UCAS

CUKAS branding review

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Background

UCAS completed general review if its brand in 2013 and recommendations included simplification of the UCAS brand architecture, including the bringing together of ucas.com and cukas.ac.uk websites. In 2013 we started to explore the options with CUKAS to move to a new branded service.

- Feb 2014 Agreement between CUK and UCAS to explore options
- Mar/Apr 2014 Independent brand consultant undertakes review of UCAS/CUKAS branding
- May 2014 Review reports to CUK admissions staff and CUK board
- Jun 2014 Agreement to proceed to move CUKAS brand into UCAS Conservatoires
- Jul/Aug 2014 Full study undertaken to establish revised information architecture and design of UCAS.com content pages (taking account of CUKAS brand review recommendations)
- Aug 2014 Report on new design and technical feasibility and rebuild team established



Proposed timetable for change

- Oct 2014 start trailing the change from CUKAS to UCAS Conservatoires on relevant pages of cukas.ac.uk and UCAS.com
- Nov 2014 new UCAS.com goes live with co-branded content (UCAS Conservatoires/CUKAS) at the same time update cukas.ac.uk with cobranded logo and update landing page content directing users to relevant UCAS Conservatoire section on UCAS.com
- Dec 2014/Jan 2015 refine UCAS Conservatoires content on UCAS.com
- Feb 2015 publish/release logo only co-branded 2015 entry version of Apply/Track/Search
- Apr 2015 remove cukas.ac.uk landing page and redirect to UCAS.com/conservatoires (this will link back to relevant application products)
- July 2015 UCAS Conservatoire branded version of 2016 Apply/Track published
- Oct 2015 all references to CUKAS removed



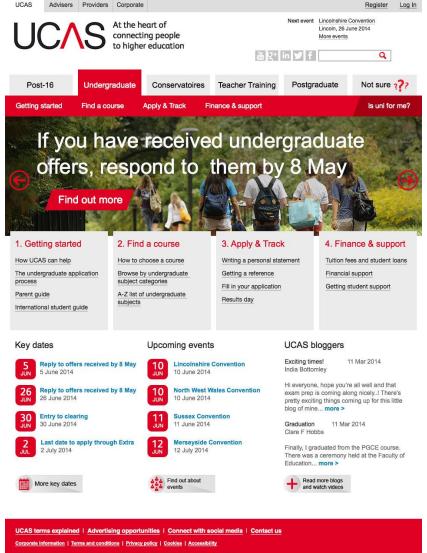
Proposed design and content structures for main UCAS.com sites and services

- Tier 1 UCAS.com
 - Tier 2 Services
 - Progress (Post 16)
 - Main UG
 - Teacher Training
 - Postgraduate
 - Conservatoires
 - Tier 3
 - Getting Started
 - Find a course
 - Apply & Track
 - Finance



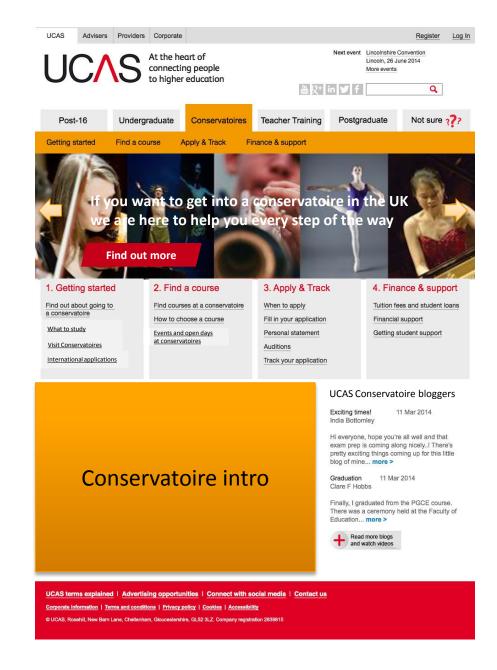
UCAS.com update – Q4 2014

- Fixed main image
- Editable main text messaging
- Key content based on user needs
- Retain main structure throughout
- Use of concertinas to display specific information such as international/mature/part-time



Conservatoires landing page

- Montage image showing range of study options
- Can adapt content links but must retain main nav
- Re-use space for intro/widget
 - Explanation re CUKAS
 - What is a Conservatoire?
 - What do they offer?
 - Why are they important?



Proposed content structure

UCAS Conservatoires			
UCAS Conservatoires			
	Getting started		
		Thinking about performing arts?	
		What to study	
		Alternatives to higher education	
			Apprenticeships & Traineeships
			Gap years
			Studying overseas
			Other options
		Flexible and part-time study	
		Visit conservatoires	
			Tips for attending open days
		When to apply	
			Application deadlines
			How to write a personal statement
		Entry requirements	
			Admissions tests
			Tariff
			Tariff tables (explanation and tables)
		Mature students	
		International	
		Individual needs	
		manadameeds	Care leavers support at university
	Find a course		Students with disabilities
	rinu a course		
		How to chose between courses	
	Apply & Track		
		Filling in your application	
		UCAS Conservatoires personal statements	
		References for Music, drama and dance degrees	
		Track your application	
		Auditions and offers	
			Performing arts audition fees
			Interview tips
		Replying to your offers	
		Making changes	
		Results	
		Key dates	
	Finance & Support		
		Audition fees	
		Student finance	
			Tuition fees and student loans
			Financial support
			Repaying your student loan
			Flexible study finance
			Extra support for disabled students and care leavers
			Funding for mature students
			Choosing a bank account
			Student budgeting tips
			Balancing work and study
			Managing your student debt
		Individual needs	
			Care leavers support at university
			Students with disabilities
		Getting student support	
		Students unions	
			Balancing work and study
			Managing your student debt
		Care leavers support at university	
		Students with disabilities	
		Students with disabilities	
		Getting student support Students unions	

UCAS

Issues for discussion

- Proposed timing
- Offline collateral branding
- Online messaging/branding
- Logos/interim co-branding
- New landing page branding/messaging
- Main site "don't know" tool
- CUKAS "widget"
- International information
- Apply, Track and search tools

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