

# Manchester University

## The University Challenge

Preparing students for applying to selective universities in a brave new world

7 June 2011

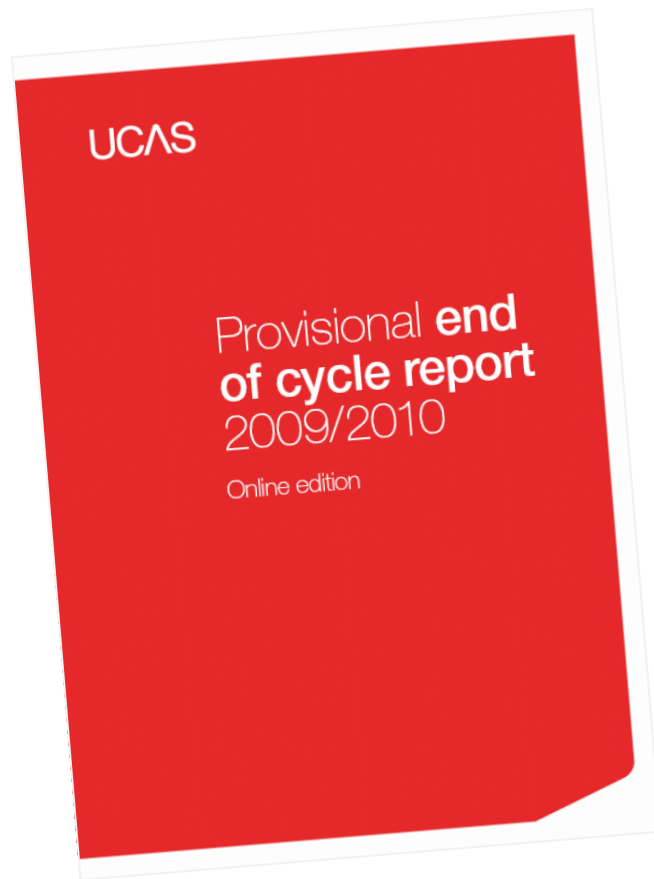


**Mary Curnock Cook**  
**Chief Executive**

**UCAS**





## > End of cycle report

[www.ucas.com/documents/mediareleases/endofyearreport.pdf](http://www.ucas.com/documents/mediareleases/endofyearreport.pdf)









- Admissions by:
  - Domicile
  - Age group
  - Gender
  - Ethnicity
  - Polar2 group
  - Type of school or college
  - Type of institution  
(defined by Mission Group)
  - Subject

> Position at 30 May 2011 - Domicile

>	2010	2011	% Diff	
<b>Applicants:</b>	<b>640,760</b>	<b>650,253</b>	<b>1.5%</b>	
UK:	547,858	552,450	0.8%	
EU (excl. UK):	43,430	45,980	5.9%	
Non EU:	49,472	51,823	4.8%	

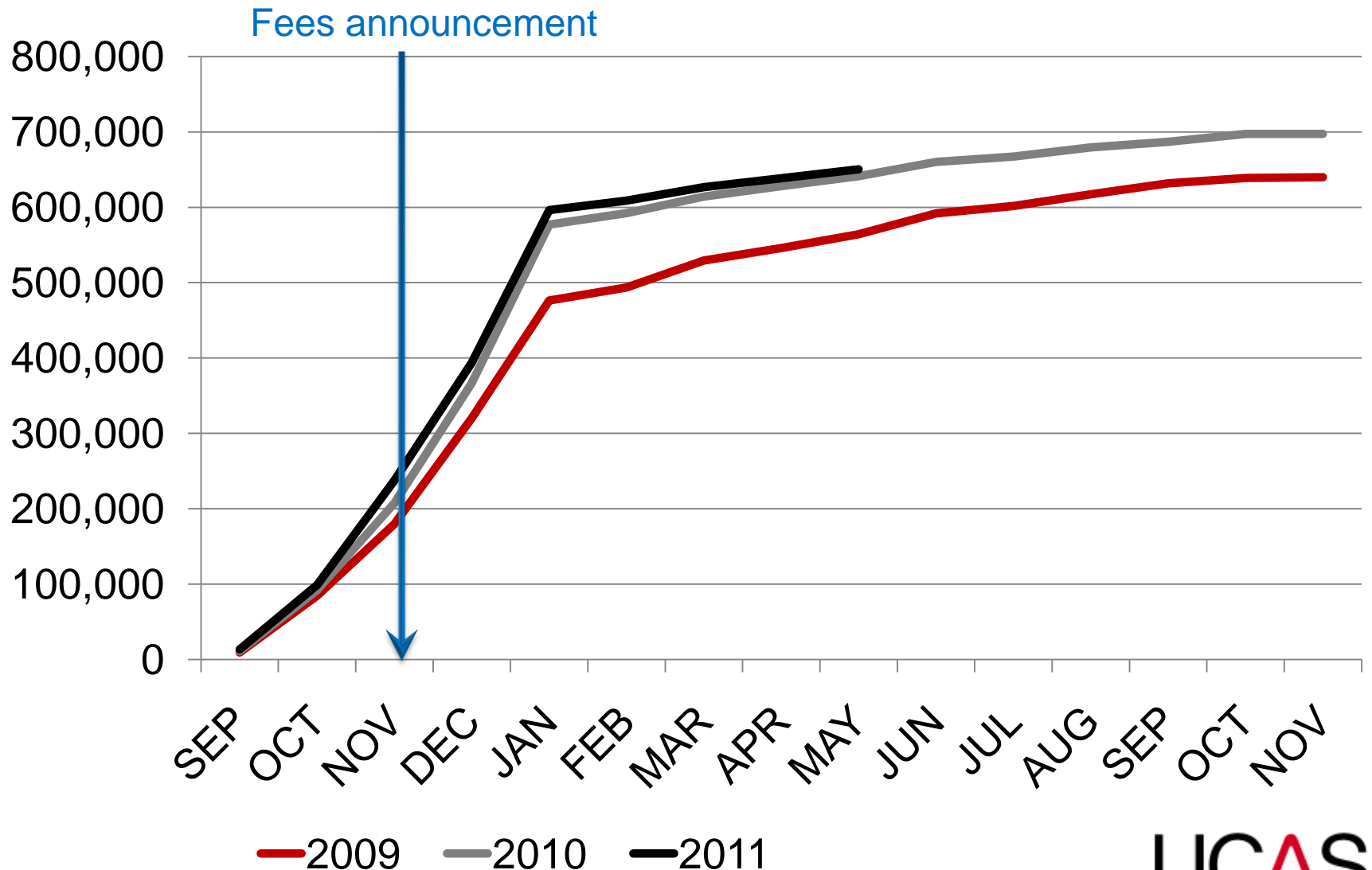
> Position at 30 May 2011 - UK applicants by age

>	2010	2011	% Diff	
UK applicants	547,858	552,450	0.8%	
19 & under:	365,208	368,527	0.9%	
20 to 24:	106,252	108,882	2.5%	
25 to 29:	30,821	30,237	-1.9%	
30 to 39:	29,385	29,363	-0.1%	
40 & over:	16,192	15,441	-4.6%	

> Position at 30 May 2011 – UK 17-19 by country

>	2010	2011	% Diff	
<b>UK 17 – 19</b>				
<b>Applicants:</b>	365,208	368,527	0.9%	↑
England:	308,059	311,275	1.0%	↑
N. Ireland:	14,081	14,301	1.6%	↑
Scotland:	27,461	27,418	-0.2%	↓
Wales:	15,607	15,533	-0.5%	↓

## > Position at 30 May: cumulative applicants



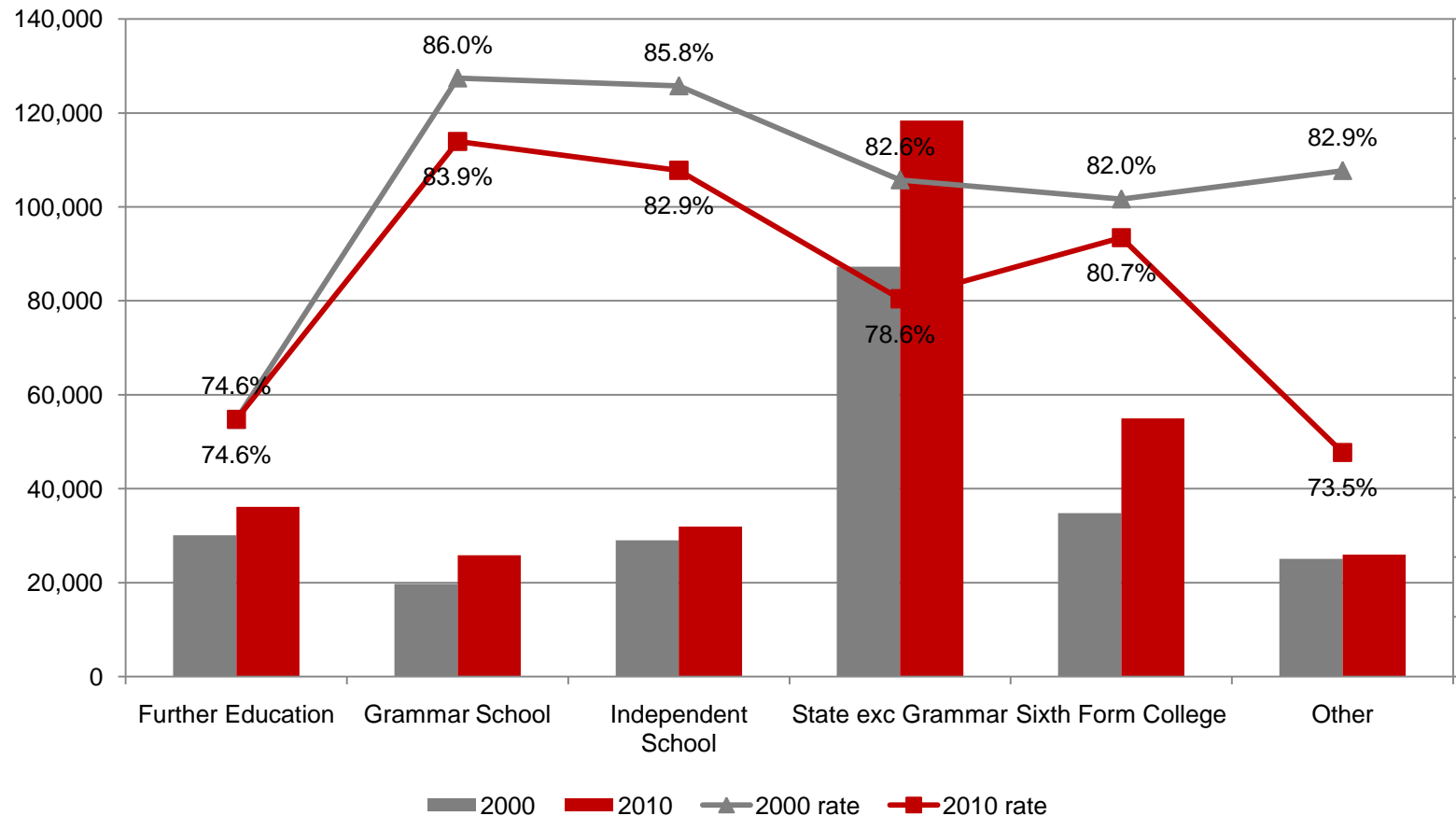
## > Extra



- Open from end February to end June
- Available for those who have already used five choices and not received or accepted an offer
- Apply one course at a time
- Decision within 21 days
- Preferable to clearing

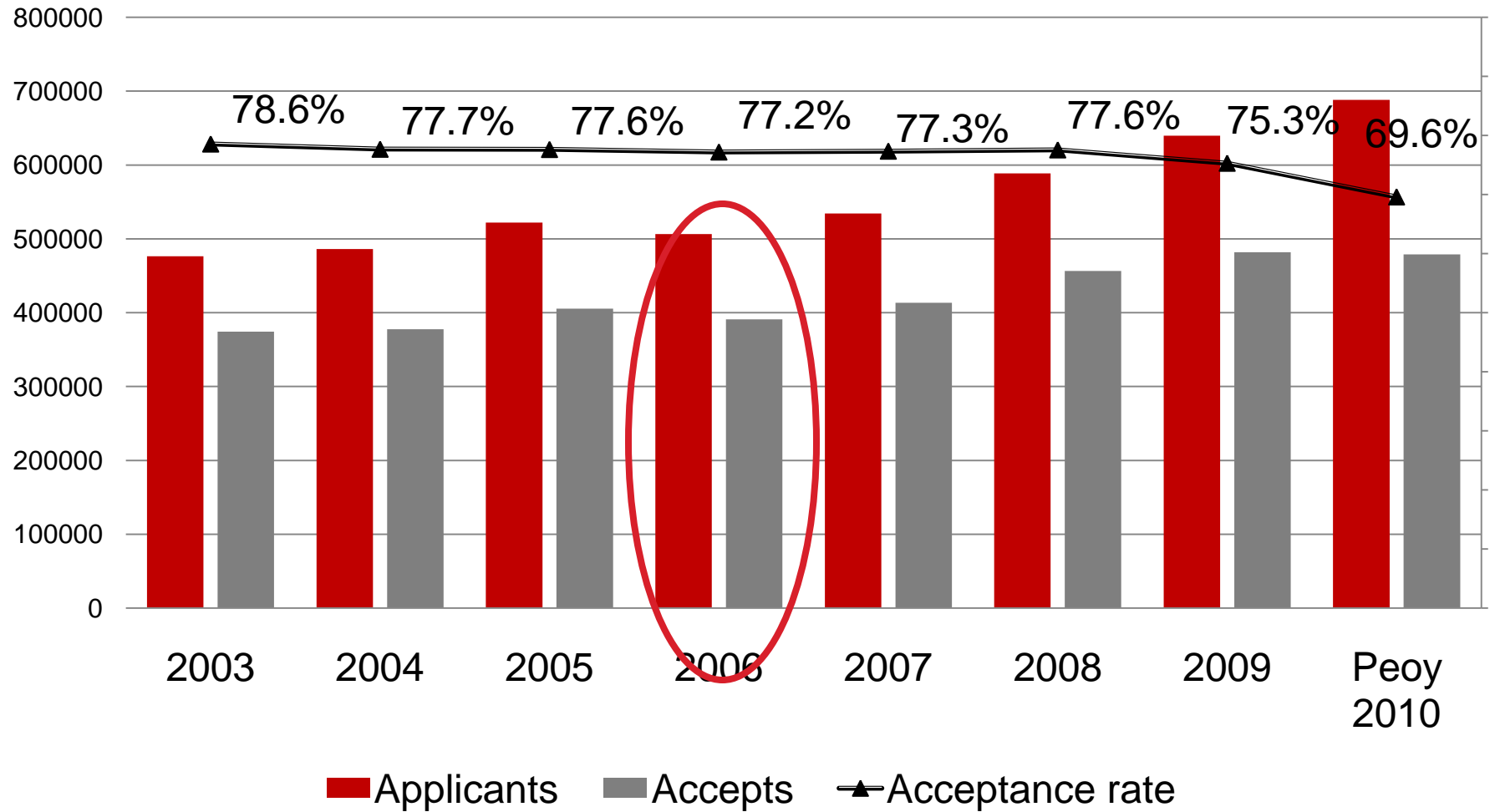
## > The changing profile of accepted applicants

Accepted applicants (17-19 year olds, UK domiciled)

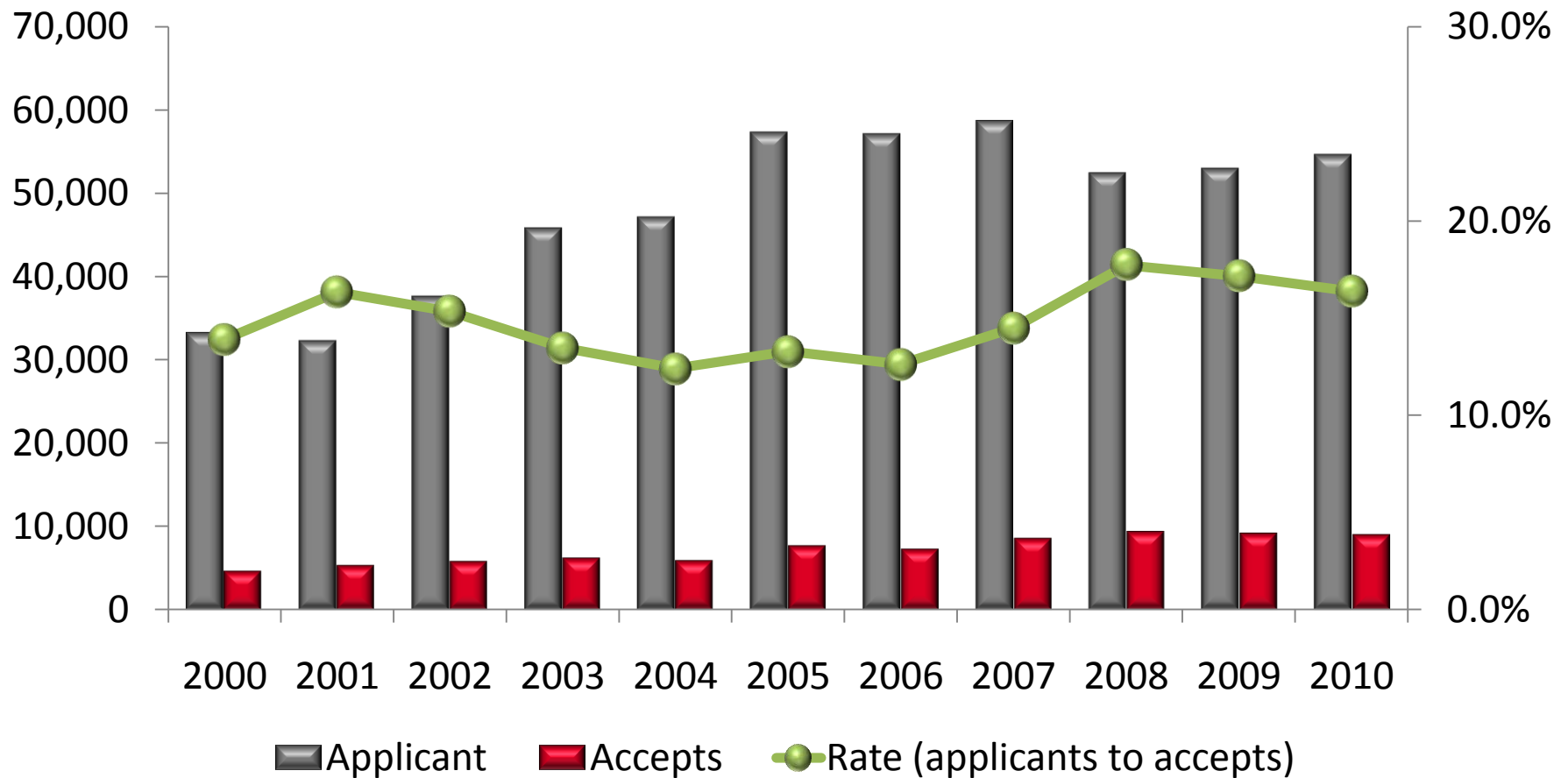


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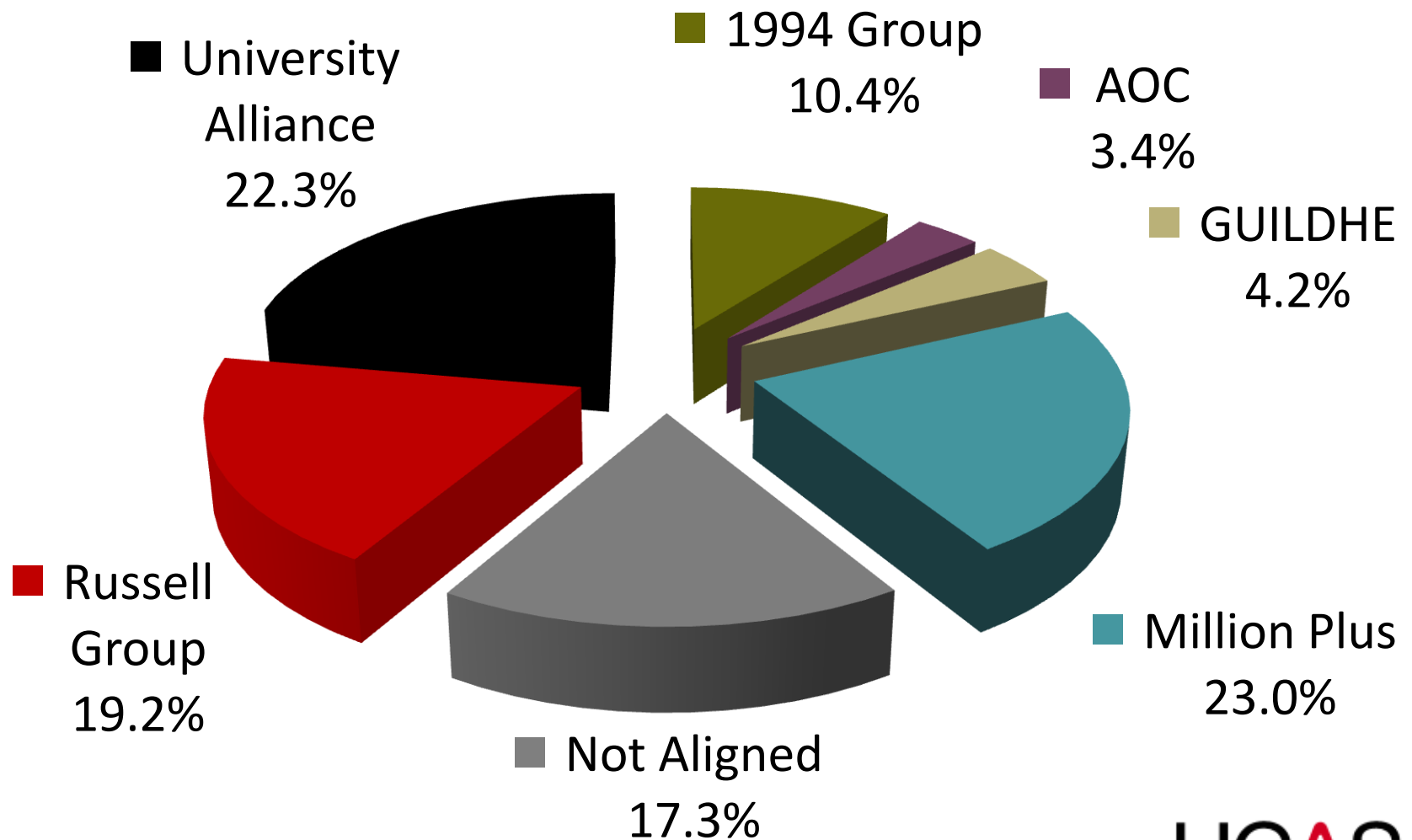
## Applicants & Accepts 2003 – 2010 (provisional)



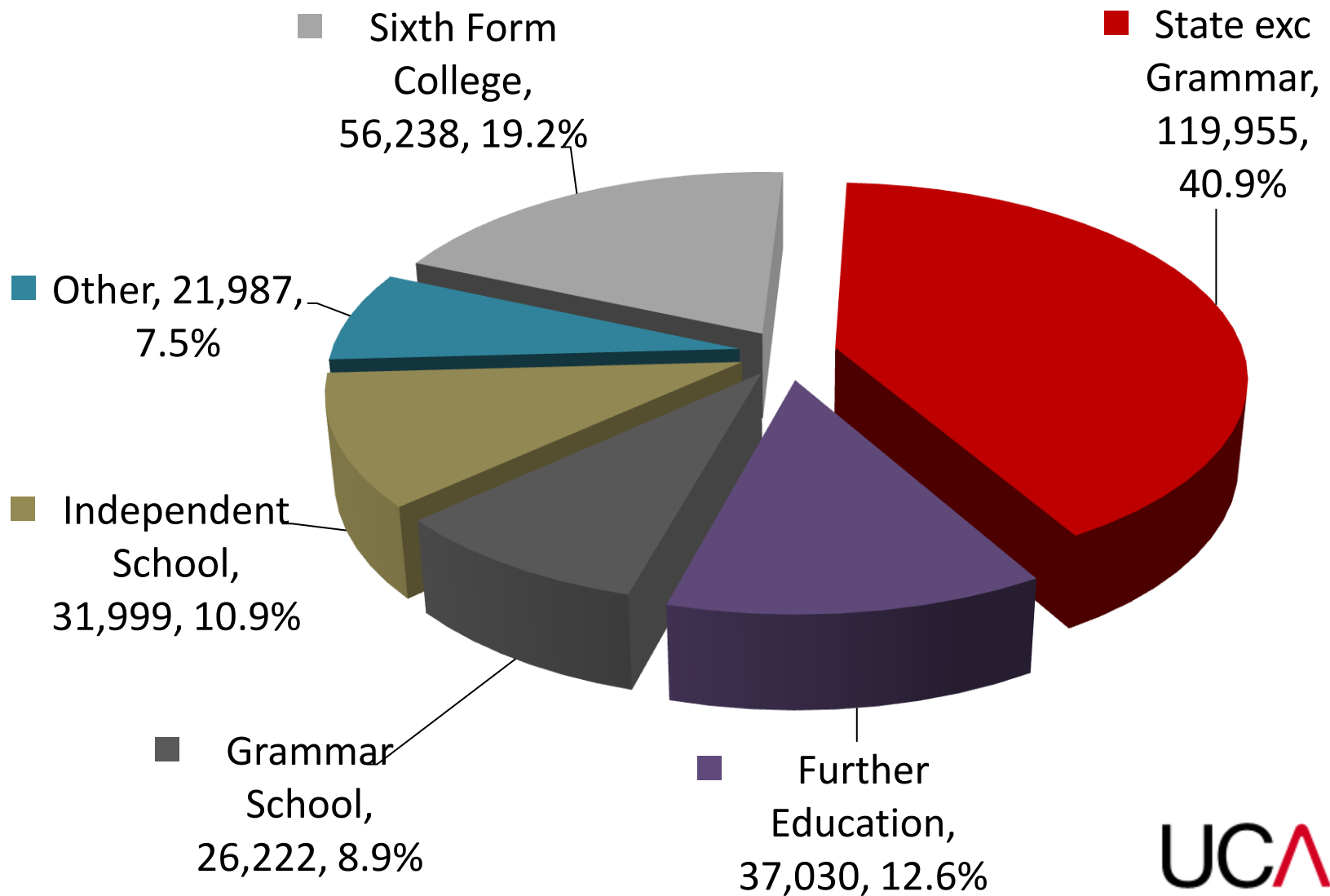
## > Applicants and Accepts Manchester University: 2000-2010



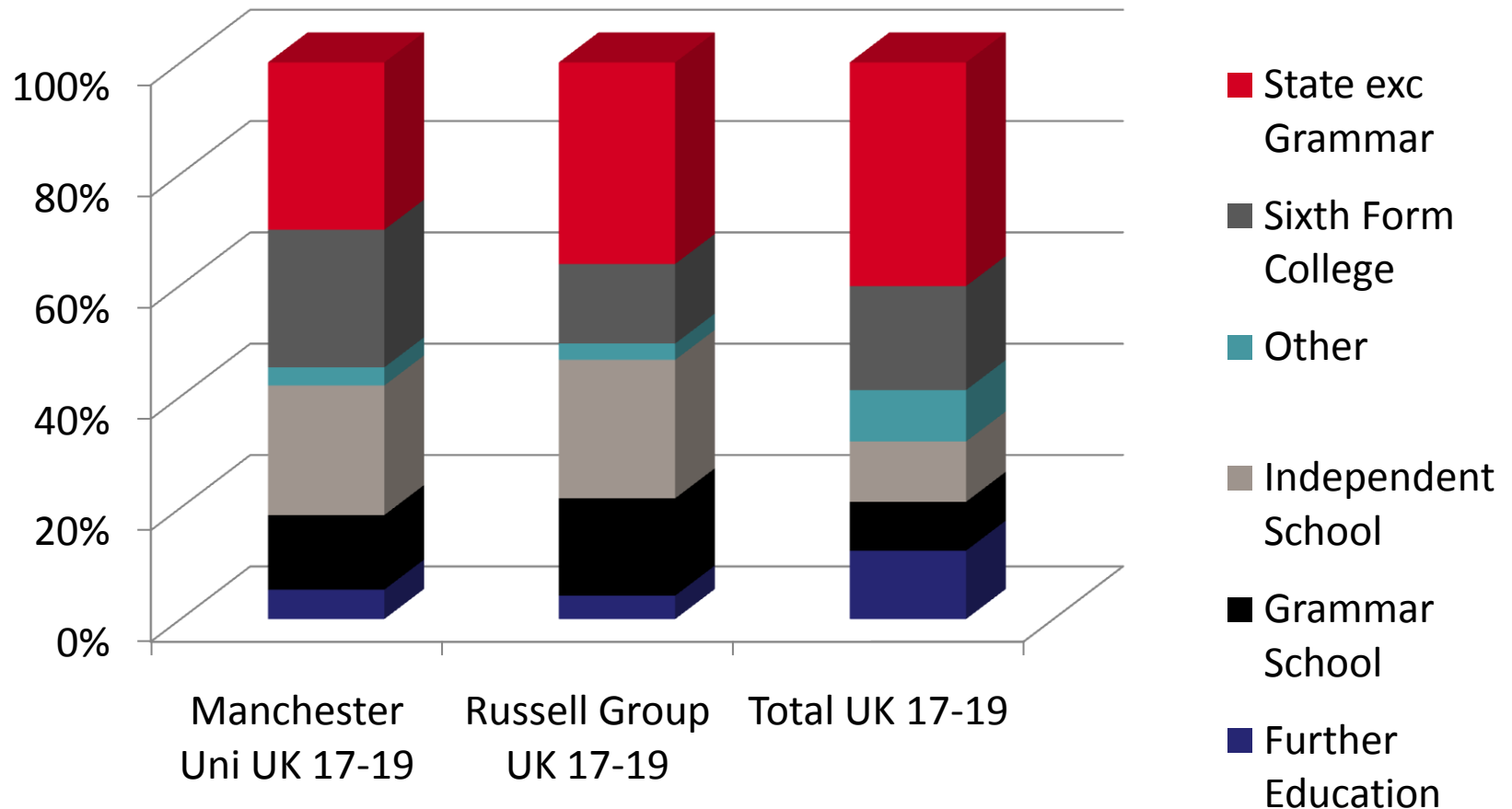
> Institution Grouping – Total Accepts: 2010 (prov.)



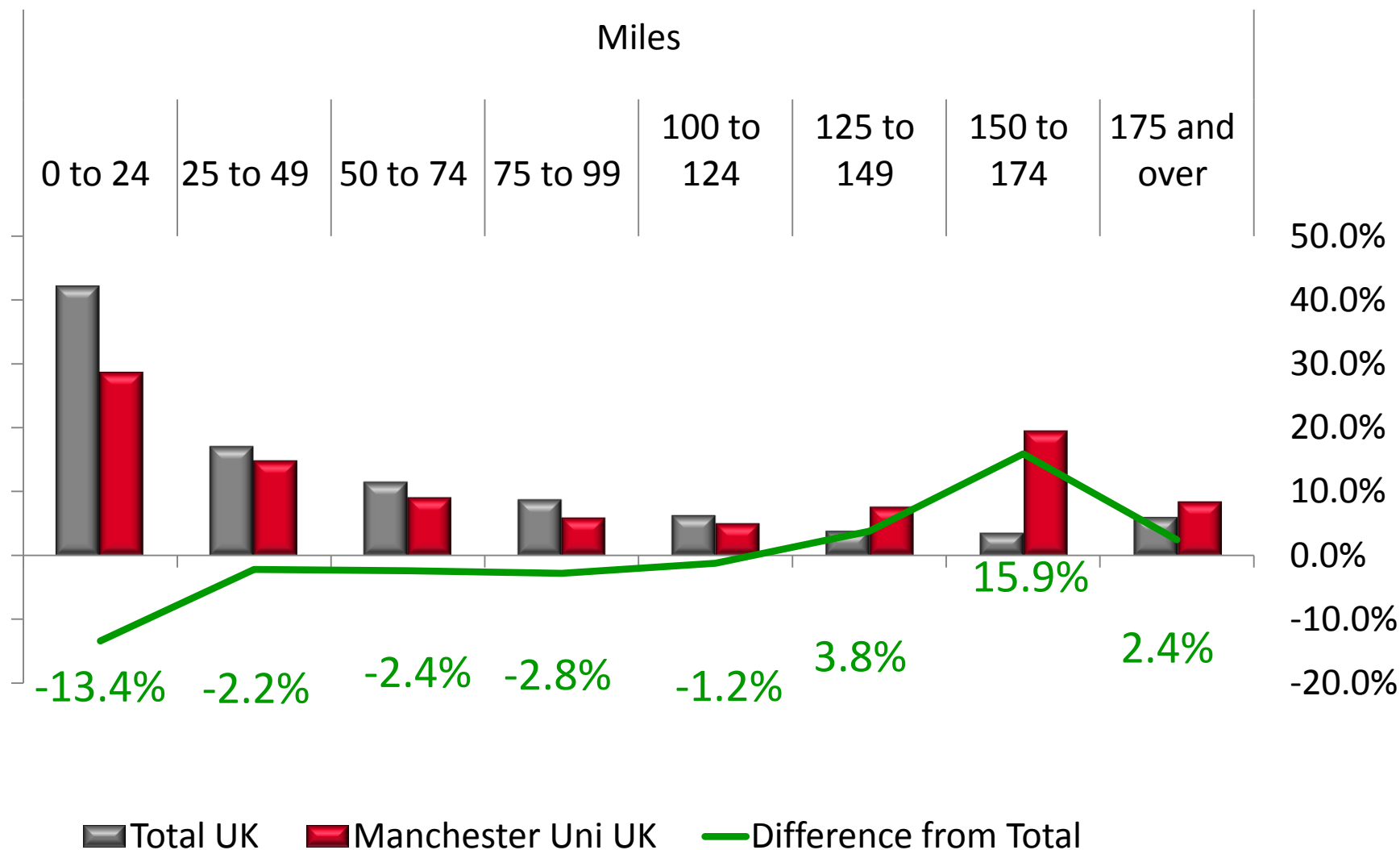
> Educational Establishment – UK Dom. Accepts aged 17-19:  
2010 (prov.)



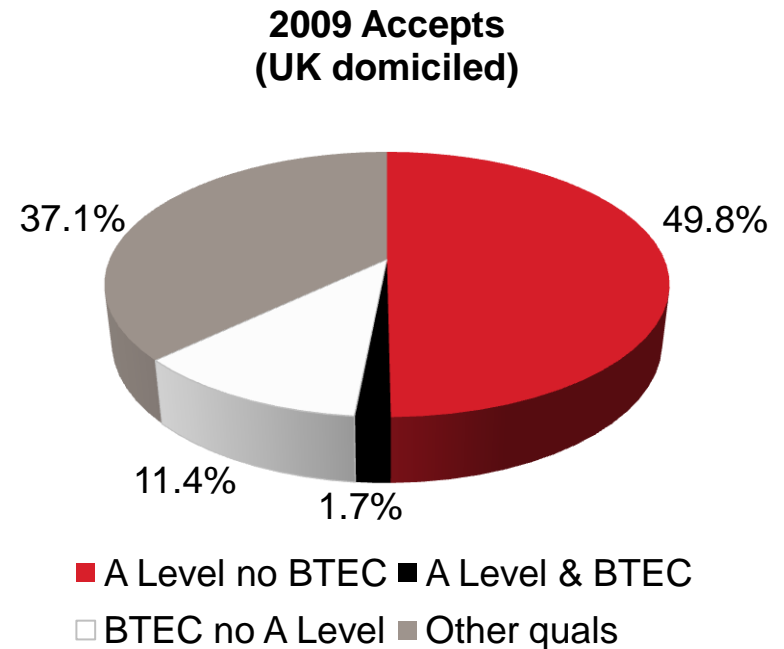
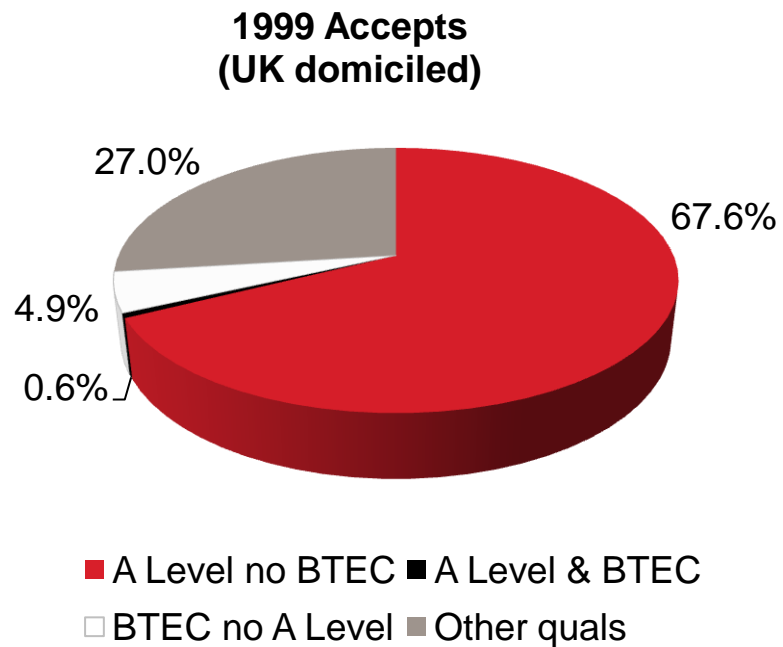
> Educational establishments of accepted applicants UK 17-19: 2010



## > Distance travelled by UK accepted applicants: 2010

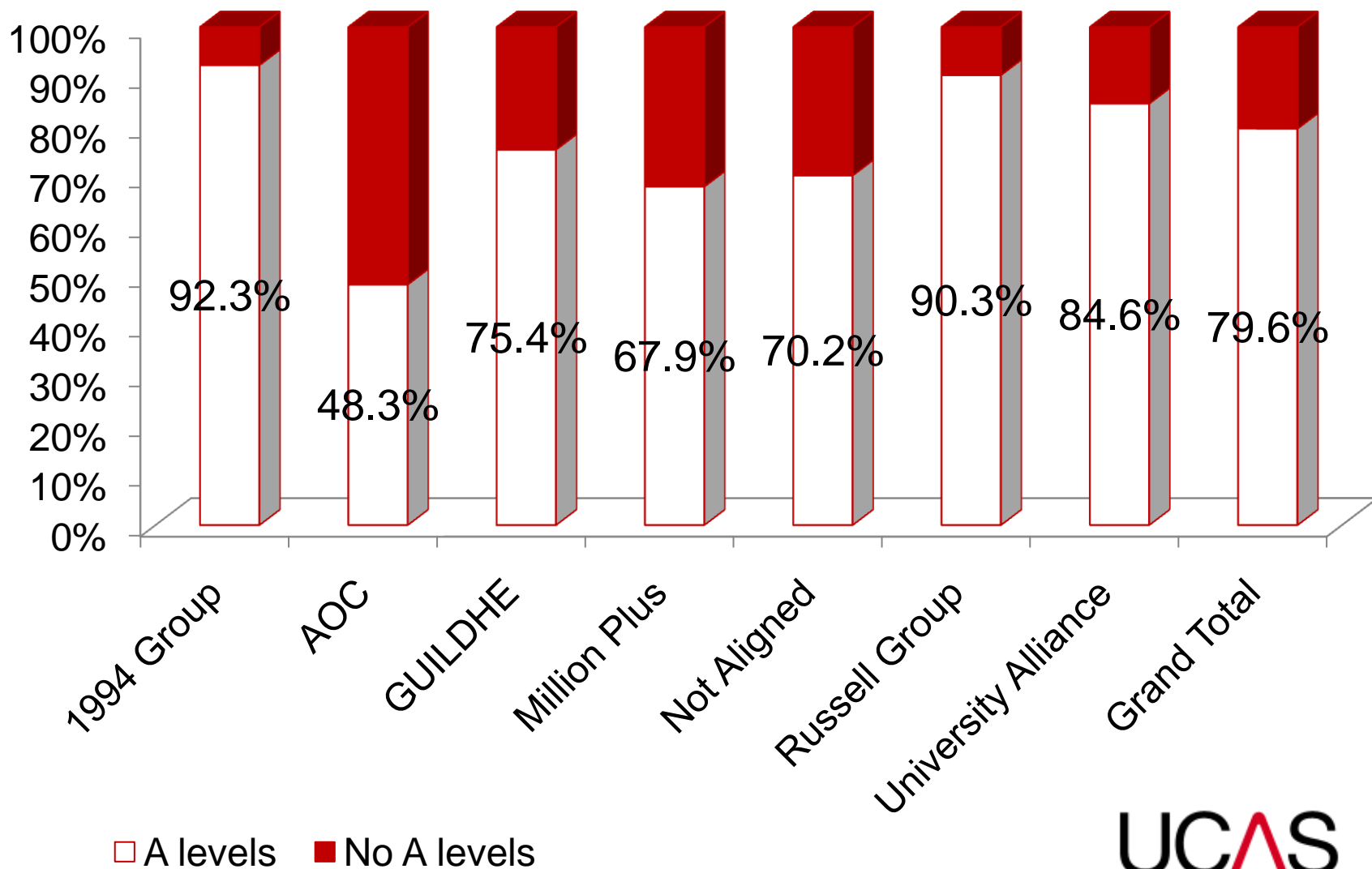


## > The changing profile of accepted applicants

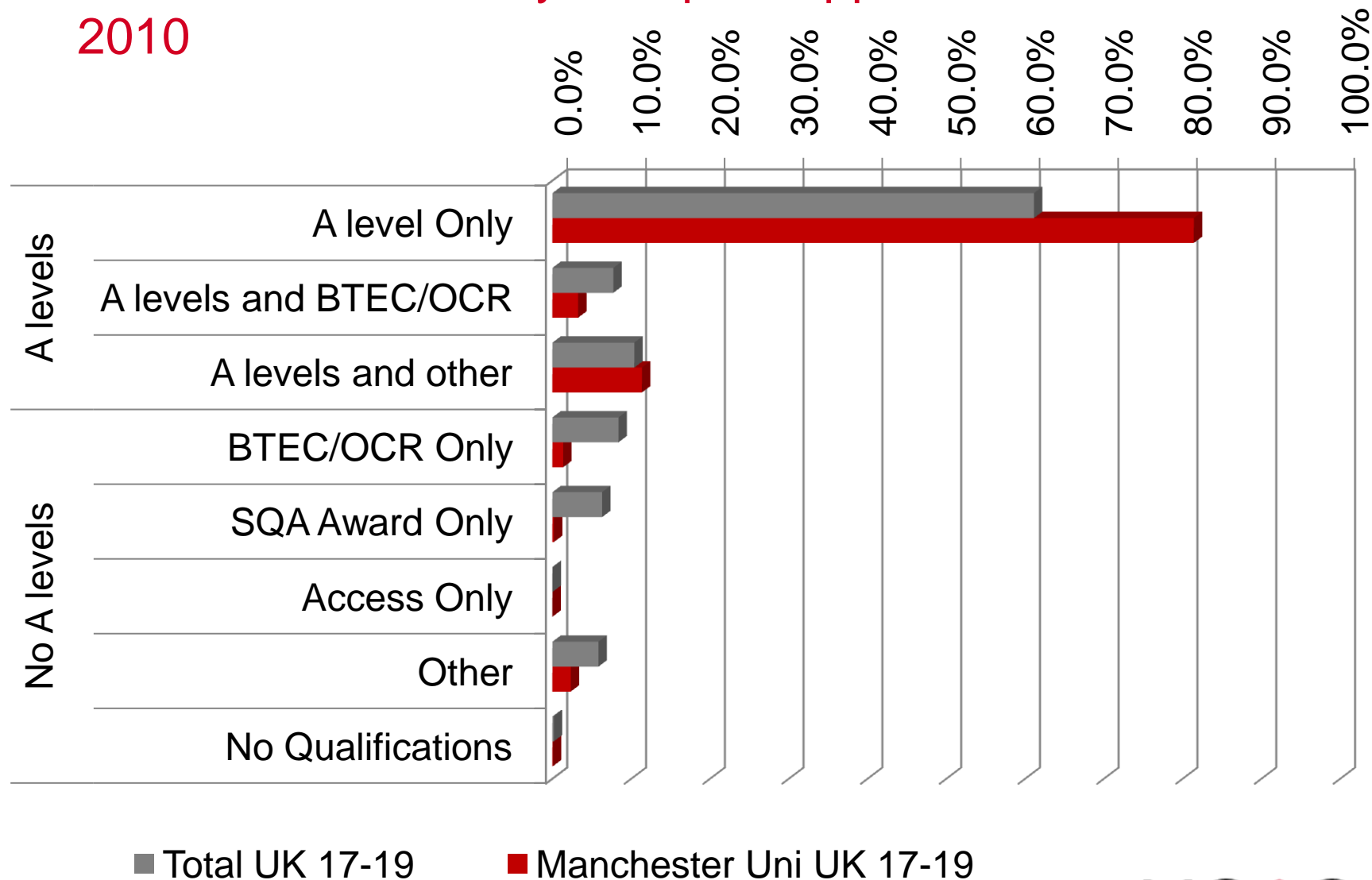


Source: UCAS Statistics

> A Levels - UK Dom. Accepts aged 17-19: 2010 (prov.)



> Qualifications held by accepted applicants UK 17-19:  
2010



## > Qualifications from UK domicile, age 17-19

Qualification	Applicants	Accepts	Acceptance rate
A Levels achieved in 2010	222,520	179,551	80.7%
A Levels achieved prior to 2010	50,831	43,766	86.1%
International Baccalaureate	3,172	2,461	77.6%
Diploma	635	436	68.7%
Pre-U Certificate	867	618	71.3%
Pre-U Diploma	<10	<10	-
BTEC	58,444	43,818	75.0%

Source: UCAS Statistics (provisional end of year 2010 figures)

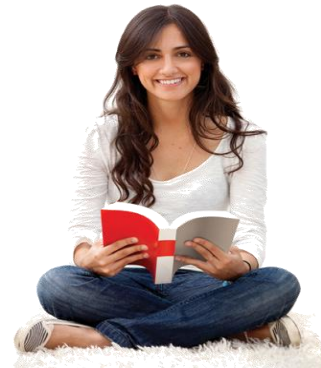
## > Use of the UCAS Tariff for offer making

- Offer making in 2010:
  - 45.4% qualifications only
  - 13.5% qualifications + Tariff points
  - 41.1% Tariff points only
- Offer making at selective institutions (Russell Group):
  - 98.8%% qualifications only
  - 0.6% qualifications + Tariff points
  - 0.6% Tariff points only



## > Myth: Universities change the goalposts

- Minimum entry requirements
  - *Are minimum entry requirements*
- Achieving minimum entry requirements gets you on the pile that gets considered
  - *Then additional sifts are applied*
  - **Everyone** competing for the place your candidates want will also meet the minimum requirements
- Good advisors will understand the likely sifting process at target institutions



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## Myth: Three A Grades doesn't secure a place any more.....



- 3000+ with three A grades 'missed out'
  - *There are plenty of institutions who will accept applicants with three grade As*
- Only 63% of those predicted Grade A actually achieve it
  - *HEIs use other evidence from the application to test the validity of your predictions*

> Some application strategies.....

- Broaden your choice of institution
- Broaden your choice of course



> Top15 institutions - independent school accepts

UNIVERSITY OF  
BIRMINGHAM



Imperial College  
London

KING'S  
*College*  
LONDON



UNIVERSITY OF  
Southampton



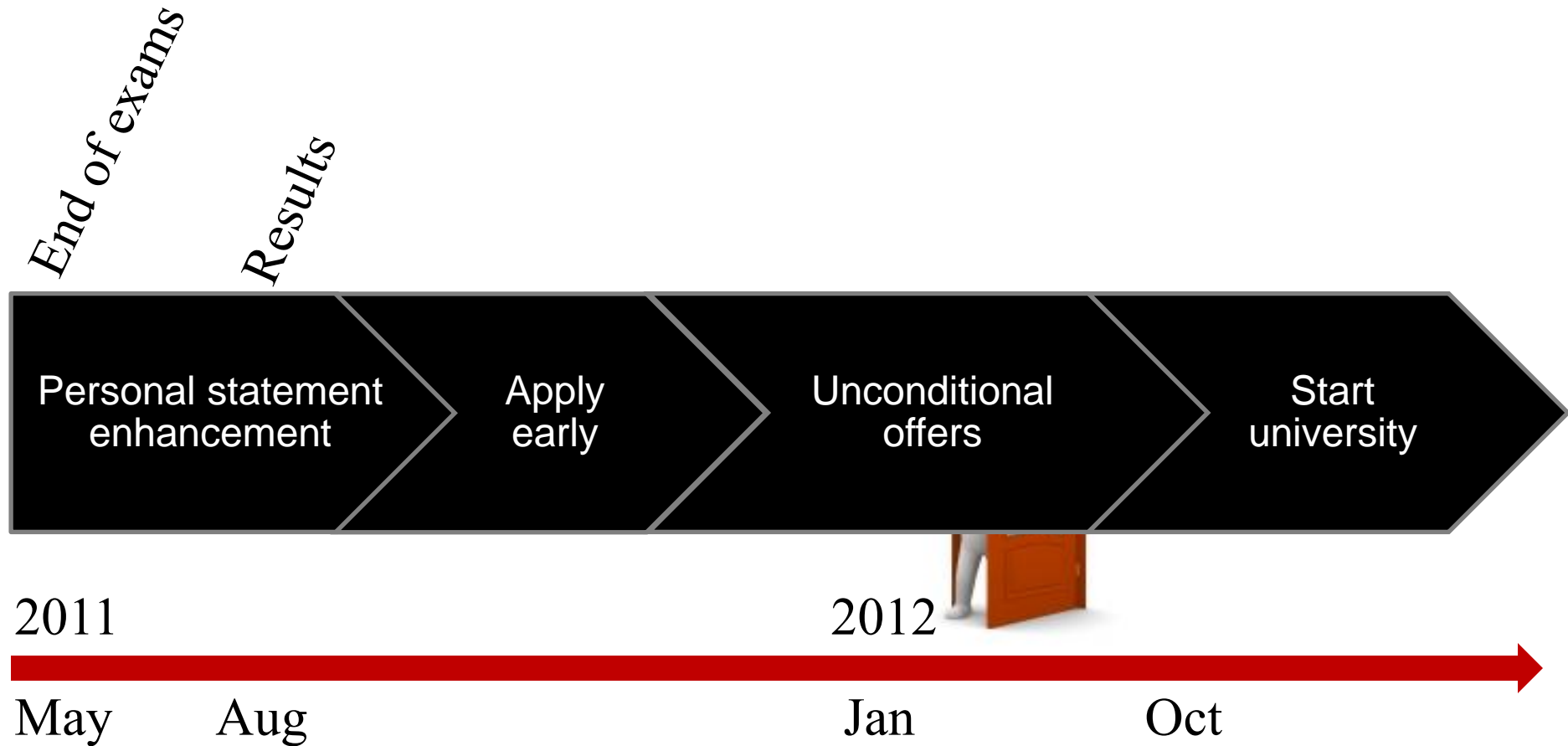
THE UNIVERSITY OF  
WARWICK

## > Strategies.....

- Insurance choice
  - It's a backstop not a second option
  - In a competitive market, use it as a backstop
  - 42% had CIs harder or equal to CFs
- Post qualifications admission



## > Applying post qualifications' results



## > Myth: Choices...

- An applicant's other choices are ***invisible*** to the University or College
- There is ***no*** ranking of choices



## > Individual segmentation

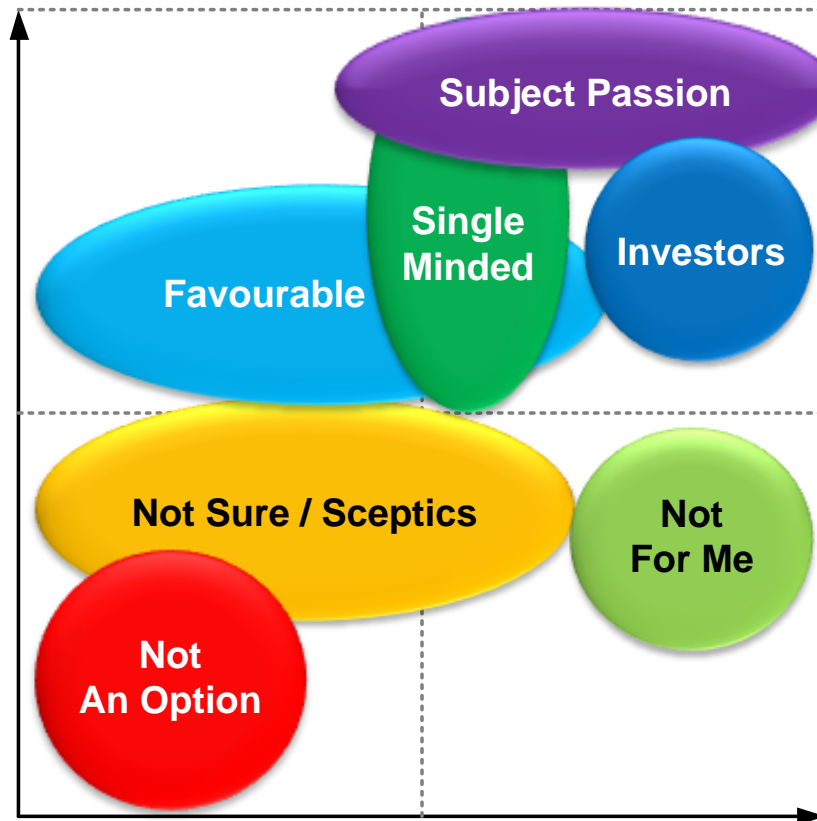
Degree of  
Engagement

Passionate

Active

Uninterested

Unaware



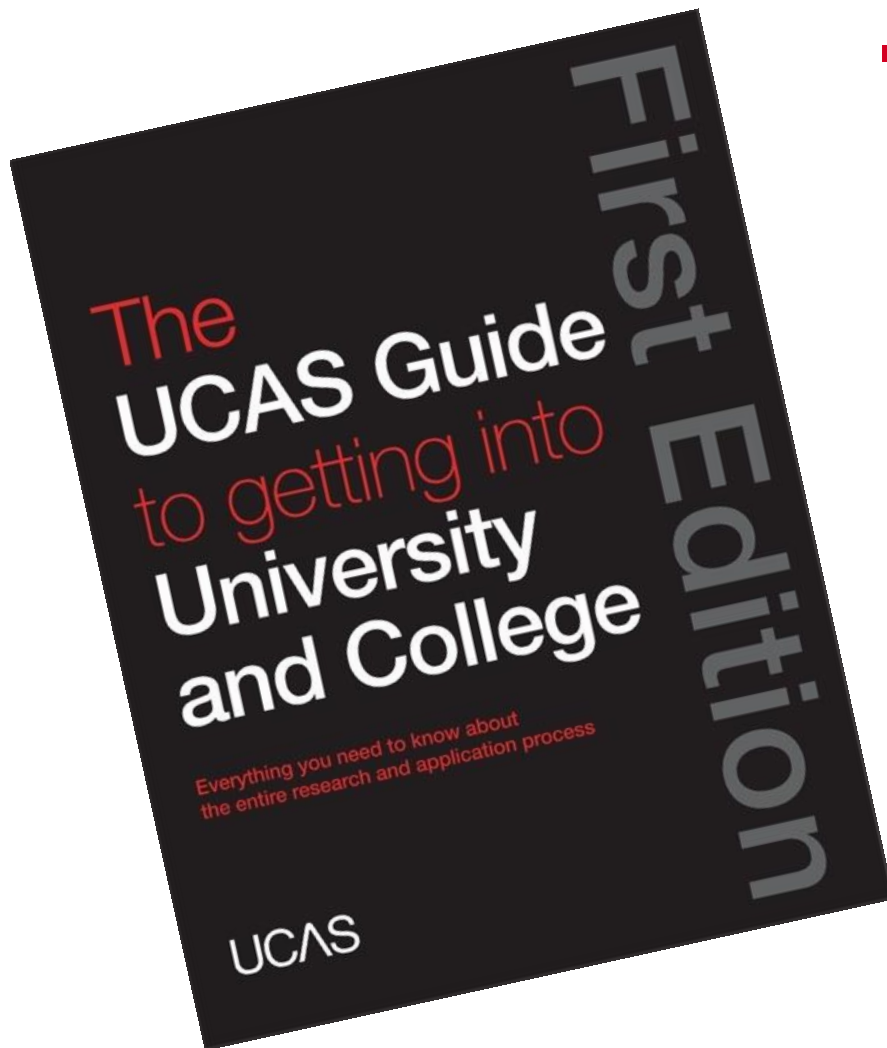
Level of  
Information

Uninformed

Informed

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## > Launch of new publication



- Applicant journey
  - Choosing courses
  - Applying
  - Offers
  - Next steps
  - Starting university or college

## > Tuition Fees – another view.....

- Nobody pays ‘tuition fees’.....
- .....but you do incur a liability for paying additional income tax if you earn more than £21K
- Like income tax, you can drop in and out of the higher graduate tax band
- The amount you pay back monthly is the same if you choose a £9K course or a £6K course (but you might pay for longer)
- Repayments are pegged to income *not* the size of the loan
- For lower income brackets, the new regime is more ‘affordable’ than the current arrangements



> Understanding tuition fees – the story so far....

Domicile of student	Location of institution			
	England	Scotland	Wales	NI
England	Up to £9k	Unknown	Up to £9k	Unknown
Scotland	Up to £9k	Unknown	Up to £9k	Unknown
Wales	£3,290	Unknown	£3,290	Unknown
NI	Up to £9k	Unknown	Up to £9k	Unknown
EU	Up to £9k	Unknown	£3,290	Unknown
Other international	Unregulated	Unregulated	Unregulated	Unregulated

## > **New for 2012: Contextual data service**

- UK-wide data set provided at request of HEIs:
  - school performance
  - % free school meals & EMA
  - % students from low progression neighbourhoods
- No requirement to use contextual data
- HEIs will have to opt-in to UCAS service & explain how they will use the information



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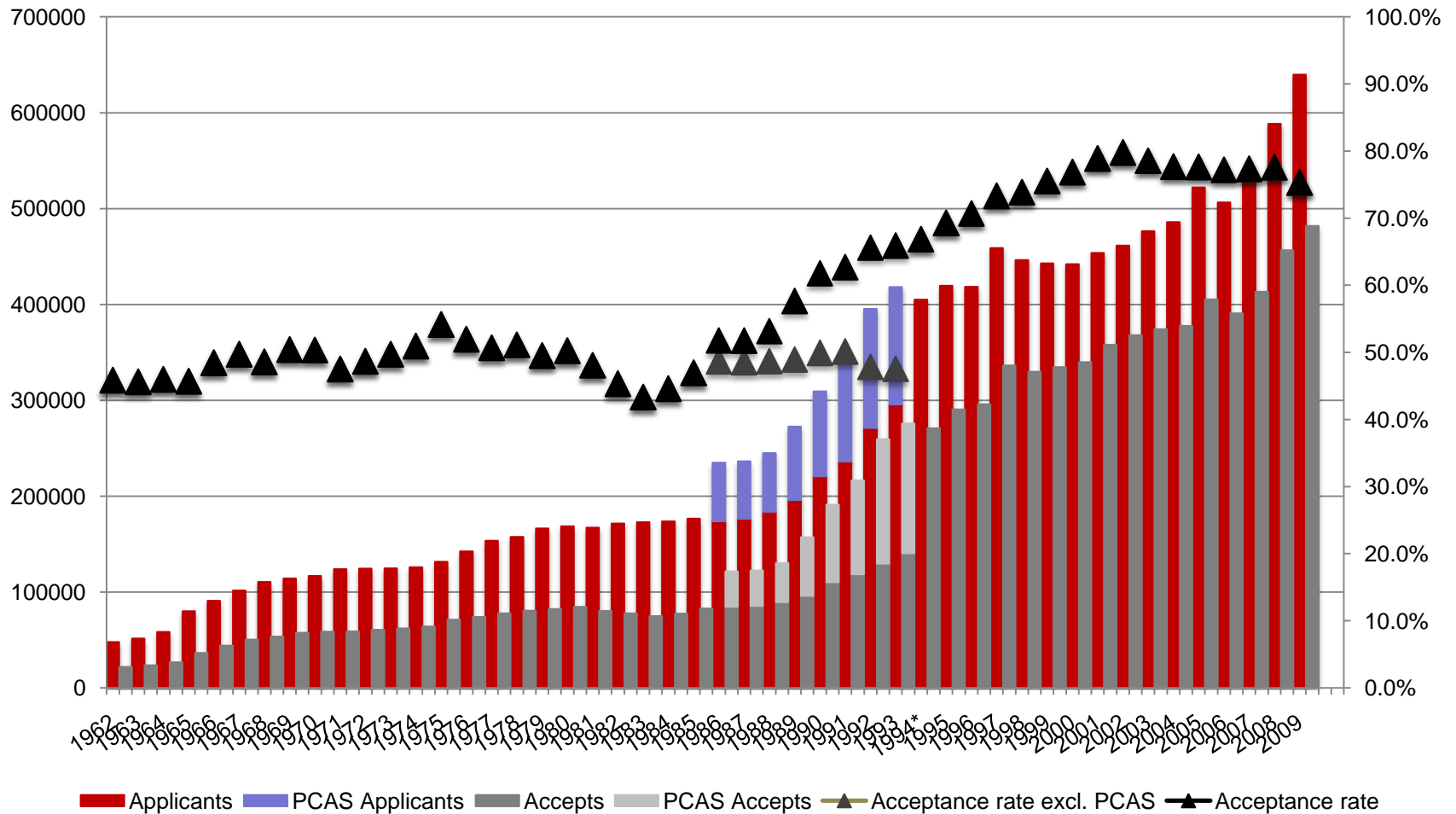
> From the Sunday Times.....

*“Hoare and a colleague studied the results of 4,305 students admitted to Bristol in 2002-4. The starkest result was the 54% gap in firsts between state and private school students with three As at A-level.”*



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## > 50 years of centralised admissions



## > Admissions Process Review

- Choices
- Balance between
  - Parallel (currently five choices)
  - Sequential (currently 'Extra')
  - PQA (currently clearing)
- Offers including insurance
- Better processes
  - Reduce errors and missing information
  - Pre-screen applications
  - Match results to offers
- Improvements for personal statements and references
- Customised application processes



## > Questions



**Mary Curnock Cook**  
***Chief Executive***

☎ +44 (0)1242 544 996

✉ [m.curnockcook@ucas.ac.uk](mailto:m.curnockcook@ucas.ac.uk)

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