



Student
Loans Company

WORKING IN PARTNERSHIP WITH UCAS

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SLC Introduction and Background

- SLC are a UK public sector organisation established to provide financial services, in terms of loans and grants to over 1 million students annually within the UK.
- One of the key roles is to deliver financial support to eligible students pursuing higher education.
- Our other key responsibility is the administration of the collection of repayments from over 2 million customers no longer in Higher education.
- As from March 2011 all Local Authorities will have transferred all administration from previous returning students to SLC.

UCAS Introduction and Background

- UCAS is responsible for managing applications to higher education courses in the UK.
- We process over 2 million applications for full time undergraduate courses each year and also run the application services for postgraduate taught courses (UKPASS), postgraduate teacher training (GTTR) and music conservatoires (CUKAS).
- UCAS is a registered charity which has been helping applicants access HE since the 1960s.
- No profit is made as all money is re-invested back into the company.

SLC & UCAS Partnership History

- SLC and UCAS share a large number of customers – first time HEI applicants.
- Both organisations wanted to explore this potential and drive improvements to the customer journey, quality of service, and reduce duplication of effort for each customer.
- Data Sharing Partnership commenced in 2008.
 - Data Shared – Personal Data and Course Data.
- Joint Participation at UCAS conventions, utilisation of UCAS marketing channels.

The Browne Review – the way forward

- Introduction of more robust structure to manage relationship.
- New agreement imminent, to:
 - Streamline management of existing Data Sharing service.
 - Provide a stream of Management Information.
- Enhancements to UCAS application form, *Apply*.
- Continued participation at UCAS conventions.
- Closer partnership on marketing and communications.

Managing the Relationship

- Chief executive

Ed Lester

Mary Curnock Cook

- Director

David Wallace

Deputy Chief Executive & Director
of Strategic Development

Sarah Hodge

Interim Director of Customer
Strategy

- Senior management

Paul Smith

Head of Business Development

Steve Harrop

Head of Products and Services
Strategy

- Operational

Alan Bradshaw

Third Party Services Manager

Tarun Patel

SLC Operational Manager

Data sharing

- Benefits Of Online Data Sharing
 - A more joined up user journey.
 - A ‘prompt’ to apply for student finance as soon as they apply to higher education.
 - Personal data only entered once.
 - Course choices also transferred into SLC Finance Application enhancing applicant journey.
 - Creates a definitive link between a student’s UCAS application and their student finance application – potential to reduce fraud.
- Student Loans Company have set a target of 60% of students who apply online and decide to opt in for data sharing.

Personal Data Shared

- Personal Details
Full Name, DOB, Sex, Tel Nos, E-Mail Address
- Correspondence Address
- Home Address

Course Data Shared

- Choice Number (1 to 5 of the course choice)
- Institution Code
- Institution Name
- Course Code
- Course Title
- Campus Code
- Course Start Date

Online Registration

SLC Student Finance Data Sharing statement asked:

- Registration Stage (Personal Data).
- Student Support Stage (Course Data).

UCAS Data Sharing asked

- Track Stage only

Online Registration – SLC (Student Finance)

Directgov

Public services all in one place

Welcome, you are not logged in

UCAS can help you to provide your registration details

(Please note: an asterisk * indicates information which must be completed)

If you select Yes, an external link to the UCAS website will be opened

* Would you like us to register you with the personal details held on your UCAS application?

Yes
 No

[help](#)

[← Previous](#)

[Next →](#)

Online Registration – SLC (Student Finance)

Directgov

Public services all in one place

Welcome, John Henry Bonham | [Logout](#)

UCAS can help you to provide your course details

(Please note: an asterisk * indicates information which must be completed)

* Would you like UCAS to provide your course details?

Yes
 No

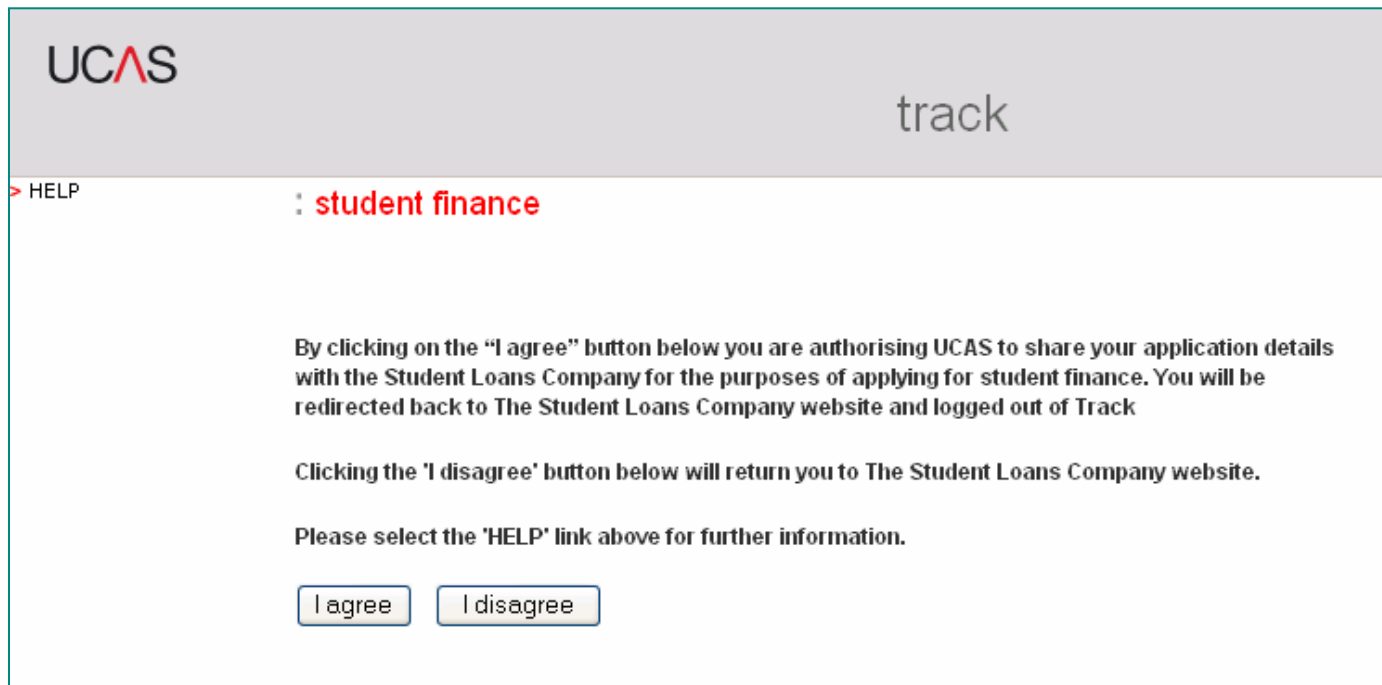
[← Previous](#)

[My Account](#)

[Next →](#)

Online Registration – SLC (Student Finance)

When customer is transferred from the SLC registration system to UCAS Track:



The screenshot shows the UCAS Track interface. At the top left is the UCAS logo, and at the top right is the word "track". Below the header, there is a navigation menu with a red arrow pointing to "HELP" and a red link for "student finance". The main content area contains the following text:

By clicking on the "I agree" button below you are authorising UCAS to share your application details with the Student Loans Company for the purposes of applying for student finance. You will be redirected back to The Student Loans Company website and logged out of Track

Clicking the 'I disagree' button below will return you to The Student Loans Company website.

Please select the 'HELP' link above for further information.

At the bottom, there are two buttons: "I agree" and "I disagree".

Online Registration – UCAS Track

UCAS students

track

main menu choices personal

> HELP > LOG OUT

main menu

Welcome

Welcome page.

Student finance

Register for student finance.

View All

View whole application.

Personal Details


Moved house or changed your email address recently? Keep us and the institutions you've applied to up to date with your contact details.

Choices

View and manage your choices information.

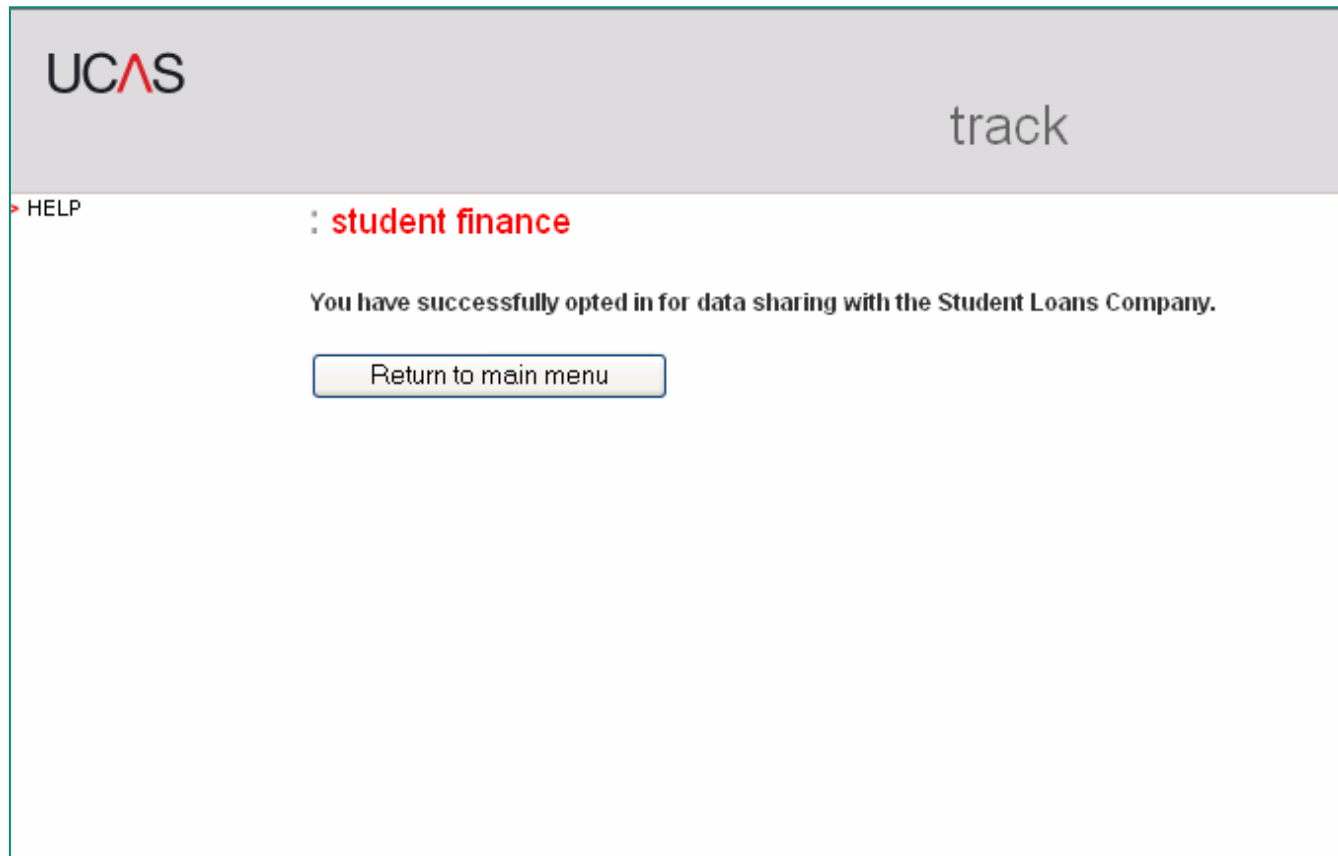
View and print decision letters

View and print your decision letters



...and other great products.

Online Registration – UCAS Track



The screenshot displays the UCAS Track interface. At the top left is the UCAS logo, and at the top right is the word "track". Below the header, there is a navigation menu with "HELP" and "student finance" (the latter in red). The main content area features a confirmation message: "You have successfully opted in for data sharing with the Student Loans Company." Below this message is a button labeled "Return to main menu".

UCAS

track

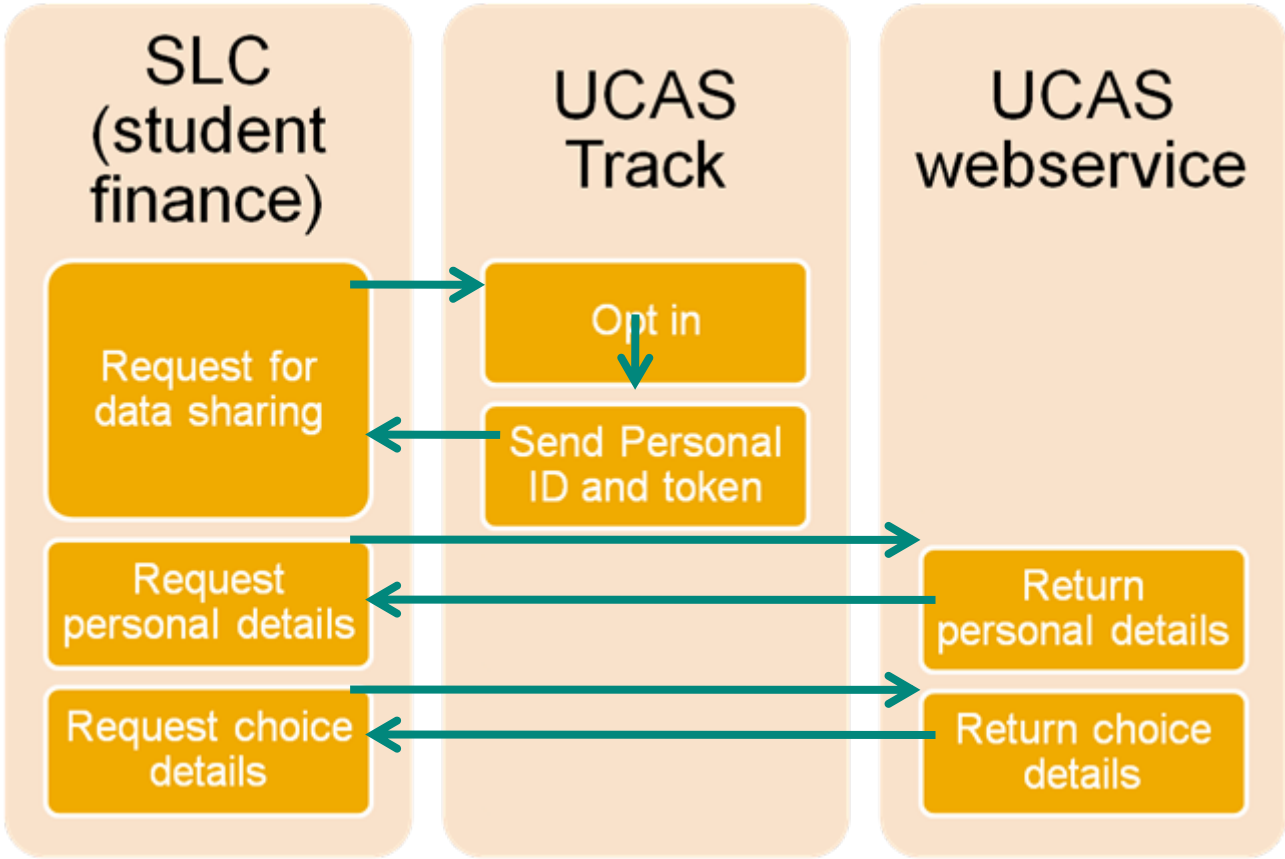
HELP

: **student finance**

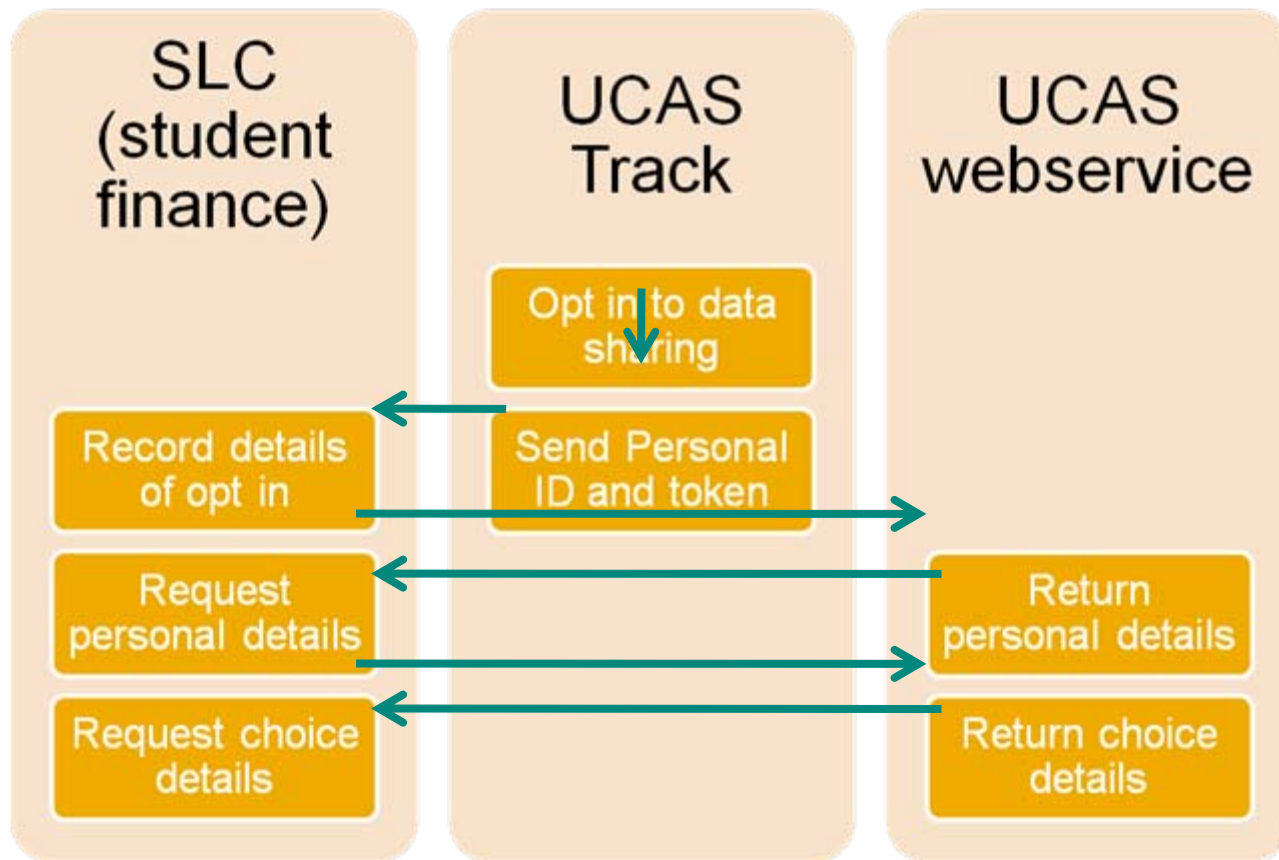
You have successfully opted in for data sharing with the Student Loans Company.

Return to main menu

Data Sharing Flow: starting during SLC registration



Data Sharing Flow: starting when logged into UCAS Track



Sharing of Management Information

- Sharing intelligence to improve forecasting.
- UCAS and GTTR Weekly Situation reports.
- Course changes.
- Data share take up amongst schools/colleges.
- Updates throughout Clearing.
- MI on course changes and cancellations.
- Reporting on vulnerable groups to improve IAG.

Enhancements to UCAS *Apply*: Objectives

- Improve data sharing.
- Improve the applicant journey.
- Provide SLC with a content area within UCAS *Apply* for key messages.
- Increase the profile of applying for student finance.
- Collate more valuable MI for use by SLC and UCAS.

Enhancements to UCAS *Apply*: Proposal

- Create a new student finance section in UCAS Apply for 2012 entry.
- For applicants whose Area of Permanent Residence* is one of England, Northern Ireland or Wales.
- Display SLC supplied content to applicant.
- Display a series of questions that will obtain consent to data share as well as gather useful MI.
- Retain/modify existing data sharing functionality within UCAS Track – for applicants to be directed to the SLC online application.

< Log out

2012

Student finance

1. Applicant completes Personal Details.

Welcome > Student finance

Welcome	
Personal details	<input checked="" type="checkbox"/>
Additional information	<input type="checkbox"/>
Choices	<input type="checkbox"/>
Education	<input type="checkbox"/>
Employment	<input type="checkbox"/>
Statement	<input type="checkbox"/>
Reference	<input type="checkbox"/>
Student finance	<input type="checkbox"/>
Pay/Send	<input type="checkbox"/>

UCAS collects applicants' personal information on behalf of the Student Loans Company. The information we share can help speed up your application for student finance.

Will you be applying for student finance? Yes No Don't know

3. Clear question asking whether or not they'll be applying for finance. This can form part of the sharing of MI with the SLC

Are you happy for UCAS to share your details with the Student Loans Company? Yes No

4. Clearly worded question that requests consent for UCAS to share data with the SLC (using the Data Sharing service in Track)

Would you like UCAS to email you a reminder of when and how you will be able to apply for student finance? Yes No

5. Clear question asking whether or not they would like to be emailed a reminder (we could add an option for applicants to be sent a text).

2. If applicant declares a relevant APR (currently England, Wales, or Northern Ireland) in a completed Personal Details section a new section on Student Finance appears. Anyone living outside the regions currently participating in data sharing will not see this.

For further details of student finance arrangements please visit the Student Finance website at [DirectGov](#).

section completed

6. Any links to Student Finance websites will point to the website according to where the applicant lives, eg, If England, this link will say 'DirectGov' and point to the right page; if applicant is Welsh and has set the Welsh language flag this link will say 'Cyllid Myfyryr Cymru' and point to www.cyllidmyfyryrcymru.co.uk.

However, Welsh Language flag may need to be moved to Personal Details or Registration page as it may not have been selected by the applicant at this stage.

Key

- Completed
- In progress
- Not started
- Help

7. Details will only be shared with the SLC and not passed through Link products to HEIs.

8. Section could be expanded to request more information that may help the SLC or UCAS.

Enhancements to UCAS *Apply*: Benefits

- Request to obtain consent for data sharing is more visible.
- Improves applicant journey – reminds them to consider their student finance options.
- Helps to promote data sharing which helps improve efficiency for the SLC – by promoting electronic data sharing to more applicants.
- Allows UCAS/SLC to identify those interested in applying for student finance and communicate with them.
- Applicants can be sent a reminder of when to apply for student finance and that they can use Track.
- Creates a new section on student finance in the UCAS application process which can be expanded further.

Joint Communication Streams

- Mailings to Students
- SLC HEI Conference.
- UCAS Teachers and Advisers Conference.
- UCAS Admissions Conference.
- UCAS Website.
- YouGo Website.
- Publications.
- Mailings To HEIs.
- Stakeholders Meetings.

Relationship Development

- Specific 'account management' contacts at SLC and UCAS – at all levels from CEO to operational.
- Regular telephone and email communications.
- Specific operational contact points between organisations.
- Face-to-face meetings, at both SLC and UCAS locations – and in between!
- Joint attendance of conferences.





Student
Loans Company

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