



UCAS

Context

- Sector changing
- New leadership team at UCAS
- Revised corporate strategy
- Refresh our technology

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Future UCAS strategy

- Support the sector in making efficiencies
- Membership value through shared services
- Single portal for multiple routes
- Improved information and advice
- Commitment to business as usual
- Delivered in collaboration with the sector

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Future technology drivers

- **Improved Business Agility**
 - Faster response to customer needs and faster to market
 - Ability to customise / tailor deliverables for different groups of customers
 - Proactive support for and delivery of Data Standards across education
- **Improved Customer Experience**
 - Simpler Member, Individual and Partner journey
 - Simpler access and navigation to desired UCAS Services, Content and Information
 - Services tailored and personalised for each customer / category of customer



Future technology drivers

- **Provide Value and Costs**
 - Re-use not rebuild
 - Ability to deliver business change through configuration instead of new development
 - Access to and ability to retrieve, transform and expose data for customers
 - Share and combine data with and from different partners
 - Improved data collection, validation and assurance



Key stats for 2010 cycle (as at 04/10/10)

Total accepted applicants:	478,324	+0.5%	↑
Total applicants:	687,368	+8.7%	↑
% of applicants accepted:	69.6%		↓ from 75%

Regions

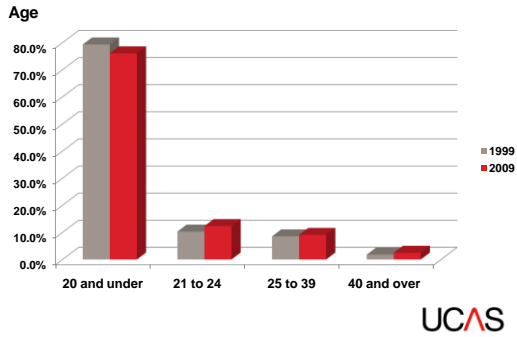
HEIs in England accepted:	404,261	+1.4%	↑
HEIs in Scotland accepted:	39,707	-2.4%	↓
HEIs in Wales accepted:	24,598	-6.0%	↓
HEIs in N. Ireland accepted:	9,758	-4.0%	↓

Applicant Origin

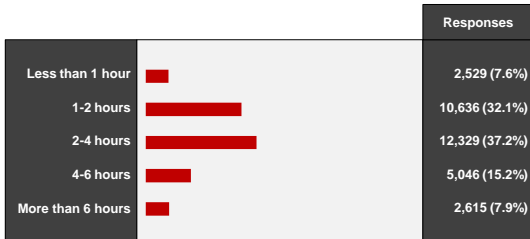
Accepts from UK applicants:	253	-0.1%	↓
Accepts from EU applicants:	+1,575	+6.7%	↑
Accepts from Non-EU applicants:	+1,088	+3.4%	↑



The changing profile of accepted applicants



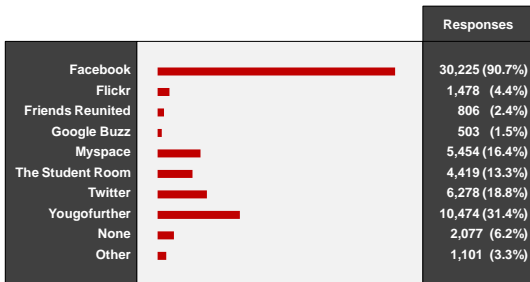
“On average how long do you spend on the internet each day?”



Answered the question 33,155
 Skipped the question 3,735



“Which Social Networking Sites do you belong to?”



Answered the question 33,321
 Skipped the question 3,569



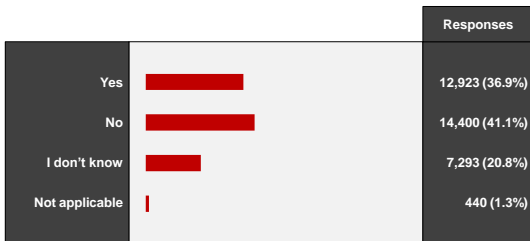
“What Platform do you use to visit the following types of site?”

	PC	Mobile	Not Applicable	Responses
Social Networks	84.6% (27,442)	39.2% (12,732)	4.6% (1,500)	32,452
Shopping	93.5% (29,911)	4.0% (1,270)	5.6% (1,796)	31,987
Sport	51.4% (15,008)	11.4% (3,342)	43.6% (12,739)	29,214
News	80.8% (25,255)	18.2% (5,680)	11.2% (3,497)	31,272
Games	63.8% (18,961)	18.7% (5,567)	24.5% (7,269)	29,719
Other Types	85.5% (21,214)	11.8% (2,929)	11.4% (2,838)	24,801

Answered the question 33,154
 Skipped the question 3,736



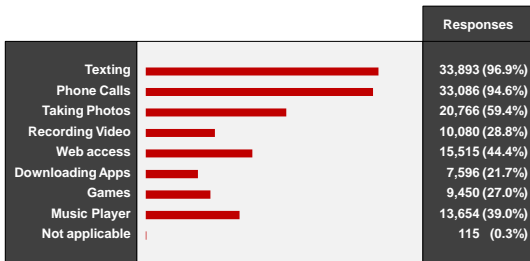
“Is your handset a smartphone?”



Answered the question 35,056
 Skipped the question 1,834



“What do you use your phone for?”



Answered the question 34,969
 Skipped the question 1,921







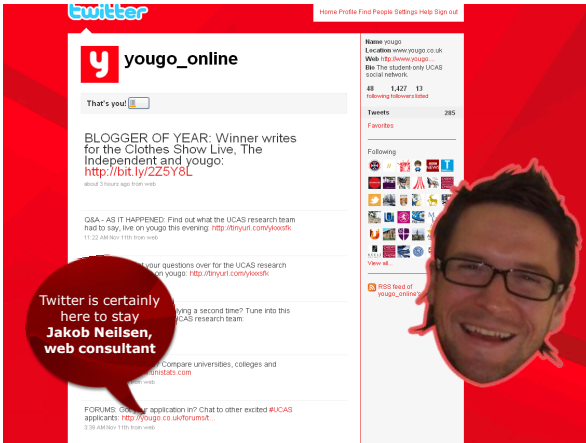
What did we do?

In April 2007 – launched yougofurther.co.uk

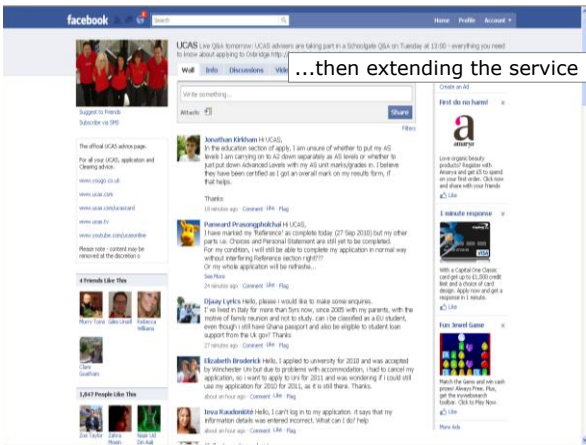
- Student-only environment (pre-applicants and applicants)
- Focus on peer-to-peer advice to compliment information on ucas.com
- Close links with UCAS.com – think supplement inside Sunday broadsheet

- **Over 550,000 members (September 2010)**
- **Peaked at 963,000 daily page impressions (Clearing 2010)**





Twitter is certainly here to stay Jakob Neilsen, web consultant



What is next for UCAS?

- New Strategy approved and moving forward
- Technology refresh
- Putting the customer at the heart of the process
- Re-working of key online services
 - Single Portal
 - Improved Course Search
 - Delivery of Information, Advice and Guidance
 - Digital Communications and Mobile Strategy
- Development of shared services delivering value to the membership



Thank you, any questions?

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