

HELOA/UCAS Working Group: Let's Discuss UCAS Exhibitions!

UCAS

Andrea Bourne, University of York (Group Chair)

Ellie Wharfe, Manchester Metropolitan University (Group Secretary)

The logo for HELOA, featuring the word "HELOA" in a white, sans-serif font. The letter "O" is replaced by a stylized graphic consisting of two concentric circles, with the inner circle being solid white and the outer circle being a thin white line.

HELOA UCAS Events Working Group - Introduction

- The Working Group Membership
- HELOA and UCAS have always had a good working relationship
- Significant interest from HELOA members
 - We host a number of UCAS exhibitions
 - We invest time and money in attending the exhibitions
 - Very popular UCAS sessions at previous National Conferences!
- UCAS keen to take exhibition development forward
 - seeking feedback from exhibitors
 - Working closely with HELOA members who are Service Providers
- In both HELOA and UCAS' best interest for us to develop the relationship further

Purpose of the Group

- Co-ordinate constructive feedback and suggest improvements to the UCAS network of events
- UCAS to advise of any changes to UCAS events in a timely and effective manner, seeking HELOA Member advice where relevant
- Disseminate appropriate messaging from UCAS via HELOA network
- Engage in development of key areas of UCAS events e.g. data capture
- Meet three times a year (at least twice with UCAS)
- Terms of Reference

Discussion topics have included:

- Code of conduct and penalties
- Student numbers
- Overcrowding and flow of traffic
- Opening hours
- Service Provider feedback
- Scanners and data
- Calendar
- Twilight sessions
- Interactivity at events
- Extreme weather conditions
- Security
- UCAS subscriptions
- Booking system

UCAS Exhibitions – Future Directions

Helen Thorne
Director of External Relations
UCAS



UCAS

Security marking: PUBLIC

What does UCAS do?

At the heart of **connecting people**
to **higher education**



30m
users of
ucas.com



Understanding demand
for higher education



we publish 3 million data
points, **freely available** to
download and re-use

UCAS is an
independent
charity



UCAS
Media
with a
commercial
subsidiary



Profits from UCAS Media
go back into the charity

706k*
applicants last year



541k*
accepted to a course



*706,435 applications and 541,240 accepted into full time study in 2019.

Total number of placed applicants
through the UCAS Undergraduate scheme



1962

Present



UCAS



The changing context

- Increasing globalisation of UK HE
- Increasing differentiation and financial pressures in the HE sector
- Wide range of choice for students, but navigating this can be hard
- Two admissions reviews. Interest in post-qualifications admissions (PQA)
- Increasing competition for UCAS in all areas, including events





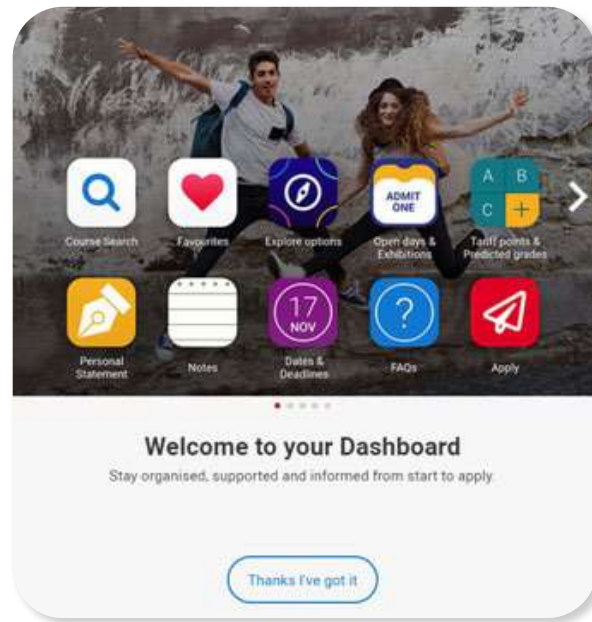
Discover Your Future



UCAS

How we support student decision making, digitally

- **Student Hub** – 133k sign ups since Sept
- **ucas.com** – 100 million unique page views per annum
- **Social media** – 0.5million followers
- **Unibuddy** peer-to-peer support
- **Adviser portal** – 9,852 registered centres in 168 countries
- **Clearing Plus** for 2020



PLUS
Clearing

UCAS

How we support student decision making, face-to-face

- **49 exhibitions across the UK**, attracting 173,000 student visitors and around 3,000 teachers and advisers
- **360 exhibitors**: 318 HEPs, 13 employers, and 29 others
- Programme talks covering **choices, student finance**, and **applying to HE**
- **Surplus reinvested** in core services in the charity
- **Apprenticeship Zone** at four events
- NEW **Student Street** zone



UCAS

Security marking: CONFIDENTIAL



What our customers tell us

95% of
student
visitors

85% of
teachers
and parents

80% of
exhibitors

...rated their experience of a UCAS exhibition
as 'good or great'

91% of HEPs said that our exhibitions were effective
in connecting them with suitable pre-applicants



UCAS

Security marking: CONFIDENTIAL



What our customers tell us

55% of students want a dedicated apprenticeship zone and events to be more **'fun and exciting'**, with more exhibits and features they can interact with or take part in

Teachers want **breadth of content**, so the event experience is relevant to more of their students

Exhibitors want **improved wifi** and **scanning**, **improved non-alphabetical layouts**, **better signage**, and more **sustainable** events



UCAS

Security marking: CONFIDENTIAL

Thank you

Helen Thorne
h.thorne@ucas.ac.uk



UCAS

Security marking: PUBLIC