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DATAPPOINTS

PRODUCT

PORTFOLIO

Data-driven strategic success

THE

INTRODUCTION

For **50 years**, Times Higher Education (THE) has been a leading global authority in higher education around the world through powerful insights, analysis and news. Since launching the World University Rankings in 2004, THE has collected more than **9 million** individual datapoints from **3,500+** universities in over **100 countries** and regions, creating an unrivalled proprietary dataset and establishing THE as a world leader in higher education analytics.

Coupled with a website reach of more than **30 million** annual users, THE is best-placed to support you with understanding and achieving your strategic goals.

Trusted by governments, higher education institutions and organisations, our solutions have been specifically developed to inform, measure and support your strategic and tactical goals, from **data benchmarking** to **marketing** and **recruitment**, both domestically and on the **world stage**.

This is product pack **1 of 4** covering **THE's DataPoints** products. You can find information relating to the rest of our range through these other three product packs: Hiring, Branding and Consultancy



“THERE IS NO WORLD DEPARTMENT OF EDUCATION, BUT TIMES HIGHER EDUCATION IS DOING A REAL SERVICE TO UNIVERSITIES BY DEVELOPING DEFINITIONS AND DATA THAT CAN BE USED FOR COMPARISON AND UNDERSTANDING.”



LYDIA SNOVER
Director of institutional research,
Massachusetts Institute of Technology

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01

WHY SUBSCRIBE TO THE DATAPOINTS

Times Higher Education has a fifty-year heritage of analysing the trends in worldwide higher education.

Our award-winning journalism now sits alongside our data expertise, where data from our rankings, supplemented by extensive additional insight, provides a unique understanding of how universities are responding to the greatest challenges of society.

Our three rankings series – the World University Rankings, which focus on research intensive institutions, the Teaching Rankings that explore student engagement with learning, and the Impact Rankings that uniquely explore how universities are responding to the UN Sustainable Development Goals, provide a huge and explorable global dataset.

This data looks at over 2,500 institutions from more than 95 countries. Supported by extensive numeric and bibliometric data this now also includes over 110,000 pieces of direct evidence of university activities. All of this is gathered in a consistent and effective way through our multinational team of data editors, ensuring that it is consistent and relevant.

THIS DATA LOOKS AT OVER

2,500

INSTITUTIONS



Duncan Ross
Chief Data Officer
- THE



Our three rankings series – the World University Rankings, which focus on research intensive institutions, the Teaching Rankings that explore student engagement with learning, and the Impact Rankings that uniquely explore how universities are responding to the UN Sustainable Development Goals, provide a huge and explorable global dataset.

Higher Education Institutions can use this comprehensive international dataset – through our DataPoints tool – to explore their competitive environment, evaluate strategies for cooperation and growth, and identify strengths and weaknesses of their offerings. This analysis can be further supported and developed by our dedicated data scientists and consultants.

The rankings, and their data, are ideal starting points for institutions, governments and the wider world to come to an understanding of the opportunities in the global higher education sector. Who are the strongest universities?

Which universities are demonstrating their leadership in sustainability, research, and teaching? Where can organisations grow, and who can they work with?

Above all we look forward to working together with our partners across higher education as we develop and expand our work and data sets, to ensure that universities can continue to play their vital roles in society.

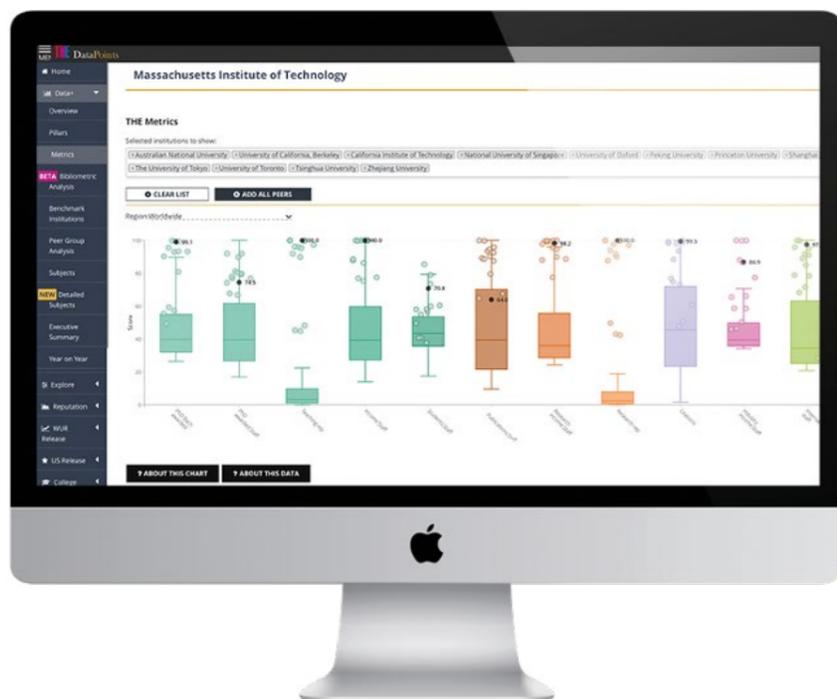
02

WORLD UNIVERSITY RANKING DASHBOARD

Access the full dataset behind THE's influential World University Rankings.

Understanding institutional performance is essential to advance in university rankings, and against strategic goals. THE DataPoints WUR Dashboard provides visibility of this performance in a global context.

Arming you with the right data and tools WUR Dashboard helps you identify and analyse strengths, weaknesses and critically, areas of opportunity, to support the strategic development of your institution and ensure you remain globally competitive. With automation of the most time-consuming tasks and outputs presented in a user-friendly format, WUR Dashboard takes the hard work out of data collection and analysis, leaving you more time to focus on strategic success.



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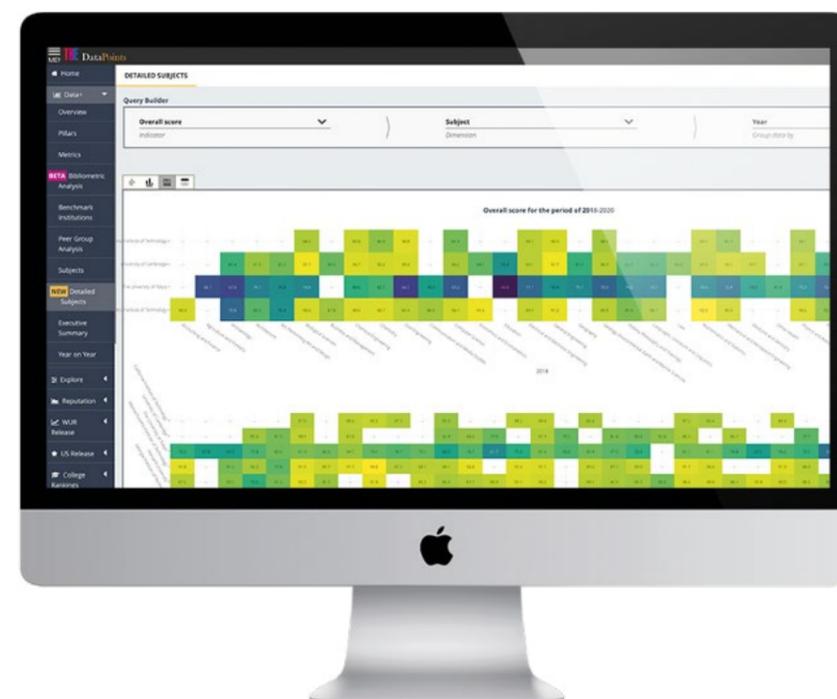
93
COUNTRIES
& REGIONS

2,000
UNIVERSITIES

RANKINGS DATA
EXCLUSIVE
TO THE
DATAPOINTS



Identify and analyse strengths, weaknesses and critically, areas of opportunity, to support the strategic development of your institution.



FEATURES OF THE WUR DASHBOARD:

- Powerful datasets from 2,000+ institutions around the world
- Benchmark against up to 25 universities at any one time
- Global, regional and country-level distributions
- Institutional-level data across 31-subject areas
- Cross-metric comparison
- Quarterly bibliometric analysis
- Peer group analysis
- Year on Year analysis
- Data download capabilities
- Access to your WUR ranking result one week before the official release

Contact data@timeshighereducation.com for a free demo

ACROSS
31
SUBJECT AREAS

RAW
DATA
AVAILABLE

DATA
DOWNLOAD

EARLY
ACCESS
TO RESULTS

03



WORLD UNIVERSITY RANKING DASHBOARD CASE STUDY

Northwestern University is one of the leading private research universities in the US. It can trace its origins back to 1851. It has campuses in Chicago and Doha, Qatar and boasts the 9th largest endowment in the US.

How is DataPoints informing your planning and strategy?

“DataPoints informs our strategies as it gives us a better global perspective of how the university is perceived than we had previously. For both the recruitment of research staff, and for getting a better understanding of the international graduate student world, it is useful for us to learn how people outside the US actually perceive who we are and what we are strong in.”

Are there any unexpected benefits of the WUR data?

“We have noticed increased conversation among

colleagues, and a deeper understanding about how important the global picture is. I think the more accessible this type of information is, and the more we share it internally, the more it prompts questions – and that is a sign of a healthy organisation.”

How have you utilised the WUR Dashboard data?

“It gives me the actual values for Northwestern versus our peers, so it helps you see really specific information – like what their doctorates-awarded-to-academicstaff ratio is, and how it compares with ours. More importantly, it allows you to see

how tightly bunched we may be with certain peers on certain measures – that is critical with any kind of assessment: what is the clustering that is occurring, and how far away is the next institution behind you, and the next one ahead? DataPoints provides that. The number-one advantage is time. The information is there, it is available. You can pull it up in a meeting and show in a chart where Northwestern stands across its peer group.”

“

DataPoints has been a vehicle to help us develop some strategies for improving our World Ranking. It lets us delve into the areas of research and teaching reputation where we can improve, and also tells us where we are performing very well... DataPoints has helped new management in visualising that information. It definitely saves us time.



“

DataPoints is useful for the diagnosis of both our strengths and weaknesses. It provides potential solutions as well. We identified a positive correlation between citation and international research collaboration through our DataPoints analysis of Yonsei and its peer institutions. Yonsei's leadership has been working to promote international research collaboration for the purpose of strengthening our internal research ecosystem.



YONSEI UNIVERSITY
Seoul, Korea

1M+

VOTES DATA FROM OUR ACADEMIC REPUTATION SURVEY

DATA FROM

70,000

RESPONDENTS IN OUR SURVEY

RICH KPI DATA FROM

1,900+

GLOBAL INSTITUTIONS

131,000+

BIBLIOMETRIC INDICATORS

04

REPUTATION DASHBOARD

Understand the strength of your university's brand and reputation, globally.

THE's Reputation Dashboard remains the industry leading source of intelligence on how your university is perceived among leading academics from around the world, based on THE's annual global academic survey.

With proprietary data from approximately 70,000 survey respondents, benefits include:

- Understanding the strength of your brand across the globe
- Knowing which subjects you're best known for
- Analysing peer performance
- Information to inform marketing resource and spend
- Insights into influences on academics' voting
- Visibility of voter profiles



FEATURES OF REPUTATION DASHBOARD:

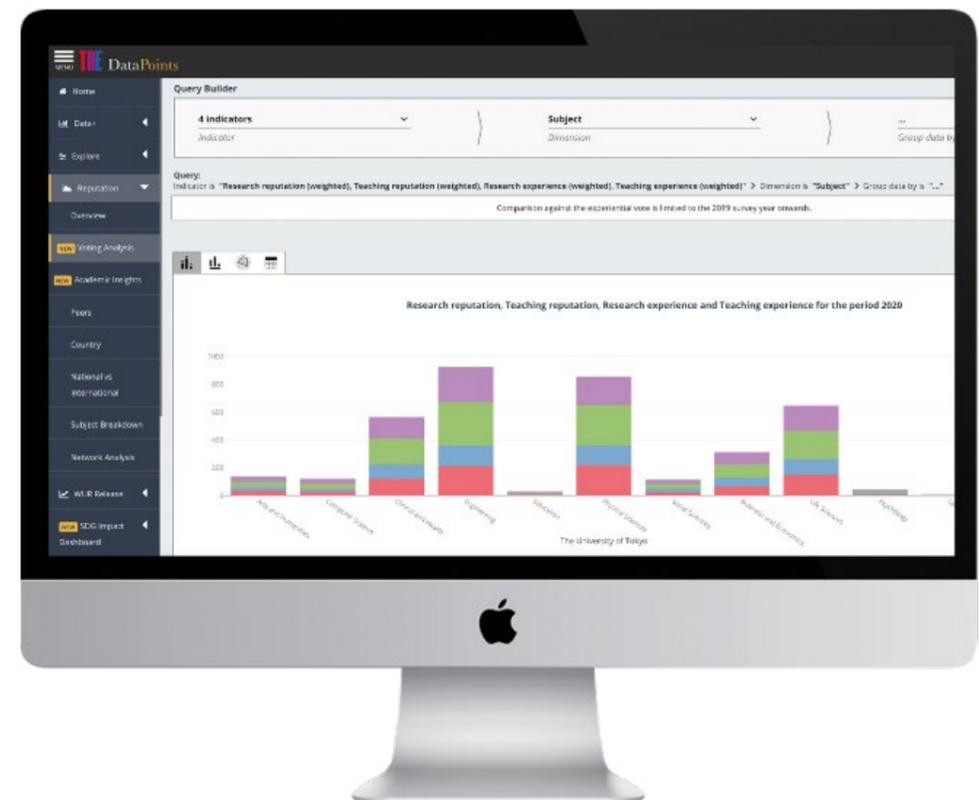
- Deep dive into data on your reputation as perceived by published scholars around the world
- Ascertain your strengths, weaknesses, opportunities and threats
- Country-level trends: What factors are important when voters are considering universities in particular countries? And what factors influence voters, country-by-country?
- Demographics: How do voting patterns change by voter age, role, media preference and subject?
- First-hand experience: How do voters respond when asked which institutions excel in their field in their direct experience working with them?
- Raw votes: Weighted and unweighted reputation votes, including vote share percentage.

These features are augmented with analysis that identifies voter profile, including demographics, location, discipline and other key characteristics, allowing you to tailor your institution's strategy more effectively.

ACCESS TO:



Contact data@timeshighereducation.com for a free demo



05

REPUTATION DASHBOARD CASE STUDY

Founded in 1876, the University of Bristol is a redbrick research university located in south-west England. The university boasts strong connections with hundreds of employers, ranging from small businesses to worldwide organisations.

How have the data helped to inform your strategies?

We purchased this database because we want to use the data and insights to help us shape our strategies and how we run campaigns. When it comes to research marketing and how to share our research with audiences around the world, we always want a very bespoke way to identify a specific market and identify the way to reach them as every market is different. That is how this database and in-depth information helps us on a project-to-project basis.

Are there any particularly useful features of this product?

The voter analysis feature is particularly useful as it provides insights into the academics, who are a difficult audience to market to. Student recruitment marketing has been fine-tuned for a long time. However, when it comes to reaching out to academics, this is a tougher stream to tackle and using the DataPoints [reputation data] has helped us to inform strategies.

Have there been any surprises from your use of the database?

It has helped us to identify smaller countries where our reputation is good that we may have otherwise overlooked. The data then help us to delve into why this may be the case and spark conversations and collaborations with institutions we wouldn't have necessarily worked with.

What was your intended usage of this product?

Understanding what we need to do to improve our ranking, especially our international ranking, and reputation, has become strategically very important for us. THE's [ranking] is definitely one that our target audiences and academic networks would consult. Prospective students do rely on these so that's a very important source of information for them, especially for overseas students.

Data help to spark conversations and collaborations.



[Datapoints] is a very powerful tool and has helped inform strategies.

MIAO HE, Research Marketing Manager

06

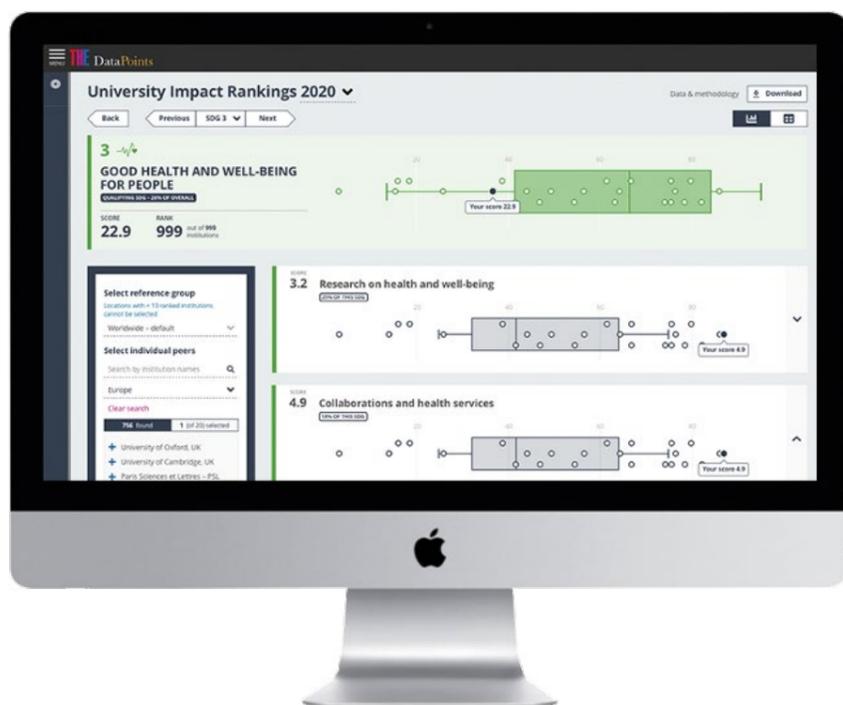
SDG IMPACT DASHBOARD

Powerful data insights and analytics to support success in sustainability

THE's SDG Impact Dashboard is a new benchmarking tool designed to support universities' sustainability efforts by decoding and analysing the data behind THE's Impact Rankings, based on the UN's Sustainable Development Goals.

Through rich institutional performance data and insights into best practice regionally and globally, understand how to improve your university's position in the rankings, recognise opportunities and threats, identify possible collaborators and leaders in each field and even inform future sustainability strategies.

With user-friendly benchmarking and competitor analysis tools specifically designed for strategic planners, easily access tactical guidance and identify priorities at a global or domestic level, create summary reports to share with internal stakeholders or export data to use in your own analysis and tools.



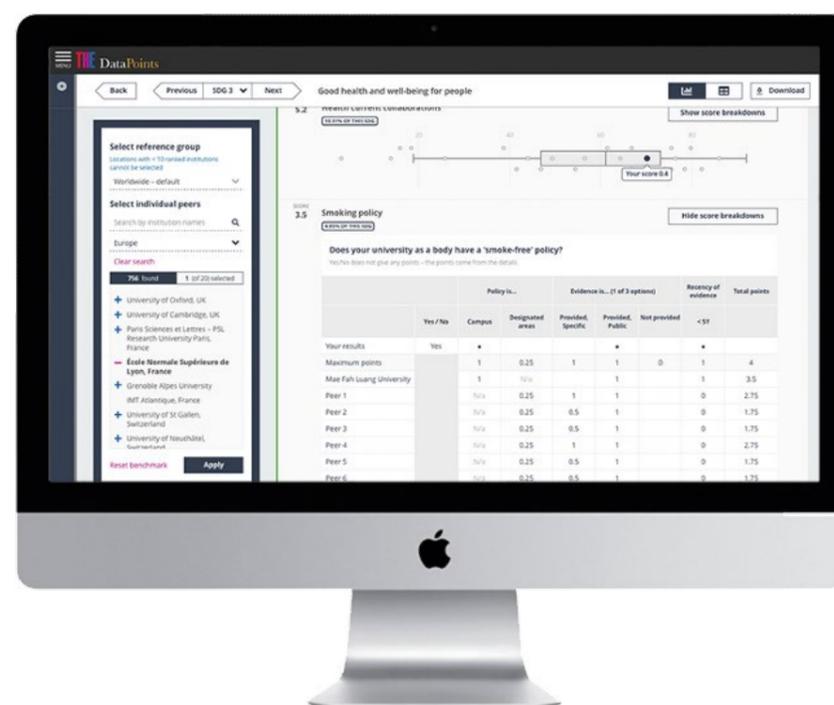
ACCESS TO:

DATA FOR ALL
1,200+
PARTICIPATING UNIVERSITIES

ACCESS ALL
17 SDGS
AND **220**
INDIVIDUAL
INDICATORS



Empowering universities around the world to achieve their sustainability goals.



FEATURES OF THE SDG IMPACT DASHBOARD:

- Access to all underlying data behind the THE Impact Rankings
- At-a-glance insights into global and domestic institutional performance
- Insights into contribution of individual metrics to scores in each SDG
- At-a-glance performance analysis versus peers around the world
- Data export functionality
- Summary report generation
- Access raw data and the evaluation of policies and other evidence

Contact data@timeshighereducation.com for a free demo

RAW DATA
DOWNLOAD

FULL VISIBILITY OVER EVIDENCE EVALUATION
INCLUDING LINKS TO PUBLIC EXAMPLES

EARLY ACCESS
TO RESULTS

07

SDG IMPACT DASHBOARD CASE STUDY

A top-ranked institution in the 2021 THE Impact Rankings has worked with the THE team using the SDG Impact Dashboard to continue to make significant contributions to the UN's Sustainable Development Goals. It currently ranks first in the world for two of the individual SDGs.

How did the SDG Impact Dashboard help you?

The SDGID was a guiding tool for us, especially because it was our first time submitting to the Impact Rankings. We had some situations where we came across metrics where we thought we didn't have the required evidence, but when we looked at the Dashboard we were able to better understand what was being asked of the institution for that metric. This was a very useful feature. The Dashboard helped to clear up

some of the ambiguity that we found in some of the metrics, so it was really helpful.

Has the SDGID promoted change within your university?
There was a momentum and excitement around the rankings process. It was truly an integrated, cross-campus learning opportunity and I think it inspired our senior administrators to think about what we can do with these data. This rankings process is part of an overall institutional

strategy that will be created to intertwine alignment with these global goals into our day-to-day work.

How have you utilised the product to inform your own strategies?

Using the dashboard to understand best practice, best-in-class programmes and approaches to the SDGs will help to inform how we move forward in developing our own SDG initiatives.

40,000+
LINKS TO EVIDENCE
ON BEST PRACTICE
IN SUSTAINABLE
DEVELOPMENT

30,000+
BIBLIOMETRIC
INDICATORS

INSIGHT INTO
PERFORMANCE DATA
FROM
1,300+
GLOBAL INSTITUTIONS

220 KPIS
ACROSS
17 SDGS

“

The SDGID was a guiding tool for us.

“

It was truly an integrated, cross-campus learning opportunity.

Has this product helped to form/nurture any relationships?

We are part of a global university network, and there's been a lot of interest within that network around working more on the SDGs. We are going to do an analysis of how these partner universities have approached the SDGs, based on the evidence in the Dashboard, so that within our network we can strategise on how to work together. Many universities are members of networks, and I think this tool

can be valuable for figuring out how these networks can better align on efforts.

[Among domestic peers], a lot of us are submitting to the Impact Rankings. The question has been raised about whether we can use these data to see where we can build bridges and even in some of the reporting that universities do to the government, in terms of contributing and alignment to the SDGs.

08



THE CONSULTANCY SERVICES

Supporting global higher education leaders to achieve sustainable growth and strategic impact.

THE Consultancy provides strategic, data-driven guidance to universities and governments globally. Building on our vast sector expertise and long history, we support our partners to build effective and sustainable strategies aligned to their unique mission.

Understanding that all organisations are unique, we combine proprietary and primary data to design customised

solutions. Our consultancy practice harnesses THE's strong network in the global higher education sector, combining engagement of global stakeholders within our analyses. Offering both short-term and long-term solutions, our expert consultants diagnose areas of strength, and provide evidence-based guidance on implementation of recommendations for improvement.

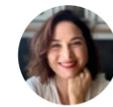


Elizabeth Shepherd
Managing Director
- THE Consultancy

Contact consultancy@timeshighereducation.com for more information



THE is a trusted authority on higher education. This is why the University of Wollongong engaged THE to work with us to gain insights into strategies that will build global visibility and awareness for our research, education and brand. Our consultant added value to our strategy development through his ability to present clear and insightful data about our current positioning and recommended practical strategies to take to market. THE is a great business partner and can be trusted to bounce off ideas in a respected and considered way. I recommend THE to anyone needing strategic marketing advice.



EMILY OSBORNE
Director, Strategic Marketing and Communications
University Of Wollongong, Australia

WHAT WE DO:

INSTITUTIONAL RANKINGS PERFORMANCE ANALYSIS	COMPETITOR ANALYSIS	STAKEHOLDER PERCEPTIONS ANALYSIS	INTERNATIONALISATION STRATEGY
GLOBAL ACADEMIC REPUTATION ANALYSIS	STRATEGY EVALUATION	BRAND HEALTH CHECK	RESEARCH NETWORK ANALYSIS

Some of our valued **THE DataPoints** clients around the world:

Massachusetts Institute of Technology
Columbia University
Johns Hopkins University
University of Toronto
University of Hong Kong
University of Melbourne
The University of Tokyo
University of British Columbia
Chinese University of Hong Kong
Australian National University
The University of Queensland
Seoul National University
Monash University
Fudan University
Kyoto University
The Hong Kong University of Science and Technology
UNSW Sydney
Zhejiang University
McMaster University
University of Glasgow
University of Montreal
Hong Kong Polytechnic University
Institut Polytechnique de Paris
Korea Advanced Institute of Science and Technology (KAIST)
Arizona State University
Radboud University Nijmegen
University of Auckland
University of Exeter
Trinity College Dublin
City University of Hong Kong
Yonsei University
University of Ottawa
SUSTech
Northeastern University

University of East Anglia
POSTECH
King Abdulaziz University
Queensland University of Technology
University of Erlangen-Nuremberg
Aalborg University
Alfaisal University
University of Calgary
University of Dundee
KTH Royal Institute of Technology
Korea University
Queen's University Belfast
RCSI University of Medicine and Health Sciences
University of Reading
Simon Fraser University
University of Surrey
Taipei Medical University
Tilburg University
Tohoku University
Western University
Dalhousie University
University of Southern Denmark
Stellenbosch University
Virginia Polytechnic Institute and State University
China Medical University, Taiwan
University of Essex
HSE University
Indian Institute of Science
Nankai University
Osaka University
Peter the Great St Petersburg Polytechnic University
Qatar University
Brunel University London

Hanyang University
Khalifa University
King Fahd University of Petroleum and Minerals
University of KwaZulu-Natal
United Arab Emirates University
University of Cyprus
Hong Kong Baptist University
University of Ibadan
Southern Medical University
Ton Duc Thang University
University of Waikato
Bucharest University of Economic Studies
Dublin City University
Florida International University
Hokkaido University
University of Lagos
Plekhanov Russian University of Economics
Sabanci University
Victoria University of Wellington
Covenant University
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Mae Fah Luang University
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THE

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