Teacher and Adviser Conference

Friday 16 April 2010

University of Leicester

Virginia Isaac
Director
UCAS
Agenda

- Context
- Facts and Figures
- Update on UCAS services and products
- Key issues
> Context

External Factors
- Increased applications / reduction in funding for places
- Increased demand for different methods of study
  - Part time, distance learning, 2 year degrees
- More diverse markets (local, international, mature, private institutions)
- More discerning customers
- Changes in 14-19 curriculum
- Rise of the mission group
- Potential new government
The 2009 cycle – a review

Source: UCAS Statistics
The 2009 cycle – a review

UK-domiciled accepts by age – 1999 vs 2009

Source: UCAS Statistics
The 2009 cycle – a review

1999 Accepts (UK domiciled)
- A Level no BTEC: 27.0%
- A Level & BTEC: 67.6%
- BTEC no A Level: 4.9%
- Other quals: 0.6%

2009 Accepts (UK domiciled)
- A Level no BTEC: 37.1%
- A Level & BTEC: 49.8%
- BTEC no A Level: 11.4%
- Other quals: 1.7%

Source: UCAS Statistics
> The 2009 cycle – a review

18-19 year old UK-domiciled accepts by Mission Group - 2009

Source: UCAS Statistics
UCAS service delivery on 20 August 2009

- 970,578 *Track* logins through the day
  - 118 *Track* logins / second at peak
- 1,237,532 Clearing vacancy searches
  1. Law
  2. Economics
  3. Psychology
  4. History
  5. Business Studies
- 14,098 calls answered

Source: UCAS media release (21/08/2009)
Non-placed applicants (NPAs)

Source: UCAS Research Team & Statistics
2010 cycle figures

- Total applicants: 570,556 (22.9%)
  - 20 and under: 447,342 (16.5%)
  - 21 and over: 123,214 (53.7%)

- UK domiciled: 499,451 (22.1%)
  - 20 and under: 390,826 (15.3%)
  - 21 and over: 108,625 (55.6%)

Source: UCAS media release (08/02/2010)
2010 cycle figures

- Increase in international applicants
  - International applicants: 71,105 (28.7%)
  - Of which EU (excl. UK): 36,534 (36.7%)
  - Of which Non EU: 34,571 (21.2%)

- Increase in choices by Mission Group
  - Russell Group: 7.7%
  - Pre 1992: 11.4%
  - 1994 Group: 12.3%
  - Post 1992: 33.0%
  - Guild HE: 39.0%

Source: UCAS media release (08/02/2010) / UCAS Statistics
## 2010 cycle figures – subject ‘swingometer’
(from the top 30 subjects by 2010 volume)

<table>
<thead>
<tr>
<th>Subject</th>
<th>2010</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Studies*</td>
<td>87,708</td>
<td>102.8%</td>
</tr>
<tr>
<td>Nursing</td>
<td>163,637</td>
<td>65.3%</td>
</tr>
<tr>
<td>Cinematics and Photography*</td>
<td>36,289</td>
<td>53.1%</td>
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<tr>
<td>Social Work</td>
<td>67,423</td>
<td>51.8%</td>
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<tr>
<td>Academic studies in Education</td>
<td>26,262</td>
<td>32.1%</td>
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<tr>
<td>Architecture</td>
<td>26,406</td>
<td>9.2%</td>
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<tr>
<td>English Studies</td>
<td>58,274</td>
<td>8.6%</td>
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<tr>
<td>History by Period</td>
<td>48,759</td>
<td>7.8%</td>
</tr>
<tr>
<td>Law by Area</td>
<td>83,659</td>
<td>6.3%</td>
</tr>
<tr>
<td>Economics</td>
<td>44,490</td>
<td>-0.6%</td>
</tr>
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</table>

* Courses with old Route B 24 March deadline

Source: UCAS Statistics: application shift by 15/01/2010
Update on UCAS services and products

• Bursary and scholarship information
• School Progression Reports
• Adviser Track
• UCAS.tv
• YouGoFurther
• 14-19 CAP and AWP
• Professional development opportunities
Bursary course selection:

- add course to selection
- display selected bursaries

Number of courses currently selected: 0 out of 6
A maximum of 6 courses may be selected

> ENTRY REQUIREMENTS AND HOW TO APPLY
> FEES AND FINANCIAL SUPPORT AVAILABLE TO YOU
> About this institution

Fees, bursaries and financial support

View the UK-wide employability profile(s) for English studies

English
Languages and Related Subjects

View the UK-wide employability profile(s) for History by Period
**// school report //</**>

<table>
<thead>
<tr>
<th>School name:</th>
<th>Rosehill College</th>
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<tr>
<td>School code:</td>
<td>98765</td>
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<tr>
<td>Years:</td>
<td>2007 - 2008</td>
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</table>

Click on sheet title to view the sheet

- **notes**: details on the content of the report
- **summary**: summary information on your school/college and UCAS
- **characteristics**: your student characteristics
- **UCAS characteristics**: UCAS applicant characteristics
- **institutions**: institutions your 2008 students are accepted at
- **subjects**: subjects your 2008 students are accepted at
- **institution analysis**: choice and accept data on higher education institutions
- **application listing**: choices (mainscheme) and accepts (mainscheme and direct) for your 2008 applicants
### UCAS Progression Report – Subjects by Institution

#### 2008 subjects

<table>
<thead>
<tr>
<th>subject</th>
<th>choices</th>
<th>accepts</th>
<th>% total accepts</th>
<th>choice:acc ratio</th>
<th>UCAS choices</th>
<th>accepts</th>
<th>% total accepts</th>
<th>choice:acc ratio</th>
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<td>Group A Medicine &amp; Dentistry</td>
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<td>1278</td>
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<td>Group B Subjects allied to Medicine</td>
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<td>8.33</td>
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<td>0.00</td>
<td>0.00</td>
<td>81</td>
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<td>3</td>
<td>25.00</td>
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<td>9</td>
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<td>1.33</td>
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<td>Group K Architecture,Build &amp; Plan</td>
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<td>98</td>
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<td>Group R European Langs, Lit &amp; related</td>
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<td>1</td>
<td>8.33</td>
<td>8.00</td>
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<td>59</td>
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<td>Group V Hist &amp; Philosophical studies</td>
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<td>131</td>
<td>4.59</td>
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<td>Y Combined sciences</td>
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<td>1</td>
<td>8.33</td>
<td>8.00</td>
<td>27</td>
<td>6</td>
<td>0.21</td>
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<tr>
<td>Y Combined social sciences</td>
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<td>2</td>
<td>16.67</td>
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<td>349</td>
<td>83</td>
<td>2.91</td>
<td>4.20</td>
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<td>95</td>
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<td>Y Social sciences combined with arts</td>
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<td>0.00</td>
<td>679</td>
<td>155</td>
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<td>5.67</td>
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<tr>
<td>Z General, other combined &amp; unknown</td>
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<td>0</td>
<td>0.00</td>
<td>0.00</td>
<td>19</td>
<td>3</td>
<td>0.11</td>
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<td><strong>Total</strong></td>
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<td>12</td>
<td>100.00</td>
<td>4.42</td>
<td>12783</td>
<td>2856</td>
<td>100.00</td>
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</tr>
</tbody>
</table>
About this video - This will help guide you through the process, and addresses the most common fears and concerns about writing a personal statement.
Meet people like you

Heading to university or college next September? It's a big step, but you're not alone. Far from it. UCAS expert Giles Ursell is online to help you make your application stand out. And chat to the thousands of UCAS applicants in the same boat as you using yougo's unique member search.

Thinking of applying?

Thinking of applying next year? Sign-up for yougo and discover the facts. Put your questions directly to UCAS and the universities. Fire away.

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Made your UCAS application? Make friends before you go to university. Use your Track login details to join yougo in under a minute.

Already at university?

Coming soon for university students: Get to grips with life in higher education, and meet students at your university or college.
> **2010 Offer making**

- Late decisions
- Previously recruiting courses now selecting
- Higher tariff offers
- Closed courses
- Concerns about over-shooting targets
- Changed conditions before response
Eligible applicant researches vacancies

Contacts institution(s) to discuss application

Institution considers application

Applicant enters choice details on Track

Applicant placed on course

Clearing 2010
East Midlands Convention (Loughborough University)  
21/22 April 2010
If you need help…..

Dedicated Schools and Colleges Team

0845 123 8001 01242 544 961
Key issues

▪ Huge increase in applicants for 2010 Entry
▪ Number of HEI places capped due to fiscal constraints
▪ Consideration of Part-time or apprenticeships
▪ Rise in NEETS at 18
▪ Conditional offers and uncertain conversion rates
▪ Increasing diversity of qualification types points to review of tariff.
Questions

Virginia Isaac
Director
01242 544 803
v.isaac@ucas.ac.uk