



Russian Universities: Improving Recognition

20 February 2020

Zoya Zaitseva

Regional Director | QS Intelligence Unit



QS FOR INSTITUTIONS



#1 player in Higher Education Rankings – only rankings used by Chinese Government in their World Class University Assessment Audit as well as Ministry of HCD India



#1 player in Higher Education Student Recruitment events - >350 events in 57 countries & over 250,000 candidates per annum



#1 player in Higher Education Online Portals – over 63 million visits in 2019



#1 Outsource Enrolment Solutions provider supported by 2 million International Students in our global database



#1 dedicated higher education research house - QSIU



Regional Conferences and branding solutions, including Wharton-QS Reimagine Education Awards

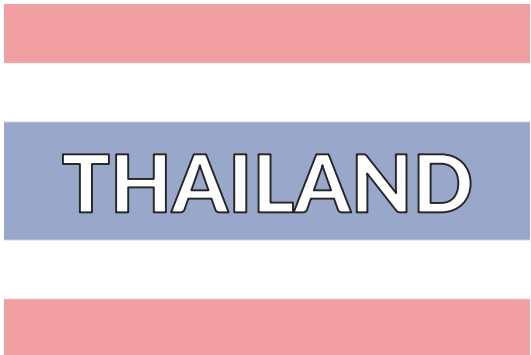
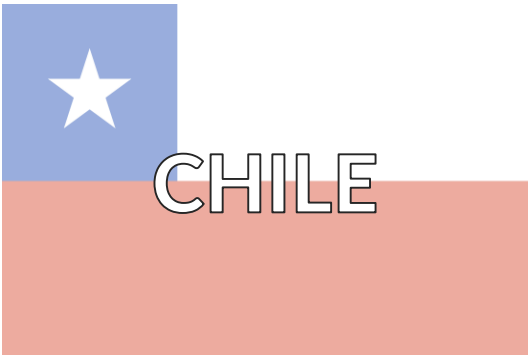
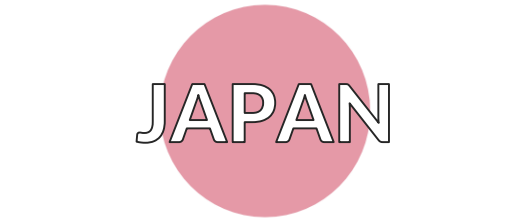
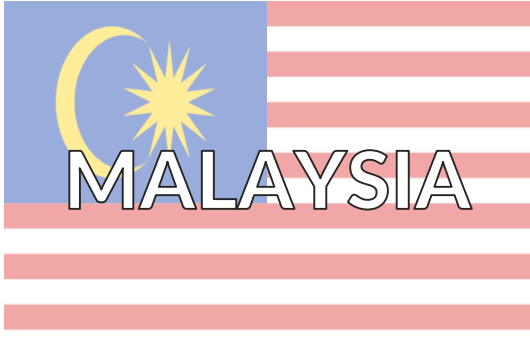
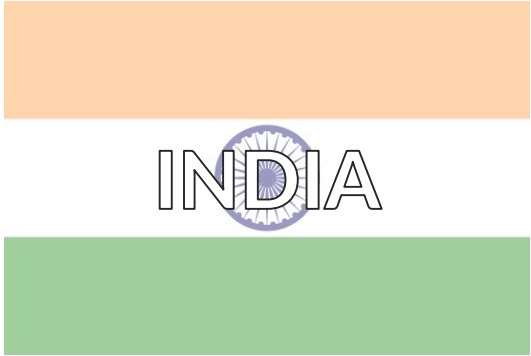
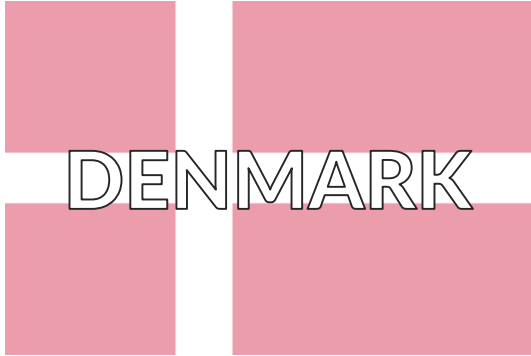


Mobility, Partnership and Application Management Software



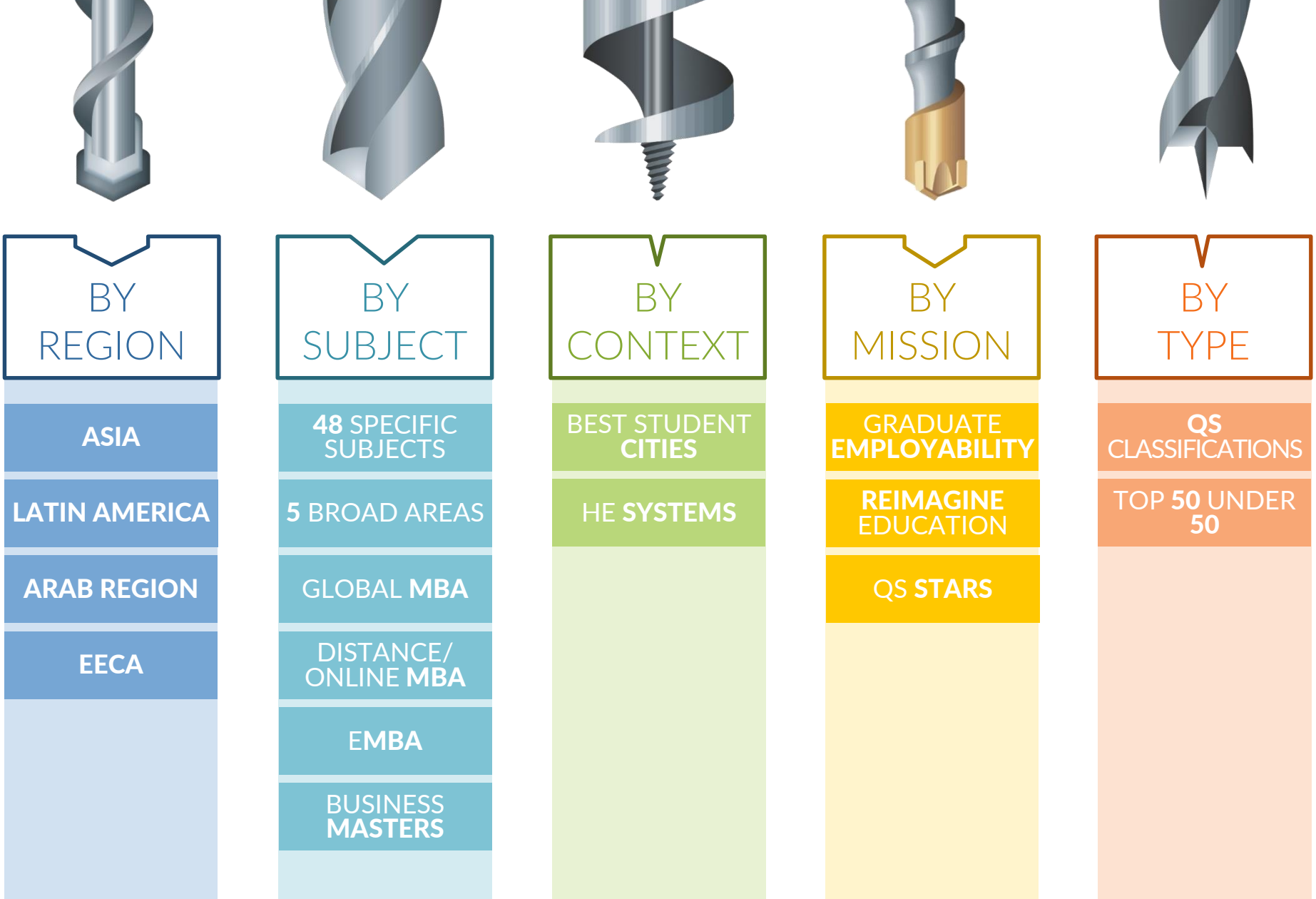
Over 1200 Higher Education clients and 94% re-booking rate in 2019

POLICY IMPACT



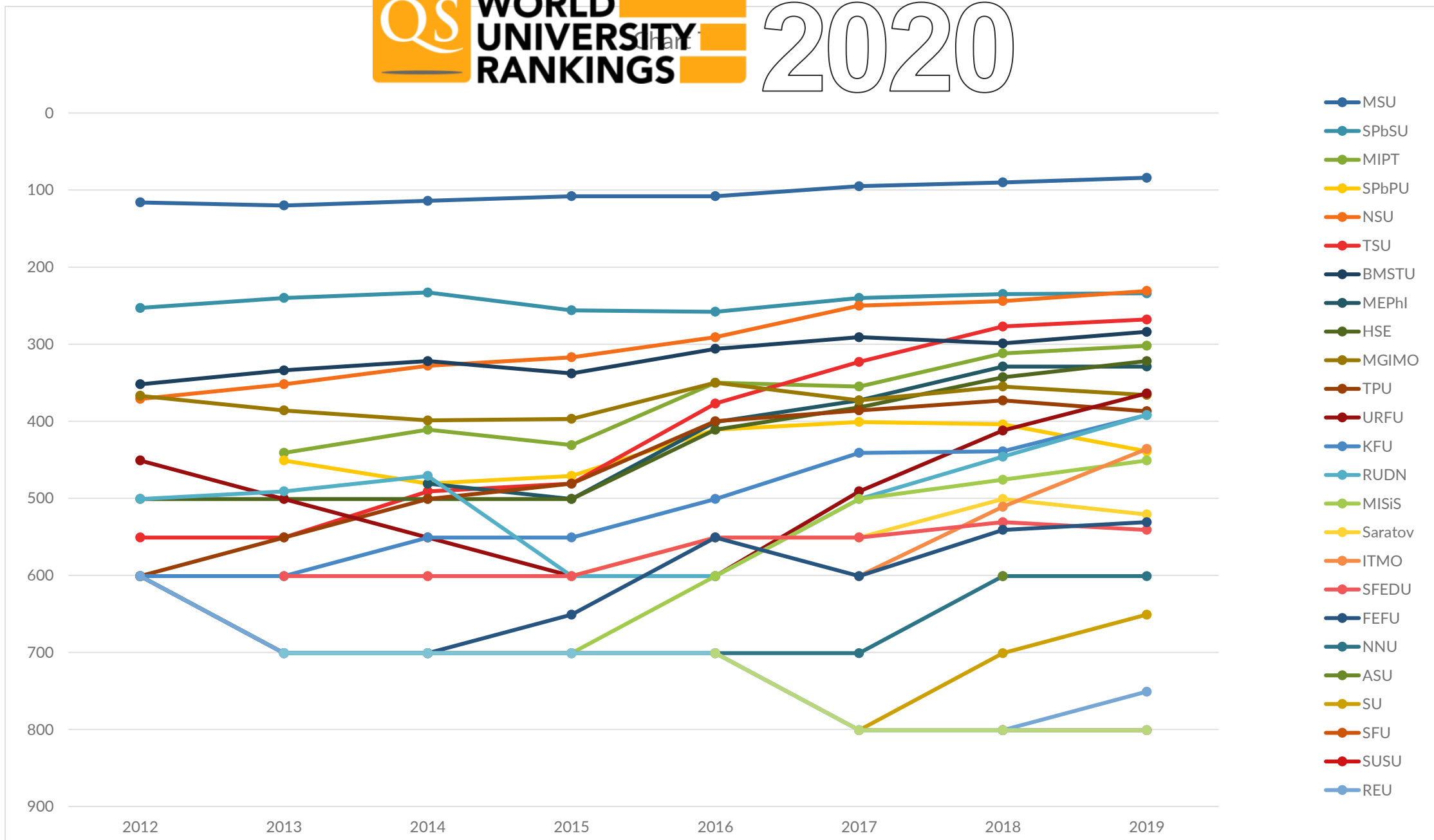
OUR APPROACH







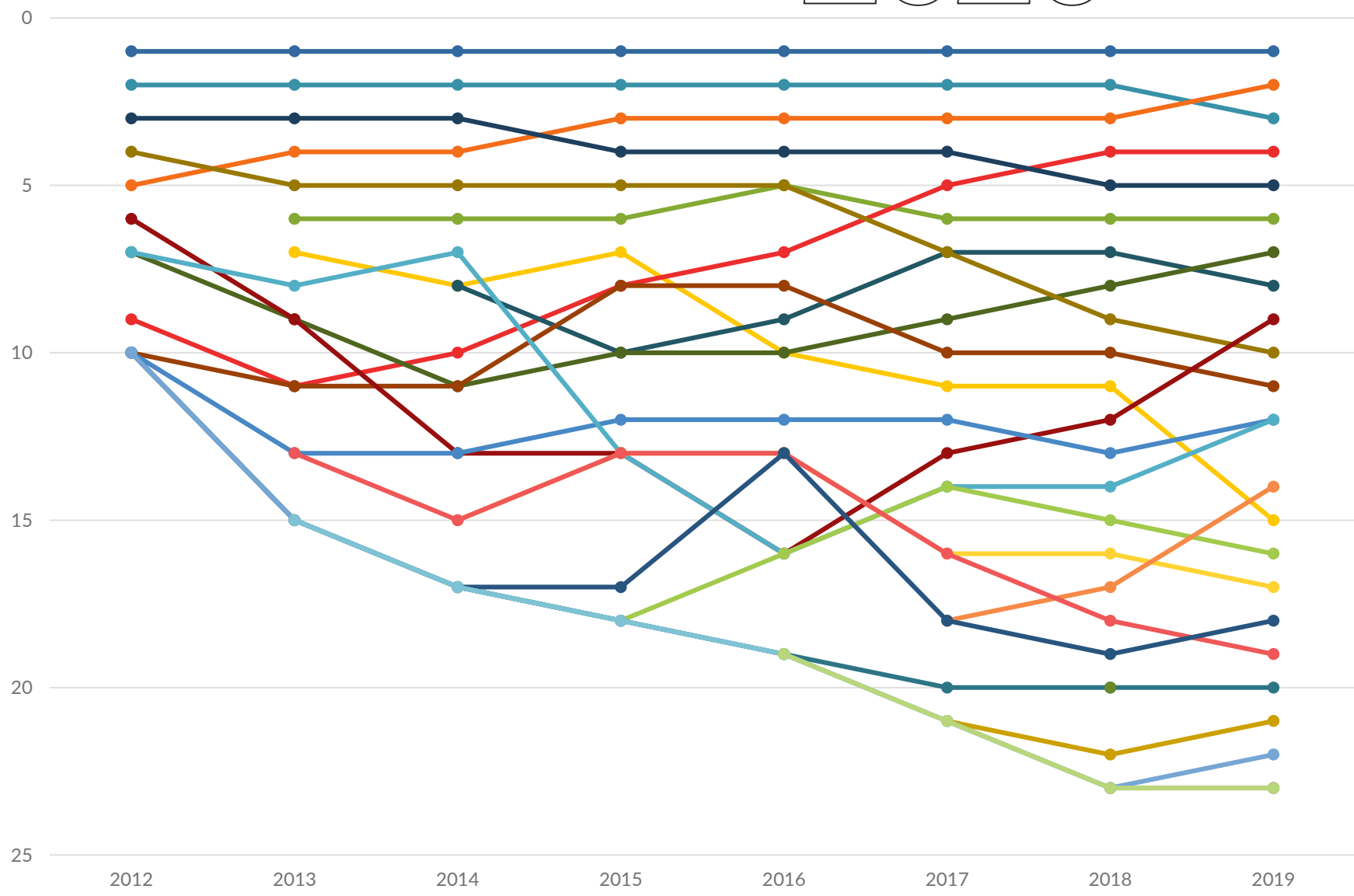
QS WORLD UNIVERSITY RANKINGS 2020





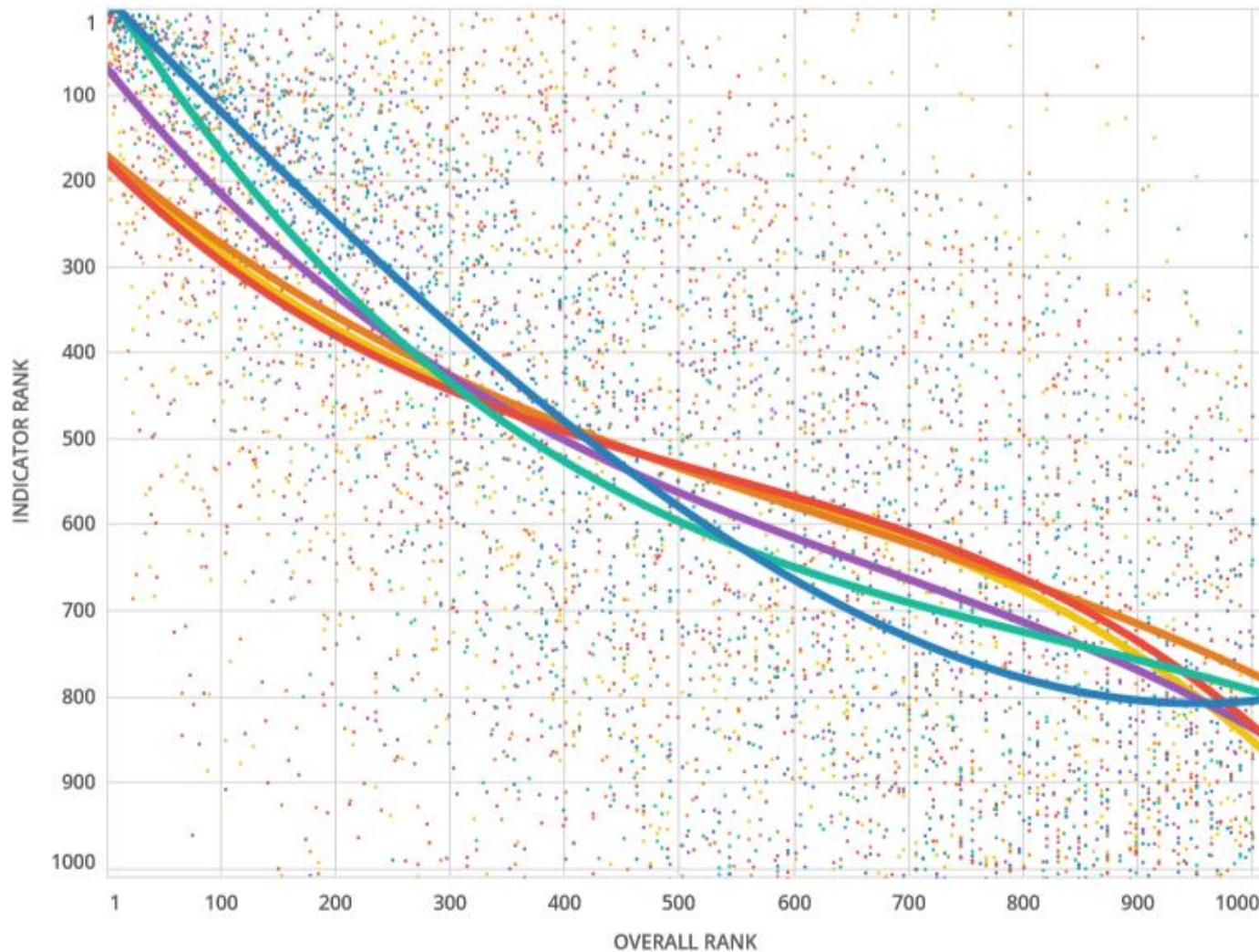
QS WORLD UNIVERSITY RANKINGS 2020

Rank in Russia



- MSU
- SPbSU
- MIPT
- SPbPU
- NSU
- TSU
- BMSTU
- MEPhI
- HSE
- MGIMO
- TPU
- URFU
- KFU
- RUDN
- MISiS
- Saratov
- ITMO
- SFEDU
- FEFU
- NNU
- ASU
- SU
- SFU
- SUSU
- REU

RANKINGS INDICATORS: CORRELATION ANALYSIS



Correlation Coefficients

Academic Reputation	0.81
Employer Reputation	0.67
Faculty Student	0.51
Citations per Faculty	0.64
International Faculty	0.54
International Student	0.55

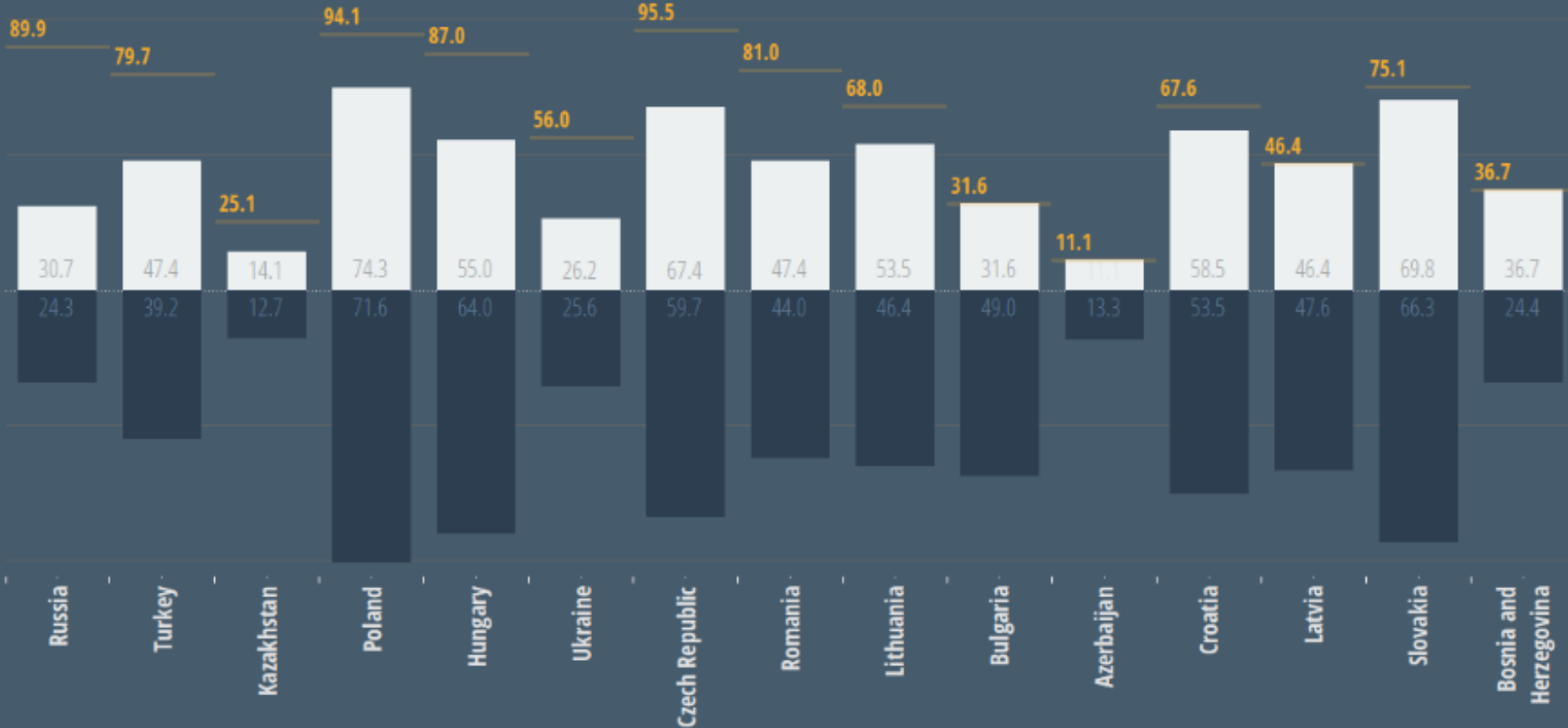
The chart presents the correlation between each indicator and the overall results.

INTERNATIONAL RESEARCH IMPACT – EECA 2020

Average Score by Location (with 5 or more institutions ranked regionally in the final table)

Bar chart presents the overall average score;

Reference line represents the *average score of Top 5 institutions in each location (2020 edition)*



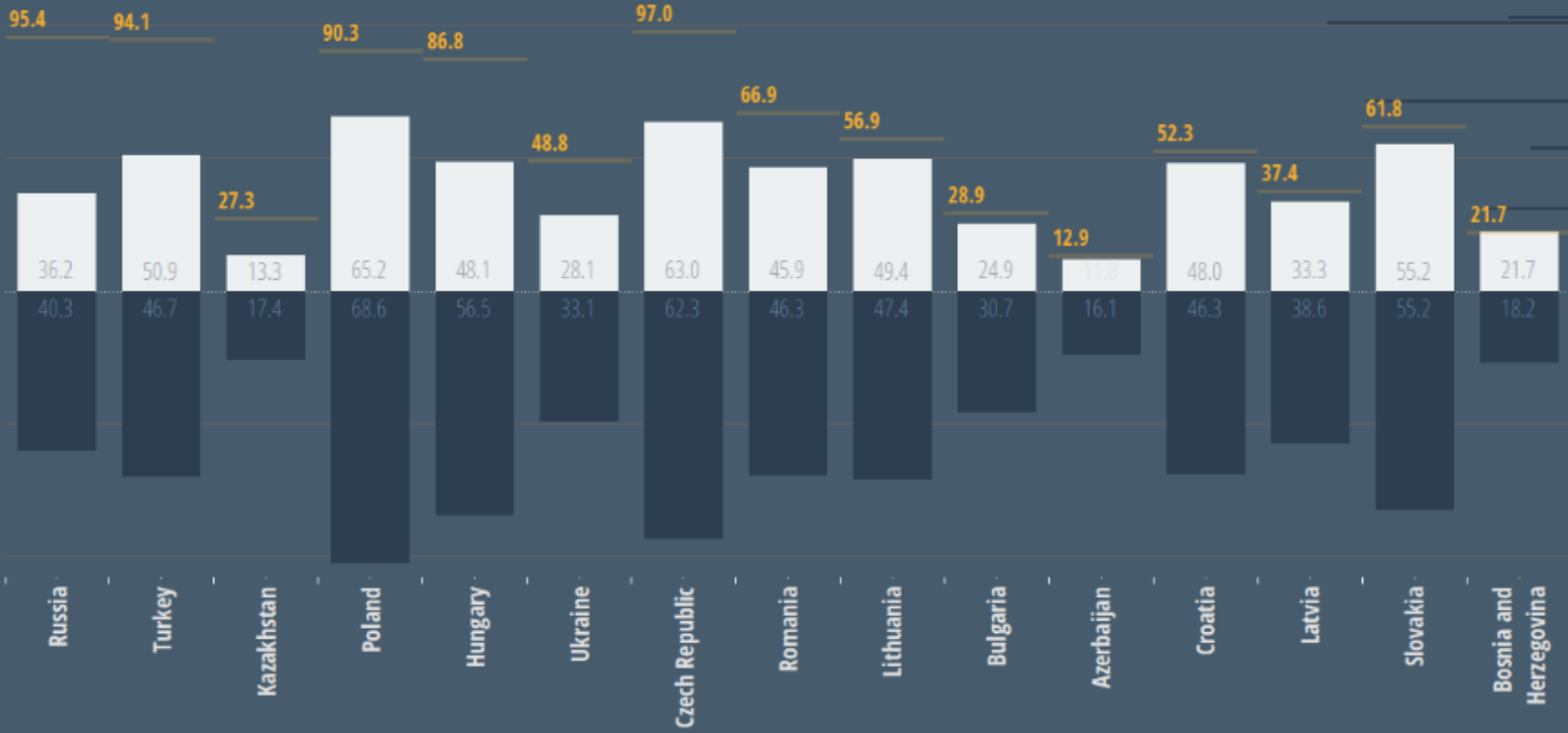
	Russia	Turkey	Kazakhstan	Poland	Hungary	Ukraine	Czech Republic	Romania	Lithuania	Bulgaria	Azerbaijan	Croatia	Latvia	Slovakia	Bosnia and Herzegovina
2020	117	51	25	25	20	20	19	19	6	8	7	6	6	6	5
2019	107	46	25	24	14	18	19	18	8	8	5	6	5	6	4

WEB IMPACT

Average Score by Location (with 5 or more institutions ranked regionally in the final table)

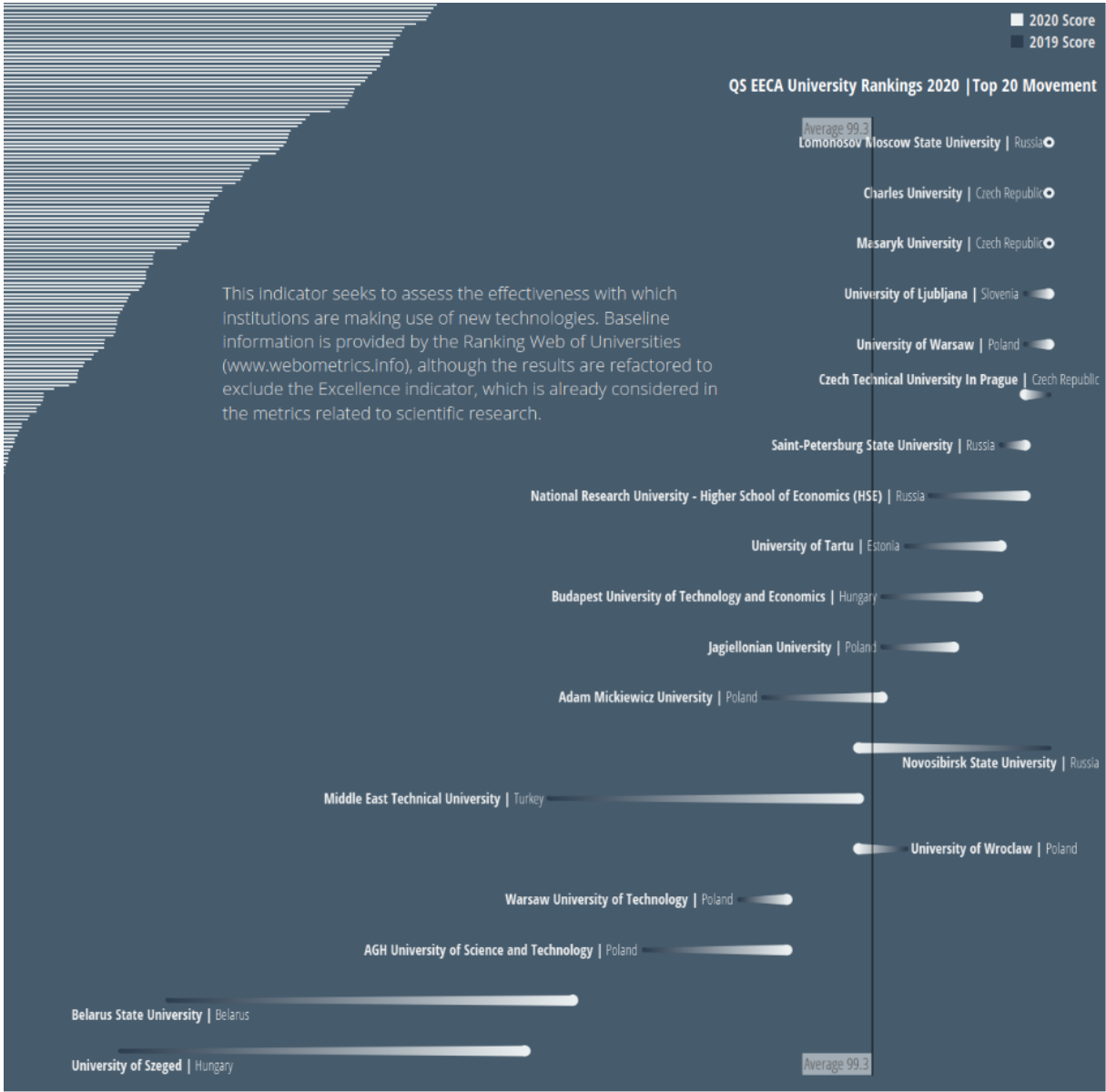
Bar chart presents the overall average score;

Reference line represents the average score of Top 5 Institutions in each location (2020 edition)

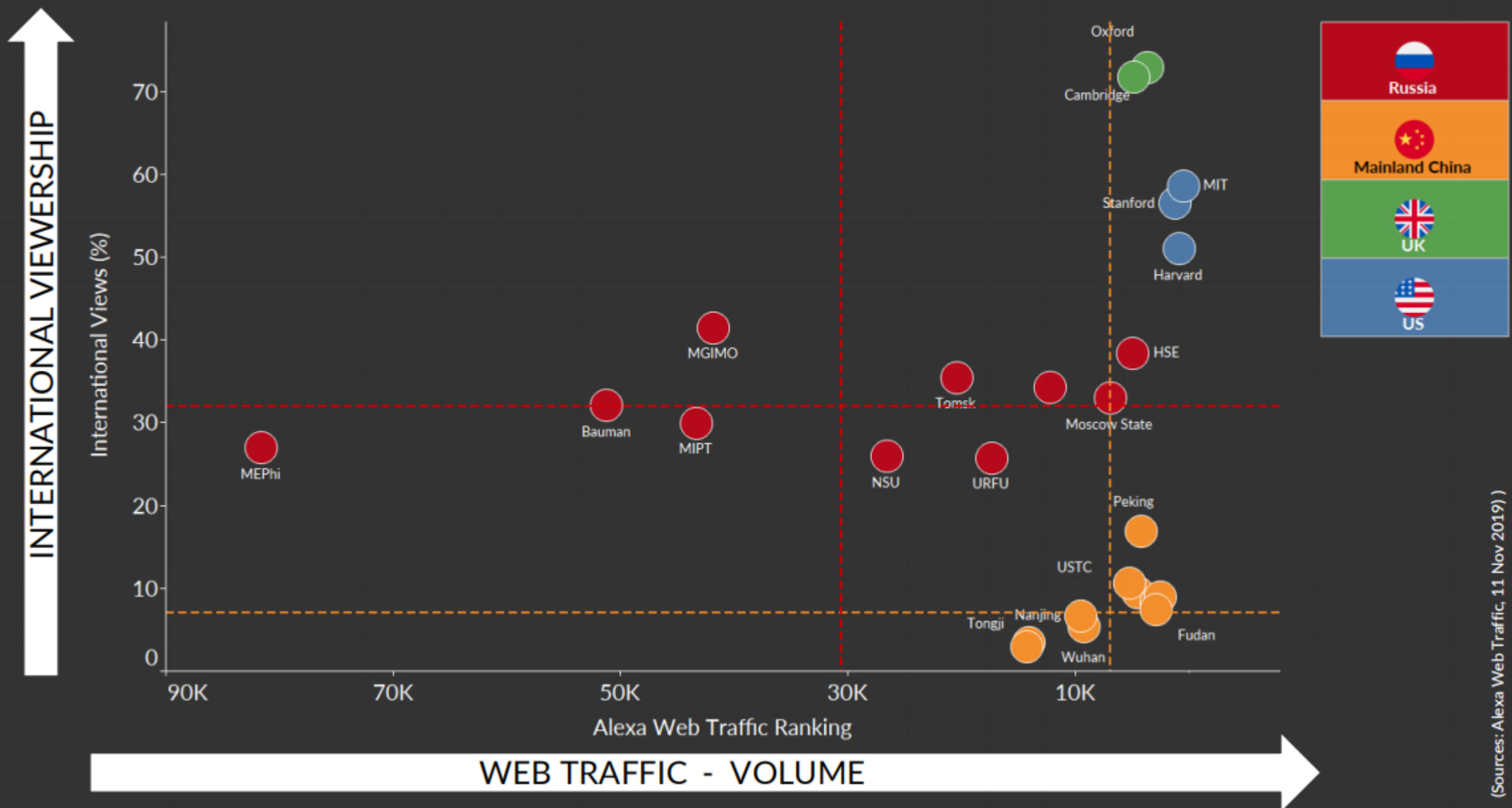


	Russia	Turkey	Kazakhstan	Poland	Hungary	Ukraine	Czech Republic	Romania	Lithuania	Bulgaria	Azerbaijan	Croatia	Latvia	Slovakia	Bosnia and Herzegovina
2020	117	51	25	25	20	20	19	19	6	8	7	6	6	6	5
2019	107	46	25	24	14	18	19	18	8	8	5	6	5	6	4

WEB IMPACT



ONLINE VISIBILITY | OVERALL TRAFFIC VS. INTERNATIONAL VIEWERS



(Sources: Alexa Web Traffic, 11 Nov 2019)



International Competitiveness: Keystones

THINGS TO REMEMBER

ROADMAPS TAKE TIME & INPUT

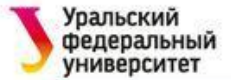
BE VEEEEEERY REALISTIC

ROADMAPS DO CHANGE

TALK TO THOSE WHO KNOW

DON'T CHEAT!

THINGS TO REMEMBER



4. Дорожная карта продвижения в рейтинге QS

Академическая репутация



- Think globally: are you a part of the global agenda or are you shaping it up?
- How would you like to be recognized?
- What are you recognized for?
- Who are you recognized by?
- Are your partnerships working?

THINGS TO REMEMBER

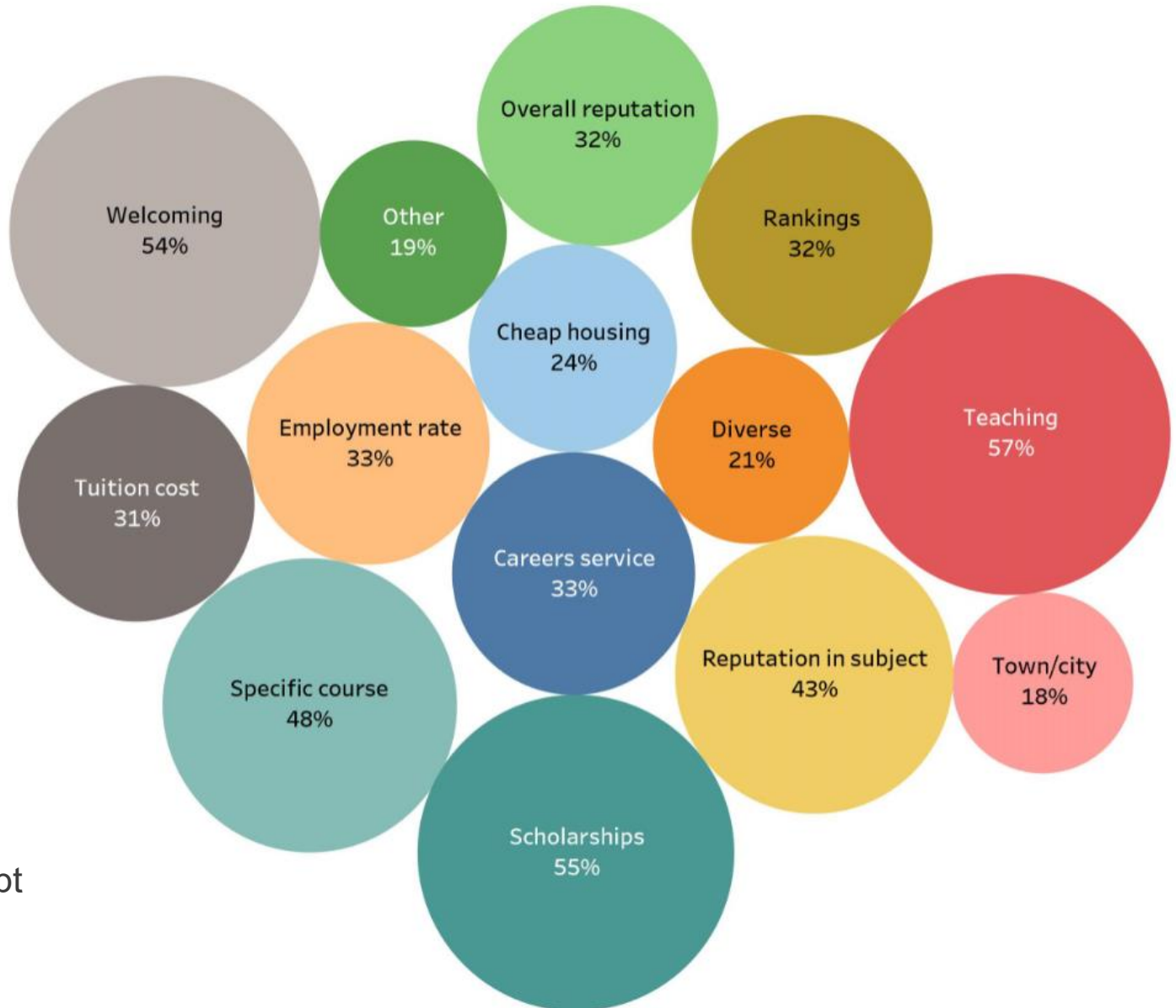
ДОРОЖНАЯ КАРТА: ПРИВЛЕЧЕНИЕ ТАЛАНТЛИВЫХ АБИТУРИЕНТОВ



- Do you know your target audience?
- Do you know their concerns?
- Are you addressing them?
- Do you have your team & tools?
- Talent acquisition & retention – different strategy for every level!

Rank	Prospective students' biggest concerns – ISS 2019
1	Cost of living
2	Availability of scholarships
3	Safety
4	Accommodation
5	Getting a job
6	Being made to feel unwelcome

WHAT DO STUDENTS CARE ABOUT?



Source: International Students Survey Sept 2018 – March 2019 – over 75,000 international students participated

THINGS TO REMEMBER



- Social mission
- International positioning
- **Online visibility – measure!**
- Presence – are you **being invited?**
- Impact – research & career outcomes
- Are you **relevant?** Micro-credits, EdX, internships, etc

THINGS TO REMEMBER

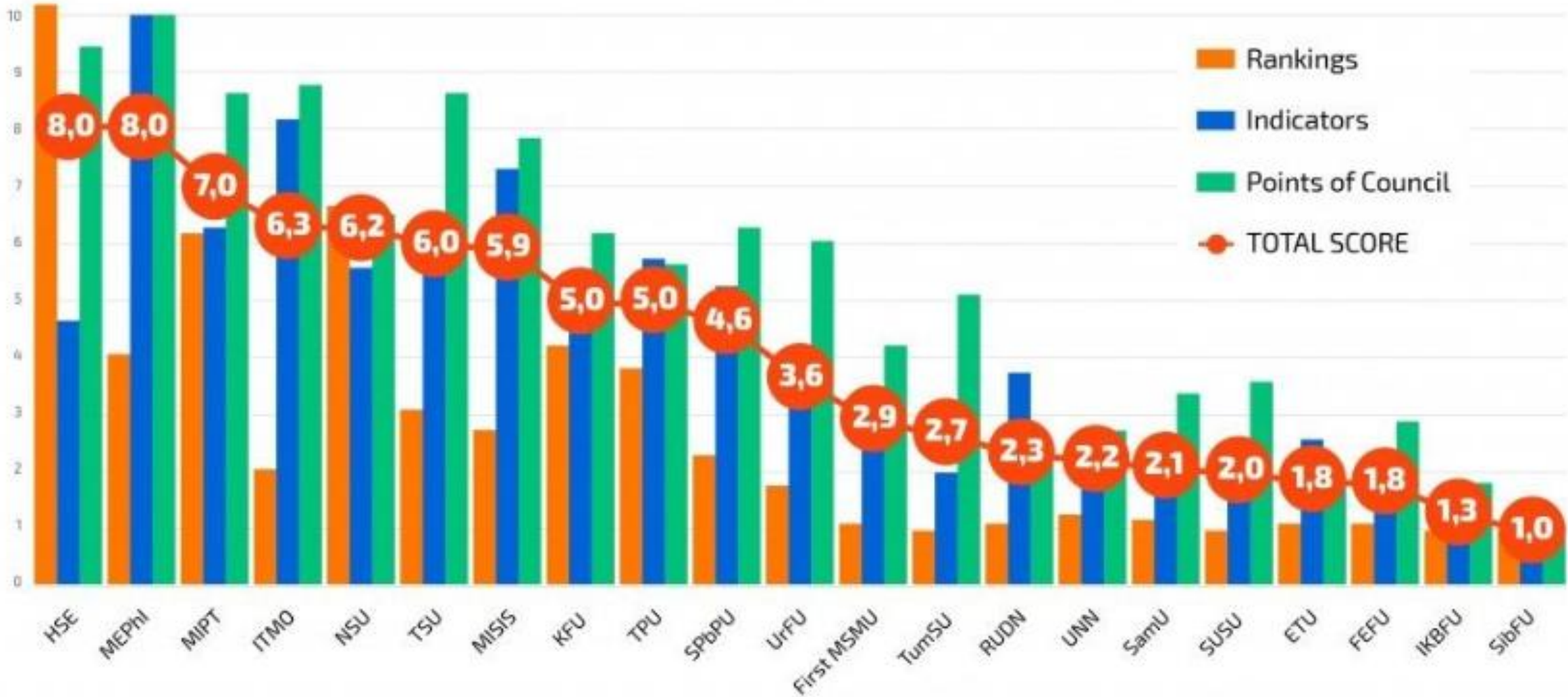
	<i>Target model element</i>	<i>Target</i>	<i>KPI</i>
1	Research: focus on priority areas	World-class research in priority areas	Number of highly cited scientists (CI WoS >1000), pers.
2	Positioning in the international educational field	Internationalization, quality	Number of international students, pers.
3	Development of relationship and partnerships with employers	Relations with global corporations, demand on the global labor market	Position in QS ranking by the criteria of Employer reputation, position
4	Modernization of Information systems	International reputation and information demand	Place in Webometrics ranking, position
5	Development of human resources, including managers and faculty	Personnel competence, internationalization	Share of faculty members with the Doctor of Science and PhD degrees, %
6	Balancing the student body	Internationalization, quality	Share of Masters' and PhD students in the total number of students, %
7	Development of Technology Transfer center, office of applied research and development	Inclusion into the global innovation centers	Number of foreign patents, units.
8	Advanced facilities for scientific and educational activities	Global standards of scientific and laboratory equipment and workplaces	Number of world-class laboratories, units.
9	Economic and financial model	Diversification and sustained revenue growth	Volume of the budget revenue part of the University, bln.rub.
10	Management and structural transformations	Optimization of organizational structure and management system	Share of senior executives with working experience in the leading international research and educational centers, %

- Understand, live and breathe your KPIs
- Change is pain, deal with it
- Bring the team on the journey
- engage

Can you not just talk the talk, but walk the walk?

Really?

CLEAR UNIVERSAL KPIS

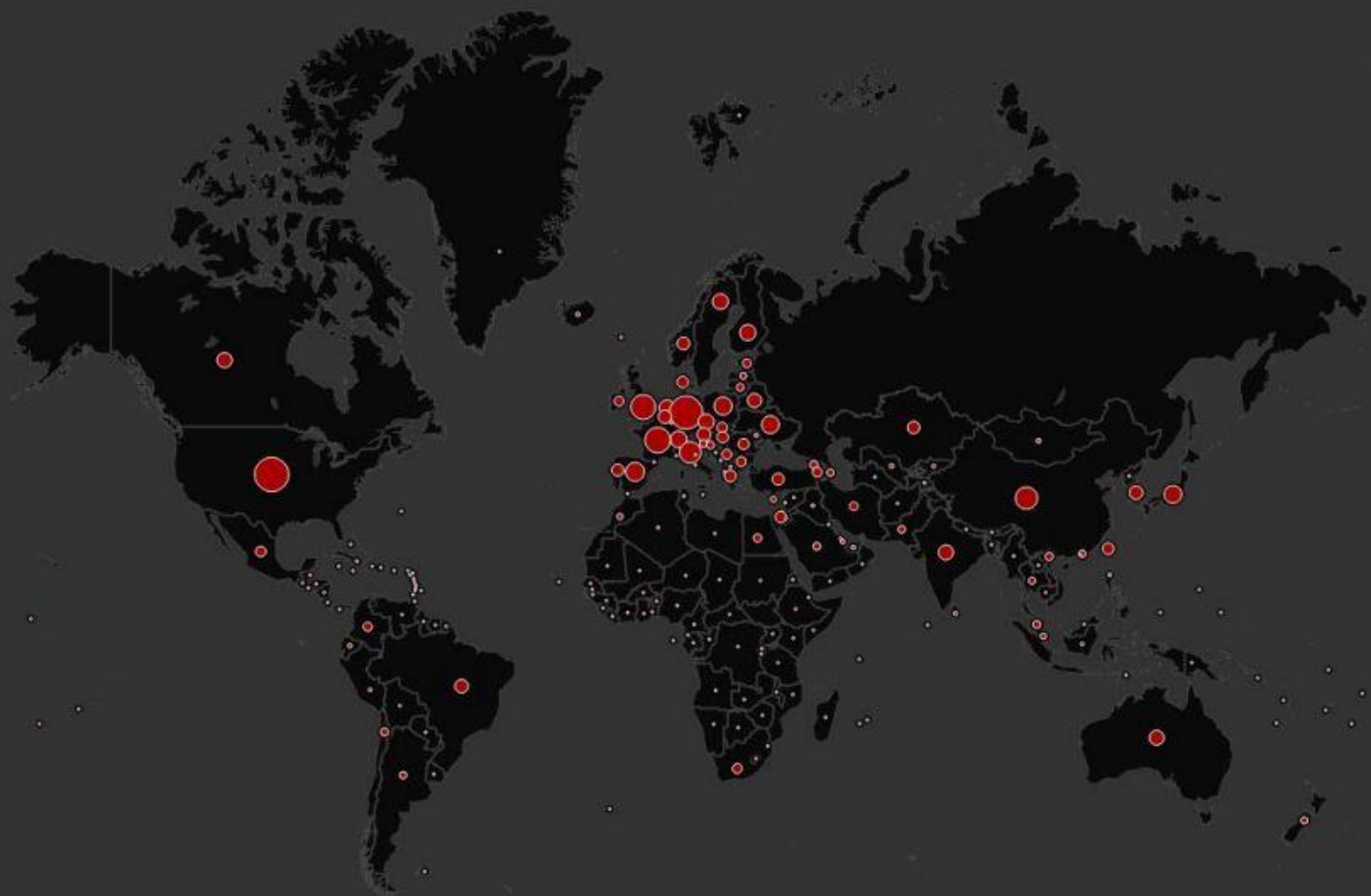


PARTNER WITH THOSE WHO CARE

INTERNATIONAL JOINT COLLABORATIONS - RUSSIA



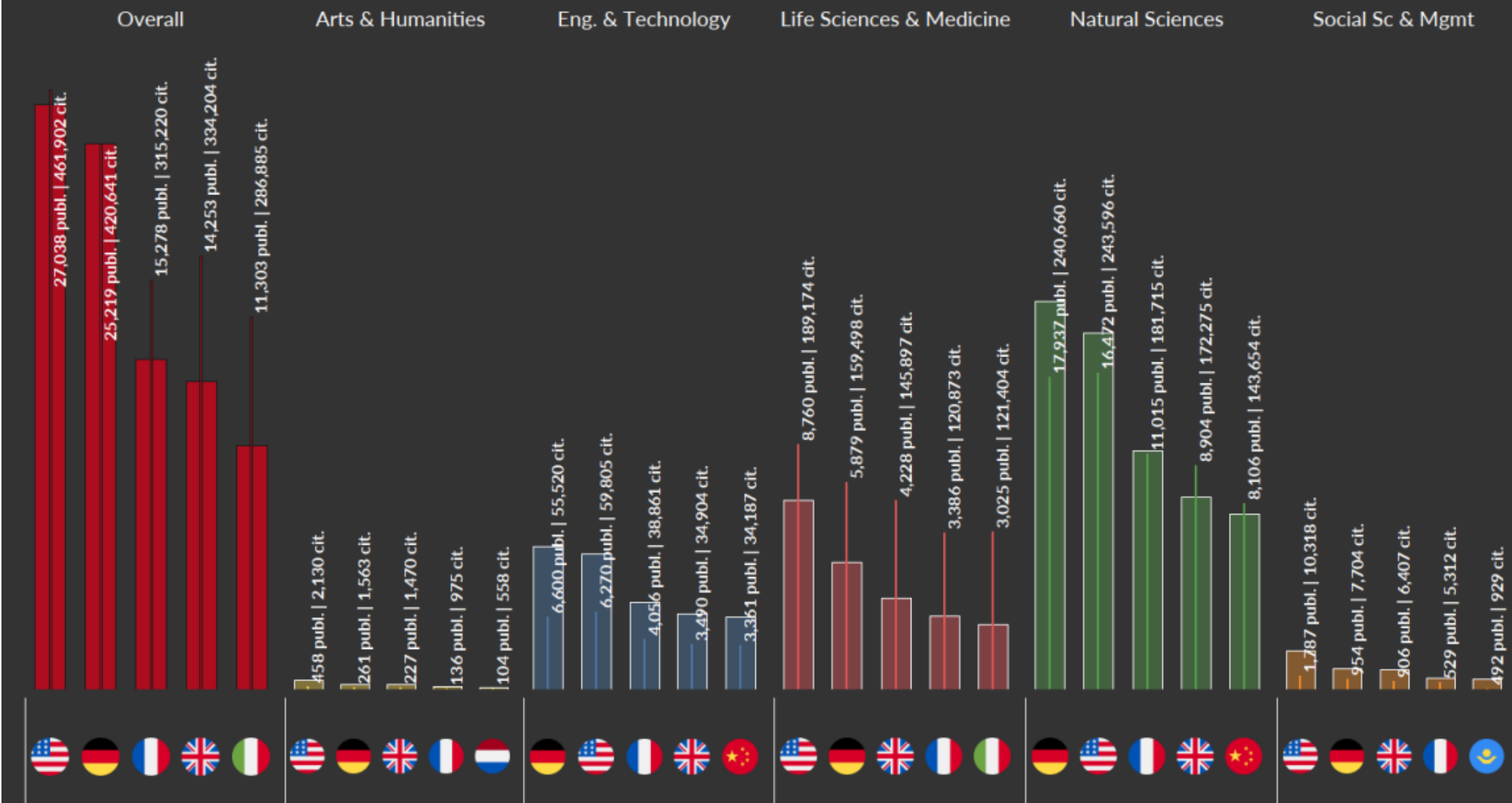
Overall - 2014-2019



United States	27,038 p. 461,902 c.
Germany	25,219 p. 420,641 c.
France	15,278 p. 315,220 c.
United Kingdom	14,253 p. 334,204 c.
Italy	11,303 p. 286,885 c.
China	11,244 p. 235,996 c.
Spain	8,471 p. 254,824 c.
Poland	7,667 p. 195,148 c.
Japan	7,378 p. 185,907 c.
Ukraine	6,899 p. 101,261 c.
Switzerland	6,769 p. 212,754 c.
Netherlands	6,035 p. 219,264 c.
Czech Republic	5,871 p. 124,898 c.
Finland	5,826 p. 148,172 c.
Sweden	5,746 p. 172,667 c.
Canada	5,381 p. 197,539 c.
India	5,176 p. 155,894 c.
Australia	5,097 p. 187,919 c.
Brazil	4,493 p. 160,660 c.
Austria	4,441 p. 128,543 c.
South Korea	4,355 p. 144,983 c.
Belarus	4,313 p. 58,439 c.
Belgium	4,131 p. 149,638 c.
Norway	3,532 p. 127,145 c.
Portugal	3,506 p. 114,173 c.
Turkey	3,378 p. 111,372 c.
Greece	3,259 p. 117,611 c.
Taiwan	3,231 p. 123,764 c.
Kazakhstan	3,203 p. 22,896 c.
Israel	3,184 p. 104,579 c.
Hungary	3,123 p. 115,082 c.
Denmark	2,982 p. 138,818 c.
Romania	2,810 p. 96,942 c.
Mexico	2,573 p. 90,575 c.
Slovakia	2,527 p. 76,061 c.
South Africa	2,342 p. 101,939 c.
Serbia	2,339 p. 90,560 c.
Armenia	2,303 p. 55,929 c.
Ireland	2,279 p. 107,132 c.
Bulgaria	2,256 p. 72,944 c.
Colombia	2,010 p. 85,850 c.

PARTNER WITH THOSE WHO CARE

INTERNATIONAL JOINT COLLABORATIONS - RUSSIA



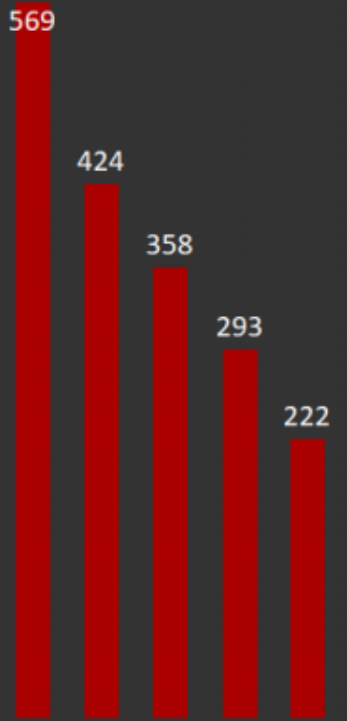
KNOW WHO KNOWS YOU & WHY

INTERNATIONAL ACADEMIC NOMINATIONS | WUR 2020

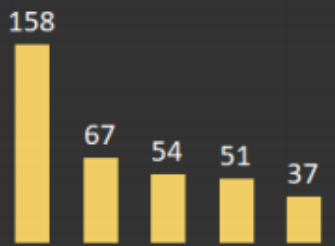


Russia

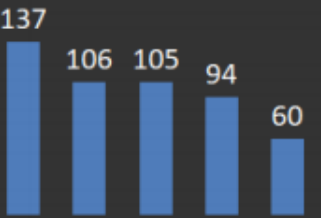
Overall



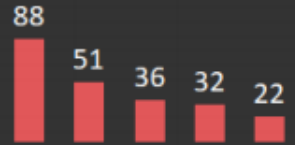
Arts & Humanities



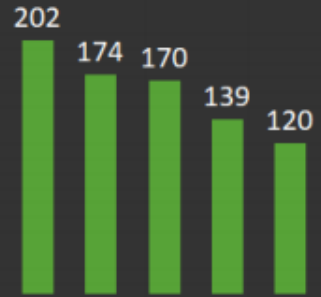
Eng. & Technology



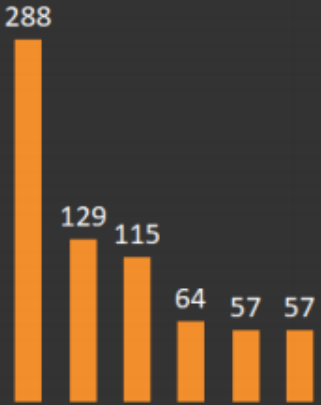
Life Sc & Medicine



Natural Sciences



Social Sc & Mgmt



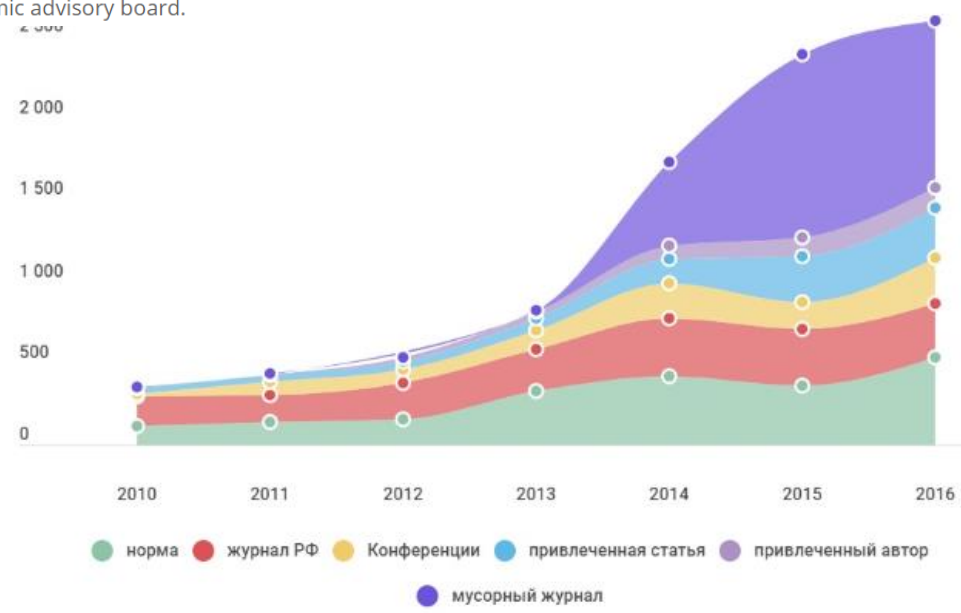
WHAT NOT TO DO

Chung-Ang University (South Korea) has been listed as unranked overall (from a position of 386 in the last edition) due to irregularities in survey returns posted on their behalf.

In advance of the publication of the QS World University Rankings 2018, during routine screening of our survey responses, we discovered a substantial number of anomalous responses lodged in favour of Chung-Ang University. We contacted the university to discover that they were as surprised as we were. To their great credit, they have cooperated fully with our investigation into the matter and with their help we have been able to identify that an unsanctioned undertaking to lodge a large number of false responses in favour of their university had originated from their campus. Whilst an increasingly sophisticated array of techniques are now routinely deployed to detect and eliminate such influences on our surveys, such attempts to manipulate the outcomes of our research – whether officially sanctioned or otherwise – cannot be tolerated.

As a result of these irregularities, Chung-Ang University has been listed as unranked in the QS World University Rankings 2018. Institutions in this category do not receive overall scores or ranks from QS. This institution will also be unranked in other rankings that draw on these survey data for the 2018 cycle. Assuming no further irregularities occur, they will be reinstated for the 2019 edition. This consequence has been arrived at in close consultation with our international academic advisory board.

Казанский федеральный университет





ТАЙНОЕ ВСЕГДА СТАНОВИТСЯ ЯВНЫМ

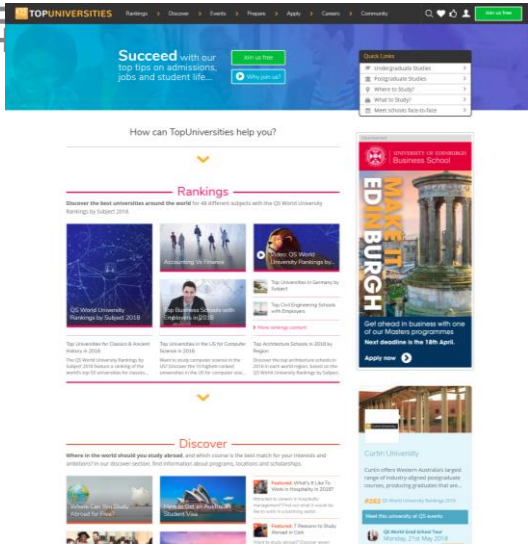
ALEXA TRAFFIC RANKING

QS

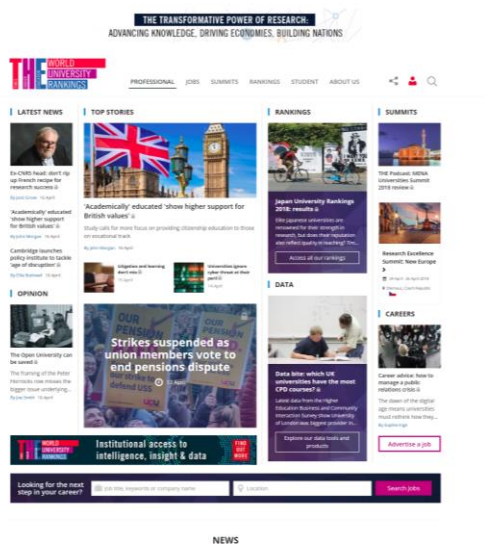
THE

WEB

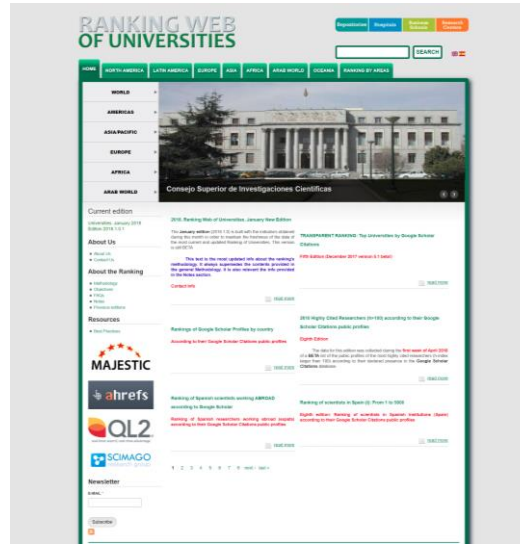
ARWU



4,989



8,657



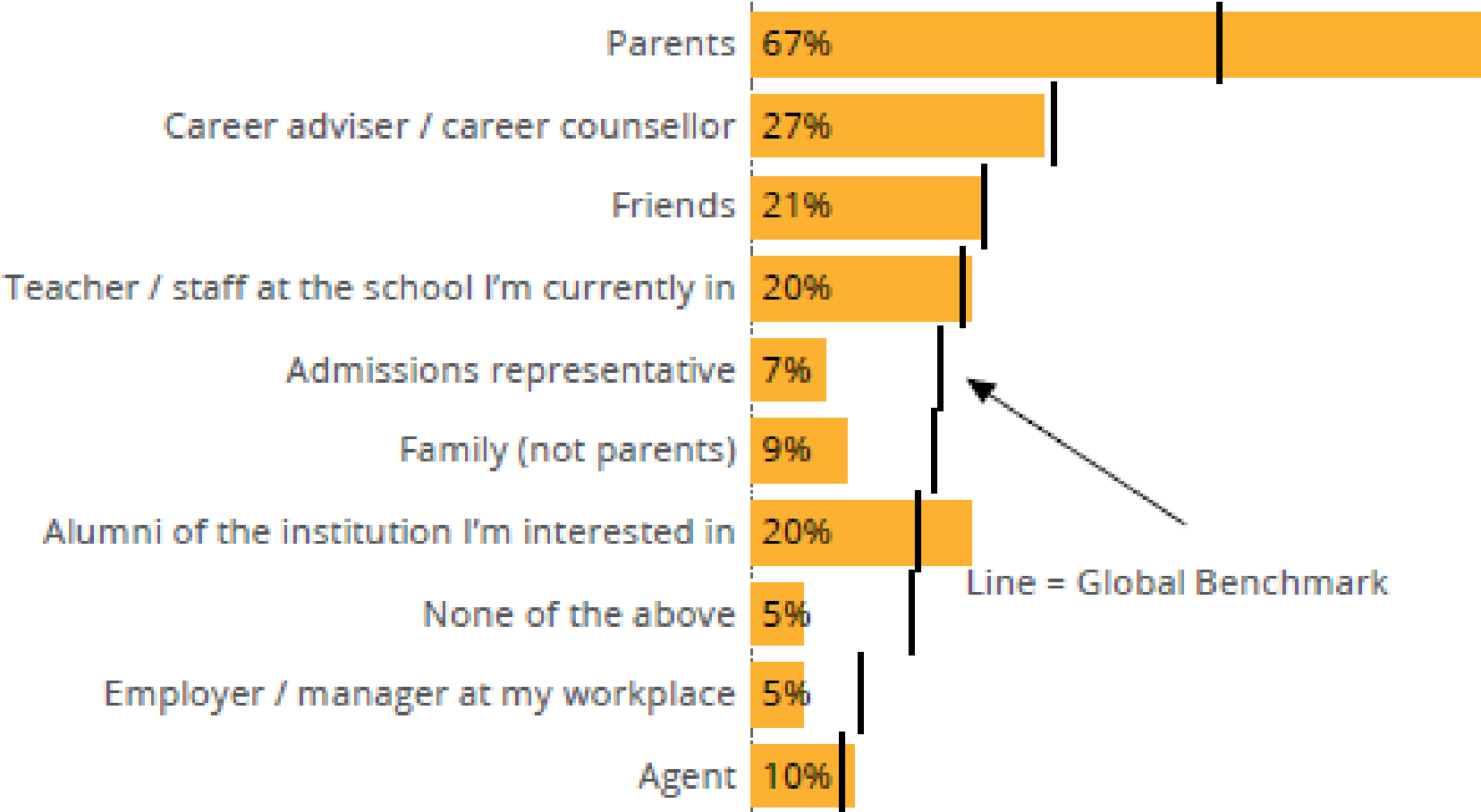
37,227



47,703

MANAGE WHAT PEOPLE KNOW ABOUT YOU

Which of the following have the most influence on you when making decisions about studying overseas?



WHAT DO STUDENTS CARE ABOUT?

WHICH OF THE FOLLOWING DID INTERNATIONAL STUDENTS SAY THEY WERE MORE LIKELY TO CHOOSE...



A university with a high graduate employment rate

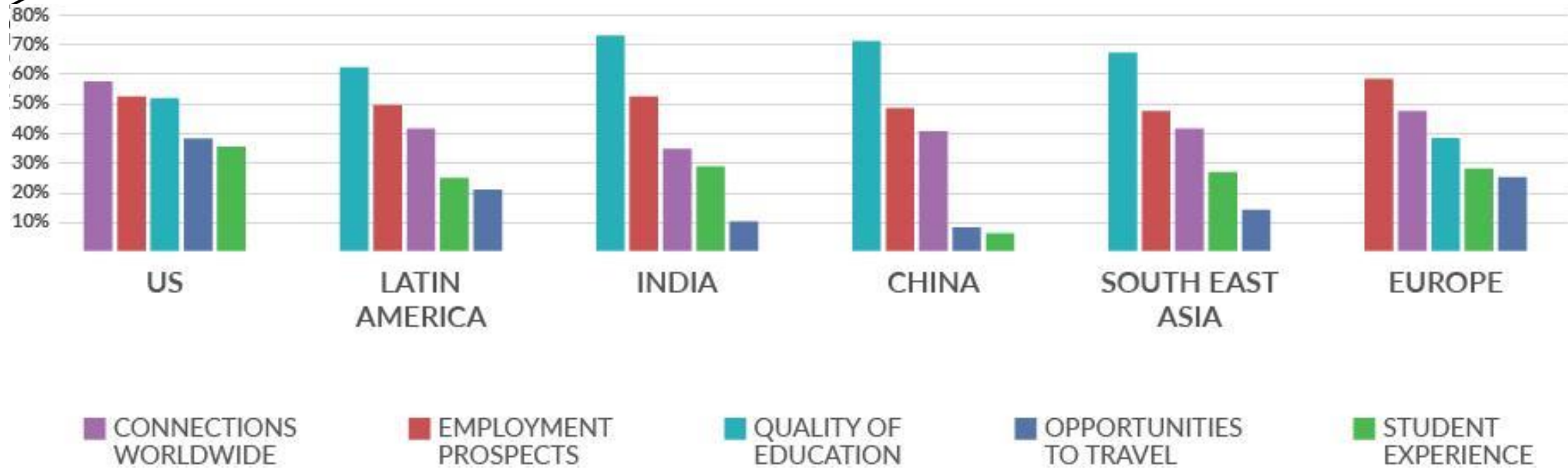


A university with a high student satisfaction score



61.9% = A university with a high graduate employment rate

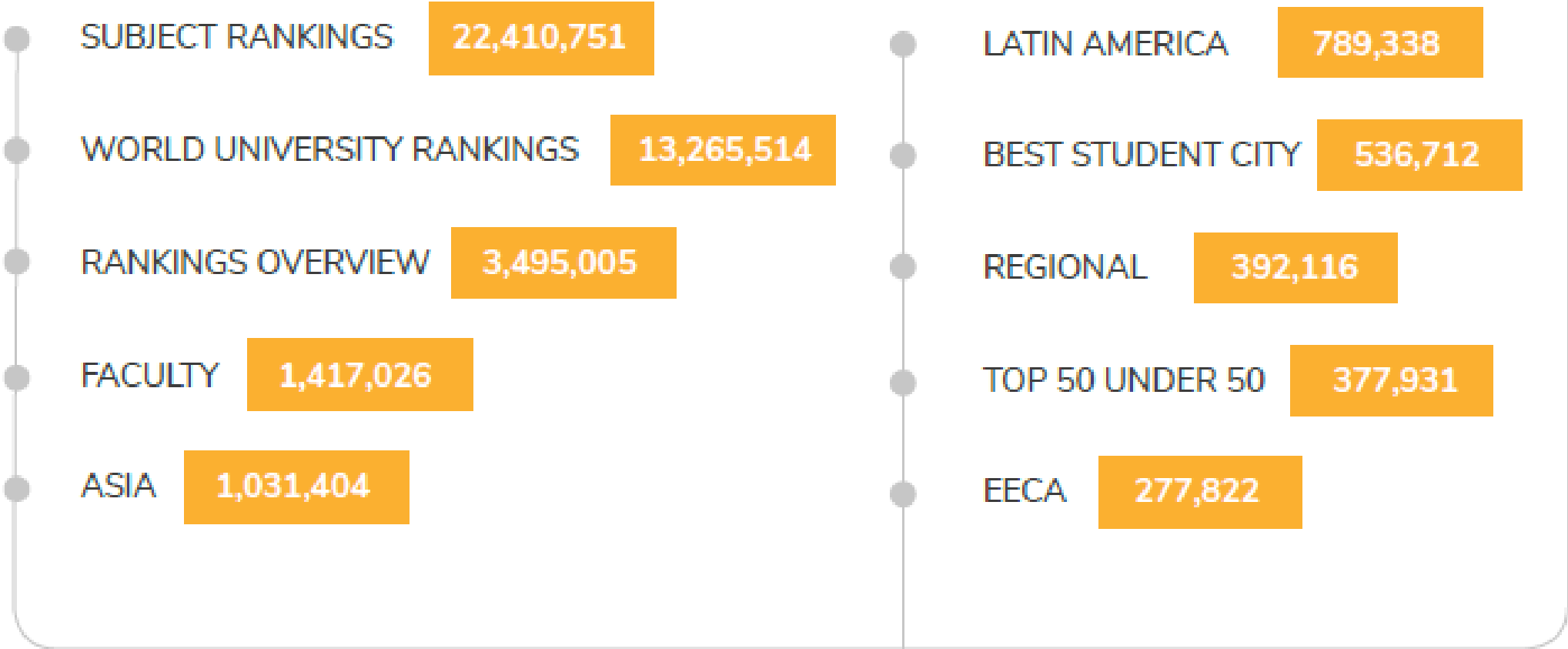
WHY STUDY AT A GLOBALLY RECOGNIZED UNIVERSITY?



Source: QS Applicant Survey

QS ONLINE – TOPUNIVERSITIES.COM

Rankings Breakdown (pageviews) in TopUniversities.com



TOPUNIVERSITIES.COM

Careers in STEM: Working as a Data Scientist at Arsenal Football Club

11:30AM Nov 2, 2018 Save 36 shares Facebook Twitter Email



Football has changed a lot since 1966 and all that followed since, the game has evolved into a multi-era scrutinized by fans, players and coaches alike.

In the race for footballing supremacy, teams are helped to give them an edge over the competition. In 2018, it's credited watching videos on an iPad to a vital penalty goalkeeper does it. At this summer's World Cup, Erling Haaland is on his water bottle.

St. Petersburg

12:00AM Jul 31, 2019 Save 11 shares Facebook Twitter Email



Saint-Petersburg Mining University

21-st line, 2 Saint-Petersburg [View map](#)

Get in touch
View website
Watch video
Add to shortlist
Compare

Status	Research Output	Total Students	Academic Faculty Staff	International Students
Public	High	7,285	655	792

Yanan and 13 others shortlisted this university Share Facebook Twitter LinkedIn Email

Overview

ABOUT

Today Saint-Petersburg Mining University offers all academic cycles, bachelor's, master's and specialist's profiles for future employees of Russian and International companies engaged in estimation, prospecting, exploitation, exploration and processing of raw materials, oil, gas, diamonds, ores.

Saint-Petersburg Mining University offers a number of bachelor's programs, including:

- Information technology and computer engineering
- Instrument engineering
- Electrical power engineering and electrical technology
- Mechanical engineering
- Production machines and equipment
- Metallurgic machinery and equipment
- Automation of technological processes and production facilities

Rafis Abazov
All articles and blog posts

TOPUNIVERSITIES Articles & Blog posts (sorted by date)

25 Jan 2019 Article

Six Essential Steps for Effective Strategic Planning

Make sure your business idea is sound by following these six essential steps when building a strategic plan for the future.

02 Nov 2018 Article

Five Essential Skills for Your Future Career

It's not merely enough to graduate with a good degree anymore. Here are the skills I tell my students they need to develop alongside their studies.

13 Aug 2018 Blog Post

How to Manage your Study Projects Like A Pro

Make sure you handle your study projects in a professional manner by following this simple checklist.

Follow University



Latest Feeds

Санкт-Петербургский горный университет / Saint Petersburg Mining University

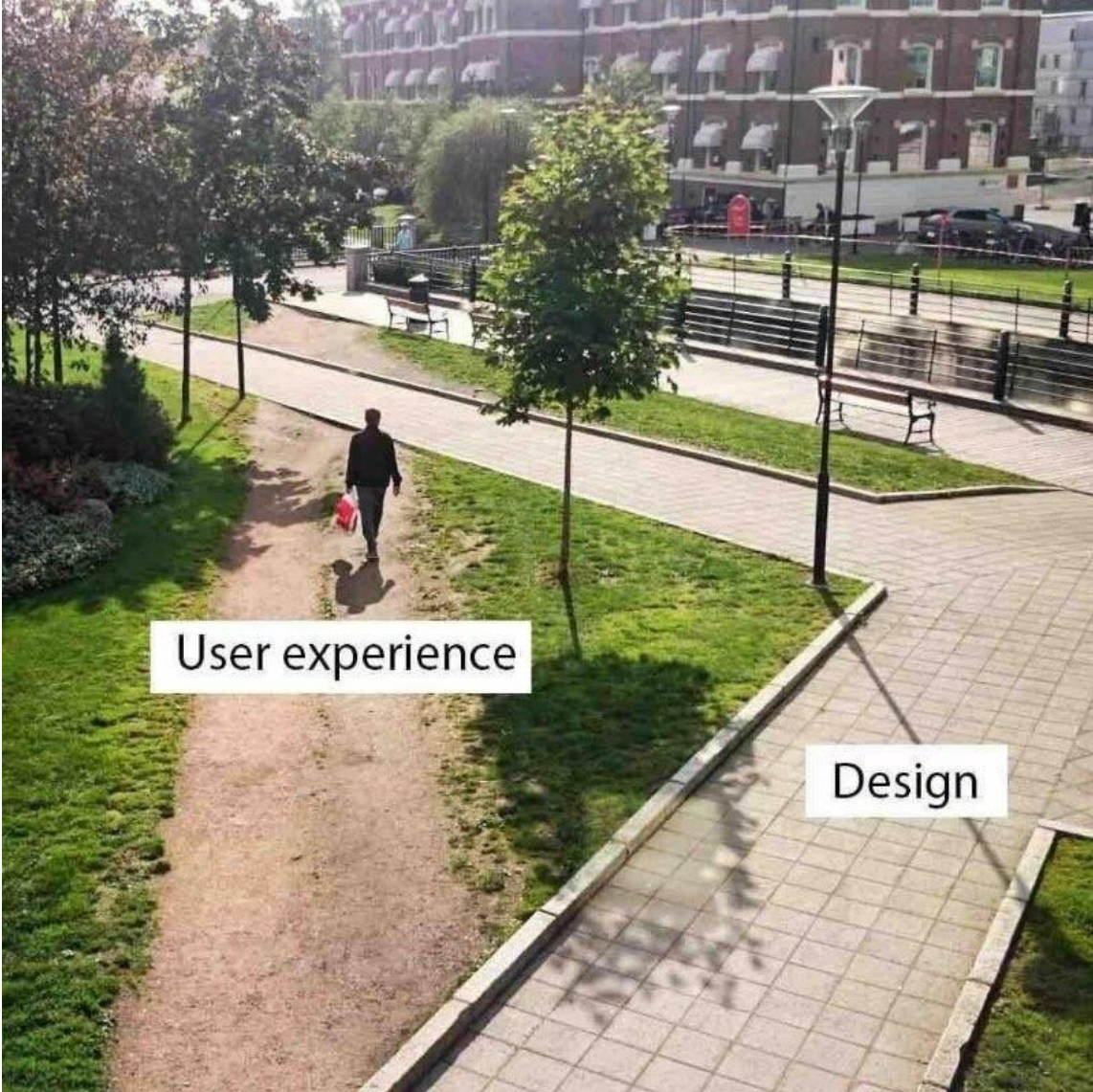
238 likes Like Page Learn More

Санкт-Петербургский горный университет / Saint Petersburg Mining University

on Sunday

YOUR WEBSITE – YOUR FACE

- Know your user!
- Maintain media centre
- Offer a newsletter
- Keep personal contact
- Have a PR & Marketing team
- Use social media
- Be present



UNIVERSITIES FOR MEDIA

Services for media

UCL Media Relations team is the university's central press office. We connect journalists to academics who are experts in their field and promote UCL research and teaching throughout the global media.

Media enquiries

Check this page for all the latest data and information but if you can't find what you're looking for, [contact the UCL Media Relations Team](#).

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[Access UCL Experts database](#)

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UCL in the media

For all current and past references to UCL research and news in the media, go to our [UCL in the media archives](#).

[View UCL in the media](#)

Filming

UCL Media Relations can advise broadcasters and production companies wishing to film at UCL where this is linked to a UCL story or features a UCL researcher. Please [contact](#)

- Engaging personalities
- Accurate facts and figures
- Ready-to-use support materials – not just images, but hashtags, tweets, etc
- Exclusivity if asked for
- Tailored approach
- Personal touch

NURTURE YOUR ALUMS



Community Directory >
 Connect with the Chicago Booth community. View short video tutorials [here](#).



Email4Life >
 Maintain your Email4Life.



Event Intake >
 Post your event details for alumni and the Booth community.



Media Site >
 Attend a presentation event at Booth.



Online Store >
 Show your school pride.



University Library Resources >
 Access to campus libraries.



Business Cards >
 Chicago Booth offers alumni the chance to have Booth-branded business cards.



Email Forward >
 Forward your Booth emails to another email address.



FAQ >
 Frequently asked questions.



Meeting Rooms >
 Hold your next meeting at a Booth campus.



Print Quota >
 Send documents to the print queue and your print account balance.



Booth ID and Password Changes >
 Click here if you've forgotten your Booth ID or password, or need to reset your password.



Email Alias >
 Under Email Alias, content should be using Live, Gmail, and Yahoo!



Event Calendar >
 Find a special event near you.



Graduation Resources >
 Update your attendance plans for the Booth graduation ceremony.



Midway Club >
 Enjoy the amenities of the Midway Club.



Transcripts >
 Request a copy of your transcript.

SHOWCASE EXISTING PARTNERSHIPS



OFFICE OF INTERNATIONAL PROGRAMS

INTERNATIONAL INITIATIVES

Global Partnerships Academic Programs ▾ Peace Corps CSU Distinguished Speakers Office of International

GLOBAL PARTNERSHIPS

Colorado State University is a globally engaged institution with active partnerships worldwide. International partnerships create opportunities for CSU students and faculty to participate in teaching, learning, research, and engagement activities around the world.

GLOBAL ENGAGEMENT DIRECTORY

The Global Engagement Directory illustrates the range of international partnerships between CSU and institutions worldwide. Use the filters to learn more about partnerships by country, CSU academic unit, partner, and activity.

INTERNATIONAL AGREEMENT REQUEST FORM

Use the International Agreement Request form to initiate a request to the Office of International Programs for a new International Memorandum of Understanding or other type of international agreement.

INTERNATIONAL PARTNERSHIP ACTIVITY SUMMARY

Use the International Partnership Activity Summary form to alert the Office of International Programs about formal international partnership activities you've conducted within the past five years.

GLOBAL ENGAGEMENT DIRECTORY



Colorado State University operates in a global context, reaching out to all sectors of society at home and abroad to make education an international experience. As part of Colorado State's internationalization strategy, the Office of International Programs creates and fosters international activities including education abroad opportunities, special efforts to support international students, and faculty initiatives and partnerships with universities around the world. At CSU, campus internationalization is not just about one thing - it is about everything - because with strong faculty linkages with strategic partners, global opportunities fall into place for students.

This interactive tool illustrates places where CSU has formally established academic and research partnerships around the world. You can search for information on existing education abroad activities, academic and research agreements and special projects with partner institutions around the world.

If you are interested in starting an agreement with a foreign institution, please fill out the [International Agreement Request form](#).

If you have an international activity that you would like us to be aware of, please fill out the [International Partnership Activity Summary form](#).

To view all partnership activities, press 'search' with no categories selected. Also, in order to view individual partners, please first select a country.

Text search:

College/Department:

Partner:

Type of Global Engagement:

Country:



<https://www.qs-unisolution.com/>



REIMAGINE EDUCATION CONFERENCE & AWARDS

10-11 DECEMBER 2020 | SAN FRANCISCO

Hyatt Regency San Francisco

AWARDS: INNOVATION IN LEARNING, TEACHING & NURTURING EMPLOYABILITY

PARTICIPATE – AS A SPEAKER

EduData Summit 2020

June 10th - 12th, 2020

Delegates Dining Room at The United Nations
New York, United States

[REGISTER NOW](#)

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Facebook Twitter LinkedIn



“QS is doing a fantastic job. This is a really important event.” Amazon Web Services

AWARDS: CATEGORIES



AI



BEST DISTRIBUTED PROGRAM FOR NURTURING 21ST-CENTURY SKILLS



BEST UNIVERSITY-EMPLOYER PARTNERSHIP



BLOCKCHAIN TECHNOLOGY



CULTIVATING CURIOSITY



EDUCATIONAL APP



E-LEARNING



HYBRID LEARNING



ICT FOR TEACHING, LEARNING & SUPPORT



K12



LEARNING ASSESSMENT



NURTURING EMPLOYABILITY



PRESENCE LEARNING AND TEACHING



SCIENCE OF LEARNING



SUSTAINABILITY



VR/AR

\$190,000 for the Awards winners

1518 institutions applied

Over 1000 delegates

200 judges

60 world famous thought leaders

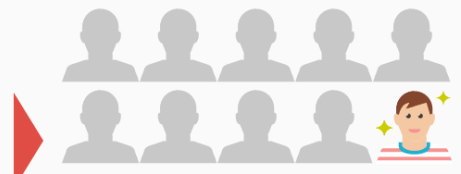
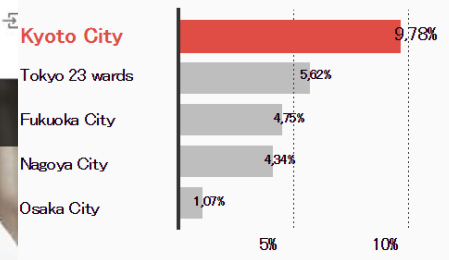


PROMOTE A DESTINATION

REASON 03 University capital of Japan

1 out of 10 people in the Kyoto city area is actually a university student (approximately 150,000 students), by far the highest in Japan in terms of the proportion of students in its population. There are also about 9,000 students from all over the world who are studying in Kyoto. The city is extremely convenient for students, with many restaurants and stores for students throughout the entire area. According to the 2015 Best Student City Ranking by Quacquarelli Symonds in England, it occupies the 34th position in the worldwide rankings.

Student-to-population ratio



Nb. 1 among Japanese cities
Approximately 1 out of 10 is a university student!!

Based on Dec 2014 Database of the Statistics Bureau, Ministry of Internal Affairs and Communications

Based on Dec 2014 School Basic Survey by the Ministry of Education, Culture, Sports, Science and Technology



STUDY IN RUSSIA
The website of Ministry of Science and Higher Education of the Russian Federation

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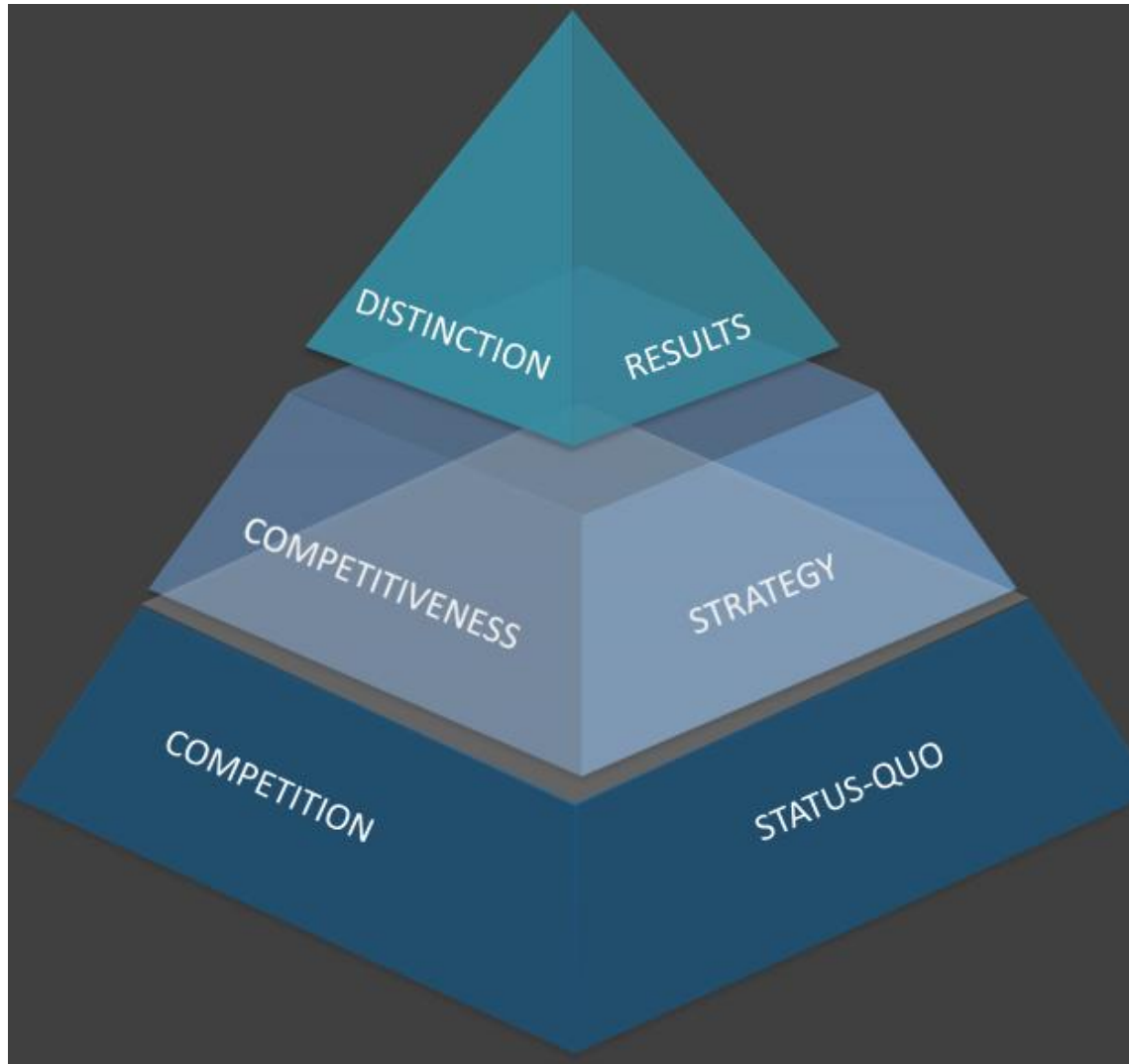
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A PATHWAY TO GLOBAL RECOGNITION



- Define institutional distinctiveness and key leadership assets: research, academy, legacy, community
- Build a unified institutional culture and develop a cohesive mindset
- Tackle archipelago syndrome, lone wolf attitude, warring collection of lordships
- Collate and correlate data: performance, recognition, joint research, partnerships, online presence
- Benchmark and seek for peer best practices
- Assess achievements, assets, gaps, and opportunities
- Build out a unifying Global Engagement Strategy that can be recognised by existing and potential partners
- Establish and strengthen flagship partnerships and beyond, alliances
- Build an effective online presence to sustain all aspects of institutional engagement

BUILD COMPETITIVENESS & ESTABLISH GLOBAL DISTINCTION



To achieve distinction and move beyond the base of competition and status quo we have to begin **thinking strategically and collaboratively.**

Many institutions remain preoccupied with competition and **without changing strategic engagement with the world they remain at the level of status quo.**

Distinction is achieved through strategic decisions, actions, behaviours and decisions which **are aligned to global and regional realities.**

To build global recognition, we have to **Think Big** and not being limited by historically and geographically defined limits

ESTABLISH FLAGSHIP PARTNERSHIPS

- ✓ Build **Partnerships of equals** with a reciprocal level of interest, engagement and expectation in mutual gains
- ✓ Draft the Memorandum of Understanding (MoU) as a **strategic planning document**
- ✓ Build a dynamic revisable **five to ten-year road map**
- ✓ Set a Strategic framework incorporating **various institutional areas** of collaboration
- ✓ Go **beyond the traditional pattern of MoU** focused only on student or faculty mobility
- ✓ Aim at a **regional presence** through the partnership
- ✓ Open to **innovating programmes and non-traditional forms of knowledge-creation** : bootcamps; summer school industry retreats

Partnerships are a driver to reputation and increased global awareness of a university's **distinctive contribution** to 21st century solution-building.





MINDSET: THINKING BIG

- ✓ Thinking Big means **not being limited by historically and geographically** defined limits and harnessing scientific and scholarly competencies into distinctive market offerings.
- ✓ Thinking Big reflects **the scope of the vision and mission** and facilitates a landscape of development that is not bound by a limited horizon of institutional engagement.
- ✓ Thinking Big is to **engage with the world in a strategically and technologically innovative way** and cultivate the disciplinary and managerial agility necessary to develop and adapt to new industrial, scientific and humanitarian frontiers.
- ✓ Surges in modernisation **align the institution with the market in offering cutting edge areas** as fields of academic activity, training and research.
- ✓ The drive to “Think Big”, necessary to set an example in the region and the world, **will resist the habit of those wanting “to think as we have always done”** by cultivating its star researchers and bringing in overseas research faculty who complement the strategic pace, vision and mission of the institutions.

WHAT INSTITUTIONS NEED

Global Engagement & Visibility

- **Greater insight**, understanding and intelligence regarding the national and global rankings of the institution through access to QSIU proprietary data
- Conduct a comprehensive **analysis** of the different unaggregated reputational and research components and identify the very elements of **strengths** and **weaknesses** beyond scores and data
- **Mapping and modelling** of existing and potential partnerships based on existing and possible university research competencies
- **Greater global visibility** through an effective PR strategy highlighting specific actions, platforms and directions in line with the institution's history and competencies



Institutions can enhance their global presence through a more targeted and aligned approach to planning, partnerships and global engagement



THANK YOU!



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