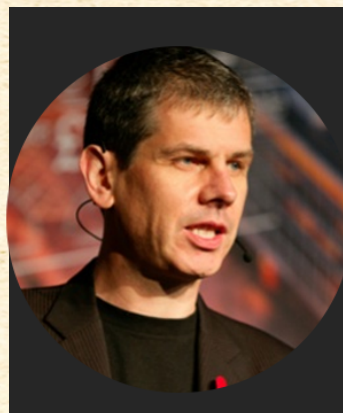
Yang Zhang

Director of Institutional  
Research, University of  
Hawaii at Mānoa



Bob Morse

Chief Data Strategist,  
USNWR, Best Global  
Universities Rankings



Duncan Ross

Data Analytics Director,  
Times Higher Education  
World University  
Rankings



Selina Griffin

Rankings Manager,  
QS World University  
Ranking



Michael Bolen

Associate Director  
USF System Office of  
Decision Support,  
University Performance &  
Survey Analytics





# WHY WE CARE ABOUT RANKINGS?



**Recruiting Students**



**Recruiting Talent**



**International Collaboration**



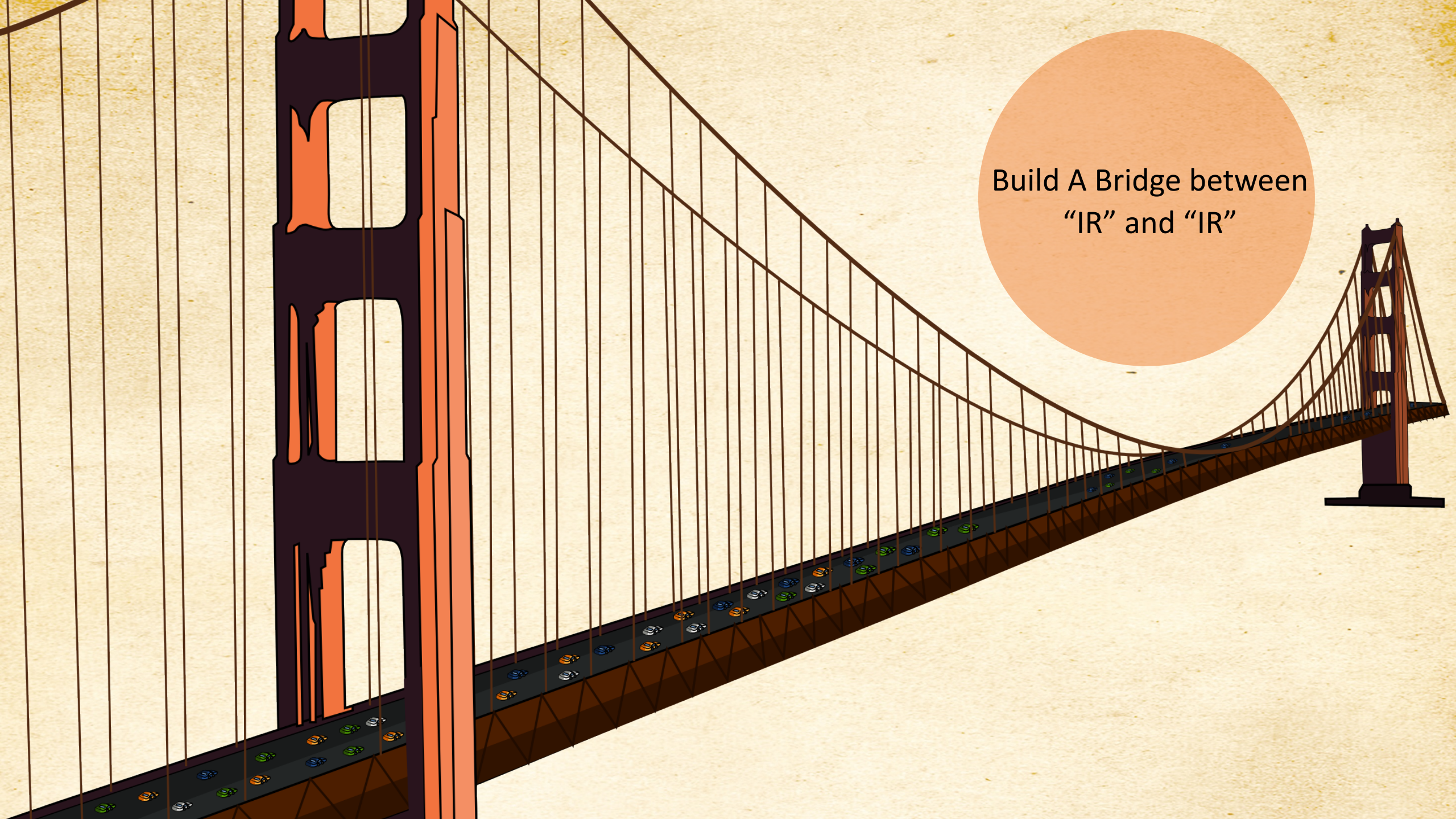
**University Community Engagement**



**University Image**

*Keywords: **Marketing** and **Promotion***



A stylized illustration of the Golden Gate Bridge. The bridge's towers are dark brown with orange accents, and the suspension cables are thin brown lines. The bridge deck is dark brown with a black road surface. Small, colorful cars (blue, orange, green, and white) are driving on the bridge. The background is a light beige, textured surface. A large, solid orange circle is positioned in the upper right quadrant of the image.

Build A Bridge between  
“IR” and “IR”





# PERSPECTIVES FROM INSTITUTIONAL RESEARCH

U.S. NEWS BEST GLOBAL UNIVERSITIES





## Best Global Universities

The U.S. News rankings, based on schools' academic research and reputation, allow students to compare universities around the world.

[See the Global Universities Rankings »](#)

### Search Global Universities

### Regional Rankings

[Africa](#)[Asia](#)[Australia/New Zealand](#)[Europe](#)[Latin America](#)

### Featured Country Rankings

[Canada](#) [China](#) [France](#) [Germany](#) [India](#) [Italy](#) [Japan](#) [Netherlands](#) [South Korea](#) [Spain](#) [Sweden](#) [United Kingdom](#)

### Subject Rankings

[Agricultural Sciences](#)[Arts and Humanities](#)[Biology and Biochemistry](#)[Chemistry](#)[Clinical Medicine](#)[Computer Science](#)[Economics and Business](#)[Engineering](#)[Environment/Ecology](#)[Geosciences](#)[Immunology](#)[Materials Science](#)[Mathematics](#)[Microbiology](#)[Molecular Biology and Genetics](#)[Neuroscience and Behavior](#)[Pharmacology and Toxicology](#)[Physics](#)[Plant and Animal Science](#)[Psychiatry/Psychology](#)[Social Sciences and Public](#)[Health](#)[Space Science](#)

### U.S. News College Compass

- Expanded Profiles for More Than 1,800 Schools
- Minimum TOEFL Scores
- Comprehensive Financial Aid Info

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# Best Global Universities Rankings





The first step in producing these rankings involved creating a pool of 1,372 universities that was used to rank the top 1,250 schools. To be included in the 1,372:

1. First: were the top 250 universities in the results of Clarivate Analytics' global reputation survey.
2. Next: U.S. News added 1,368 institutions that had met the minimum threshold of 1,500 papers published in the 2012-2016 time frame.
3. Final step: remove duplicates and institutions that are not schools to reach the final 2019 ranking pool of 1,372 institutions.

Means that stand-alone graduate schools, including the Rockefeller Institute of New York and University of California—San Francisco, were included in the ranking universe.



## Methodology used to determine and rank the 22 Subjects

Clarivate Analytics' Essential Science Indicators schema is the organizational structure that is used for the Best Global Universities Subject Rankings.

Essential Science Indicators comprise 21 subject areas in science and social sciences and is based on journal assignments.

Arts & Humanities subject ranking supported by data taken from the Web of Science's GIPP schema.

Essential Science Indicators uses the Web of Science's 18,000 journals.



## Methodology used to determine and rank the 22 Subjects

Next step: The size of the ranking pool in each of the 22 subject areas – except in two cases, microbiology and space science – was determined by the number of universities that had a published paper count of 250 or more in the 2012-2016 time period in the subject area.

In microbiology and space science, the paper threshold was 150 and 200 papers, respectively, for the 2012-2016 time period.

Meth: <http://www.usnews.com/education/best-global-universities/articles/subject-rankings-methodology>



Subject	Number of institutions > 250 papers in 2012-2016	Number of institutions > 500 papers in 2012-2016	Total Subject Ranking Universe	Number of Schools Ranked by U.S. News in Each Subject
Agricultural Sciences	289	111	256	200
Arts & Humanities	344	146	298	200
Biology & Biochemistry	656	356	586	400
Chemistry	1176	706	1074	600
Clinical Medicine	1108	814	1006	600
Computer Science	322	130	280	200
Economics & Business	281	80	246	200
Engineering	824	456	747	600
Environment/Ecology	489	207	422	400
Geosciences	428	232	361	200
Immunology	262	123	220	200
Materials Science	610	303	548	400
Mathematics	413	148	357	200
Microbiology	189	57	291	200
Molecular Biology & Genetics	470	274	415	400
Neuroscience & Behavior	475	284	415	400
Pharmacology & Toxicology	365	125	320	200
Physics	929	618	827	600
Plant & Animal Science	610	305	541	400
Psychiatry/Psychology	434	218	378	200
Social Sciences & Public Health	624	377	553	400
Space Science	250	125	241	200

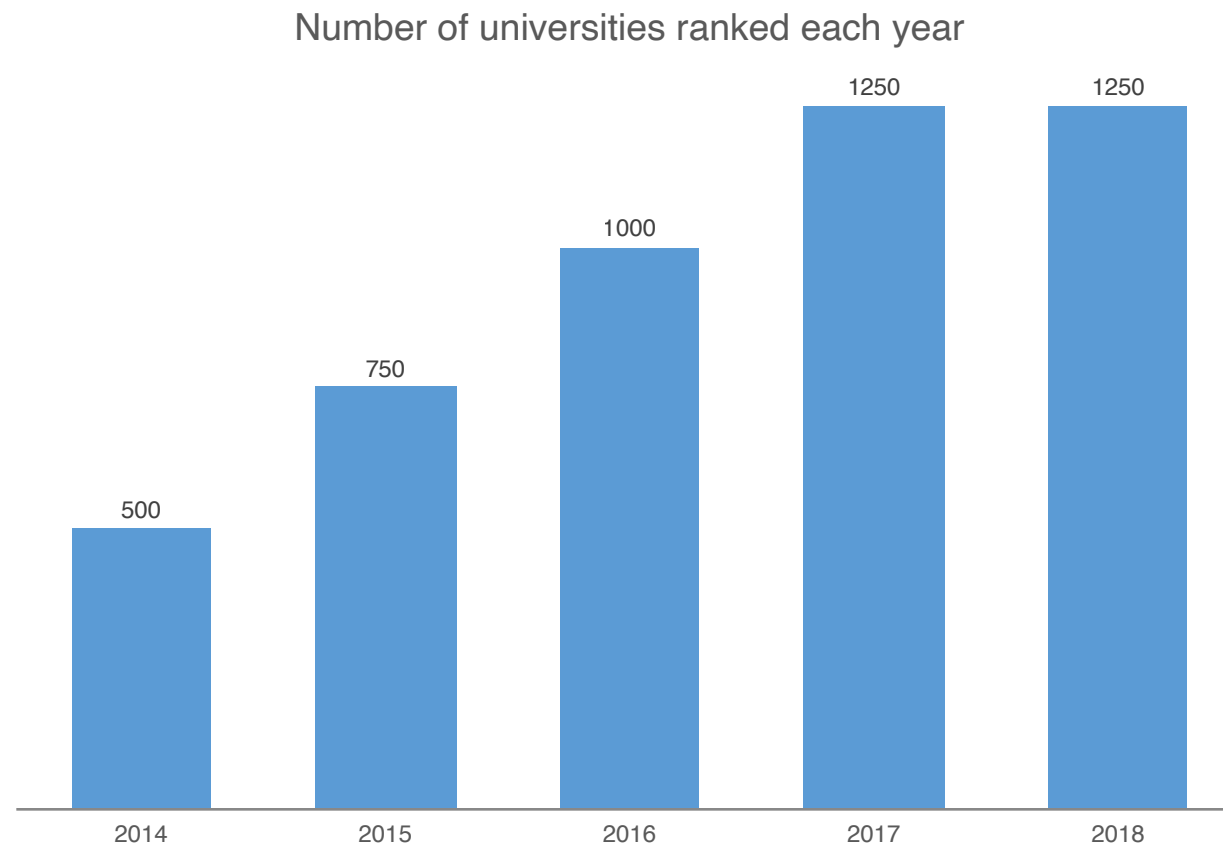


For the first time, the U.S. News 2019 Best Global Universities Rankings will include French ComUE universities. A ComUE (Communautés d'Universités et Établissements) is a French group of universities and higher education institutions. These organizations were created with the Law on Higher Education and Research of July 22, 2013.

The U.S. News 2019 Best Global Universities overall rankings includes 13 of these ComUE universities. The inclusion of these 13 in the overall rankings meant that a lot of universities previously listed separately in the 2018 U.S. News Best Global Universities overall rankings are now included as part of another university and are no longer listed individually.

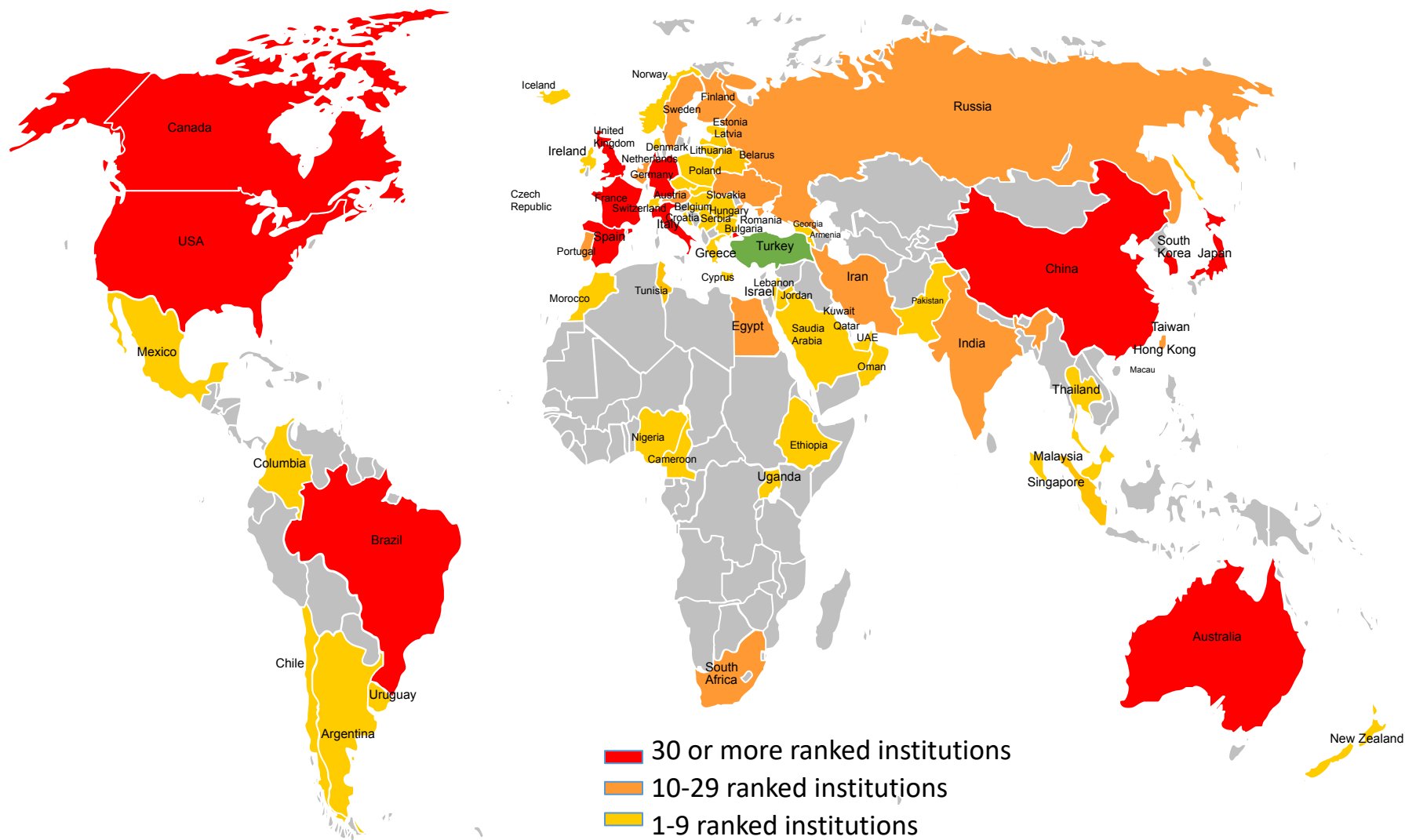


# Year to Year Growth in Overall Rankings



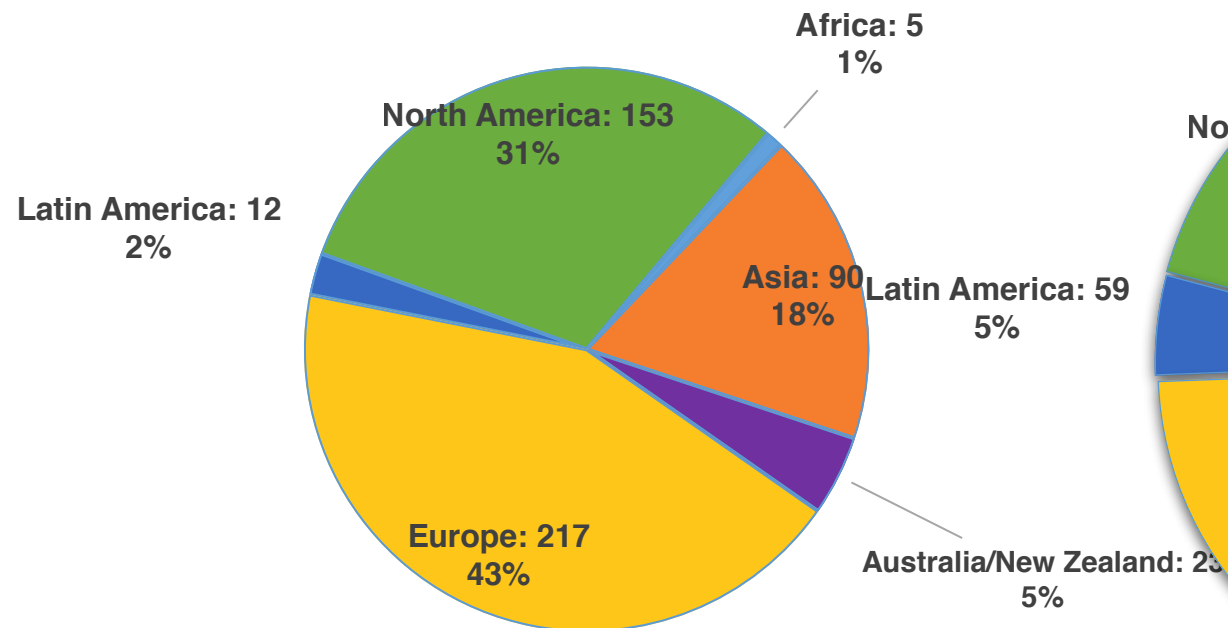


# Best Global Universities - Countries

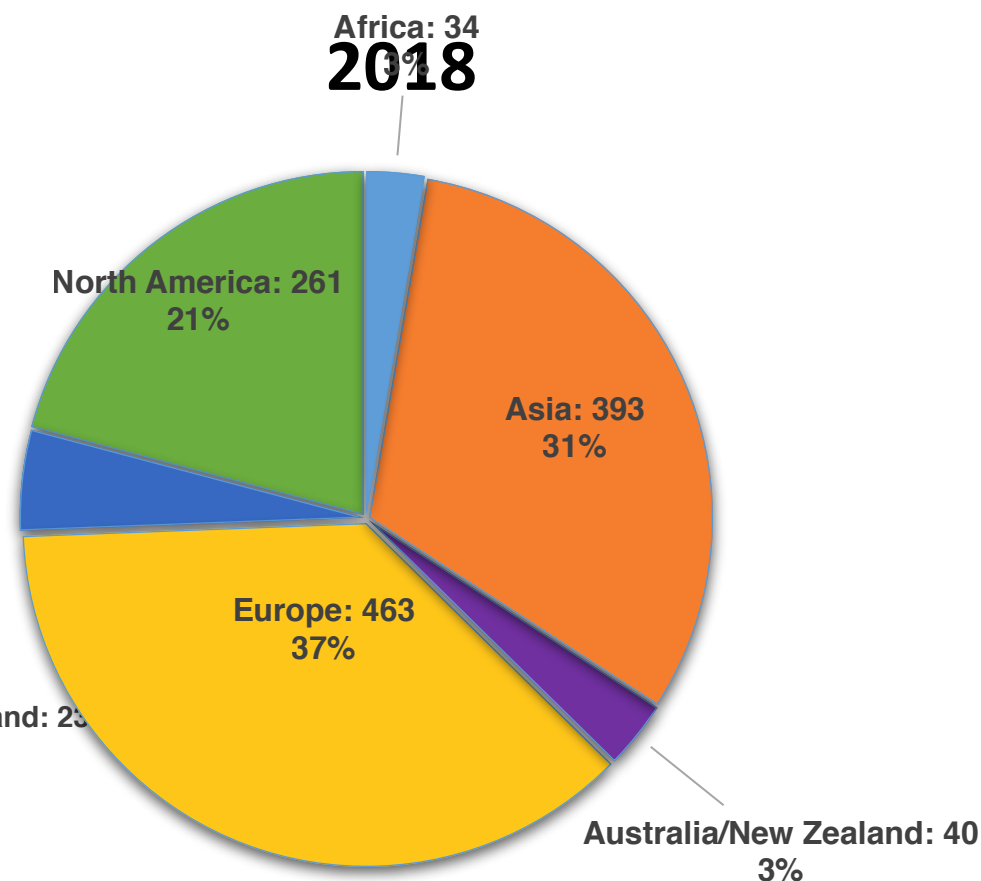


## Regional Breakdown

**2014**

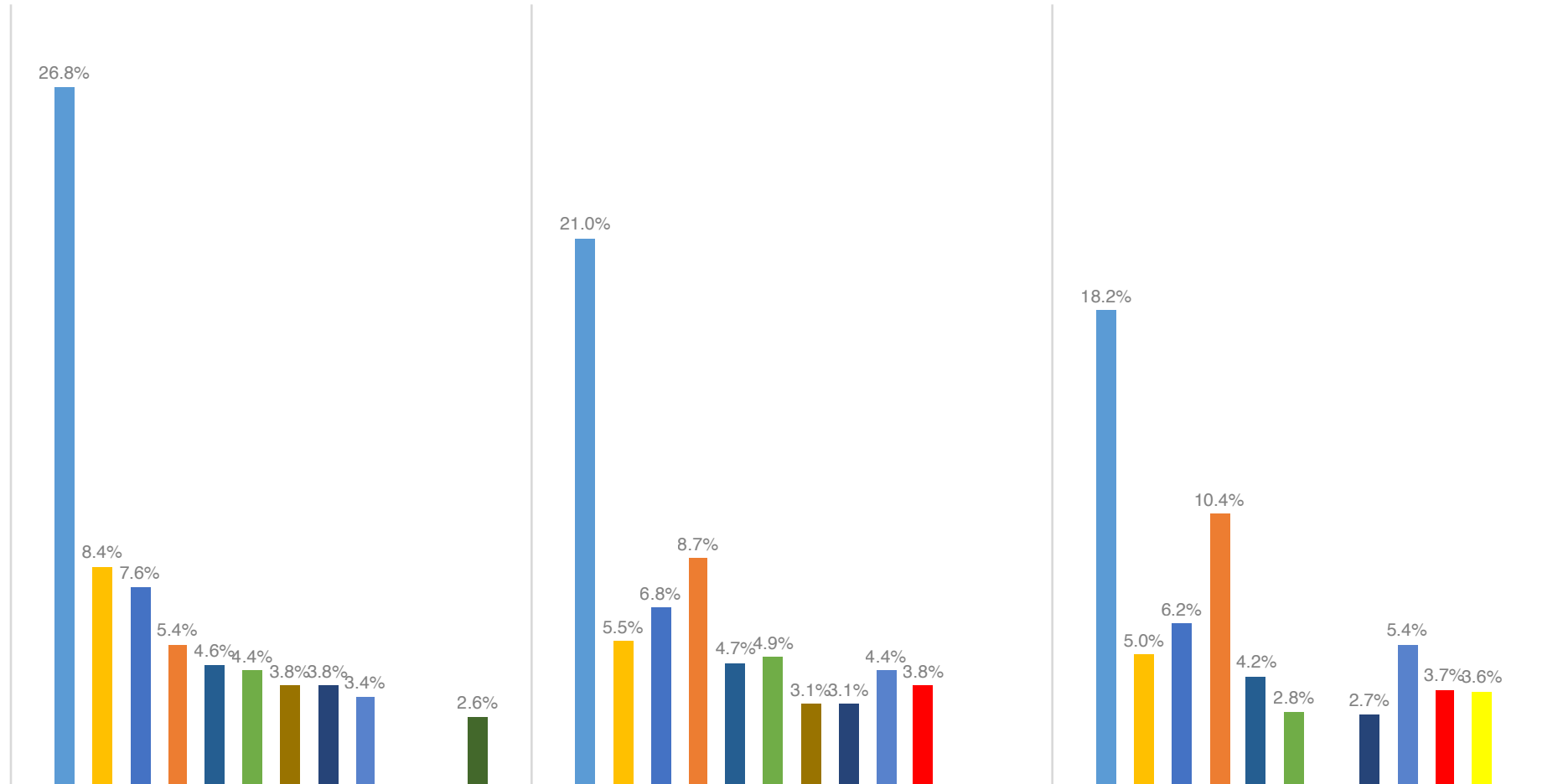


**2018**



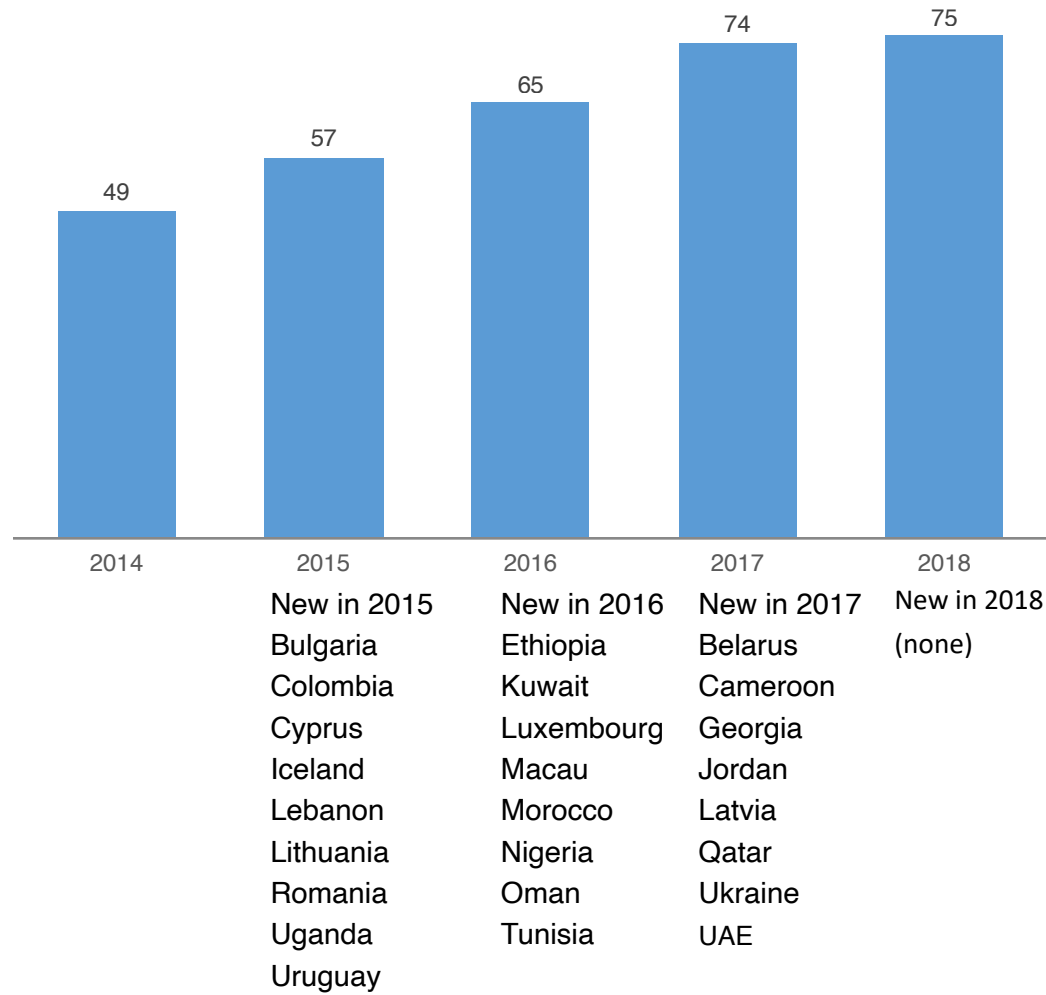


## Top 10 Countries in Overall Rankings



# Growth in Overall Rankings

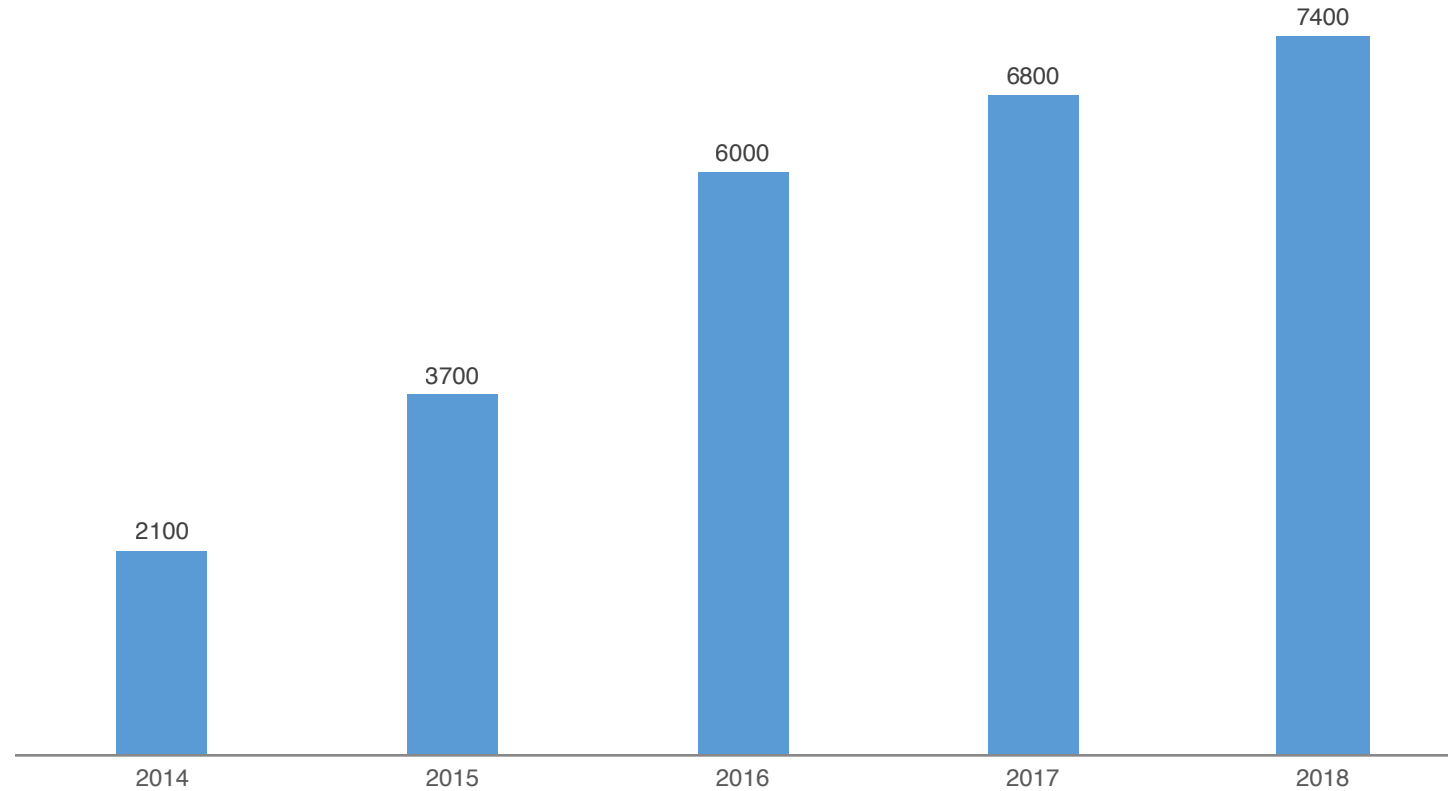
Number of Countries in Overall Rankings



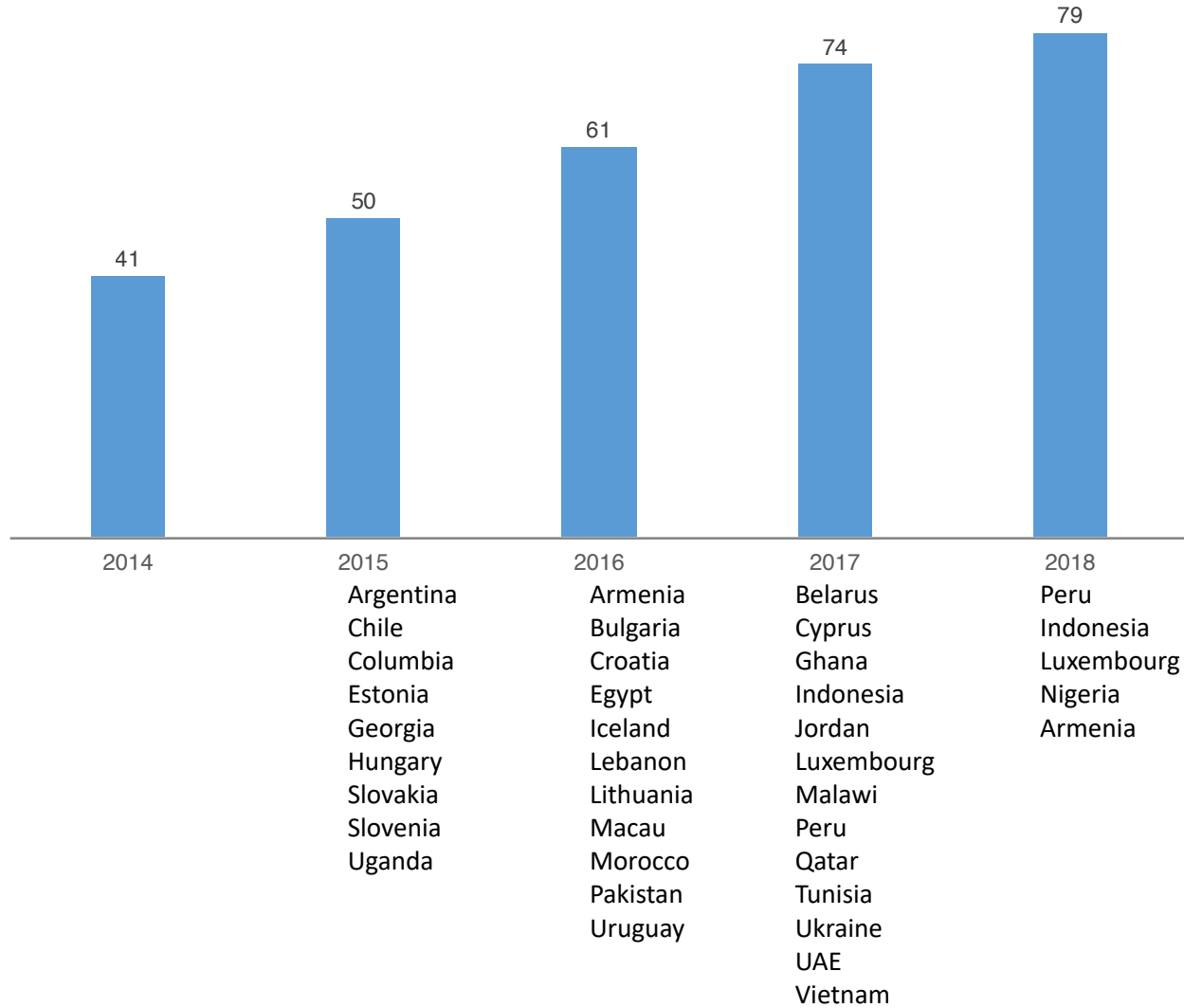


# Growth in Subject Rankings

Number of Schools ranked in each Subject

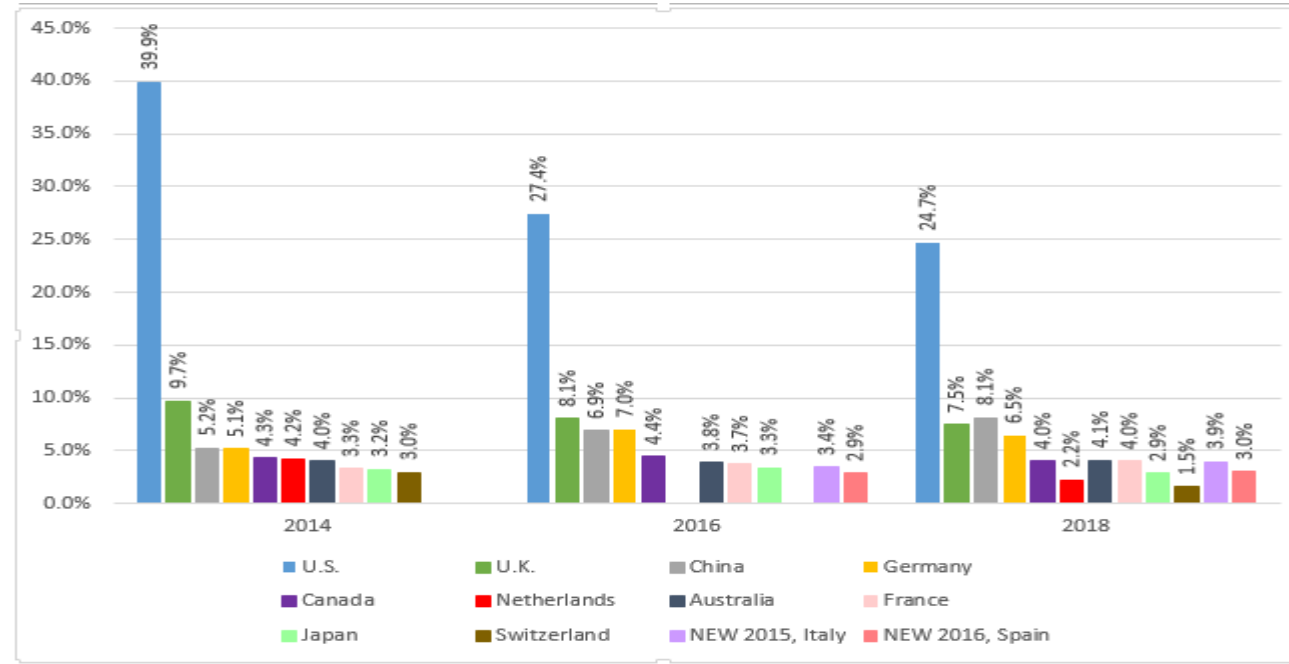


## Growth in Subject Rankings





# Top 10 Countries in Subject Rankings



	2014	2016	2018
U.S.	39.9%	27.4%	24.7%
U.K.	9.7%	8.1%	7.5%
China	5.2%	6.9%	8.1%
Germany	5.1%	7.0%	6.5%
Canada	4.3%	4.4%	4.0%
Netherlands	4.2%		2.2%
Australia	4.0%	3.8%	4.1%
France	3.3%	3.7%	4.0%
Japan	3.2%	3.3%	2.9%
Switzerland	3.0%		1.5%
NEW 2015, Italy		3.4%	3.9%
NEW 2016, Spain		2.9%	3.0%



# PERSPECTIVES FROM INSTITUTIONAL RESEARCH

QS World University Ranking





# Who Rules?

Selina Griffin | Rankings Manager

# OUR MISSION

To enable

**MOTIVATED  
PEOPLE**

anywhere in the



to fulfil their

**POTENTIAL**



by fostering

**EDUCATIONAL  
ACHIEVEMENT**

**INTERNATIONAL  
MOBILITY**

and

**CAREER  
DEVELOPMENT**



# RANGE

WORLD  
CLASS  
UNIVERSITY

A UNIQUE LENS

QS the only global ranking  
authority to consider it

Central to the life goals of most  
prospective students

An essential inclusion in every QS  
assessment

# WORLD



# IMPACT IN NUMBERS



www.topuniversities.com > **70m** visitors  
global estimated traffic > **150m** visitors



**18,000** YouTube channel subscribers  
**178k** views on 2017 WUR launch video



123,732 likes | **123,462** followers



@worlduniranking > **19,600** followers  
@topunis > **20,300** followers



World University Rankings: **6,776** group members



**50,000+** Android app downloads







Coming soon:

# **QS University Rankings USA**

[www.qs.com](http://www.qs.com)





- Academic Reputation



- Employability



- Research



- Learning Experience



- Diversity



- Internationalization

# THANK YOU



[www.topuniversities.com](http://www.topuniversities.com) | [www.iu.qs.com](http://www.iu.qs.com)



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QS World University Rankings





# Times Higher Education



THE



# Participation



**THE** UNIVERSITY  
IMPACT  
RANKINGS

- Generally open!
- Provide data

**THE** WORLD  
UNIVERSITY  
RANKINGS

- Universities with more than 1,000 publications in a five year period
- Undergraduate teaching
- Wide range of subjects
- Provide data

**WSJ** **THE** 2018  
COLLEGE  
RANKINGS

- Universities with more than 1,000 students
- Sufficient survey responses
- Title IV
- Data from IPEDs etc...

**THE**



Rankings audited by





# Changes for 2019



- Graduation rate data improvement
  - IPEDs release has improved the underlying data
  - Now covers part-time and full-time students, and transfer students
- Debt repayment metric
  - Value-added model replaced with median debt at graduation
  - Simpler measure
  - Evaluation suggests this will support State/Public institutions
- Release date 9/4/2019 at NYIT, USA



# Gaming the Rankings?



Atlanta

Martin Pengelly and  
Associates

@MartinPengelly

Sun 19 May 2019 19:49 BST



960

## Billionaire pledges to pay student debt for 2019 class at historic black US college

Robert Smith makes pledge to eliminate students' debt estimated at \$40m at Morehouse, Martin Luther King's alma mater



▲ My family will pay off your loans, billionaire tells graduating students - video

Delivering the commencement address at [Morehouse College in Atlanta](#), the alma mater of Martin Luther King Jr, the billionaire technology investor and philanthropist Robert F Smith made a surprise announcement: his family would wipe out the student debt of the entire class of 2019.

Smith's words to nearly 400 graduating seniors were greeted with a moment of stunned silence, then, unsurprisingly, the biggest cheers of the morning.

# Changes for 2020



- No planned changes
- Increase in number of participating institutions
- Release date 9/11/2019 at ETH Zurich, Switzerland

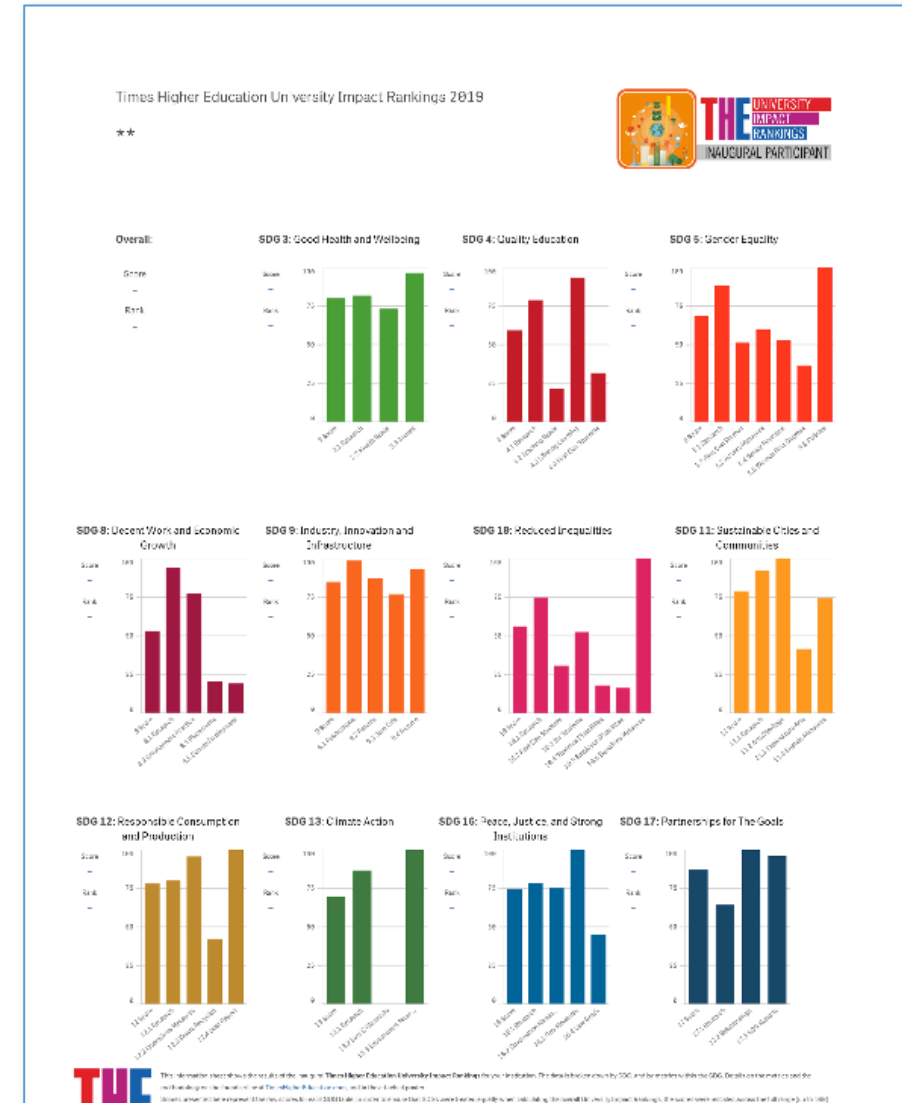


# Changes for 2020

- Cover all 17 SDGs
- Simplify data collection and validation
- Evidence direct upload
- Significant expansion
- Release date late April 2020 at KTH, Sweden



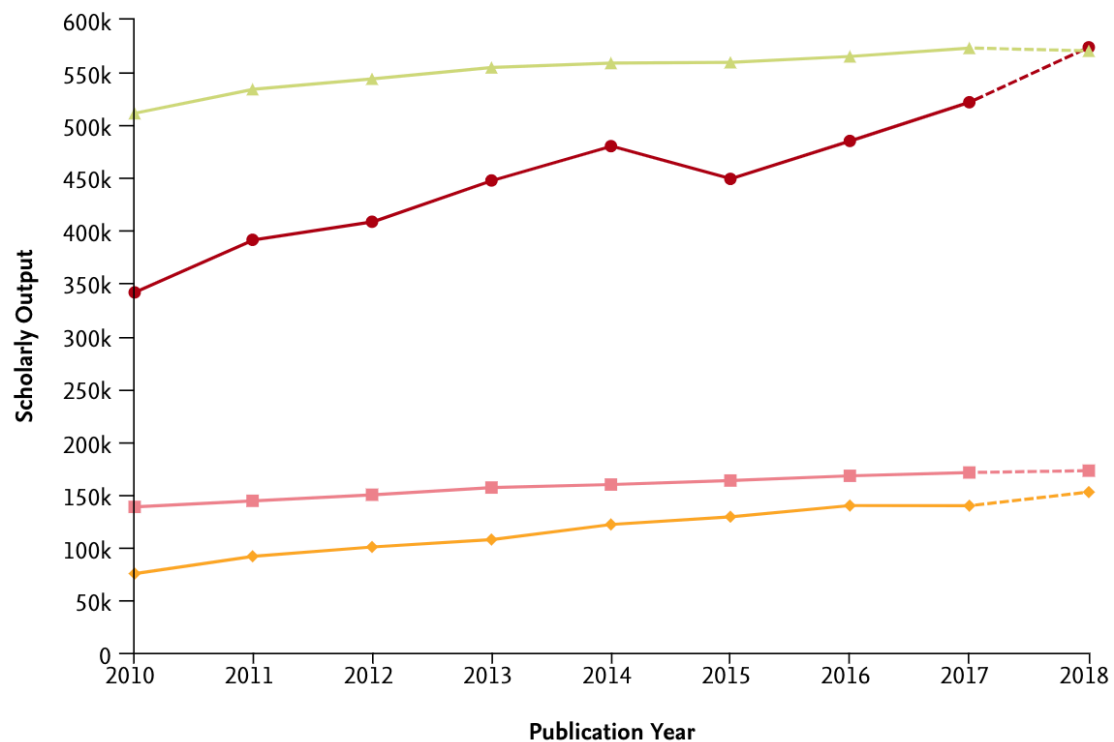
**THE** UNIVERSITY  
IMPACT  
RANKINGS



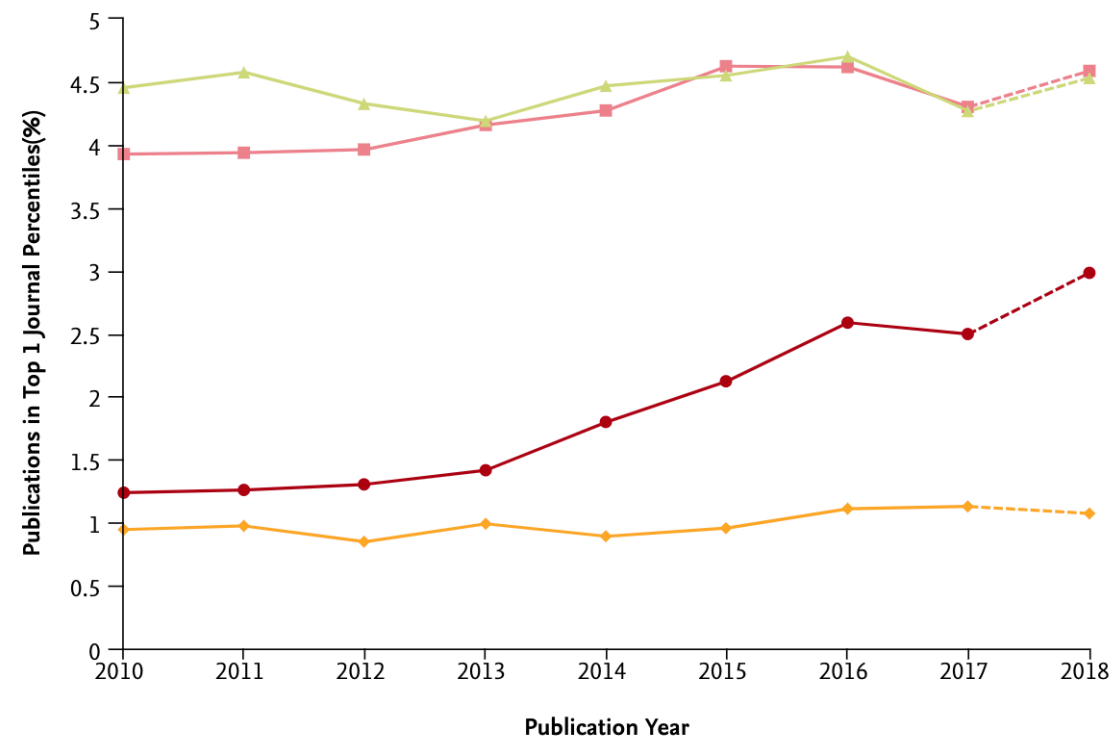


# Trends: Research is shifting focus

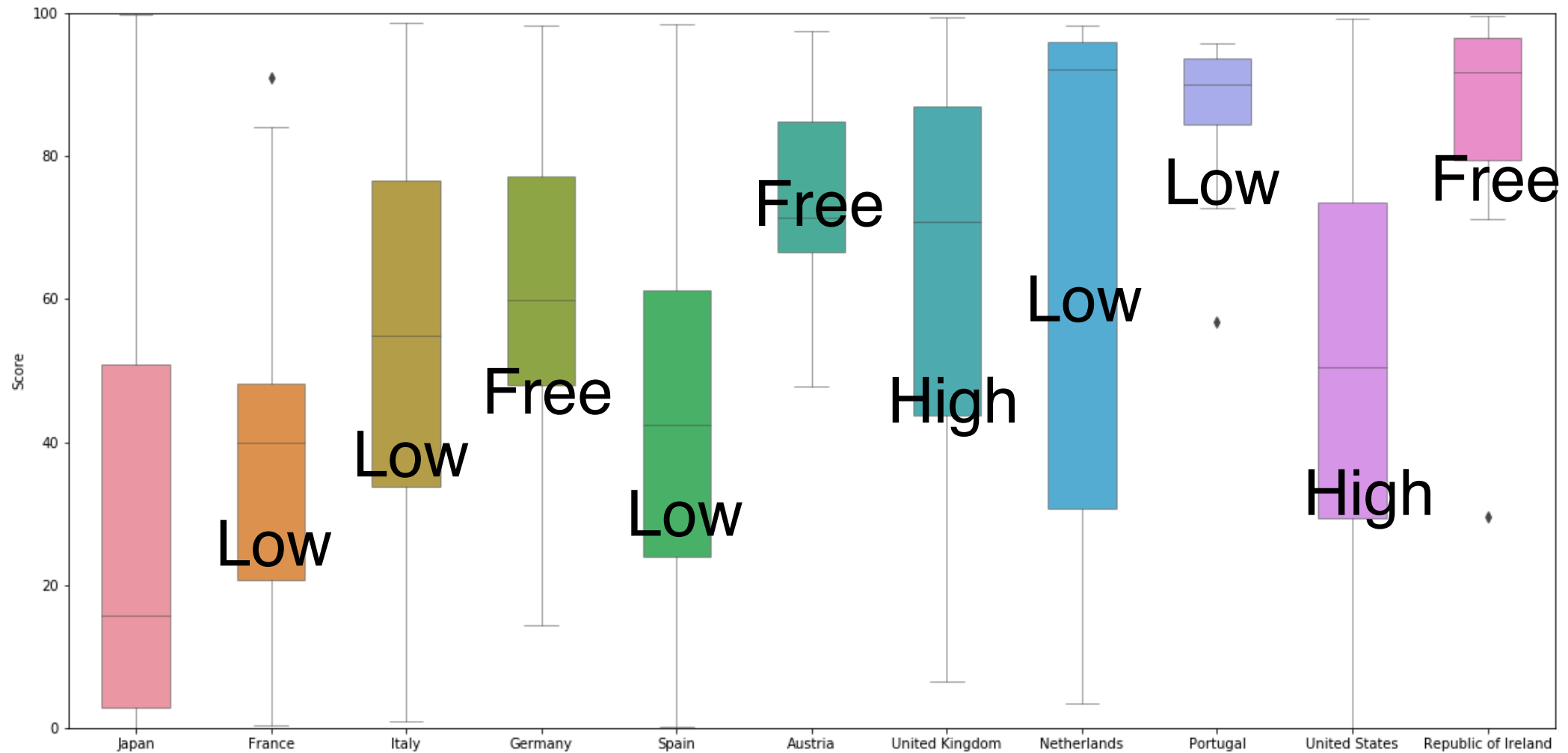
## # of Publications



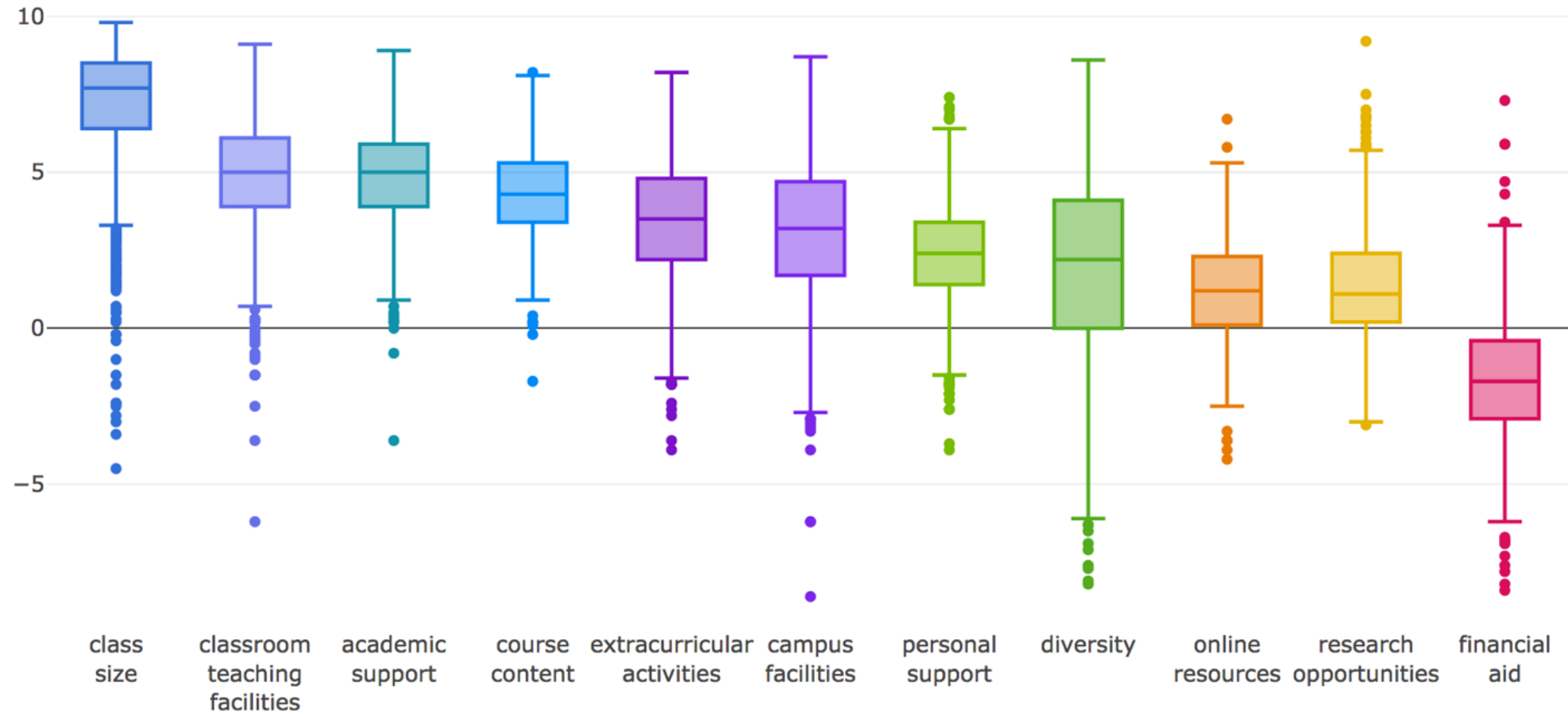
## Publications in Top 1% of Journals



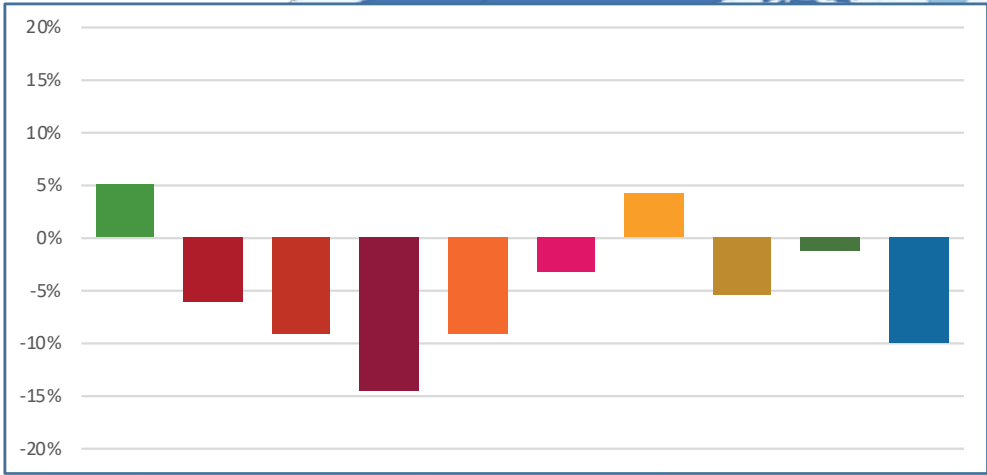
## Trends: Student finance is an issue (1)



## Trends: Student finance is an issue (2)



# Trends: Sustainable Impact



## Country Income Groups


- Low income - \$1,045 or less
- Lower middle income - \$1,046-\$4,125
- Upper middle income - \$4,126-\$12,735
- High income: nonOECD - \$12,736 or more
- High income: OECD - \$12,736 or more

Year: 2016

Source: The World Bank Group







Please feel free to contact me  
[duncan@timeshighereducation.com](mailto:duncan@timeshighereducation.com)  
[@duncan3ross](#)



THE





# PERSPECTIVES FROM INSTITUTIONAL RESEARCH

Mānoa Institutional Research Office (MIRO)



UNIVERSITY  
of HAWAII<sup>®</sup>  
MĀNOA



# MIRO's Efforts



Prepare Data for Rankings



Make Ranking Information Available through MIRO Website



Collaborate with the Communication Office on Ranking Stories

- Focus on International Rankings
- Provide a Broader Context of Many Rankings
- Talk about Subject Rankings



Provide Training to Campus Community



Build Bridge between Higher Ed and Rankers



## MĀNOA INSTITUTIONAL RESEARCH OFFICE

## Rankings

UH Mānoa is ranked by a variety of organizations that each develops its own methodology. MIRO collects information on how Mānoa is ranked internationally and nationally, as well as rankings about colleges or programs. Because there is no one ranking that can accurately and thoroughly describe Mānoa or its programs, the different perspectives reflected by these rankings help to draw a picture of the excellence of the university. For questions about ranking methodologies, please contact the organizations that publish the rankings directly. To provide information about new rankings, please contact us by e-mail. The University of Hawai'i at Mānoa is ranked by the following international and national ranking organizations:



Centralize Ranking Information on  
IR Office's Website at University of  
Hawai'i at Mānoa

Shanghai Jiao Tong University Academic Ranking of World Universities

NTU Ranking

TIMES World University Rankings/Global Institutional Profiles Project

QS World University Ranking

U-Multirank

U.S. News

U.S. News Best Grad Schools Rankings (2015) *(Released on March 10, 2015)*

Graduate College of Education: 76



## QS World University Rankings

The QS World University Rankings was launched in 2004 by Quacquarelli Symonds (QS), a global provider of specialist higher education and careers information and solutions, based in London. Initially centered on research, teaching and international outlook metrics, graduate employability was added the following year as fundamental feature to form the four central pillars upon which the rankings are based today. QS rankings are compiled by the QS Intelligence Unit in consultation with the QS Global Academic Advisory Board. Bibliometric data required in the citation score sections of the methodology is supplied by Scopus, part of Elsevier, the world's largest abstract and citation database of research literature. The QS World University Rankings currently considers more than 4000 universities in the world and evaluates over 1000. For more information please click [here](#).

Released on June 6, 2018:

- UHM World University Ranking: **302** out of more than 4,000 universities considered world-wide
- UHM Overall Ranking in U.S.: **60**

Released on February 26, 2019:

Broad Subject Area of Arts and Humanities: (U.S.:**51**; worldwide: **242**)

- English: (U.S.: **67**; worldwide: **201-250** )
- Linguistics: (U.S.: **18**; worldwide: **50**)
- Languages: (U.S.: **27**; worldwide: **101-150** )

Broad Subject Area of Life Sciences and Medicine: (U.S. **114**; worldwide: **401-450**)

- Agriculture: (U.S.: **43**; worldwide: **201-250** )
- Biology: (U.S.: **89**; worldwide: **301-350** )
- Medicine: (U.S.: **81**; worldwide: **351-400** )

Provide Sufficient and Relevant  
Ranking Information



# Resources on MIRO's [Ranking Page](#)

## Rankings Q&A

MIRO led panel presentations with major international rankings at the annual conference of the Association of Institutional Research (AIR) in 2015, 2016, 2018 and 2019. Each presentation was selected to be among only 30 sessions that were recorded, and both are available through AIR's [digital pass program](#). Please select the following links to access the presentation documents.

**2015 AIR presentation** “International Ranking and Institutional Research” ([Presenters' Bios](#), [PowerPoint Presentation](#), [International Ranking Q&A](#), [AIR Recorded Video](#)).

**2016 AIR presentation** “International Rankings Go Deeper and Wider: More Subjects and More Universities to be Ranked” ([Presenters' Bios](#), [PowerPoint Presentation](#), [International Subject Ranking Q&A](#)).”

**2018 AIR presentation** “Rankers Updates: What Institutional Researchers Should Know” ([Presenters' Bios](#), [PowerPoint Presentation](#), [International Ranking Updates Q&A](#), [AIR Recorded Video](#)).”

**2019 AIR presentation** “Rankers Updates: What Institutional Researchers Should Know” ([Presenters' Bios](#), [International Ranking Updates Q&A](#)).”



## UH MĀNOA IS CONSISTENTLY RANKED AMONG THE BEST NATIONAL AND INTERNATIONAL UNIVERSITIES



Ranking	In the world	In U.S.
Academic Ranking of World Universities (Shanghai Jiao Tong University)	201-300	70-95
TIMES World University Rankings (UK)	201-250	61
QS World University Rankings (UK)	302	60
US News Global Universities (US)	361	106

### Prestigious International Rankings (2018)



	2012	2013	2014	2015	2016	2017	2018	2019	
	Worldwide	Worldwide	Worldwide	Worldwide	Worldwide	Worldwide	Worldwide	Worldwide	US
<b>World University Ranking</b>	<b>283</b>	<b>327</b>	<b>324</b>	<b>327</b>	<b>343</b>	<b>341</b>	<b>302</b>		
<b>Overall Ranking in U.S.</b>	<b>61</b>	<b>72</b>	<b>68</b>	<b>65</b>	<b>67</b>	<b>66</b>	<b>60</b>		
<b>Subject Areas Rankings</b>									
<b>Arts &amp; Humanities</b>						376	341	242	51
• English Language & Literature	151-200	101-150		201-250	201-250	201-250	201-250	201-250	67
• Linguistics	51-100	51-100	51-100	51-100	101-150	51-100	51-100	50	18
• Modern Languages						201-250	151-200	101-150	27
• Philosophy							151-200		
<b>Life Sciences &amp; Medicine</b>						395	401-450	401-450	114
• Medicine				301-350	301-350	351-400	351-400	351-400	81
• Agriculture and Forestry		101-150	101-150	101-150	101-150	101-150	101-151	201-250	43
• Biological Sciences				251-300	251-300	251-300	251-301	301-350	89
<b>Natural Sciences</b>						321	325	277	61
• Earth & Marine Sciences	101-150	51-100	51-100	101-150	51-100	51-100	51-100	101-150	34
• Environmental Sciences				201-250	151-200	201-250	201-250	251-300	68
• Geography						151-200		101-150	25
• Physics & Astronomy							401-450	301-350	70
<b>Social Sciences &amp; Management</b>									
• Communication & Media Studies				151-200		151-200	101-150	151-200	60
• Education				151-200	151-200	201-250	151-200	201-250	63
• Economics & Econometrics						351-400	351-400	451-500	99
• History	101-150	151-200	151-200						
• Sociology							251-300		
• Business & Management Studies								451-500	97
Estimated annual update time: 04/30									
World University Ranking update: 06/06/2018. Once the overall ranking is released, update the screenshot below on the website.									
Subject ranking Last update time: 02/27/2019									

# Internal Ranking Tracking System Example: QS Ranking







Gain Better  
Understanding about  
Ranking

Review and Compare  
Data Preparation  
Methods

Rank the Rankings

Develop Effective  
Ranking Communication  
Strategies

Train Your Colleagues

Prepare your story  
before rankings are  
released



UNIVERSITY  
of HAWAII<sup>®</sup>  
MĀNOA

# International Common Data Set Initiative

Michael Bolen, Associate Director

*USF System Office of Decision Support,  
University Performance & Survey Analytics*



**UNIVERSITY OF SOUTH FLORIDA**  
A PREEMINENT RESEARCH UNIVERSITY

# Positive Aspects of Rankings and Publications

- Easy to Digest Information
  - Students going to IPEDS?
- Cost Effective Advertising
  - International students
- Good for Transparency
- Accolades



# Need for Greater Common Ground at the International Level

**2017 Enrollment Data Requests by Ranking Publication**

Data Requester	Publication/Ranking	Year of Data Collection	Year of Institutional Data Requested	Term of Data Provided	Actual Year of Publication	Publication Year Name	USF Rank
Clarivate	Round Univ World Rankings	2017	2013-14	Fall 2013	2017	2017	313
Clarivate	US News Global	2017	2013-14	Fall 2013	2017	2018	286
THE	Times Higher Ed Global	2017	2014-15	Fall 2014	2017	2018	251-300
GRUP	ARWU	2017	2015-16	Fall 2015	2017	2017	201-300
QS	QS World	2017	2015-16	Fall 2015	2017	2018	501-550





# Call for International CDS

- **Benefits to Universities**
  - Reduced reporting burden
  - Consistent message about our institutions
- **Benefits to Publication/Ranking Companies**
  - Consistent data between publications = public trust in ranking/publication
  - Increased data from institutions
- **Benefits to Public**
  - Reliable data about institutions



