

2012: AN EXTRAORDINARY YEAR


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DELYTH CHAMBERS CONSULTING

Haven't we been here before?



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2006

In 2006 admissions affected by:

- Schwartz review of fair admissions
- Government response to Schwartz
- Wilson review of admissions
- Government response to Wilson review
- Setting up of SPA
- Setting up of Admissions Reform Delivery Partnership
- 14-19 White Paper
- HE White Paper
- Introduction of higher fees

So what's happening in 2006?

- Changes to student support regime
- Possible effect on student choice
- Increased competition
- Changes in pattern of demand
- Effect on admissions tutor behaviour
- OFFA – widening participation
- Changes to UCAS processes
- Future: wider reform of admissions system

Implications

Possible influence on:

- student choice
- competitive climate
- the way that institutions react
- the way that institutions try to manage demand
- on organisational structures
- on the way admissions is operated and decisions made

How are universities responding?

Differentiation

- Branding
- Offer levels
- Communications
- Scholarships and bursaries

How are universities responding?

Organisational:

- Examination of course portfolios
- Investment in facilities
- Improving their admissions processes
- Changed selection methods

What might happen?

- Initially may be an overall drop in applications
- Increased demand for 'prestigious' universities
- Increased demand for subjects with a closer relationship to employment
- Increased appeals and complaints to universities about admissions decisions

Haven't we been here before?



2006



2012



2012

The same but
different?

Background to 2012



- The Browne Review
 - Fees and funding
 - More information for applicants
 - Funding for part-time
- The HE White Paper: 'Students at the heart of the system'
 - Cap on fees at £9000
 - Requirement for OFFA approval for fees >£7500
 - 'Core' and 'margin' student number controls
 - New student finance and debt arrangements
 - More information – the KIS
 - Private providers

and ...



- UKBA Points Based Immigration
- Continuing uncertainty about operation of student number controls
- Still an emphasis on social mobility
- UCAS admissions review
- Greater encouragement of private providers

Likely consequences for HEIs

- 'Fill up with AAB+s' = greater competition for AAB+s
- Bursaries/scholarships/fee waivers/discounting
- Increased marketisation
- Possible unfair effect on institutions who have few AABs but lose 8% of places
- Oversubscription for some institutions/difficulties in filling places for others
- Temptation to not focus on OFFA targets
- High AAB+ institutions little room to take account of OFFA targets
- Temptation to change OFFA agreements for 2012 and 2013 now
- Additional work providing data for KISs

Students



- General levels of demand to dip in 2012 (and 2013?)
 - Fewer gap year students
 - Lower enrolments SFCs and FECs (EMA withdrawal?)
 - Will the national demographic dip begin to take hold?
- Confusion and uncertainty?
 - KISs and more information – more confusion?
 - Funding and finance still not understood
 - Plethora of different financial packages from institutions
 - Advisory services not improved

Students

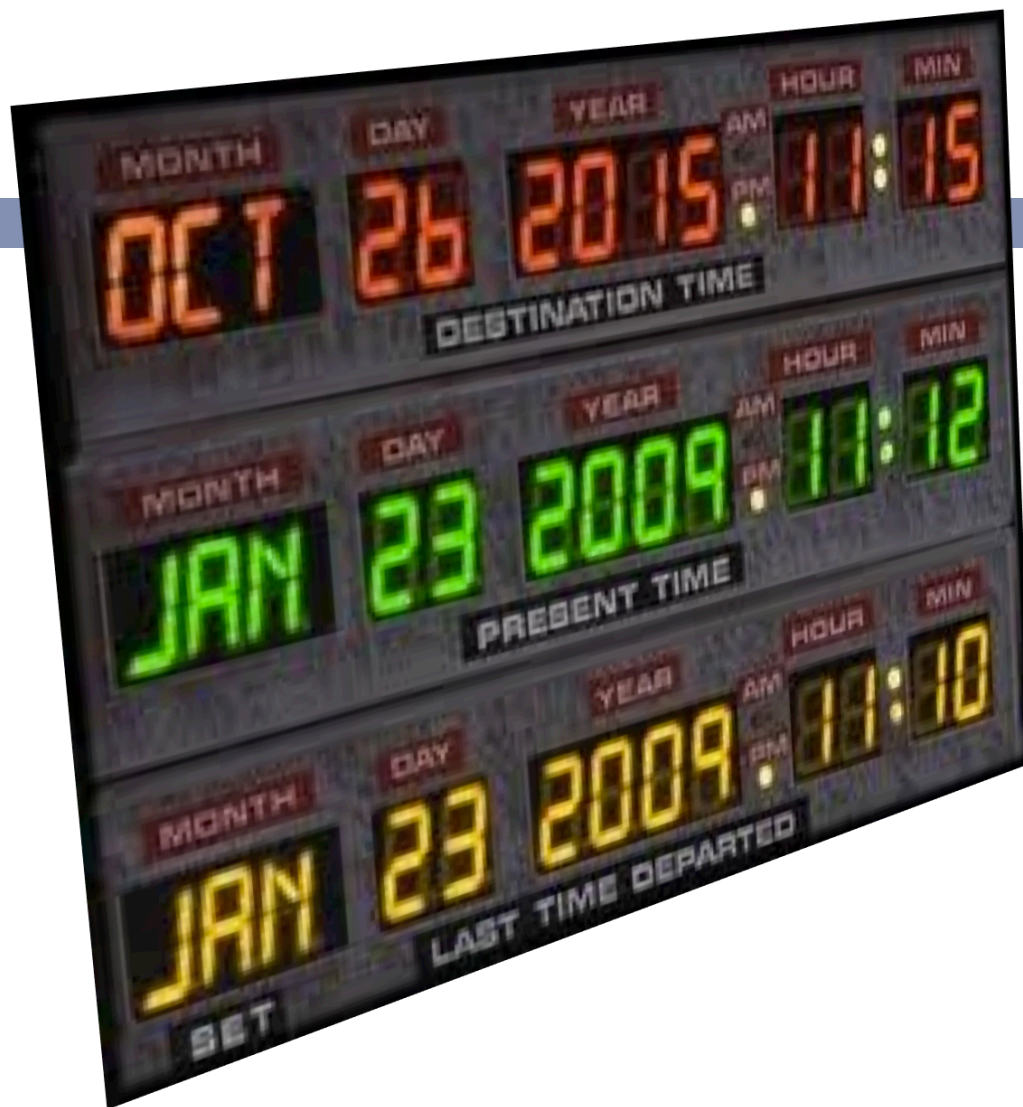


- Students with AAB+ predictions
 - In demand from HEIs
 - Lots of choice
 - Lots of 'extras'
- Students with predictions below AAB
 - May feel not worth applying to competitive institutions
 - ???
- Students with AAB+ predictions who fail to meet the offer
 - Kept waiting for a long time at confirmation?
- Students who unexpected achieve AAB+ in August
 - More using 'adjustment' in August 2012?

The future



- The sector
 - Dealing with unintended consequences
 - Increased stratification and differentiation
 - Effect on *currently* marginal subjects
 - Failures? Takeovers? Private providers?
- Admissions operations
 - Learning by experience
 - Need for greater integration between functions
 - Even greater need for professionalism to protect students



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