NEON Summer Symposium 2015

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Summary

- UCAS support for widening access & social mobility

- What UCAS resources are available to help me and how to access them

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How UCAS supports widening access and social mobility

Support for learners and advisers

- Promoting the benefits of HE e.g. Love Learning Competition

- Expanding information and advice on UCAS.com for post-16 and post-18 choices

- Resources for students with disabilities, older learners, care leavers

- More access qualifications on the Tariff e.g. Access to HE diploma

- Joining up with the National Networks of Collaborative Outreach

Support for HE providers, access practitioners and stakeholders

- Analytical reports, notes and end of cycle data covering demand, offers and acceptances by sex, age, socio-economic background, ethnicity, & progression to HE by by Tariff group

- Analysis and insight for policy makers and governments

- Supporting Professionalism in Admissions (SPA)

- Contextual data service

- STROBE – new analytical service to evaluate the effectiveness of access activities

https://www.ucas.com/corporate/data-and-analysis

http://www.spa.ac.uk/

UCAS resources for practitioners

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Our policy on personal data

- We want to support understanding and advancement of access and social mobility

- We also need to respect to wishes of learners using UCAS about how we share and use their personal data

- Surveyed applicants in Spring 2015 - 37,000 responses

- Applicants want to maintain control over their data and want UCAS to see seek explicit consent for their data to be used, even for beneficial research

- New data sharing framework – autumn 2015

Published data resources

Analysis reports:

- January deadline application report

- End of Cycle Report

Analysis notes:

- Ethnic group application rates

- FSM application rates

- Demand by SIMD

End of cycle data:

- Over 850,000 data items: applications and acceptances by age, sex, qualifications, disability indicator, ethnicity, school type – much by named HEP

One off reports:

- How applications have changed since 2012 – for UUK panel

All of the data is freely available to download as csv files

The STROBE service

- Analytical service enables evaluation of application, offer and acceptance outcomes using UCAS data
- Users configure the service to meet their requirements
- Outputs are aggregated and non-disclosive, so can be published and shared

- Service can be used to:
- understand the effectiveness of WP and outreach activity
- test the success of open days
- whether attending multiple WP activities makes a difference
- whether outcomes vary by activity e.g. summer school v master class
- measure improvements over time
- Evaluate the effectiveness of treatment v control group activities

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How it works

- You supply us with details of the individuals you want to track (name, home postcode, dob) – with their consent

- Flag which individuals belong to which reporting subgroups

- List what outcomes you want to examine and in how much detail

- Determine what time period you want to cover e.g. how many admissions cycles

- The service can handle from tens to thousands of records

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What you get

- Title page: core tracking information

- Charts: summary information on outcomes for each part of the admissions process

- Tables: much more detailed information

- Data files: supplied in .csv format to allow further processing

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What it costs

- UCAS runs the service at cost, not to generate a profit
- Priced on a 'per record' basis (£2.50 per record for HE providers)

Example:

- User supplies 300 records
- Requests matching into 2013 and 2014 cycles
- Requests separate reports for parental education and free school meal eligibility
- Results in 15 reports: 60 tables and 30 charts
- Total cost £750

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Case study: How effective is my summer school?

To understand its effectiveness you want to know:

- how many participants went on to apply to HE?

- the proportion who applied (the application rate)?

- where did they apply?

- how many were made offers?

- how many were accepted?

- what proportion were accepted (the entry rate)?

- which providers and subjects were they accepted to?

- what is the contribution to WP and fair access?

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How many participants applied to HE?

Key Figures:

Number in Cohort:	7890	
No Application Found:	5205	
Number Applied:	2685	34% of cohort
Number Accepted:	2280	29% of cohort

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What was the application rate?

Key Figures:

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How many participants were accepted to HE?

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Application rate – further details
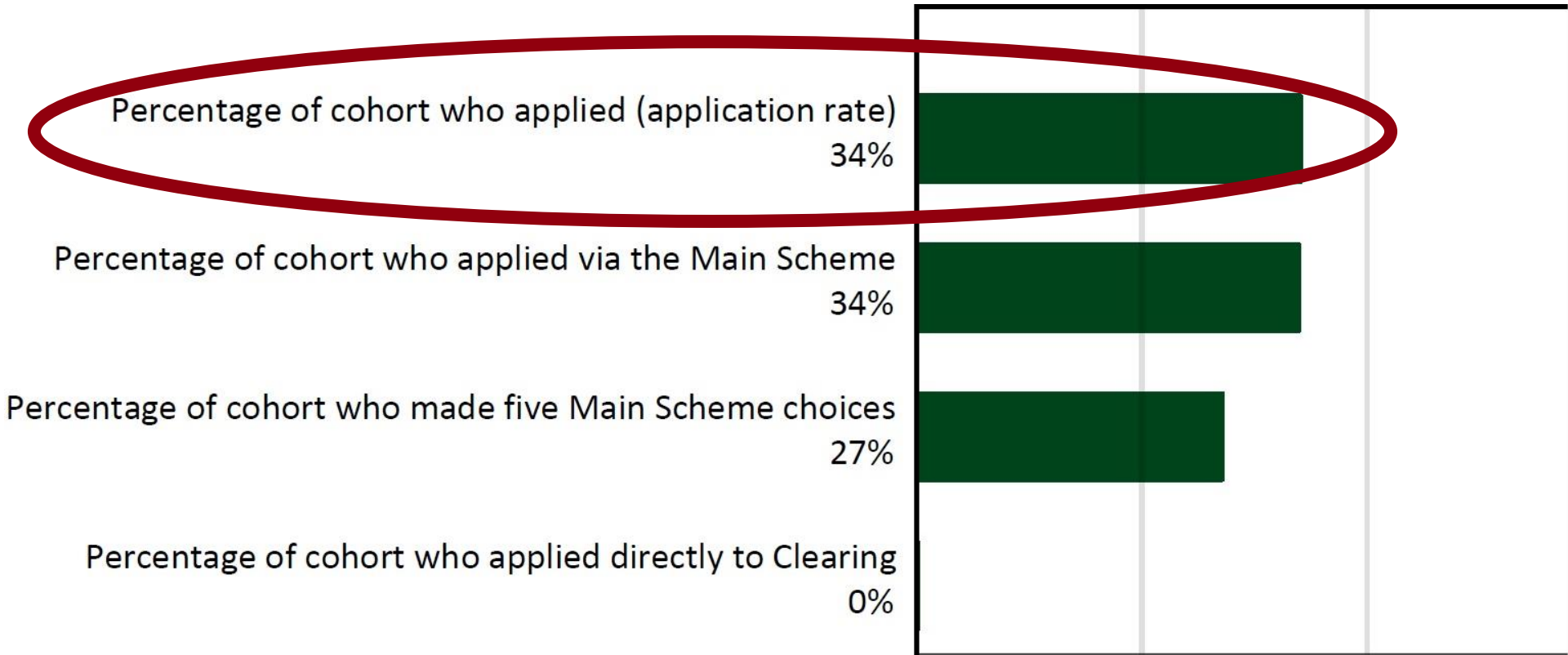
Percentage of cohort who applied (application rate) 34%

Percentage of cohort who applied via the Main Scheme 34%

Percentage of cohort who made five Main Scheme choices 27%

Percentage of cohort who applied directly to Clearing 0%

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Where did they apply?

	Applied (University of…)	Applied (Higher tariff)	Applied (Medium tariff)	Applied (Lower tariff)
Cohort-Persons	590	1,420	1,855	1,715
(of cohort)	7%	18%	24%	22%

Where did they apply?

	Applied (University of…)	Applied (Higher tariff)	Applied (Medium tariff)	Applied (Lower tariff)
Cohort-Persons	590	1,420	1,855	1,715
(of cohort)	7%	18%	24%	22%

How many received offers, and from where?

	Applied (University of...)	Applied (Higher tariff)	Applied (Medium tariff)	Applied (Lower tariff)
Holds at least one pre-confirmation offer	410	1,150	1,550	1,490
(of cohort)	5%	15%	20%	19%

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To which providers were participants accepted?

	Applied (University of ...)	Applied (Higher tariff)	Applied (Medium tariff)	Applied (Lower tariff)
Accepted	210	680	675	860
(of cohort)	3%	9%	9%	11%

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Which subjects did they apply for?

Subject Group (Summary Level)	Cycle Year
	2014
Group A Medicine and Dentistry	15
Group B Subjects allied to Medicine	130
Group C Biological Sciences	200
Group D Veterinary Sciences, Agriculture and related	25
Group F Physical Sciences	80
Group G Mathematical Sciences	25
Group H Engineering	50
Group I Computer Sciences	50
Group J Technologies	15
Group K Architecture, Building and Planning	10
	115

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Which socio-economic groups are they from?

Socio-economic group	Cycle Year
	2014
Higher managerial and professional occupations	175
Lower managerial and professional occupations	250
Intermediate occupations	90
Small employers and own account workers	75
Lower supervisory and technical occupations	50
Semi-routine occupations	150
Routine occupations	95
Not classified / unknown	180
Not applicable	0

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Predicted A-Level point score

Predicted A-Level points score	Cycle Year
	2014
3 points	0
4 points	5
5 points	10
6 points	30
7 points	25
8 points	35
9 points	60
10 points	75
11 points	60
12 points	85

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Want to know more or make a request?

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Web pages live in September

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Questions?

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