



UCAS Developments –

What you need to know in 2020

Louise Evans
Head of Customer Operations

The accessible and trusted undergraduate admissions service

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



706k*
applicants last year



541k*
accepted to a course

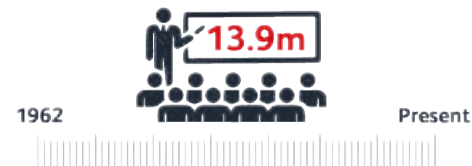


*706,435 applications and 541,240 accepted into full time study in 2019.

30m
users of
ucas.com



Total number of **placed applicants**
through the UCAS Undergraduate scheme



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

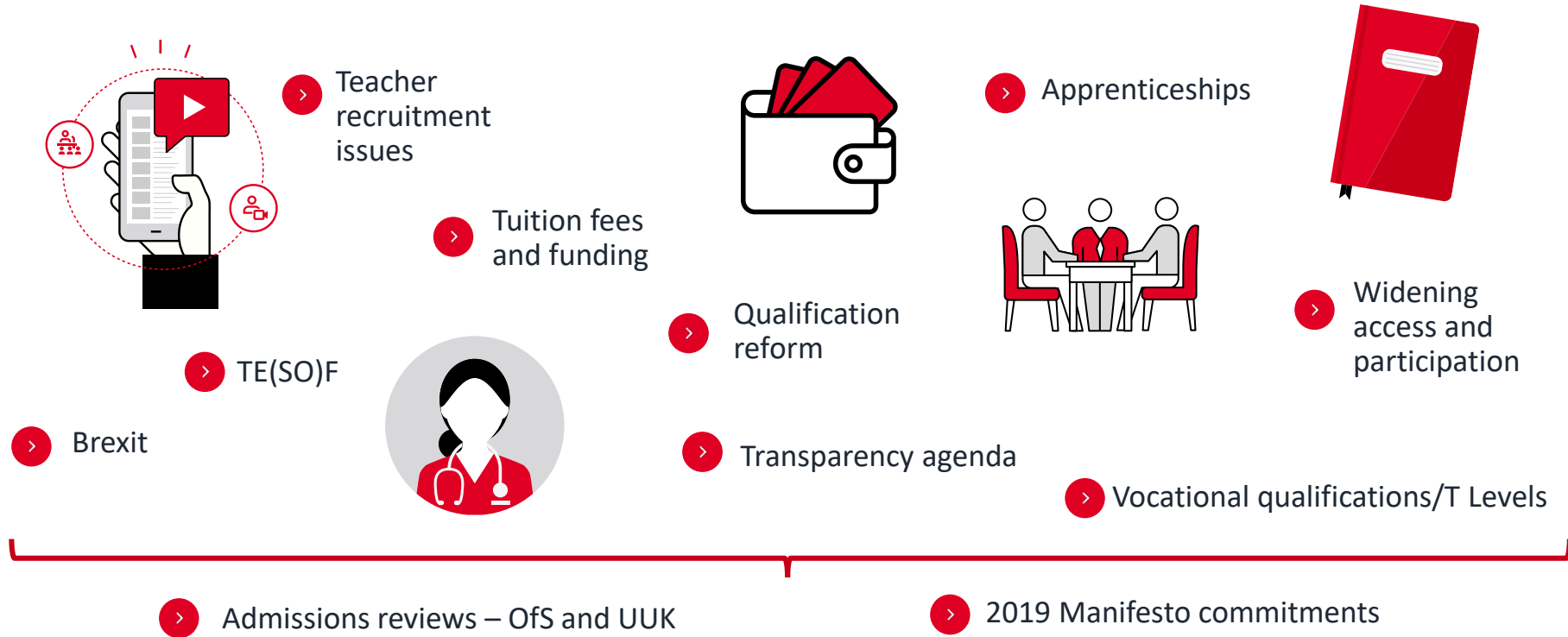


Profits from UCAS Media
go back into the charity

UCAS



The changing landscape





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)

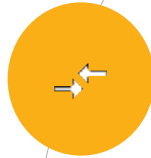
Demand for over

50,000 more HE places by 2030

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







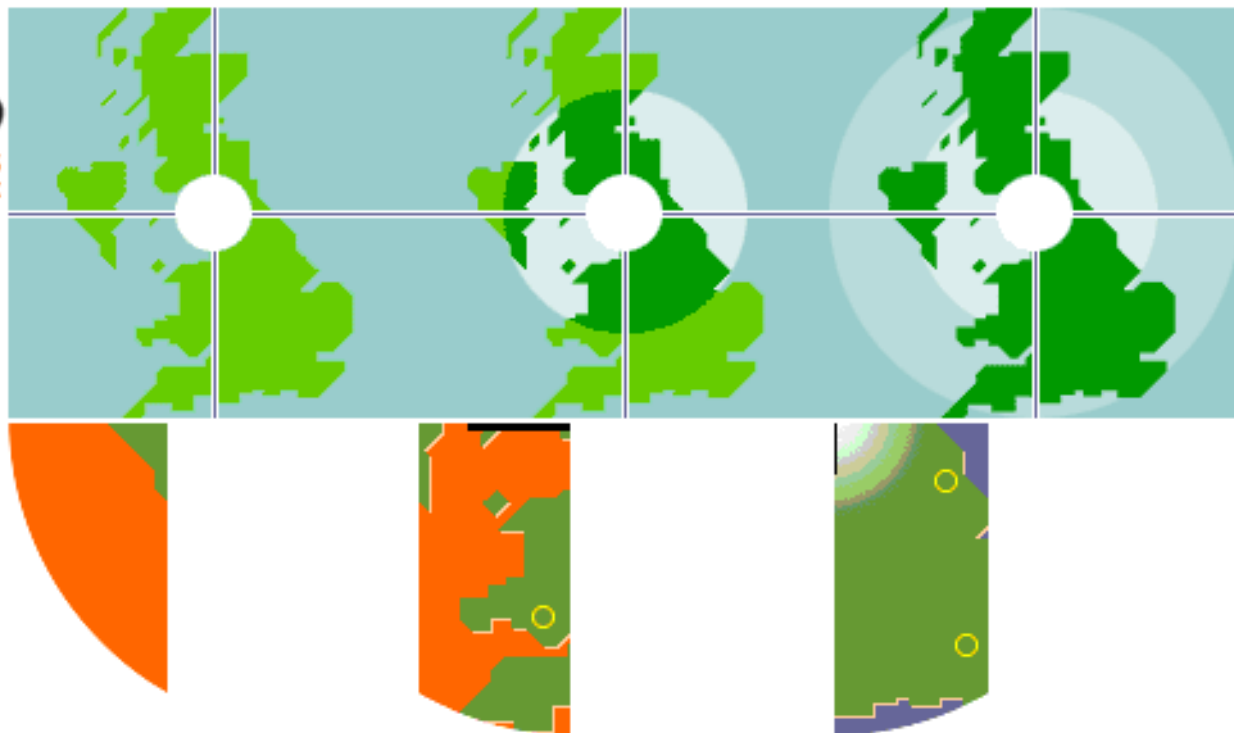
Customer value: focused on delivering value for customers

UCAS Hub

Finlay Willicott
Product Manager



UCAS

[Universities, colleges and courses](#)[Advice centre](#)[For Higher Education staff](#)[studentUK](#)

Welcome to UCAS (Universities and Colleges Admissions Service). UCAS is the UK central organisation through which applications are processed for entry to full-time undergraduate courses, HNDs and university diplomas. The mission of UCAS is to promote the partnership between prospective students, universities, colleges and schools.

Security marking: PU

Medical Schools

Dec 1998



UNIVERSITIES & COLLEGES ADMISSIONS SERVICE



- > students
- > schools & colleges
- > higher education staff
- > information
- > statistics



UCAS is the central organisation that processes applications for full-time undergraduate courses at UK universities and colleges.

- > news
- > business services
- > site index





[Students](#)

[Parents](#)

[Advisers](#)

[HE staff](#)

[About us](#)



Managing applications to UK higher education courses

> Course Search



> Apply



> Track progress



Welcome!

Make the most of our website

Our web-based tools will help you to apply for higher education. You can research courses using Course Search, make your application using Apply and follow the progress of your application using Track.

News

Launch of Unistats
26 November 2007

[The brand new Unistats website was launched on Monday 26 November](#)

UCAS Card scheme

[Our UCAS Card scheme is now open for registration to all current Year 12, S5 or equivalent students](#)



UCAS

Pick a card, any card...

UCAS Card is changing – click above to sign up.

THE E-CARD FOR GREAT DEALS AND ADVICE.

Search for courses

Search for courses >

Check different subjects, application routes and course details.

Apply or track your application

Apply or track >

Start or continue your application, or track your progress.

Higher education in the UK

Undergraduate options

Postgraduate options

Flexible and part-time

International applications



Statistics & analysis

Dec 2013

Choose your future

Explore your options, apply to university, and more



Going to university?

Studying a degree at university, college, or a conservatoire



Advertisement: [Why the ads?](#)



Advertisement: [Why the ads?](#)



Not sure what to do?

We can help you decide



Study at a conservatoire

Everything you need to know about applying to study at a UK conservatoire for music or drama, or performing arts



Postgraduate

Returning to study?



Alternatives to university

Apprenticeships, internships, and gap years

Why?

**Pages:
1,200**

**Courses:
UG 55,000**



You don't know what you don't know.



To help students make better informed decisions.



There is a vast world of inconsistent I&A out there.



Students feel lost without a single place to come back to.



Students need relevant and personalised information.



Long-term customer outcomes

Students

- Opening choices
- Effective research
- Relevant content
- Specific I&A
- Every relevant opportunity

Providers

- Early engagement
- The right audience
- Better informed applications
- Data insight

Advisers

- Proactive support
- Reduce customer effort
- Visibility
- Efficiencies in reporting back

UCAS Hub so far

145,000

sign-ups so far

Launched:
11 September
2019

65.3%

helped find info
on subjects they
didn't previously
know about

59.6%

students said they
were considering
options they hadn't
before

Feedback

“ Neatly organised, and very easy to access. ”

“ Really enjoying the Hub, gives great advice and information but I would like to hear some student experience from different subjects/subject areas please :) ”

“ I like how it's structured and how the personal statement builder is done. Don't think I would've got it done otherwise. ”

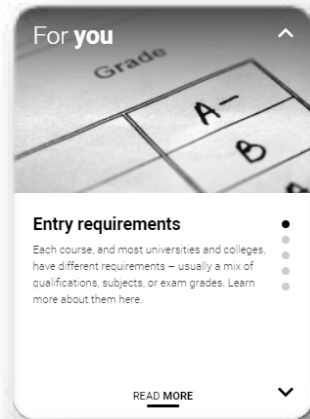
“ Easy to manage. ”

“ very useful #blessed. ”

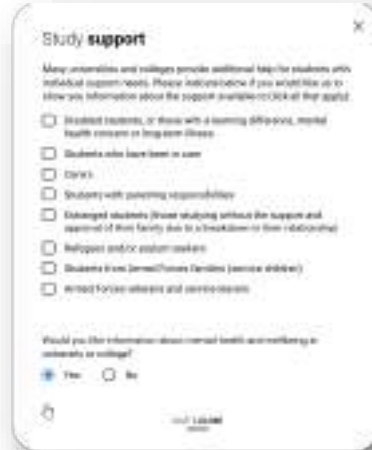
Product Demo

Coming up

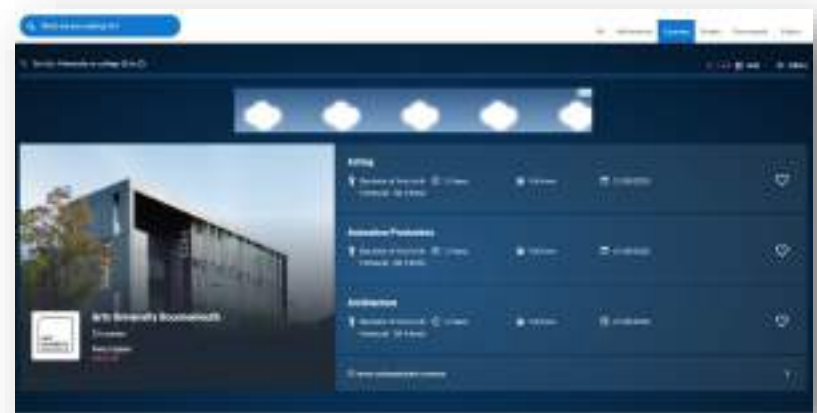
Personalisation improvements



Widening participation



New course search



Clearing Plus

Courteney Sheppard
Senior Customer Experience Manager - Students



UCAS