

Applicant submit process

- **Proposal:** Communications to applicants to assess their satisfaction after they've submitted their applications. CUKAS would also like to receive more information about students' satisfaction post submission.
 - **Actions:** UCAS to email applicants after the key deadlines to signpost them to information and advice on cukas.ac.uk, and contain a link to a satisfaction survey. The email will be sent after key deadlines so that student's experience is fresh in their mind.
 - **Timescales:** First email to be sent in November after the music deadline. A further email is to be sent after the January deadline for dance and drama.

Audition process

- **Proposal:** Improve applicants' knowledge of the audition process and what they need to do.
 - **Actions:**
 - Conservatoires to provide feedback on the current audition collateral and provide generic audition hints, tips and FAQs for applicants via Yammer.
 - We will then promote these via our website and social media channels.
 - **Timescales:** Aiming for June 2015.

Provide more information on finance to applicants

- **Proposal:** Provide more advice for applicants on how to finance their studies.
 - **Actions:** UCAS to consider how we can work with Student Finance England and other bodies to demystify student finance for CUKAS applicants.
 - **Timescales:** By June 2015.

International applicants

- **Proposal:** Provide advice on visa and English language requirements to inform international applicants.
 - **UCAS Actions:** To review information and advice on cukas.ac.uk and enhance signposting to the correct webpages.
 - **Timescales:** By January 2015.

To raise awareness of conservatoires and music and performance degrees to applicants, advisers and parents

➤ **Proposal:**

- Make audiences aware of the differences between a conservatoire and a university.
- Inform audiences of the CUKAS application process and deadlines.
- Demystify the myth that music and performance degrees are not a waste of time.
- Advise audiences on what conservatoires are looking for in prospective applicants.

➤ **Actions:**

- UCAS to review the applicant communication channels and consider running a CUKAS campaign, including:
 - a 'What is CUKAS' video
 - a toolkit for advisers

➤ **Timescales:** By July 2015