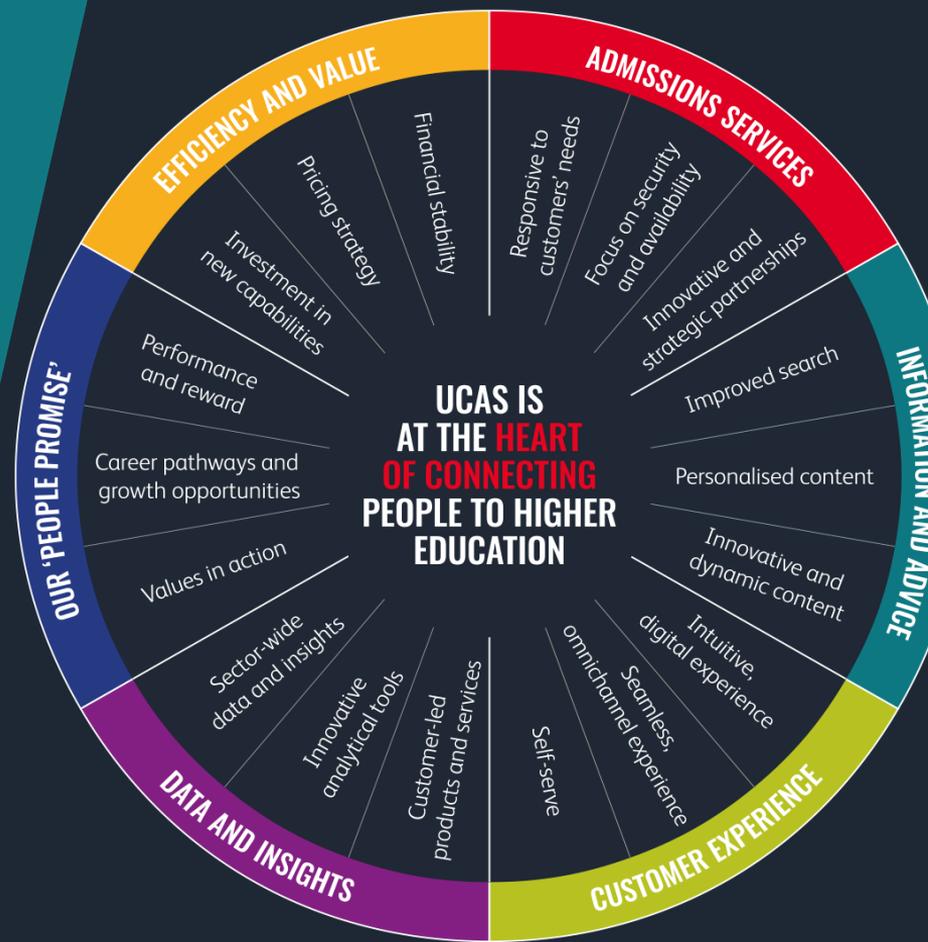# LOOKING TO THE FUTURE

Developing a new Admission Management System for all our customers

Kate Butland
Head of Strategy and Policy
Louise Evans
Head of Adviser and Provider Experience

UCAS

Future Focus 2020

- **Focused in on core purpose**

- **Reviewed markets to invest in, explore and exit from**

- **Identified required capabilities**

Future Focus: what's to come?

Delivering consistently through six workstreams

Deliver a fair and trusted admissions service

Horizon scanning and innovation
Student app, partnerships, technical education admissions support

Continuous service support and improvement

Accessibility, integrity and consistency of data
Visualisations and a single data repository

Secure and flexible admissions
Apprenticeship pilot with BuildUK, redesign ABL, support for lifelong and modular learning

Pathways to informed decision making
Robust events system, potential accommodation marketplace, Technical Education support

Reducing the cost to serve
Digital shop window, increased automation and self-serve

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Demand/Supply

How customers influence change at UCAS
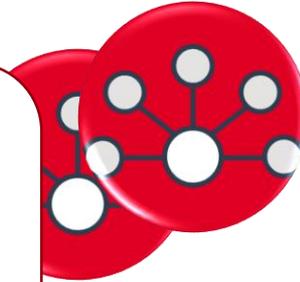
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Demand drives supply

- Survey data
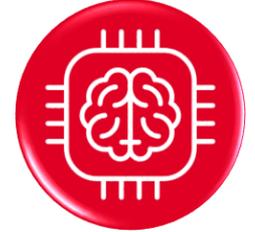- Insight shared with customer facing teams
- Complaints
- Feedback

- User test
- Regional
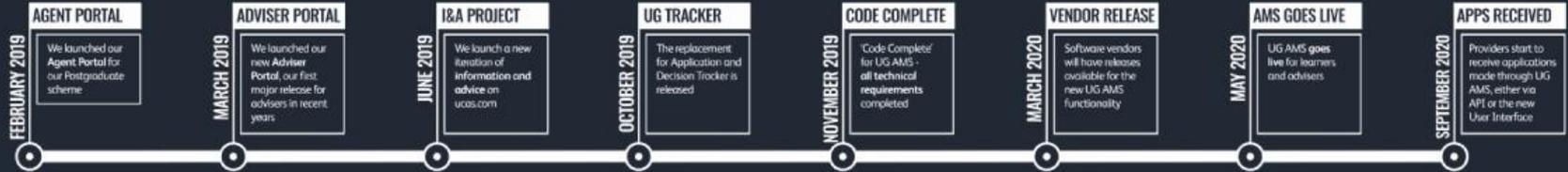- Consultation

Voice of Customer driving change

- ...ory
- ...os
- ...na...
- ...keho...
- engage...
- Corporate governance

Voice of Customer

THE JOURNEY TO UG AMS

AGENT PORTAL
We launched our **Agent Portal** for our Postgraduate scheme

FEBRUARY 2019

ADVISER PORTAL
We launched our new **Adviser Portal**, our first major release for advisers in recent years

MARCH 2019

I&A PROJECT
We launch a new iteration of **information and advice** on ucas.com

JUNE 2019

UG TRACKER
The replacement for Application and Decision Tracker is released

OCTOBER 2019

CODE COMPLETE
'Code Complete' for UG AMS - **all technical requirements** completed

NOVEMBER 2019

VENDOR RELEASE
Software vendors will have releases available for the new UG AMS functionality

MARCH 2020

AMS GOES LIVE
UG AMS **goes live** for learners and advisers

MAY 2020

APPS RECEIVED
Providers start to receive applications made through UG AMS, either via API or the new User Interface

SEPTEMBER 2020

Information and Advice -
key messages

Future Focus: delivery of information and advice dashboard
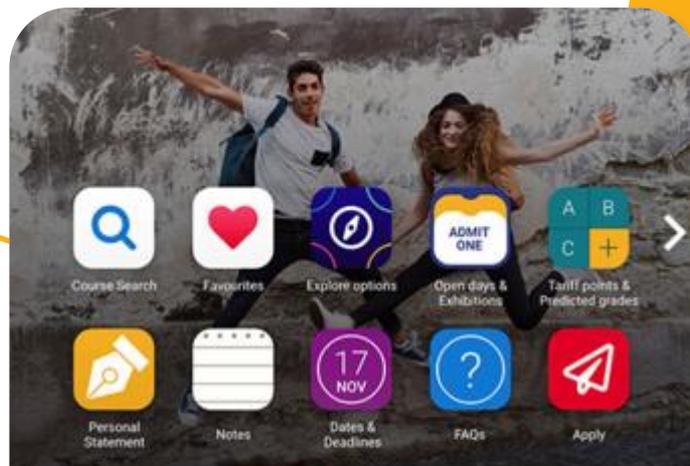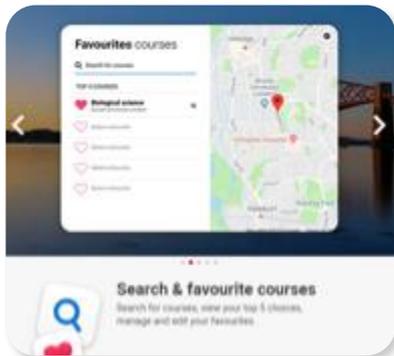
Adviser and agent portals – key messages

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The adviser and agent portals

Our portals will give advisers and agents complete oversight of UCAS Undergraduate and UCAS Postgraduate applications, launching 2019

What?
Adviser portal
Replacing Apply for advisers and Adviser Track.

Scheme?
Undergraduate applications

Who?
**Registered centres
(advisers and agents)**

Means?
**Advisers and agents can manage
student applications from registration to being placed.**

When?
March 2019, for 2020 cycle

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Adviser portal – same business rules

Manage applications – check, approve, and submit

Add a reference

Add predicted grades

One personal statement

Up to **five choices**

Deadlines – e.g. 15 October and 15 January

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Pre-submission

Self-service registration and password reset

View applicant's 'Education' section while entering **predicted grades**

View applicant's personal statement while entering **reference**

Shortlist of qualifications search and multi-upload

Ex-students linking to centre – easy to identify

Adviser portal – what's different?

Post-submission

Tracking offers and decisions (Adviser Track) by group

Sort and filter functionality for student status pre and post-submission

Real-time data on applicant status

Revamped Applicant Status Report

'Application' last updated feature

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Tracker –
key messages
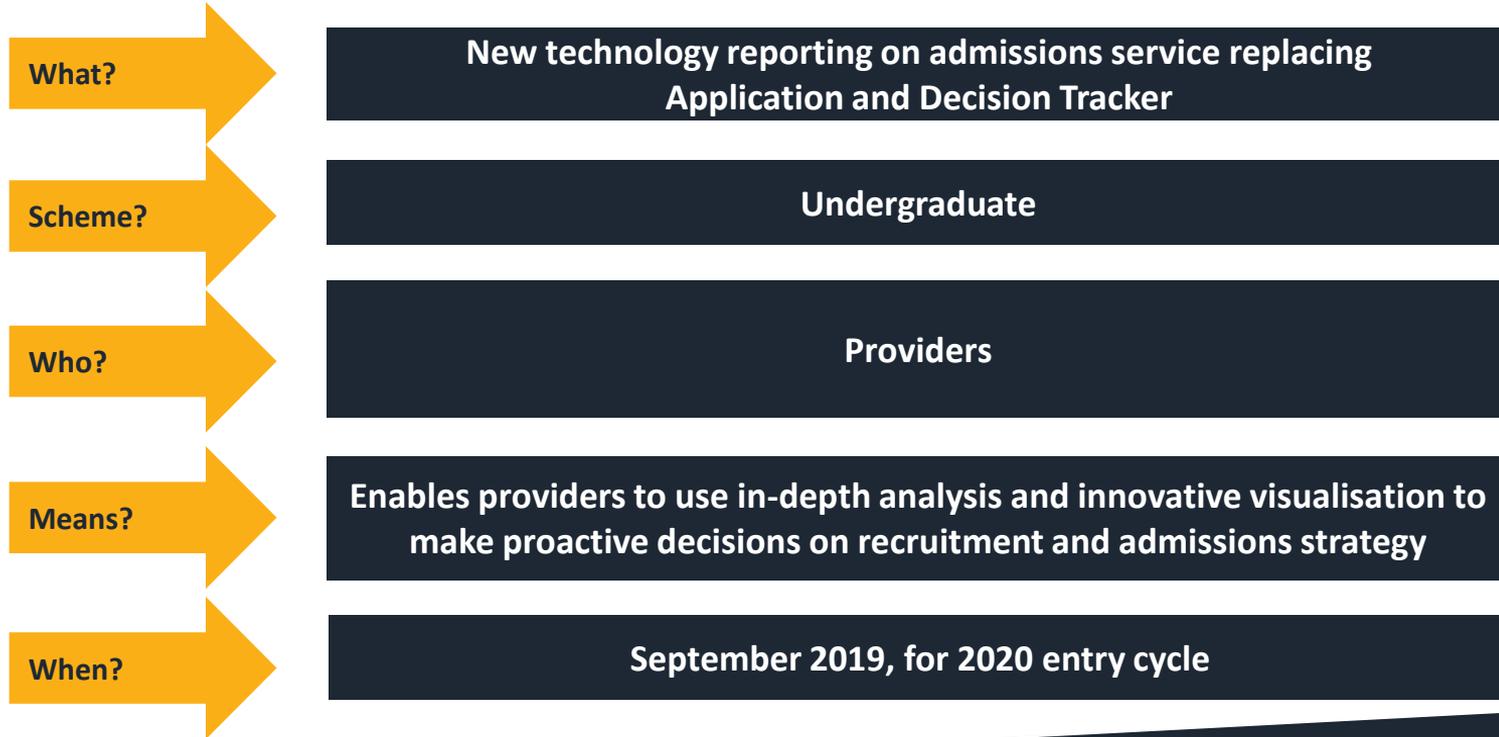
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Tracker

Tracker is the single source of data capturing every application made to undergraduate higher education in the UK through UCAS, giving providers unrivalled in-cycle insight to support recruitment and admissions strategies

What? — New technology reporting on admissions service replacing Application and Decision Tracker

Scheme? — Undergraduate

Who? — Providers

Means? — Enables providers to use in-depth analysis and innovative visualisation to make proactive decisions on recruitment and admissions strategy

When? — September 2019, for 2020 entry cycle

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Tracker

Benchmark –
Compare in-cycle data against direct competition and sector (Now including school type comparison and international country)

Analyse –
From provider to course line level against previous two years

Customise –
Flexible bespoke analysis through customised reporting (Now including innovative data visualization alongside CSV and PDF)

Direct to Clearing –
New capability delivering reporting on Direct to Clearing applications daily throughout July

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Future Focus: delivery of AMS

Undergraduate AMS is due to be launched in **2020, for the 2021 cycle**.

Are you, your policies, processes and systems ready for the improvements?

More flexibility in the cycle

More control for applicants:
- self-release into Clearing
- 'I'm still looking' tick box

Better customization, incorporating provider specific questions and document uploads.

Greater support for contextual admissions and new widening participation questions.

Fewer sign ins, leading to a better provider experience.

Better reference data, including qualifications.

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UG/UC AMS – Top 10 key features

1 Moving towards Single Sign On, reduced logins

2 Use of more refined reference data e.g. Qualifications

3 Richer contextual data on applicants, assisting offer making e.g. Widening Participation

4 Increased flexibility to add future requirements

5 Much improved look and feel, with all the information you need in one place

6 Increased flexibility to add future requirements

7 Implementation of clearing reforms e.g. self release, still looking option, & pushed offers

8 Add provider specific questions to applications, e.g. free text, multiple choice

9 Uploading of supporting documents e.g. Passport, Visa, Portfolios

10 More accurate applicant data to assist provider assessment

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AMS engagement

Focusing on technology

391 providers

194 providers dependant on 11 vendors

17 providers with in-house systems

180 weblink users

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Preparing for AMS – table activity

The changes UCAS is introducing as part of the new application management service (AMS) will be considerable, but include some great new functionality and features. Now it's time to start thinking about what you need to do to be prepared for these changes.

Take a look at the activity sheets on your tables:

- Questions to prompt activity.
- Think about what you need to do, who you need to involve.
- Discuss at your tables.
- Take back to your teams.
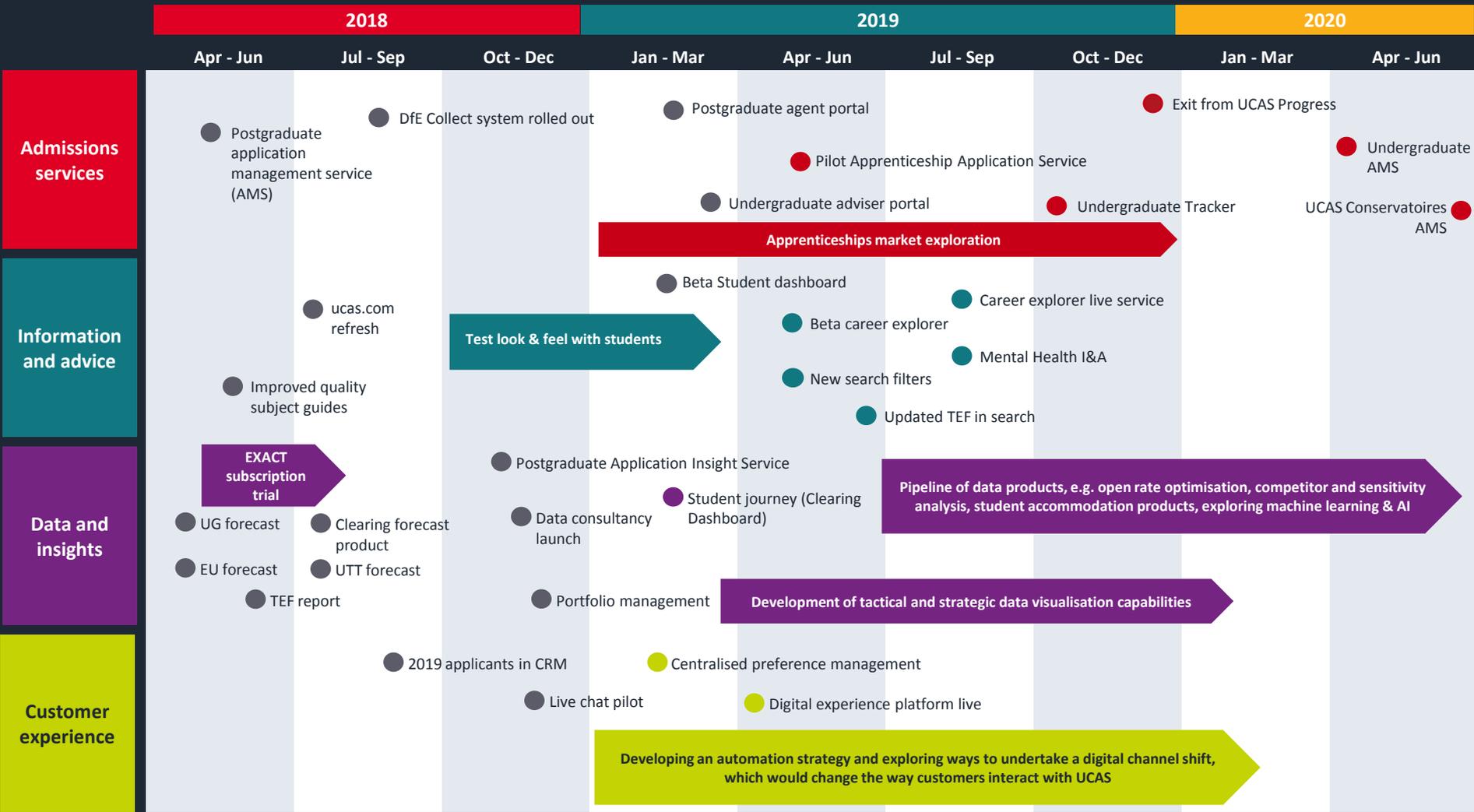
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Future Focus

Understanding your priorities

Current landscape

Political

- Brexit and impacts
- Potential shift in Government power
- Government interest in running services
- New T levels in England, apprenticeships
- UK divergence
- Rhetoric around HE

Economic

- Demographics, falling (and then recovering) 18 year old population
- Market dynamics: diversification vs. rationalisation
- HEPs under financial pressure
- Global skills agenda

Recruiting

A diverse and dynamic sector

Selecting

Socio-cultural

- Consumerism
- Attitudes towards personal data
- Transparency agenda
- Widening participation and access
- Pensions and risk of industrial action

Technological

- Mobile-first
- Open data
- Robotics
- Impacts of technology on learning e.g. AI
- Automation

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Testing your assumptions

What do you assume UCAS will be in 2025?

Yes/No

1. Be committed to supporting everyone with the potential to benefit from HE.

2. Offer a UK-wide, comprehensive FT UG admissions service to all HEPs that want to use it

3. A UG service where HEPs are expected to recruit all of their FT students through UCAS.

4. Offer I&A, admissions, marketing and data services to a wide range of customers in other markets (e.g. PG, teacher training and apprenticeships)

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Future Focus: Beyond 2020

Renewed strategy

- 2020-2025
- Building on digital delivery
- Adaptive to changing environment
- Diversification

Technology and innovation

- Personalisation at the heart of all services
- Automation integration
- AI in products and services

Policy into action

- Data driven inputs to sector consultations
- Relevant and timely policy outputs

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Themes

Markets: where we want to focus our activities, and where we might want to explore

Our offer: the services we run – packages, differentiation and innovation

International: supporting international student recruitment and international providers or bodies

Data: the open data agenda, and the balance between our public good and commercial objectives

Business model: the delivery mechanisms that will underpin the strategy

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Discussion

What challenges are you facing over the short, medium and long term?