

# Corporate Strategy 2020 – 2025: Engagement

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# Themes

Today, we'll be focusing on themes one and two: markets and our offer to you as customers



Markets: where we want to focus our activities, and where we might want to explore



Our post-18 offer: the services we run – differentiation, flexibility and innovation



International: supporting international student recruitment and international providers or bodies



Data: the open data agenda, and the balance between our public good and commercial objectives



Business model: the delivery mechanisms that will underpin the strategy

# Markets

Thinking about the landscape of 2020 – 2025, to what extent to you see a role for UCAS in developing services for the below markets?

- Degree / graduate apprenticeships
- Part-time
- Blended/ distance learning
- Modular learning
- Technical education
- Higher apprenticeships (Level 4/5)
- Other Level 4/5 programmes or Level SQF 7/8 in Scotland e.g. HND/C

In which market(s) and for whom would you want UCAS to prioritise?

# Differentiation

Thinking about the landscape of 2020 – 2025, how do you think UCAS' post-18 service will need to evolve?

1. Are there any **additional services** that you would like to see UCAS offer for the post-18 market? (marketing, admissions, I&A, data etc.)
2. Do you make use of the **full range of UCAS services?** Which services to you **most/least** use and or value?
3. Would you see value in a **pick-and-mix** service package? (charity and Media)

# Flexibility within AMS

Again, in the context of the period 2020 – 2025:

1. What do you see as the **advantages and disadvantages** of a single, consistent application service? To what extent does this meet your needs?
2. Would you want to see the UCAS of 2020 - 2025 offer you the ability to **tailor the application service** to your own context? If so, would you expect this to be at provider/student/subject level?
3. What do you think the **impact** of greater customisation could be?
4. Would you like to be able to **target students** (as opposed to them targeting you)?