

>

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Kate Butland / Peter Mulligan

Customer Strategy

UCAS

> Session outline

- Statistics
- Admissions Process Review
- Part time updates
- Questions



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> Latest 2011 year end statistics

- Applicants

694,535



- Acceptances

486,917



- Clearing accepts

49,497



- Adjustment accepts

553



Source: UCAS media release (15/09/2011)

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> Report on Procedure for Admission of Students

“ The object has been to discover ways in which the complexity which now exists could be reduced to the greatest possible extent by simplifying procedure ... it is based upon the confident belief that arrangements which are both more uniform and as convenient as possible to applicants and to schools will also be of great advantage to the universities ”

Sir Philip Morris, VC University of Bristol, Committee Chairman

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Admissions practices: past & present

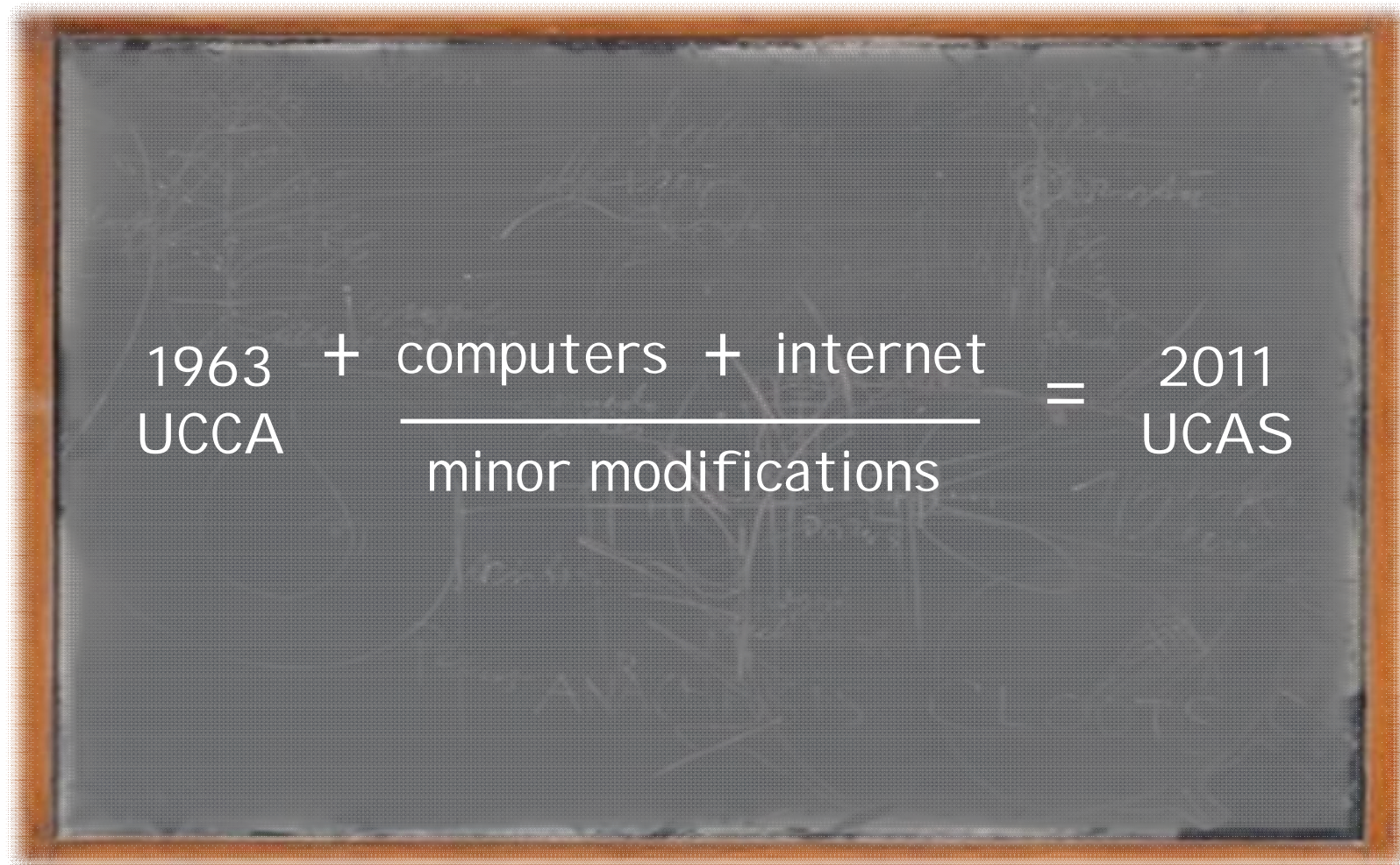
CALENDAR FOR ALL APPLICATIONS

26 July 2011	Outstanding replies from applicants declined by default including Extra, where last decision received from institutions by 19 July 2011.			
Applicant status	Last decision received by 19 July 2011		Extra	
	UK and EU	Non-EU	UK and EU	Non-EU
SEO	Yes	Yes	Yes	Yes
Amended decisions may no longer be made.				
Late July 2011	Clearing vacancy statuses and keywords to be finalised for all courses using web-link.			
TBC	Publication of SQA results.			
	Scottish Clearing vacancy lists commence publication.			
13/14 August 2011	ABL files scheduled to be made available to institutions.			
Mid-August 2011	Publication of Irish Leaving Certificate results.			
18 August 2011	Publication of results for GCE and Diploma.			
	English, Welsh and Northern Ireland Clearing vacancy lists commence publication.			
	Adjustment opens for registrations.			
24 August 2011	Circular sent to remind institutions to look at Confirmation ODL on web-link for all applicants for whom decisions are due on 14 September 2011.			
31 August 2011	Deadline for applicants to meet academic conditions of offers.			
	Final day for receipt of Adjustment Confirmation decisions.			
Early September 2011	Delayed Confirmation decision facility available.			
6 September 2011	Institutions can use web-link to apply individual Stops in exceptional circumstances to prevent applications being rejected by default on 14 September 2011.			
7 September 2011	Circular sent to remind institutions to look at Confirmation ODL on web-link for all applicants for whom decisions are due.			
14 September 2011	Outstanding Confirmation decisions rejected by default except where Stops have been recorded.			
Applicant status	OF & OI	OF & OI with Stops		
Confirmation RBL	Yes	No		
Now stops are not permitted.				
20 September 2011	Last date for receipt of applications for 2011 entry			
30 September 2011	Closes of Clearing vacancy information service.			
20 October 2011	All Change at Confirmation offers received from 20 October have a reply date of 26 October			
24 October 2011	Last date for submission of Records of Prior Acceptance and Overseas Partnership acceptances on web-link.			
	Last date to contact HB team for amendments.			
	All applicants who are still referred in Clearing are rejected by default .			
	All outstanding Confirmation decisions rejected by default , except those applications with a COF decision. Applicants where stops have already been applied will be rejected by default .			
	Delayed Confirmation decision facility ends.			
26 October 2011	All outstanding replies from applicants declined by default , including Change at Confirmation offers.			
28 October 2011	R1s for 2011 entry closed.			
Early December 2011	All outstanding Delayed Confirmation decisions will be rejected by default .			

CALENDAR FOR ALL APPLICATIONS

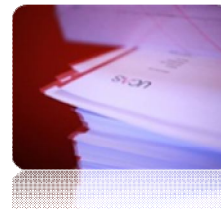
6 May 2011	Outstanding decisions by institutions rejected by default on applications received by 15 January 2011.									
	<table><tr><th>Applicant status</th><th>Applied by 15 January 2011</th><th>Extra</th></tr><tr><td></td><td>UK and EU</td><td>Non-EU</td></tr><tr><td>SEO</td><td>Yes</td><td>No</td></tr></table>	Applicant status	Applied by 15 January 2011	Extra		UK and EU	Non-EU	SEO	Yes	No
Applicant status	Applied by 15 January 2011	Extra								
	UK and EU	Non-EU								
SEO	Yes	No								
24 May 2011	UCAS expects to send SMS reminder messages to applicants who must reply to their offers by 7 June 2011.									
6 – 17 June 2011	June lists (on request) made available to institutions on the firewall.									
7 June 2011	Outstanding replies from applicants declined by default where last decision received from institutions by 6 May 2011 (except for those applicants in Extra).									
	<table><tr><th>Applicant status</th><th>Last decision received by 6 May 2011</th><th>Extra</th></tr><tr><td></td><td>UK and EU</td><td>Non-EU</td></tr><tr><td>SEO</td><td>Yes</td><td>No</td></tr></table>	Applicant status	Last decision received by 6 May 2011	Extra		UK and EU	Non-EU	SEO	Yes	No
Applicant status	Last decision received by 6 May 2011	Extra								
	UK and EU	Non-EU								
SEO	Yes	No								
Mid-June 2011	ABL circular sent requesting institutions to enter their ABL requirements on web-link.									
21 June 2011	UCAS expects to send SMS reminder messages to applicants who must reply to their offers by 30 June 2011.									
22 June 2011	Reminder sent to institutions to look at ODL on web-link for applicants with a decision due on 19 July 2011.									
30 June 2011	Outstanding replies from applicants declined by default where last decision received from institutions by 10 June 2011 (except for those applicants in Extra).									
	<table><tr><th>Applicant status</th><th>Last decision received by 10 June 2011</th><th>Extra</th></tr><tr><td></td><td>UK and EU</td><td>Non-EU</td></tr><tr><td>SEO</td><td>Yes</td><td>No</td></tr></table>	Applicant status	Last decision received by 10 June 2011	Extra		UK and EU	Non-EU	SEO	Yes	No
Applicant status	Last decision received by 10 June 2011	Extra								
	UK and EU	Non-EU								
SEO	Yes	No								
	Substitutions and additions may no longer be made.									
	Last date for receipt of POST-24 March applications; those received after that date will be held for Clearing.									
6 July 2011	Circular sent to remind institutions to look at ODL on web-link for all outstanding decisions, including those for Extra, due by 10 July 2011.									
	Last date for applicants to refer themselves through Extra.									
11 July 2011	Circular sent to remind institutions to look at ODL on web-link for all outstanding decisions, including those for Extra applications, due by 10 July 2011.									
Mid-July 2011	BTEC results begin to be sent to institutions.									
	International Baccalaureate results published.									
	Clearing Numbers available on Track for applicants as they become eligible to refer themselves for Clearing vacancies.									
	Institutions able to make Clearing decisions.									
	The number of days applicants have to reply to Change at Confirmation offers gradually reduces from 21 days to 5 days as the main Confirmation period approaches.									
18 July 2011	July lists (on request) made available to institutions on the firewall.									
19 July 2011	Outstanding decisions by institutions rejected by default on applications received by 30 June 2011 and on Extra referrals.									
	<table><tr><th>Applicant status</th><th>Applied before 30 June 2011</th><th>Extra</th></tr><tr><td></td><td>UK and EU</td><td>Non-EU</td></tr><tr><td>SEO</td><td>Yes</td><td>No</td></tr></table>	Applicant status	Applied before 30 June 2011	Extra		UK and EU	Non-EU	SEO	Yes	No
Applicant status	Applied before 30 June 2011	Extra								
	UK and EU	Non-EU								
SEO	Yes	No								
	Last date for amended decisions if no reply received.									
	UCAS expects to send SMS reminder messages to applicants who must reply to their offers by 26 July 2011.									

> Final equation


$$\begin{array}{ccccc} 1963 & + & \text{computers} & + & \text{internet} \\ \text{UCCA} & & \hline & & \text{minor modifications} & & \\ & & & = & \\ & & & & 2011 \\ & & & & \text{UCAS} \end{array}$$

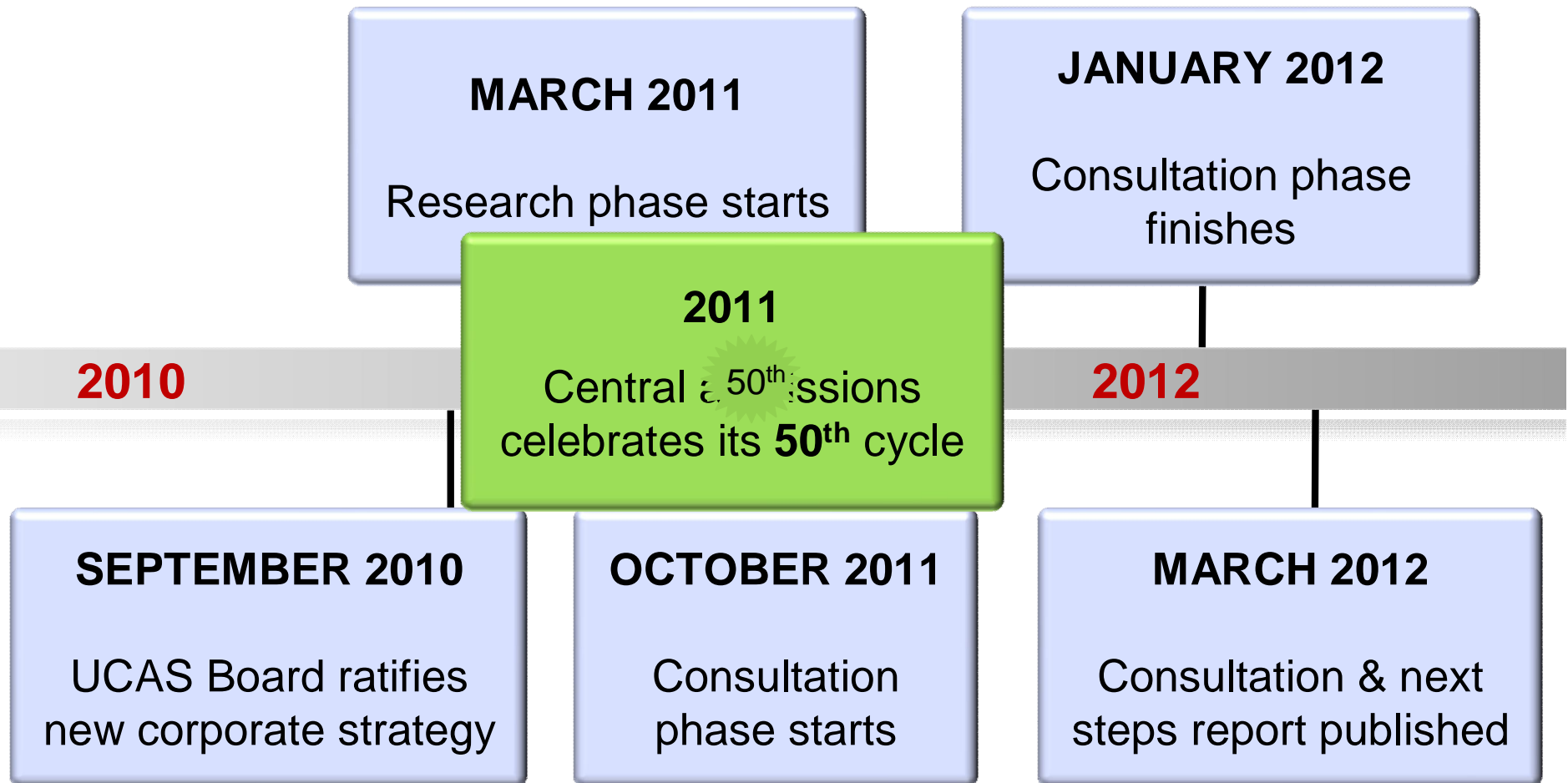
> Admissions Process Review: principles

- Be fair and support access for all applicants
- Put the needs of applicants at the heart of the system
- Be able to cope with a wide diversity of applicants
- Deliver member efficiencies and minimise unnecessary transactions & cost
- Consider synergies with student finance & other external agencies
- Deliver a net benefit to applicants, members, stakeholders & UCAS



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> Admissions Process Review: timeline



> Admissions Process Review: research

- 21 institutional drop in sessions for admissions staff
- 11 site visits focussing on technology issues for HEIs
- Surveys to applicants, students, re-apppliers, & HEI's
- Stakeholder workshops including:
 - UUK, Guild HE, SLC, OFFA, ARC, Russell Group
UCAS Schools Advisory Groups, Arty Admissions
- Interviews and focus groups with:
 - Applicants, schools, FE colleges, advisers, parents
- Research on international admissions systems:
 - Germany, Netherlands, Sweden, Ontario,
Ireland, Croatia, British Columbia, Australia
- Statistical analysis using UCAS historical data



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> **Admissions Process Review: consultation**



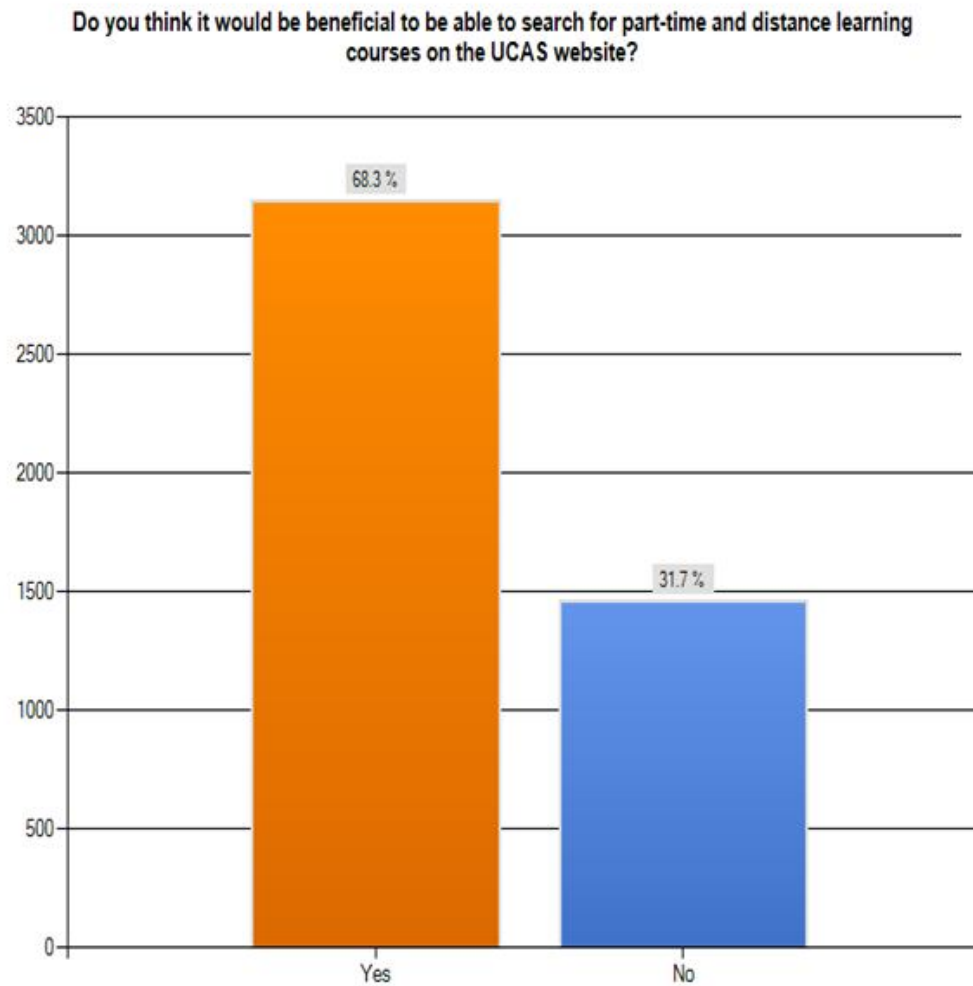
31 October 2011

Wide distribution list

APR consultation website

UCAS

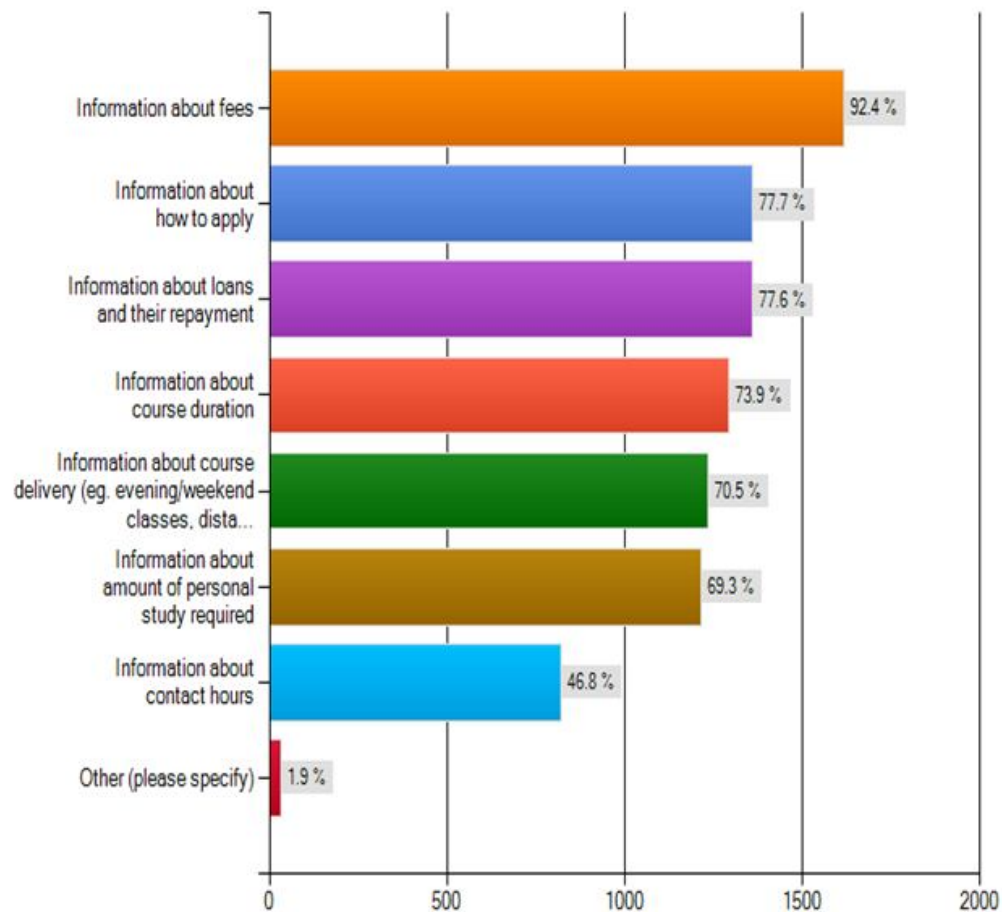
> Market Intelligence



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> Market Intelligence

What type of information and advice would you like to see about part-time learning on the UCAS website? (Tick all that apply.)



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> Part time Clearing Course Search



Part-Time Course Search

- > Search for a course
- > Why study part-time?
- > Part-time explained
- > Where to study
- > What to study
- > Entry requirements
- > Fees and finances
- > How to apply

Search Criteria**No. of courses : 11438**

Note: When no criteria are selected clicking search will return **all** courses.

Subject Group

Accommodation
Accounting
Acting
Addiction
Administration
Adult education
Adventure tourism

Study Mode


block-release
part-time
part-time day
part-time evening
part-time weekend
work-based learning

Institution

Aberystwyth University
Accrington and Rossendale College
Anglia Ruskin University
Argyll College (UHI Millennium Institute)
Askham Bryan College
Aston University
Bangor University

Region

East Anglia
East Midlands
Edinburgh, Lothians and Borders
Grampian and Tayside
Greater London
Highlands and Islands
North of England



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> Part time update

- UCAS committed to all modes of study
- Develop relationships with PT providers
- Develop understanding of market and it's needs
- Future proof all new tools for inclusion of PT



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> Course Finder

TARGET DRIVEN
MARKETING@KINGSTON
Full time course starting **Sept 2011**

[Register now to bookmark and compare courses](#)
[Log in](#)
[Register](#)
[UCAS Help centre](#)

[back to search](#)

Filter results

Institution

☒ Aberdeen (1)

☐ Aberystwyth (13)

☐ Bournemouth (5)

[See more \(38\)](#)

Qualification

☐ BA (hons) (100)

☒ BSc (hons) (100)

Study type

☐ Full Time (234)

☐ Part Time (679)

Course duration

☐ 3 Years (46)

☐ 4 Years (200)

☐ 5 Years (235)

[See more \(8\)](#)

Accreditations

☒ RICS (545)

☐ CIMA (34)

[See more \(8\)](#)

Tuition fees

☐ <£3,000 (120)

☐ £3,000 to £6,000 (335)

☐ £6,000 to £9,000 (340)

☐ >£9,000 (856)

Course start date

☐ September 2012 (140)

☐ January 2013 (145)

Bursaries

☐ Available (145)

☐ None available (566)

23 search results for: Geography with Music | Yorkshire | BA | Full Time

Qualification	Course Title ▼	Institution ▼	Campus	Study hrs	Duration ▼	Fees ▼
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
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BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
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BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k
BA (hons)	Geography & Music (CB06)	University of Leeds	Campus A	FT	4yrs	£9k

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> Questions



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