

A photograph of three young adults sitting on a concrete bench outdoors. On the left, a person with a black beanie and a blue jacket is partially visible. In the center, a young woman with long, straight, light pink hair is smiling and looking towards the right. She is wearing a white sweater and blue jeans. On the right, a young man with a beard, wearing a light blue denim jacket over a grey long-sleeved shirt and blue jeans, is also smiling and looking towards the woman. He has a black backpack on and is holding a stack of books. The background shows a modern building with large windows and a grey sky.

UCAS 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.

Experiences so far...

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

Exploring in 2023 for future release

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

Preparedness/readiness
for studies

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

Credibility – visa
sponsorship

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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?



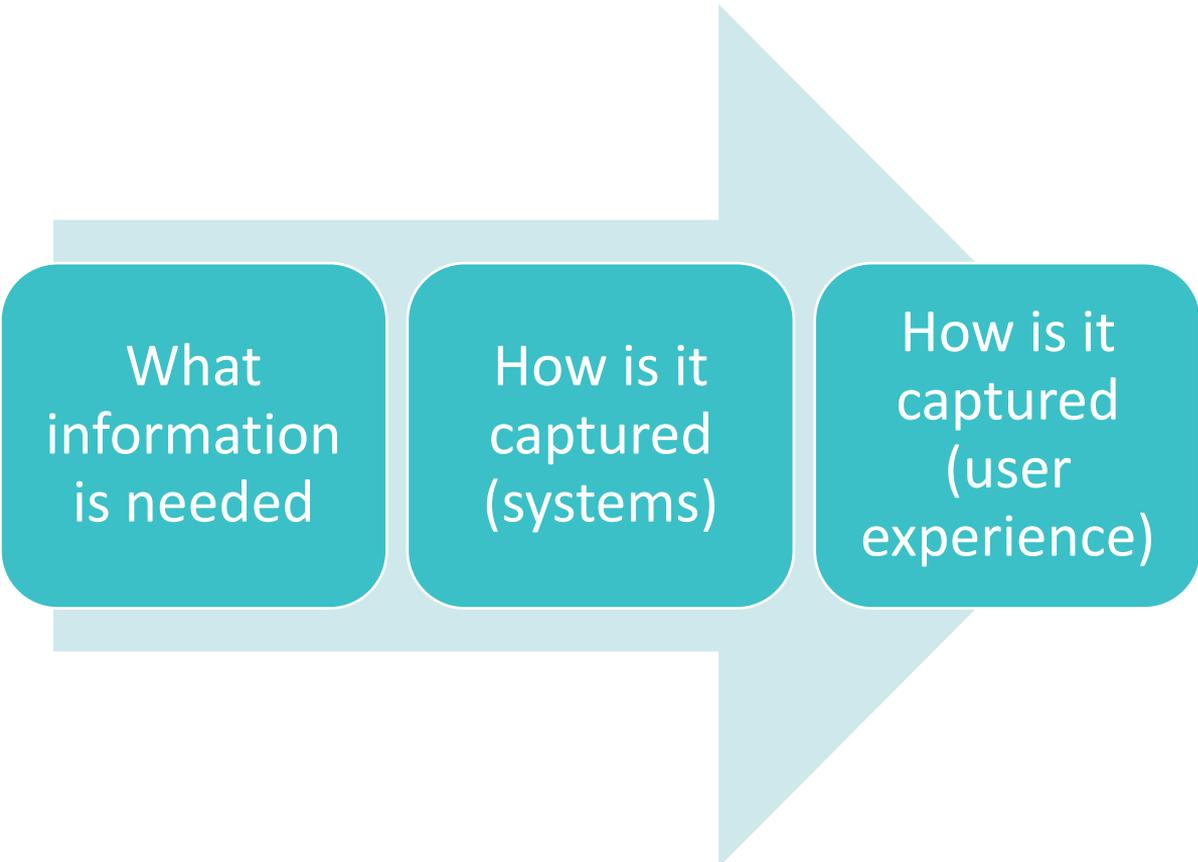
How would this information be used?



What would a “good” response look like?



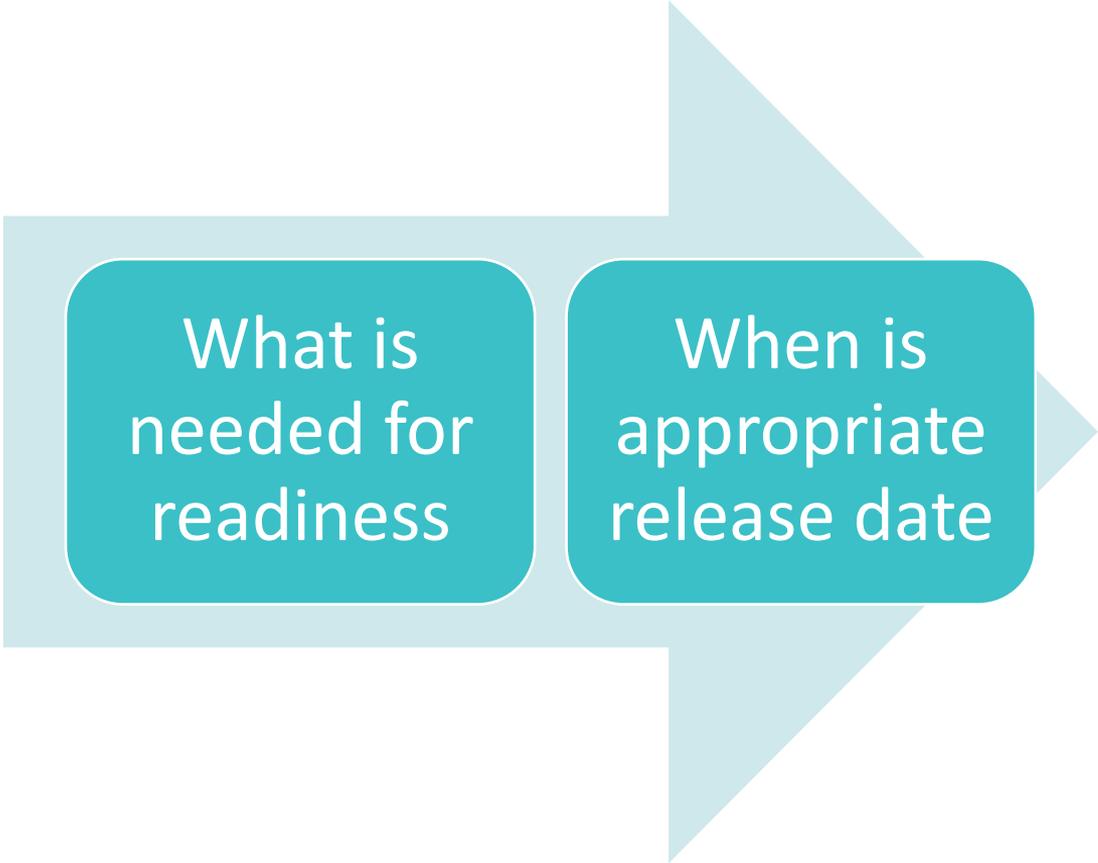
How would students respond to this information impacting their chances of success?



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...?

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FUTURE OF UNDERGRADUATE ADMISSIONS

JANUARY 2023



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