

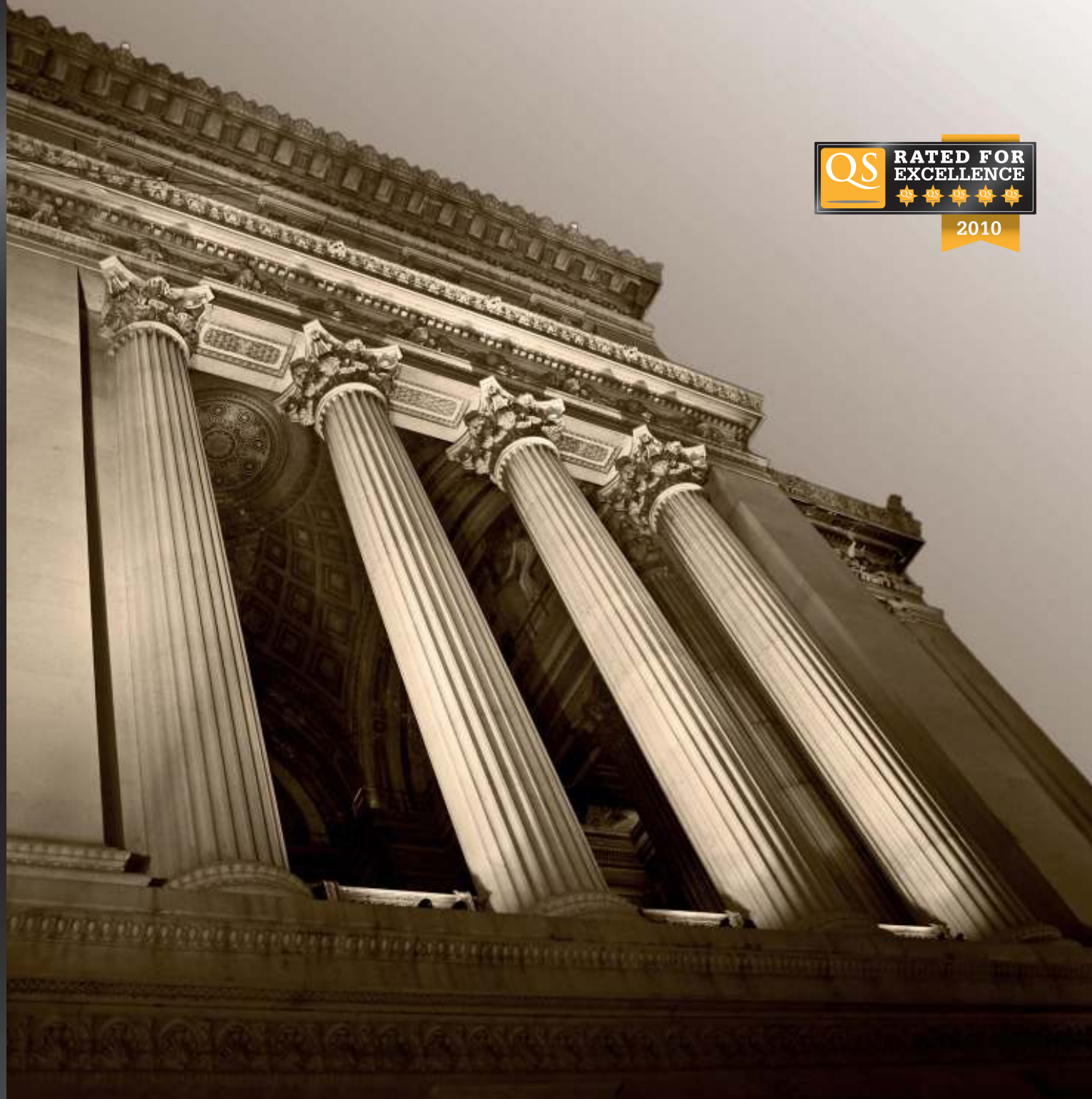


# QS STARS

*Shining a Light on Excellence  
Recognising Diversity in Higher Education*



2010



## QS Stars

The QS Stars system evaluates universities against a range of important performance indicators based on a ratings method. It awards Stars to an institution, based on a range of criteria and can include universities not traditionally well-placed in rankings. It is an opportunity for these universities to highlight their strengths via awarded recognition.

QS Stars also offers an international standard for comparison for any participating institution. This is particularly useful for universities focused on boosting their international marketing efforts. The award is licensed to an institution to highlight its Star rating in all visual communications.

**Traditional rankings may not recognize the excellence offered by universities in many areas. These institutions have the opportunity to shine within the QS Stars rating system.**

## About QS Intelligence Unit

The QS Intelligence Unit (QSIU) strives to be the most trusted independent source of global intelligence in the Higher Education sector.

Since 1990, QS has conducted research in a range of education and employment areas beginning with a global survey of MBA employers. The annual QS World University Rankings® has been produced since 2004, encompassing the most well-known range of research projects that QS operates.

With operations in London and Singapore, QSIU delivers detailed analysis and is committed to the key values of rigorous integrity, undeniable value and charismatic presentation.

Now, in response to increasing public interest in comparative data on universities and organizations, and the growing demand from institutions to develop deeper insight into their competitive environment, QSIU has added QS Stars to its portfolio of distinct services.

Trusted. Independent. Global.

# What are the benefits?

A QS Stars rating gives a university the opportunity to highlight its strengths, whether or not it appears in rankings. The QS Star ratings include a broader range of criteria than traditional rankings.

## International Recognition

QS Stars provides an opportunity for universities to gain international recognition outside of rankings. It also benefits institutions where English is not the first language.

## Web

QS Stars also offers benefits to institutions that already feature in the **QS World University Rankings®**. The QS Stars ratings will appear on the main Rankings pages on Topuniversities.com, alongside the university ranking (as shown here), as it indicates an additional level of detail beyond that measured in the rankings themselves. It also provides important and easily understood additional information, which can be considered at the earliest stages of any decision-making process.

**Topuniversities.com:** is a highly effective and popular online communication platform receiving in excess of approximately 10 million visits in 2010. The rating can also appear on an intermediate profile page.

**Scorecard:** QS Stars can be used as a search criterion in the online search tool for students.

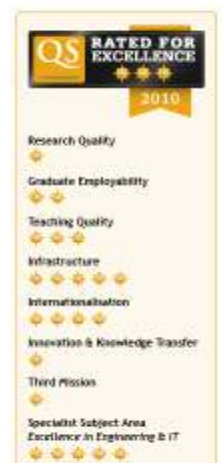
**QS Events:** Star ratings will also be seen by the 400,000 people who register for one of the 215 QS events per year, representing 10% of the global student population.

## Print

QS Stars takes the form of an award which is licensed for reprinting purposes to participating universities. The award badge takes two forms: it may stand alone to highlight overall institutional excellence, or may be used to highlight specialist strengths (exemplified on page 9)

Rank	QS Stars	Name	Country	Size	Research	Points
1	5	University of Cambridge	United Kingdom	L	WH	180.00
2	5	Harvard University	United States	L	WH	161.10
3	5	Yale University	United States	M	WH	145.40
4	5	MIT (Massachusetts Institute of Technology)	United States	L	WH	140.10
5	5	Massachusetts Institute of Technology (MIT)	United States	M	WH	138.10
6	5	University of Oxford	United Kingdom	L	WH	136.10
7	5	Imperial College London	United Kingdom	L	WH	131.10
8	5	University of Chicago	United States	M	WH	127.10
9	5	Stanford University	United States	M	WH	124.10
10	5	Cornell University	United States	L	WH	121.10

\* Image and QS Stars Rating are for illustrative purposes only.



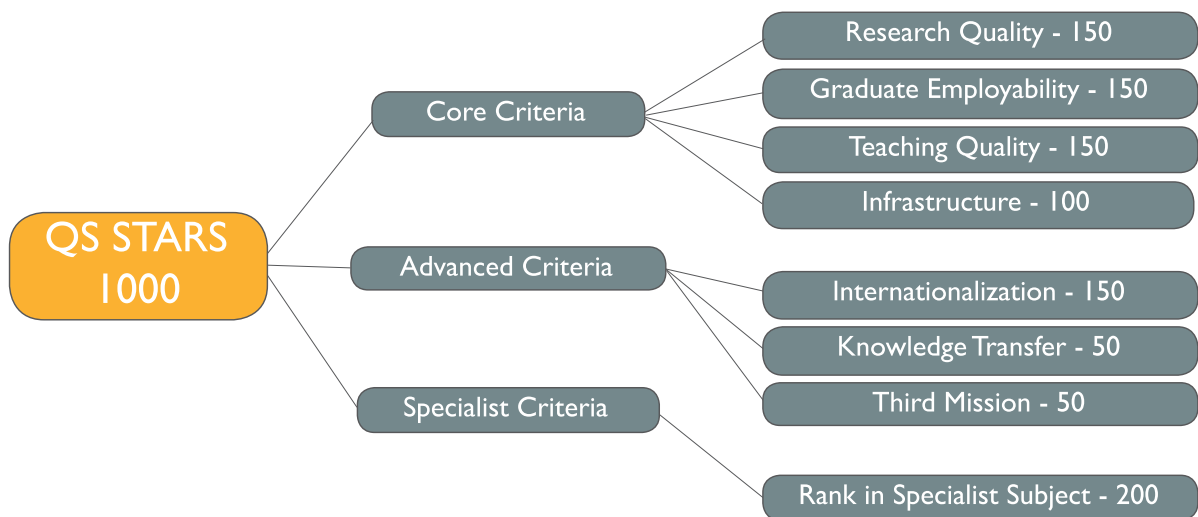
# Criteria

The objective of the QS Stars rating is to assess universities according to a broader range of criteria, giving them a greater opportunity to stand out in their particular areas of excellence.

A star rating indicates an additional level of detail beyond that measured in ranking results. It can encourage users and readers to accept that ranking results ought to be analyzed and understood rather than simply taken at face value. It can also provide additional important information that may be used during the earliest stages of the decision-making process for university applications.

Ratings are not dependent on the performance of other institutions, but evaluate an individual institution's performance and measure it against pre-set thresholds.

## Distribution of Points



# Core Criteria

These criteria feature the key building blocks of a university whether focused globally, domestically or locally

Indicator	Maximum Points
<b>1. Research Quality</b>	<b>150</b>
<b>1.1. Academic Peer Endorsements</b> <i>Maximum points for 150 academic referees or over. Scaled proportion of the points thereafter based on academic survey data from the QS World University Rankings®</i>	40
<b>1.2. Citations per Paper</b> <i>Maximum points for 6 citations per paper (adjusted for specialist institutions)</i>	40
<b>1.3. Research Papers per Faculty</b> <i>Maximum points for 7 papers per faculty member (adjusted for specialist institutions)</i>	40
<b>1.4. Prolific Academic Experts</b> <i>Maximum points for 20 faculty members internationally recognized for work (e.g. Nobel Prizes or equivalent awards)</i>	30
<b>2. Graduate Employability</b>	<b>150</b>
<b>2.1. Recruiter Review</b> <i>Maximum points for 40 employer referees or over. Scaled proportion of the points thereafter based on employer survey data from the QS World University Rankings®</i>	50
<b>2.2. Graduate Employability</b> <i>Maximum points for 80% of graduated students employed within 12 months of graduation (excluding those not actively seeking work e.g. pursuing further study)</i>	50
<b>2.3. Careers Service Support</b> <i>Maximum points for 10 full-time careers advisors OR one full-time career adviser per 1000 students</i>	50
<b>3. Teaching Quality</b>	<b>150</b>
<b>3.1. Overall Student Satisfaction</b> <i>Maximum points for 75% student satisfaction or higher with scaled scores down to 50% student satisfaction. Results based on a minimum 20% response rate using the National Student Satisfaction Survey or equivalent.</i>	40
<b>3.2. Satisfaction with Teaching</b> <i>Maximum points for 75% student satisfaction or higher with scaled scores down to 50% student satisfaction. Results based on a minimum 20% response rate using the National Student Satisfaction Survey or equivalent.</i>	40
<b>3.3. Further Study</b> <i>Maximum points for 30% of graduated students pursuing further study within 12 months of graduation</i>	20
<b>3.4. Student/ faculty ratio</b> <i>Maximum points for a 10:1 (10%) student/faculty ratio</i>	50
<b>4. Infrastructure – QS Audit</b>	<b>100</b>
<b>4.1. Sporting facilities</b> <i>A maximum of 2 points for each of the following on-campus facilities with 4 bonus points for 6 or more: (i) swimming pool; (ii) fitness gym; (iii) indoor sports courts; (iv) outdoor sports pitches; (v) athletics track; (vi) stadium; (vii) full-time sports coaches and/or medical staff</i>	20
<b>4.2. Medical facilities</b> <i>Maximum points for one on-campus medical centre with minimum 1 full time qualified medical doctor OR One full time nurse per every 3000 full time students</i>	10
<b>4.3. Student societies</b> <i>Maximum points for 20 student administered organizations</i>	10
<b>4.4. Student accommodation</b> <i>Maximum points for the same number of rooms as first year students</i>	20
<b>4.5. IT infrastructure</b> <i>Maximum points for one on computer per 5 students OR internet access in every university provided student room OR WIFI access across 80% of campus area (excluding parks and sports fields)</i>	20
<b>4.6. Library facilities</b> <i>Maximum points for Investment of \$100 per student over the past year OR one new library catalogue entries per student</i>	20

# Advanced Criteria

For a university to aspire to being truly world-class, its mission and its impact must extend further than the basics. These advanced criteria identify important factors that universities with a solid foundation in the core criteria might target to advance to a higher level of performance and recognition.

Indicator	Maximum Points
<b>5. Internationalization</b>	<b>150</b>
<b>5.1. International Faculty</b> <i>Maximum points for 25% international faculty</i>	20
<b>5.2. Institution Research Collaborations</b> <i>Maximum points for 25 university research collaborations with QS top 500 universities in previous three years published rankings</i>	50
<b>5.3. International Students</b> <i>Maximum points for 20% international students</i>	20
<b>5.4. International Student Support - religious facilities</b> <i>Maximum points for at least one place of worship for a minimum of three major religious groups (Christianity, Islam, Sikhism/Hinduism, Buddhism, Taoism and Judaism) OR a Multi-denominational religious facility</i>	10
<b>5.5. Inbound Exchange Students</b> <i>Maximum points for 2% inbound students against total number of students</i>	20
<b>5.6. Outbound Exchange Students</b> <i>Maximum points for 2% outbound students against total number of students</i>	20
<b>5.7. International Diversity</b> <i>Maximum points for 20 nationalities represented in student body</i>	10
<b>6. Innovation &amp; Knowledge Transfer</b>	<b>50</b>
<b>6.1. Patents</b> <i>Maximum points for 50 current patents registered with national or international patent offices</i>	20
<b>6.2. Spin-off Companies</b> <i>Maximum points for 5 spin-off companies established in the last five years still operating and no longer requiring support from the university</i>	10
<b>6.3. Industrial research</b> <i>Maximum points for Joint research projects with 10 distinct corporations (non-university), yielding publications in Scopus™ in the last 5 years</i>	20
<b>7. Third Mission</b>	<b>50</b>
<b>7.1. Community Investment &amp; Development</b> <i>Maximum points for 1% of turnover or USD\$2 million (whichever is smaller) contribution to community projects within 200km of any campus of affiliated facility</i>	25
<b>7.2. Scholarships and bursaries</b> <i>Maximum points for 1% of turnover spent on funds for scholarships OR attendance made possible for 100 students on 50% scholarships</i>	25

# Specialist Criteria

Excellence in a narrow field is as valid a claim to world-class status as competence in the round. These criteria are designed to extend credit where it's due.

Indicator	Maximum Points
<b>8. Rank in Specialist Subject*</b>	<b>200</b>
<p><b>Broad Faculty Area Ranking</b>  <i>Highly ranked in any one of 5 broad specialist areas based on QS ranking systems in (i) IT &amp; Engineering (ii) Natural Sciences (iii). Life Sciences (iv) Arts &amp; Humanities (v) Social Sciences. Maximum points for Ranked positions 1-50; scaled scores down to position 300</i></p> <p><b>OR</b></p> <p><b>Narrow Subject Area Rankings</b>  <i>2 highest scoring disciplines based on one of the following Subject Area Rankings is the QS ranking systems or reliable 3<sup>rd</sup> party evaluations Maximum points for Ranked positions 1-20; scaled scores down to a minimum of 25 points at position 100</i></p> <p><b>OR</b></p> <p><b>Internationally Recognized Accreditations</b>  <i>25 points per accreditation up to a maximum of 50 points</i></p>	

## Thresholds & Pre-Requisites

### 1 Star (100 / 1000)

- Must have the authority to grant valid degree level programs in its own name

### 2 Stars (250 / 1000)

### 3 Stars (400 / 1000)

- A minimum of five active student exchange agreements with top 500 universities (in the QS World University Rankings® of any of the preceding three years)

### 4 Stars (550 / 1000)

- Must have at least 75 academic referees or must have at least two citations per faculty member (for any institution not focused exclusively in two or fewer of our broad faculty areas)
- Must have at least two citations per faculty member (for any institution not focused exclusively in Arts & Social Sciences)
- Must have at least 20 employer referees
- Must have at least 1% international students
- A minimum of 10 active student exchange agreements with top 500 universities (in the QS World University Rankings® of any of the preceding three years)

### 5 Stars (700 / 1000)

- Must have at least 150 academic referees or 3 citations per faculty member (for any institution not focused exclusively in two or fewer of our broad faculty areas)
- Must have at least 5% international faculty
- Must have at least 5% international students
- Must have at least 40 employer referees
- Must have at least 150 academic referees
- Must have a minimum of 80 points in the Infrastructure category within Core Criteria

# Category Rankings

QS Stars offers universities further opportunity to highlight their strengths across the categories within the evaluation system, allowing the reader to view the individual strengths.

	Threshold		Threshold
<b>Research Quality</b>		<b>Graduate Employability</b>	
1 star	15/150	1 star	15/150
2 stars	35/150	2 stars	35/150
3 stars	60/150	3 stars	60/150
4 stars	85/150	4 stars	85/150
5 stars	105/150	5 stars	105/150
<b>Teaching Quality</b>		<b>Infrastructure</b>	
1 star	15/150	1 star	10/100
2 stars	35/150	2 stars	25/100
3 stars	60/150	3 stars	40/100
4 stars	85/150	4 stars	55/100
5 stars	105/150	5 stars	70/100
<b>Internationalization</b>		<b>Innovation &amp; Knowledge Transfer</b>	
1 star	15/150	1 star	5/50
2 stars	35/150	2 stars	15/50
3 stars	60/150	3 stars	20/50
4 stars	85/150	4 stars	30/50
5 stars	105/150	5 stars	35/50
<b>Third Mission</b>		<b>Specialist Criteria</b>	
1 star	5/50	1 star	20/200
2 stars	15/50	2 stars	50/200
3 stars	20/50	3 stars	80/200
4 stars	30/50	4 stars	110/200
5 stars	35/50	5 stars	140/200



\* Image and QS Stars Rating are for illustrative purposes only.



# Shining a light on excellence

QS Stars allows your institution's specialist subject area to be highlighted. Appearing in any of the following rankings will earn you points in the specialist criteria, allowing to spotlight your specialist strengths.

## Broad Faculty Area Rankings

Appearing within the top 300 broad faculty area rankings can earn your institution specialist criteria points.

A screenshot of the QS World University Rankings website. The page title is 'QS World University Rankings: Social Sciences & Management'. It shows a table of university rankings with columns for Rank, University, Location, and Score. The table lists several universities, including the University of Cambridge, Harvard University, and the University of Oxford.

\* For illustrative purposes only.

## Narrow Subject Area Rankings

QS Stars also offers institutions the opportunity to highlight their narrow subject areas. Institutions are able to highlight several of their highly ranked subject areas.



## Accreditation

Institutions that do not have a ranked subject but have had a subject accredited by an internationally recognised accreditation body, also have the opportunity to highlight their specialist subject area.

# Development Road Map - *The institutional report*

Universities that participate in the QS Stars evaluation program receive a comprehensive report, similar to the one below, which details their results as measured by a comprehensive QS proprietary analysis. A complete sample report can be viewed at [www.topuniversities.com](http://www.topuniversities.com)



## QS Star Ratings explained

**One Star** – A typical One Star university has established all the key components required to provide a quality service to its students and, in many cases, the foundations upon which to build a strong domestic reputation. A One Star institution will often have been established within the last twenty years and will be putting in place the leadership with ambition to develop quickly.

**Two Stars** – A typical Two Star university is active in research and has an established domestic reputation. The institution is a key part of its local community and will often have begun to consider international opportunities.

**Three Stars** – A typical Three Star university is nationally well recognised, and may have also begun to attract international recognition. This institution maintains a reputable level of research and its graduates are attractive to employers.

**Four Stars** – A typical Four Star university is highly international, demonstrating excellence in both research and teaching. The institution provides an excellent environment for students and faculty.

**Five Stars** – A typical Five Star institution is generally world-class in a broad range of areas, enjoys a high reputation and has cutting-edge facilities and internationally renowned research and teaching faculty.



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*“NTU is undergoing rapid development and the current ranking from QS is a confirmation that NTU today has a high international standing. NTU is participating in a QS Star audit to establish our strengths as a university across a broader set of criteria than can be measured in any ranking system, to provide valuable information for our many stakeholders: students, employers, fellow academics as well as our local community.”*

Professor Bertil Andersson,  
Provost, Nanyang Technological University



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# Pricing

## **QS STARS AUDIT FEE - US\$9,850**

- Audit valid for three years
- Includes report detailing basis for achieved award and guidance on maintaining/improving award level
- Optional annual audit can be conducted at an extra fee

## **QS STARS ANNUAL LICENCE FEE - US\$6,850 (Minimum term 3 years)**

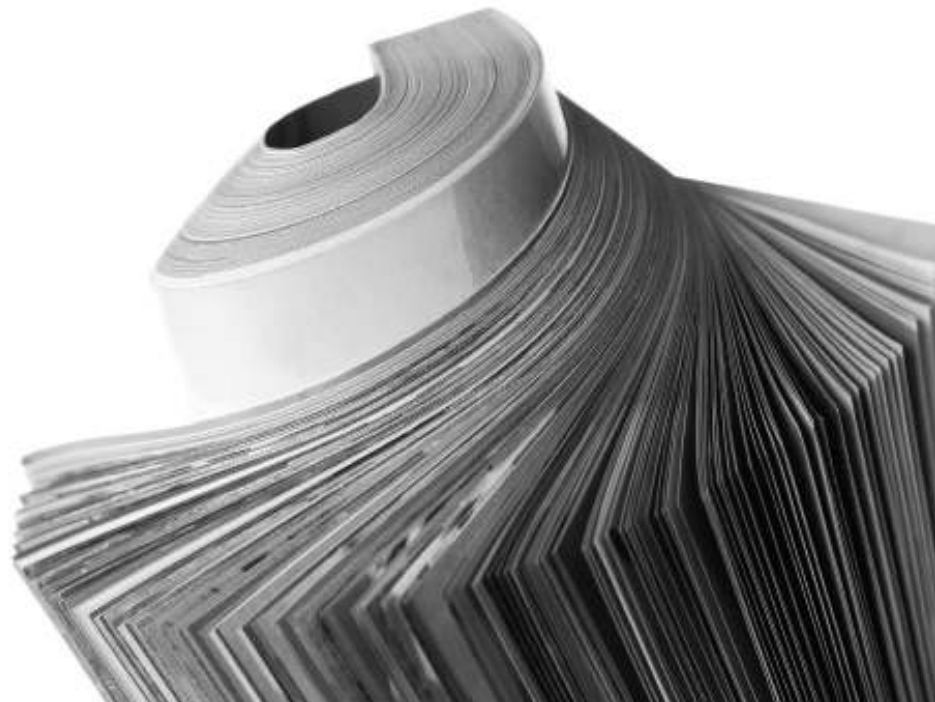
- Includes upgrade to intermediate profile level on [www.topuniversities.com](http://www.topuniversities.com)
- Presentation of specific results on a customised link
- Licence to use supplied graphics and logos in online and printed materials to present rating to stakeholders

Please note, the invoicing schedule will be as follows:

Year 1 - US\$16,700 (Audit fee and Annual licence fee)

Year 2 - US\$6,850 (Annual licence fee)

Year 3 - US\$6,850 (Annual licence fee)



# Participation Form

Name \_\_\_\_\_ Position \_\_\_\_\_

Institution Name \_\_\_\_\_

Institution Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_ Tel \_\_\_\_\_ Fax \_\_\_\_\_

3 YEAR AUDIT

OPTIONAL ANNUAL AUDIT

TOTAL COST \_\_\_\_\_

Confirmation of your booking and an invoice will be sent to you via email. A QS representative will be in contact. This contract is binding.

## Authorized Signatory

Name of Signatory \_\_\_\_\_ Position \_\_\_\_\_

Signature/Stamp \_\_\_\_\_ Date \_\_\_\_\_

**Please fax form to Deena Al-Hilli +44 (0)20 7428 2761**

FOR FURTHER INFORMATION ON QS STARS  
PLEASE CONTACT

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## QS - OUR MISSION

To enable motivated people around the world to fulfill their potential, by fostering educational achievement, international mobility and career development.

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