

## Information Tools for Students Proposals Consultation Brief UAG.18.008

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### Information tools for students - consultation brief

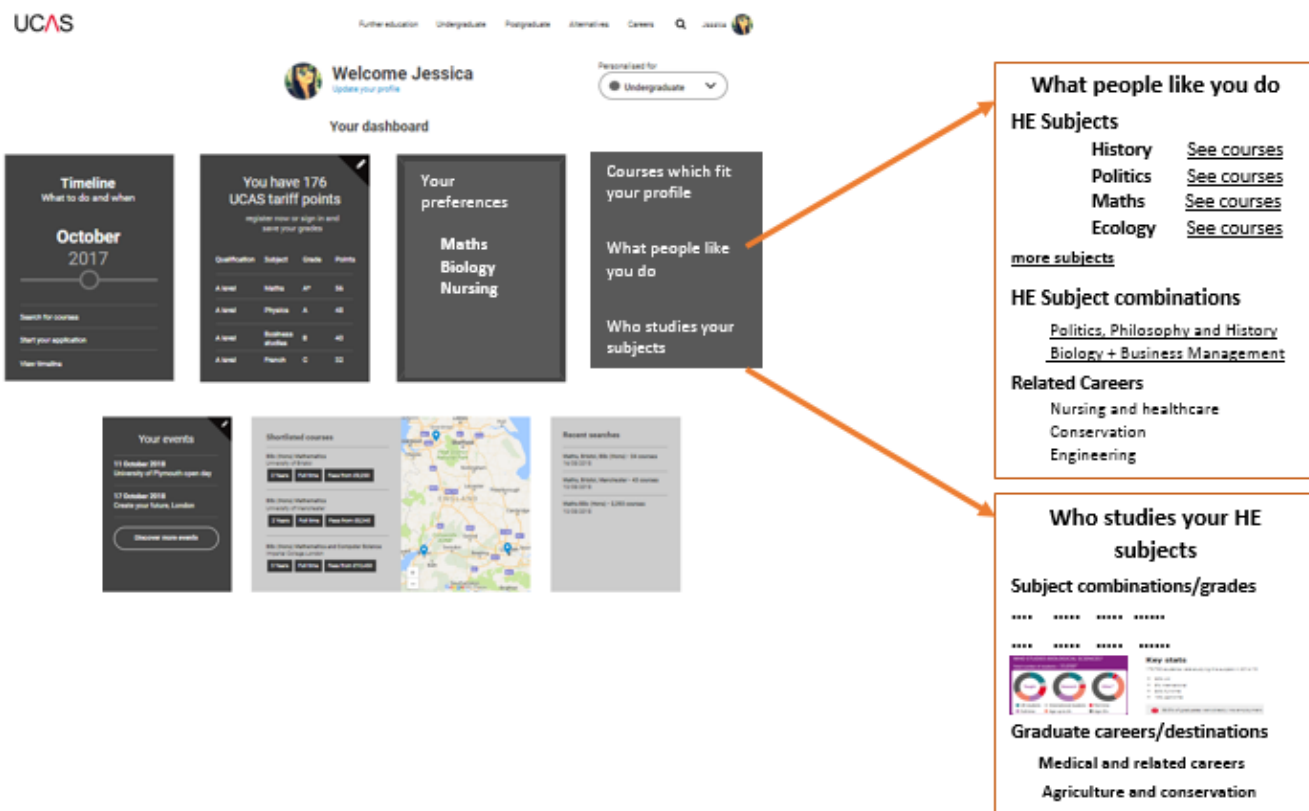
UCAS is refining proposals to provide a suite of information tools for pre-applicant students (16-18). We would like to share our plans with key customers and consult with user groups to invite feedback on the proposals. This will be used to inform the development priorities and requirements we take forward for delivery.

#### What we are proposing

To create a suite of information tools which will individually provide relevant insight to inform students' research into their higher education options. When used together, these tools and the information around them, will enable students to explore subjects and courses which fit their profiles and preferences and to access relevant insight and course details which could usefully frame and inform their decision making.

The image below indicates how the suite of tools might look, with examples of how the tools could provide relevant insight, personalised to reflect students' individual profiles and preferences. The personalisation will extend to providing relevant pre-filtered course results and I&A content and enable UCAS to significantly improve the user journey and experience.

The 'student dashboard' would be set behind a login, so pre-applicant students can save results, edit and expand on their preferences, and return to build on and refine their research and choices whenever they want.



Development of the suite of tools will be phased, with the release of beta versions for feedback and refinement. Central to this development is our consultation and insight gathering from a range of customers: provider, adviser and applicant.

### How this will work with our other tools

These tools will be developed to align with and complement the filters in UCAS' course listing/Search (including the new Entry Requirements filter) and to facilitate a meaningful user journey through UCAS' products and services.

- In the first instance (prior to the student dashboard/login being available), we anticipate the beta tools will be made available from Search and/or ucas.com website, together with relevant information and advice content to orientate and guide students' use of the tools. They will signpost students to relevant next steps to ensure meaningful journeys from UCAS' information and advice and Search results.
- With a 'student dashboard' in place, this will enable the tools to be seamlessly integrated with Search from a user perspective and UCAS' information and advice content. With the development of the new undergraduate AMS, it would also enable the individuals' profile data to flow in to Apply, to pre-populate students' draft applications.

- This project is also considering if and how the Offer Rate Calculator tool could fit within this suite of tools (subject to the improvements/refinements identified from customer and user feedback). Our assessment indicates that tools offering course level insight need to be set in a relevant context, and to flow from students' having identified some initial subject and course preferences.

### **The benefits for our customers:**

#### **1. For pre-applicant students:**

Enabling pre-applicants to access personalised information and insight to help them find the right course at the right university or college.

#### **2. For Advisers**

Providing visibility to advisers of their students' progress in their research, decision making and applications, so they can target their support and facilitate productive research and informed decision making.

- The 'student dashboard', set behind a login, will enable UCAS to create a record of individual students' activity and progress in their research and decision making. Students would be able to give permission for their Advisers to be given access to summary information.

#### **3. For Providers**

Knowing that pre-applicants are receiving accurate, meaningful and impartial information, and an ability to market their courses to the right students, with opportunities for early engagement which can promote more and better-informed applications.

- The student dashboard would include advertising/marketing opportunities via on page MPUs.
- The 'student dashboard' set behind a login, will enable UCAS to create a record of individual pre-applicant students' profiles and preferences. Students would be able to choose to receive marketing/tailored information from providers (via consent mechanism).

### **Where we are starting – Phase 1**

UCAS has identified a range of potential tools and insight which we know, based on what pre-applicant students have told us, they want and would find useful.

For Phase 1 we want to focus on tools which offer significant value for pre-applicant students, their Advisers and HE providers and which we know we can develop and deliver as a Beta release. The additional benefit of these tools is that they are valuable as standalone tools as well as being the starting point of the development of a personalised 'dashboard' of information and advice that a student can access.

## 1. 'What People like you do' (at HE)

### What does this tool do?

By inputting their current qualifications, subjects and predicted/actual grades, pre-applicants can see the undergraduate subjects, and subject-combinations studied by students with similar qualification profiles.

### How will we do this?

- The tool will use the information we have about applicants (to our main undergraduate scheme) who have the same/similar qualification/subject/grade profile.

### Considerations

- User testing will allow us to verify the optimum number and format of results to be shown
- We are considering if and how analysis of Clearing acceptances data could be included.
- We are considering the impact of limited data availability – e.g. for some international students' profiles.

## 2. 'Who studies the HE subjects you're interested in'

### What does this tool do?

By identifying which undergraduate subjects they are interested in studying, pre-applicants can see a summary of the 16-18 qualification profiles of undergraduate students studying these subjects.

### How will we do this?

- The tool will use the information we have about the profiles of previous accepted applicants to the main undergraduate scheme.

### Considerations

User testing will allow us to verify what information should be included in the summary profiles returned eg: show the top 5 subject combinations/grades held and/or the range of qualifications/subjects/grades held; UK/International/country, ages.

## Questions and themes for feedback

### For Teachers/Advisers:

1. From your experience, what insight/tools would your students find most useful?
  - a. Would the proposed phase 1 tools be useful? Why/why not?

2. What 'visibility' of your students' progress would you find useful, need and consider to be acceptable to your students? (Any level of data sharing would be subject to students' giving their consent to us to share this information with you).

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**For Providers:**

1. From your perspective, would you value the potential opportunities for early engagement and targeted/contextual marketing to pre-applicants?

Do you have any concerns about UCAS providing the proposed tools and/or the insight they will provide to pre-applicants? Why? Please give details.