

Applications and Admissions

Susie King

Head of Admissions

Middlesex University

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We will look at

- Sector changes and institutional challenges
- UCAS Developments
- Questions and Answers

Sector Changes and institutional challenges

- Continued peak in applications at the 15 January UCAS deadline
 - Managing the expectations of a digital native generation wanting prompt responses against peak volumes of applications
- Demographic dip in 18 year olds – but participation rate in London highest it has ever been and young Londoners are now 33% more likely to apply to HE than the rest of England
- Dropping application volumes from 19 year olds
- Participation rates for men is still considerable behind that of women – if men had the same entry rate as women there would be an extra 38,000 men participating in higher education programmes via UCAS this year.

Sector Changes and institutional challenges

- **GDPR and Criminal Convictions**

- Information commissioner have advised UCAS it is unlawful to ask all applicants if they have a criminal conviction as part of the UCAS application and this question is being removed from apply 2019 for all schemes
- Each institution will be reviewing how this information might be collected, and if it should be collected, any making a decision on this.
- Sector is trying to work together to lobby for a change in the law.
- Which level of risk is each institution willing to take?

Sector Changes and institutional challenges

- **Unconditional and incentivised offer making**
 - UCAS reporting that there was a record number of applicants receiving five offers and an increasing number of applicants getting an unconditional offer before their results are known or exams taken.
 - Two types of unconditional offer making – after an audition/portfolio/interview assessment and those that say “make us your firm choice and we’ll make you unconditional straight away”.
 - MDX has introduced both these schemes in the 2018/19 cycle
 - No early acceptance date
 - Included courses where we were losing the high tariff point achievers
 - Based on level 2 profile and predicted grades at level 3

UCAS Developments

- Option to search by entry requirements included as a filter on the search tool
- Launch of a new application management service for undergraduate products in the next cycle.

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Questions and Answers?