ANNUAL INTERNATIONAL TEACHERS AND ADVISERS CONFERENCE 2023

20 – 21 June 2023, The Building Centre, London







Conference chair welcome to International Teachers and Advisers Conference 2023

Courteney Sheppard, Head of Customer Contact





Plenary - Welcome to International Teachers and Advisers Conference 2023

Fiona Johnston, Chief Product Office, UCAS









International beginnings

Bulgaria, Romania, Cyprus, Turkey, France, Georgia, Ukraine, Norway, UAE, Pakistan, India, Malaysia, Thailand, Vietnam, Russia, Myanmar, Nepal, Nigeria, Qatar, Latvia, Lithuania, Taiwan, Germany, Azerbaijan, Greece, Estonia, Sri Lanka, Bangladesh, Indonesia, China...





Audiences

- Undergraduate & Postgraduate Applicants
- Parents
- Apprentices
- Adults
- Schools and Colleges
- First Year Students
- Historic Undergraduates (Past Five Years)
- Employers



Targeting

- Application Status
- Subjects
- Location (UK/International)
- · Tariff & University
- School & College
- POLAR data

Eight million data points a year from across HE, FE, & apprenticeships

One million+

Pre-applicant database

750k+

Applicants

570k+



Placed on a course

One million+

Current students

52%

registrants interested in apprenticeships

64%

planning to live at university

400,000

17/18 year old applicants

25%

Over 21 years old



300,000+

international current UG students

26%

applicants from disadvantaged backgrounds

29%

research jobs before final year

30k+

Parents, teachers & advisers



Security marking: PUBLIC

Shaping insights and impact



August 2021



January 2022



July 2022

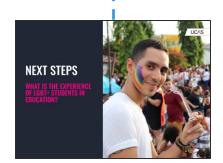


March 2023

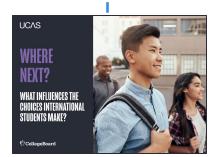


STARTING THE CONVERSATION
UCAS REPORT ON STUDENT MENTAL HEALTH

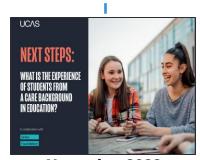
June 2021



September 2021



May 2022



November 2022

Security marking: **PUBLIC**



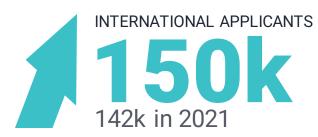
UCAS















2023 January Deadline

- 2% decline in total applicants from 2022.
- Subject trends are also influencing drop in mature
 UK demand though some recovery post ECD.

BUT

- Total numbers are 3rd highest on record (behind 2021 and 2022). They are also up 6% on 2019 so long term trends are positive following spike in demand during pandemic.
- 40% of people registered with UCAS expressed interest in an apprenticeship

 consistent and growing demand.
- We have also seen a 3% increase in international applicants.

What's driving this?

Pandemic years increasingly appear to be anomalous – we are now seeing a return to previous trend following spike. The cost of living may also prove to be a barrier for some applicants.

2023 International applicants



- 2023 saw a 3.1% increase in international applicants mainly driven by:
 - Nigeria (+23.1%),
 - India (+5.4%)
 - the United States (+9.8%).
- Applications from China are down (-4.2%) on 2022. EU applicant numbers are also down on 2022 (-2%) however they have stabilised following significant declines in recent years.

Why are there fewer applicants from China? Our analysis suggests this drop is mainly driven by the impact of Covid-19 restrictions and the associated disruption to teaching. The impact of this may continue into next year's cycle. Later this year, UCAS is publishing new research looking into the motivation and experiences of Chinese applicants in collaboration with Pearson.



Who are our International Applicants











Hong Kong 6 (6,840)



Singapore (3,690)





UAE (3,555)





Pakistan (3,320)

53%

Female

18 years old

40%

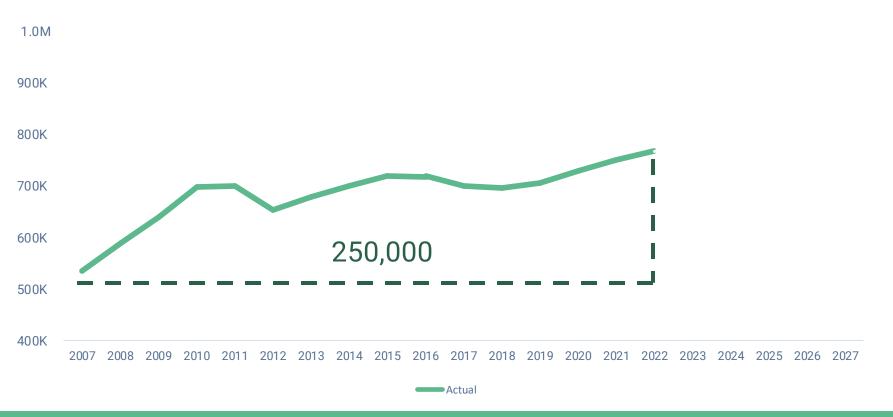
WHAT DO THEY STUDY?

- **Business** and management
- Social science
- **Engineering and** technology
- Design, creative and performing arts
- Computing



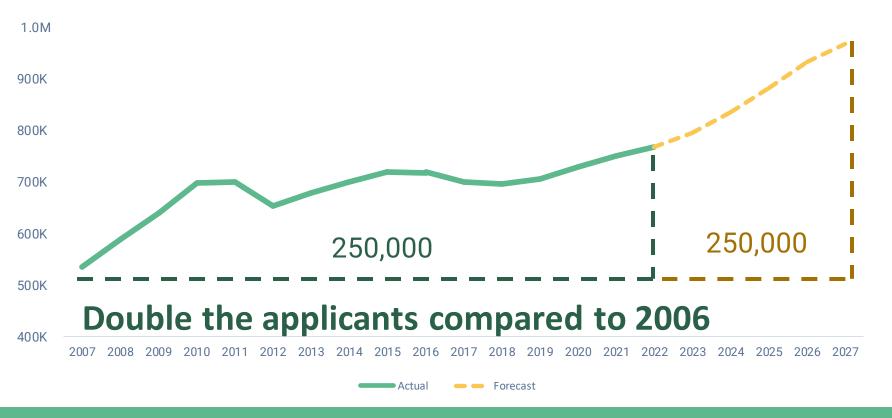


Exponential increase in demand





Exponential increase in demand





Journey to a Million

2039











Entry requirements





Living



Widening **Participation**











Enjoy the conference!

Plenary - UCAS International: past, present and future

Chris Kirk, Director of UCAS International, UCAS







Which part of the world have you travelled from to be here today?





UCAS



UCAS



In what order do your students make their choices?

- Universities > Subjects
- University ranking > Subject by ranking
- Subject > Universities (ranking less important than other factors)
- Subject > Global ranking of university as most important factor
- Subject > University by Subject Ranking







Outside of the UK, which study abroad destination is going to be most popular with your students in the next three years?

- USA
- Australia
- Canada
- Europe (Germany, France etc)
- Asia (Singapore, Hong Kong, China etc)





27 June 2023

25

UCAS Security marking: PUBLIC



Have you ever used the UCAS professional development portal for Adviser training?

- Yes
- No
- I don't know what that is





Have you used the UCAS Cycle Toolkit before?

- Yes, I've already used the 2024 Cycle Toolkit
- Yes, in previous years
- No
- I don't know what that is





UCAS





To connect the world to UK HE and deliver a world-class application service that increases the **QUALITY & DIVERSITY of international** applications to providers



Impartial & Independent



Widest Choice



Most Connected



Highly Efficient

2014 International Admissions Review



Priority	All		HEPs		Schools	
1	**	Recommendation 7 Enable the upload of digital documents in UCAS Apply.	***	Recommendation 7 Enable the upload of digital documents in UCAS Apply.		Recommendation 3 Improve the information & advice available through UCAS for international and EU applicants.
2		Recommendation 3 Improve information and advice available through UCAS for international and EU applicants.		Recommendation 3 Improve the information & advice available through UCAS for international and EU applicants.	Call	Recommendation 2 The ability to make instant offers to international fee- paying applicants at any point in the cycle.*
3	\overline{X}	Recommendation 1 Revise current UCAS deadlines for international fee-paying applicants.	X	Recommendation 1 Revise current UCAS deadlines for international fee-paying applicants.	**	Recommendation 7 Enable the upload of digital documents in UCAS Apply.
4		Recommendation 10 Improve the collection of qualification information in UCAS Apply and provide more information about international and EU qualifications.	Q	Recommendation 6 Enable applicants to link themselves clearly to agents and link their applications to sponsoring bodies in UCAS Apply.		Recommendation 12 Attendance at overseas events to support higher education providers.
5	B	Recommendation 6 Enable applicants to link themselves clearly to agents and link their applications to sponsoring bodies in UCAS Apply.		Recommendation 10 Improve the collection of qualification information in UCAS Apply and provide more information about international and EU qualifications.		Recommendation 8 Improve data collection in UCAS Apply for the purposes of fee status assessment.



Investments in people, time and money

All routes to UG and PG

(Inc. Foundations / Pathways)

Grow school and agent Adviser network

(and better support existing)

Personalised communications and IAG

(all customer groups)

Fraud & Verification tools to improve provider offer speed

(ID, Document & Qualification Mgmt. & verification)

Improved Data for All

(Inc. Fee status Qs, and reference data on Address, Schools and Quals)

Addressing your long term needs



School Priority		2014 Recommendation	State of Play			
1	3	Improve the information & advice available through UCAS for EU and international applicants	 Ongoing improvements throughout 2023/24 as Hub 2.0 launched with personalisation Myriad by UCAS mobile app to rebrand and include UG discovery – Early 2024 IAG Content co-created international specialists 			
2	2	The ability for providers make quicker offers to international students	 Improved Apply data collection for fee status, education history / Schools and mappable address data – 2025 Cycle (detailed design underway) 			
3	7	Enable the upload of digital documents	 By applicant at point of application – 2025 Cycle By applicant and adviser at point of application and post-submission – 2026 Cycle 			
4	12	Attendance at overseas events to support higher education providers	 Focus will be on supporting teachers, advisers and agents through more support, guidance and training (both overseas f2f and online) 			
5	8	Improve data collection for purposes of fee status	 Improved Apply data collection for fee status, education history / Schools and mappable address data – 2025 Cycle (detailed design underway) 			
	1	Revise current UCAS Apply deadlines for international fee-paying applicants	 'Shape of Cycle' is not key theme of UCAS Reform work, following references and personal statement changes 			
	6	Improve the collection of qualification information in UCAS Apply and provide more information about international qualifications	 Improved qualification guidance via https://qips.ucas.com/ and new International Qualification Guide — Autumn 2023 Qual. Reference data drawn from international specialists— 2025 Cycle International ABL for ELT and top international quals — 2026 Cycle target 			
	10	Enable applicants to link themselves clearly to agents and to link their applications to sponsoring bodies	 Currently scoping interim and strategic solutions to improve the one-to-many support mechanisms of an applicant to enhance attribution data - TBC 			



Of the following, what would your number one priority be for UCAS to focus on?

- Improve IAG for international Advisers and applicants
- Work with providers to enhance apply data captured to improve speed of offer
- Document upload functionality for applicants and advisers
- Include IAG on pathways and foundation year routes to UK UG study
- UCAS more visible and accessible via digital channels like WeChat, WhatsApp and Line etc
- UCAS more visible and accessible via in-person overseas visits and events





UCAS

Morning Break, Refreshments and Exhibition









Up next: Breakout Session 1

UCAS Admissions Cycle 101

Sam Sykes, Customer Success Manager, UCAS







Breakout Session 1

UCAS Admissions Cycle 101

Sam Sykes, Customer Success Manager, UCAS









What is UCAS?

UCAS is an independent charity providing information, advice and admissions services. We're there to help people discover what their next step might be.

UCAS does:

- provide information, advice, and support
- process applications
- complete fraud and verification checks
- take part in education sector engagement

UCAS doesn't:

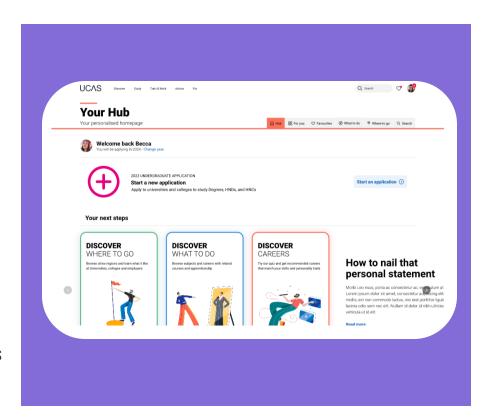
- make decisions or offers
- set entry requirements
- advise on finance
- advise on immigration or visas for individuals



Starting your research

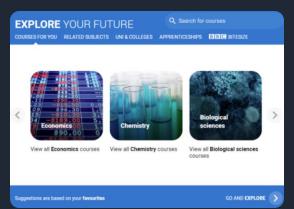
Register with the UCAS Hub to:

- explore careers, subjects, places, and apprenticeships
- find and favourite over 35,000 courses
- search for open days, events and virtual tours
- turn predicted grades into UCAS Tariff points
- speak to those in the know using <u>Unibuddy</u>
- speak to career, higher education, and application specialists by attending <u>Hub lives</u>
- take the <u>UCAS Quiz</u> to find your career matches
- start your application





Personalised tools to help

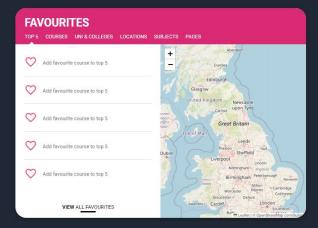


Explore your future

Discover what to do with subject, industry, and career guides; discover where to go with city, employer and accommodation information. Explore apprenticeships and course opportunities for you. Favourite as you go.

Your favourites

Search for courses, use to decide your top 5 choices, manage, keep those favourite information pages to hand. Manage and edit at any time.



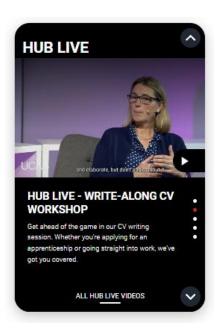


Our advice and events

UCAS Hublives

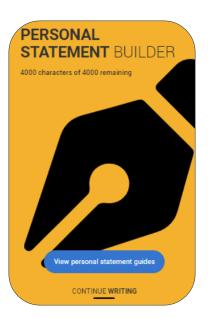
Join our <u>live</u>
<u>sessions</u> hosted by
expert panels.

Ask questions to help you make an informed decision about the right path for you. University, apprenticeships or the world of work.



Personal Statement Builder

Designed to help you think about what to include, and how to lay it all out. It counts how many characters you've used, so it's easy to see when you're close to the 4,000 character limit.





Completing the UCAS application













UCAS Hub account to

Student completes all sections of the application and sends it to their school/college.

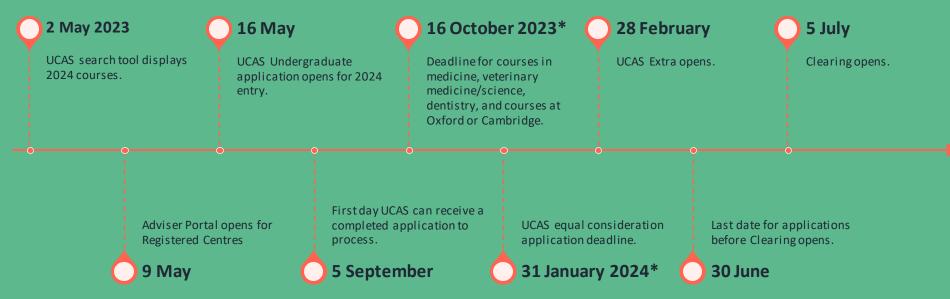
Teacher or adviser reviews the application and adds reference and predicted grades.

Applications are sent to UCAS by the school or college on behalf of the student.

Security marking: PUBLIC 27 June 2023



Key Dates – 2024 entry



* 18.00 UK time



Key facts

- To start an application you need to register with ucas.com, you can register at any time.
- From May you'll be able to start an application.
- Universities and colleges can't see your other choices when you apply.
- Apply by the equal consideration date.
- You have up to five choices, unless applying to study medicine, veterinary, medicine/science, dentistry – then it's four choices.
- You can't apply to BOTH Oxford and Cambridge.
- Applying costs £27.50.



2024 UNDERGRADUATE APPLICATION

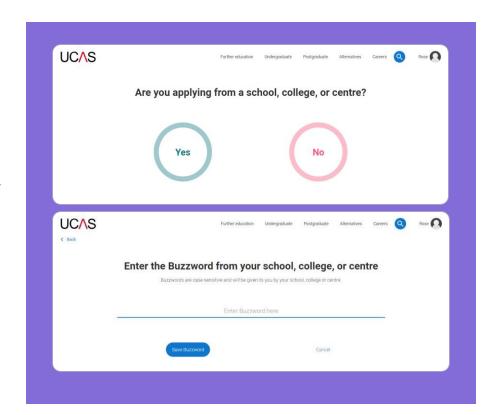
Start an application

Apply to universities and colleges to study Degrees, HNDs, and HNCs



Linking to a school

- If you're applying with the help of a school, college or centre you should enter their 'buzzword' to link your application to them.
- The buzzword is a unique code set by your school, college or centre.
- By linking your application you're giving your school, college or centre permission to view and track your application.
- It also means they'll provide you with a reference, and send your application to UCAS on your behalf.



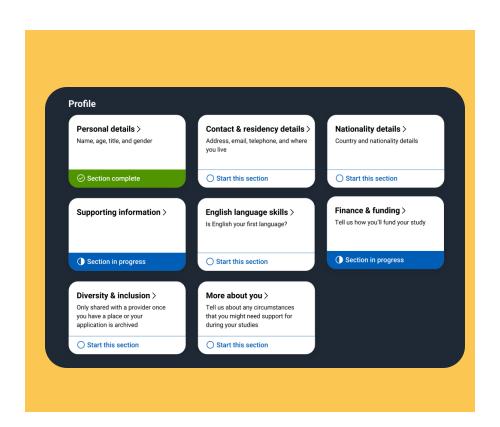


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Application

Profile:

- Personal details
- Contact and residency details
- Nationality details
- Supporting information
- English language skills
- Finance and funding
- Diversity and inclusion*
- More about you



^{* (}for students with a UK home address)



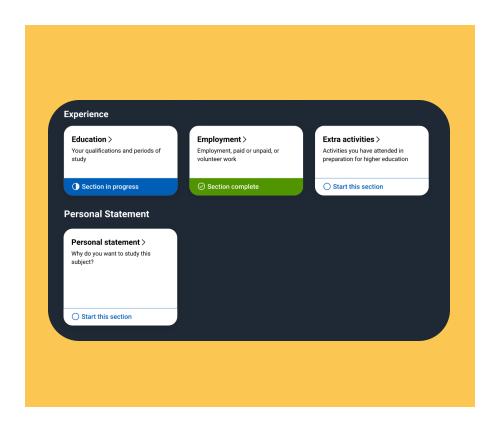
Application

Experiences:

- Education
- Employment
- Extra activities*
- Personal statement
- Reference**
- Add choices up to five

*(for students with a UK home address)

**(not visible for students linked to their school/college)





Changing an application after it's been submitted

Which part of the application?	Can it be changed in the application post-submission?	How?
Personal details (e.g. email, phone number, postal address)	Yes	Can be changed easily by the student from within the application.
Name, date of birth. Qualifications	Yes, but there may be a delay.	By sending a form and relevant documentation to UCAS (if required).
Personal statement Reference Predicted grades	No	By contacting choices directly.



The personal statement

- The only section you have full control over
- Your only chance to market yourself as an individual
- The same for all of your choices
- A maximum of 4,000 characters, or 47 lines
- A minimum of 1,000 characters
- X There isn't a spelling or grammar check
- No formatting allowed

UCAS' similarity detection service: every personal statement is run through software to check for plagiarism.



Consider...

Universities and colleges will consider:

- Have you chosen the course for the right reasons?
- Can you achieve in a new learning environment?
- Do you have a range of interests and aptitudes?
- Do you have a depth of interest in the subject?
- Have you studied independently?
- Do you appear motivated and committed?
- Do you have good numeracy and literacy skills?





Why is subject based evidence important?

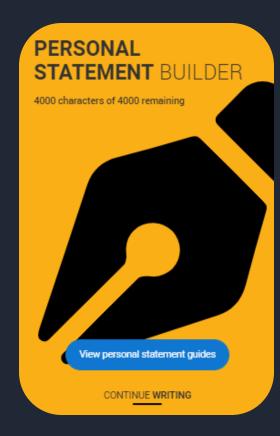
- Shows critical engagement with a subject.
- Shows academic skills, independent research, synthesis of information.
- Can be a discussion point at interview, expanded on in portfolios.
- Broadens subject knowledge at a higher level.
- Often referred to as super-curricular activities.
- Priority for competitive course application.

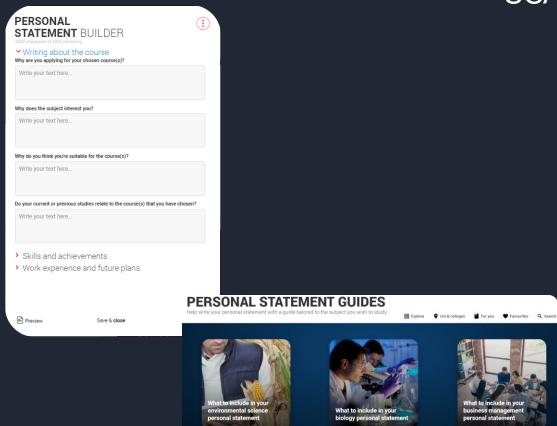


Personal statement resources

- Writing a personal statement for <u>multiple choices</u>.
- How to <u>help your students</u> write their personal statements.
- Personal statements dos and don'ts
- FAQs on personal statements answered by admissions staff.
- How to start and how to end your personal statement.









Reference guidance support

- Reference examples for each section.
- A <u>reference guidance presentation</u> which can be downloaded and edited
- Additional <u>FAQs</u> which we will be adding to from the questions received at our webinars.
- Advice from admissions officers in a shareable video.



Enter a general statement about your school/college/centre.



If applicable, enter any information about extenuating circumstances which may have impacted the applicant's education and achievement.



Outline any other supportive information specific to the applicant and relevant to the course (s) applied for that you think universities/colleges should be aware of.

UCAS.COM/ADVISERS/REFERENCES2024



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UCAS.COM/ADVISERS/REFERENCES2024



Reference



Linked to Registered Centres

Centres complete references through the adviser portal.



Independent Applicant

Enter the details of a referee in the application. The referee will then receive a reference request by email.

See our advice and guidance on changes to undergraduate references.



Three section approach



Enter a general statement about your school/college/centre.

(mandatory for applications sent via a registered centre)



Enter any information about extenuating circumstances which may affect this applicant's performance in examinations or other assessments

(optional)



Use this section to outline any other circumstances specific to the applicant that you think universities/colleges should be aware of, or how they can support the applicant

(optional)



References in the Adviser Portal





Decisions

Universities and colleges will review the:



personal statement



qualifications



reference

They may also ask for:



admissions test



interview



portfolio/audition



Tracking your application



2023 UNDERGRADUATE APPLICATION

Waiting for decisions

Universities or colleges are considering your application.

Providers have until dd-mm-yyyy to respond to your choices.



2023 UNDERGRADUATE APPLICATION

All decisions received

You've received a decision from all of your choices. You can now reply to your offers at any time.

Reply by dd-mm-yyyy



2023 UNDERGRADUATE APPLICATION

Waiting for confirmation

You're waiting for confirmation of your choices. If you meet the offer conditions, the university/college will confirm your place. Send them your results if requested.

Follow your application 24/7:

- see your choices
- keep personal information up to date
- view and reply to your offers

You'll receive one of three decisions from your choices:

- unconditional offer
- conditional offer
- unsuccessful



Replies to offers

Once you have decisions on all your choices, you can choose two:

- One as a 'firm' acceptance your first choice.
- The other as an 'insurance' acceptance.
 This acts as a back-up if you do not get into your 'firm' choice.

Any remaining offers must be declined.

Once all your decisions and replies have been made, if you are not holding an offer, you may be able to use Extra or Clearing to find available places.









- Used all five choices and had no offers.
- Add Extra choices for consideration one at a time.

Clearing (5 Jul - 17 Oct)

- Apply after 30 June, receive no offers, decline all offers, not met conditions.
- Find vacancies from 5 July and add a Clearing choice to your application.



UCAS

Benefits of becoming a UCAS Registered Centre

- Schools, colleges, advisers or agents <u>can become registered UCAS centres</u> and get unique access to their students' higher education applications
- Help when you need it a dedicated <u>support team</u>
- Your centre is viewed as a trusted source of applications by universities and colleges
- Manage and submit your students' applications the ability to view the progress of your students' applications, review, comment, and send back to them for correction
- Unique insight and reporting post-submission real-time data to track the status of your students' applications once they've been sent: whether they've received or replied to any offers, where they've been accepted, and more. Real-time applicant status reports are also available to easily download in accessible formats
- Receive monthly newsletters from UCAS, giving you news, insight, and up-to-date information about the application process that you can pass on to your students

2024 Cycle Toolkit

ADVISER GUIDE 2024

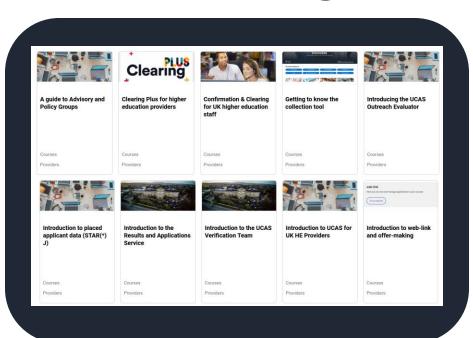
FOR ENTRY TO UNIVERSITY OR COLLEGE IN 2024



www.ucas.com/advisers



Further training



- Free online operational training
- Variety of learning styles
- Individual record of learning
- Ideal for those new to HE, or new Registered centres
- Complements your own Induction programme





Use the search to find relevant courses



- Sign in to ucas.com
- 2. Go to https://pdp.ucas.com
- 3. Specific training becomes available within 48 hours

Advisers
buttons to view
your personal
dashboard with
your record of
learning to
download

Your dashboard





Troubleshooting
Guides



Your Current Learning



2023 Results embargo

Overview of the Undergraduate Application for Higher Education Providers



Essentials

Primary Correspondent

4

Displaying 1 - 3 of 3 results

Browse for courses

Courses you've enrolled on



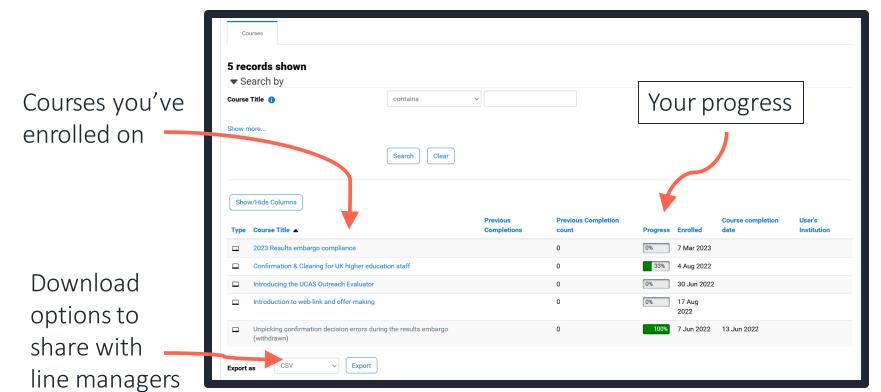
Latest badges

You have no badges to display

A record of your personal learning activity

Your record of learning















Adviser webinars <u>hosted</u> in one place to book and catch up on

Updates published via the newsletter and on adviser section of UCAS.com

<u>Digital training</u> to support your staff including <u>online modules</u>

Up next: Breakout Session 2

rtyou

Inside our Insights – How UCAS data and reporting can support you

- Carys Willgoss, Principal Policy Adviser, UCAS
- Hayley Thornley, Market Insight and Analysis Lead, UCAS





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UCAS

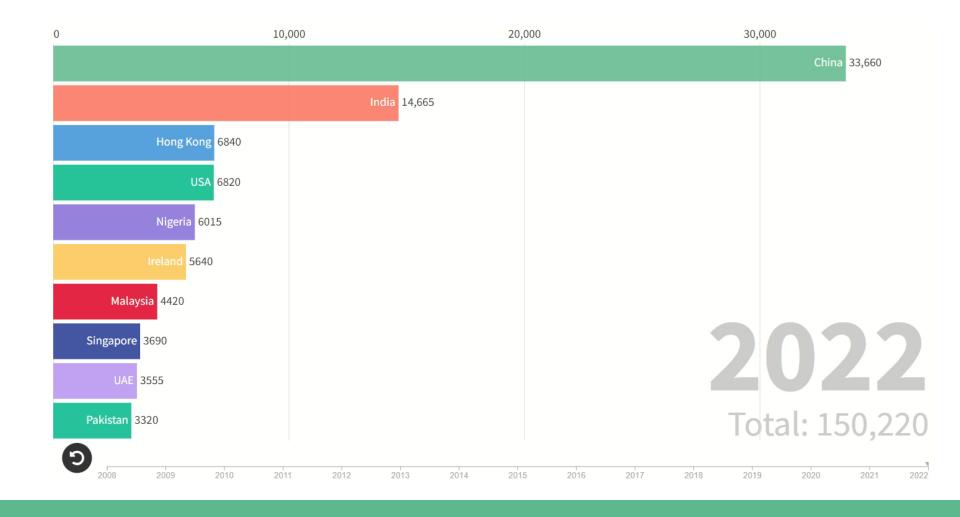




Summary

- International student decisionmaking: What, how and why?
- The current international applicant mindset
- The 'Journey to a Million' risks and opportunities for international student recruitment
- Upcoming UCAS research spotlight on China





UC\s

WHAT INFLUENCES THE **CHOICES INTERNATIONAL** STUDENTS MAKE?

[†] CollegeBoard



NEXT STEPS WHO ARE THE 'FUTURE NURSES'?



NEXT STEPS





about-us/ news-and-insights/ ucas-reports

UCAS





NEXT STEPS

WHAT IS THE EXPERIENCE OF DISABLED STUDENTS IN EDUCATION?

Pearson





WHERE NEXT?





UC∧S



STARTING THE CONVERSATION UCAS REPORT ON STUDENT MENTAL HEALTH





WHERE NEXT?

THE EXPERIENCE OF INTERNATIONAL STUDENTS CONNECTING TO UK HIGHER EDUCATION



70% of the international students that apply or are planning to apply to the UK also consider another nation

UCAS STUDENTS MAKE? **[†]** CollegeBoard

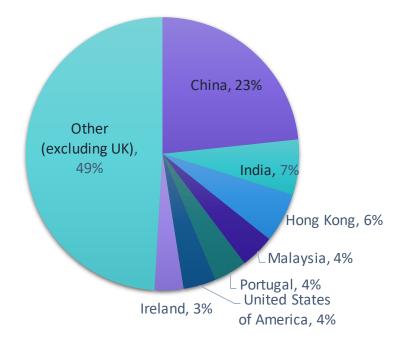


Who are the international students who apply to the UK?



China dominates, with some signs of diversification

- Around two in nine international acceptances to UK HE are from China
- New markets are emerging with Nigeria (+102%) and Pakistan (+59%) seeing notable increases since 2016





More than half of placed international students enter higher tariff providers



55% of placed international students enter higher tariff providers (28% UK)



Chinese and Singaporean applicants are five times more likely to have five choices at higher tariff providers than UK applicants



Irish applicants are most likely to be placed at lower tariff providers and Nigerian applicants are most likely to enter medium tariff providers



A high proportion of international students can be accounted for in five subject categories

INTERNATIONAL		UK	
BUSINESS AND MANAGEMENT	25%	BUSINESS AND MANAGEMENT	13%
ENGINEERING	9%	CREATIVE ARTS AND DESIGN	10%
CREATIVE ARTS AND DESIGN	7%	NURSING	7%
LAW	7%	SUBJECTS ALLIED TO MEDICINE	6%
COMPUTING	6%	COMPUTING	5%

- The highest proportion of international student acceptances are to statistics (53%), materials science (39%) and artificial intelligence (38%).
- Conversely, courses accepting the smallest proportion of international students include sport and exercise sciences (4%), adult nursing (3%), health studies (2%) and teacher training (1%).



What does the decision-making process look like for international students?



More than 1 in 10 international students are considering HE abroad before their 11th birthday

2 in 5

start thinking about HE options abroad before the final years of their secondary or high school education 7 in 10

said that when making their school-leaving qualification choices, they considered how this might affect their ability to study abroad 1 in 2

say that parents/guardians or close members of their family have previously studied abroad



University or college choice comes ahead of subject



- Importance is placed on the quality (83%) and reputation (75%) of the institutions relative to the quality (70%) and reputation (58%) of potential subjects.
- Half of respondents ranked the reputation of HE institutions in their chosen countries as their number one factor in informing choice of country of study

Security marking: PUBLIC April 2023



What, and who, drives international students to study across borders?



International students seek a home away from home

Three quarters (75%) of respondents want to experience life in a different country - the most common motivation for study abroad

Study abroad



Respondents consistently rank **geographical location** as important-one third of respondents select it within their top three most important factors.

Country choice



Available accommodation

(65%) was rated the second most important amenity (behind teaching and learning facilities)

Amenities





Motivation differs by nation

- For students from Nigeria, the most important factor is to gain skills to support them in their career (chosen by 80% of Nigerian respondents), and they are more likely to be interested in employment after graduation (52%)
- For students from India, the most important factor is that HE options are of 'better quality' (75% of respondents from India).



Global HE has something for everyone

Prospects after graduation

US: 57%

Singapore: 54%

UK: 54%

Ireland: 36%

France: 35%

Italy: 28%

Italy: 75%
Netherlands: 72%

The desire to experience life in that country

Germany: 54%
Singapore: 43%



The current international applicant mindset



In May 2023, UCAS surveyed International domiciled applicants (EU and Non-EU)

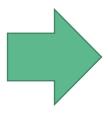
Quick pulse survey of international applicants 2023 cycle

- ➤ Confidence and commitment going to university in 2023, obtaining a place, achieving required grades.
- ➤ **Preparation and readiness** information to support and to prepare –accommodation, course content etc.
- ➤ **Their intentions** if their grades are better than expected, or they don't achieve the required grades, including knowledge of the Clearing process.
- ➤ Cost of living concerns, which areas it will impact when at university and their considerations in response.



Going to university: Commitment and confidence

How committed and confident are 2023 international applicants?



97% are committed to going to university



67% are extremely confident they will gain a place at university

What might help them feel more ready for university?

- 51% said more information or support from the universities/colleges
- ➤ 47% said speaking to the current students at the universities/colleges



University preparation, readiness and concerns

Students were asked what information might be useful at this time?

- ➤ Course content (61%)
- Cost of living & financial support (57%)
- ➤ Social life (55%)
- Academic support available whilst studying (54%)
- Accommodation availability and accommodation costs (50%)

Thinking about the cost of living, students are most concerned about the cost of:

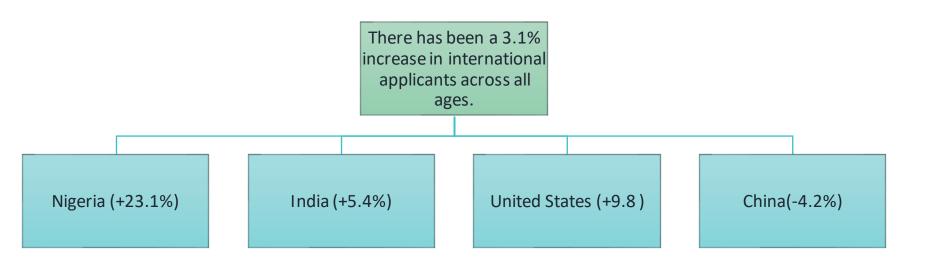
- ➤ Housing (59%)
- > Travel and transport (48%)
- > Social and leisure activities (39%)



2023 vs 2030: The 'Journey to a Million'



2023 so far...





'Journey to a Million': The projections

```
2030 1,000,000 | +40,000
```

960,000 | +40,000

920,000 | +30,000

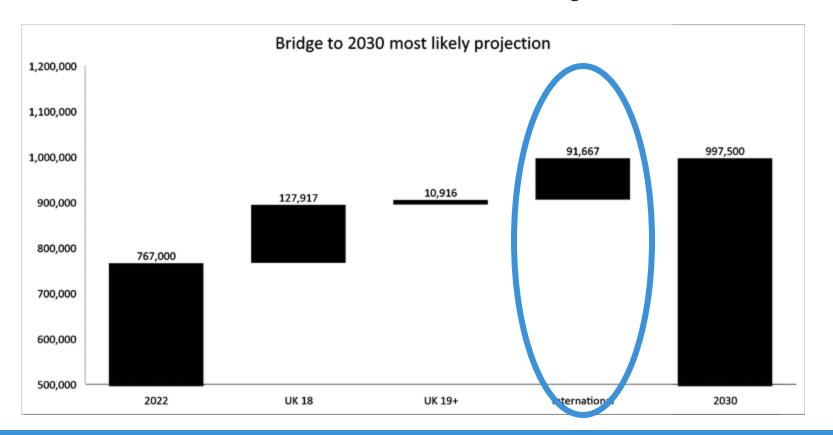
890,000 | +30,000

860,000 | +35,000

Security marking: PUBLIC April 2023

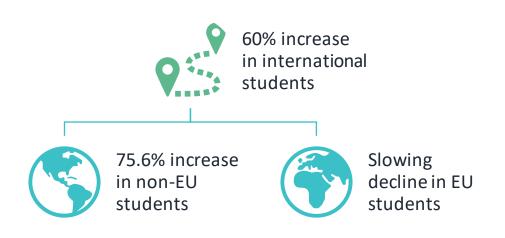
International students are a major driver







A tale of two markets



China	50,000+
India:	40,000+
Nigeria:	13,000+
USA:	10,800
Saudi Arabia:	7,000



A word of caution...



Geopolitics



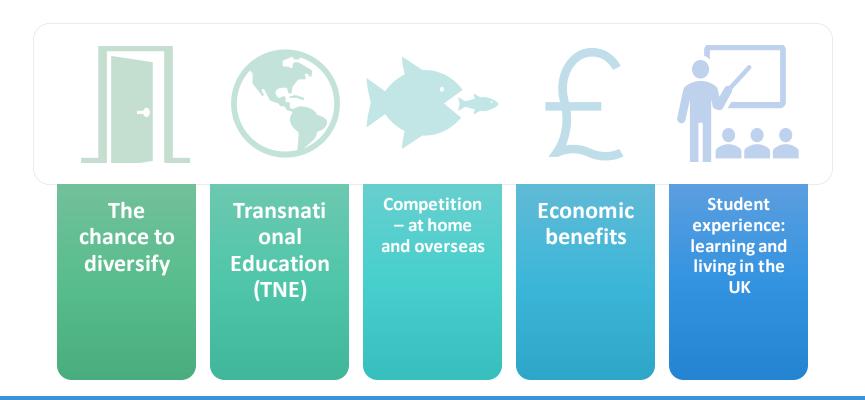
Global competition



Government policy



What does it mean?





Where Next? What's the experience of Chinese students in the UK?

Summer 2023



Objectives

Support UK HE by building a nuanced understanding of critical student populations

- The first of a series of country profiles under the 'Where Next?' brand, contextualising the progression of individual student groups into UK HE
- Provide comprehensive, and crucially, post-pandemic, understanding of the Chinese students who choose the UK as their UG study destination
- Explore the attributes and journey of Chinese applicants, tracking their mindset and experiences in the UK once enrolled as students
- Look to the future highlight upcoming trends in demand from China as we embark on the 'Journey to a Million' UG applicants
- Work with stakeholders to build coalitions of support for data-led recommendations

Insights so far







Discussion time...

- What about this insight most resonates with you in your role?
- Is there anything that surprises you?
- How are you having to adapt your guidance to meet the changing needs of your students?



Lunch Break, Refreshments and Exhibition









Up next: Plenary – Admissions Reform: What this means for you and your students

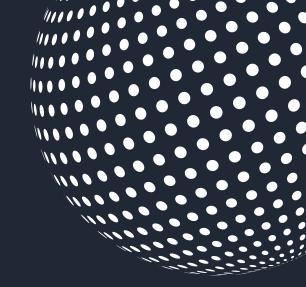
Kim Eccleston, Head of Strategy and Reform, UCAS





Plenary – Admissions Reform: What this means for you and your students

Kim Eccleston, Head of Strategy and Reform, UCAS







Why reform?



New in 2023 for 2024

Three section approach



Enter a general statement about your school/college/centre.



If applicable, enter any information about extenuating circumstances which may have impacted the applicant's education and achievement.



Outline any other supportive information specific to the applicant and relevant to the course(s) applied for that you think universities/colleges should be aware of.



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Experiences so far...

- How is it going?
- What else would be helpful?





Exploring in 2023 for future release

Security marking: PUBLIC 27 J\(\text{pn} \) 12023

Personal Statement – Applicant Survey



90% agreed that they understood the purpose of the personal statement



79% agreed that it can be difficult to write a personal statement without support



83% agreed that writing a personal statement can be stressful



75% liked that they only had to write one personal statement for up to five choices



76% disagreed with the statement 'I don't see the point in having a personal statement'



81% agreed that the personal statement allowed them to demonstrate why they'd suit a course



Key Themes

Motivation for courses

Extenuating circumstances

Preparation for course

Relevant experience outside of studies

115

Preparedness/readiness for studies

Strengths around learning styles/assessment methods and how they link to course

Credibility – visa sponsorship



Key Themes

Motivation for courses

Extenuating circumstances

Preparation for course

Relevant experience outside of studies

116

Preparedness/readiness for studies Strengths around learning styles/assessment methods and how they link to course

Credibility – visa sponsorship



Consultation also surfaced potential additional theme...

"where can students write about/where can we find out about a student's general character?" We need to understand...



What does this mean?



How would this information be used?



What would a "good" response look like?





How would students respond to this information impacting their chances of success?



What information is needed

How is it captured (systems)

How is it captured (user experience)



What is needed for readiness

When is appropriate release date







Timeline expectations



As a result of emerging feedback on readiness we do not plan to make any changes live until the 2026 entry cycle at the earliest



Shape of the Cycle

Challenges we're hearing about...

- Too many applications; not enough time
- Oct Deadline unfair competitive advantage?
- RBDs/DBDs
- Insurance choice confusing and adding minimal value?
- Multiple start dates demanding workarounds





What else...?

UCAS

FUTURE OF UNDERGRADUATE ADMISSIONS

JANUARY 2023



UCAS

Up next: Breakout Session 3

UCAS Conformation and Clearing Masterclass

Sam Sykes, Customer Success Manager, UCAS







Breakout Session 3

UCAS Conformation and Clearing Masterclass

Sam Sykes, Customer Success Manager, UCAS



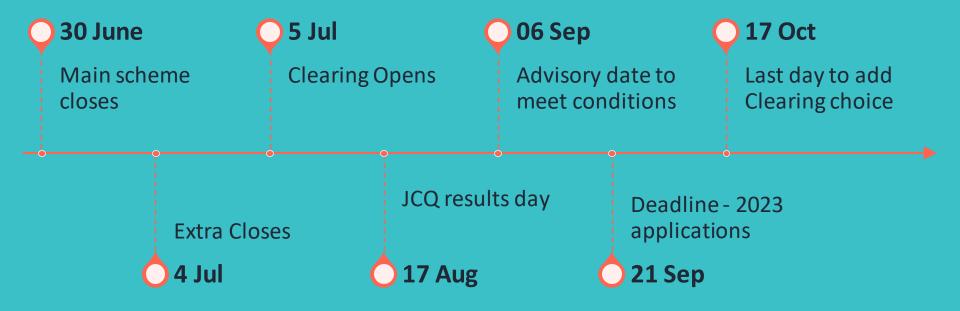






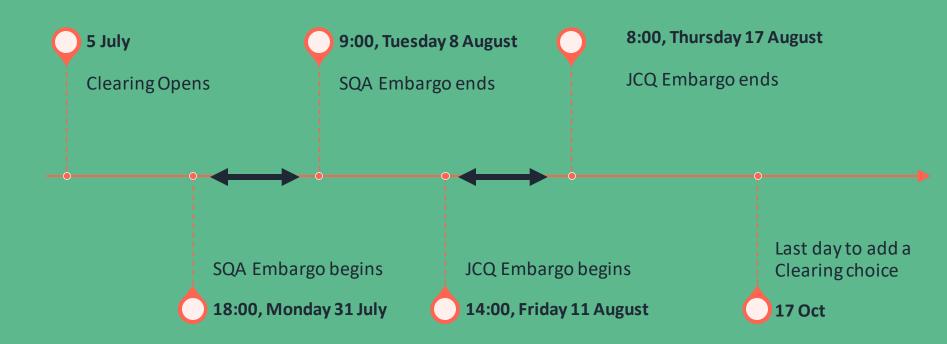


Key Dates – 2023 cycle





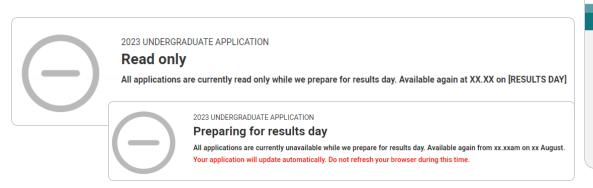
2023 Embargo Dates

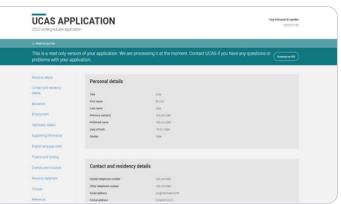


During the examination results embargos of

If an application has been submitted, during the results embargo periods, the applicant will be taken to a read-only version of their application.

Just before both results days applications will be unavailable whilst our systems are prepared for them.

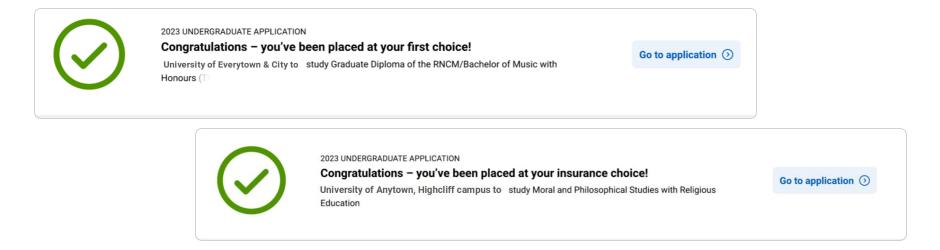






You've been placed!

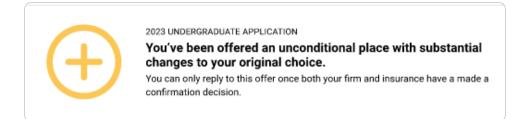
If an applicant has been successful with their undergraduate application, they'll see a confirmation banner confirming their place at their firm or insurance choice, we'll also email them. They should receive details from the university or college about what to do next.

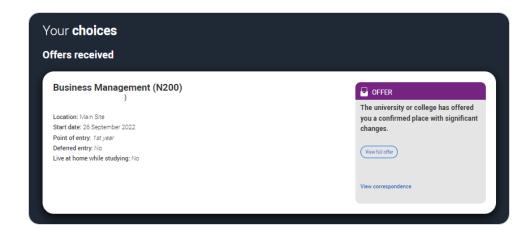




Unconditional change of course

- Applicants may be offered an unconditional place with substantial changes to the original choice.
- This usually happens if an applicant didn't meet their conditions, but the university or college wants to offer them a different course, start date and/or point of entry.







Reason for confirmation pending



2023 UNDERGRADUATE APPLICATION

[[provider name]] is still deciding on your application

Go to application >



2023 UNDERGRADUATE APPLICATION

[[provider name]] is still deciding on your application

We have not received the results of your A-Level qualification(s).

In order to make a decision on your application, we require evidence of your A level Chemistry grade A taken in 2022. Please send a scanned copy or photo of your certificate to results@university.ac.uk, quoting your UCAS ID.

Go to application >

The provider may not have been able to make a confirmation decision due to outstanding conditions.

This could be because the applicant has not yet supplied proof of qualifications or other entry requirements.

There may be a reason given to explain why the conditional offer hasn't been confirmed yet.

If they have any concerns they should contact their university or college to discuss.

Use the arrows next to the column headers to reorder the list of students, and type in the boxes to filter the list of applications.



More Options

Click 'Download' to create an Excel spreadsheet containing real-time application data - this is your Applicant Status Report (ASR). Please note, if you have filtered the onscreen information, only the applications that are visible will be included in your download. If you want an ASR showing all your students, ensure all filters are removed before you press 'Download'. To remove filters, ensure all 'Type here' boxes are empty, and the quick filters are unchecked.



Found 57 applications

♦ First name	▲ Last name	♦ Group	♦ Status ②	Application reply deadline	9	◆ Personal ID	◆ Last updated	◆ Send email
Type here	Type here	Type here	Type here	Type here		Type here	Type here	
Joao	Rodrigues	Mr Smiths Group	Final place accepted			1250027003	14 Apr 2023	
Friday	Арр	Default Group	Waiting for university / college to respond			1250027205	11 Jan 2023	
Monday	Twenty	Default Group	Withdrawn from this year's cycle			1250027407	10 May 2023	
Ug	Apply	Default Group	Has accepted offer(s)			1250027801	10 May 2023	
Donut	McDave	Default Group	Eligible for Extra/Clearing/new choice(s)			1250028006	30 Mar 2023	
Tracktwentyone	Ug	Default Group	Waiting for university / college to respond			1250028107		
Paulo One	Junior	Default Group	Has accepted offer(s) Confirmation delayed			1250028400	10 May 2023	
Pedro	Paulo	Mr Smiths Group	Waiting for university / college to respond			1250029201		
Paulo	Junior	Mr Smiths Group	Waiting for university / college to respond			1250032308		



Student Stopsec Ferreira	Personal ID 1250041807	Group Mr Smiths Group	Date sent to UCAS 16 Aug 2022	Application status Has accepted offer(s)	Previous application Next application >	
Provider name		Provider code		CONDITIONAL FIRE	M	
University of Bucking	jham	B90				
Course name		Course code		Date of offer		
English Literature		Q300		16 Sep 2022		
Course start date		Point of entry		Application reply deadline		
18 Jan 2024		Year 1		-		
Conditions for acceptance	ce			Reason for confirmation dela	y	
This offer is subject (A minimum of 320 U See www.ucas.com/		ntml for Tariff notes		We have not received the results of your GCSE qualification(s). When you receive your results, please send a copy directly to the University or College as they do not receive them automatically from the awarding body. We have not received the results of your Foundation qualification. Actions required to be completed by applicantActions		
				required to be complete. Sou um novoActions rec		
Contact us	Give feedback		Advisers	About us	Glossary	
			Providers	Join our team	Terms and conditions	
			Data	Accessibility	Privacy and cookies	

Clearing summary

Clearing

If you become unplaced and still want to apply elsewhere to start your studies this year.

Clearing Plus

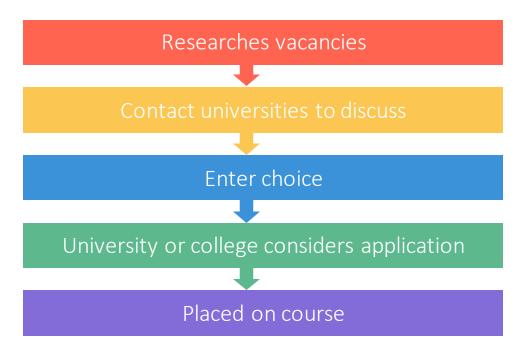
If your eligible for Clearing you find courses you have been matched to by clicking the 'My matches' button in your application.

Decline my place

Use this button to release yourself from your confirmed place into Clearing.



How Clearing works



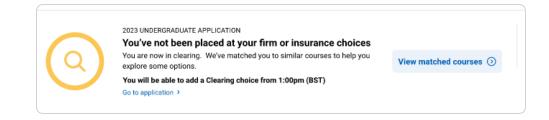
If unsuccessful, you can start again.

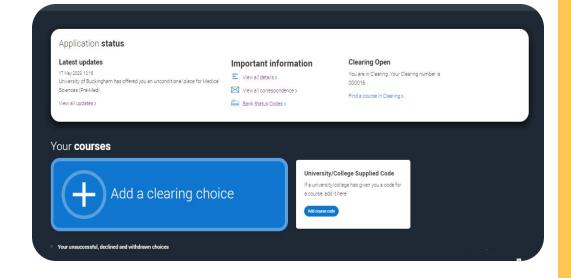
Adding a Clearing choice

Eligible applicants can add a Clearing choice from:

- 10:00 on SQA results day*.
- 13:00 on JCQ results day*.

*All timings are UK time

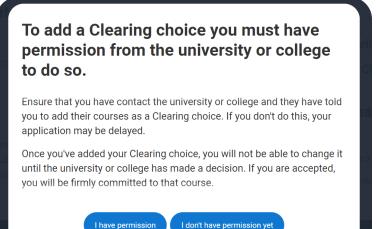


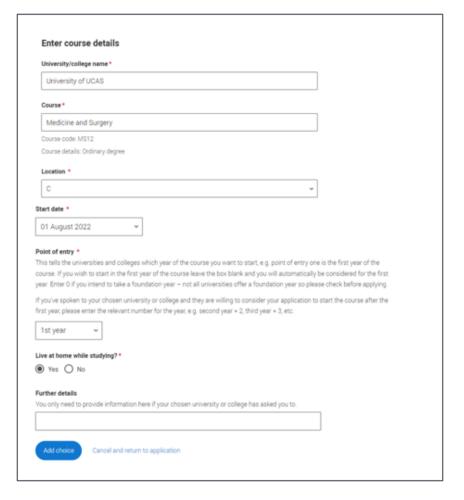


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Adding a Clearing choice



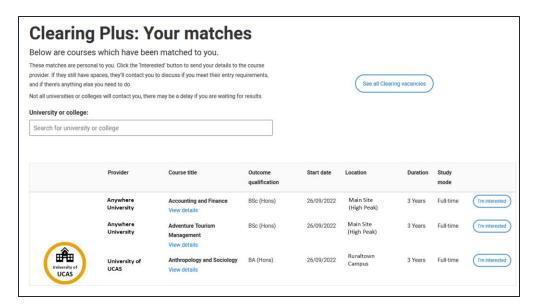


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Clearing Plus



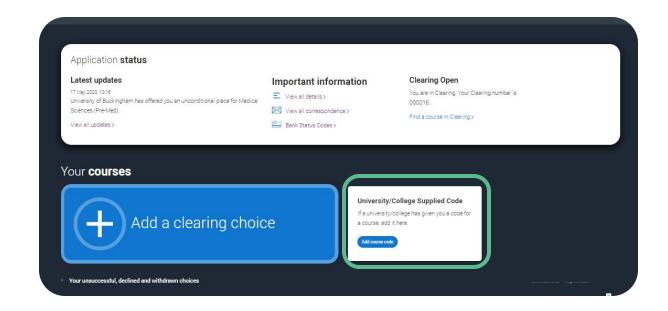
- The 'see matches' button will be visible if your eligible for Clearing.
- These are unique to you and updated.
- Remember you might not be contacted by a university or college you have expressed interest in.
- We'd recommend you also look for courses in Clearing using our <u>search</u> <u>tool</u>.



University/College Supplied Code

If the university or college has supplied the applicant with a specific course code for a course available in Clearing, they must enter it using this option.

This may be the case for competitive courses where vacancies are rare and usually filled quickly.

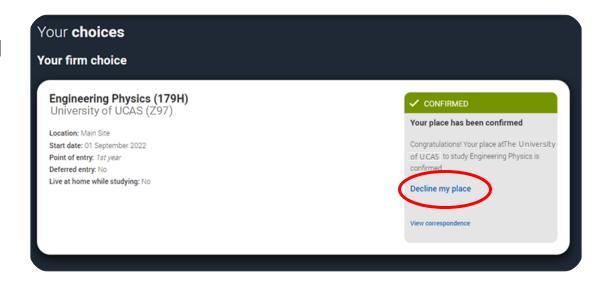




Decline my place

If your holding an unconditional firm place, you can release yourself into Clearing, by using the 'Decline your place' button in your application.

This is available until 6 September 2023.





Decline my place

Confirm why do you want to permanently decline this place

I have changed my mind, and no longer want to atte... 🔻

I have changed my mind, and no longer want to attend my current course and university. I want to look elsewhere

I have received an alternative offer elsewhere, and I prefer the content of the other course

I have received an alternative offer elsewhere, and I prefer the alternative university or college

I have received an alternative offer elsewhere, and have been offered a scholarship

I am unable to secure accommodation

I am unable/I do not want to relocate

I am unable to pay the fees required to study here

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What's new for 2023?

- The adviser portal will open at **07:00 (UK time) on 17 August,** under embargo.
- This is to enable you to check the status of your applicants and identify those who may need support.
- In the staff management section of the adviser portal, please review who has permission to view offers and decisions
- It's important anyone who can access this embargoed information is aware of the serious implications of breaching the <u>embargo</u>.

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8 August - Publication of SQA results

8:00 UCAS Customer Success Team opens for advisers.

8:30 Customer experience centre opens

9:00 Students can access applications.

10:00 Eligible applicants can add a Clearing choice

18:00 Customer experience centre closes



17 August - Publication of JCQ results

07:00 UCAS Customer Success Team opens for advisers.

Adviser Portal opens for registered centres

08:00 Students can access applications.

Customer experience centre opens

13:00 Eligible applicants can add a Clearing choice

18:00 Customer experience centre closes









Plan the plan

- **Plan** for different outcomes
- Research universities and courses before results are received
 - UCAS Search
 - University and college websites.
 - Unibuddy
 - Social media
- Revisit places already applied would you consider still going there if the course was available?
- Create a list of top choices you could refer to on the day.
- Research these choices again including entry requirements.
- Consider other factors such as accommodation, sports, fun, campus tour





Create a checklist

- University and College's will usually have their Clearing, and Confirmation information online
- **Research** phone numbers and opening times (timezones)
- Identify the **best way to contact** each of the preferred choices.
- Think about **finances** and **accommodation**.
- Prepare questions for the day what's important to you?
 - Do they run campus tours?
 - What accommodation is available
 - How long do I have to accept this offer?
 - Are there any bursaries available?

Security marking: PUBLIC

Use all this to **create a crib sheet** for the day so you feel confident.



Top tips.



- Pause. Think. Take time to reflect
- Double check entry requirements and speak to universities about these
 if you are unsure. remember these can change during Clearing.
- Have all the information you need to hand
 - UCAS PID number
 - Clearing number
 - Personal statement
 - Qualification results
- UCAS university choices might be waiting for international qualifications, so please upload or send transcripts and certificates when available.
- Check time frame for any offers made to accept these.
- Remember you may need to wait.
- Universities and colleges want to speak to applicants.

Confirmation and Clearing



Key dates and deadlines

All the key dates and timings you need to know for Confirmation and Clearing, including adviser portal availability and embargo timings.

www.ucas.com/advisers

The results process

SUPPORTING YOU THROUGH CONFIRMATION AND

Support available for students As results days approach, we'll be providing lots of



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Got a question?

Get in touch with our dedicated Customer Success







Adviser webinars <u>hosted</u> in one place to book and catch up on



Updates published via the newsletter and on adviser section of UCAS.com



<u>Digital training</u> to support your staff including <u>online modules</u>

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Afternoon Break, Refreshments and Exhibition







Up next: International Student Panel: Expectations and Experiences

- Melody Stephen (Chair)
- Annie Chan (Student)
- Reese Chamberlain (Student)
- Chihiro Shigemitsu (Student)









International Student Panel: Expectations and Experiences

- Melody Stephen (Chair)
- Annie Chan (Student)
- Reese Chamberlain (Student)
- Chihiro Shigemitsu (Student)







Closing Address

Courteney Sheppard, Head of Customer Contact, UCAS







Evening Reception





