
Welcome to the UCAS Student Advisory Group!

Overview of UCAS: Governance, objectives and position in Advisory Group architecture



UCAS: who we are

UCAS stands for Universities & Colleges Admissions Service.

- It is the UK's shared admissions service for higher education.
- Established in 1961 as UCCA, becoming an independent service in 1993 after a merger with PCAS.
- UCAS is an independent charity with a commercial subsidiary (UCAS Media Ltd).
- Revenue of c.£50 million last year.
- Governed by a Board of Trustees.
- Approximately 470 employees.



Our objectives

1. **Inspire and empower** individuals to explore a full range of educational opportunities based on their interests and preferences.
2. Deliver **trusted and flexible admissions services** that enable our customers to easily connect with one another.
3. Encourage and enable **global participation** in UK higher education.
4. **Develop insights, perspectives, and solutions** to empower individual choice and deepen understanding of choices and progression.
5. Deliver value to customers through new and existing products and services, thereby **increasing commercial revenues and efficiencies**.
6. Be an employer of choice, which provides a **place where people flourish, perform, and achieve**.



Values at UCAS

The UCAS values are the foundation of our employees' attitudes, motivations, and expectations.

Our values set the tone of our business – driving behaviours so our customers experience the values in action every time they interact with us, and see alignment between our organisational values and the values of the UCAS brand. Internally, the values provide a common language when it comes to performance management, learning and development, recruitment, and career progression.

Customer-focused

We understand what our customers want, and we act on their changing needs.



We are transparent and speak in a straightforward way, without acronyms or jargon. We seek out and welcome feedback.

Collaborative

We collectively create an engaging and positive work environment.

We are UCAS United – working with our customers, stakeholders, and carefully selected business partners to create efficient, enjoyable, and fulfilling products and services.



Accountable

We take ownership of our individual and organisational performance.



We manage customer expectations and take responsibility for solving problems. If we fall short, we take accountability and find a solution.

Service excellence

We realise, grow, and maximise our potential.



We innovate and continuously improve our services, to surpass customers' expectations.

Trusted

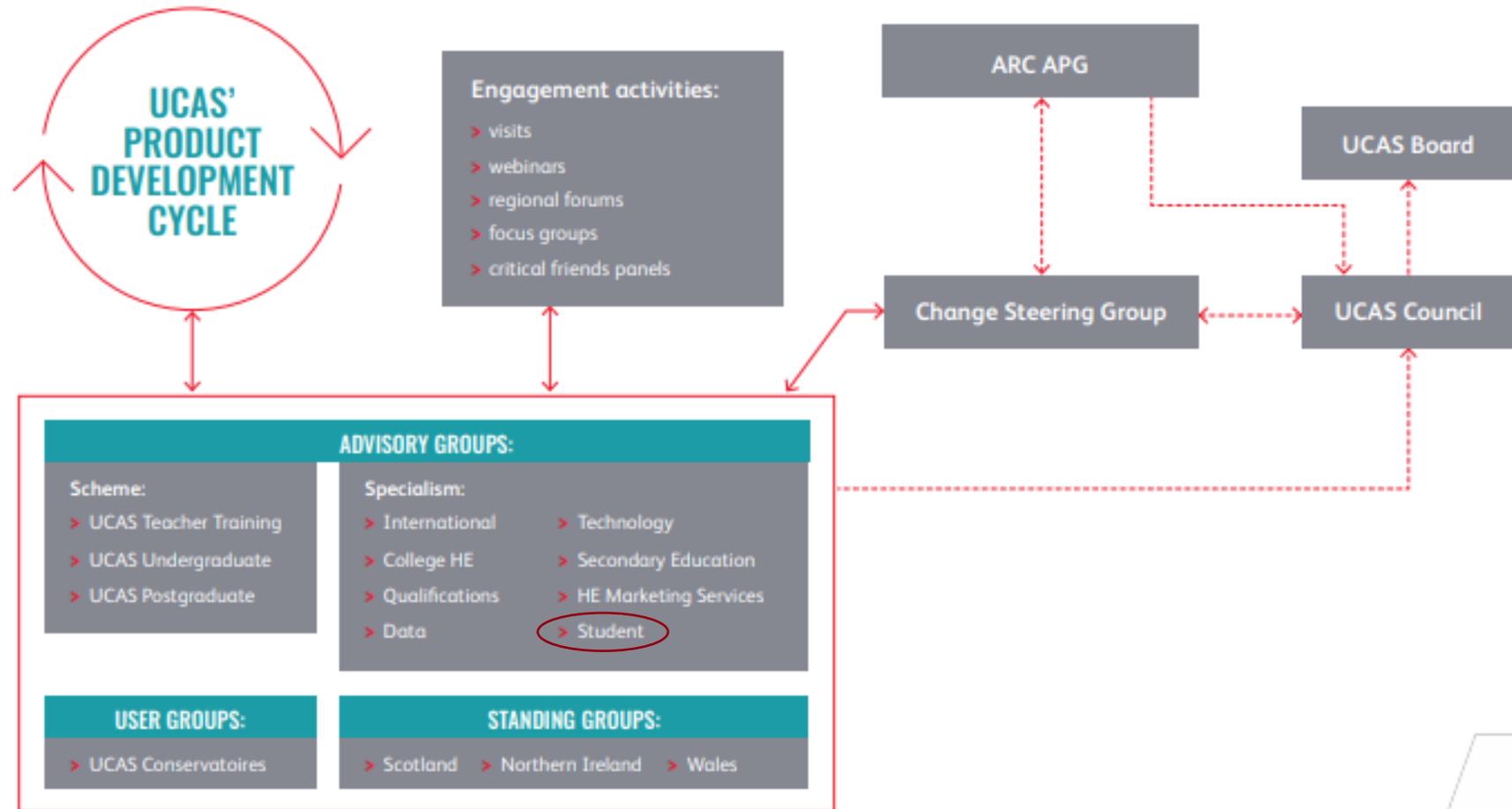
Individuals are trusted to make informed decisions and take appropriate risks.



We earn trust by providing impartial and reliable information and advice, operating fair and transparent admissions services, and delivering on our promises.

GROUPS AND FORUMS: INFORMING DEVELOPMENT OF UCAS' PRODUCTS

How the
Student
Advisory
Group fits
in overall:





We look forward to your participation and input!