**UC/18/R1**

UCAS Council

Report of the eleventh meeting of the UCAS Council, held on Wednesday 13 June 2018 in the Council Chambers, 41 Portland Place, London W1B 1QH

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| **Introduction** |
| The eleventh meeting of the UCAS Council (‘Council’) was held on Wednesday 13 June 2018 in the Council Chambers, 41 Portland Place, London W1B 1QH. |
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| The meeting was chaired by Christian Brodie (Chair of Council and Pro-Chancellor of the University of Sussex), and was attended by 24 Council Members (‘Members’); the UCAS Chair (‘Chair’); a UCAS Trustee on behalf of the Board; the UCAS Chief Executive (‘CEO’); and several members of the Executive Team. |
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| The Chair welcomed David Lowen (Independent Governor and Chair of Leeds Beckett University, Deputy Chair of the Committee of University Chairs (CUC)) to his first Council meeting and Council noted that the CUC had nominated David as the new Chair of Council, with effect from July 2018. |
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| The full delegate list is attached to this report. |
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| **Report from the UCAS Chair and Chief Executive** |
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| **Membership** |
| Following consideration, the Members approved the nomination of Stephen Wiggins, Academic Registrar and Director of Student & Academic Administration, University of Portsmouth. |
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| The full list of Members is available on [ucas.com](https://www.ucas.com/corporate/about-us/corporate-governance/ucas-council). |
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| **Welcome from the CEO** |
| The CEO informed Council that UCAS had been considering how to ensure the voice and views of students were fully embedded in all levels of governance, decision-making, and product and service development. The Board had agreed that UCAS would look to recruit a trustee to represent the student voice and was keen that the composition of the Council should evolve over time, to give more equal representation to student, secondary and further education sector representatives. |
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| The CEO updated Council on several developments, including the roadmap for the development of data products and services which had been developed with UCAS Media, which the Council would have an opportunity to discuss further at its meeting in November 2018, and the good progress made in the Digital Acceleration programme. |
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| **Board of Trustees and Executive appointments** |
| Council was updated on the Board appointments since the last meeting and noted that at its meeting in April 2018 the Board approved the appointments of Professor Edward Peck (Vice-Chancellor of Nottingham Trent University) and Professor Sally Mapstone (Principal and Vice-Chancellor, University of St Andrews). |
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| Council was also updated on the Executive appointments that had taken place since the last meeting. Dr David Best had been appointed as UCAS’ new Director of Analysis and Insights and Sander Kristel had been appointed as the new UCAS Media Executive Director. |
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| **UCAS’ verification service** |
| The CEO updated Council on the analysis of UCAS’ verification service which had shown a disproportionate number of students from the Black ethnic group had their applications ‘flagged’ for further investigation. In addition to the publication of a ten-page report that UCAS had published in May 2018, further work was being undertaken to understand what was behind this. Council was invited to provide feedback on UCAS’ verification service and made a number of helpful comments and suggestions, which UCAS would consider. |
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| **Admissions delivery** |
| The Director of Technology and Operations gave an update on the delivery of the 2017 admissions cycle, focussing on Confirmation and Clearing (C&C) 2017, and an update on the 2018 cycle. |
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| The Director of Technology and Operations highlighted that following C&C 2017 an extensive ‘lessons learned’ activity had been completed, and as a result of improvements implemented following identification of these lessons learned, continuous improvement had been achieved. |
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| In response to a question about the future for UCAS in providing services around choices at age 16 (UCAS Progress), the Director of External Relations highlighted that as part of its refreshed corporate strategy, Future Focus, UCAS had indicated it would transition out of providing admissions services around choices at age 16 but would still provide information and advice to support progression. UCAS would also explore the demand for information and admissions services, and the feasibility of developing and offering admissions services in the degree and higher apprenticeship space. |
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| **Stakeholder perceptions survey** |
| The Senior Policy Executive provided an overview of the key findings of UCAS’ triennial stakeholder perceptions survey and outlined UCAS’ recommendations and proposed actions. |
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| Council discussed the recommendations, commenting on the high-level action plan, considering its views on the survey findings and whether the proposed actions were focusing on the right things, whether there was anything else UCAS should do, and whether UCAS should target the wider public about the benefits it provides, or focus on communicating with its customers. |
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| In response to a comment about whether UCAS’ information and advice should be extended to include more qualitative advice such as information about teaching and learning styles at university, the Director of External Relations confirmed that this was something which would be looked at. |
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| **UCAS Undergraduate pricing strategy to 2020 and beyond** |
| The Director of External Relations provided an overview of UCAS’ pricing principles for the UCAS Undergraduate admissions services and the proposed pricing models for 2020 and beyond, which Members then discussed. |
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| Council was informed that further modelling and testing of the pricing models would be conducted and there would be another opportunity for Council to discuss pricing at its next meeting. Council’s views would be shared with the Board to inform its initial discussion on pricing at its July 2018 meeting. |
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| **Development of UCAS’ international strategy** |
| The Head of Special Projects and the Strategy Manager provided an update on the redevelopment of UCAS’ international strategy. |
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| Council was invited to discuss what UCAS could do to better support non-UK students who were interested in studying in the UK, what UCAS should do to better support the agents and local counsellors who play a critical role in shaping students choices and supporting applications, what data and insights UCAS should produce to support international student recruitment and where UCAS’ efforts should be focused in view of changing international markets and the UK’s withdrawal from the EU. Members made a number of helpful comments and suggestions, which UCAS would consider. |
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| **Chair’s business** |
| Christian Brodie, Chair of Council, thanked the Members for their contributions, acknowledging the value of the Council’s consideration of the substantive issues, and reiterating that the Council’s feedback would be shared with the Board at its meeting in July 2018. The outputs from these meetings would be shared with the Council in due course. |
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| On behalf of the UCAS Board and Executive, the CEO offered her thanks to the Chair for his chairmanship of the Council over the last two years, as he would step down after the meeting. |
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| **Next meeting** |
| The next Council meeting would be held on Thursday 29 November 2018. |

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| **Delegate list** | |
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| **UCAS Council meeting held on Wednesday 13 June 2018** | |
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| Present: | Christian Brodie, Chair of Council and Pro-Chancellor of the University of Sussex, Chair of the Student Loans Company  Azza Abdulla, Education Officer, Leicester Students’ Union, NUS  David Alder, Chief Marketing Officer, Plymouth University  Emily Chapman, NUS Vice-President  Marie-Noël Earley, Academic Registrar, University of St. Andrews  Kim Eccleston, Chair of the Undergraduate Advisory Group, Assistant Director (Head of University Admissions), University of Warwick  Rod Francis, Headteacher at Cyfarthfa High School, Merthyr Tydfil  Heidi Fraser-Krauss, Director of Information, University of York  Deirdre Gillespie, Principal, St Mary's Grammar School, Magherafelt  Jim Grant, Principal, Cirencester College  William Hammonds, Programme Manager, Policy Group, Universities UK – until minute 09/18  Lysandre de-la-Haye, Deputy Registrar, Newman University  Professor Richard Harvey, Academic Director of Admissions, University of East Anglia  David Lowen, Independent Governor and Chair of Leeds Beckett University, Deputy Chair of the Committee of University Chairs (CUC)  Michelle Magee, Chair of the Postgraduate Advisory Group, Assistant Director, Admissions, Canterbury Christ Church University  Linda Merrick, Principal of the Royal Northern College of Music, Chair of Conservatoires UK  Andrew Parkin, Principal, St. Dominic’s Sixth Form College  Robbie Pickles, UK Chair of HELOA, Head of UK and EU Student Recruitment, University of Bath  Dr Steven Quigley, Academic Registrar, Regents University, Member of the Association of University Administrators Board of Trustees  Enzo Raimo, Pro Vice-Chancellor (Global Engagement), University of Reading, Chair of the International Advisory Group  Graeme Slater, Head of Admissions, UCFB  Prof. Martin Stringer, Pro Vice-Chancellor, Swansea University  Adrian Watt, Rector, Viewforth High School  Stephen Wiggins, Academic Registrar and Director of Student & Academic Administration, University of Portsmouth  Dr Tim Westlake, Deputy Council Chair; Chief Operating Officer, University of Sussex |
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| In attendance: | Professor Sir Steve Smith, Chair of the UCAS Board, Vice-Chancellor and Chief Executive, University of Exeter  Dr David Ashton, UCAS Trustee, Vice-President and Registrar, University of Surrey  Clare Marchant, Chief Executive, UCAS  Fiona Johnston, Head of Special Projects, UCAS  Fatuma Mahad, Director of Technology and Operations, UCAS  Helen Thorne, Director of External Relations, UCAS  Mark Wilson, Strategy Manager, UCAS  Sara Smith, Corporate Governance Officer/Council Secretary, UCAS  Danya Young, Company Secretary |
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| Apologies: | Dr Matthew Andrews, University Secretary and Registrar, University of Gloucestershire  Lisa Bowen, Head of Admissions and Enrolment, Cardiff Metropolitan University  Shakira Martin, President, NUS  Mhairi Moore, Adviser, Higher Education, School Leaders Scotland  Dr Millan Sachania, Head Master of Streatham and Clapham High School  Alastair Wilson, Head of HE, South Devon College |