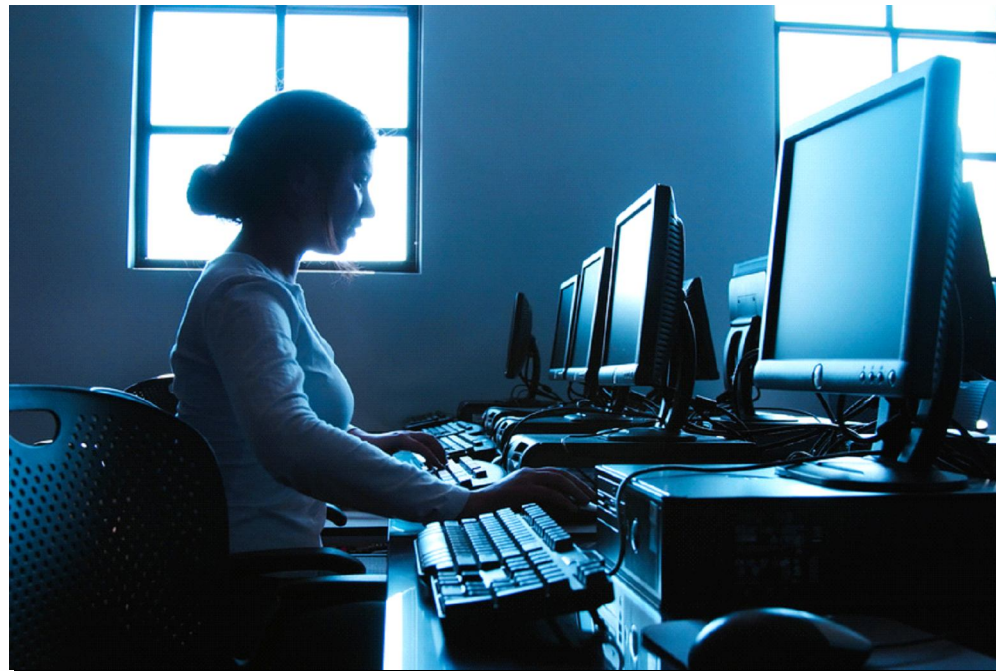


> **Effective Marketing in Higher Education Conference**  
**Inmarsat Conference Centre, London, 10 November 2009**

## **Communicating with students – facts, figures and trends**



**Virginia Isaac**  
*Acting Chief Executive*

**UCAS**

## > Outline

- Statistics
- Segmentation and targeting
- Communicating with students
- Questions



## > 2009 cycle figures

- A record-breaking year:

	2005	2006	2007	2008	2009
Total no. applicants	520,961	504,748	531,898	582,657	633,592
Total no. accepted applicants	404,668	389,505	411,971	451,871	477,277

Source: UCAS Statistics Unit

UCAS

## > 2009 cycle figures

### Applications by overseas country (top ten)

	2009	2008	% change
China	8,930	8,725	2.3%
Ireland	6,259	5,435	15.2%
France	4,614	3,888	18.7%
Germany	3,950	3,591	10.0%
Hong Kong	3,683	3,567	3.3%
Malaysia	3,349	3,024	10.7%
India	3,140	2,997	4.8%
USA	2,857	2,810	1.7%
Nigeria	2,818	3,139	-10.2%
Singapore	2,490	2,036	22.3%

Source: UCAS Statistics Unit

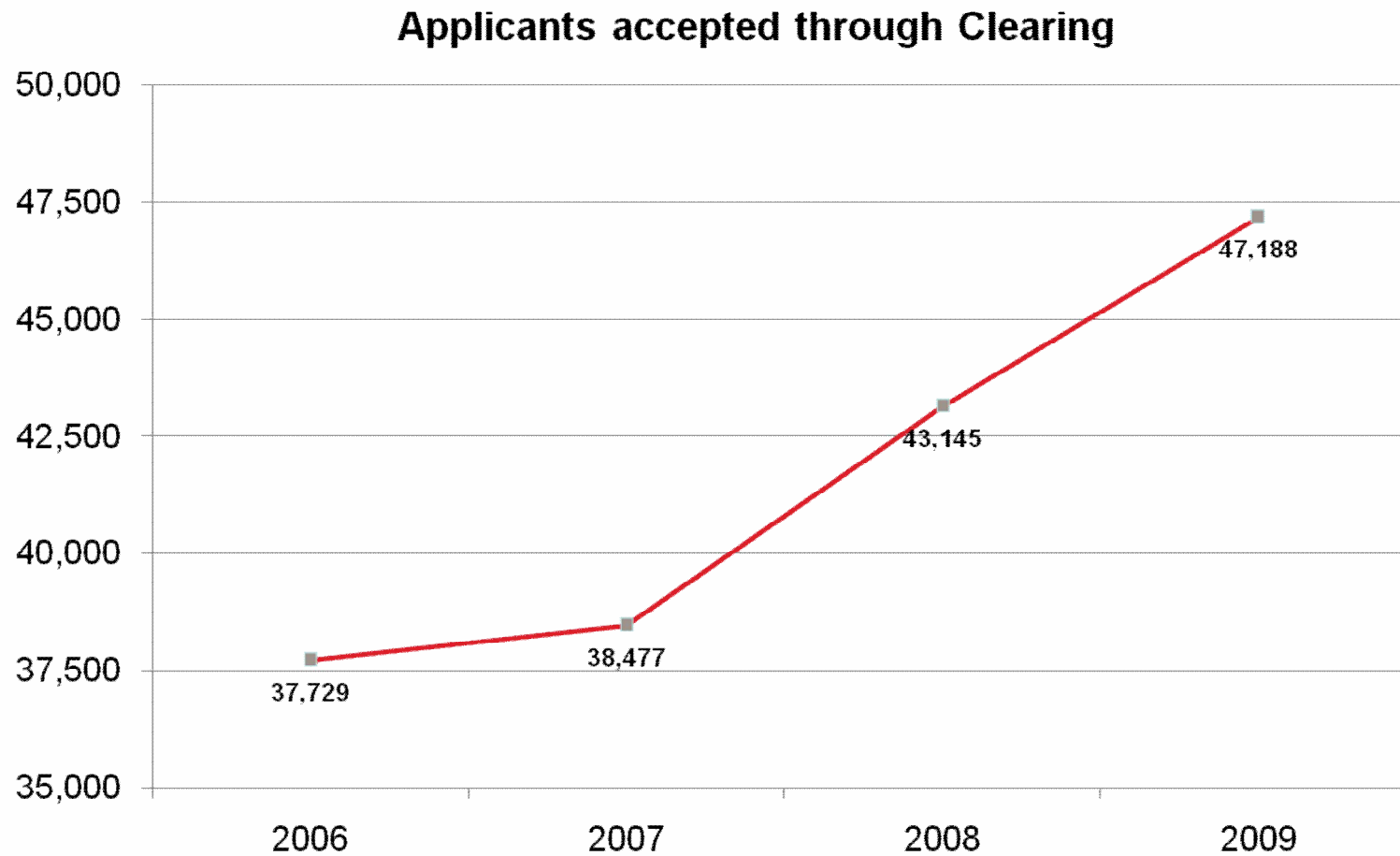
## > 2009 cycle figures

### Applications by subject (top ten)

	2009	2008	% change
Nursing	134,267	108,958	23.2%
Law by Area	91,459	87,752	4.2%
Psychology	80,580	76,334	5.6%
Design studies	77,509	71,309	8.7%
Pre-clinical Medicine	69,869	69,021	1.2%
Management studies	65,338	64,410	1.4%
Social Work	60,469	55,254	9.4%
Combs within Bus & Admin Studies	59,292	53,610	10.6%
English studies	57,635	53,696	7.3%
Business studies	57,211	53,466	7.0%

Source: UCAS Statistics Unit

## > 2009 cycle figures



Source: UCAS Statistics Unit

## > 2009 cycle figures

### Clearing accepts by Mission Group

	Clearing accepts
Russell Group	3,318
1994 Group	3,728
AOC	2,199
Guild HE	2,511
Pre 92	14,171

Source: UCAS Statistics Unit

## > 2009 cycle figures

### Applicant statistics

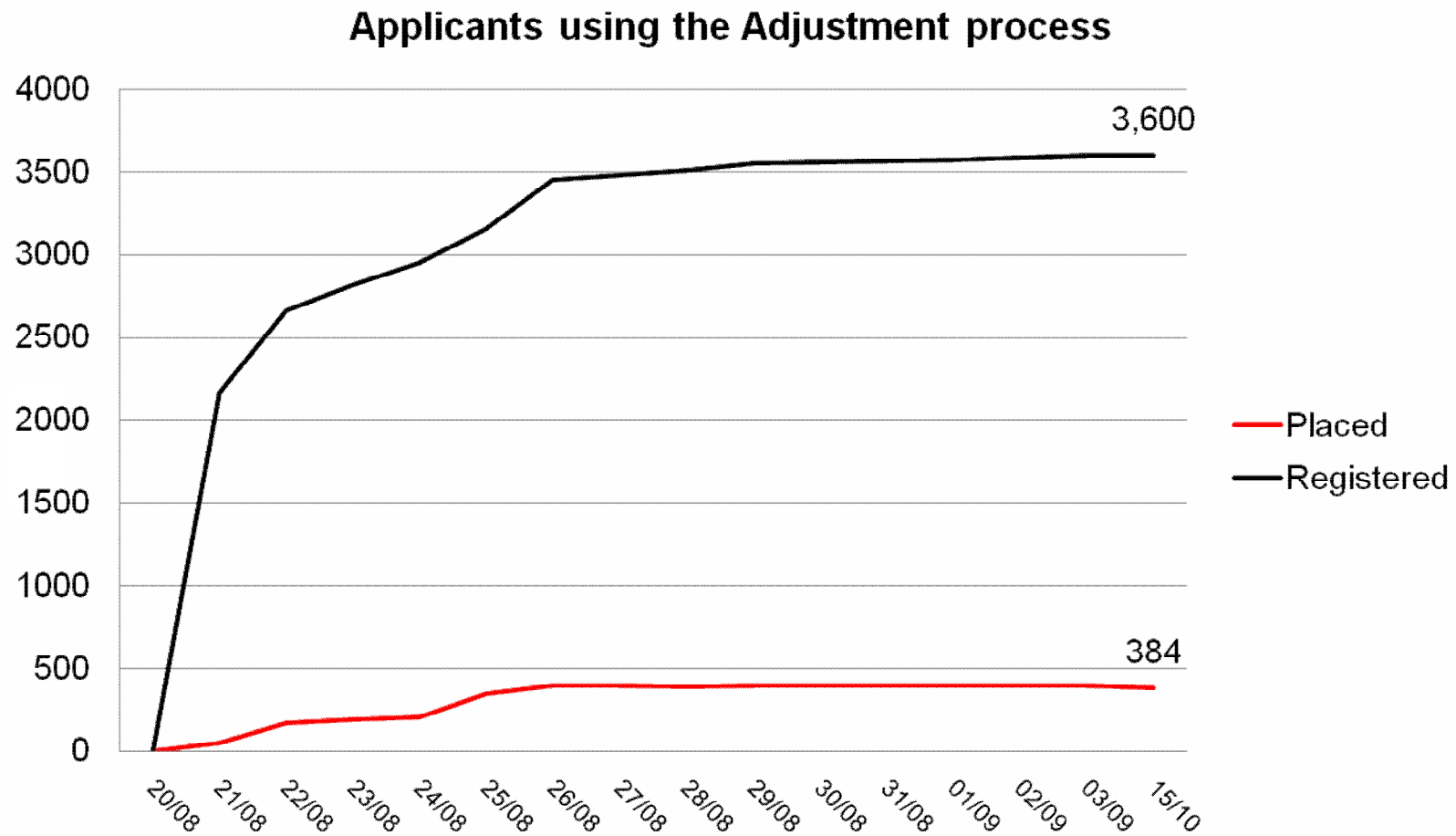
	2009	2008	2007
Having unconditional or confirmed conditional offer	429,705	408,726	373,494
Having found a place in Clearing	47,188	43,145	38,477
Having been placed using Adjustment	384	n/a	n/a
<b>Total no. accepted applicants</b>	<b>477,277</b>	<b>451,871</b>	<b>411,971</b>
Applicants with a non-Clearing outcome pending	1,987	2,804	2,023
Applicants currently eligible for Clearing	139,520	114,009	103,324
Applicants withdrawn from the scheme	14,808	13,973	14,580
<b>Total no. applicants</b>	<b>633,592</b>	<b>582,657</b>	<b>531,898</b>

Source: UCAS Statistics Unit

UCAS



## > 2009 cycle figures



Source: UCAS Statistics Unit

## > 15 October 2009 statistics

### Application figures

	2010	2009	Diff (%)
Total choices	303,014	277,228	9.3%
Total applicants	71,833	64,438	11.55%

### Choices by subject

	2010	2009	Diff (+/-)	Diff (%)
Medicine	21,389	18,805	2,584	13.7%
Dentistry	3,720	3,304	416	12.6%
Veterinary	2,308	2,035	273	13.4%
Other	56,887	50,885	6,002	11.8%
<b>Total</b>	<b>84,304</b>	<b>75,029</b>	<b>9,275</b>	<b>12.4%</b>

Source: UCAS Statistics Unit

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## Applications - Analysis (Market Share)

ucas // media

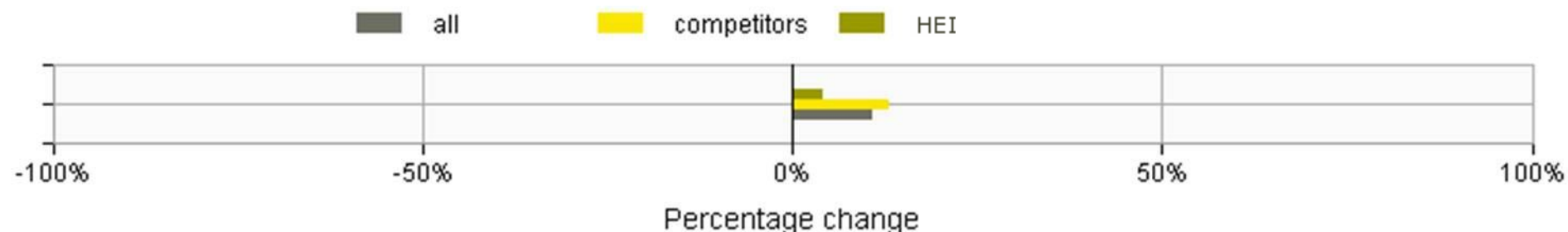
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**Institution Name:** HEI

**Report Number:** 40 **Subject Group:** Group D Vet Sci Ag & related

### % Change to National and Competitor Applications (YTD)



#### Percentage change 2008-2009

	2008	2009	% change
HEI	476	496	4.20 ↑
Competitors	4503	5093	13.10 ↑
UCAS	19227	21325	10.91 ↑

#### UCAS

Number of HEIs offering subject group	106
---------------------------------------	-----

#### Share of Market

	2008	2009
HEI as share of UCAS	2.48%	2.33%
HEI as share of Competitors	9.56%	8.87%

#### Competitors

--

## Applications - Analysis (Market Share)

ucas // media

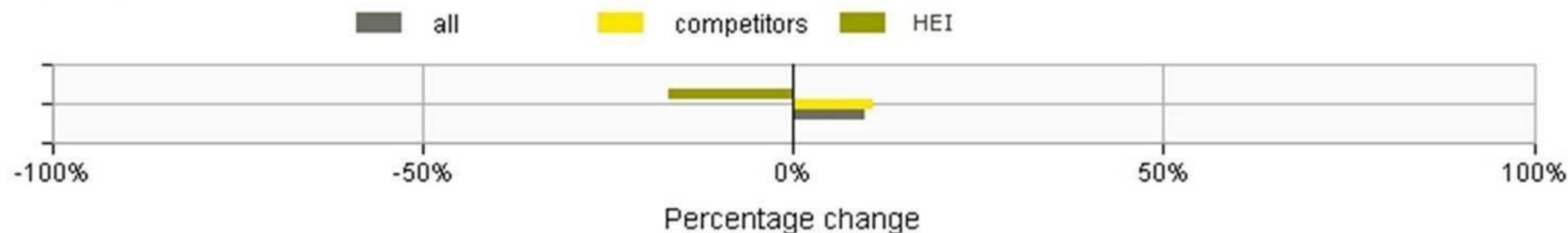
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Institution Name: HEI

Report Number: 40 Subject Group: Group L Social Studies

### % Change to National and Competitor Applications (YTD)



#### Percentage change 2008-2009

	2008	2009	% change
HEI	622	514	-17.36 ↓
Competitors	24807	27490	10.82 ↑
UCAS	185162	203302	9.80 ↑

#### UCAS

Number of HEIs offering subject group	206
---------------------------------------	-----

#### Share of Market

	2008	2009
HEI as share of UCAS	0.34%	0.25%
HEI as share of Competitors	2.45%	1.84%

#### Competitors

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## Applications - Analysis (Market Share)

ucas // media

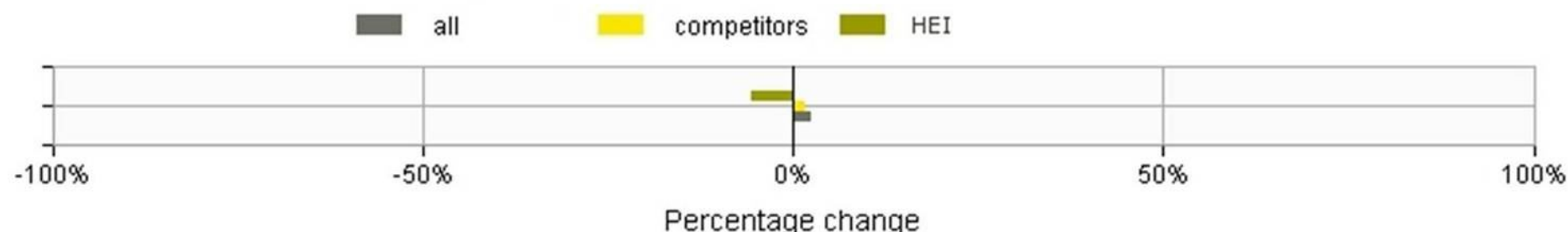
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**Institution Name:** HEI

**Report Number:** 40    **Subject Group:** Group A Medicine & Dentistry

### % Change to National and Competitor Applications (YTD)



### Percentage change 2008-2009

	2008	2009	% change
HEI	6347	5963	-6.05 ↓
Competitors	20971	21300	1.57 ↑
UCAS	79874	81829	2.45 ↑

### UCAS

Number of HEIs offering subject group	33
---------------------------------------	----

### Share of Market

	2008	2009
HEI as share of UCAS	7.95%	7.29%
HEI as share of Competitors	23.23%	21.87%

### Competitors

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

## > Segmentation and targeting

### ■ Track Survey – Why do they choose their firm choice?

You have chosen course C800 at The University of Birmingham as your Firm choice, can you tell us what factors influenced your decision, and also what the most important factor was?

Select all the factors that influenced your decision. You can choose more than one response.

Influencing factor	(Pick any) important decision	Most important decision
Course and course content	<input type="checkbox"/>	<input type="radio"/>
Academic reputation of the university / college	<input checked="" type="checkbox"/>	<input type="radio"/>
Social life of the area / university / college	<input type="checkbox"/>	<input type="radio"/>
Entry requirements were realistic for you	<input type="checkbox"/>	<input type="radio"/>
Availability of scholarships or bursaries	<input type="checkbox"/>	<input checked="" type="radio"/>
Employment prospects on completion of the course	<input type="checkbox"/>	<input type="radio"/>
Quality of information or experience I received from the university / college after I applied	<input checked="" type="checkbox"/>	<input type="radio"/>
Availability or standard of university / college accommodation	<input type="checkbox"/>	<input type="radio"/>
Availability of special facilities specific to my needs (e.g. special needs, childcare)	<input type="checkbox"/>	<input type="radio"/>
Cost of living in the area	<input type="checkbox"/>	<input type="radio"/>
Availability of local employment whilst studying	<input type="checkbox"/>	<input type="radio"/>
Distance from home	<input type="checkbox"/>	<input type="radio"/>
It was the only university / college to offer me a place	<input type="checkbox"/>	<input type="radio"/>
Other(please specify): <input type="text"/>	<input type="checkbox"/>	<input type="radio"/>

 | 

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## > Segmentation and targeting

- Compare your declined offers against their first choice

How do the universities/colleges you have declined compare to your Firm choice of course C800 at The University of Birmingham?

Course C800 at The University of Aberdeen	
Course and course content	Please choose...
Academic reputation of the university/college	Please choose... More suitable for me Same as my firm choice Less suitable for me Not Applicable
Entry requirements you have been asked for	Please choose...
Availability of scholarships/bursaries	Please choose...
Information received from the university/college after you applied	Please choose...
The location of the university/college	Please choose...

Course N400 at The University of Aberdeen	
Course and course content	Please choose...
Academic reputation of the university/college	Please choose...
Entry requirements you have been asked for	Please choose...
Availability of scholarships/bursaries	Please choose...
Information received from the university/college after you applied	Please choose...
The location of the university/college	Please choose...

## > Segmentation and targeting

- The top three reasons you're likely to be declined

What were the three main reasons for declining your offer at the following:

**Course LN64 at The University of Aberdeen**

Entry requirements were unrealistic for me	▼	First reason
Course and course content	▼	Second reason
Social life of the university/college	▼	Third reason

**Course NV46 at The University of Aberdeen**

Entry requirements were unrealistic for me	▼	First reason
Availability of scholarships/bursaries	▼	Second reason
Availability of scholarships/bursaries	▼	Third reason

Social life of the university/college

Entry requirements were unrealistic for me

Availability of scholarships/bursaries

Employment prospects on completion of the course

Quality of information or experience I received from the university/college after I applied

Availability or standard of university/college accommodation

Availability of special facilities specific to my needs (e.g. special needs, childcare)

Cost of living in the area

Availability of local employment whilst studying

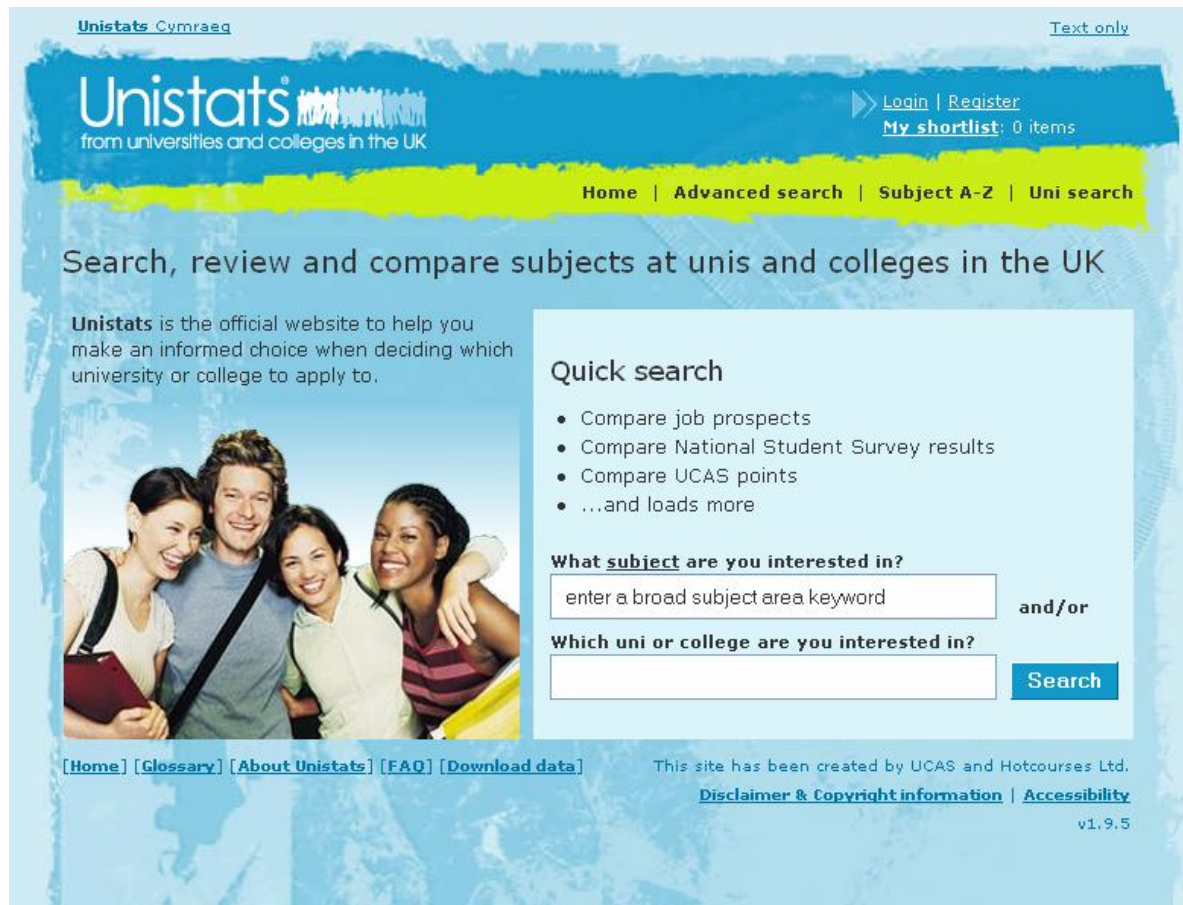
Distance from home

Other



## > Communicating with students

- Unistats – 62% increase in traffic to the site 2008-2009



## > Communicating with students

- Email sends

- Accounted for 16% of traffic to the site (116,634 visits)

Subject (pre-applicant testing)	Open rate	Click through
Your subject: The best uni?	45.3%	16.6%
Your uni: Girl to boy ratio	45.37%	12.26%
Need help deciding which uni?	39.25%	11.85%
UCAS Tariff points: Going rate?	41.34%	8.55%

Subject (applicant final sends)	Open rate	Click through
Best UK Unis: See what students thought	40.76%	8.64%
Employment prospects for your subject and uni	40.35%	7.57%

## > Communicating with students

- Search engine optimisation (SEO)
  - Traffic to site from search engines trebled – 8% to 24%
- Pay per click advertising
  - Google AdWords generated 32,000 clicks since June 09
- Online and print advertising
- Testing new marketing activities
- Research



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Unistats | Search results - Microsoft Internet Explorer

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Address [http://www.unistats.com/retrieveColleges\\_en.do;jsessionid=FC1FDF5FBFB83A9E979465CD30312E9C.worker2](http://www.unistats.com/retrieveColleges_en.do;jsessionid=FC1FDF5FBFB83A9E979465CD30312E9C.worker2) Go

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[Home](#) | [Advanced search](#) | [Subject A-Z](#) | [Uni search](#)

# Search results

[Home](#) > [Search results](#)

Results for **English** for **first degree, full time** courses.

Subject

English

Study mode

Full-time

Uni

Study level

First degree (eg. BA, BSc, MEng)

Search

Choose up to 3 to compare

Or add to shortlist

Results per page:

10

Show

Page 1 of 35

<<

<

>

>>

	Uni [Filter unis]	Subject	Average UCAS points achieved	% of employed with grad job	% Students satisfied
<input type="checkbox"/>	<a href="#">UNIVERSITY OF ABERDEEN</a>	<a href="#">English studies</a>	330	40%+	92%
<input type="checkbox"/>	<a href="#">UNIVERSITY OF ABERDEEN</a>	<a href="#">English-based studies</a>	330	41%+	92% ?
<input type="checkbox"/>	<a href="#">UNIVERSITY OF ABERDEEN</a>	<a href="#">Initial Teacher Training</a>	372	99%	78%
<input type="checkbox"/>	<a href="#">UNIVERSITY OF ABERDEEN</a>	<a href="#">Languages</a>	330	50%	95% ?

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Uni search

Overview

Home > Search results > Overview

Overview

UCAS points & entry info

Student breakdown

National Student Survey

Degree class & progression

Employment prospects

Uni details

1) BATH SPA UNIVERSITY:  
English studies (f/t , f/d)

2) UNIVERSITY OF BIRMINGHAM:  
English studies (f/t , f/d)

3) UNIVERSITY OF BRISTOL:  
English studies (f/t , f/d)

1) Add to shortlist

2) Add to shortlist

3) Add to shortlist

Number of students (visit the [Student breakdown](#) section for more)

<a href="#">Registered students</a>	460	565	270
-------------------------------------	-----	-----	-----

Entry information (visit the [UCAS points & entry info](#) section for more)

<a href="#">Average UCAS points achieved</a>	320	410	470
--	-----	-----	-----

Results and job prospects (visit the [Employment prospects](#) section for more)

<a href="#">% with a job or doing further study</a>	85%	87%	83%
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Internet



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### Editor's picks



**Personal statement:**  
Dos and don'ts

**UCAS application:** Key  
dates and reminders

**Need UCAS help?**  
Giles is your man.



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goings-on on yougo



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success

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Other members applying to university

No university selected

You can meet your future coursemates here, but you'll need to go to edit profile and add your Track username and password to update your details on yougo. Then you'll have the chance to make friends before you go.

Search all members

### University profiles

#### University gallery



« Viewing 1-3 of 35 »

Browse universities

### Money matters

### Forums

**KINGSTON UNI 2010**  
Anyone studying at Penrhyn Road  
next year? If so, lemme know what  
you're planning...  
1 post(s) - 1 view(s) 21 minutes ago

**Kent 2010 all applicants come here!**  
Hey guys so come on what are you  
studying, what campus and where are  
you staying...  
1 post(s) - 2 view(s) an hour ago

**Wanna form a band! gotta get my priorities right!**  
I can scream and sing when pushed

[Home](#) » [Profile: Giles UCAS](#)

**Giles UCAS**

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## About us

My name is Giles, and I am the UCAS customer service adviser on yougo.

I've been working at UCAS for almost three years, helping people with their UCAS applications. Now I'm working on yougo to help you out, so add me to your friend list and leave me a message on the UCAS profile page, and I'll be in touch.

## Faculties

## News

 15 October: Deadline day

Create News 

If you are applying for Oxford University or University of Cambridge, medicine, dentistry or veterinary medicine/science, your application must be received at UCAS by midnight today. An application for any of the above courses/institutions received after...

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### Comments

Add a comment

**B** *I* U ABC                                                                

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Kate Crozier says

What is the Email address i have to email? Just deleting it as i havnt used it in a while and am in my second year of uni! Kate

Posted 06-11-2009 13:35



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Yankees and the Phils, plus Jay-Z opening the World Series with Empire State of Mind. Play Ball and Play Buzz. <http://bit.ly/1atEuV>

## Topic: UCAS

### Twitter Search

- @Remy\_Foster I haven't got anything yet from UCAS or any of the universities ^^
- Writing my UCAS "personal statement" over the weekend. Any of you clever academic types got any tips for me?
- Ok checking out these Twitter List thingys. Also, Bristol are giving my UCAS "Full Consideration" :S
- UCAS STILL NOT SENT. Get a move on college.
- Is it just me or are ucas evil?

More at Twitter »

### Bing News

- Carey Mulligan hopes to win next year's Best Actress Award - Entertainment and Showbiz!
- Directgov to Help Students To Choose And Apply For University With ... - eGov Monitor
- THE NEW ROBBER BARONS COULD DEEPEN THIS ECONOMIC HOLE - YAHOO!
- UK Government: Students can find help with their applications on ... - TMCnet
- Government ad banned for breach of

Is it just me or are ucas evil?

More at Bing News »

### Google Blog Search

- Refreshing Blogging: Wider Reading
- popping/binding when turning even sitting still - Nissan Titan Forum
- PER morton0: Sempre paziente con me su TRIBUTE TO PIERLUIGI
- BA;LM!
- Life Is ChaNging: Terkejut

More at Google Blog Search »

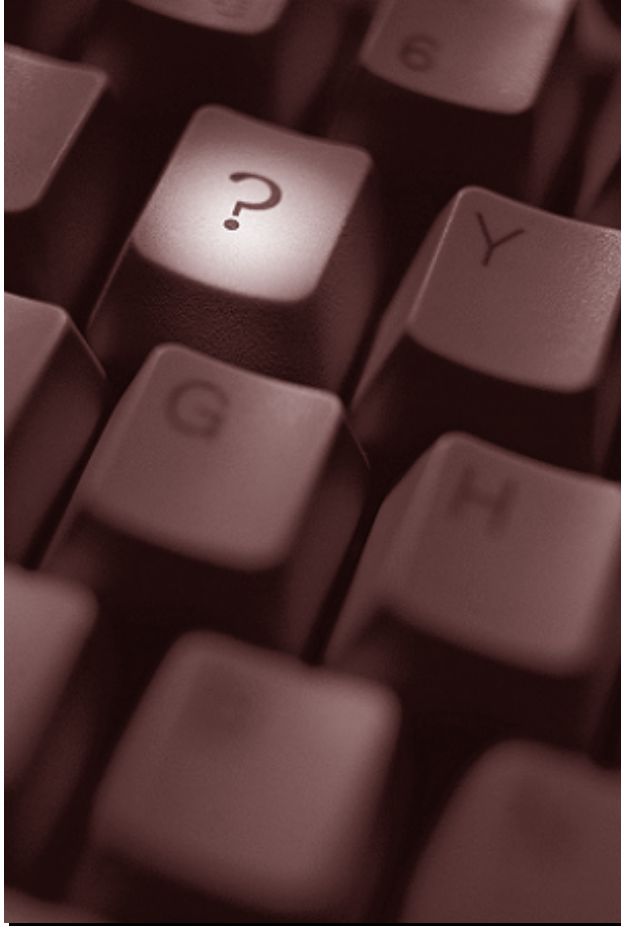
### Digg

- Graphic Obama-Themed Pro-Life Display at UCA Berkley

[http://twitter.com/Suzanne\\_Oswald/statuses/5283206201](http://twitter.com/Suzanne_Oswald/statuses/5283206201) Internet



## > Questions



Virginia Isaac  
*Acting Chief Executive*

UCAS