Supporting Professionalism in Admissions

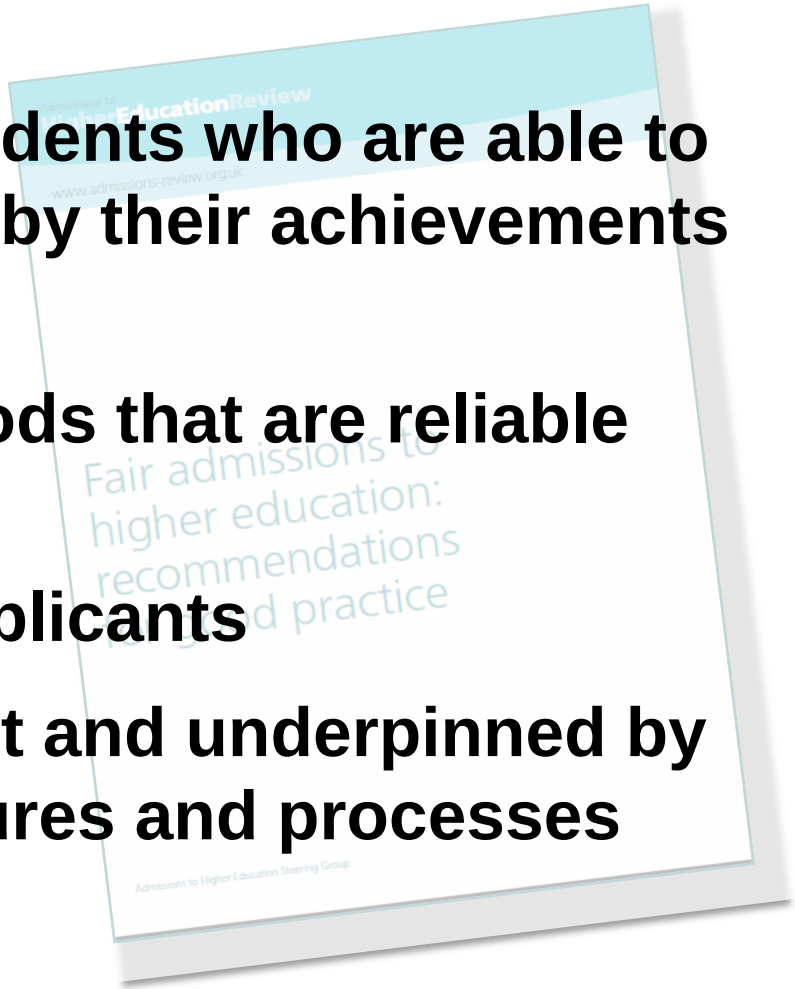
Access and Admissions to Higher Education National Conference 30 October 2012

Policy Changes and Fair admissions – what does it mean for your institution?

Janet Graham, Director of SPA

Fair Admissions

1. be transparent
2. enable institutions to select students who are able to complete the course as judged by their achievements and their potential
3. strive to use assessment methods that are reliable and valid
4. seek to minimise barriers to applicants
5. be professional in every respect and underpinned by appropriate institutional structures and processes



What are the policies/changes impacting admissions?

- Tuition fees and SNC – differences round the UK and continued change
- Financial imperatives – efficiencies and effectiveness
- Increasing competition between HEIs, and with College HE and new private providers, UK plc: global competition
- Student choice
- Fair Access – not just OFFA Access Agreements but Equalities Act etc
- Widening participation
- Social mobility: to the professions, and the role of HE

What are the policies/changes impacting admissions?

- Demographics – fewer 18 year olds
- Pre-HE – GCSE, A level reform, grade deflation in 2012, funding, Apprenticeships, Curriculum for Excellence
- UCAS – new admissions process; qualification information review
- QAA Quality Code – Admissions: review and update 2013
- Continuing issues with regard to international student visas – UKBA – ‘potential impact on higher education as a £12.5bn per year export industry for the UK’. (NUS)
- And??

Reviewing 2012 admissions – Outcomes from SPA event

- Increased entry requirements
- Reactive and cautious approach to offer-making during year
- Different insurance behaviour, with lower uptake
- Some Confirmation decisions took longer
- More releases into Clearing; more delays in being released
- More and longer institution Clearing activity (courses and marketing), including courses not normally in Clearing, but actual enquiries quieter for many normally in Clearing
- More internal data analysis and reporting of numbers against targets

How did this affect conversion?

For courses subject to HEFCE SNCs:

AAB+ acceptances	down 15%
A Level AAB+	down 17%
Non-A Level AAB+	down 12%
Non-AAB+ (SNC) acceptances	**down 15%**

Data: Interim assessment of UCAS acceptances by intended entry year, country of institution and qualifications held, UCAS Analysis and Research, 20 September 2012

Planning changes for admissions 2013

- Priorities for planning based on lessons learned
- Key priority areas at the SPA event were:
  - **Review of entry requirements**
  - **Strategies for managing numbers**
  - **Increased and more informed recruitment/ marketing activity**
  - **Improved data analysis, monitoring and review**
  - **Improved internal communication/ understanding – admissions staff work with planning and recruitment**

What is SEM?

Strategic Enrolment Management is

a <u>concept and process</u> that <u>enables</u> the fulfillment of

<u>institutional mission</u> and <u>students' educational goals</u>.

The purposes of SEM are achieved by…

- Establishing clear goals for the number and types of students needed to fulfil the institutional mission
- Promoting students' academic success by improving access, transition, persistence (retention), and graduation
- Promoting institutional success by enabling effective strategic and financial planning
- Creating a data-rich environment to inform decisions and evaluate strategies
- Improving process, organisational and financial efficiency and outcomes
- Strengthening communications and collaboration among departments across the campus to support the enrolment programme

Summarising admissions – the 'applicant experience'

WP/Outreach

Marketing

Schools' and Colleges' Liaison

Planning

Admissions

Finance

Student Records

Teaching & Learning

Student Services

ACADEMIC PROVISION

Retention and graduation

Pre-application

enquirers
potential applicants
Outreach/ WP

Application

study choices

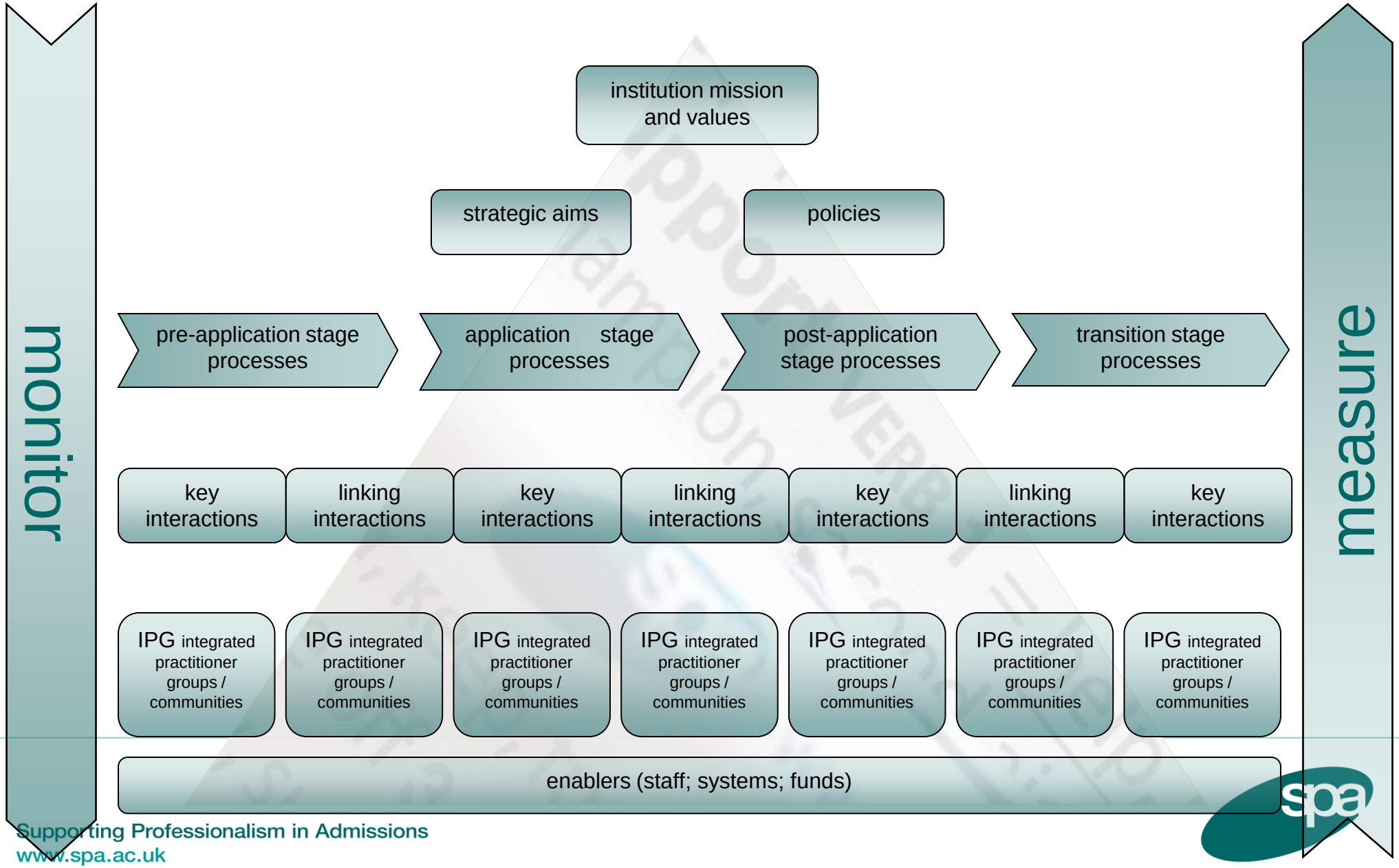
Post-application

selection; offers
accepted applicants
unsuccessful applicants

Transition

confirmation
induction
enrolment

The Applicant Experience: collaborative integrated strategy



Thank you

More information from: enquiries@spa.ac.uk or 01242 544891

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