



QS STARS RESULTS
GUIDANCE PACK

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Introduction

QS Stars can act as a powerful promotional tool, providing students with trusted and independent evidence of your university's performance in several key areas. However, there are various steps that institutions themselves can take to ensure that they get the most out of their QS Stars award.

Once their audit has been completed, Star-rated universities receive the QS Stars Development Roadmap, as well as QS Stars badges in all categories and overall. Each badge highlights a university's level of achievement.

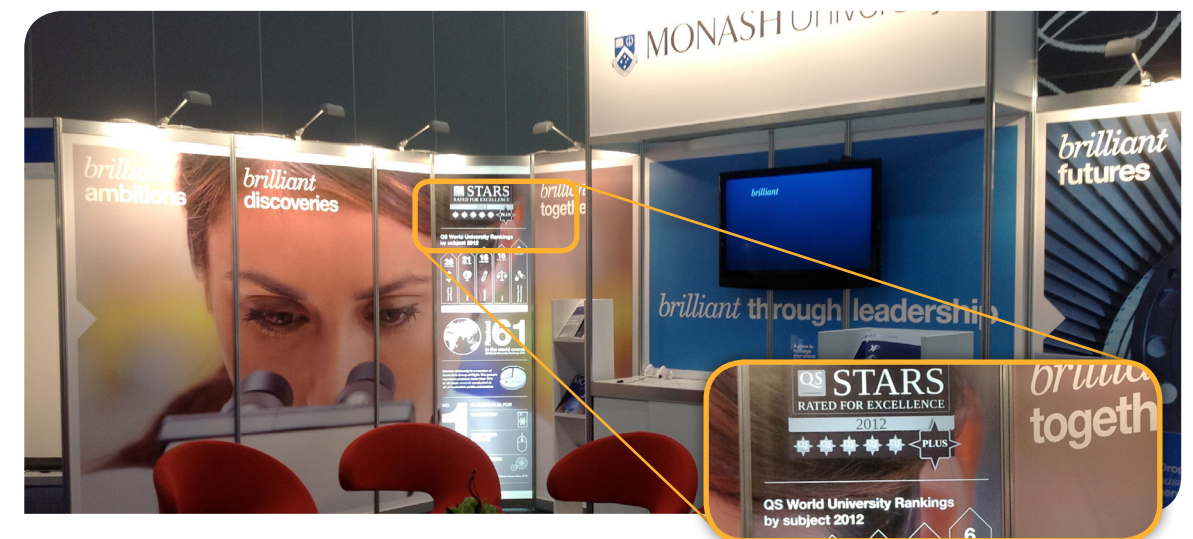
This booklet is a brief guide to how your institution can best utilize these resources, and provides some examples of how QS Stars is currently being used by other participants.

WHERE TO DISPLAY QS Stars

There are many ways to utilize QS Stars badges for promotional purposes:

Recruitment fairs/Conferences

Recruitment fairs represent the perfect opportunity to highlight your university's results and showcase its achievement to prospective students. Below is an example of a university displaying their QS Stars credentials at recruitment fair stand:

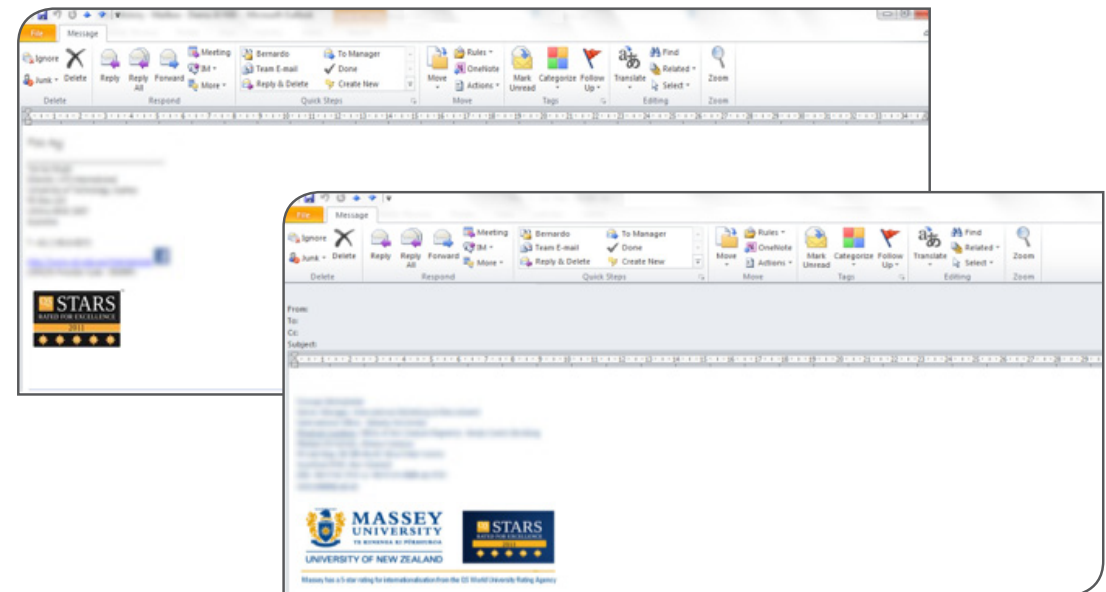




Campus

Displaying posters on campus is an easy way to inform both current and prospective students about your institution's achievements.

Email Signature



Branding

Below are several other ways in which universities can promote the QS Stars results:

Business cards

Printing a QS Stars badge on university business cards



Advertisements

Using the QS Stars badge on all university advertising material. Below is an example of buses in Singapore and Malaysia with a UNSW advertisement including the QS Stars badge:



Publishing an advertisement page with the QS Stars logo on one of the many QS rankings supplements, guides and other publications. Below are examples of universities that have advertised in the QS World University Rankings Supplement:

Tecnológico de Monterrey, Mexico

The advertisement for Tecnológico de Monterrey, Mexico, features the QS Stars badge (Rated for Excellence 2011) and the text "ENTREPRENEURIAL CULTURE". The university's logo and name are prominently displayed. The ad includes a list of PhD Programs and Entrepreneurial Services, along with contact information for the Dean of Research and Entrepreneurship.

Tecnológico de Monterrey in Monterrey, México, is a teaching, research and entrepreneurial university offering programs in the areas of engineering, applied science, business, health, social sciences and humanities.

To strengthen its worldwide presence, Tecnológico de Monterrey:

- ▶ Maintains twenty two liaison offices throughout the United States, Canada, Europe and Latin America.
- ▶ Develops an entrepreneurial culture which allows faculty members and students to incubate technology-based companies from its research and innovations programs.
- ▶ Enrolls foreign professors to serve as visiting faculty members.
- ▶ Develops research, following a market driven approach.
- ▶ Is accredited by the Southern Association of Colleges and Schools of the United States of America (SACS) to confer Undergraduate and Graduate degrees in Doctoral levels.

PhD Programs	Entrepreneurial Services
<ul style="list-style-type: none"> ▶ Science of Engineering Biotechnology, Environmental Systems, Nanotechnology, Industrial Engineering, Mechatronics, Energy. ▶ Information Technology and Communications Intelligent Systems, Computer Science, Electronics, Optics, Telecommunications. ▶ Business Administration and Management ▶ Human Studies ▶ Social Sciences ▶ Public Policy 	<ul style="list-style-type: none"> ▶ Entrepreneurial induction ▶ Academic Programs ▶ Business Incubation ▶ Financial Advising ▶ Business Acelerator ▶ Technology Parks ▶ Technology Transfer Office ▶ Entrepreneurial Training ▶ Consultancy Services ▶ Applied Research Services ▶ Industry and Government Linkage

CONTACT:
For more information on the range of courses available and application procedures please contact us or visit our website.

Dean of Research and Entrepreneurship
Ph.D. Francisco J. Cantu-Ortiz
Email: fcantu@itesm.mx
Tel: +52 (81) 81284182
Fax: +52 (81) 81582264

Ave. Eugenio Garza Sada 2501 South Col. Tecnológico Monterrey, Nuevo Leon, México C.P. 64849

<http://doctorados.mty.itesm.mx>

www.mty.itesm.mx

The University of New South Wales, Australia



Come and study in Sydney, the 7th most livable city in the world (2011 Economist Intelligence Unit Annual Survey)

QS STARS
RATED FOR EXCELLENCE
2012
★★★★★ PLUS

 Choose the university that leads to international success: The University of New South Wales, Australia

Global Education Global Networks Global Opportunities

A degree from The University of New South Wales is your passport to global career opportunities

- UNSW is ranked 49th in the *QS World University* rankings and the first Australian university to be awarded the prestigious *QS Five Star Plus* rating
- UNSW undergraduates have the highest median starting salaries in Australia*
- Experience life in Sydney with 52,000 students from over 120 countries and receive a globally recognised degree from a top university
- Choose from 900+ programs in Arts, Built Environment, Business, Creative and Visual Arts, Engineering, Law and Medicine
- Active student exchange and research collaboration with some of the UK's top ranked universities including partners from the Russell Group

Apply now: www.international.unsw.edu.au

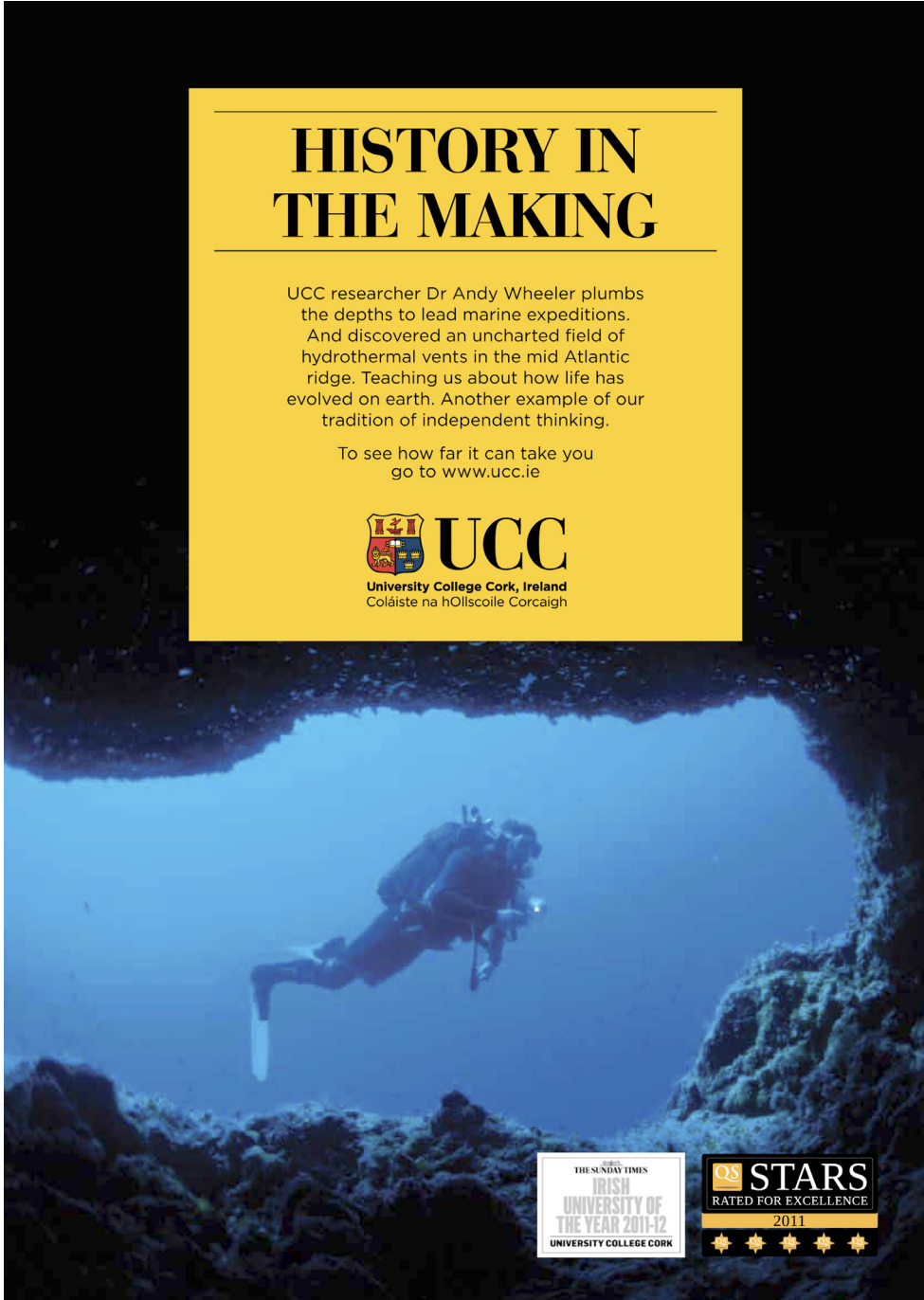
The University of New South Wales, Sydney, Australia
internationaloffice@unsw.edu.au
+61 2 9385 6996

* Australian Graduate Survey, 2011



CRICOS PROVIDER CODE 00096


University College Cork, Ireland



HISTORY IN THE MAKING

UCC researcher Dr Andy Wheeler plumbs the depths to lead marine expeditions. And discovered an uncharted field of hydrothermal vents in the mid Atlantic ridge. Teaching us about how life has evolved on earth. Another example of our tradition of independent thinking.

To see how far it can take you go to www.ucc.ie

 **UCC**
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

THE SUNDAY TIMES
IRISH UNIVERSITY OF THE YEAR 2011-12
UNIVERSITY COLLEGE CORK

QS STARS
RATED FOR EXCELLENCE
2011
★★★★★


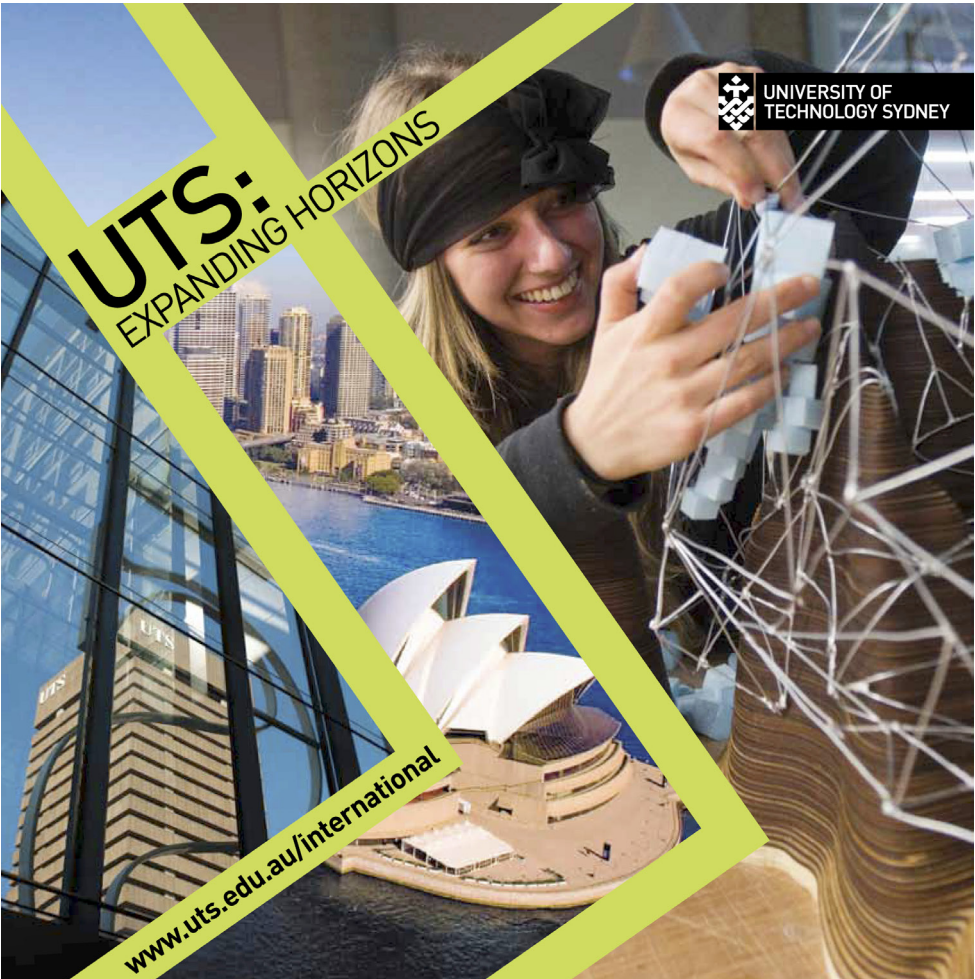


INNOVATIVE THINKING FOR THE REAL WORLD

At the University of Central Lancashire (UCLan) we are continually enhancing our standing as a leading, student-focused, higher education institution whose graduates are superbly equipped to thrive in the global economy. We provide outstanding teaching for outstanding students, backed up by world-leading research with real world impact. With our culture of innovation and enterprise, we aim to help today's raw talent become tomorrow's skilled workforce.


The last UK-wide Research Assessment Exercise highlighted 17 areas of our research as world-leading or of international significance. Our researchers collaborate with experts across the world from space scientists at NASA, through to nanotechnologists in Shenzhen. Working with deaf communities in Africa and Asia and improving midwifery and stroke care across the globe are just some of the ways our researchers are tackling real world issues.

Visit our website to find out more:
www.uclan.ac.uk






UTS:
EXPANDING HORIZONS

www.uts.edu.au/international



UTS: Study at Sydney's city university




UTS is a contemporary, innovative university, located in the heart of the culturally diverse and vibrant city of Sydney. We are ranked 29 in the QS Top 50 universities under 50 rankings and in the top 500 in the Academic Ranking of World Universities (Shanghai Jiao Tong). Having been awarded five stars in the QS Stars™ rating system, UTS is recognised for its high performance in research, graduate employability, teaching quality and infrastructure.

We offer undergraduate, postgraduate and research degrees plus study abroad and exchange programs in:

- > Business > Communication > Design, Architecture and Building > Education > Engineering > Information Technology > International Studies > Law > Health > Pharmacy > Science

UTS CRICOS Provider Code: 00099F



Perspectives

Making the results visible on prospectuses is a very simple and effective way to highlight your university's achievement and showcase it to prospective students.

Research

QS Stars results can be utilized to help identify appropriate institutions for research partnerships and collaboration, as well as demonstrating your own institution's strengths to others. The QS Stars research badge will be of particular use for this purpose.

Website

Placing the QS Stars badge on your university's website is the first step to announcing the results. Below are some of the many universities that have used the QS Stars badge on their university webpage:

University of Newcastle, Australia (Australia)

QS Stars - 5 star rating

The University of Newcastle commissioned QS Stars to conduct an independent audit of its performance.

The University achieved an overall maximum rating of 5 stars.
QS Stars rates universities across the world against 30 criteria grouped into eight categories: research, employability, teaching, infrastructure, internationalisation, innovation, engagement and the institution's standing in specialist subjects.

Category	Rating (Stars)
Overall	★★★★★
Research	★★★★★
Employability	★★★★★
Teaching	★★★★★
Infrastructure	★★★★★
Internationalization	★★★★★
Innovation	★★★★★
Engagement	★★★★★

QS Stars was introduced in 2011 by the company that releases the QS World University Rankings each year. The QS Stars ratings are based on the individual institution's performance measured against pre-set thresholds.

Unlike other rating approaches that provide only a single score based on a number of measures, the QS Star approach audits and reports performance across numerous areas.

For more information read the [University's media release](#) and visit the [QS Stars website](#)

Sebelas Maret University (Indonesia)

UNS Awarded Two Stars In QS Rated For Excellent 2011

Universitas Sebelas Maret (UNS) has achieved predicate two stars in QS Rated for Excellent 2011. The certificate award was presented by Mandy Mok (Managing Director QS - Asia Pacific, Middle East and Africa) and received by UNS Rector, Prof. Dr. Ravik Karsidi, M.S., during the QS Stars Awards Ceremony in University of Santo Tomas, Manila, Philippines, on Friday.

CESINE University Centre (Spain)

CESINE obtiene 5 estrellas en calidad educativa

¿QUÉ QUIERES ESTUDIAR?

- CARRERAS DE GRADO**
 - Grado en Periodismo y Redes Sociales
 - Grado en Administración y Dirección de Empresas
 - Grado en Publicidad, Relaciones Públicas y Marketing
 - Grado en Ingeniería en Diseño Industrial y Multiméd
 - Grado en Ingeniería Informática
 - Diploma en Gestión de Negocios Internacionales
- DOBLES TITULACIONES**
 - Grado en Periodismo y Redes Sociales + Internation MBA
 - Grado en Administración y Dirección de Empresas + Internacional MBA
 - Grado en Publicidad, Relaciones Públicas y Marketing + MBA International Marketing
 - Grado en Ingeniería en Diseño Industrial y Multiméd + MBA Gestión Tecnológica e Innovación
- POSTGRADO**
 - Executive MBA
 - MBA's especializados
 - MBA's Online
 - Programa intensivo en estrategia y gestión de negocios

University of Technology Sydney (Australia)

Massey University (New Zealand)

University College Cork (Ireland)

Università Cattolica del Sacro Cuore (UCSC) (Italy)

**University of Central Lancashire
(United Kingdom)**

WANT TO BE GIVEN AN ADVANTAGE, NOT JUST A DEGREE?

Lancashire Business School News

uclan
University of Central Lancashire

THURSDAY, 5 APRIL 2012

UCLan Gains 4 QS Stars

The University of Central Lancashire (UCLan) is a rising star according to a revealing new analysis undertaken by Quacquarelli Symonds, the compilers of the prestigious QS World University Rankings.

QS STARS RATED FOR EXCELLENCE 2012

UCLan became the first modern university to enter the QS rankings in 2010. Now the company has launched the 'QS Stars Development Road Map' in order to showcase the broader quality of institutions, enabling them to stand out in their particular areas of excellence.

Overall the University has been awarded four out of the maximum of five stars.

According to the QS Top Universities website: a typical four stars university is: 'highly international, demonstrating excellence in both research and teaching. The institution provides an excellent environment for students and faculty.'

UK students have you been to an Applicant Day? Don't delay – last few dates remaining. [More Info.](#)

International students visit our website and join the live web chats. [More Info.](#)

UCLan's International Campuses [Thailand](#) and [Cyprus](#).

BLOG ARCHIVE

- 2012 (6)
- April 2012 (6)
 - UCLan Gains 4 QS Stars
 - Bursary Funded Trip To China Pays Dividends
 - PR Students Get The Inside Track On Social Media C...
 - Real Industry Experience Gives UCLan Students The ...
 - UCLan Accepted Onto Prestigious Financial Work Pla...
 - Ltd Says 'You're Hired' To UCLan Graduate

**King Fahd University of Petroleum and Minerals
(Saudi Arabia)**

to the knowledge and sustainable development of the Kingdom and region by providing innovative solutions to identified economic and technical problems and opportunities.

News

KFUPM professors are preparing for the semester with 13 workshops and 4 lectures in acad...

Dr. Al-Sultan meets with the new students

Events

- 25 Nov November 25 - 26, 2012 Annual Symposium Catalysts in Petroleum Refining & Petrochemicals
- 17 Dec December 17 - 19, 2012 15th Saudi Technical Exchange Meetings

STARS RATED FOR EXCELLENCE 2012

QS TOP UNIVERSITIES

الجامعة العربية

الجامعة العربية

Fifty Years of Leadership

KFUPM Mobile App

**Sungkyunkwan University (SKKU)
(South Korea)**

SUNG KYUN KWAN UNIVERSITY (SKKU)

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ABOUT SKKU | ADMISSIONS | ACADEMICS | RESEARCH | INTERNATIONAL | CAMPUS LIFE

SKKU Law School

Along with sponsorship from the Samsung Foundation, the SKKU Law School has been operating corporate law courses jointly with 65 organizations including international companies.

Notice

- (SAINT)SPECIAL LECTURE- Prof. Robert Sinclair(Stanford University)
- (SAINT)SPECIAL LECTURE- Prof. Euyheon Hwang(SAINT)
- Invited Lecture by Pro golfer Choi Kyung-Ju

SKKU News

- 7 IBS Research Center Directors Appoin..**
2012-10-08
- Prof. Duk Young Jung's Team Research P..**
2012-10-05
- Samsung Electronics Opens 'Galaxy Note..**
2012-10-05

Today SKKU

OCT 22

- Fall Semester Mid Course Evaluation
- Mid-term Exams (Fall Semester)

Creative Innovation for the New Future

Humanities and Social Sciences Campus (Seoul)	Natural Sciences Campus (Suwon)	New Campus
<ul style="list-style-type: none"> College of Confucian Studies & Eastern Philosophy College of Liberal Arts College of Law College of Social Sciences College of Economics School of Business School of Human Life Science College of Education School of Art 	<ul style="list-style-type: none"> College of Sciences College of Information and Communication Engineering College of Engineering School of Pharmacy College of Biotechnology and Bioengineering School of Sports Science School of Medicine 	<ul style="list-style-type: none"> Leading Edge Industrial Complex Schools for Next Generation Convergence Technology R & D Complex Superior Living Complex Multi Culture District

Campus Map | Getting to the Campus | Live Webcam

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Social Media

Facebook

Universitas Diponegoro (Indonesia)



Monash University (Australia)



University of South Australia (Australia)



Twitter

Monash University (Australia)



Media

Getting in touch with local media can help promote an institution's QS Stars results, below are three examples of universities using their local media or a media partner to promote their result :

University College Cork results announced in the Irish Examiner:

The Irish Examiner published an article announcing University of College Cork's results giving a summary's of the university's achievement in the audit with the Headline:

[UCC becomes Ireland's first 'five-star' university](#)

Sungkyunkwan University's results were announced in the Lahore Times:

The Lahore Times in Pakistan published an article announcing Sungkyunkwan University's results giving a summary's of the university's achievement in the audit with the Headline:

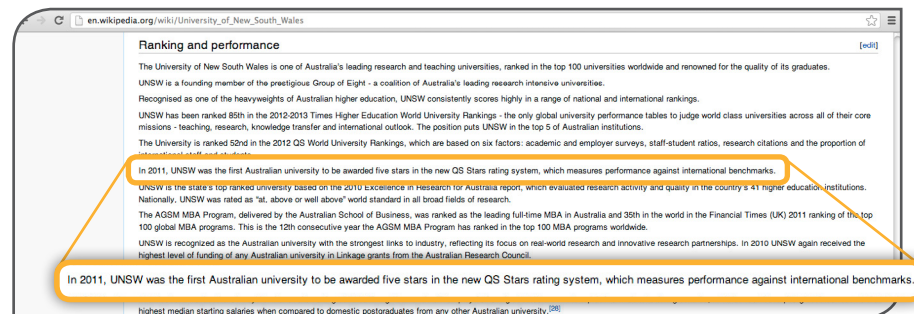
[SKKU becomes first Korean university to acquire QS 5-Star Rating](#)

Canterbury University's results were announced in the "The Press":

"The Press" published an article announcing Canterbury University's results giving a summary's of the university's achievement in the audit with the Headline:

[Canterbury University gets top marks](#)

Wikipedia



Contact Details

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PR Manager	Vickie Chiu	vickie.chiu@qs.com
Product Manager	Deena Al-Hilli	deena@qs.com



QS - OUR MISSION

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