UKPASS – Helping You To Recruit Postgraduates

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UKPASS

Introducing UKPASS

The online application service for all postgraduate providers in the UK.

The UK Postgraduate Application and Statistical Service

- A central point for applicants to register and apply for taught and research postgraduate programmes (f/t, p/t and distance learning)
- A flexible and configurable on-line application service
- A means of making decisions and receiving replies
- A source of institution and national level management information
- A means of checking potentially fraudulent applications (through the UCAS Verification Unit)
- A means of marketing your institution through the service

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Key characteristics

- Completely online
- A rolling application service allowing multiple start dates
- Composed of core and institution specific data
- ‘White labelled’ – add your logo and institution/course questions
- Course data supplied by Graduate Prospects
- Use alongside existing application routes
- Use for all or some of your postgraduate programmes
- Applications can be made through 3 different routes ...

UKPASS Website

Graduate Prospects

Institution’s own Website

Enhancements Since November 2007 Launch

The following have or will be introduced to UKPASS by January 2009

- Institution questions increased from 10 to 15
- Options to enter multiple start months/years
- Attachment size increased to 3MB
- Introduction of similarity detection by 2010
- Ability for HEI to give pre-determined answers to questions
- Introduction of an Interview decision
- Reasons for reject decision to be available

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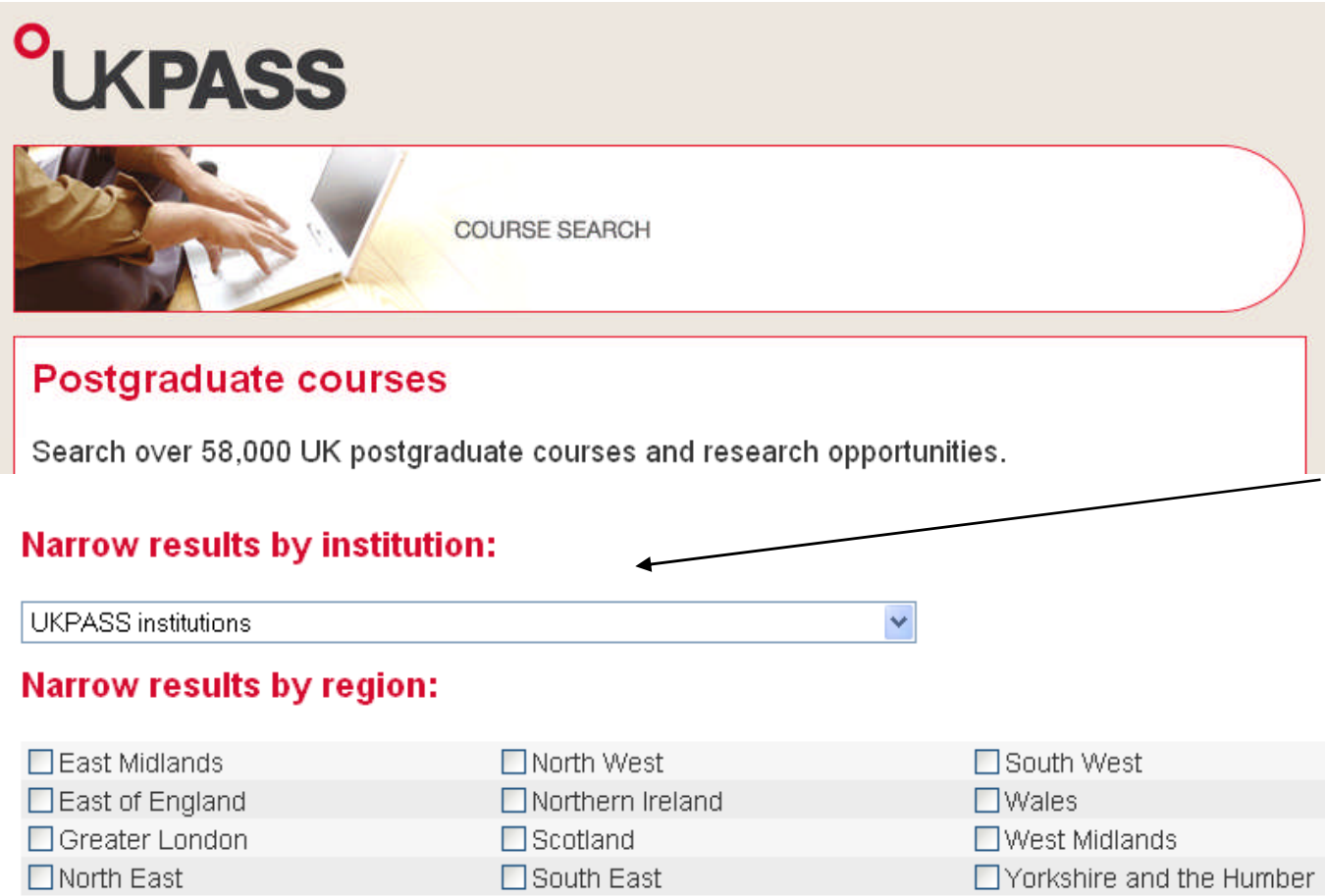
Added Value through Marketing – www.ukpass.ac.uk



Extensive Marketing Support for UKPASS Institutions including the new Course Search.

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Making an application – what does it look like?

Examples of some of the screens....

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A single ‘account’ to manage applications

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Postgraduate Admissions

Amend personal data
New Application
Change Password
Terms and Conditions
Logoff

Cymraeg

Application Summary

Welcome to UKPASS, the Postgraduate Application System

Your Personal ID is **0004476924.**

Applicants are given a unique Personal ID to manage their applications centrally

Draft applications:

Application ID	Institution	Course	Status

Submitted applications:

Application ID	Institution	Course	Status
PG01	University of Westminster	Communication	Application Submitted
PG02	University of Westminster	Communication Policy	Application Submitted

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> Tailored applications – use of drop-down menus

UNIVERSITY OF WESTMINSTER

University of Westminster - Postgraduate Admissions

Amend personal data
Return to summary
Change Password
Terms and Conditions
Logoff

Cymraeg

Personal details

Please note that changes made to your personal data will affect ALL applications you make (or have

Title *	Mr
Gender *	Male Female
First/given name(s)	Peter
Surname/family name *	Gibbs
Date of birth *	DD 01 MM 01 YYYY 1980
Where is your postal address *	UK EU / Overseas British Forces Post Office (BFPO)
Postcode (UK only) *	GL52 3LZ Find Address
Postal address *	ROSE HILL
	NEW BARN LANE
	CHELTENHAM
Country (EU/Overseas only) *	Select from list....
Home telephone number	01242 222222

Mr
Mrs
Ms
Br
Capt
Dame
Dr
Fr
Frau
Herr
Hon
HRH
Lady
Lord
Lt
Maj
Mdm
Prin
Prof
Pte
Rev

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UNIVERSITY OF WESTMINSTER

University of Westminster - Postgraduate Admissions

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Applicants can see details of offers and can reply immediately.

View Application

Application ID	Institution	Course details	Status	
PG01	University of Westminster	Education	Conditional Offer **Offer text:** Conditions will be displayed here	Accept Decline Withdraw

Click on a section below to view details, or view all and print

Section	Complete?	
Personal details	Yes	View
Further details	Yes	View
Course details	Yes	View
School/High School details	Yes	View
School/High School qualifications	Yes	View

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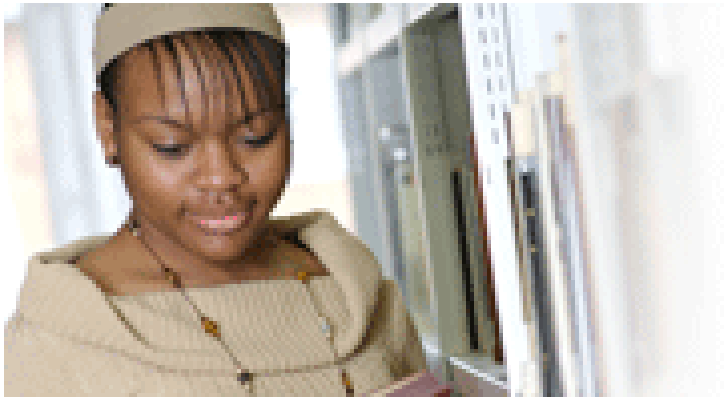
> Benefits for applicants



- Online service available 24/7
- Answer questions relevant to chosen institution and course
- Able to send attachments as part of application
- Institution fees collected through UKPASS
- Movements on an application immediately notified by email
- Track progress and update information online at any point

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> Promoting UKPASS to applicants by UCAS

- Customer Services Advisers
- External Relations Team
- UCAS Communications Unit
- Many UCAS Publications
- UCAS Events
- Targeted Email Campaigns

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Promotion by staff, including the International Office at UCAS HE Fairs and Conferences

UKPASS Course Search is already proving popular with applicants at overseas fairs.

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Advertising

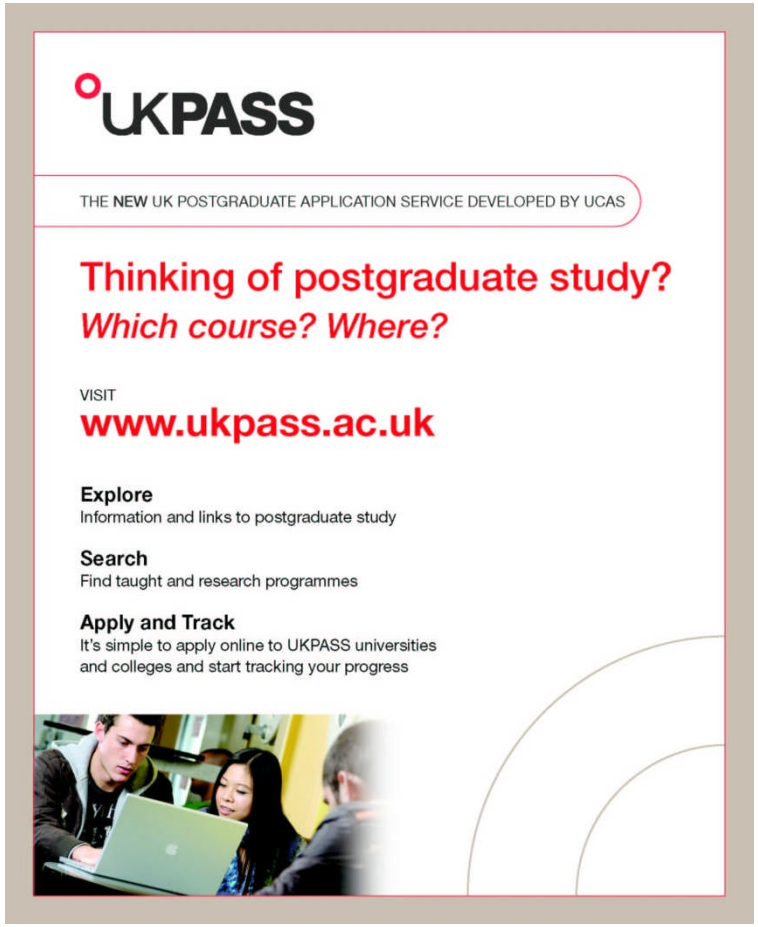
The key features for students will be promoted by advertising to include...

Relevant third party websites

National magazines and newspapers.

THE INDEPENDENT

Example – Advertisement, Thursday 13 November for PG Fair in Manchester.



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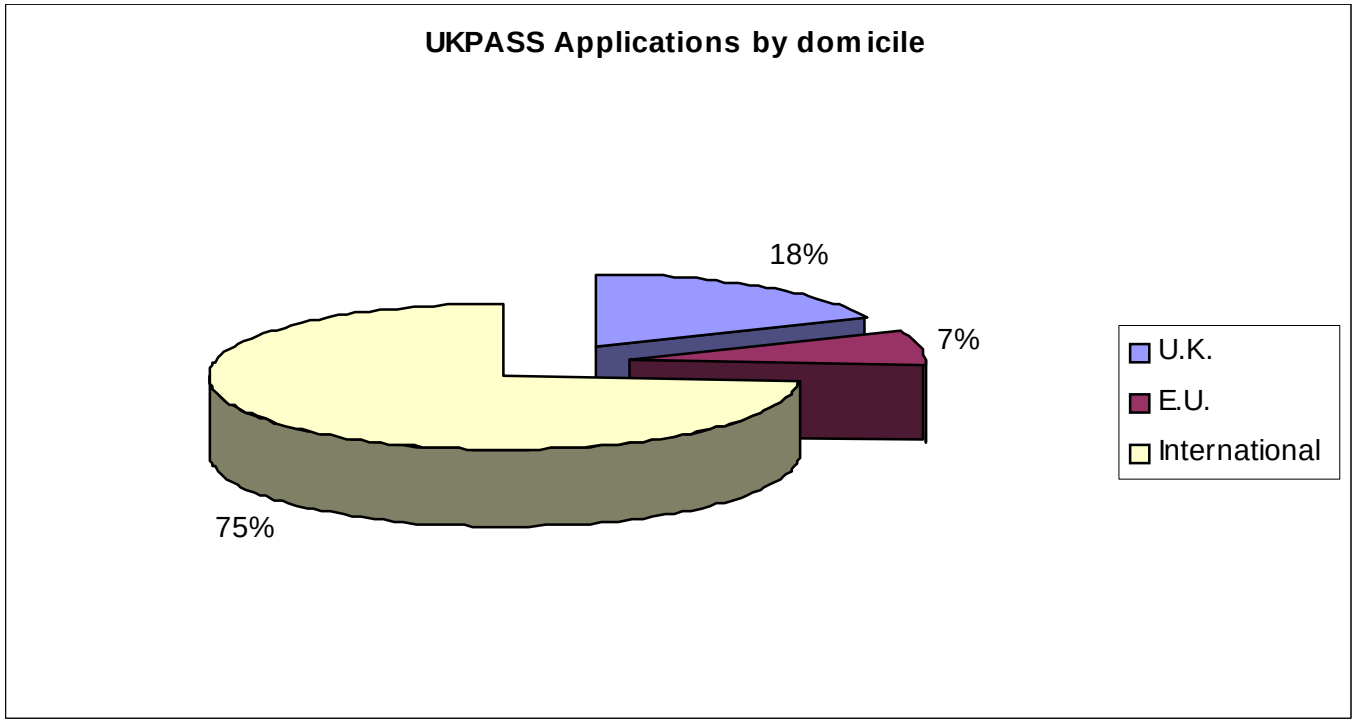
UKPASS – where are applicants coming from?

- **International applicants** dominate the total number of applications made with a **75%** proportion.



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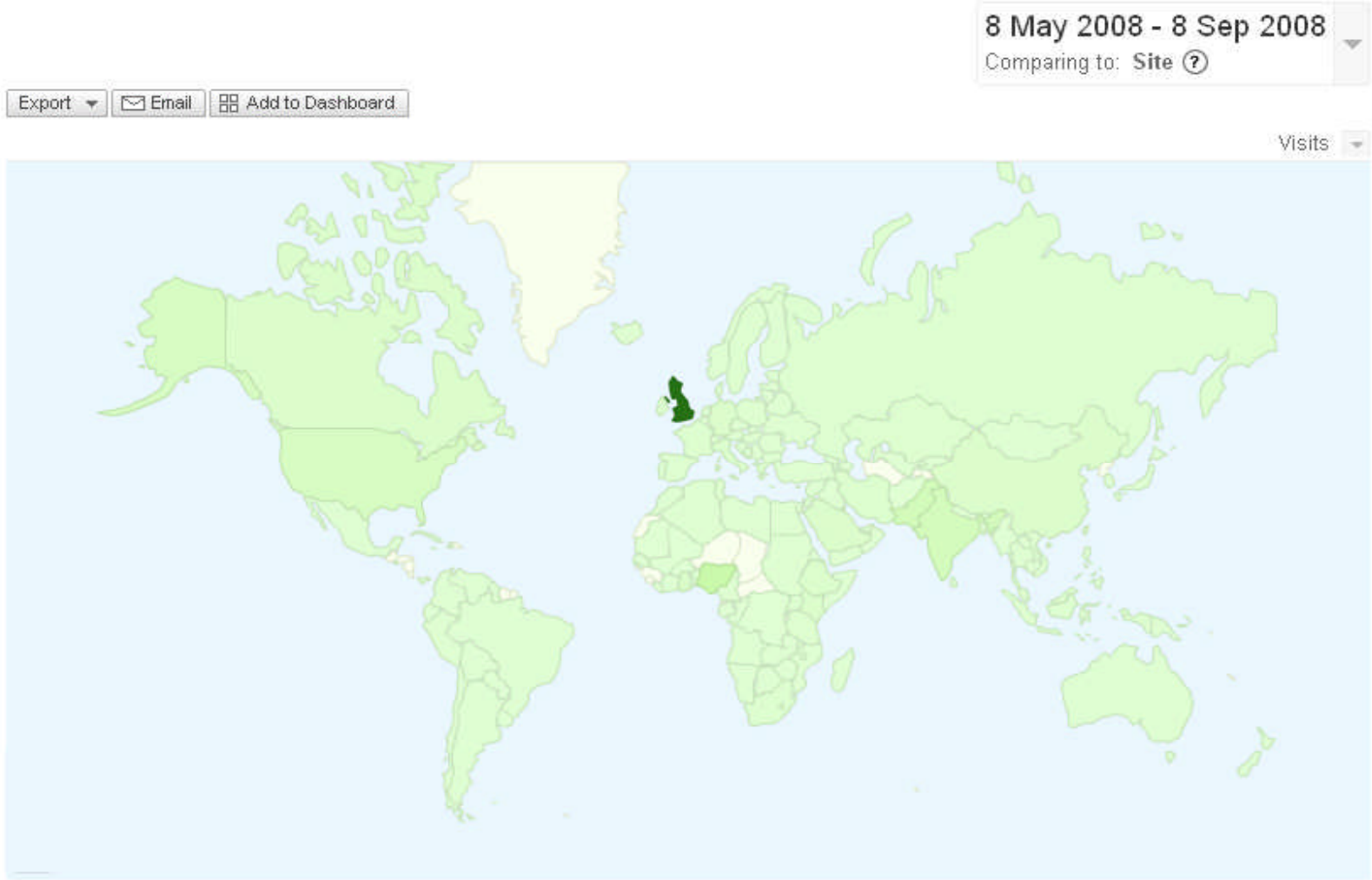
> UKPASS, interest on a global scale



172 Countries/Territories

Source: Google Web Analytics

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> UKPASS to be involved with – Challenge Ghana

The Challenge 2008 is an innovative reality TV series conceptualised by British Council's education portal Education UK, Ghana.

12 university graduates compete against each other to win a full-tuition scholarship for one-year of postgraduate study provided by University of Westminster, including flights to the UK, accommodation and a monthly allowance.

The competition is broadcast as an unscripted reality TV show, and contestants are judged by a panel of academics and business people as well as by the public via SMS votes.

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Brand Awareness - Sponsorship of Key Postgraduate Events

UKPASS will look for relevant sponsorship opportunities.

We are sponsoring this event today.

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Benefits to institutions

- Promotion of your institution and programmes through UCAS
- An off-the-shelf yet tailored online PG service
  - Institution and course questions – HEI can provide up to 10 pre-determined answers
  - Optional HEI application fee (collected by UKPASS)
- Online decisions and replies
- Reporting options to gather market intelligence (for example)
  - International applications through your agents
  - Competitor information – have your applicants applied elsewhere
  - HESA data in required format (xml)

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Benefits to institutions cont'd...

- Flexible sign up
- Dedicated UKPASS team to get you started when you join
- Familiarisation Days with our Professional Development Officers
- Opportunities to work with stakeholder groups eg UK Border Agency, FCO
- Provided & operated by UCAS, therefore supported by...
  - HEI Customer Service Team
  - Customer Services Unit (for applicants)
  - Verification Unit (against fraud)
  - External Relations Unit
  - Process and Quality Unit
  - UCAS Technical Support

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> Real-time applications and decision making

UCAS PostGrad Web Interface - Microsoft Internet Explorer

UCAS

A40 - test5A40 - Editable

Main Menu Help Log Out

Application Menu

Please select the required option:

Find Application
Application List

Find Application Results

records 145 - 156 of **550** records were found matching your search criteria:

Application Reference	Name ↓	Referred	Status	Modified	Course	Decision
000-040-5399 /PG04	Botham, Ian Terrence	15/02/2007	Application Withdrawn	15/02/2007	P001093	-
000-040-5399 /PG01	Botham, Ian Terrence	31/01/2007	Application Withdrawn	15/02/2007	P011120	-
000-114-1643 /PG01	Bridges, Kenny	24/04/2007	Referred	24/04/2007	P011118	-
000-040-3269 /PG03	Cantona, Eric	29/01/2007	Enrolled on Course	07/03/2007	P023583	-
000-040-6343 /PG01	Cantona, Eric	12/02/2007	Application Withdrawn	12/02/2007	P025997	-
000-040-3269 /PG02	Cantona, Eric	29/01/2007	Unconditional Offer	16/02/2007	P025726	-
000-040-3269 /PG01	Cantona, Eric	29/01/2007	Unconditional Offer	08/03/2007	P001109	-
000-040-3269 /PG04	Cantona, Eric	29/01/2007	Referred	12/02/2007	P011121	-
000-040-3269 /PG05	Cantona, Eric	01/02/2007	Unsuccessful	08/03/2007	P023580	-
000-040-2809 /PG01	Carrick, Michael	29/01/2007	Referred	25/01/2007	P020951	-
000-040-2809 /PG03	Carrick, Michael	30/01/2007	Referred	30/01/2007	P027232	-
000-040-2809 /PG04	Carrick, Michael	30/01/2007	Referred	31/01/2007	P011129	-

Previous Cancel Save Next

-
Unconditional offer accepted
Unsuccessful
Enrolled

Click on Application Reference for Details

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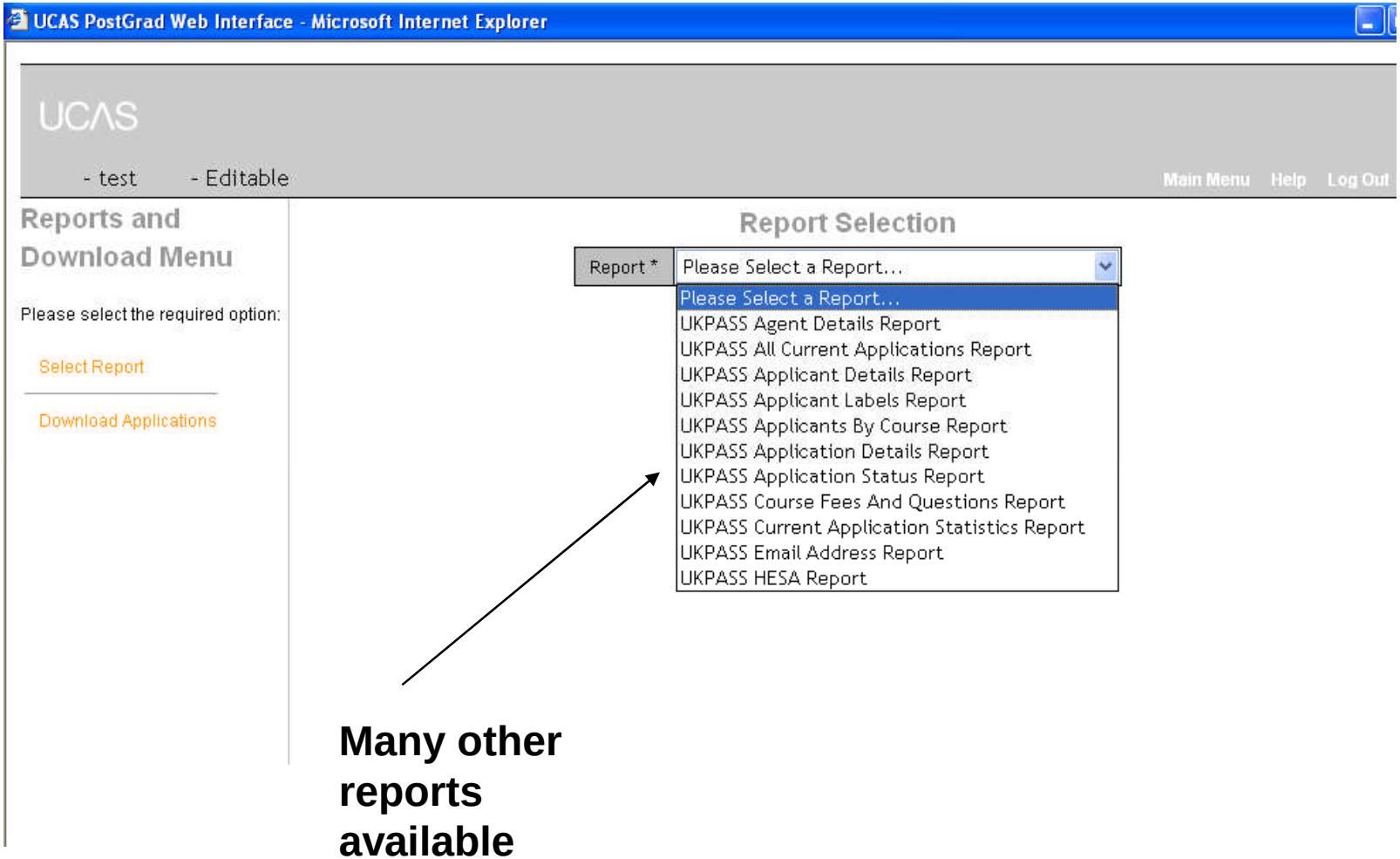
Reporting options for market information



Many other reports available

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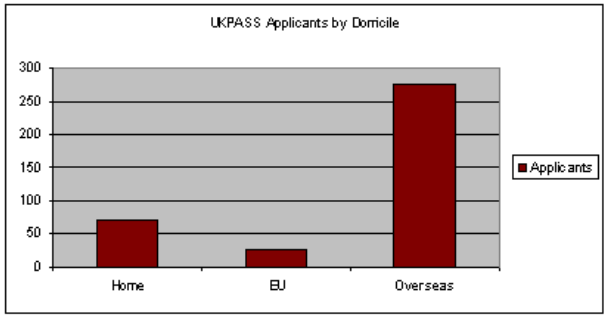
Management Information

Total applicants by domicile:	
U.K.	1
E.U.	
International	3
Total	5



Total applicants by gender:		% of total
Male	318	59.33
Female	218	40.67
Total	536	100.00

Total applicants by age range:		% of total
a-21 & under	17	3.17
b-22-25	207	38.62
c-26-35	263	49.07
d-36-50	43	8.02
e-51 & over	2	0.37
f-unknown	4	0.75
Total	536	100.00

Application Distribution:	Applicants	Applications
Applicants making one application:	480	480
Applicants making two applications:	46	92
e applications:	6	18
e than 3 applications:	4	20
	536	610

Total number of applicants by region (Overseas):		% of total
Africa	121	39.93
Far E(ex HK/Mal)	88	29.04
Americas	28	9.24
EU (ex. Eire)	27	8.91
Middle East	20	6.60
Europe (ex.EU)	10	3.30
Malaysia	3	0.99
Other Overseas	3	0.99
Australasia	2	0.66
Hong Kong	1	0.33
Total	303	100.00

gin of application:	% of total

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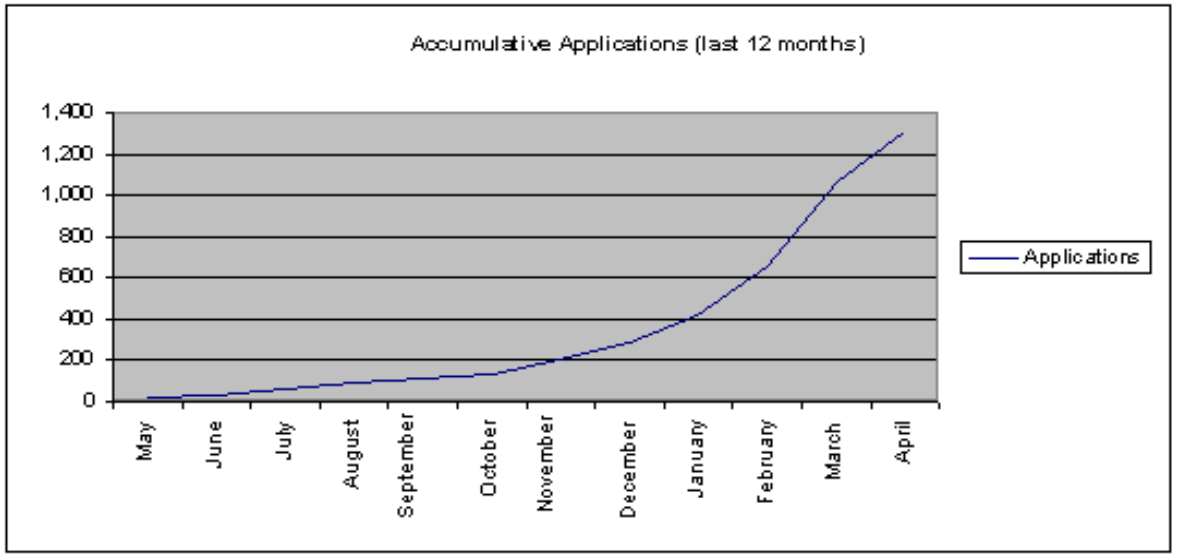
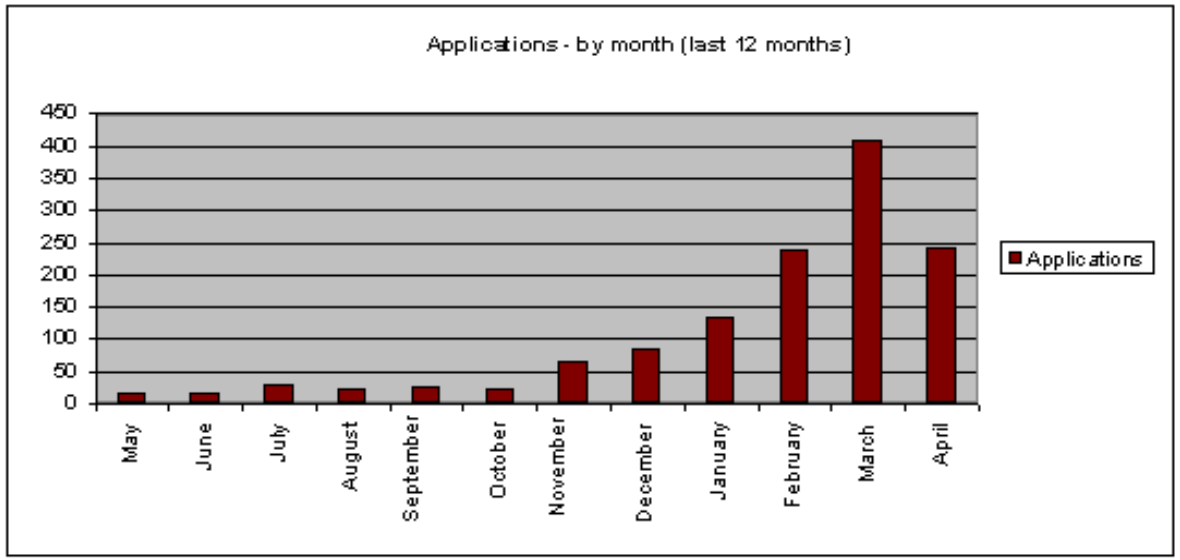
Sample of possible statistics that could be provided





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A central source of data presents new opportunities

AppTrack COURSE APPLICATIONS

SUMMARY // COURSE APPLICATIONS // COMPETITOR TOTALS // COURSES TABLE // WEEKLY

All groups summary | Chart | Summary | Compare | Data

--Subject groups-- Show

How many applications have I received to date, and how does it compare to previous years?

Subject groups - Applications

	2005	2006	%	2007	%
Combined arts	797	632	-20.70↓	749	18.51↑
Combined sciences	413	477	15.50↑	734	53.88↑
Combined social sciences	511	682	33.46↑	740	8.50↑
General	171	168	-1.75↓	287	70.83↑
Group B Subjects allied to Medicine	4258	3966	-6.86↓	3408	-14.07↓
Group C Biological Sciences	2027	1716	-15.34↓	1628	-5.13↓
Group D Vet Sci	627	554	-11.64↓	542	-2.17↓
Group F Physical Sciences	510	531	4.12↑	560	5.46↑
Group G Mathematical & Comp Sci	1162	965	-16.95↓	1240	28.50↑
Group H Engineering	923	927	0.43↑	788	-14.99↓
Group J Technologies		33		342	936.36↑
Group K Architecture	1516	1166	-23.09↓	1378	18.18↑
Group L Social Studies	1877	1557	-17.05↓	1584	1.73↑
Group M Law	1312	1223	-6.78↓	1228	0.41↑
Group N Business & Admin studies	2543	2182	-14.20↓	2657	21.77↑
Group P Mass Comms and Documentation	119	235	97.48↑	360	53.19↑
Group Q Linguistics	447	423	-5.37↓	417	-1.42↓
Group R European Langs	108	104	-3.70↓	78	-25.00↓

How far do applicants travel to subjects at my HEI?

distance in miles	accepts	% accepts	distribution
less than or equal to 5 miles	133	7.25	7.25
6-10 miles	145	7.91	7.91
11-15 miles	96	5.23	5.23
16-20 miles	58	3.16	3.16
21-25 miles	77	4.20	4.20
26-30 miles	106	5.78	5.78
31-35 miles	72	3.93	3.93
36-40 miles	95	5.18	5.18
41-45 miles	105	5.73	5.73
46-50 miles	57	3.11	3.11
51-55 miles	72	3.93	3.93
56-60 miles	53	2.89	2.89
61-65 miles	64	3.49	3.49
66-70 miles	70	3.82	3.82
71-75 miles	56	3.05	3.05
76-80 miles	61	3.33	3.33
81-85 miles	57	3.11	3.11
86-90 miles	55	3.00	3.00
91-95 miles	44	2.40	2.40
95-100 miles	41	2.24	2.24
101-150 miles	261	14.23	14.23
151-200 miles	52	2.84	2.84
201-250 miles	7	0.38	0.38
251-300 miles	1	0.05	0.05
301-350 miles		0.00	0.00
over 350 miles		0.00	0.00

Applications
Count 2,164,679
Percent 100.00

Unconditional offer
Count 141,761
Percent 6.55

Firm response	Insurance response	Declined response	Yet to respond
Count 16,393	Count 1,249	Count 27,072	Count 97,047
Percent 11.56	Percent 0.88	Percent 19.10	Percent 68.46

Conditional offer
Count 1,160,940
Percent 53.63

Firm response	Insurance response	Declined response	Yet to respond
Count 60,794	Count 46,733	Count 127,278	Count 926,135
Percent 5.24	Percent 4.03	Percent 10.96	Percent 79.77

Rejected
Count 429,382
Percent 19.84

Pending
Count 339,869
Percent 15.70

Withdrawn / Other
Count 92,727
Percent 4.28

* This box is all other decision states not listed above

Offers made, by type

■ Unconditional ■ Conditional

Unconditional replies

■ Firm ■ Insurance ■ Decline

Conditional replies

■ Firm ■ Insurance ■ Decline

Pending	15.70
U to respond	68.46
C to respond	79.77

How many applications convert to offers?

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UKPASS Institutions

UNIVERSITY OF WESTMINSTER

Ravensbourne
College of Design and Communication

the arts institute at bournemouth

OXFORD BROOKES UNIVERSITY

UNIVERSITY OF DUNDEE

Manchester Metropolitan University

1495 UNIVERSITY OF ABERDEEN

The London College UCK

dmu.ac.uk DE MONTFORT UNIVERSITY LEICESTER

THE UNIVERSITY OF WINCHESTER

LONDON SOUTH BANK UNIVERSITY

THE UNIVERSITY OF NORTHAMPTON

University of Reading

IOE LONDON
Leading education and social research
Institute of Education
University of London

Roehampton University London

ISLAMIC COLLEGE FOR ADVANCED STUDIES

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> Interested? Like to know more?

- **Come and chat to us here at the UKPASS stand**
- Contact info@ukpass.ac.uk to arrange a visit to your institution
- See how it operates in practice - come to a free Familiarisation Day delivered by our Professional Development Officers
- Dedicated UKPASS Team to get you started

- Flexible sign up
- Use alongside existing routes
- Use for all or some of your postgraduate programmes

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>

"UKPASS gave us a cost effective alternative to setting up our own system, by offering a efficient, flexible and corporately branded product which has made it easy for postgraduate students to apply online to us"
Anne Maddox, De Montfort University

"We are really pleased with the number and quality of applications we are receiving through UKPASS" Dr Ramanee Peiris, The University of Dundee

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