

The UCAS process

Giving yourself the best chance

David Winstanley
Associate Director;
Admissions, Recruitment and
Marketing



Overview

- Some context
- What are the options? How to choose?
- What is UCAS and how does it work?
- What are Admissions Tutors looking for?



Some statistics

- 535,175 placed through UCAS in 2016 (0.5% increase) more than ever
- 27.2% of 18 year old men enter HE. 36.8% of 18 year old women do.
- More offers than ever (1.9 million) 4th consecutive year of significant increase. 94% who make 5 choices receive at least one offer
- Applicants are **28% more likely** to have five offers in 2015 than in 2012, and **52% more likely** than in 2011.
- 386,300 achieved their firm place; 72% of those placed



UNIVERSITY OF LONDON

Some statistics

Application rates for 2014 entry

| Subject | Applications | Accepts | Ratio |
|-------------------------------|--------------|---------|-------|
| Medicine | 84,850 | 7,680 | 11.0 |
| History | 52,935 | 9,685 | 5.5 |
| Business | 65,715 | 13,720 | 4.8 |
| Law | 103,220 | 19,340 | 5.3 |
| Mechanical Engineering | 49,320 | 7,885 | 6.3 |
| Agriculture | 7,265 | 2,175 | 3.3 |



Why bother?

- A personal challenge!
- Follow a vocation
- Get ahead in the jobs market
- Increase earning potential
- Develop skills and gain confidence
- Have more money over your lifetime
- Have fun!



How to choose?

Starting Points....

- •Identify your academic strengths and weaknesses
- Why do you enjoy particular subjects?
- Think about your career ambitions



Things to consider...

- •Identify subjects you enjoy and excel at
 - -You're there for 3 years or more!
- •Find out about course structure
 - -Lectures, seminars, class sizes, assessment procedures
- •Grade requirements?
 - -The UCAS Tariff entry grades can vary greatly
- Work placements
 - -Is there an option for a placement year in industry / study abroad options
- Keep an open mind
 - -Remember there are **40,000** + courses at over **320** locations that you could choose



What are the options?

- Location
- Support and advice
 - -Personal tutors, welfare support, peer assisted study groups
- Facilities and the 'student life'
 - -Think about libraries, I.T. provision as well as the Students' Union
- Cost of Living
- University Open Days
 - Visit as many as you can, and think about questions to ask in advanceGoldsmiths

Where to research...

- UCAS University and Colleges Admissions Service
 - www.ucas.com contains details of ALL courses
- Independent guides e.g. Heap, Times, Virgin
- University websites / prospectuses
- League tables
- Admissions tutors
- Endorsements from friends or teachers



What is UCAS?

- Universities and Colleges Admissions
 Service
- Handles all applications to UK HE institutions (and others...!)
- Apply, Extra, Clearing



What is UCAS?

- Five choices, applications 'blind'
- Conditional and unconditional
- Interviews and portfolios
- Firm and insurance



What are we looking for?

Admissions Tutors look for:

- Intellectual/creative ability
- Whether you suit the course
- Evidence of motivation and commitment
- Well-rounded applicants
- Extra-curricular activities
- Passion!

They will use:

- Your academic profile
- Predicted A Level/BTEC results
- GCSEs
- Personal statement
- Reference



Personal statements

- The only personal information an Admissions tutor will get from the applicant
- Most courses do not interview
- Should there be an interview process, the personal statement may well be the basis for it
- The applicant's chance to impress and differentiate themselves



What do we want to see?

- Commitment to, interest in and enthusiasm for the subject
 - approximately 75% dedicated to academic content (dependent on subject/university – higher in some cases)
- Consider your audience
 - admissions tutors
- Be analytical and reflective not merely descriptive
- Illustrate your relevant skills and abilities
- Highlight your work experience!
- Demonstrate that you understand what the course you have applied for entails...

 Goldsmiths

The reference

What's needed from teachers and tutors?

- Informed and academic assessment of the applicant's suitability for further study
- Predicted and accurate grades for each subject of study
- Comments on applicant's maturity, attitude, and readiness



Summary

- There is no 'best place' for anything
- It is still competitive for popular courses
- Importance of visiting
- Strong personal statements and references can make a real difference





Questions?

Goldsmiths

UNIVERSITY OF LONDON



David Winstanley
Associate Director;
Admissions, Recruitment
and Marketing
d.winstanley@gold.ac.uk

