

# Shaping UCAS' 2020 – 2025 Corporate Strategy

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# Objectives of new strategy development



Build upon the foundations set by Future Focus.



Revisit core purpose and vision to ensure remain appropriate.



Explore and meet the changing needs of our customers.



Understand what the future landscape may look like and what services may be required from UCAS.



Understand in what areas UCAS could add additional value to customers.



Publication early 2020.



Shape the undergraduate offer to ensure it continues to meet customer needs.

# Landscape

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# The landscape within which UCAS operates:

- **Our global world**
- **The political dynamic**
- **Skills agenda**
- **Generation Alpha**
- **Increasing competition**

# What's been agreed so far

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# Strategic principles

Strategic principles articulate how we will ensure focus on and support achievement of strategic objectives.

1. Customer-led, student first.
2. Provide insight-driven and transparent services.
3. Drive growth and streamline delivery through innovation and partnership.
4. Personalise and offer flexibility where it adds value.
5. Respect and value the diversity and autonomy of customers.
6. Support everyone with the potential to benefit from post-18 opportunities.



# Core purpose and vision: Evolving thinking

From this...

## Core purpose:

Accessible and trusted  
undergraduate  
admissions service

## Vision:

At the heart of  
connecting people to  
higher education

To this...

## Core purpose:

Accessible, trusted, and  
**personalised**  
undergraduate  
admissions and  
**information** service

## Vision:

At the heart of  
connecting people to  
**post-18 opportunities**

# Post-18 opportunities

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# What are my options post-18?

UG	Employment	PT	Work experience/ internship	PGT	Non-grad job	Entrepreneur	AHEDip
Degree Apprenticeships	L4/5 qualification	Study abroad	Additional L3 qualifications	PGR	ITT	Another UG	
L2/L3 Apprenticeships	HNC/HND	Teach abroad	Modular	Graduate Scheme	Prof. qual	New job	
Higher Apprenticeships	Distance learning	Gap year	Training programme e.g. KPMG	Graduate job	PG Apprenticeship	WBL	

When I finish school...

When I finish Uni...

When I am employed...

# Flexible admissions

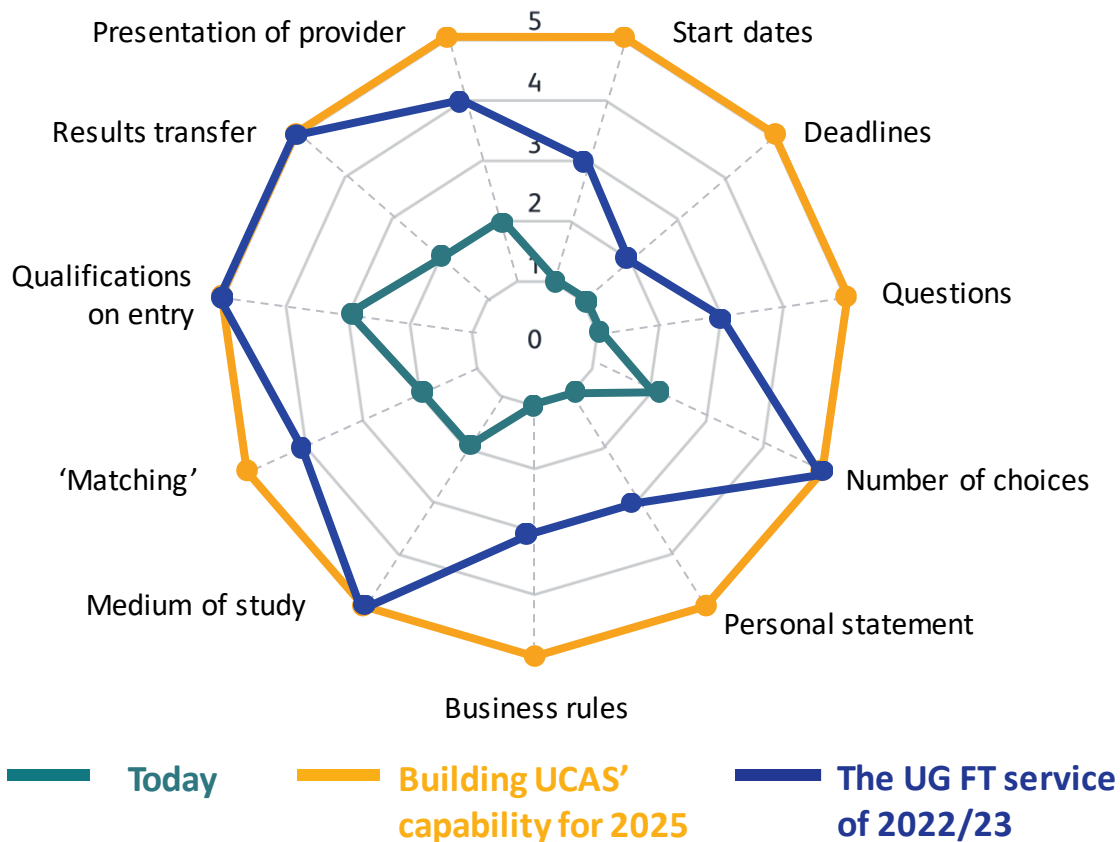
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# Flexibility in the admissions service



Flexible

admissions

Ambition

2020 UCAS Sync launch is step one in the flexibility journey

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# What opportunities and challenges do you see in:

- UCAS expanding our focus to apprenticeships, credit-based learning and Level 4/5 study, whilst retaining core purpose
- a personalised 'customer-led, student first' UCAS
- greater flexibility in the UG service, including two-way admissions matching services
- the potential for automated decision-making





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