

Strategic Direction for UCAS Progress



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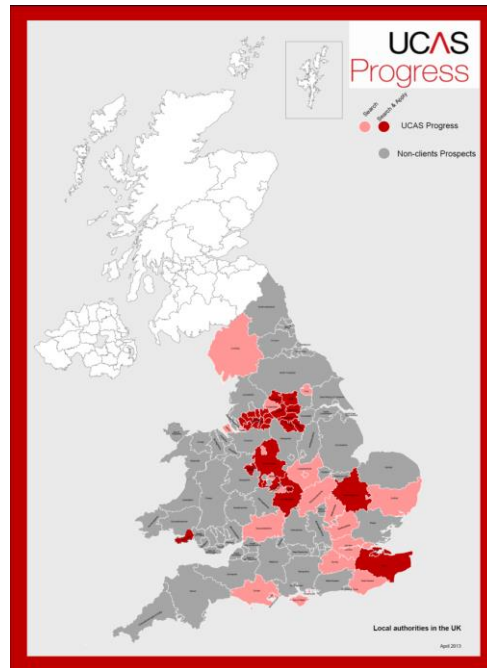
UCAS

UCAS PROGRESS

- History of UCAS Progress
- As at February 2016
- Where we're going – strategic direction



The way we were.....Autumn 2014



Now in February 2016.....

- National database of post 16 opportunities
- Significant investment in Information and Advice (learners and parents/teachers and advisors)
- Greater emphasis on apprenticeships
- Growing usage in schools, colleges and work based learning providers



Provider and course data England and Wales

3,300 providers

- 477 colleges inc 6th form colleges *100%*
- 2257 state 6th forms in schools *99.7%*
- 80 independent schools *12%*
- 492 WBLP *77%*

133,000 courses

Q & A work underway to improve provider information quality and check course provision accuracy



On line activity (v last year)

Site traffic

Page views 24 million +12%

Unique users 1.58 million +16%

Visits 2.5 million = 16%

Social Media

- 76,000 Facebook followers
- 1,626 Twitters followers 47,000 impressions

Learner activity

Learners uploaded 119,000 +13% (by schools)

Self registered learners 7,200

Number of applications 117,200 +12%

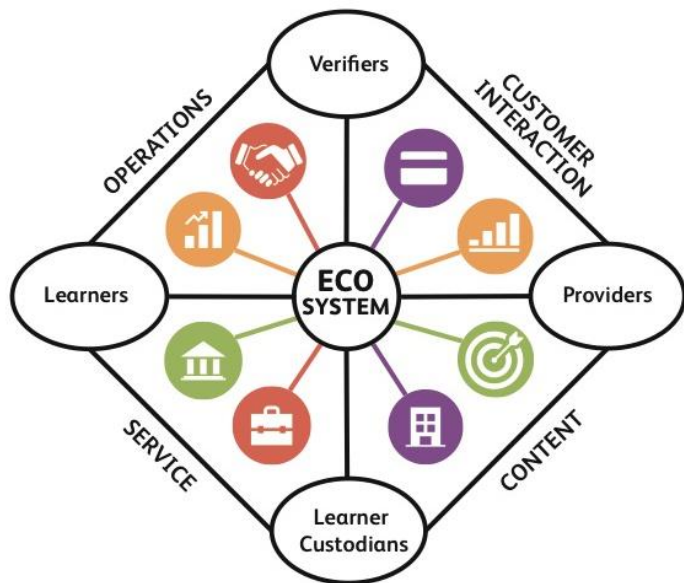


School and college usage






	England & Wales coverage/usage				
		Feb-16		July 16 projection	
	TOTAL	#	%	#	%
Colleges inc 6th form colleges	444	153	34.5	199	44.8
11-16 schools	1066	253	23.7	477	44.7
11-18 schools	2198	499	22.7	822	37.4

Going forward we have a bold strategic vision

Connect learners to multiple destinations through a progression 'ecosystem', with ucas.com as their starting point.

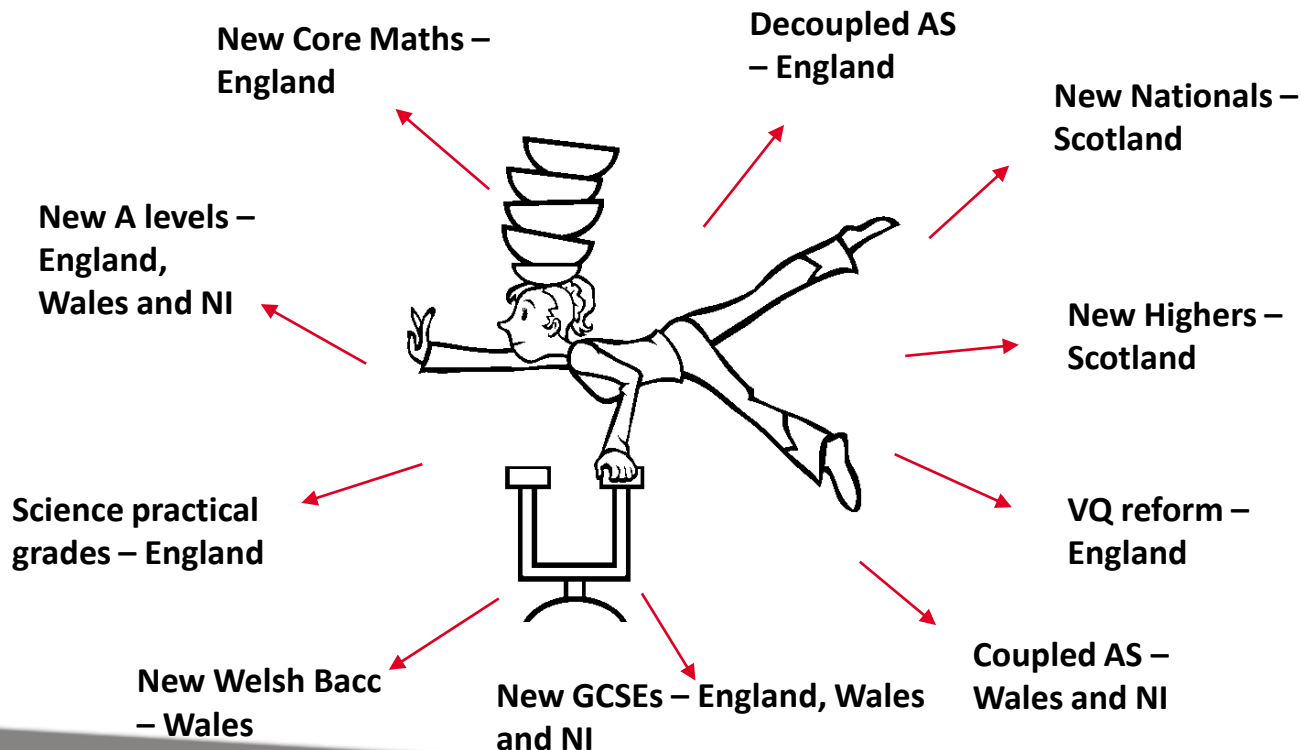


Our admissions services

Service	Scope	Description
	Full-time undergraduate	UK, EU, and international students applying for courses c.380 universities and colleges + teacher training in Scotland
	Practice-based music, dance and drama UG and PG	UK, EU, and international students applying for courses at eight UK conservatoires
	Postgraduate teacher training	UK, EU and international students applying for teacher training at English and Welsh providers
	FT, PT, taught and research postgraduate	UK, EU, and international students applying for FT and PT PG courses at 16 UK universities
	Post-16 education and training and apprenticeships	UK students applying for courses at 2,500+ English colleges and sixth forms

The importance of trusted impartial Information and advice (CEIAG)

The changing landscape



The 'poor' current provision

- More than one in ten teachers rate careers advice as 'poor'.
- Only a third of learners discuss their strengths with parents or teachers with any frequency.
- Teachers and parents would like 'more comprehensive and up-to-date career information'.

The Telegraph, Capp and
Lloyds Banking Group
survey of 6,300 parents,
learners and teachers



- Over two-thirds of companies believe that schools are ineffective at preparing young people for careers.
- 41% express that universities are not preparing young people for employment.

British Chambers of
Commerce survey of
3,500 business and
education leaders



UCAS' response

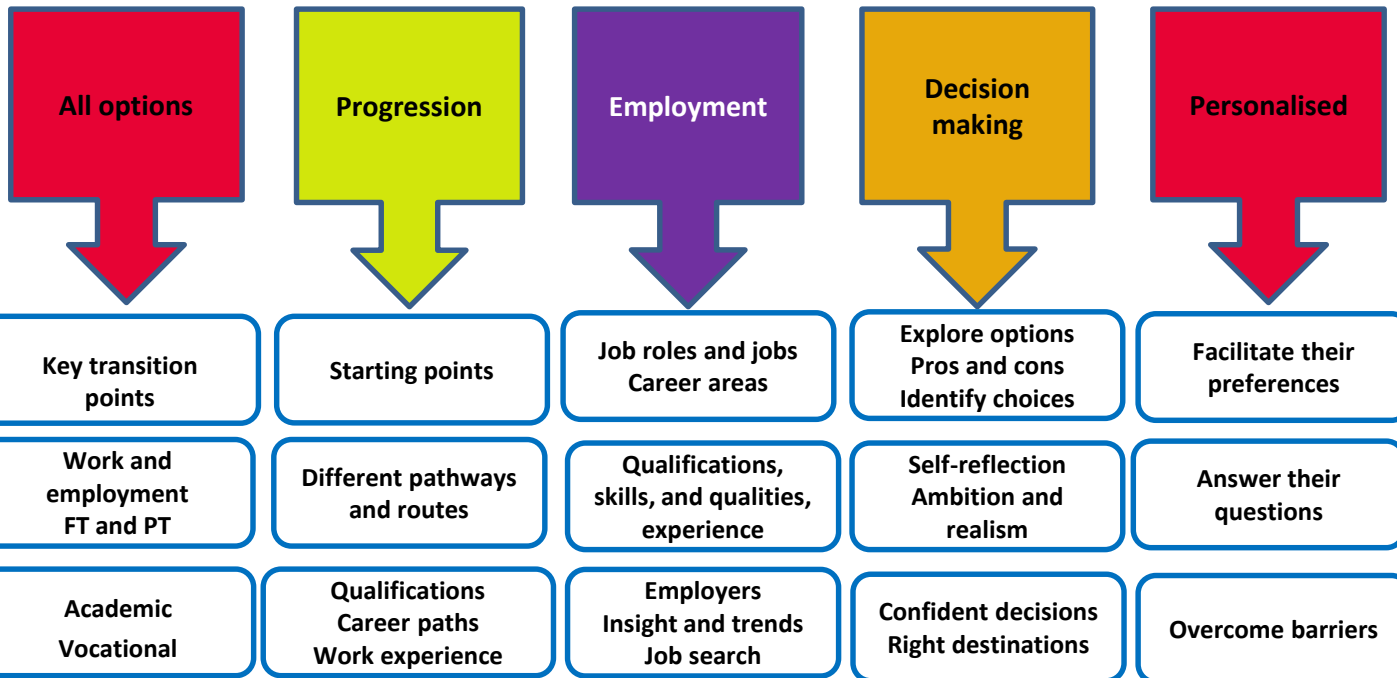
Focus on the learner journey and 'one UCAS' including UCAS Progress

UCAS' Information and advice strategy:

- All progression in learning has the potential to increase the pool of people who can benefit from higher education.
- It's more important than ever that students understand their education and progression choices.



I&A content – themes



UCAS Progress – research, search and apply



An information, advice and admissions service for young people making decisions about what and where to study after their GCSEs, irrespective of whether they're thinking about higher education.

16-18 Choices

Undergraduate

Conservatoires

Teacher Training

Postgraduate

Not sure



Getting started

Find career ideas

Search and Apply

Help and support

Finishing school in 2016? What's next...

Find out more

1. Getting started

[What are my options?](#)

[Qualifications you can take](#)

[Apprenticeships](#)

[Traineeships](#)

[Step-by-step guide](#)

2. Find career ideas

Explore subjects you like

- Select -



Explore jobs

- Select -



[Take the Buzz quiz](#)

3. Search and Apply

[Search for courses](#)

[Sign in to UCAS Progress](#)

[Applying](#)

[Writing a personal statement](#)

[Interview tips](#)

4. Help and support

[How to use UCAS Progress](#)

[UCAS Progress FAQs](#)

[Local information](#)

[Parents and carers](#)

[Teachers and advisers](#)

Key propositions

- Learners can search over 130,000 courses inc. 10,000 apprenticeships, and in year 11 can make and track applications.
- Enables colleges and other post-16 education providers to connect with prospective students.
- Schools can use I&A, monitor student progress, improve efficiency of reporting and target resources to those at risk of becoming NEET.



UCAS Progress Dashboards

User manager

As a user manager you can administer your users.

Users 100

Locked users 1

Users can be locked by a user manager or because they have entered an incorrect password 7 times.

Users awaiting activation 5

Users have been set up but have not yet activated their accounts.

User activity - 22/02/2016 11:00

Provider manager

As a provider manager within UCAS Progress you can manage the details of your provider or providers.

Details **Edit**

Venues **View**

You have venues with missing additional information. **View**

Additional information gives potential applicants venue contact details.

Course manager

As a course manager you can create, edit and delete your courses. You are also able to create and manage your venues and contacts to build engaging and informative course descriptions.

These counts display the number of courses at a venue level (eg if a course is delivered at three venues this will be counted three times on the dashboard).

Courses 171

Hidden courses 4
Hidden courses will not appear within the search.

Courses with no venues 0
Courses with no venues will not appear within the search.

Courses with missing key information 3
Key information ensures courses appear correctly within the search.

Courses with missing additional information 166
Additional information supplements course entries within the search.

Courses with no contact information 68
Contacts will give potential applicants more ways to contact.

Courses with no qualifications 87
Adding qualifications (accredited or non-accredited) will ensure courses appear correctly within the search.

Courses with missing extended information 152
Extended information will give further helpful details to potential applicants.

Learner manager

As a learner manager you can create and administer the learners that are assigned to you. This includes adding and editing learners as well as resetting passwords and unlocking learners.

Learners 1596

Never logged in 411

Locked out 1

With incomplete profiles 866

Awaiting profile approval 629

Learners awaiting qualifications 754

Learners awaiting references 227

Learners with applications 294

Learners with alternative applications

Learners with no applications 1302

Learners with no offers 1338

Self-registered learners

Application manager

As an applications manager you have access to the applications that you receive. You will be able to process applications from submission to enrolment.

Total applicants 42

Received within the last 7 days 0

With unread messages 2

With new/updated reference 4

Applications at:

Submitted 0

Acknowledged 10

Returned by provider 0

Conditional offer 28

Unconditional offer 4

Offer accepted 0

Enrolled 212

Going forward.....

- Continue to support the service – bug fix and small change
- Currently exploring how we can support growing requirement for apprenticeship applications
- But major new development will be as we build post 16 into the 'ecosystem'
- However we want to engage you and your colleagues in the sector every step of the way

