Accepted Applicants 17-19 years – Institution Data Set

Key trends

- Between 2003 and 2008, the number of UCAS accepted applicants in partner schools has grown by 70%. This growth is much higher than that found in comparison groups who have not been involved in Aimhigher Kent & Medway.

- In 2008, accepted applicants from partner schools made up 13% of total accepted applicants in Kent & Medway schools. This is up from 10% in 2003.

- As well as an increase in numbers, there has also been a proportional increase (using the number of students who finish KS5 exams). In partner schools, the 2006 accepted applicant rate was 39% and this jumped to 51% in 2008. This is still considerably lower than the rate found in selective schools which in 2008 was 81%, although the gap between the two groups is narrowing.

- In partner schools, the 2008 conversion rate of applicants to accepted applicants is on average 70%. This is lower than the conversion rate found in selective schools which is 89%. There are also marked differences at an institutional level.

- In 2008, 90% of partner school students accepted course type was Degree Level; the remainder are studying Foundation Degree, HND and Other levels.

- Accepted Applicant numbers in Kent & Medway FE colleges are growing with a 42% growth in numbers since 2003. However, the accepted applicant rate calculated in this study using the number of students who finish their KS5 exams was 37% (an increased rate from that in 2003 at 33%). Institutional rates varied from 74% to 19%.

- In 2008, 88% of FE students accepted course type was Degree Level.

Recommendations

- Explore accepted applicant conversion rates at institutional level. What are the reasons students are not converting to accepted applicants? What is the profile of these students?

- Explore profile of students who are studying different levels of HE study.

- Produce case studies of partner schools to explore support provided for UCAS application through to acceptance.
1. Accepted Applicant Numbers

Chart 1: % growth in Accepted Applicant numbers in Kent & Medway Partner and non-Partner institutions 2003-08

Chart 1 shows the rising number of UCAS accepted applicants from Kent & Medway schools between 2003 and 2008. In all three groups of schools, applicant numbers have increased, although growth rates for the three groups are different:

<table>
<thead>
<tr>
<th></th>
<th>2008-06 Growth</th>
<th>2008-03 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Schools</td>
<td>38%</td>
<td>70%</td>
</tr>
<tr>
<td>Non Partner (non selective)</td>
<td>12%</td>
<td>33%</td>
</tr>
<tr>
<td>Non Partner (selective)</td>
<td>14%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Starting from a lower base in 2003 than the selective school group, the 2003-2008 growth rate of Partner schools is considerably higher at 70%. In non selective schools where there has been no involvement in Aimhigher the growth rate is lower at 33%, despite also starting from a lower base in 2003.

Chart 2 shows that in 2008, Partner school accepted applicants made up 13% of the total applicant number from Kent & Medway institutions, this was a 3% point increase from 10% in 2003.

2. Accepted Applicant Rates

As well as increasing UCAS accepted applicant numbers over the period, schools will also have increased the numbers of students on their rolls. In order to fully explore whether there has been an increase in applicant rates, it is necessary to identify an eligible population and then calculate a proportional rate. For the purpose of this paper, the number of students at the end of KS5 study is used, although this data is only available since 2006.

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1 Only schools which have engaged in Aimhigher consistently since 2003 are classified as Partner schools for the purpose of this analysis
2 the number of sixth form students who, in 2007/08, were at the end of study towards general and applied A/AS or equivalent level 3 qualifications
As chart 3 shows, the 2006 accepted applicant rate of students who were in Partner schools sixth forms at the end of A/AS equivalent Level 3 exams was 39% and this rate increased to 51% in 2008 (a 13% point increase). Although the rate in the non Partner school groups also increased over the 3 year period, the % point increase was less (non selective 8% points, selective 6% points). Furthermore, the gap between the rate of Partner schools and non Partner schools is getting smaller. In 2006, there was a 39% point difference between the rate of Partner schools and selective schools and in 2008 the difference has decreased to 33% points.

3. Accepted applicant conversion

There are many more UCAS applicants than accepted applicants. In 2008, in Kent & Medway schools there were a total of 6191 applicants but only 5307 accepted applicants. The table below shows 2008 and 2006 applicant and accepted applicant numbers for comparison, by subset of schools. In selective schools, 89% of applicants convert into accepted applicants. This compares to 76% in partner schools, although it is worth noting that the conversion rate for the partner school rate has increased since 2006.

<table>
<thead>
<tr>
<th>School Sub Set</th>
<th>Applicants</th>
<th>Accepted Applicants</th>
<th>Accepted Applicants vs Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Schools</td>
<td>902</td>
<td>701</td>
<td>682</td>
</tr>
<tr>
<td>Non Partner (non selective)</td>
<td>594</td>
<td>526</td>
<td>463</td>
</tr>
<tr>
<td>Non Partner (selective)</td>
<td>4695</td>
<td>4123</td>
<td>4162</td>
</tr>
<tr>
<td>Total KM Schools</td>
<td>6191</td>
<td>5350</td>
<td>5307</td>
</tr>
</tbody>
</table>

It is not known from the UCAS datasets whether applicants did not accept their place or were not accepted by an institution, so it is very difficult to make assumptions about conversion rates. Clearly, there is room for improvement with conversion rates for partner schools, where in 2008,
202 students who applied were not converted to accepted applicants (although some of those might have gone direct to the institution or be studying HE in FE colleges).

It is possible, however, to explore the accepted applicant conversion rates at an institutional level, where there are substantial differences across institutions\(^3\). The examples in the chart below show the extent of these differences.

**Chart 4**

4. **Accepted Course Type**

The chart below shows the course type of Kent & Medway schools accepted applicants in 2008. In selective schools, 98% of students study on a Degree level course compared to 90% of partner school students. The remaining students study Foundation Degree, HND and Other types of HE qualifications.

**Chart 5**

\(^3\) Institutions have access to applicant outcomes via the online tracking system and the Applicant Status Report.
5. Partner School non Degree Course Trends

In 2005, 6% of partner school student’s course type was non degree and this has increased to 10% in 2008.

[Chart 6]

6. FE Colleges UCAS Trends

In Kent & Medway FECs, there has been a 42% growth in accepted applicant numbers between 2003 and 2008.

<table>
<thead>
<tr>
<th>Kent &amp; Medway FE Colleges Accepted Applicant Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2008-03 Growth</strong></td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>42%</td>
</tr>
</tbody>
</table>

[Table 2]

7. FE College Accepted applicant rate

Using the number of students in institutions at end of A/AS or equivalent Level 3 study, there has been an increase in both the applicant rate and accepted applicant rate. In 2008, 49% of students in FE colleges applied through UCAS and 37% were accepted applicants.
As with schools, there is a marked variation across individual institutions. This is illustrated in Chart 6 which displays the rate at institutional level.

8. FE Colleges Applicant Conversion

In 2008, the number of applicants from colleges was 1097 compared to a total of 819 accepted applicants. This means that 278 applicants from colleges did not convert to accepted applicants for whatever reason.

9. FE Colleges Course Type

In Kent & Medway colleges, 88% of students accepted a place for Degree level study.
District Analysis

Shepway has the lowest proportion of accepted applicants converted from applicants and Dover has the highest.

- The chart below shows breakdown of applicants (not accepted) by District. In 2008, Medway had the highest proportion of applicants at 14%. Dartford and Swale have a lower share of applicants at 5% and 6% respectively but their applicant growth during 2003-08 has been the highest at nearly 33%. Sevenoaks had the lowest growth rate at 5%.

Medway and Swale have nearly two thirds of UCAS applicants classified as living in low HE participation areas (POLAR 1 & 2) and between 2003-08 the proportion classified with this profile increased by 5% points. The highest percentage point growth of applicants with this profile was in Gravesend at over 10% points. The chart below also shows that in Thanet and Tunbridge Wells there was a very minor drop in applicants with this profile between this period.
Thanet District has the highest share of applicants profiled as living in high deprivation areas (48%). Gravesham has the highest percentage point increase (9.2%) in the proportion of students with this profile (2003-2008).

Although A Levels still continue to account for the highest proportion of entry qualifications of accepted applicants in Kent & Medway, the proportion entering with other qualifications such as BTEC is increasing. In 2003, only 5% of applicants entered with a BTEC qualification and this has doubled to 10% in 2008. The chart below shows the proportion of 2008 applicants by District who applied with this entry qualification. In both Medway and Thanet, around 15% of accepted applicants enter with this qualification compared to around 5% in Sevenoaks and Tunbridge Wells.

In 2008, across the county around 8% of accepted applicants came through clearing. District breakdowns show that there were a higher proportion of applicants in Dartford and Gravesham who entered through clearing at 10%, than in the District of Sevenoaks at 5%.