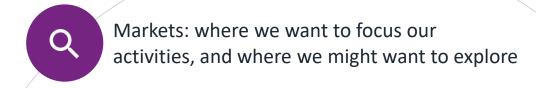
Corporate Strategy 2020 – 2025: Engagement



Themes

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





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?

- 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)?

