> Effective Marketing in Higher Education, 13 October 2010

Positioning your institution in the admissions route

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Chief Executive

UCAS

Key stats for 2010 cycle (as at 04/10/10)

Total accepted applicants:	**478,324**	**+0.5%**	↑
Total applicants:	**687,368**	**+8.7%**	↑
% of applicants accepted:	**69.6%**		↓ **from 75%**

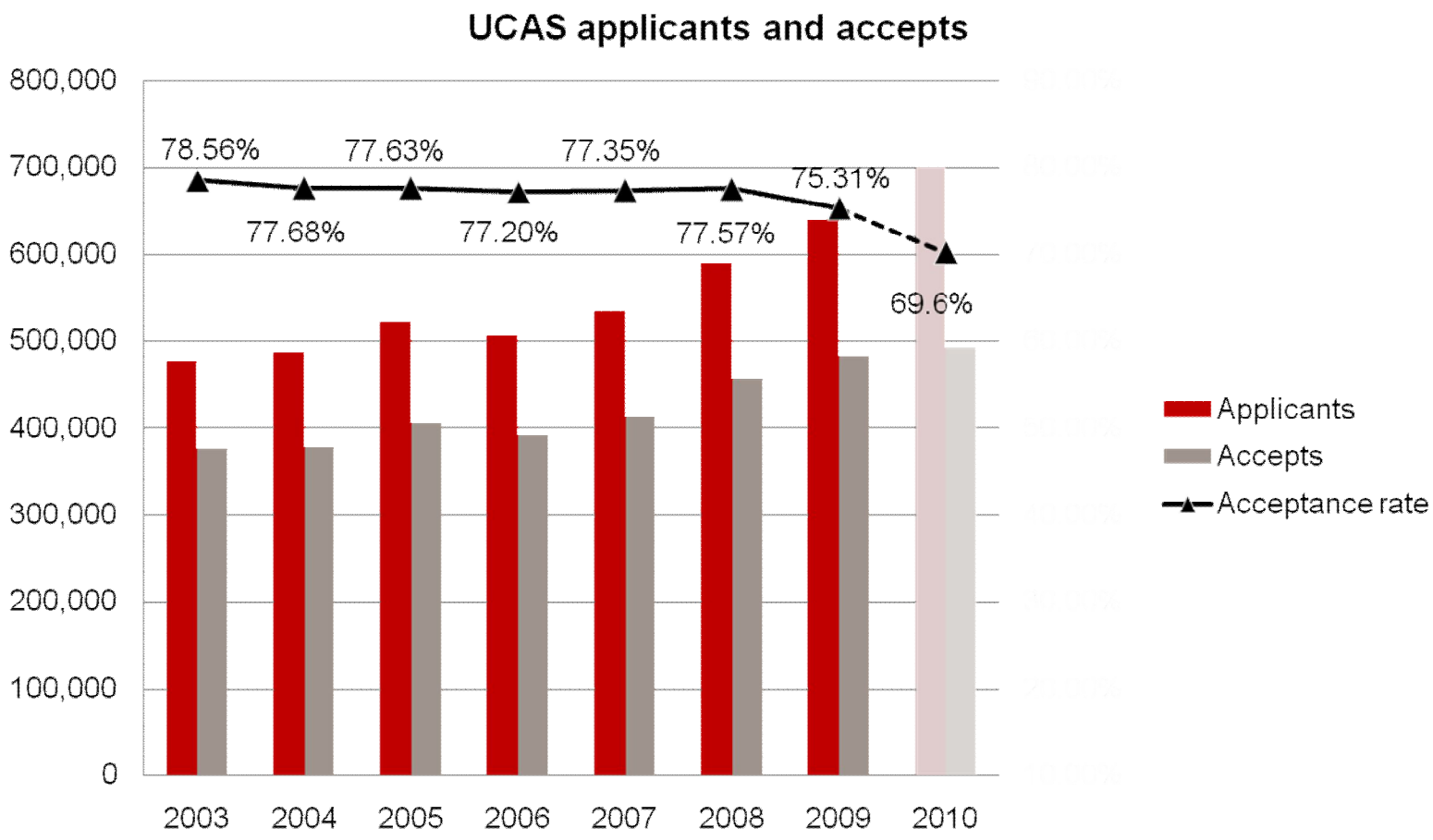
Regions

HEIs in England accepted:	**404,261**	**+1.4%**	↑
HEIs in Scotland accepted:	**39,707**	**-2.4%**	↓
HEIs in Wales accepted:	**24,598**	**-6.0%**	↓
HEIs in N. Ireland accepted:	**9,758**	**-4.0%**	↓

Applicant Origin

Accepts from UK applicants:	**253**	**-0.1%**	↓
Accepts from EU applicants:	**+1,575**	**+6.7%**	↑
Accepts from Non-EU applicants:	**+1,088**	**+3.4%**	↑

2010 cycle statistics



Source: UCAS Statistics Unit

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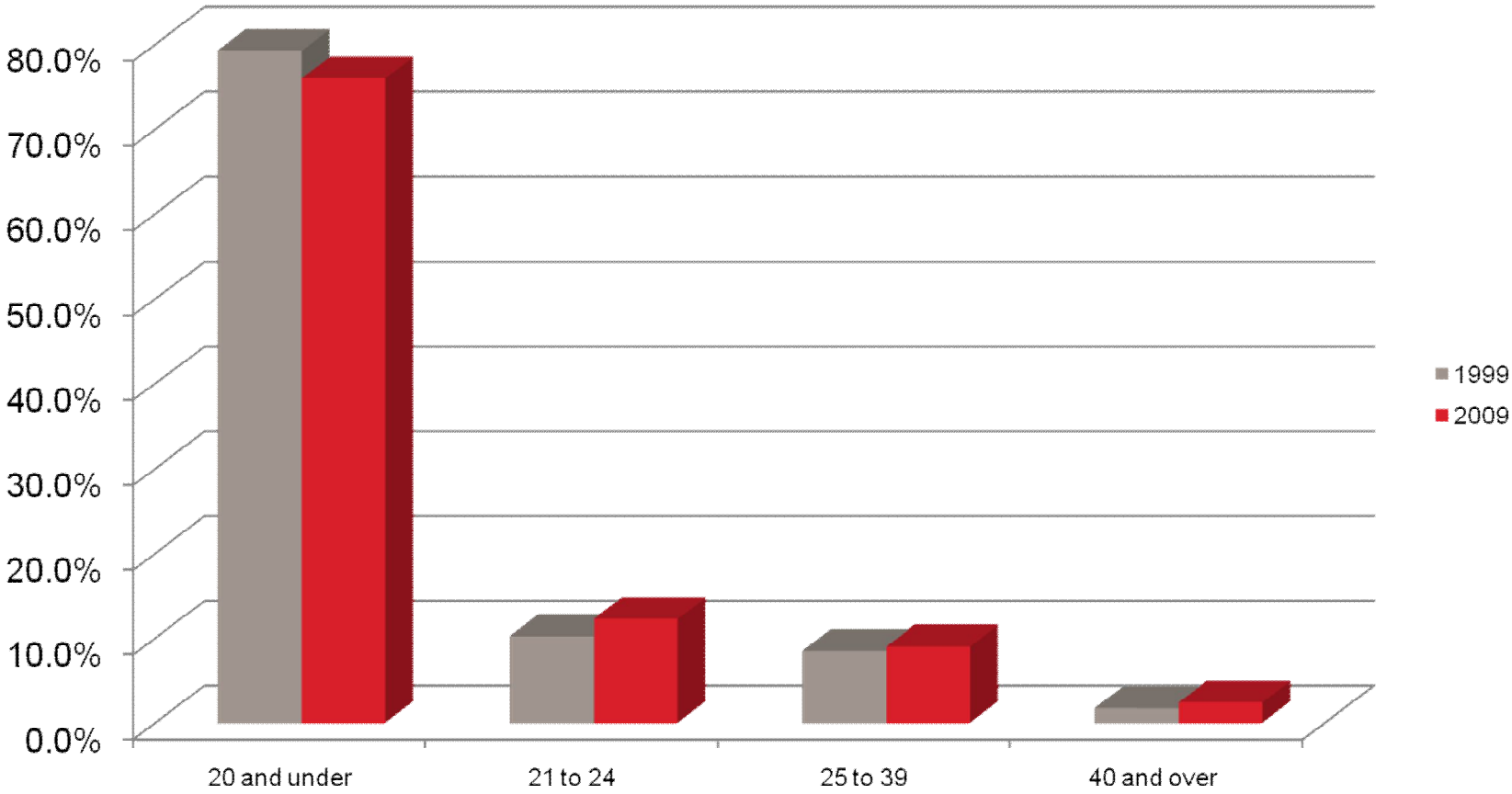
The changing profile of accepted applicants

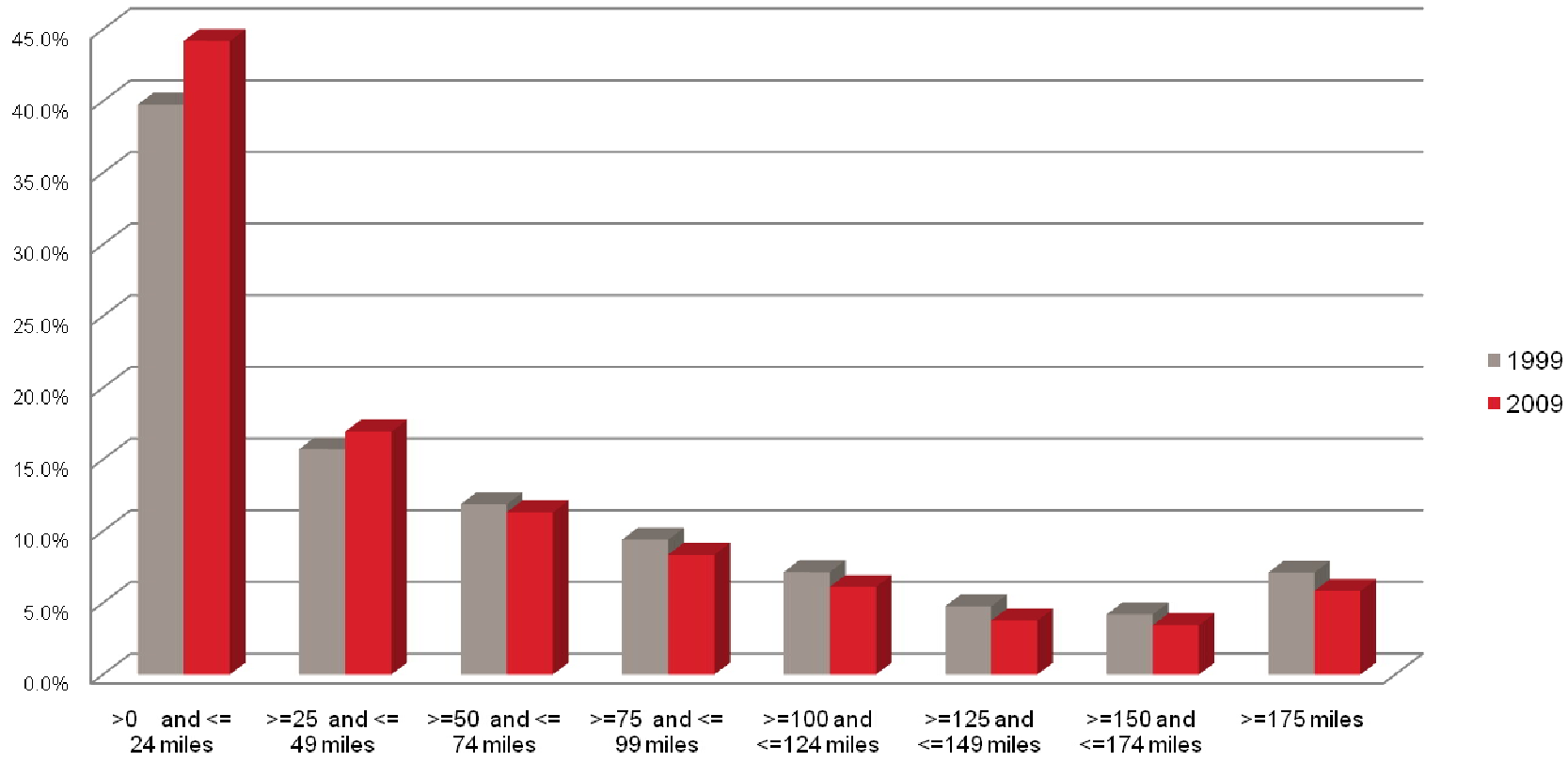
Age



Source: UCAS Statistics Unit

The changing profile of accepted applicants

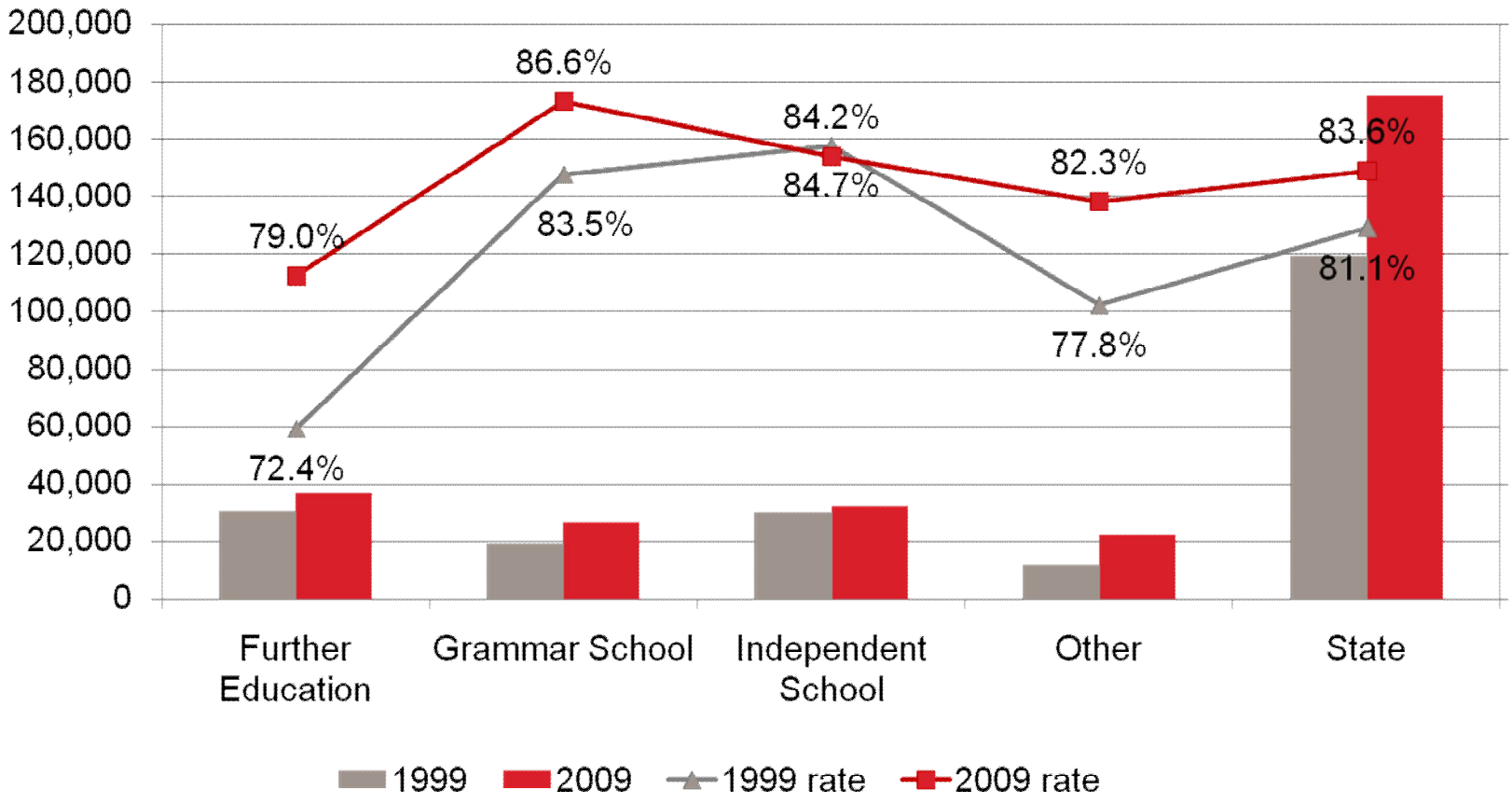
Distance travelled (UK domiciled acceptances)



Source: UCAS Statistics Unit

The changing profile of accepted applicants

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



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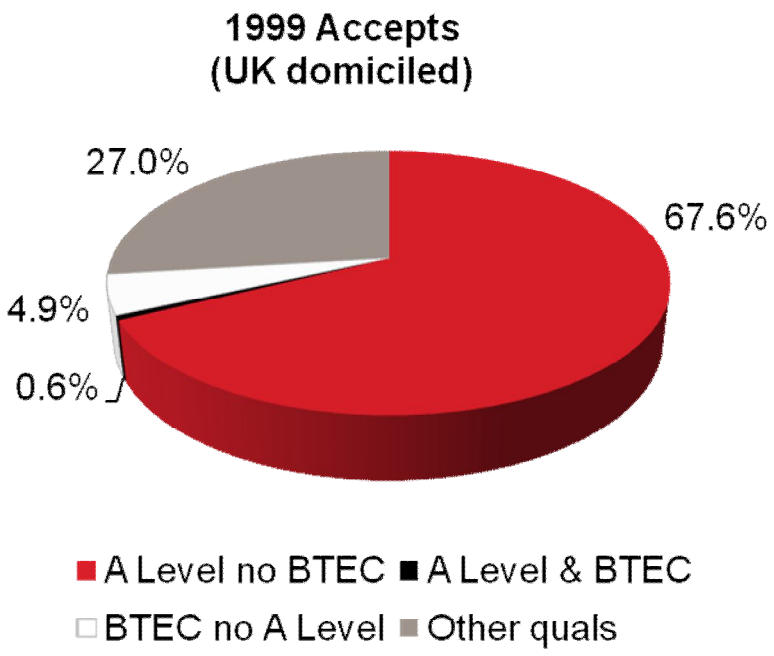
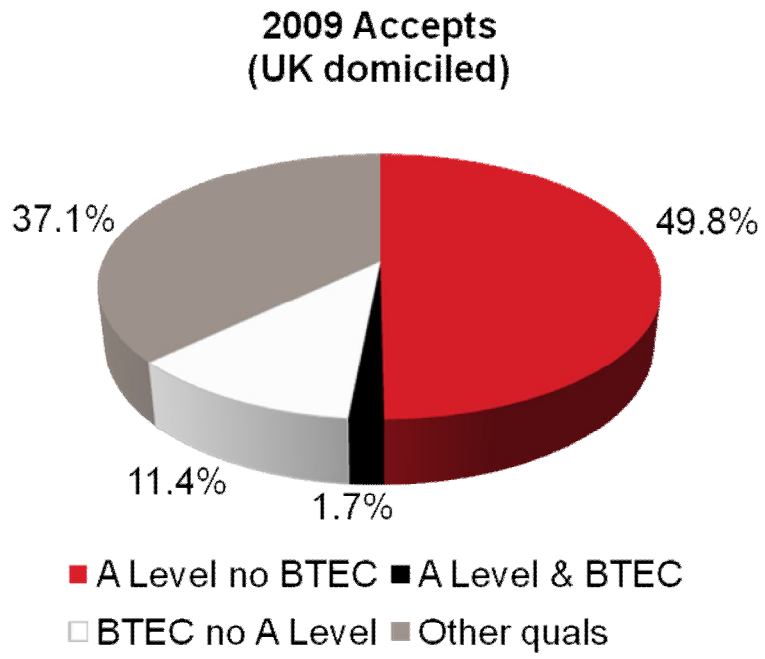
The changing profile of accepted applicants





Source: UCAS Statistics

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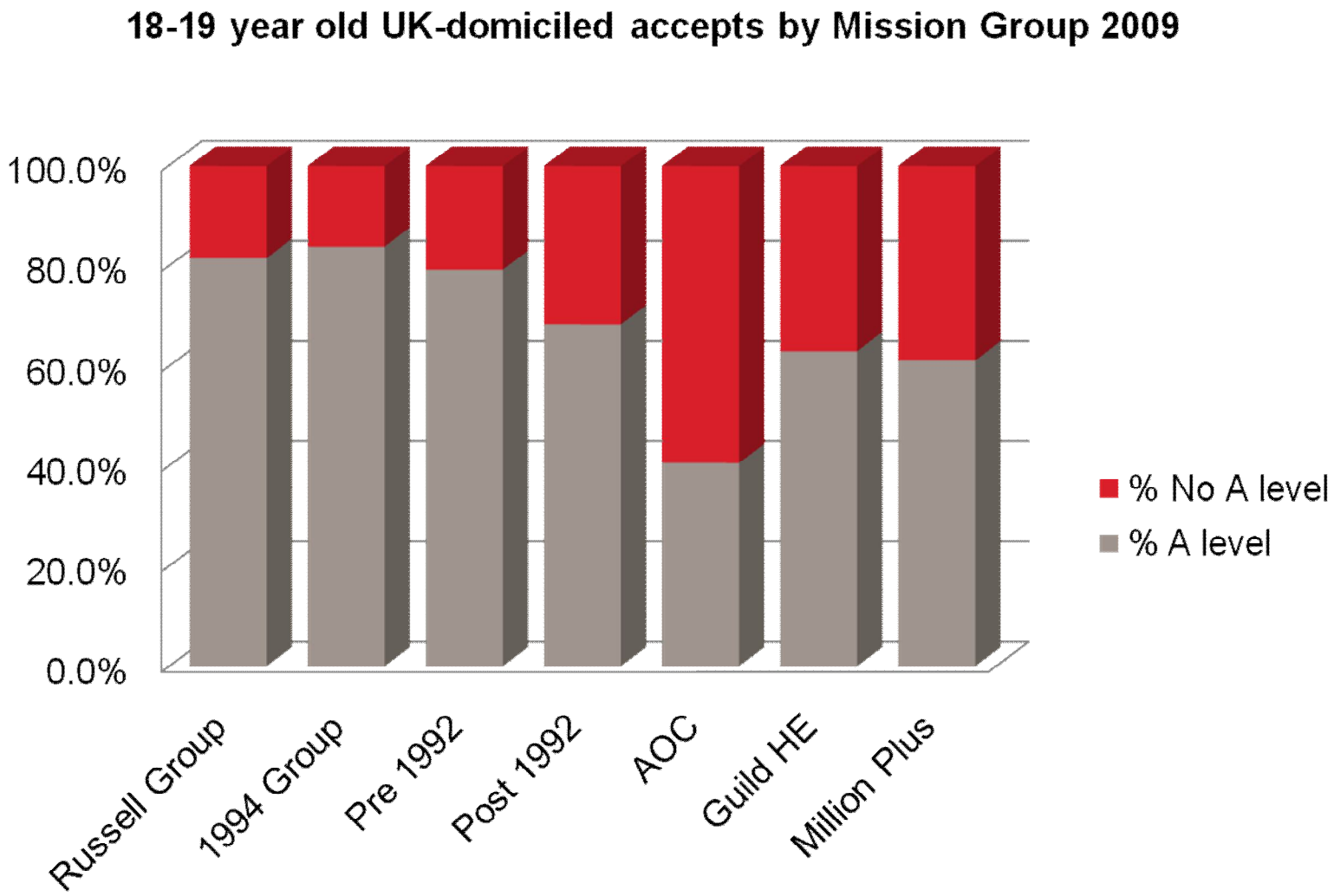
A levels accepts



Source: UCAS Statistics

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Use analysis to get the right applicants, with the right outcome

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Profile applications to understand your key converting audiences

Decisions - HEI (Subject Group Demographics)

ucas // media

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University of X00

Report 21 as at 14/02/2010 **Subject Group: Group C Biological Sciences**

Table 1 - Decisions by Gender

	Replies				Pending/Outstanding			Decline/Unsuccessful			Cancelled/ Withdrawn		
Gender	UF	UI	CF	CI	UP	CP	OUT	UD	CD	REJ	W	CNC/W	Total
Female	1	0	7	6	3	114	34	0	14	5	2	1	**187**
Male	0	0	4	2	2	64	20	1	7	4	0	0	**104**
Total	1	**0**	**11**	**8**	**5**	**178**	**54**	**1**	**21**	**9**	**2**	**1**	**291**

Understand your gender profile for varying subject levels and compare against your competitors

Table 2 - Decisions by Age (as at 1st September 2010)

	Replies				Pending/Outstanding			Decline/Unsuccessful			Cancelled/ Withdrawn		
Age	UF	UI	CF	CI	UP	CP	OUT	UD	CD	REJ	W	CNC/W	Total
Under 21 yrs	1	0	10	8	4	170	43	0	21	4	2	1	**264**
21 - 24 yrs	0	0	0	0	1	6	7	1	0	2	0	0	**17**
25+ yrs	0	0	1	0	0	2	4	0	0	3	0	0	**10**
Total	1	**0**	**11**	**8**	**5**	**178**	**54**	**1**	**21**	**9**	**2**	**1**	**291**

See which age groups are likely to convert

Table 3 - Decisions by Domicile

	Replies				Pending/Outstanding			Decline/Unsuccessful			Cancelled/ Withdrawn		
Domicile	UF	UI	CF	CI	UP	CP	OUT	UD	CD	REJ	W	CNC/W	Total
UK	1	0	11	8	5	176	46	1	21	8	1	1	**279**
EU (excl. UK)	0	0	0	0	0	2	5	0	0	1	1	0	**9**
Non EU	0	0	0	0	0	0	3	0	0	0	0	0	**3**
Total	1	**0**	**11**	**8**	**5**	**178**	**54**	**1**	**21**	**9**	**2**	**1**	**291**

Track the decisions of your international applicants

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Monitor your applications to adjust marketing and offer making strategies where necessary

Application Tracker Demonstration Site - Home

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UCAS Decisions (STRICTLY CONFIDENTIAL)

Report 21 as at 14/02/2010

Total Applications	
2009 - 2010	19.77% ↑
2010	2479728
2009	2070388

Outstanding decisions	
200[illegible]	[illegible]% ↑
[illegible]	[illegible]
[illegible]09	7112[illegible]

U offer	
2009 - 2010	-3.36% ↓
2010	102[illegible]6
2009	106[illegible]7

U offer F reply	
2009 - 2010	6.14% ↑
2010	12617
2009	11887

U offer I reply	
2009 - 2010	-4.59% ↓
2010	707
2009	741

U offer D reply	
2009 - 2010	-5.81% ↓
2010	10966
[illegible]	[illegible]1643

U offer pending reply	
2009 - 2010	-4.37% ↓
2010	78526
2009	82116

C offer	
2009 - 2010	3.68%
2010	96983[illegible]
2009	935376

C offer F reply	
2009 - 2010	6.88% ↑
2010	33224
2009	31084

C offer I reply	
2009 - 2010	4.63% ↑
2010	23560
2009	22518

C offer D reply	
2009 - 2010	4.89% ↑
2010	47544
2009	45329

C offer pending reply	
2009 - 2010	3.47% ↑
2010	865510
2009	836445

Unsuccessful	
2009 - 2010	29.76% ↑
2010	361308
2009	278442

Withdrawn decisions	
2009 - 2010	17.82% ↑
2010	42038
2009	35681

Can / Withdrawn	
2009 - 2010	6.58% ↑
2010	3514
2009	3297

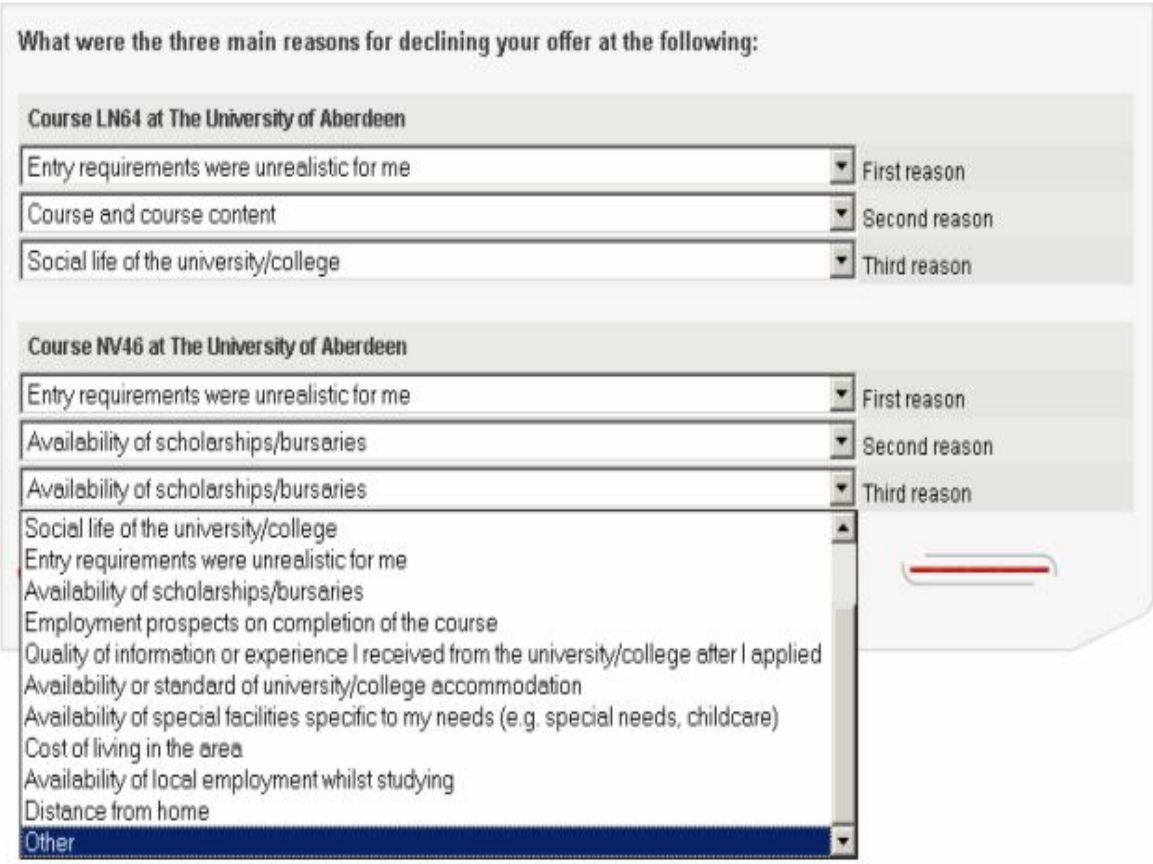
Firm replies are up – do you need to adjust the number of offers being made or reduce marketing efforts?

Or do you need to increase your CRM or marketing activity to reduce the number of declines?

Use Application Tracker to **monitor your own, national and your competitor application trends.**

Applications up to 14/02/2010					
	2008	2009	2010	% Change 2008/2010	% Change 2009/2010
HEI Applications	4,113	5,478	8,196	99.27 ↑	49.62 ↑
UCAS Applications	1,925,268	2,070,388	2,479,728	28.80 ↑	19.77 ↑
Competitor Applications	83,501	92,235	126,577	51.59 ↑	37.23 ↑

Understand why your applicants choose you as their firm choice or why they decline your offers



- The UCAS Track survey analyses how applicants make their decisions
- Almost **30% will turn down a course due to the perceived course content**
- Almost **8% will turn down an offer due to the quality of information or marketing**.
- The most important factors in choosing an HEI as first choice are:
  - Course content
  - HEI reputation
  - Social life in the area

UCAS has seen a trend towards HEIs wanting more sophisticated data analysis...

Now...

How can we best use pre-HE qualifications as predictors of success?

How do competitors vary for different applicant demographic groups and at different stages of the conversion cycle?

Who a
compe

What is our market penetration in our feeder schools?

What is the potential market for new courses? How many competitor courses are there?

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And more sophisticated marketing campaigns...

MOSAIC Group F23,
Age range 16 – 21

Studying Maths A/AS Level,
70 mile radius of xx

Exclude Independent Schools, those studying non A/ AS Levels

Interested in C1 Biology at HE, currently studying Biology at FE level, living in Greater London

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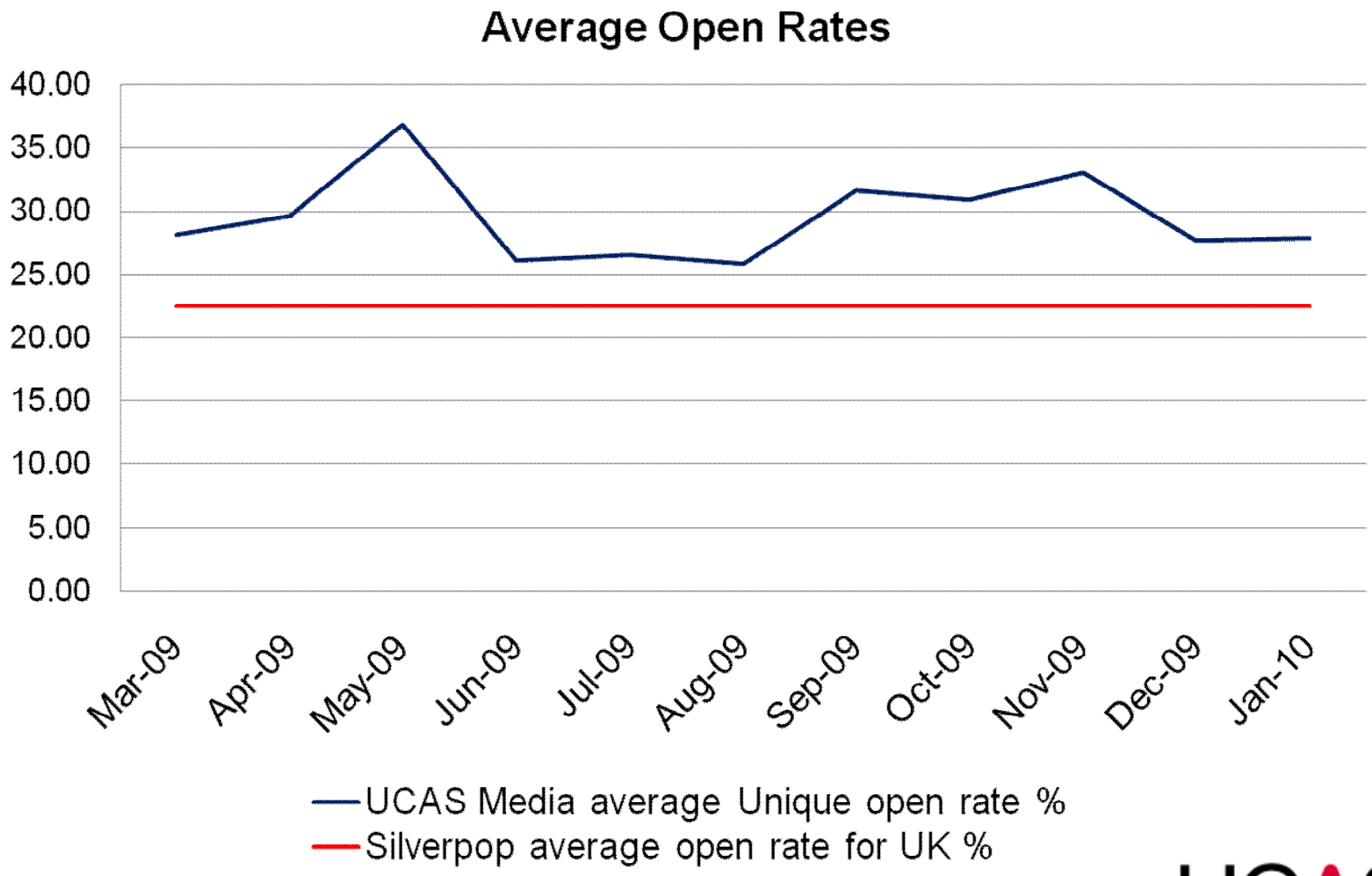
16 – 17 year olds – Pre-applicant data



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16 – 17 year olds – Pre-applicant Data Email

Subject	% Open Rate
Mechanical Engineering	44
Geography	43
Geology	27
Chemistry	11

Wales

Subject	% Open Rate
Business	21
Computing	16

North East

Subject	% Open Rate
Engineering	34
Computing	30
Beauty	11

North West

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Clearing – how was it for you?

- 1,505,125 Clearing vacancy searches (267,745 up on last year)
- 1,226,084 Track logins (241,719 up on last year)
- Course search peak: 112 searches a second
- Track peak:136 logins a second (118 last year)
- Around 750 people took part in the live webchat on Yougo
- We were the sixth highest trending topic on Twitter
- A record-breaking 62 media interviews

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> Clearing – unplaced email campaigns

Most popular subjects for recruitment marketing campaigns	%
Group N Business & Admin studies	24.53%
Group W Creative Arts & Design	20.75%
Group G Mathematical & Comp Sci	14.15%
Group C Biological Sciences	10.38%
Group L Social Studies	9.43%

Unplaced clearing campaigns increased by **55%** in 2010 compared to 2009

64% of campaigns were on behalf of UCAS members, **36%** were on behalf of other companies.

Bupa

The Society of Radiographers

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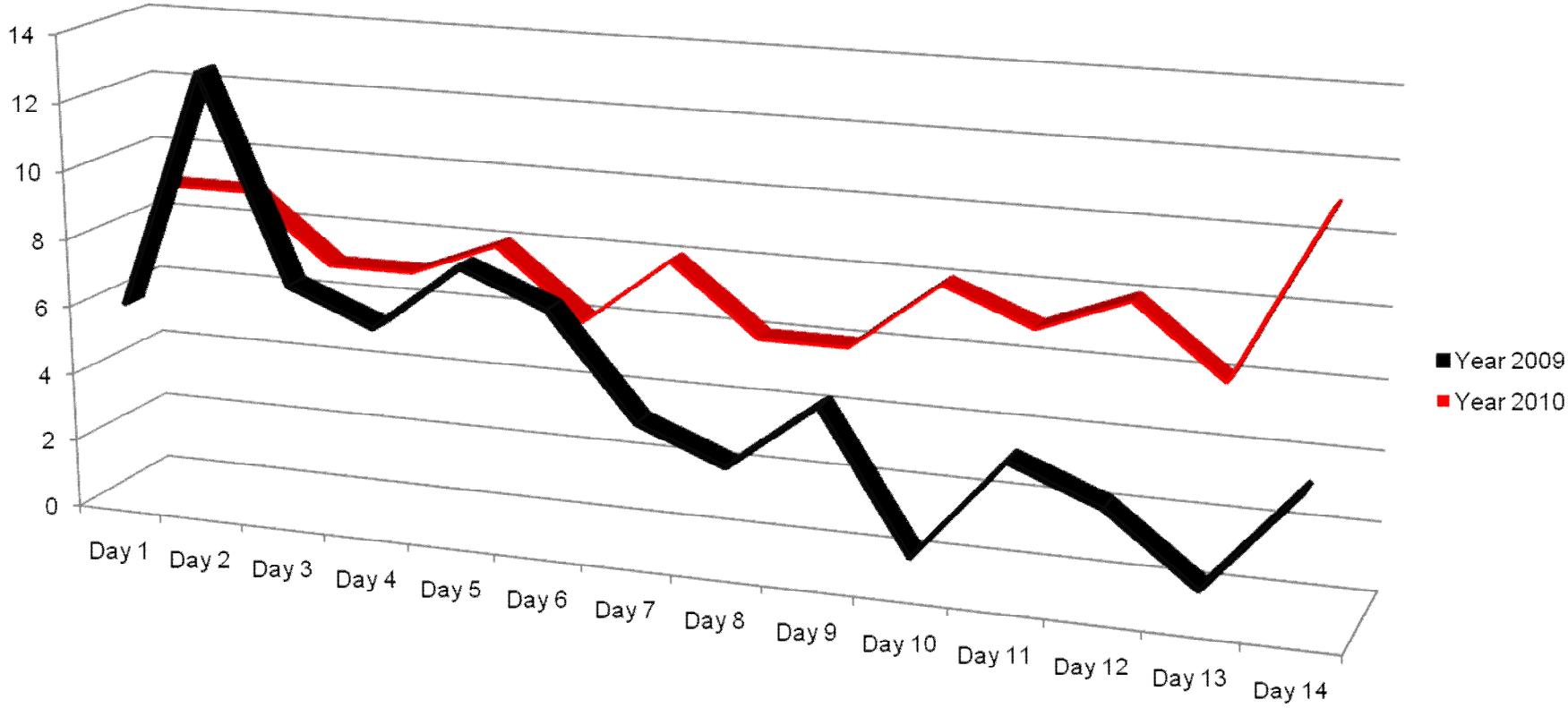
Frequency of clearing campaigns in 2009 & 2010



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> Positioning your institution post Browne

- The extra dimension of cost will inform decision making
- There will be increased marketisation of HE with the advent of differential fees
- The relationship between universities and applicants/students is likely to change with increased expectations leading to a transformation in the student experience
- Potential difficulties in managing student numbers given the method for setting minimum tariff entry standard

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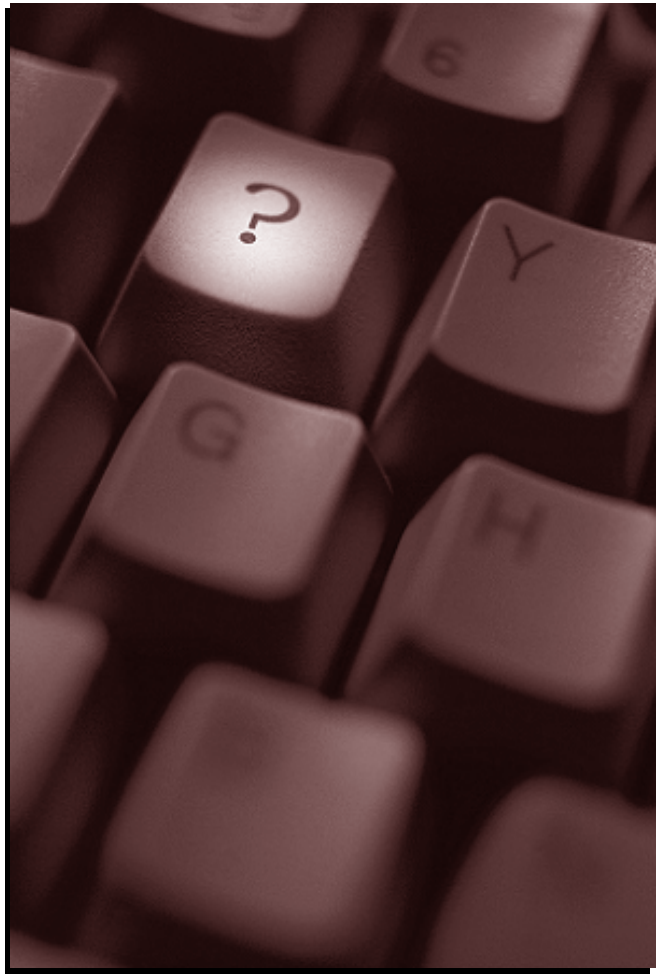
Questions



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