

This is the first pilot version of the monthly newsletter «That's So HSE». The newsletter is designed to promote research results conducted by the university's Institutional Research Center and to present figures and statistical facts about HSE. The figure below shows that the university is growing rapidly. In order to be informed about processes in such a complex organization university administrators use different instruments to receive feedback about their work. Sociological surveys play an important role in this process. We understand that English-speaking colleagues in HSE might be interested in results and relevant discussions. That is why we are going to publish the monthly newsletter in english. It is our hope that it can help students and university staff to learn more about HSE and understand what is most specific and peculiar about it.

In this issue we would like to introduce you to people who played a major role in the recent admissions campaign - HSE applicants for undergraduate and graduate programs in 2012\*.

Igor Chirikov

Institutional Research Center Director

\*The study is limited to applicants, who are citizens of Russian Federation. International students are not considered in the current issue.

## Infographics:

HSE development 1993 – 2012

Undergraduate applicants

Graduate applicants

## Reading:

Insights into Enrollment Behavior

Recent Studies

**1992**  
Year of HSE's founding

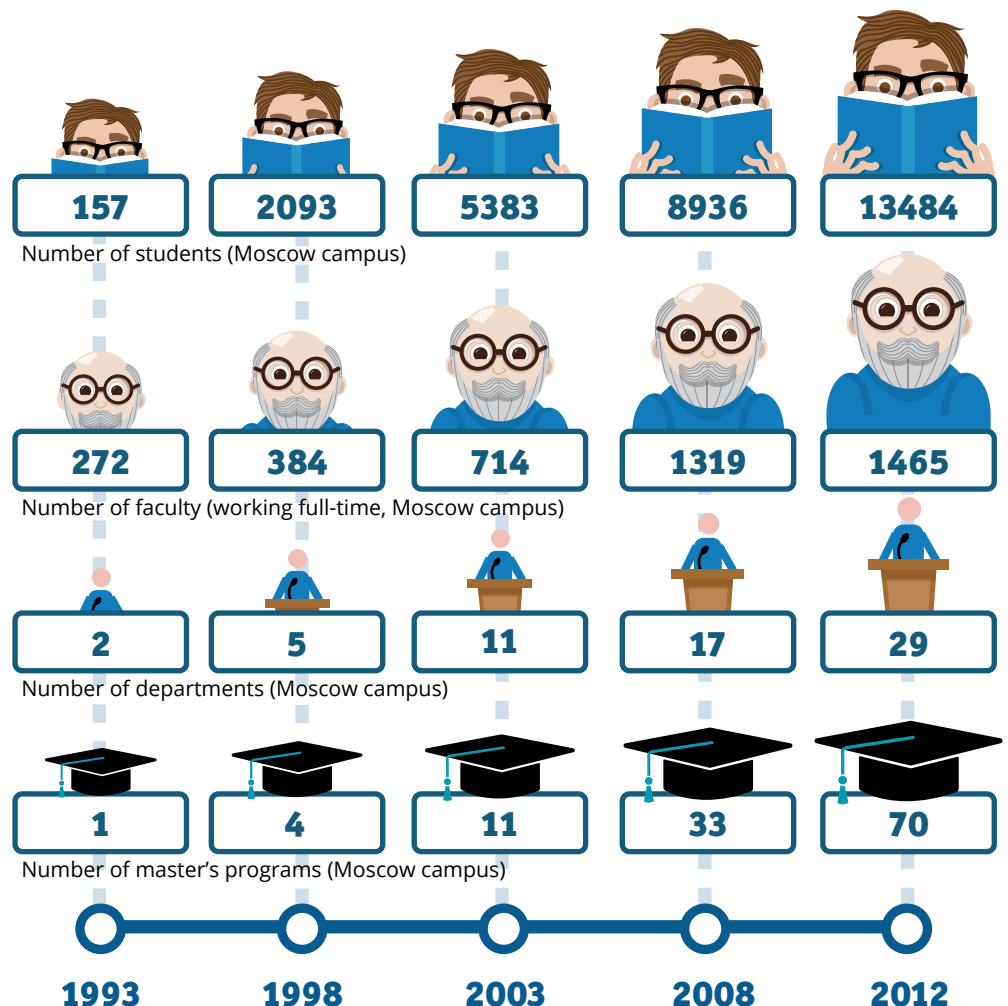
**1996**  
Nizhniy Novgorod  
campus was opened

**1998**  
St. Petersburg campus  
was opened

**1998**  
Perm campus was  
opened

**2009**  
HSE was granted a  
status of "National  
Research University"

**2011**  
MIEM<sup>1</sup> merged  
with HSE

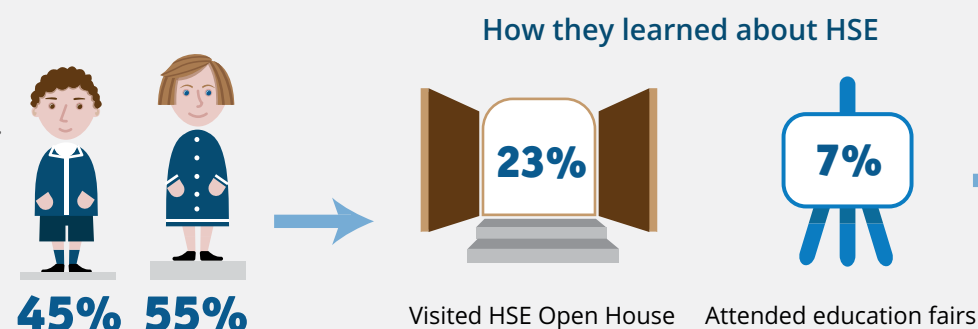


Sources: HSE in facts and figures, HSE strategic plan until 2010, Enrollment records, History of HSE, Campus web pages.

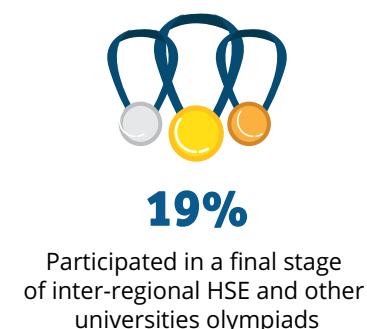
<sup>1</sup> Moscow Institute of Electronics and Mathematics

## Applicants for Undergraduate Programs: Road to HSE

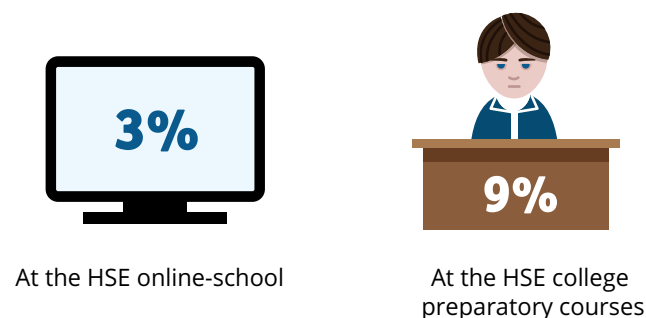
- Sources: Applicants survey, N=7511; Applicants follow-up online survey, N=1567; HSE's statistical records.
- Survey timeline: June – September 2012.



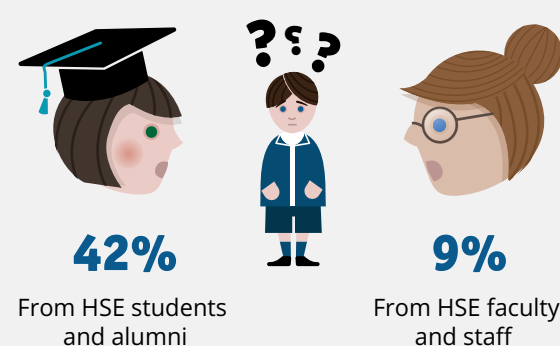
### Participated in Olympiads



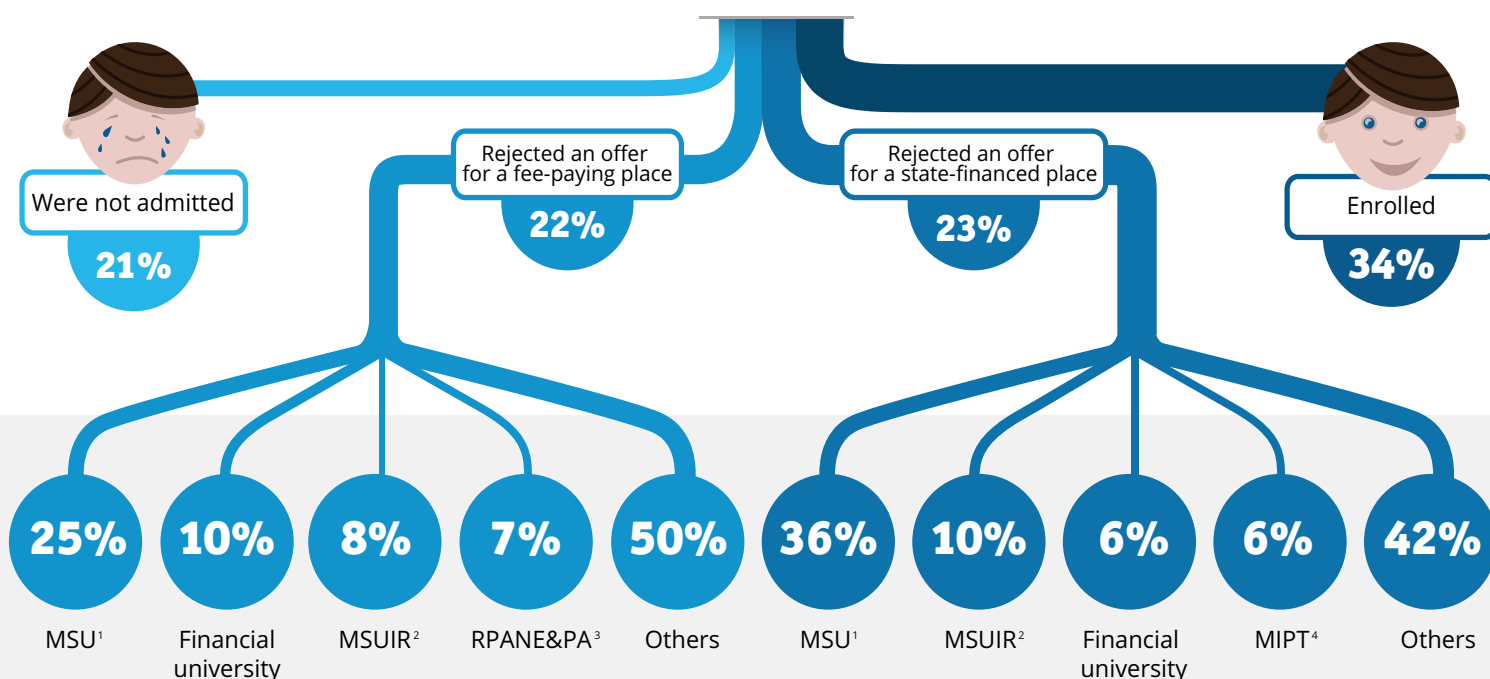
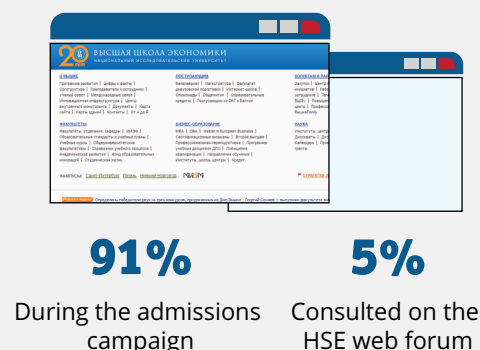
### How they prepared for entrance exams



### Received recommendations



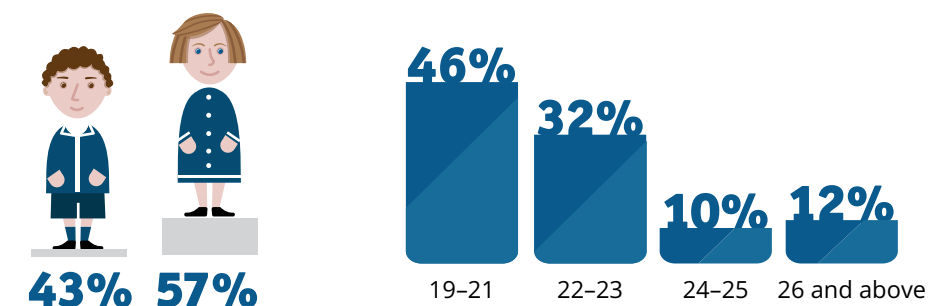
### Visited HSE web page



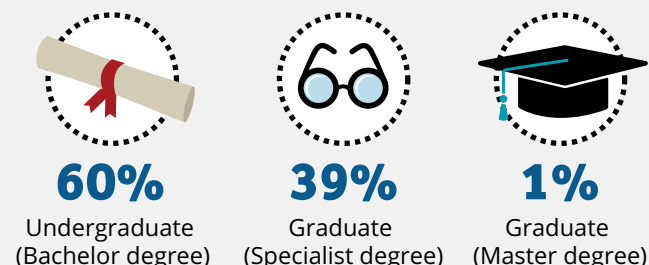
1 Moscow State University, 2 Moscow State University of International Relations, 3 Russian Presidential Academy of National Economy and Public Administration, 4 Moscow Institute of Physics and Technology

## Applicants for Master's Programs: How Do They Look?

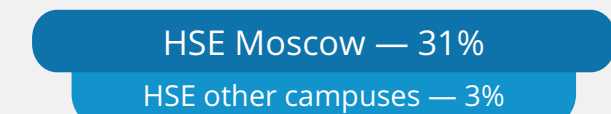
- Sources: Applicants survey, N=2415; Applicants online survey, N= 896; Online focus group, N=18.
- Survey timeline: June – September 2012.



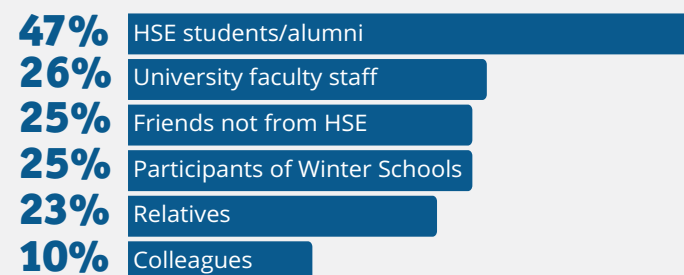
### Previous degree:



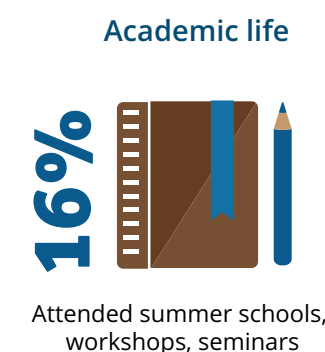
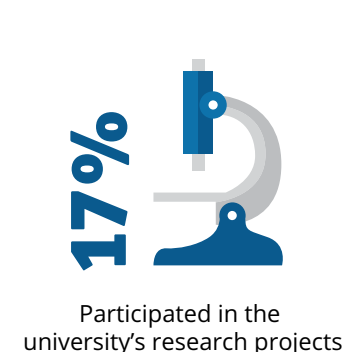
### Previous degree earned from:



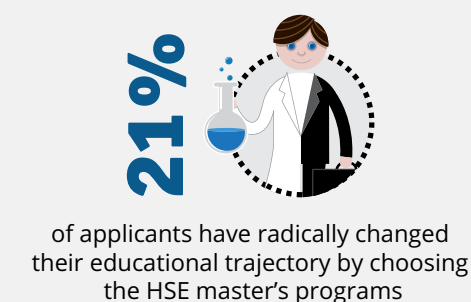
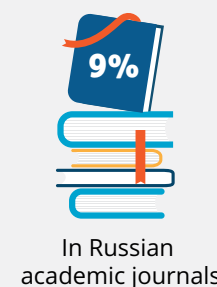
### Recommendations to study at HSE received from



These are universities alumni of which make up more than 1% of the total number of HSE master's programs applicants in 2012.



### Publication of academic papers



1 Moscow State University, 2 Moscow State University of International Relations, 3 Moscow Institute of Electronics and Mathematics, 4 Peoples' Friendship University of Russia, 5 Russian State Social University, 6 Novosibirsk State University, 7 Russian State University for the Humanities, 8 Kazan Federal University, 9 Yaroslavl State University, 10 Moscow State Technical University n.a. N. E. Bauman, 11 Moscow Power Engineering Institute, 12 Russian University of Economics n.a. G. V. Plekhanov, 13 Moscow Institute of Physics and Technology, 14 Saint-Petersburg State University, 15 Moscow Engineering and Physics Institute

## Insights into Enrollment Behavior

During 2011 and 2012 admissions campaign Institutional Research Center held a number of focus groups with undergraduate programs' applicants. One of key findings shows that the choice of HSE is not always an instant decision and can be described as the process that includes a number of stages.

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**During different stages of admission process (entrance exams, Unified State Exam scores announcement, etc.) applicants face different situations, which can affect their final decision.**

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Below are a few examples of how a choice of a university can change and how a decision making process leading to HSE can be complex.

*"Choice is constantly changing... It can be one decision in 10th grade when you think about graduating from high school and another later when in the beginning of 11th grade you need to choose which university preparatory courses to attend. After winter holidays comes another stage when you are trying to roughly estimate what grades you will get for final exams, and eventually the final decision must be made after you get the results. A final choice is based on actual opportunities you have rather than on "what I prefer" argument". (Online focus group 2012)*

*"My list of preferred universities was changing even shortly prior to submission of my application. At first my dream was to enroll in Russian University of Economics n.a. G. V. Plekhanov. Later, after I tried to evaluate my abilities realistically I decided that it is too selective for me. Then the Russian Presidential Academy of National Economy and Public Administration caught my attention. After first trial exams in winter I decided to look for even less selective universities... Upon receipt of my exam results my list of universities changed once again. My friends started to tell me that I should turn my eyes to HSE instead of RPANE&PA... I would have never thought that I could pass the Unified State Exam with such great results that I got, so I have never considered these universities earlier". (Online focus-group 2012).*

*"At first I wanted to enroll in MSU (Moscow State University) to study Mathematics and so I didn't consider anything else. But later, during my 11th grade, I decided that I had more of an inclination toward human sciences and that I want to study History... I looked at HSE just out of curiosity and learned that they also had a History major, which was not that bad". (Focus-group 2011)*

## FIGURE OF THE MONTH



**26%**

**of applicants for undergraduate programs relied on their school teachers' recommendations while choosing HSE**

## Mem of the Month



Source: community Vkontakte  
[http://vk.com/hse\\_mem](http://vk.com/hse_mem)

## Recent Research Projects

- » *"Media Sapiens" In September Institutional Research Center finished its first labor market research project. We asked employers in media business how they see their "perfect employee" and young employees – what characteristics are required for getting an interesting job with promising career prospects.*
- » *"Should we build a house?" In June-July 2012 Institutional Research Center asked university staff about the idea of building university housing and establishing a building cooperative.*
- » *"Everyone has got one's own HSE!" Next issue of "That's so HSE" will feature information on how visitors of the "HSE Day" perceive our university.*

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