

# 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?**



# WELCOME TO GREAT

BRITAIN & NORTHERN IRELAND

RAF Aerobatic Team  
The Red Arrows

#1



Come in, we're  
**OPEN**

[visitbritain.com](https://www.visitbritain.com)



#2

# UNPRECEDENTED DEMAND



# 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



# COMPETITION FOR PLACES

#3

# 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)





A photograph of a city street at dusk. A large, modern, multi-story office building with many lit windows is the central focus. The sky is a mix of orange, pink, and blue. In the foreground, there's a road with white lane markings and a green railing. A few people are visible walking on the sidewalk. The word 'SUPPORT' is overlaid in large white letters on the right side of the image.

# SUPPORT



# 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



#5

# LISTENING



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	 <p><b>Recommendation 7</b> Enable the upload of digital documents in UCAS Apply.</p>	 <p><b>Recommendation 7</b> Enable the upload of digital documents in UCAS Apply.</p>	 <p><b>Recommendation 3</b> Improve the information &amp; advice available through UCAS for international and EU applicants.</p>
2	 <p><b>Recommendation 3</b> Improve information and advice available through UCAS for international and EU applicants.</p>	 <p><b>Recommendation 3</b> Improve the information &amp; advice available through UCAS for international and EU applicants.</p>	 <p><b>Recommendation 2</b> The ability to make instant offers to international fee-paying applicants at any point in the cycle.*</p>
3	 <p><b>Recommendation 1</b> Revise current UCAS deadlines for international fee-paying applicants.</p>	 <p><b>Recommendation 1</b> Revise current UCAS deadlines for international fee-paying applicants.</p>	 <p><b>Recommendation 7</b> Enable the upload of digital documents in UCAS Apply.</p>
4	 <p><b>Recommendation 10</b> Improve the collection of qualification information in UCAS Apply and provide more information about international and EU qualifications.</p>	 <p><b>Recommendation 6</b> Enable applicants to link themselves clearly to agents and link their applications to sponsoring bodies in UCAS Apply.</p>	 <p><b>Recommendation 12</b> Attendance at overseas events to support higher education providers.</p>
5	 <p><b>Recommendation 6</b> Enable applicants to link themselves clearly to agents and link their applications to sponsoring bodies in UCAS Apply.</p>	 <p><b>Recommendation 10</b> Improve the collection of qualification information in UCAS Apply and provide more information about international and EU qualifications.</p>	 <p><b>Recommendation 8</b> Improve data collection in UCAS Apply for the purposes of fee status assessment.</p>

# 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	<b>Improve the information &amp; advice available through UCAS for EU and international applicants</b>	<ul style="list-style-type: none"> <li>• Ongoing improvements throughout 2023/24 as Hub 2.0 launched with personalisation</li> <li>• Myriad by UCAS mobile app to rebrand and include UG discovery – Early 2024</li> <li>• IAG Content co-created international specialists</li> </ul>
2	2	<b>The ability for providers make quicker offers to international students</b>	<ul style="list-style-type: none"> <li>• Improved Apply data collection for fee status, education history / Schools and mappable address data – 2025 Cycle (detailed design underway)</li> </ul>
3	7	<b>Enable the upload of digital documents</b>	<ol style="list-style-type: none"> <li>1. By applicant at point of application – 2025 Cycle</li> <li>2. By applicant and adviser at point of application and post-submission – 2026 Cycle</li> </ol>
4	12	<b>Attendance at overseas events to support higher education providers</b>	<ul style="list-style-type: none"> <li>• Focus will be on supporting teachers, advisers and agents through more support, guidance and training (both overseas f2f and online)</li> </ul>
5	8	<b>Improve data collection for purposes of fee status</b>	<ul style="list-style-type: none"> <li>• Improved Apply data collection for fee status, education history / Schools and mappable address data – 2025 Cycle (detailed design underway)</li> </ul>
	1	<b>Revise current UCAS Apply deadlines for international fee-paying applicants</b>	<ul style="list-style-type: none"> <li>• ‘Shape of Cycle’ is not key theme of UCAS Reform work, following references and personal statement changes</li> </ul>
	6	<b>Improve the collection of qualification information in UCAS Apply and provide more information about international qualifications</b>	<ul style="list-style-type: none"> <li>• Improved qualification guidance via <a href="https://qips.ucas.com/">https://qips.ucas.com/</a> and new International Qualification Guide – Autumn 2023</li> <li>• Qual. Reference data drawn from international specialists– 2025 Cycle</li> <li>• International ABL for ELT and top international quals – 2026 Cycle target</li> </ul>
	10	<b>Enable applicants to link themselves clearly to agents and to link their applications to sponsoring bodies</b>	<ul style="list-style-type: none"> <li>• Currently scoping interim and strategic solutions to improve the one-to-many support mechanisms of an applicant to enhance attribution data - TBC</li> </ul>

# 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







# TEAMWORK

#6