

UCAS Media Advisory Group Minutes

UMAG/23/A3

UCAS Media Advisory Group meeting

Held on Tuesday 7 November 2023 virtually on Microsoft Teams

Chair:	Helena Sturridge	Independent Consultant
Attendees:	Ben Roth Obinna Okereke Joanna Wilson Will Sheppard	Volvo UK Project Manager - Student Experience The Pingle Academy Cohesion – Recruitment Outsourcing
Apologies:	Stephanie Reynolds	University of Gloucestershire
UCAS in attendance:	David Penney Jo Walker Jo Richards Laura Hawkins Rebecca Hopwood Rory Grant	Director of Marketing Industry Marketing Lead Senior Insights Lead Customer Engagement Coordinator Head of Customer Growth – Education Head of Data Science

A3/23/01 Welcome and apologies

The Group was welcomed to the meeting and the apologies were noted. The Group introduced themselves. It is Ben Roth's final meeting and Helena Sturridge's final meeting as Chair.

A3/23/02 Minutes and action log from previous meeting

The minutes were approved as a correct and accurate reflection of the last meeting.

The open actions from the log were discussed:

UMAG015 - Data governance came up with a data usage framework to help UCAS understand the intended impact of any activity via a risk grid. The Open Data Institute (ODI) has made it more coherent with external views via intended and unintended consequences. This will be presented to the group at the next meeting.

A3/23/03 UCAS CEO Recruitment

Clare Marchant left after 6 years in the post to move to be vice chancellor of University of Gloucestershire. The new appointment is Dr Jo Saxton from Ofqual, who will join on 15th January 2024.

Jo Walker was welcomed as the new Group Owner. As the group moved towards growth and focus on B2B in industry. Jo Walker's representation aligns with trying to find new customers in the industry segment. Jo Walker will be the link between the group and the sales function, particularly within student living.

UCAS Media Group have received many expressions of interest to join the group. The list needs to be taken forwards to UCAS Board for review. It was noted the group would like to recruit an expert in data ethics. Will Sheppard offered to help with recruitment for alignment of group goals.

A3/23/04 Update on Student Sentiment Dashboard

David Penney gave an update on Student Sentiment Dashboard. A presentation was shared with the group which will be circulated after the meeting.

UMAG017

The fresher's survey will be added to the Dashboard when it is complete. It is sent out in October and November.

DP / LH

The group gave the following feedback on the Dashboard:

- The group asked for details on the work that UCAS is doing with disadvantaged schools to promote uptake of education emails.
- As a school in the midlands, a member sent an email to UCAS regarding the scheduling of events. Events in the south are early in the year and later in the north when pressure on the curriculum makes it harder for schools to organize trips.
- Is there a way for UCAS to follow up with the 7,500 people that stay on and why that is.

. UCAS is concentrating on schools which are less likely to engage by communicating more often, phone campaigns, , tailored material.

UCAS believes a student panel will help this. The end of cycle survey will give a rounded review of students' experience so will be picked up then.

The UCAS events team has worked with schools and starting in 2024 UCAS is trialing a series of autumn events with 6 or 7 additional events for 2 years.

A3/23/05 Feedback for the group on commercial products & customer framework.

Jo Walker shared some slides with the group on new customer types in Student Living, Accommodation and Digital Banks that UCAS.

The group gave the following feedback on the commercial opportunities:

- It would be beneficial for the group to gain an understanding of how PBSA (Purpose Built Student Accommodation) is accredited before going forwards.
- There was a discussion around UCAS promoting going to the pub to watch sport without promoting beer. To counter this the issue of spiking at universities was brought up as a reminder that they may be other reasons to not promote alcohol.
- Can UCAS link with student unions rather than agencies. UCAS confirmed it is a faster route to market going through agencies as they have existing connections.
- Western Union from an African market has also been offering a finance service to students.

The group questioned whether survey data sought parental opinions. It was suggested UCAS reach out to parents of students for research on appropriate commercial opportunities such as advertising alcohol / sex. UMAG018
JR

Jo Richards shared a summary of the [2023 Student Lifestyle Report](#) with the group. The presentation will be circulated with the minutes.

A3/23/06 Application of Artificial Intelligence (AI) models at UCAS

Rory Grant shared the AI presentation the group received as a pre-read.

The group were invited to ask the following questions:

- 1) How are you using AI tools?
- 2) Are you building any yourself?
- 3) Are there opportunities you can see for UCAS?
- 4) Are there particular risks you can see for UCAS?

The reputational risk with the commercial use of AI was discussed.

- Volvo investigated the impact of AI being used across the business internal efficiency, bots and human intelligence, GitHub and GBT, and manipulating data by removing the needs for humans to do this outside of AI. Having a central pool of expertise to manage it feels like the right approach.

- Using AI presents a potential reputational risk for UCAS.
- There were concerns raised about democratising UCAS data.
- Combining applicant data
- The ability for AI to interpret the data and be able to 'create new services using machine learning to provide personalised recommendations' was seen as a positive. However, it was desired there are separate controls regarding 'relevant adverts' then being shown to the students.
- The group would like to see a strong human audit compliance element built around AI created content .
- Is UCAS liable if customers use their own AI algorithms on existing data.

When UCAS sells students' raw data, it isn't personal, and is rounded up to groups of 5 so people can't be identified. When data is bought, the user case of what they want to do is relevant to contractual negotiations. UCAS is transparent with students on data algorithms when consuming content.

David Penney will reach out to his team and legal regarding whether they should have contractual terms around AI when selling data.

UMAG019
DP

A3/20/07 Any other business and Close

Helena Sturridge was thanked for her time Chairing the UCAS Media Group. The date of the 2024 meetings will be agreed offline