

PRE-APPLICANT DATA

INTRODUCE YOURSELF TO YOUR FUTURE STUDENTS

Your institution's relationship with any student is likely to be a long one, playing a significant part in their lives. This makes it all the more important to reach potential applicants while they are still considering their future path. Reaching "pre-applicants" can help you with recruitment and admissions, fulfilment of widening participation targets, alerting people to sponsorship schemes, and the development of your brand.

UCAS Media can help you make an early connection. Every year, UCAS acquires a collective pre-applicant database (PAD) of over 250,000 Year 12 and Year 13 (or equivalent) students. The data is collected through UK schools and colleges, and because it is taken from students who have opted to receive up-to-date information from higher and further education institutions, your message will reach those most likely to respond.

Whether your goal is to widen access or promote a particular faculty, we can segment the data to meet your needs. Amongst other criteria, the data can be filtered according to:

- subjects being considered for study at higher or further education
- postcode or region
- preferred geographic region for higher education
- MOSAIC lifestyle analysis
- anticipated year of entry
- if a student's parents have undertaken a higher education course.

DIRECT MAIL, EMAIL AND SMS

You can purchase names and addresses, either in the form of a database or as mailing labels. Alternatively, you can benefit from the credibility of the UCAS brand and the convenience of outsourcing by letting us organise your direct mail. We can also arrange email campaigns if you need to make an immediate impact, and SMS campaigns if you have a short, punchy message to broadcast.

To find out more about PAD for higher education institutions, please contact us on 01242 544881 or email us at ucasmedia@ucas.ac.uk

