

UCAS: Everything you need to know now

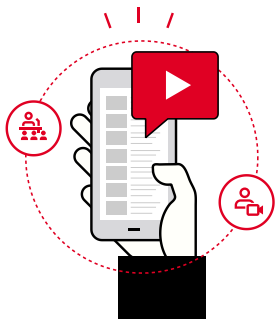
Louise Evans
Interim Head of Customer Operations



UCAS

Security marking: PUBLIC

The changing landscape



> Teacher recruitment issues

> Tuition fees and funding

> TE(SO)F

> Brexit



> Qualification reform

> Transparency agenda



> Apprenticeships



> Widening access and participation



> Vocational qualifications/T Levels

> Admissions reviews – OfS and UUK

> 2019 Manifesto commitments

Key questions for the admissions reviews

Do students have **transparent** and **fair choice**?

Are students making **aspirational choices**?

How can we be confident that HEPs' practices are always in the **best interest** of the student in a highly competitive market?

The applicant of 2026

+14%
(97,931)

The proportional difference
in the number of **UK 11 year
olds** compared to the number
of **UK 18 year olds**

Ratio of

1:1.14 (707,888: 805,819)

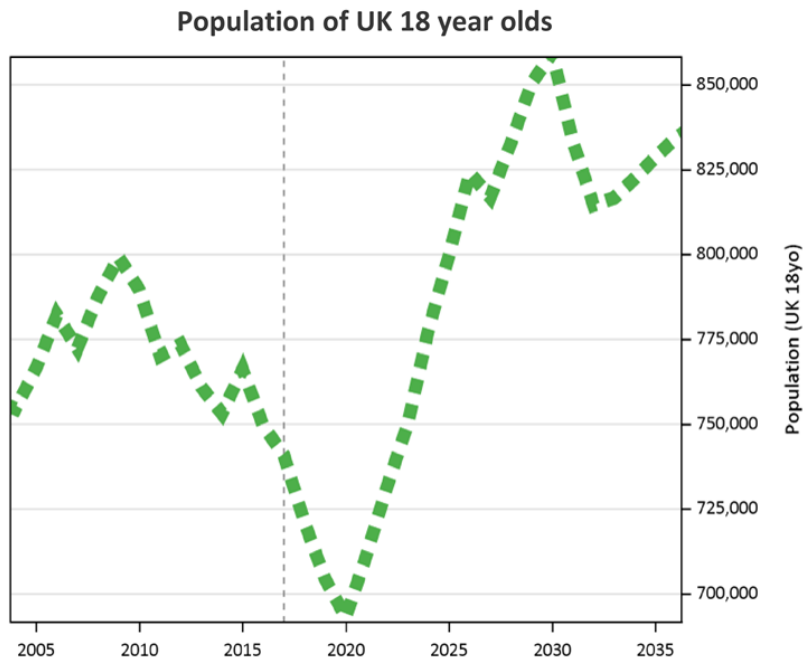
Demand for over

50,000 more HE places by 2030

**Context –
nationally
and locally**



There will never be a better time to apply to HE



- Around **1/3** of UK 18 year olds enter HE each year.
- UK 18 year olds make up around **45%** of HE entrants each year.

Unprecedented opportunities for those considering HE



97.8% of UK 18 year olds applying through the UCAS main scheme received at least one offer.

Medicine and dentistry offers increase every year – **1.7 times more likely** to receive an offer than in 2013.

Over 45,000 applicants from outside the EU were accepted for the first time ever.

The most disadvantaged students are **61% more likely** to enter university than ten years ago.

A record number of students (**73,000**) used Clearing.

End of cycle data – Welsh domiciled applicants



UK domiciled acceptances rose by **1.1%** to **464,335**.



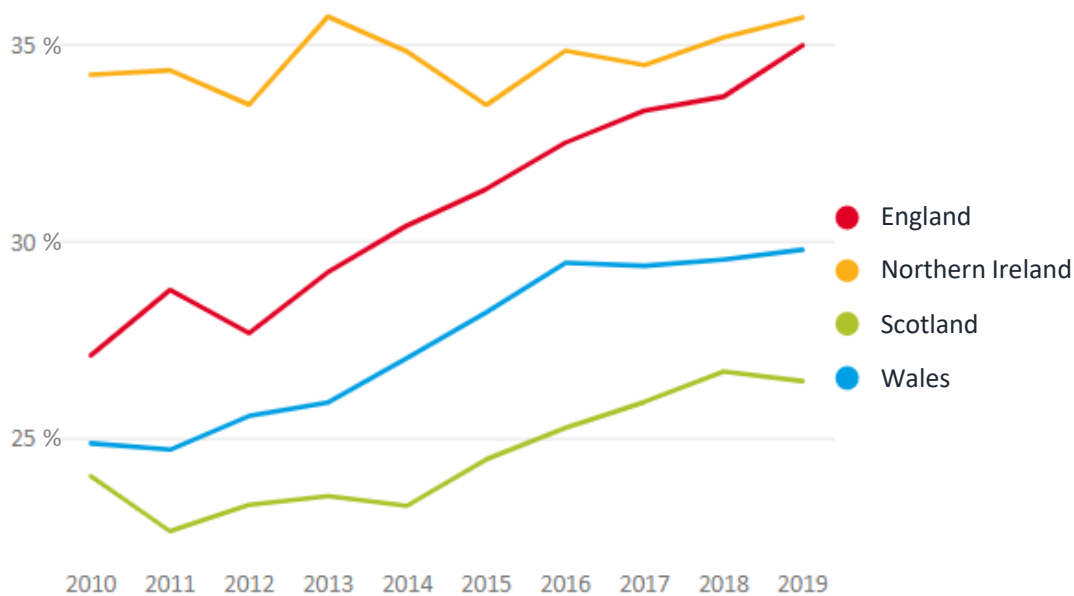
Welsh domiciled acceptances saw a **1.0%** drop (**-200**) on 2018 – slowing the decline seen last year.



Welsh applicants are the most likely to study outside their home country – **41%** were accepted to providers elsewhere in the UK.

End of cycle data – UK entry rates

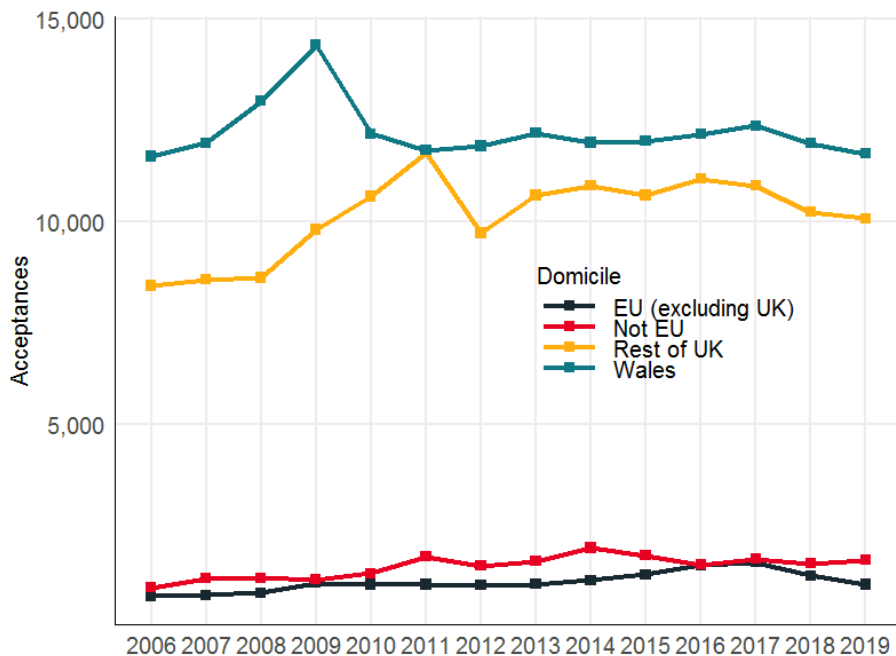
Entry rates by UK country (2010 – 2019)



- Overall figures have been affected by the declining 18 year old population.
- Entry rates rose in England, Wales, and Northern Ireland.
- Wales saw a record entry rate of **29.8%**.

End of cycle data – Welsh providers

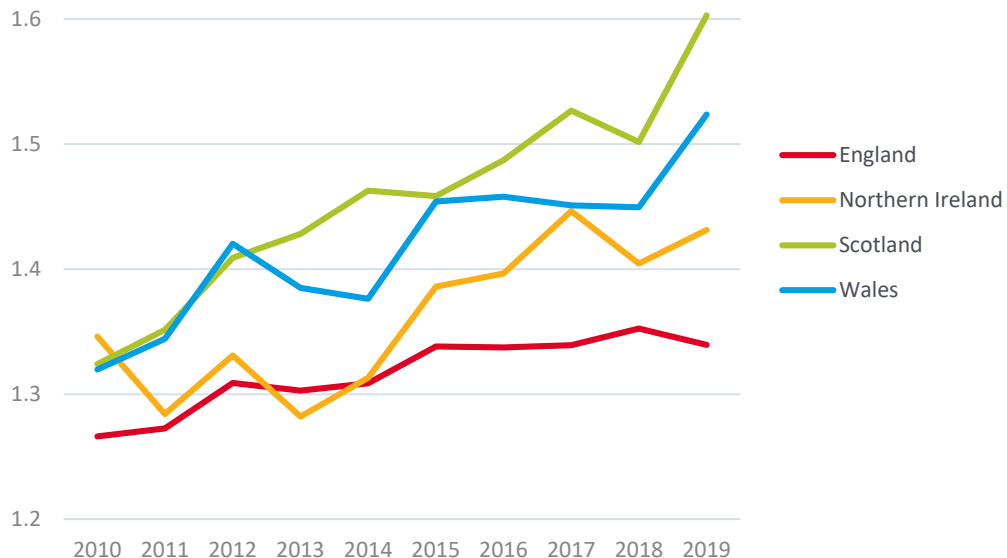
Acceptances to providers in Wales by domicile (2006 – 2019)



- **70,300** people applied to at least one Welsh provider – a fall of **1.6%**
- Welsh providers saw a drop in total acceptances from 2018 to 2019, with a fall of **2.2%** to **24,455**.
- Welsh domiciled acceptances fell **2.2%**, RUK **1.5%**, EU **17%**, with non-EU **rising by 5.4%**.
- Welsh applicants account for **48%** of acceptances to Wales.

End of cycle data – acceptances (gender)

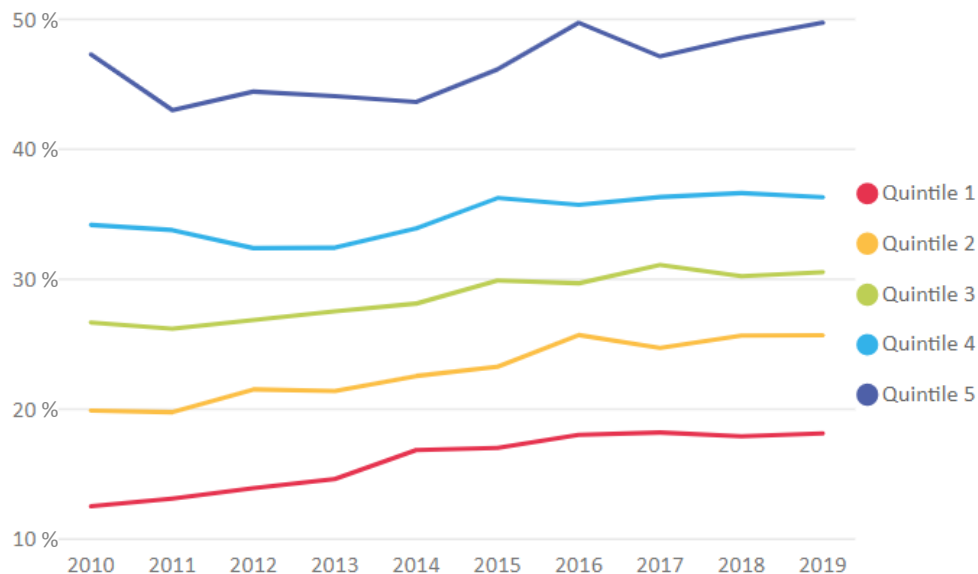
1.7
Entry rate ratio (Women : Men) by country of domicile



- In Wales, the gender gap **increased** to a record **1.5:1**.
- All UK domiciles show a trend of a widening gender gap across the ten-year period from 2010 to 2019.

End of cycle data – acceptances (POLAR4)

Welsh domiciled 18 year old entry rate by POLAR4 quintile



- The UK 18 year old **entry rate increased** across all POLAR4 quintiles.
- Greatest increases seen in the most disadvantaged areas – the entry rate for Q1 increased by **6.5%** proportionally, while Q5 rose by just **2.0%** proportionally.
- For Welsh 18 year olds, the **entry rate gap increased**, with Q1 seeing a small rise of **1.3%** proportionally and Q5 seeing a **2.4%** rise.

Our new report for teachers and advisers:



ucas.com/undergraduate-statistics-and-reports

Awareness of contextualised admissions is key for disadvantaged students:

- Around one in six of the most disadvantaged applicants report receiving a contextual offer.
- However, many remain unaware that some universities make contextual offers.
- The most disadvantaged applicants were less likely to be aware of contextual offers

A sector challenge – conditional unconditional offers

To 18 year old English, Welsh, and NI applicants.



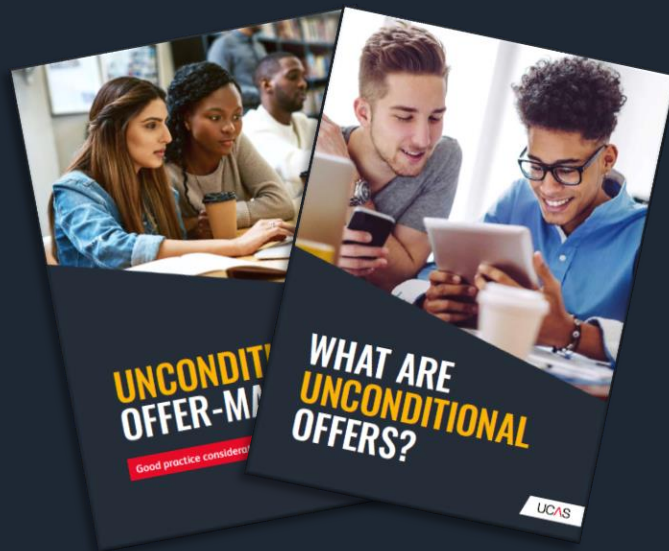
65k received a 'conditional unconditional' offer (up from 53%).



20% accept the conditional unconditional – **down** from 25%.



57% holding an unconditional offer missed their predicted A level attainment by three or more grades.



15 October
deadline data



2020 cycle so far: October deadline

+4%

increase in applicants to 15 October courses – up to 68,680, the highest on record

Increase in medical school places for third year running

+7%

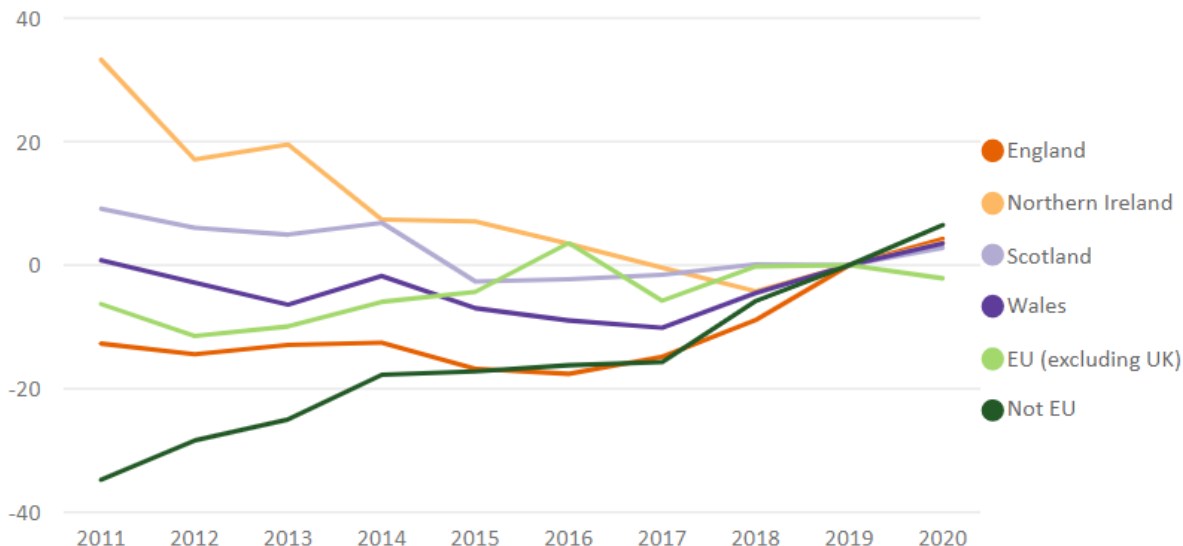
increase in the number of non-EU applicants

9,500

Number of 18 year old English applicants to medicine courses (+6%)

Applications at the 15 October deadline

Difference between cycle and 2019 cycle (%)



Applications to courses with a 15 October deadline increased:

- **1,560** Welsh domiciled applicants to UK courses (**up 4%** on the same point last year).
- **580** of these applications were to Welsh providers.

Four key messages

1. **No material change** in numbers placed through UCAS compared to last year – buoyancy this year driven by **direct entry routes**.
2. Entry into HE for UK 18 year olds **continues to increase**, but growth has slowed in Wales.
3. **Disadvantaged groups increasingly likely to enter HE**, but the gap remains between advantaged and disadvantaged students.
4. UK HE remains **attractive to international** markets.

UCAS developments: 2019



The new adviser portal

Brought to you on
19 March 2019



We've been working hard...

Top three areas of feedback:



Registering a UCAS account
Moving towards single sign on



Setting up staff and groups
A one-time only exercise



Completing references and predicted grades
Fixes implemented

Latest releases prior to 15 Jan:



Applicant notifications
For when you return an application to a student



Total number of applications displayed
Which updates when you add filters



Warning messages
e.g. before hitting 'send to UCAS' or not saving a reference

Introducing the UCAS Hub



UCAS

'I'm overwhelmed by all the choice...'

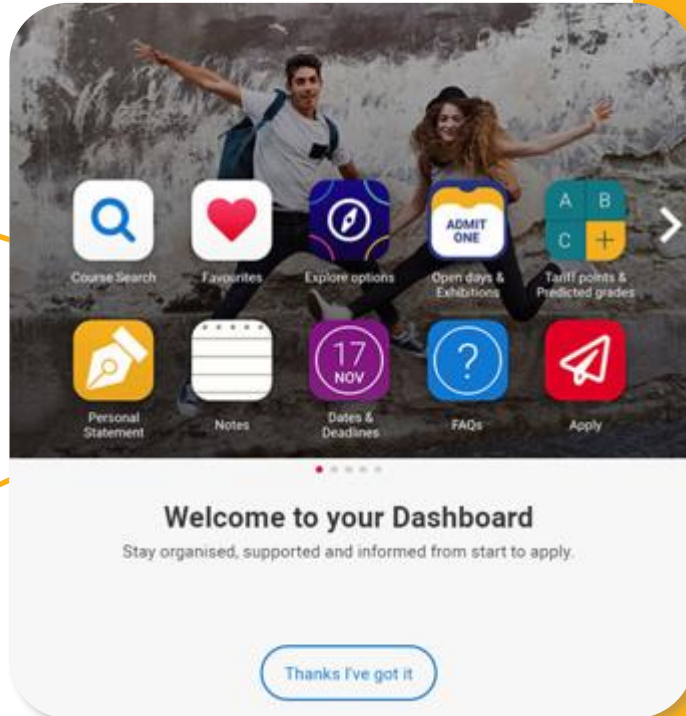
Get organised:

Tools to search, favourite, shortlist, reflect, diary, and build application.



Define what's important:

Distance from home, teaching satisfaction, work experience options, job outcomes...



Make it yours:

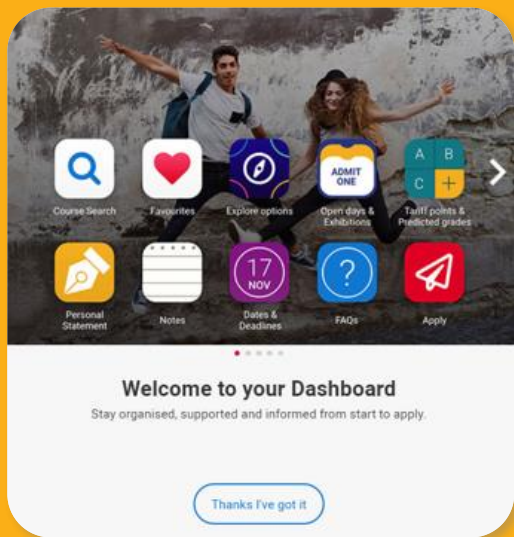
Organise tools, remove the ones they don't need, and tick off their to do list. It's their space, and their future.



You might not have thought of...

Expand horizons by pushing options they might not have considered.





140,000

sign ups and counting

39%

said they are now considering universities with higher entry requirements.

73%

of students are now thinking of applying to universities or colleges they hadn't previously considered.

60%

said the Hub has made them actively think about an option they weren't initially considering.

1/4

of students specifically said they would now think about applying for an apprenticeship instead of, or as well as, studying for a degree.

UCAS

'No one like me goes to that type of University?'

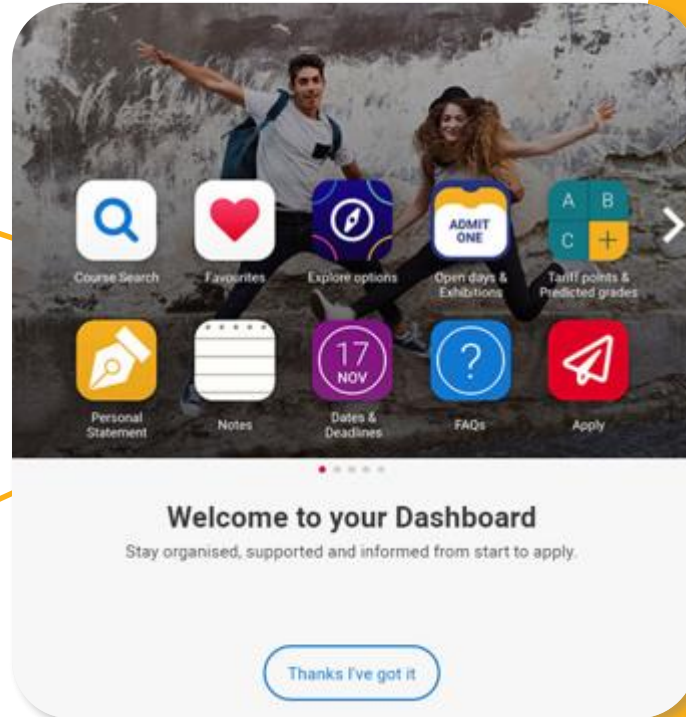
Unibuddy:

Chat with real students for peer-to-peer insight.



Subject Compass:

Show me what other students like me have gone on to study.



Hub reporting:

Giving complete oversight of a students' application journey.



Sample offers:

Connect students to universities looking to target applicants by WP characteristics.



Bringing the Hub to the classroom

- More than **1/3** of students are setting their sights higher after using the new UCAS Hub.
- Download free lesson plans now at:
ucas.com/lesson-plans.

UCAS gains Which? Uni content

- Two **trusted brands** working together to keep the resources you love alive.
- Launching on ucas.com **early Feb.**



Final thoughts:

Raising aspiration through better information and advice



Start early: students who consider their futures early are usually more successful.



Choice: help students define what's important first **and then** present relevant options.



All in one place: bring all post-18 choices into one place.



Personalize: bring together data and digital technology to create a decision-making journey built around each individual student.

UCAS developments: 2020 and beyond



Delivering for 2020 and beyond



Working incrementally: to deliver improved features and functionality for 2020, 2021, and 2022 cycles.



Reviewing our infrastructure: enabling us to remain flexible and adapt to the changing landscape.



Engaging with the sector: working with our customers to identify areas to focus on.



Customer value: focused on delivering value for customers.

Clearing has been changing...

Since 1963, we've connected millions of people into higher education:

- Placed
- Unplaced
- Decline my place
- Apply for the first time

New for 2019 – Student's ability to decline their place

Used by 28,030 students, with 99% of those who reapplied successfully placed through Clearing.

New for 2020 – Clearing vacancies displayed in Track

Designed to highlight relevant opportunities to unplaced students, right when they need it.

'The Clearing system has also shaken off its last-chance saloon reputation, with the number of people finding courses in this way increasing by almost 10 per cent to **73,320**.'

The Times 2019

The demand for apprenticeships

25%

of applicants declining all offers in 2018 told us they had chosen an **apprenticeship** instead.



30% of students want apprenticeship info alongside HE.



Apprentice info and advice up 111% on ucas.com.



94% growth on UCAS Career Finder for apprenticeship vacancies.



Almost 50% of PAD for 2020 entry want more apprenticeship info.

Our plans for apprenticeships

Parity of **visibility** in Search

Improve apprenticeships information services for **students** and **teachers**

Test an 'apprenticeships matching service and talent pool'

Specific and integrated data insights products and services

Any **questions?**



UCAS