

t +44 (0)1242 223 717

e info@ukpass.ac.uk

// www.ukpass.ac.uk

Applicant enquiries +44 (0)871 334 4447



Introduction to UKPASS for institutions

SUMMARY

UKPASS, the UCAS postgraduate service, can help you attract quality students and manage your postgraduate application process.

It features:

- a web-based application
- an applicant tracking service
- an application management service
- a management information and statistical service
- substantial marketing benefits.

SCOPE OF THE SCHEME

Use of UKPASS is flexible at institution, faculty and course level and can be used for full-time, part-time, and distance learning postgraduate programmes. UKPASS can be used for taught and research programmes.

BENEFITS

- A ready-to-use online service branded with your own logo and questions
- A rolling application – recruit for different start months and years
- Electronic attachments, for example include transcripts or CVs as part of the application
- Support from all UCAS services including the Verification and Customer Service Units
- Marketing of your institution through UKPASS to potential applicants worldwide
- A reporting function for agent information, competitor detail, HESA statistics and more ...

APPLICATION ROUTES THROUGH UKPASS

- Your own website
- www.ukpass.ac.uk
- www.prospects.ac.uk

You can track the referral route used.

'WHITE LABELLED' AND TAILORED SERVICE

The concept of 'white labelling' means that when an applicant selects a course at your institution, they will be presented with an online application that has your logo at the top of each page.

Core data is collected for every application. We also provide the facility for you to specify up to 15 institution-level questions and up to 10 course-level questions, to gather additional information essential to you.

If you charge an application fee, this can be collected through UKPASS.

Applicants enter information directly into the application and can add attachments. You can specify whether a response to a question is mandatory or optional and can supply set answers for applicants to select from.

UCAS SUPPORT

UKPASS is fully supported by key areas of the business:

- HEI Customer Service Team
- Verification Unit (against fraud)
- External Relations Unit
- Process and Quality Unit
- UCAS Technical Support
- UCAS Marketing & Communications.

brought to you by

UCAS



MANAGEMENT INFORMATION

Standard and bespoke requests are available through the service.

At the institution level various reports are provided through web-link. This data can be imported into your own management information system.

Management information at national level will include statistics on:

- number of applicants
- number of applications
- profile of applicants (eg age range, gender, nationality).

NEXT STEPS

We can visit your institution to discuss your requirements. A presentation on the characteristics and benefits of UKPASS is given including screen shots of the application process.

During our visit you and your colleagues can ask questions about how to start using UKPASS.

To arrange a visit please contact info@ukpass.ac.uk.

Follow up a visit to your institution by attending one of our free familiarisation days. Delivered by our Professional Development Team at UCAS, these sessions offer an excellent opportunity to see a demonstration of the service and to try it out for yourself.

If you would like to attend a familiarisation day please see our website: www.ukpass.ac.uk/hestaff/ and click on the Training and development link for available dates and booking information.

“UKPASS gave us a cost-effective alternative to setting up our own system, by offering a flexible corporately branded product which has made it easy for postgraduate students to apply online to us.”

Anne Maddox, Team Leader, Student Entry & Support, De Montfort University

“Using UKPASS, we are finding our conversion rate is much higher with approximately a third more applications converting into offers.”

Sarah Tattersall, Assistant Registrar,
Recruitment and Admissions, Institute of Education

“We are really pleased with the number and quality of applications we are receiving through UKPASS”

Dr Ramanee Peiris, E-Recruitment &
Postgraduate Manager, University of Dundee

