UCAS

STUDENT MINDSET CONFERENCE 2025

THE POWER OF PERSONALISATION

PERSONALISATION TO BREAK DOWN BARRIERS

The reasons for students not progressing to undergraduate study are complex:
- Cost barriers / Value concerns
- Overwhelming choices
- Confidence barriers
- Understanding deadline and qualifications
- Process in complication

700K (-450K)

400k students do not reach the stage of submitting an application

50k do not receive an offer – most often mature or international students with limited choices

Their needs: Interview prep, alternative options | Dates & deadlines Clearing advice

1M+ REGISTER

Each year over one million students register with UCAS to start that next step into higher education

Their needs: Course & career prospects | Pathway info| Peer connections | HEP visits | Interview prep

560K (-140K)

140K remain unplaced in undergraduate study every year and are eligible to find a place through Clearing

Their needs: Reapplying advice | Getting ready to study / next steps

What can I help with?

Ask anything

Publishers fear AI summaries are hitting online traffic

Enhancing student engagement through personalised communication

JULY 2025

Me, myself and AI:
Understanding and safeguarding children's use of AI chatbots

internet matters.org

EDUCATION TECH

Students demand acceleration of "integration of AI support tools for learning", according to YouGov-Studiosity research

K-12 EDUCATION

Parent Survey Finds Half of Gen Alpha Students Using AI

An online questionnaire completed by 500 parents shows nearly half of children ages 7 to 14 are using AI tools, with boys slightly more likely to do so than girls, and most commonly doing it for fun.

Nine in 10 UK undergraduates now using AI in assessments – survey

One in four students tell Hepi they use text generated by tools such as ChatGPT in submitted work

Published on February 26, 2025

Last updated February 26, 2025

Half of 18-24 year olds say they use AI chatbots on at least a weekly basis

How often, if at all, do you use AI chatbots like ChatGPT, Deepseek, and others? %

	All Britons	18-24yr olds	25-49yr olds	50-64yr olds	65+yr olds
Every day	4	12	6	1	0
Every few days	7	20	10	3	1
About once a week	7	21	8	5	1
Once or twice a month	7	11	8	5	4
Less often than this	20	19	26	17	13
I have never used an AI chatbot	53	17	40	66	79

YouGov

23-24 March 2025

OUTPUTS WITHOUT FULL CONTEXT...

UCAS

AI HAS RESHAPED BEHAVIOUR…

60% OF SEARCHES NOW END WITHOUT A CLICK

AI OVERVIEWS ALREADY CONTRIBUTED TO A 15% DECLINE IN GLOBAL SEARCH TRAFFIC, WITH SOME SITES LOSING OVER 50% OF REFERRAL TRAFFIC.
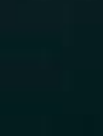
WHO IS UCAS IN AN AI-DRIVEN WORLD?

USING AI TO TRANSFORM PERSONALISED ACCESS TO IAG

1 Closing the advice gap & enabling access

2 Impartial, trusted advice & support

3 Empowered supporters

LET'S IMAGINE THE STUDENT JOURNEY OF TOMORROW

Building confidence, connection, and readiness at every stage of the journey....

MEET CHLOE

● **First Gen Student**

👧 **17 years old**

📍 **London**

MOTIVATIONS

Good career prospects

University reputation

Personal growth

Make her family proud

> " **KEEPING THE COST OF LIVING DOWN IS A MASSIVE PRIORITY FOR ME. THAT'S WHY STAYING CLOSE TO HOME IS SO IMPORTANT.** "
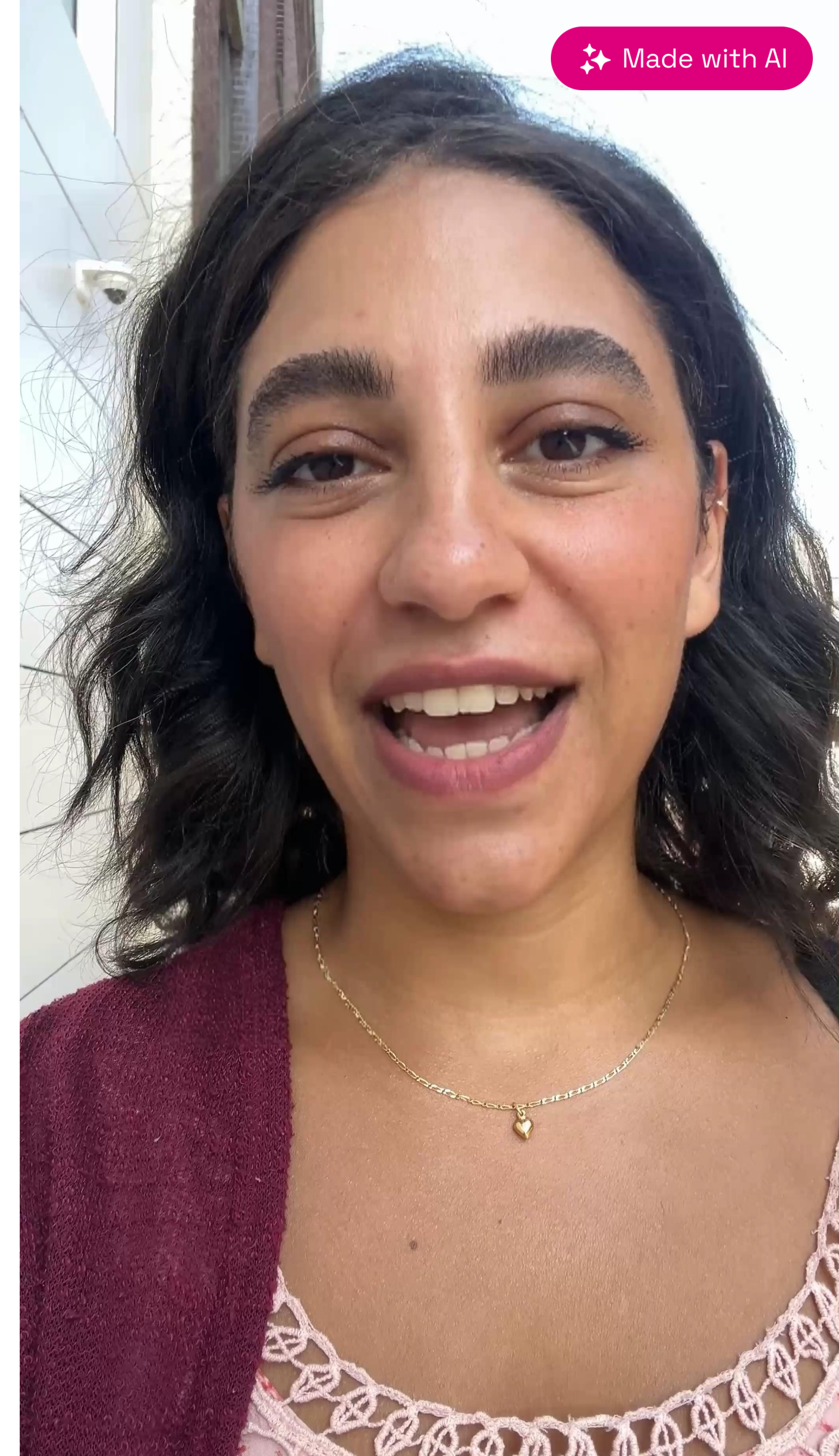
📚 **Currently studying for her A Levels**

EDUCATION

Chloe's academic achievements across a range of subjects have led to a welcome but daunting challenge: choosing a university course that best reflects her diverse interests and future aspirations.

PERSONALISED SUGGESTIONS IN JUST A FEW CLICKS

Chloe's UCAS journey starts with a simple profile creation. Key questions about her aspirations and needs are answered via easy sliding scales, instantly personalising her course recommendations – and boosting her confidence. It's maximum impact with minimal data.

Streamlined onboarding

Minimal data

maximum impact

9:41

ucas.com

UCAS

Take the first step towards your future

Create a profile

How this helps you

- Get tailored guidance
- Apply with ease
- Track your progress
- Stay organised
- Keep everything in on place
- Be ready for deadlines
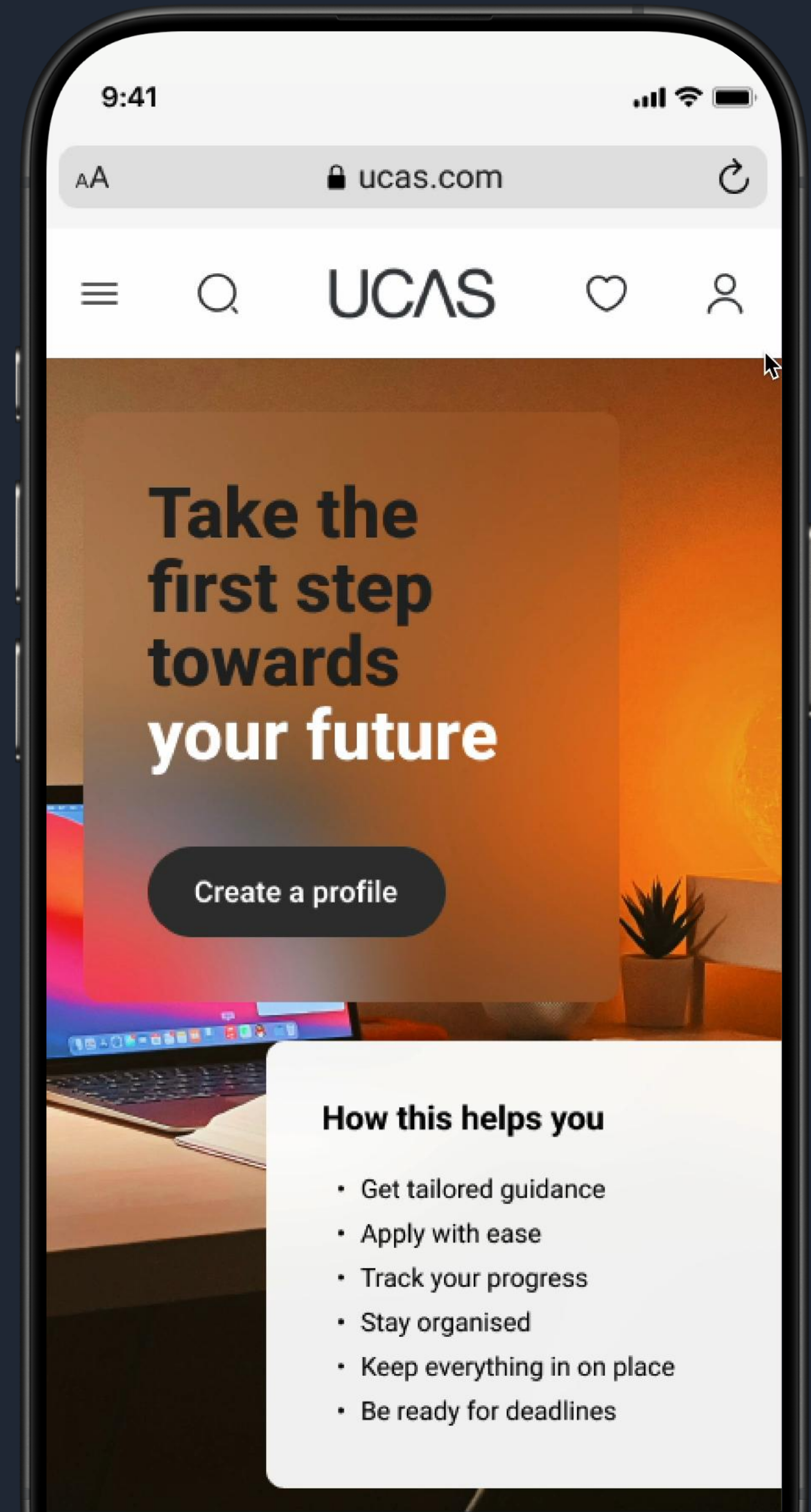
AN OVERWHELMING SEARCH, SIMPLIFIED

University suggestions tailored to Chloe's data and preferences appear as engaging visual cards. Interactive elements, including virtual tours and course content, provide immersive insights, helping Chloe visualise her university life and make a confident, informed decision.

Personalised

university discovery

Empowered

student choices
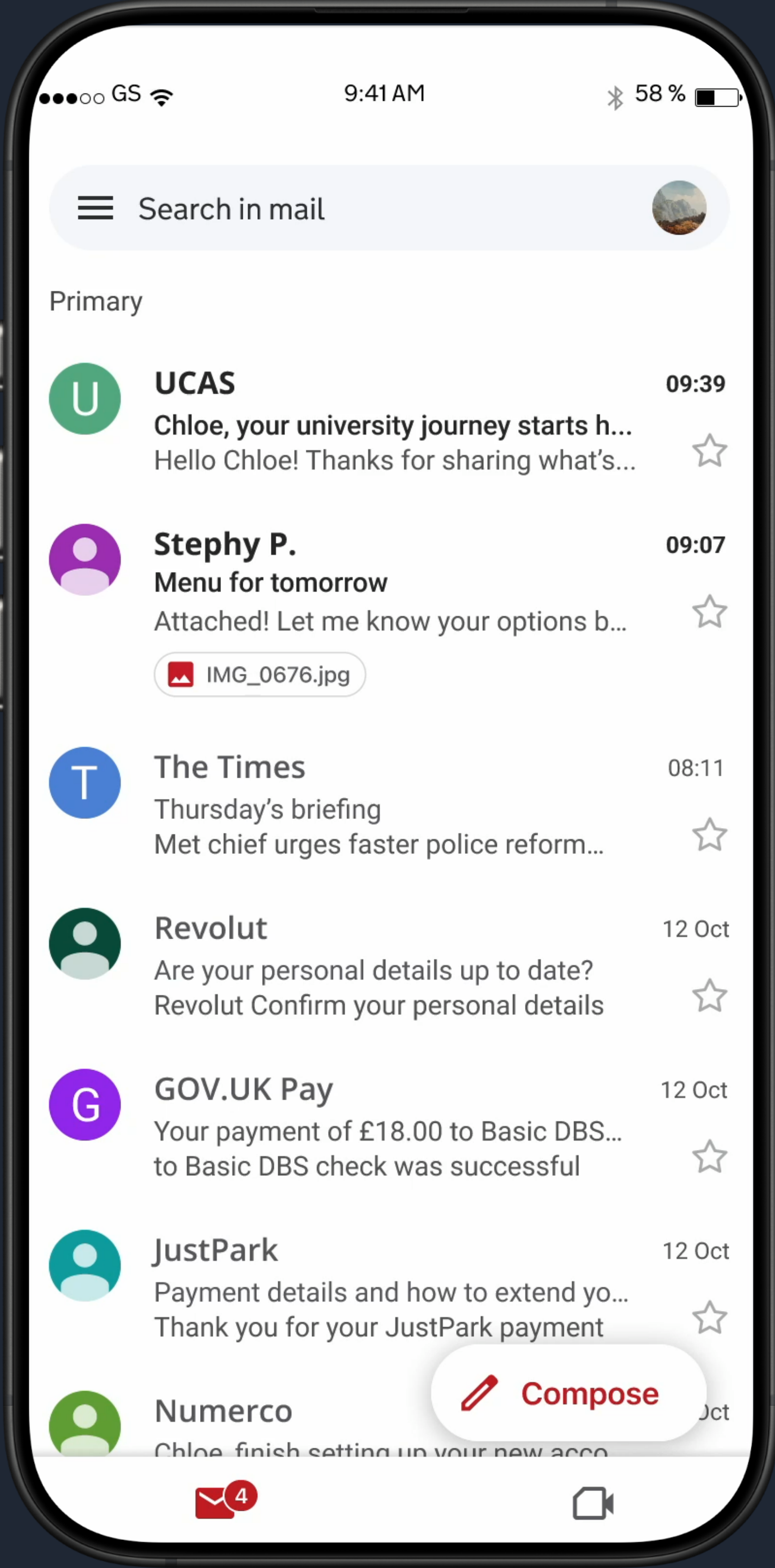
A TRUSTED COMPANION, EVERY STEP OF THE WAY

UCAS provides ongoing support via personalised messages on Chloe's preferred channel (email, text, or UCAS AI assistant), tailored to her specific areas of concern or interest. Curated content, deadline reminders, and scholarship opportunities keep her informed and empowered throughout her journey from application to university.

Relevant help *driving* Sustained engagement

application completion

Personalised guidance

to stay on track

●●●○○ GS 📶   9:41 AM   ✳ 58 % 🔋

☰   Search in mail

Primary

U   **UCAS**   09:39
Chloe, your university journey starts h...
Hello Chloe! Thanks for sharing what's... ☆

Stephy P.   09:07
Menu for tomorrow
Attached! Let me know your options b... ☆
🖼 IMG_0676.jpg

T   **The Times**   08:11
Thursday's briefing
Met chief urges faster police reform... ☆

Revolut   12 Oct
Are your personal details up to date?
Revolut Confirm your personal details ☆

G   **GOV.UK Pay**   12 Oct
Your payment of £18.00 to Basic DBS...
to Basic DBS check was successful ☆

JustPark   12 Oct
Payment details and how to extend yo...
Thank you for your JustPark payment ☆

Numerco   Oct
Chloe, finish setting up your new acco...

✏ **Compose**

✉ 4   🎥

MEET TOM

● **Career changer**

38 years old

Father of two

West Midlands

MOTIVATIONS

Meaningful impact

Stable work

Respected career

" **I'VE SPENT YEARS CARING FOR OTHERS, AND I'M READY TO TAKE THE NEXT STEP AND BECOME A QUALIFIED NURSE.** "

Currently works part-time in a care home

EDUCATION

Tom has spent years in informal and paid care roles. He's now exploring how to turn his experience into a formal nursing qualification.

COURSE RESEARCH MADE EFFORTLESS

Tom uses UCAS to explore nursing courses near home, prioritising providers with strong placement support and flexible schedules. He filters by location, course type, and study mode. He reads course descriptions, checks entry requirements, compares student support services, and checks out subject tasters to confirm he's on the right path.

Key information

All in one place

Filter by

what matters

Personalised

comparison

UCAS

Discover   Applying   Money & student life   International

Search
All results

🏠 Hub   ⊞ For you   ♡ Favourites   ◎ What to do   ◉ Where to go   🔍 Search

🔍 Nursing   ✕

| 251 Courses | 39 Apprenticeships | 15 Unis & colleges | 18 Ambassadors | 8 Subject spotlights | 4 Subject guides | 20 Work experiences | 11 Location guides |

Courses
251 nursing courses from 124 providers

| Course type ▾ | Study mode ▾ | Year ▾ | Location ▾ | Clear filters |

Feedback

Exeter ♡

MSc Nursing
University of Exeter
Exeter campuses

📍 Msci (Hon)   🕐 4 years
🏳 Full-time   📅 21/09/2026

Entry requirements

London ♡

Nursing (Adult Nursing)
University of Greenwich
Multiple Locations

📍 Msci (Hon)   🕐 4 years
🏳 Full-time   📅 21/09/2026

Entry requirements

Manchester ♡

Nursing (Children's Nursing)
University of Manchester
Main Site

📍 Msci (Hon)   🕐 4 years
🏳 Full-time   📅 21/09/2026

Entry requirements

Manchester ♡

Nursing
University of Manchester
Main Site

📍 Msci (Hon)   🕐 4 years
🏳 Full-time   📅 21/09/2026

Entry requirements

NAVIGATE ENTRY REQUIREMENTS WITH EASE

Tom investigates whether he needs to take an Access to HE Diploma, foundation year, or other qualifications. He uses UCAS guidance to understand what different universities expect and what support is available for mature learners.

University

expectations

made clear

Informed

decisions

AI-POWERED APPLICATION SUPPORT

Tom learns that nursing courses often have an early UCAS deadline. He turns on automatic reminders so he won't miss any key tasks, and uses UCAS tools to stay on track. He starts drafting a personal statement that reflects his care experience and motivation, guided by the UCAS personal statement wizard.

Automatic reminders

that keep students

on track

Personal statement

wizard

Helpful

feedback

& suggestions

UCAS   Discover   Applying   Money & student life   International

Nursing (Adult Nursing)
University of Birmingham

14 JAN This is the deadline for applications to be completed and sent for this course. If the university or college still has places available you can apply after this date, but your application is not guaranteed to be considered.

Turn on notifications for the key tasks and updates

Write personal statement
Ai✦

Submit your references

Upload all required documents

Submit your application

PERSONALISED
INTERVIEW PREP

After submitting his application, Tom begins preparing for interviews. He explores UCAS resources to understand the typical interview process, and prepares to talk about real-life scenarios and his commitment to the profession with the help of 'Sarah', UCAS' AI-powered interview prep tool.

Sample questions　**Live practice**

Interview answer feedback

" **TOM, HAVE YOU THOUGHT ABOUT…?** "

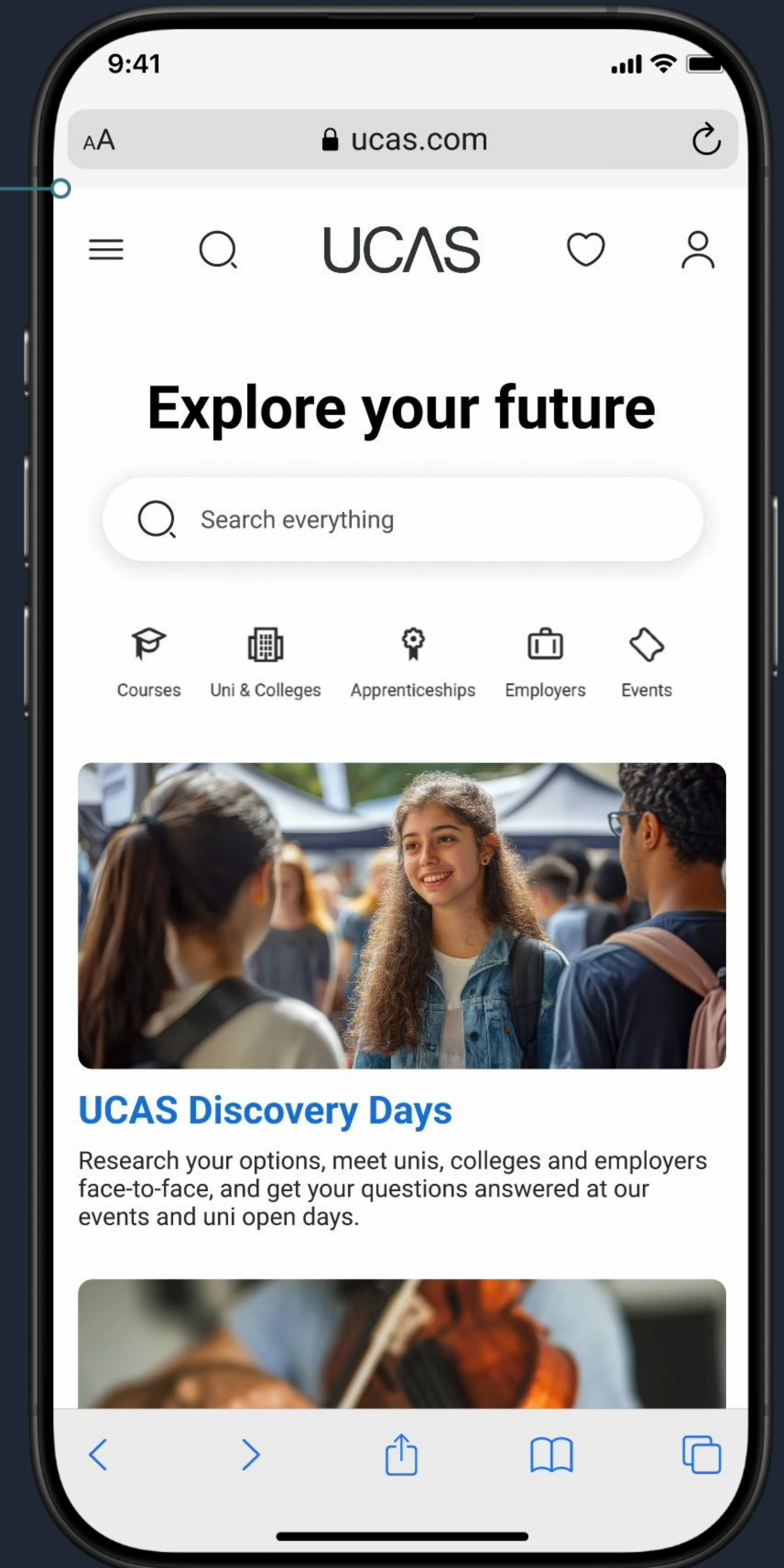🔊 Listen to Sarah's feedback on Tom's interview response

▷▷ Smarter support

Retrieve student profile data
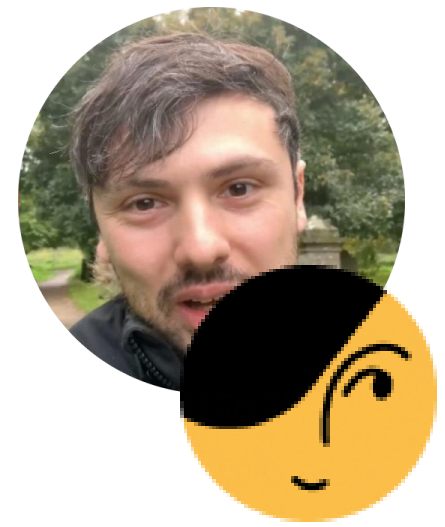
Check course requirements & personal statement

Generate questions

Offer feedback

9:41

AA 🔒 ucas.com ↻

☰ Q **UCAS** ♡ ८

Explore your future

Q Search everything

🎓 Courses　🏢 Uni & Colleges　🏅 Apprenticeships　💼 Employers　◇ Events

UCAS Discovery Days

Research your options, meet unis, colleges and employers face-to-face, and get your questions answered at our events and uni open days.
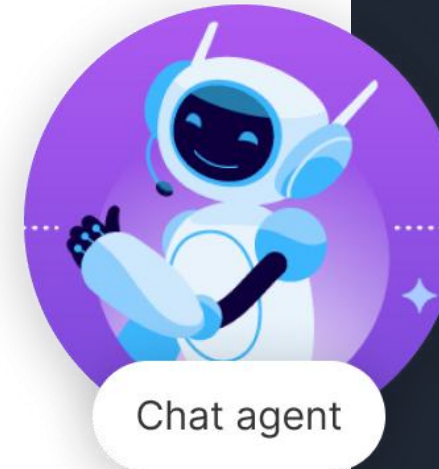
FUNDING OPTIONS, SIMPLIFIED

Tom explores student finance, NHS bursaries, and support for mature students, guided by 'Sarah', who gets him to the right partners and introduces him to UCAS' new scholarship search tool.

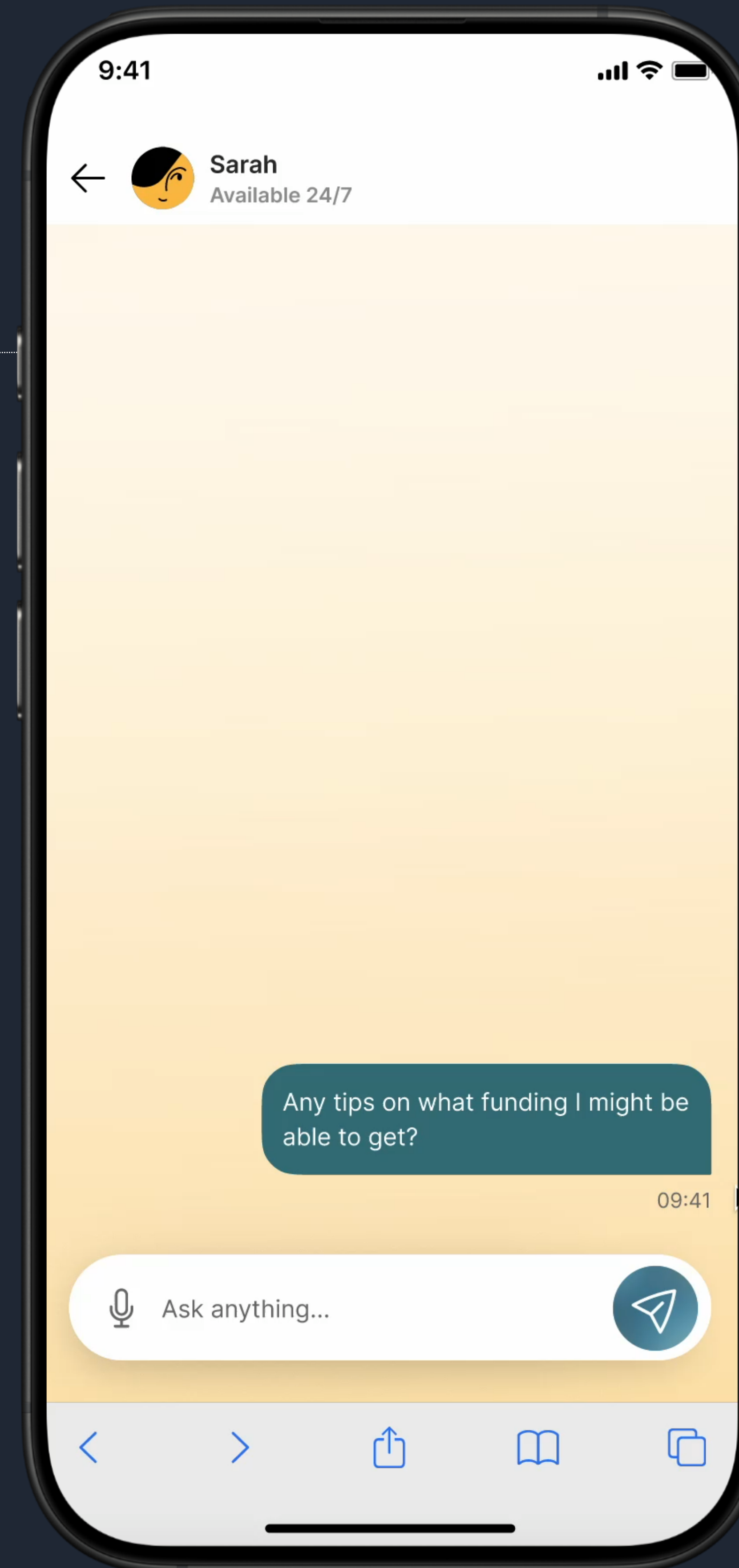**Simple, human-like & tailored guidance**

Adaptive

context-aware agent
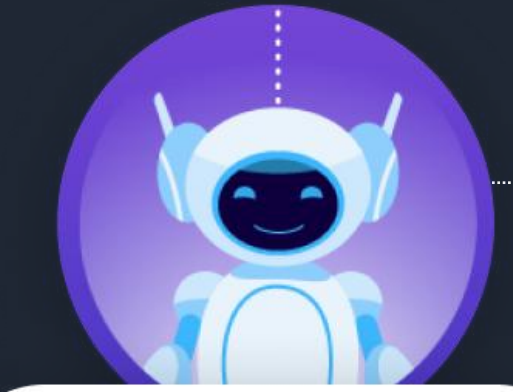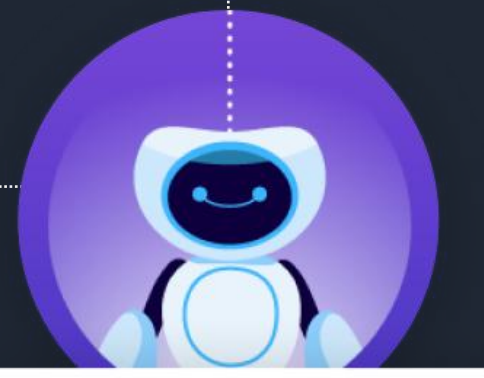
Links to all the right places

Chat agent

Recommendation agent

Finance agent

Personal statement Assistant agent

Information Retrieval agent

Reminders agent

9:41

Sarah
Available 24/7

Any tips on what funding I might be able to get?

09:41

🎤 Ask anything...

A STRUCUTRED, PERSONALISED APPROACH FOR HIGHER EDUCATION SUCCESS

UCAS

Made with AI

BENEFITS FOR YOU

Better-informed applicants

Stronger connections

Higher conversion & retention

Greater diversity & inclusion

more effective, earlier introductions

Richer insights