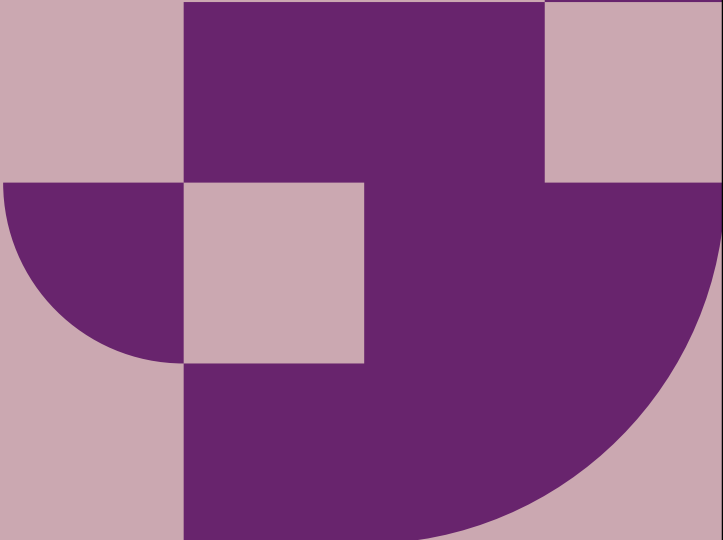




Undergraduate Admissions Update

**Richard Emborg,
Director of Student
Recruitment and
Admissions**

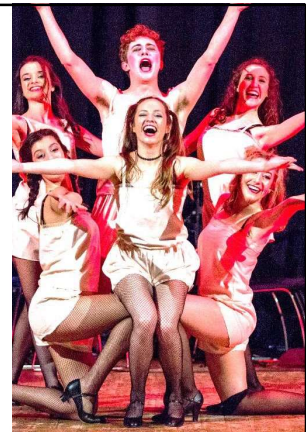
January 2022



1

Structure

- 2020-21 cycle
- 2021-22 cycle
- Questions



2



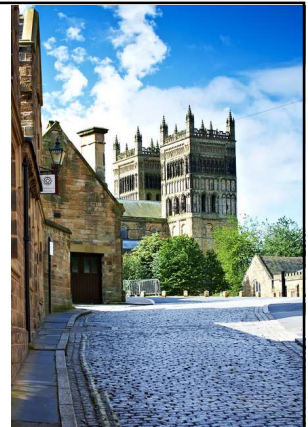
2020-21 cycle

3

2020-21 cycle: another unusual year

Disruption and change for universities:

- Examination and assessment arrangements, resulting in even more applicants achieving the highest grades
- Applicants having unprecedented levels of knowledge about their final grades before they needed to reply to offers
- Historical models of modelling and forecasting less useful
- Strategy design when many unknowns
- Constantly changing environment throughout cycle



4

2020-21 cycle: mitigating unknowns

Within our control

- Setting enrolments targets
- Setting our offer factors:
 - We anticipated further disruption to assessment arrangements
 - We adjusted our planned number of offers as situation became clearer: used 2020 data including CAGs
- How quickly we made decisions: we decided to follow similar rate of offer making as in 2019-20 to protect conversion



5

2020-21 cycle: mitigating unknowns

Outside our control

- Changes to examination and assessment arrangements
- How Ofqual guidance would be adopted
- Changes to deadlines, e.g. offer replies
- Changes to knowledge applicants had about final grades before accepting offers
- Changes to applicant behaviour, e.g. delaying decisions, changing priorities



6

2020-21 cycle trends

- Total applications roughly the same (~32,500)
 - 6.4 applications per place (Home/Islands)
- Fewer Home/Islands Offers than in 2019-20
 - 64% of Home/Islands applicants received an offer for the programme they applied to
 - 8% were made offers on alternative programmes
- Home/Islands firm accepts increased by 5%



7

August Framework for decision making

Priorities

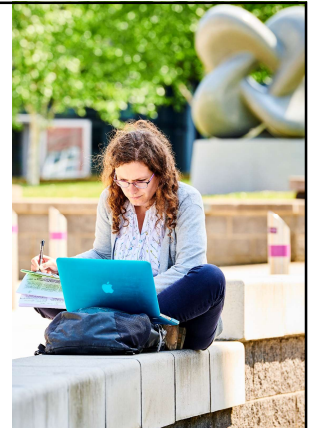
1. Achieve overall institutional target including financial forecast and diversity targets
2. Achieve externally imposed targets (Teacher Training)
3. Achieve Faculty targets
4. Achieve minimum sustainable programme numbers
5. Avoid significant over-recruitment



8

August Decision Making

- Success rate in meeting our offers exceeded even our most optimistic modelling
- We accepted very few near misses, almost all before August Confirmation
- We did not recruit new students through Adjustment or Clearing
- We had to be strict about deadlines
- We had to offer deferred entry to re-grades and late results



9

Managing home recruitment

- Due to increased conversion rates and proportion of students achieving the highest grades, the intake exceeded our estate capacity
- We took up remaining viable private sector capacity in Durham
- We did need to reallocate a small minority of students to a different college
- We encouraged deferrals, especially in departments most affected by over-recruitment

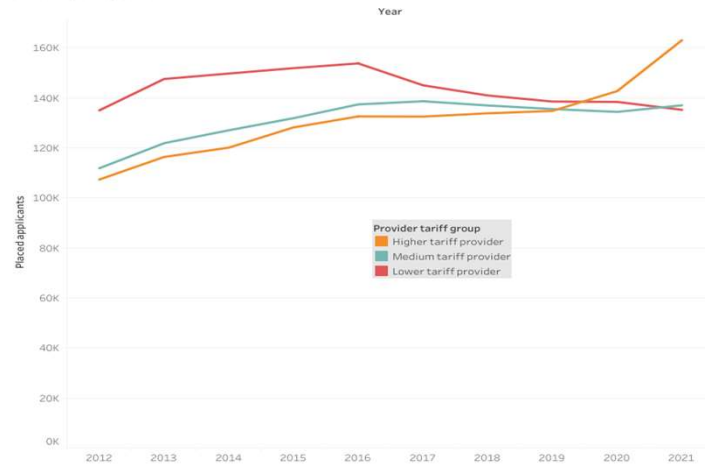


10

Placed Applicants by Tariff Group, published by WONKHE, August 2021.

Placed applicants by tariff group

Gender: All Age: All Domicile: All
Data: UCAS, 10 August 2021



2021-22 cycle

2021-22 cycle: managing recruitment

- Adapted our offer making model further
- Significant reduction in planned offers
- Working to a different timetable:
 - A slower rate of offer making
 - Post-Offer Visit Days start in March
 - College allocation will be provisional and will take place by May 2022
- Being prepared to adapt our plans if further changes, e.g. to assessment arrangements



13



CONTACTS:

General enquiries:

www.durham.ac.uk/study/ask-us/

School visits/ for us to attend an HE event:

www.durham.ac.uk/visit-us/schools/

14