

# 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.

## 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?



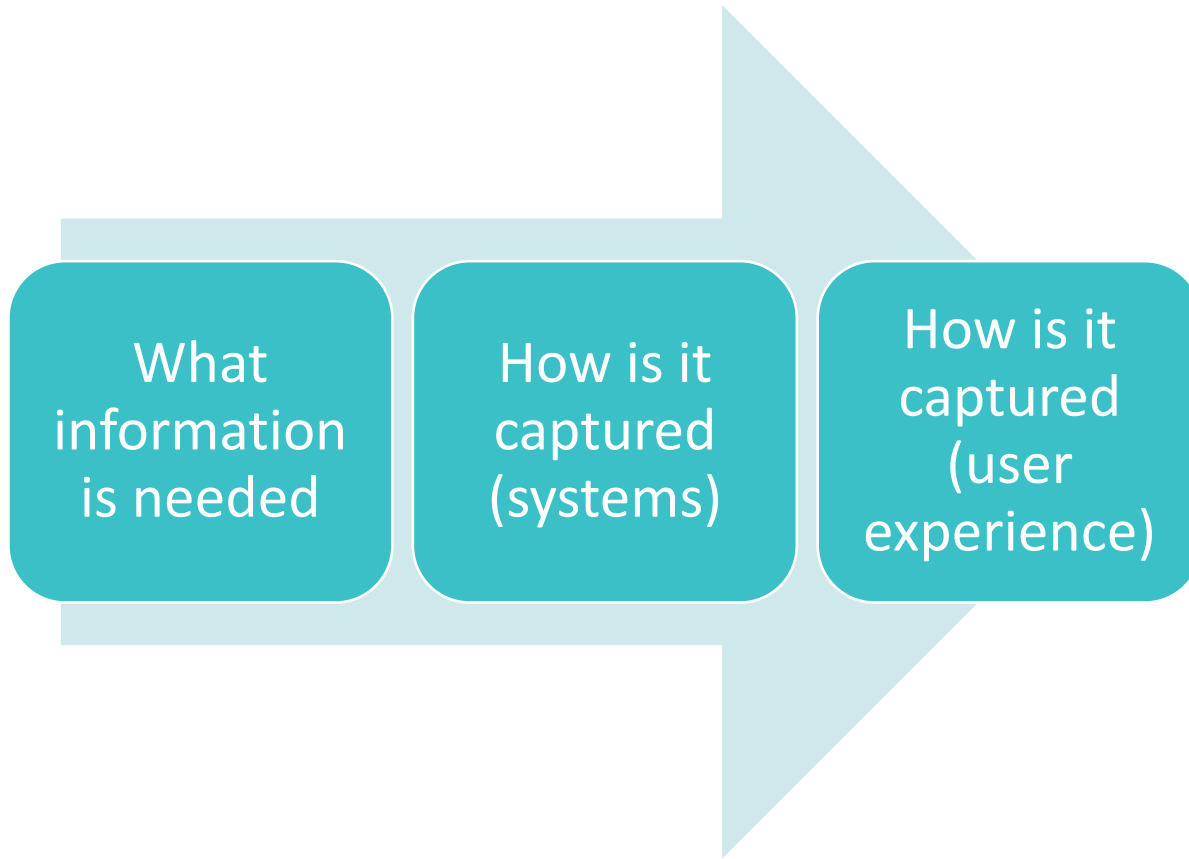
How would this information be used?

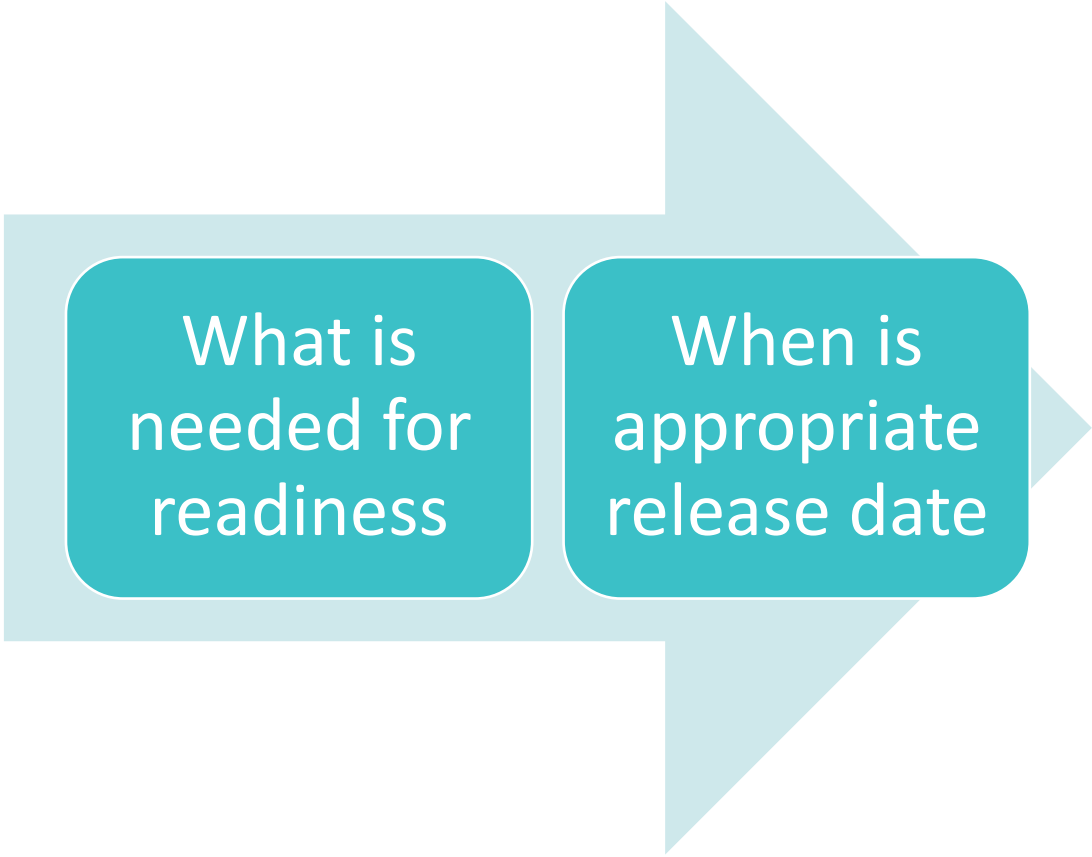


What would a “good” response look like?



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





What 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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