

HE Marketing Services Advisory Group Minutes

HEMSAG/23/M3

HE Marketing Services Advisory Group meeting

Held on Monday 9 October 2023 in-person at UCAS, Rosehill, Cheltenham.

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To be held on Monday 9 October 2023 in person at UCAS, Rosehill, Cheltenham. Meeting scheduled to start at 11:00 until 14:30

Chair:	Sam Uzzell	University of Surrey
Attendees:	Adam Sturch Ailie Ferrari Clare Martin Dan Charles James Ackroyd Mark Jackson Melissa Nurcombe Richard Bengree Sian Jones	Sheffield Hallam University University of Bradford University of Plymouth University of Gloucestershire University of Reading QMUL University of York University of Chester University of Huddersfield
Apologies:	Demetria Maratheftis Kate Green Fiona Morrison Lucy Stevenson	Point Blank University of Loughborough University of Aberdeen Aberystwyth University
UCAS in attendance:	Becky Hopwood Laura Hawkins Sarah Underwood Vickie Phair	Head of Customer Growth - Education Customer Engagement Coordinator Customer Success Director Group Product Manager
Presenting:	Ben Jordan Clare Cozens David Penney Genia Garrity Kate Bevan Matt Wasley-Wood Rachel Harris Vickie Phair Will Beese	Head of Policy Group Product Manager Director of Marketing Lead Product Manager Product Owner Lead Product Manager Product Owner Group Product Manager Principal Data Scientist

A3/20/01 Welcome and apologies

The Group was welcomed to the meeting and the apologies were noted.

A3/20/02 Minutes and action log from previous meeting

The minutes were approved as a correct and accurate reflection of the last meeting.

A3/20/03 Clearing Update

Ben Jordan and David Penney delivered insights into Clearing at Day 28. A presentation was shared which will be circulated with the minutes.

Following the report UCAS released with Sutton Trust on apprentices, there are plans to do the same report for teachers to look at the decline in uptake. The report can be read here: [Three in five do not pursue apprenticeships because they cannot find one, say UCAS and Sutton Trust | Undergraduate, Apprenticeships | UCAS](#)

The group were asked to answer: What are the BIG questions facing you?

- Apprenticeships and what that looks like for 18-year-olds, how they view them in comparison to mature students.
- What trends are going on in terms of localisation and regional recruitment?

HEMSAG103

BJ / GM

The group have been asked to give feedback on UCAS' Regional Insights data for Wales, give feedback and whether the data would be useful for the whole of UK.

A3/20/04 Application Tracker Reinvention and Replacement

Application Tracker Standard and Application Tracker Enhanced are being redeveloped. The Standard Tracker will be relaunched and renamed as 'UCAS Tracker' first for the 2025 cycle. During the 2024 cycle, both will be active in parallel to allow users to

On 1 November 2023 UCAS Tracker Basic will be released as an MVP which will include all the same features that the Standard Application Tracker had apart from users will be given daily updates instead of weekly updates and CSV (comma separated values) will be available. The enhanced beta will be released by the end of 2023.

All users will be given a basket of 6 competitors which can also be changed to offer holders. They must choose one data set, and they can't change during the cycle.

It was asked whether users could request more than 6 competitors, as for universities not part of admissions group these benchmarks aren't relevant.

HEMSAG104
WB

Blue and yellow will be used as contrasting colours instead of red and green to enable colleagues with colour blindness to access the Tracker. Data can be exported as values, or as a table.

Will Beese took the group through a demo of UCAS Tracker Basic.

The group were asked to answer:

What extra data within Competitor Benchmark would be useful for institutions?

- Understanding predicted grades and candidate quality. Providers are trying to understand what students are going to apply at the start of the cycle.
- Age group e.g. market share of 18-year-old school leavers vs mature students.
- Regional dimensions would be useful. The group agreed breakdown by County would be helpful, and if possible, post code.
- Comparison groups such as Tariff and subjects.
- Viewing CFs, Insurance Choices and UFs.
- Add a high-level filter for domicile in UK and non-UK.

Users will be able to view results by faculty level, however this will only be personal data, not benchmarked.

The members agreed that the value would be in viewing competitor and sector data with regards to UFs during C&C. If UCAS could provide this, then providers wouldn't need to update their Power BI and could solely use UCAS Tracker. To pass this round to different departments the group agreed customisable filter pages would be useful. UCAS will provide use-case scenarios for filter settings.

The group have been encouraged to contact v.phair@ucas.ac.uk if they would like to find out more. There are the App Track session webinars which providers can attend. The date of the next one is Tuesday 10th October 2023.

A3/20/05 Provider Pages and progress on audience-based display advertisement.

A written update regarding Provider Pages will be circulated to the group.

A3/20/06 Product Update

The Product Team gave new product development demos and presentations which will be circulated with the minutes. The group provided feedback:

Entry Grade Tool

The group were happy with the developments and appreciative their feedback had been taken onboard to steer the changes.

Courses Data

- There was concern around making arts and humanities less appealing by using financial and salary data.
- Specificity and context would be beneficial, such as further qualifications required post degree for certain careers.
- 'Perception of work' questions alongside salary around contribution to wider society, for less money-orientated people.

UniAI Dashboard

Vickie Phair updated the members on the Dashboard which forecasts undergraduate accommodation demand at a city level. UCAS plan to bring three new features over the next six months

- 1) A downloadable CSV option
- 2) Adding the overall first year student numbers to the graphs (not only live at home students)

3) Adding an indication of the first year split of domestic to international students.

The current trend data is based on acceptances from previous cycle, inclusive of historic trends and population.

The data which isn't included is Supply and number of beds in a city.

Group members felt that having access to this data would be extremely useful, UCAS HEMSAG105 have agreed to look into how this could be shared. VP

AOB and Close

A3/20/07

The date of the 2024 meetings was agreed and placeholders will be set offline.

Thursday 22 February 2024

Thursday 6 June 2024

Thursday 10 October 2024