

**Minutes**

C&amp;IPHEAG/22/M3

UCAS Media Advisory Group meeting

Held on Tuesday 8<sup>th</sup> November 2022, virtually through MS Teams

Chair:	Helena Sturridge	Independent Consultant
Present:	Ben Roth Will Sheppard Lucy Finnie Joanna Wilson Stephanie Reynolds Obinna Okereke	Volvo UK Cohesion – Recruitment Outsourcing University of East Anglia The Pingle Academy University of Gloucestershire Coventry University
UCAS in attendance:	Rebecca Hopword Katie Bell David Tulloch Dave Penney James Austin Victoria Waterson Laura Hawkins Tessa Yates	Head of Customer Growth – Education Chief Marketing Officer Head of Industry Customer Growth Head of Education and Marketing Comms Lead Product Manager Service Delivery Coordinator Customer Engagement Coordinator Head of Legal & Governance
Observing:	Simone Drinkwater Dmitry Dereshev	Lead Partnership Manager Lead Data Consultant

**A2/22/01 Welcome and apologies**

The Group was welcomed to the meeting and the apologies were noted. The Group introduced themselves. Obinna Okereke was welcomed as a new member.

**A2/22/02 Minutes and action log from previous meeting**

The minutes were approved as a correct and accurate reflection of the last meeting. The open actions from the log were discussed:  
It was noted that the UMAG007, UMAG008 and UMAG009 would be addressed later in the agenda with by David Penney.  
It was also noted that there would be a discussion at the end of the meeting to review membership.

**A2/22/03 Changes to customer frameworks.**

David Tulloch proposed on changes to the UCAS Customer frameworks and asked for commentary ahead of the UCAS Media Board next week. UCAS Customer Framework currently excludes UCAS from working with organisations such as PayPal, Samsung Pay and Apple Pay It has been noted that these Online payment

services are being used by the target market. It is proposed to amend the customer framework. It was noted that this will only be for payments and transfer systems. UCAS will not be promoting credit facilities.

The Group raised the following /points:

- *How do you draw the line with advertising the service?*

Have you identified other organisations which can be used as a best practice example

Trials have been ongoing this year with apps being set up for international students?

It was reiterated that PayPal is not a bank, therefore it has nothing to do with credit; it is a payment platform for business to business rather than business to consumer.

Klarna was being listed next to PayPal. It was agreed that this typo would be removed.

DT  
UMAG011

**A2/22/04 Discussion – How do we build an ethical framework to ensure our customers to make ethical use of the UCAS Data set to connect with students?**

Rory Grant delivered a presentation. UCAS holds the data of 10.6 million people in the UK who have applied to universities since 2006. The projection is that by 2026 70% of UK under 30s will apply to higher education.

New ideas generated through the Data Ambition Workshops held in 2021 are being used to stress-test a data ethics framework.

- The Group raised the following points:

*The Group queried whether there are any emerging industry trends relevant to UCAS to consider in terms of transparency. UCAS is looking to be a leader in data transparency.*

It was noted that the aim of the product was to match the issue of increasing demand and supply of accommodation.

- *Key consideration in discussions were how do students know what UCAS is doing with their data? Do they mind their data being used?*

It was noted that UCAS is working on changes to privacy data policies, providing tangible examples where possible.

- *Has UCAS considered their National Union Students who may be concerned talking to them about data sharing? Is their plan to give back by giving data to Non Profit Organisations or think tanks? It was noted that the Strategy, Policy and Public Affairs team at UCAS does supply data to non-commercial partners.*

The next steps for UCAS will be to sign off legal principles and to continue to develop framework. The Group agreed that there needs to be clear assessment of the data impact and feedback loops.

**A2/22/05 Product team update • Update on Accommodation Sector Data Product • Ethical considerations for using our data to enable businesses to fulfill EDI objectives.**

James Austin presented an update on the Accommodation Sector Product. The change of product name was noted; it is now called University Accommodation Insights (UniAI). The data currently consists of the forecast for first year undergraduates. The aim eventually is to include second- and third-year undergraduate data.

The Group made the following points:

- *How do you measure success/impact?*
- *Is there anyone that you would not sell this data to from an ethical point?*
  
- The soft launch is set to be selective with UCAS partner. It was stressed that this was not mass-market product.

**A2/22/06 Learner Engagement Feedback**

David Penney provided an update on actions UMAG007, UMAG008 and UMAG009 . Previously the group viewed how students interact with mailings and it was noted that when an applicant registers with UCAS they are asked if they would like to opt into commercial and industry mailings. Analyses shows opt-in less backgrounds.

The challenge was to quantify how UCAS would measure this as a permanent dashboard.

The current plans are to use:

- 1) Annual surveys of placed applicants and their recollection of UCAS mailings. Target rate - 90% satisfaction. Currently it sits at 85%.
- 2) Ask the applicants whether they have received inappropriate messages. Target rate - 90% satisfaction. Currently it sits at 86%.
- 3) Ensure the overall benchmark for complaint rate never goes above 0.2%. Their aim is to keep the unsubscribe rate below this.

It was noted that an Internet Service Provider was blocked a few months ago, as the complaint rate exceeded the benchmark. Tools have been put in place to measure this. The most common objections were survey requests. UCAS has a new Head of Insights who is considering using a student panel survey instead.

- The Group raised the following points:  
*How many people would be on the panel in order to be representative of the student body?*  
It was agreed that proposals would be brought to the Group once more advanced and discuss any ethical considerations around that. Lucy Finnie offered to help with the formation panel.

It was noted that the next steps would be to work with specific schools to understand why their students opt out of education mailings.  
Office for Students have gone out with a consultation round the debate of Polar vs Tundra. There are no specific plans to change.

**A2/22/07 Any other business and Close**

The Group discussed membership of group and suggested the following areas for targeted recruitment:

- careers advisers
- student accommodation
- individual(s) with expertise on ethical or finance industry

RH  
UMAG012

It was also noted that some members of the Group were struggling to keep up with some of the themes, including University accommodation. It was suggested that UCAS should be upskilling those not in the Education sector on issues. It was noted that even the pre-reads can be a struggle to translate.

Date of the next meeting -  
Tuesday 9 May 2023