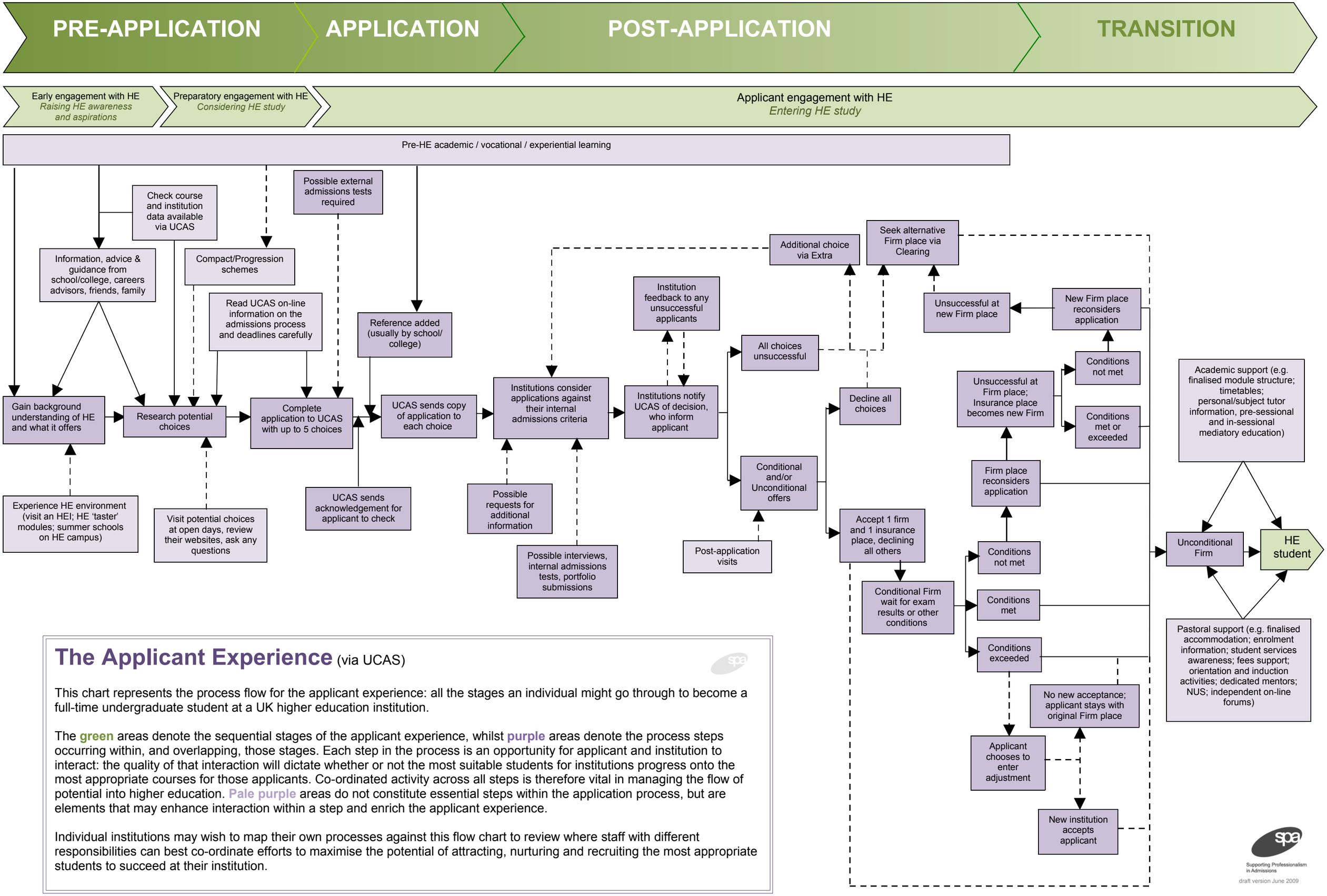

The Applicant Experience (via UCAS)

This chart represents the process flow for the applicant experience: all the stages an individual might go through to become a full-time undergraduate student at a UK higher education institution.

The **green** areas denote the sequential stages of the applicant experience, whilst **purple** areas denote the process steps occurring within, and overlapping, those stages. Each step in the process is an opportunity for applicant and institution to interact: the quality of that interaction will dictate whether or not the most suitable students for institutions progress onto the most appropriate courses for those applicants. Co-ordinated activity across all steps is therefore vital in managing the flow of potential into higher education. **Pale purple** areas do not constitute essential steps within the application process, but are elements that may enhance interaction within a step and enrich the applicant experience.

Individual institutions may wish to map their own processes against this flow chart to review where staff with different responsibilities can best co-ordinate efforts to maximise the potential of attracting, nurturing and recruiting the most appropriate students to succeed at their institution.