



UCAS – supporting learner progression in engineering

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UCAS I&A Strategy

Information & Advice to:

- Facilitate exploration, inspire, support informed decision making to realise ambition
- Reflect the different starting points, preferences and profiles
- Present the key stakeholders' perspectives, secure engagement
- Build partnerships and collaboration – work with experts and specialists to provide quality and impartial content
- Support progression, dispel misconceptions and build lasting engagement

The right choices for the right reasons

At the heart of connecting people to higher education

The image displays several screenshots of the UCAS website, illustrating its structure and content for different education levels:

- UCAS Progress Page:** Features a navigation menu with 'Home', 'Students', 'Parents & Carers', 'Teachers & Advisors', 'Search', 'Log In', and 'About us'. The main heading is 'What you can do after GCSEs'. It includes a 'What you can do after GCSEs' section with a 'practical experience' graphic and a '1. Study further' section with a video thumbnail.
- UCAS Teacher Training Page:** Features a navigation menu with 'After GCSEs', 'Undergraduate', 'Conservatoires', 'Teacher Training', and 'Postgraduate'. The main heading is 'Which route is right for you?'. It includes a 'Getting started' section and a 'Which route is right for you?' section with a video thumbnail.
- UCAS Postgraduate Page:** Features a navigation menu with 'After GCSEs', 'Undergraduate', 'Conservatoires', 'Teacher Training', and 'Postgraduate'. The main heading is 'Thinking about postgraduate study?'. It includes a 'Thinking about postgraduate study?' section and a '1. Postgraduate study' section.

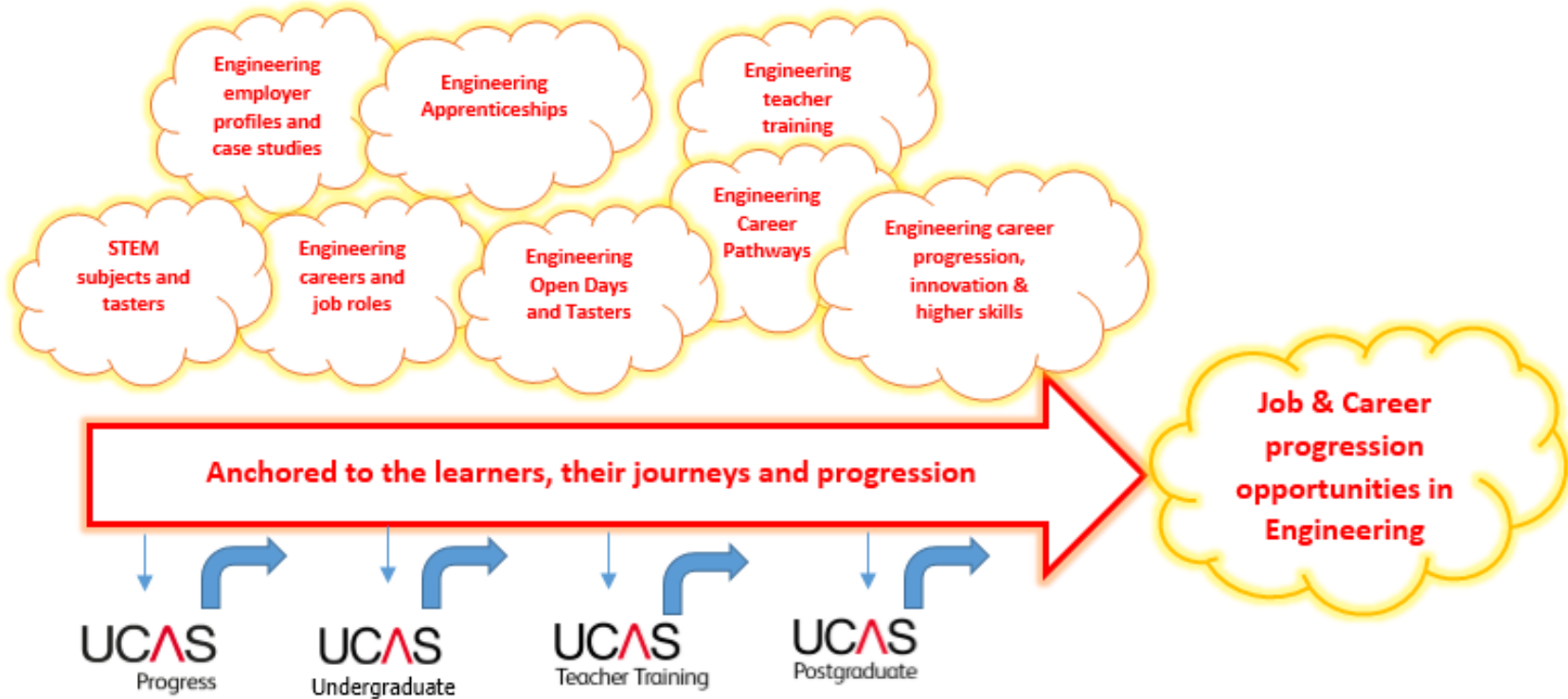
What UCAS is doing.....

- Committed to Digital Acceleration – to deliver a single online destination to connect people with education
- Using an agile way of working
- Personalising user experience
- Tailored I&A portals - impartial, all options and pathways – building engagement from Year 10
- **Starting with Postgraduate.....**



What does this mean for engineering?

UCAS I&A Services



UCAS Course Search & Admissions Services

Postgraduate

New course search

- Mobile first design principles - optimum performance on all mobile and desktop devices
 - Bookmarking of courses - save and compare courses against key criteria
 - Expression of interest - to express early interest in a course direct to a HEP
 - Advanced filters - facilitates selection of courses and decision making
 - Enhanced course and HEP content - ratios, infographics, videos, user-generated
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- **New I&A portal**
 - Learner focused – the needs and preferences of postgraduate students are very different
 - Employer perspective – sector specific and meeting the needs of different employers
 - Recognise common concerns – money and time
 - Reflect diversity and differing information needs

Postgraduate I&A Portal

Answer the key questions...

I need to find out

- About the course modules – and how do these compare
- If I can manage the course workload and do my job...
- Where I can get help with funding
- Who I can talk to

- I just want to find everything I need in one place
- Will there be demand for my PG skills, and what career options are there in this sector?
- What sort of person is the university / employer really looking for?
- I want to hear what it's like from someone actually doing/teaching on this course

- Is it really worth investing in my employee?
- My sector/business is different - can the postgrad course be tailored to deliver the skills I need?
- It's not the fees, it's the time away from the business – is there any flexibility?

Postgraduate I&A Portal

Who can best provide the answers?

Sector specialists....

- one size does not fit all – UCAS needs to tailor the content for the different employers, courses and learners

By working with ‘experts’ UCAS can...

- provide quality and impartial content
- facilitate dialogue between the learner and the ‘expert’ they need

Working with the Engineering Professors’ Council...

- a collaborative model – UCAS will use with other sector specialists

Facilitating progression in engineering

Working with the Engineering Professors' Council...

Pioneering a collaborative model which UCAS can use with other sector specialists:

EPC is:

- Providing feedback on UCAS' current I&A portal
- Suggesting themes, content and navigation for the different audiences
- Facilitating input from engineering employers and HEPs
- Distributing 'Questionnaires' to clarify priorities and identify the 'appetite' for providing content and input to support the UCAS Postgraduate I&A service



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