The value of for-profit organisations using the NPD

Henry Morris & Mark Williams of PiC – September 2018 NPD User Group

Henry

Mark

PiC

Our vision for the NPD

Commercial organisations should continue to have access to NPD...

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...in the same way and with the same limitations as other organisations

Why?

The NPD can fulfill a social mission – improving education through evidence

Concerns

Concerns x3

Concern #1

“Marketing or other non-education use”

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Terms say data can only be used to advance education

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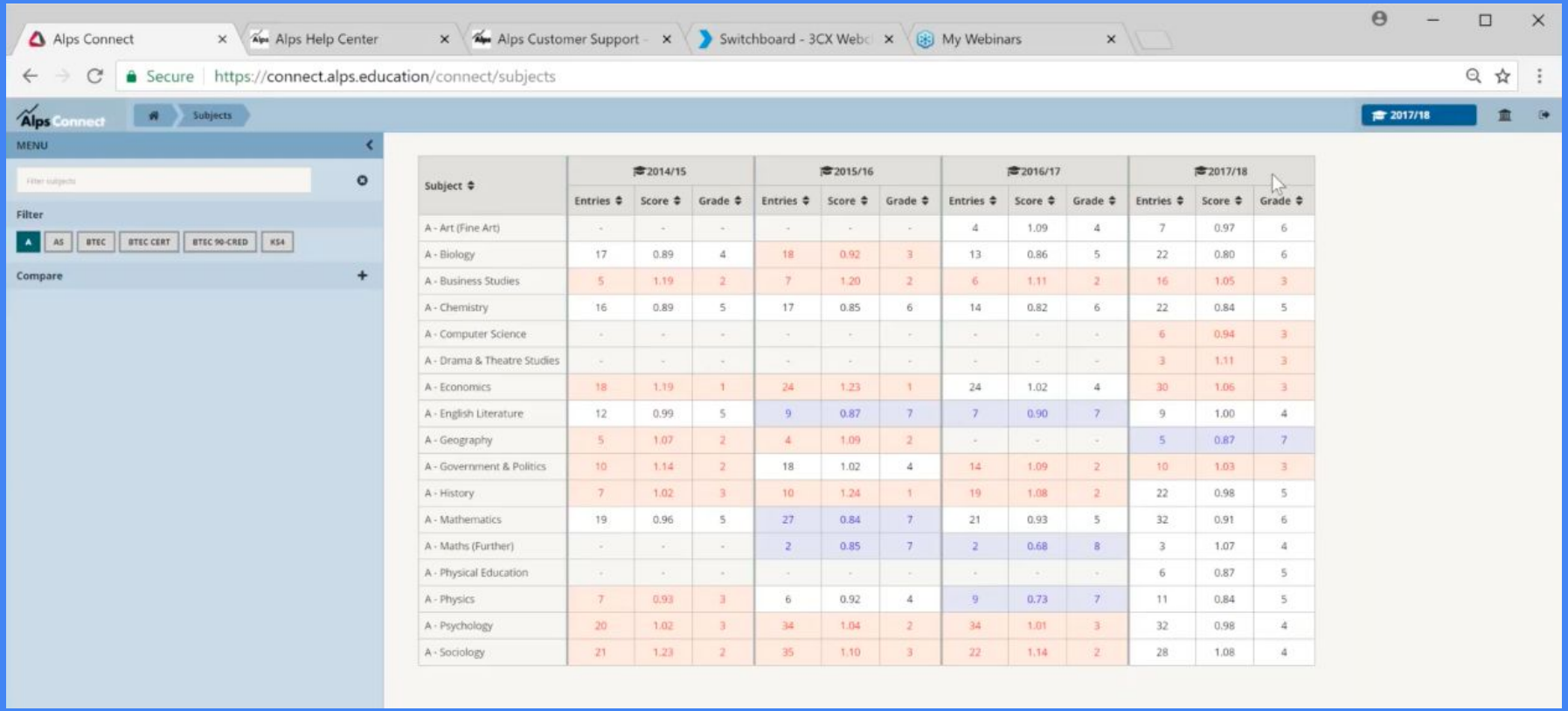
Positive impact

Three examples:

1. Alps – Analytical tools for LEAs



Subject	2014/15			2015/16			2016/17			2017/18		
	Entries	Score	Grade	Entries	Score	Grade	Entries	Score	Grade	Entries	Score	Grade
A - Art (Fine Art)	-	-	-	-	-	-	4	1.09	4	7	0.97	6
A - Biology	17	0.89	4	18	0.92	3	13	0.86	5	22	0.80	6
A - Business Studies	5	1.19	2	7	1.20	2	6	1.11	2	16	1.05	3
A - Chemistry	16	0.89	5	17	0.85	6	14	0.82	6	22	0.84	5
A - Computer Science	-	-	-	-	-	-	-	-	-	6	0.94	3
A - Drama & Theatre Studies	-	-	-	-	-	-	-	-	-	3	1.11	3
A - Economics	18	1.19	1	24	1.23	1	24	1.02	4	30	1.06	3
A - English Literature	12	0.99	5	9	0.87	7	7	0.90	7	9	1.00	4
A - Geography	5	1.07	2	4	1.09	2	-	-	-	5	0.87	7
A - Government & Politics	10	1.14	2	18	1.02	4	14	1.09	2	10	1.03	3
A - History	7	1.02	3	10	1.24	1	19	1.08	2	22	0.98	5
A - Mathematics	19	0.96	5	27	0.84	7	21	0.93	5	32	0.91	6
A - Maths (Further)	-	-	-	2	0.85	7	2	0.68	8	3	1.07	4
A - Physical Education	-	-	-	-	-	-	-	-	-	6	0.87	5
A - Physics	7	0.93	3	6	0.92	4	9	0.73	7	11	0.84	5
A - Psychology	20	1.02	3	34	1.04	2	34	1.01	3	32	0.98	4
A - Sociology	21	1.23	2	35	1.10	3	22	1.14	2	28	1.08	4

Advancing education

2. UniFrog – Helping students make informed career choices

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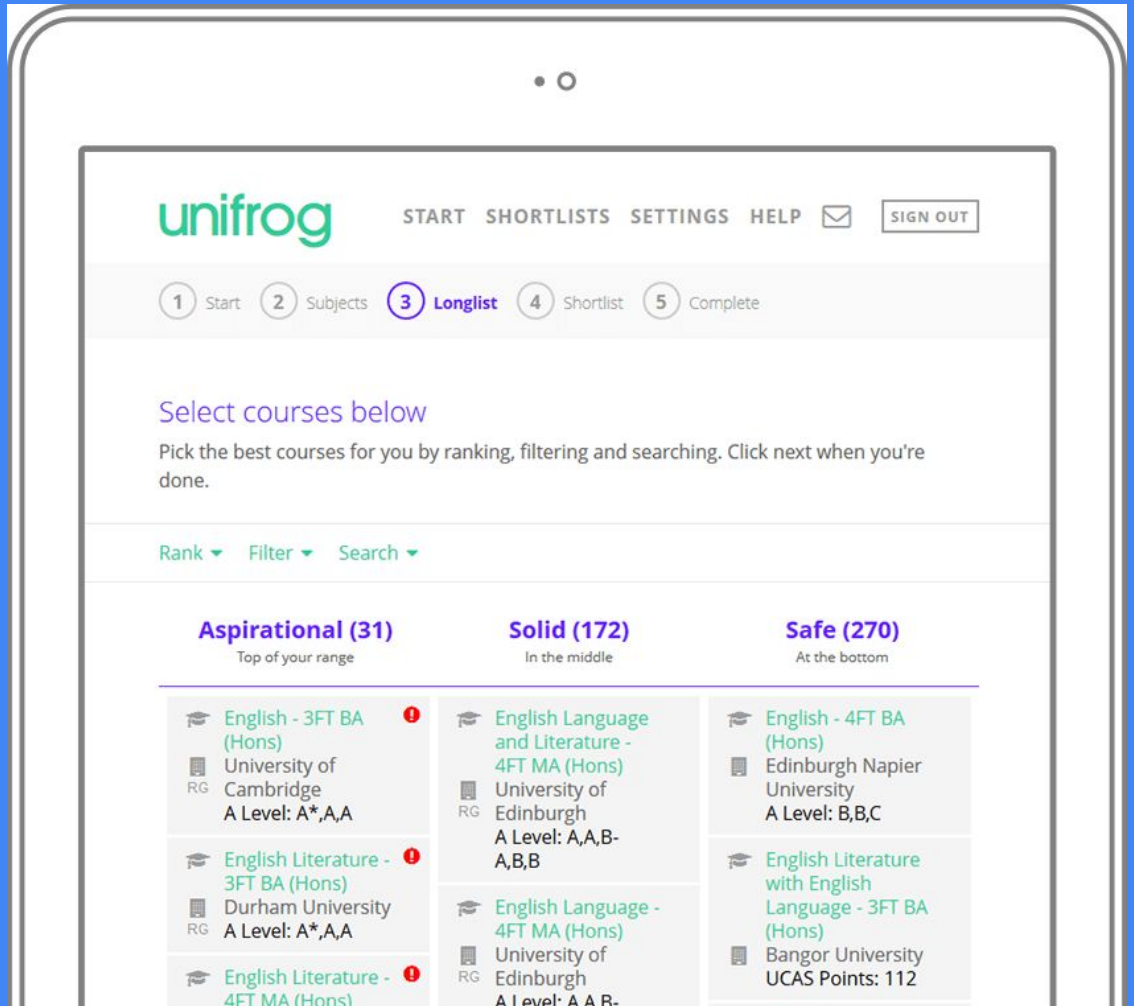
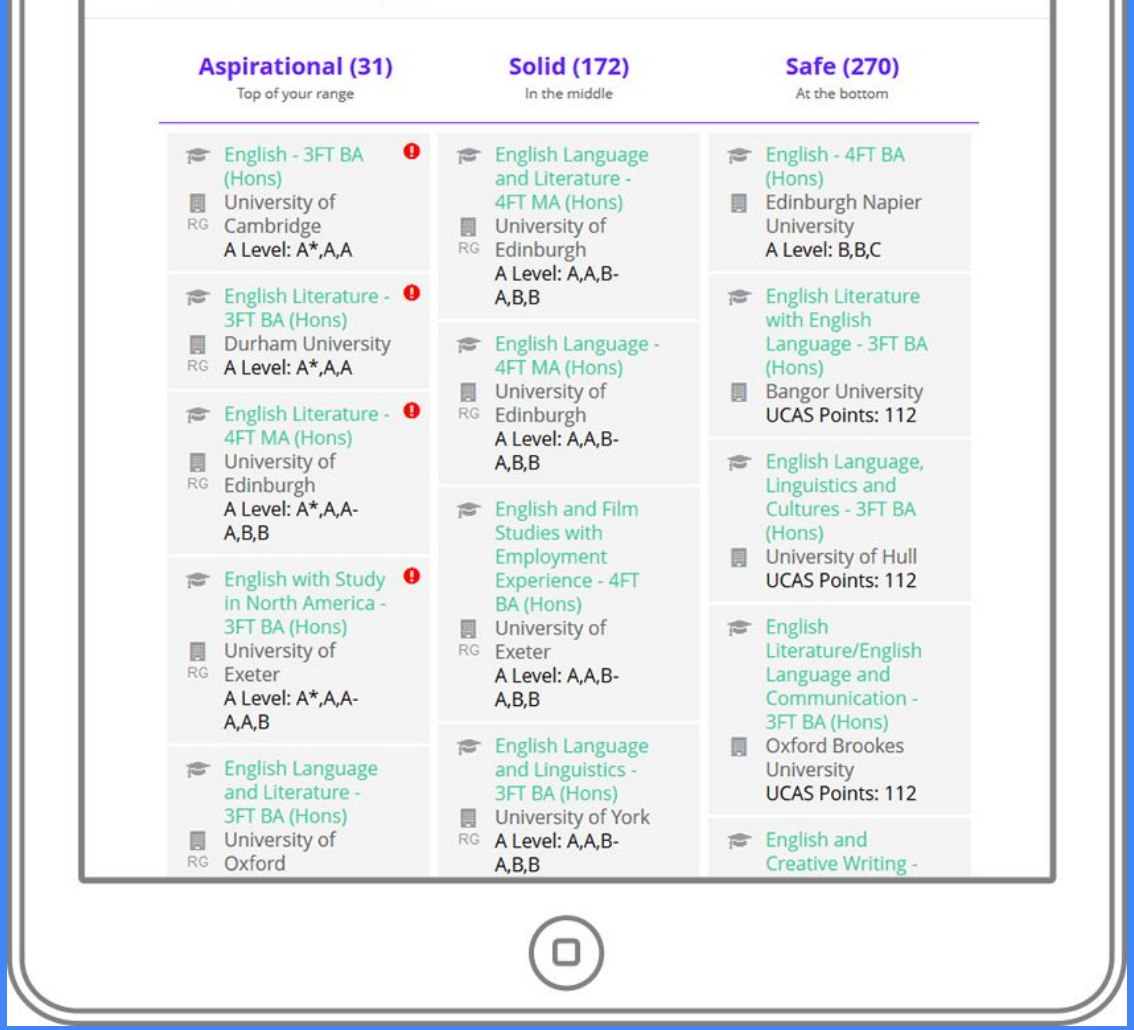

unifrog
START
SHORTLISTS
SETTINGS
HELP
SIGN OUT
1 Start
2 Subjects
3 Longlist
4 Shortlist
5 Complete
Select courses below
Pick the best courses for you by ranking, filtering and searching. Click next when you're done.
Rank
Filter
Search
Aspirational (31)
Top of your range
Solid (172)
In the middle
Safe (270)
At the bottom
English - 3FT BA (Hons)
University of Cambridge
RG
A Level: A*,A,A
English Literature - 3FT BA (Hons)
Durham University
RG
A Level: A*,A,A
English Language and Literature - 4FT MA (Hons)
University of Edinburgh
RG
A Level: A,A,B-A,B,B
English Language - 4FT MA (Hons)
University of Edinburgh
RG
English - 4FT BA (Hons)
Edinburgh Napier University
A Level: B,B,C
English Literature with English Language - 3FT BA (Hons)
Bangor University
UCAS Points: 112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English Literature - 4FT MA (Hons)
University of Edinburgh
A Level: A*,A,A-A,B,B
English with Study in North America - 3FT BA (Hons)
University of Exeter
A Level: A*,A,A-A,A,B
English Language and Literature - 3FT BA (Hons)
University of Oxford
English Language and Literature - 4FT MA (Hons)
University of Edinburgh
A Level: A,A,B-A,B,B
English Language - 4FT MA (Hons)
University of Edinburgh
A Level: A,A,B-A,B,B
English and Film Studies with Employment Experience - 4FT BA (Hons)
University of Exeter
A Level: A,A,B-A,B,B
English Language and Linguistics - 3FT BA (Hons)
University of York
A Level: A,A,B-A,B,B
English - 4FT BA (Hons)
Edinburgh Napier University
A Level: B,B,C
English Literature with English Language - 3FT BA (Hons)
Bangor University
UCAS Points: 112
English Language, Linguistics and Cultures - 3FT BA (Hons)
University of Hull
UCAS Points: 112
English Literature/English Language and Communication - 3FT BA (Hons)
Oxford Brookes University
UCAS Points: 112
English and Creative Writing -

Advancing education

3. rep.uk – Rank in class at school

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staging.rep.uk

rep.

FOR EMPLOYERS LOGIN GET STARTED

Candidate A

https://staging.rep.uk/profile/candidatea COPY GET CV TEXT SHARE

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Candidate A

https://staging.rep.uk/profile/candidatea COPY GET CV TEXT SHARE

RELATIVE EDUCATIONAL PERFORMANCE RANK (REP)

75%

You outperformed 75% of your year group at school.

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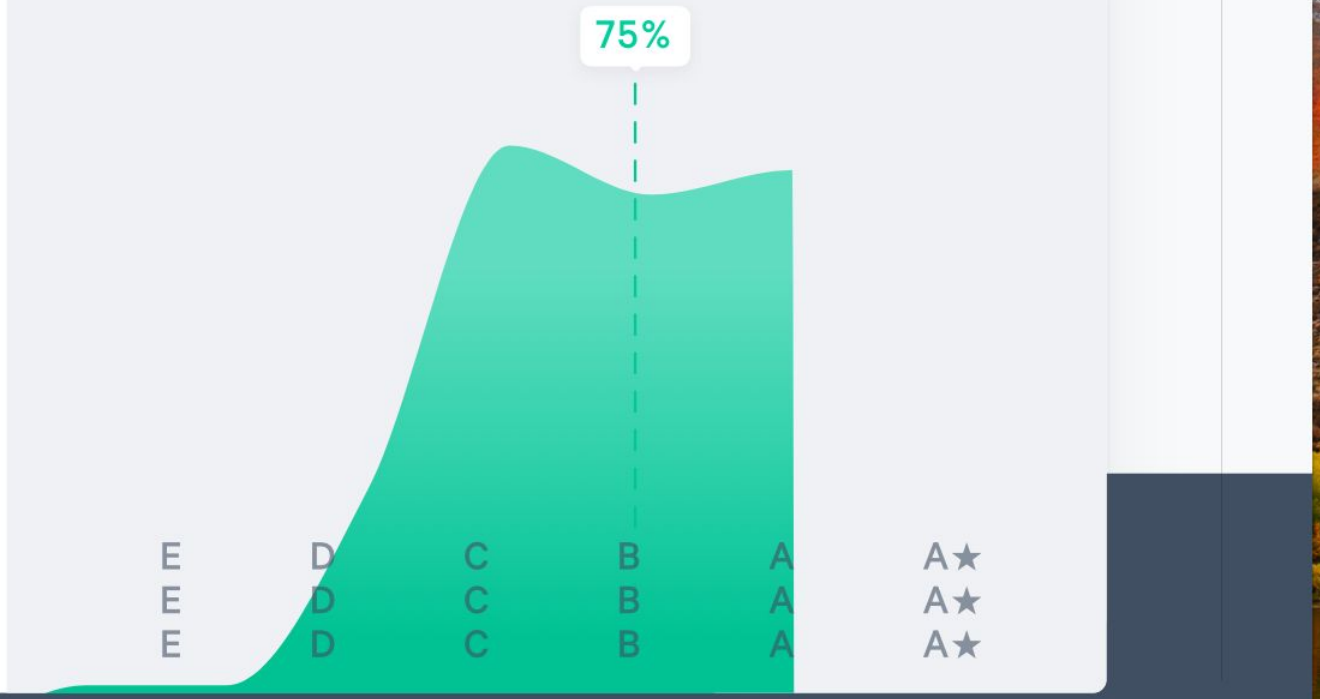
EP)



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Advancing education

Concern #2

“Identifiability”

Two aspects:

1. Unauthorised use

2. Unauthorised release

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Risk applies to all types of organisations

Terms and new process mitigate risk

Concern #3

‘Making money’

Ideological question

About use of “children’s” data

About use of “health” data

Four positions:

1. No sharing

2. Open access

3. Verified, sanctioned access only for non-profits advancing education

4. Verified, sanctioned access for organisations advancing education

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Our view

4. Verified, sanctioned access for organisations advancing education

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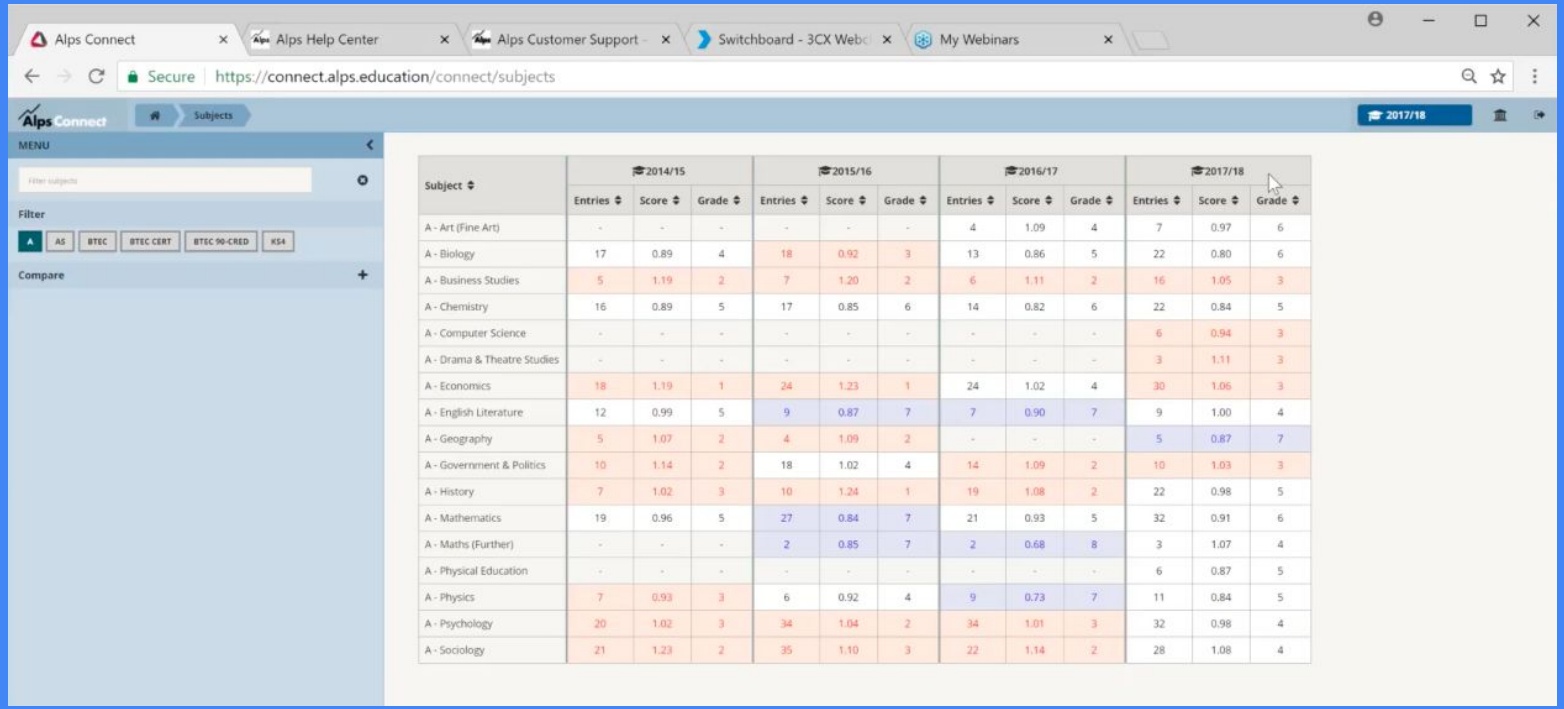

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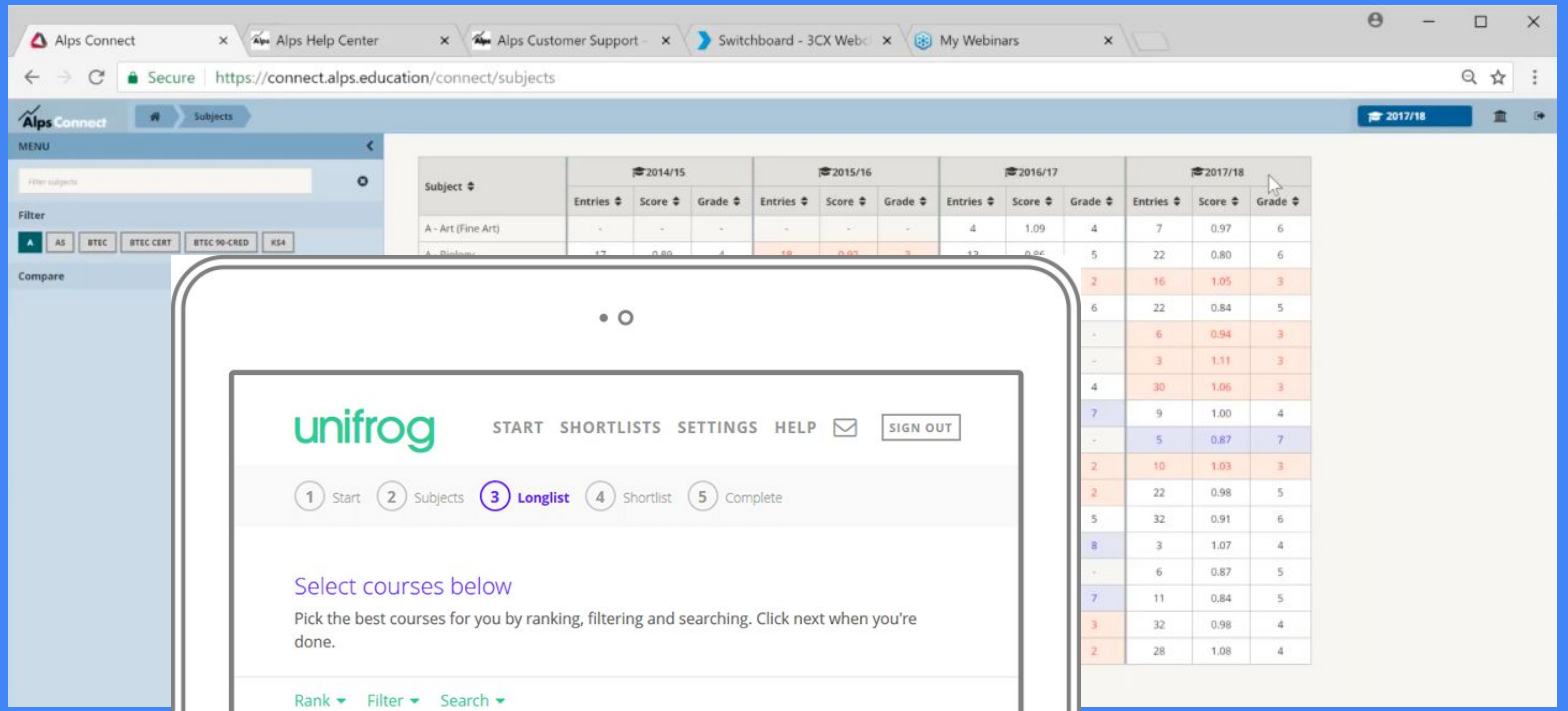
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Subject
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2015/16
2016/17
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Entries
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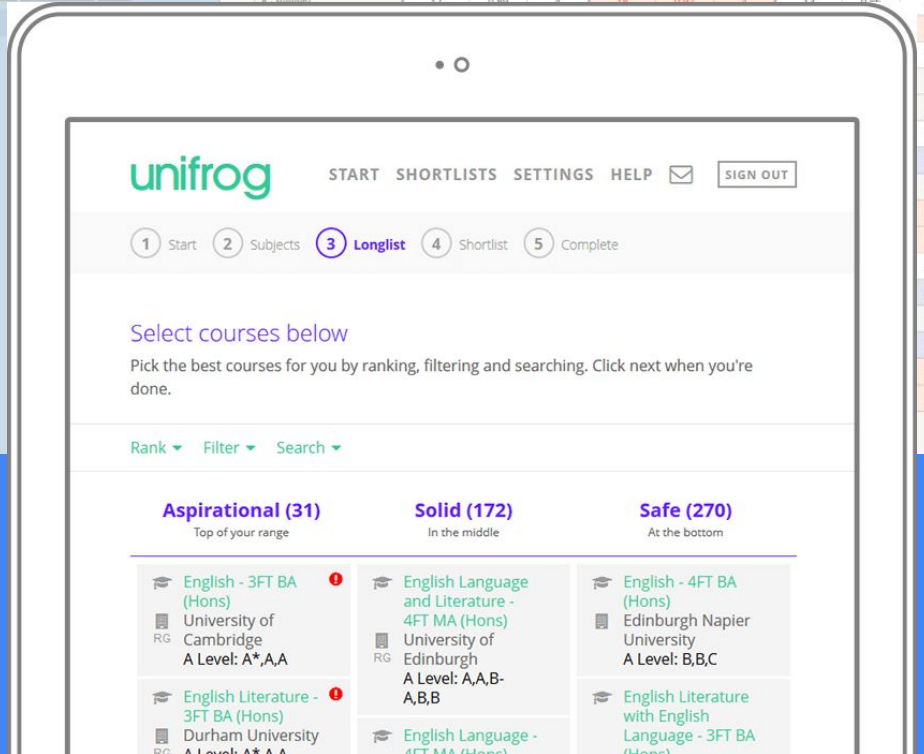
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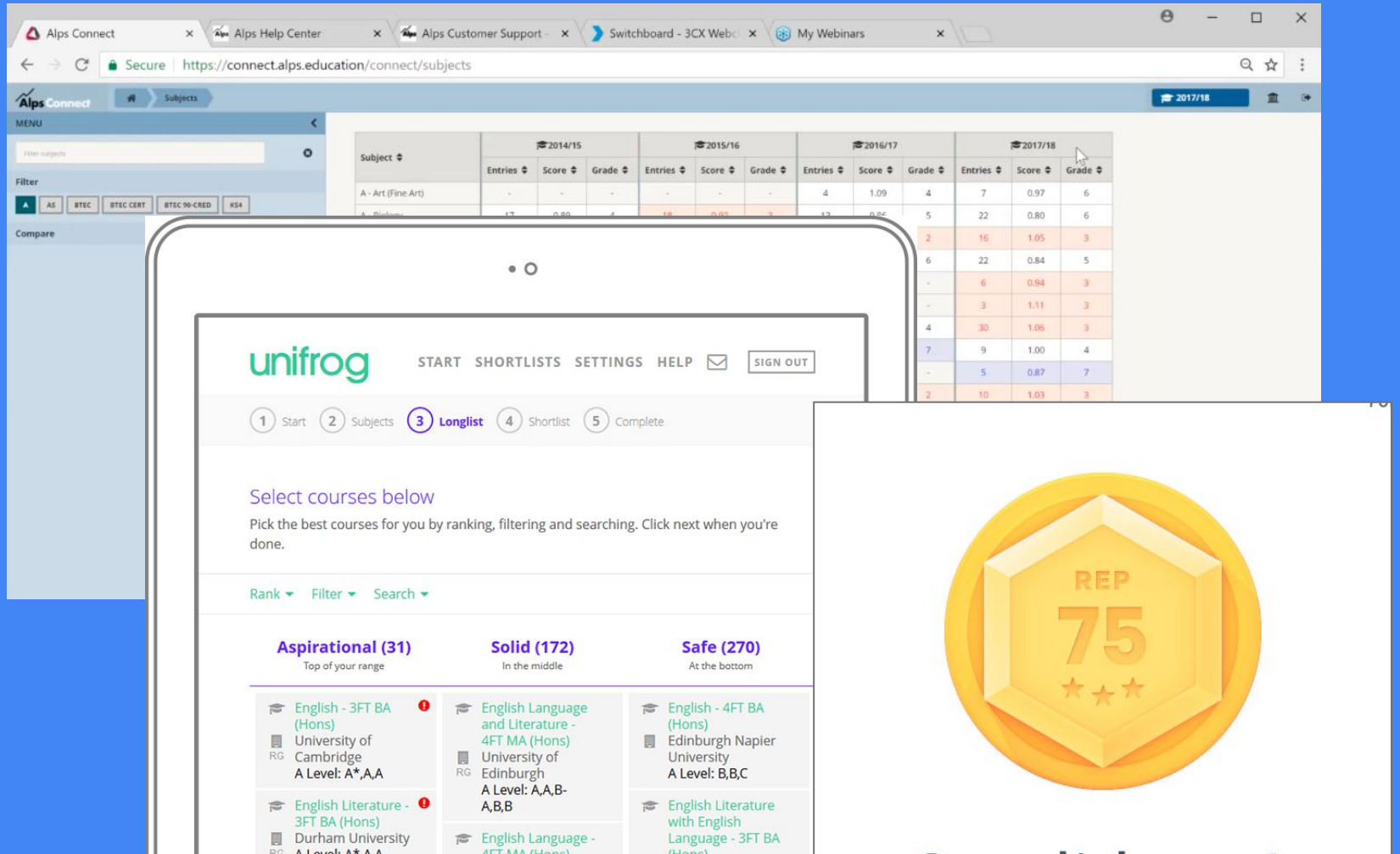
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REP
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Thank you

Questions and discussion