

# Undergraduate admissions update

Richard Emborg Director of Student Recruitment and Admissions

25 March 2025

### **Structure**

- 2023/24 cycle
- 2024/25 cycle to date
- Questions throughout







# 2023/24 cycle

### 2023/24 cycle: context

- Some greater stability?
- Global volatility, competition and changing behaviours
- Achieving targets important
- Declining Home applications at UCAS (sector level)





## 2023/24 cycle: aims

- Achieve targets
- Working within hard caps on total capacity of the University and the City
- UG Home target increased
- Make faster decisions
- Widen access
- Mitigate any risks





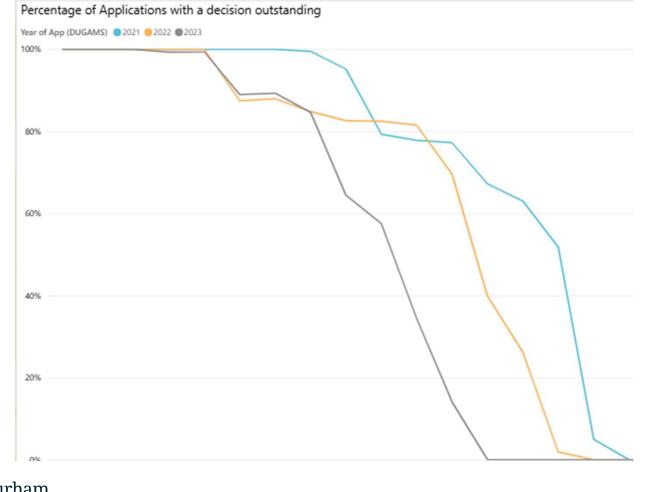
## 2023/24 cycle trends: applications

- Total home applications modestly increased on previous year
- Most notable percentage increases in Finance, Physics, Computer Science, Natural Sciences, Engineering, Liberal Arts and Classics





## 2023/24 cycle trends: decisions

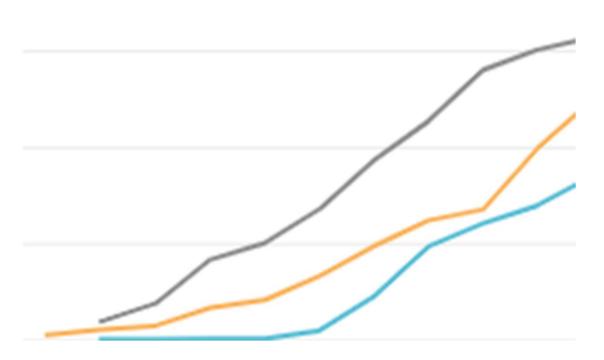






### 2023/24 cycle trends: offers

#### App (DUGAMS) 2021 2022 2023







## **August Decision Making**

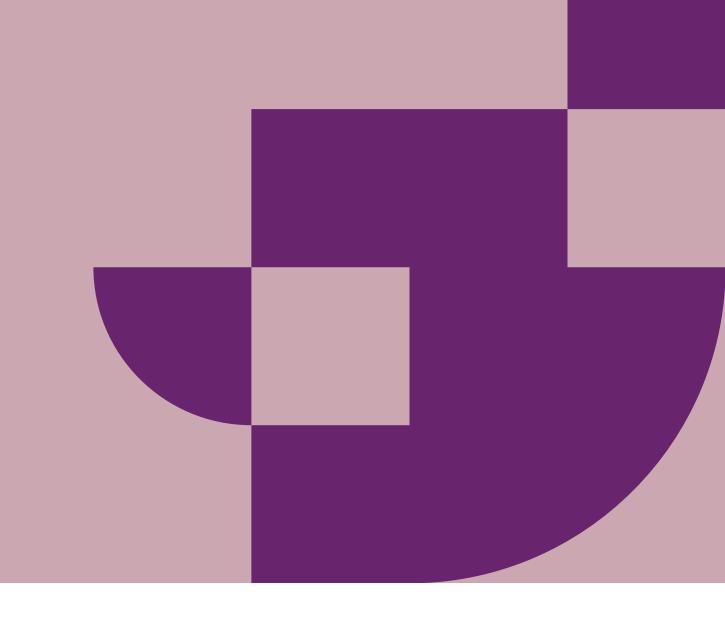
- We accepted near misses
- We recruited through Clearing
- We honoured offers for successful grade appeals







# 2024/25 cycle



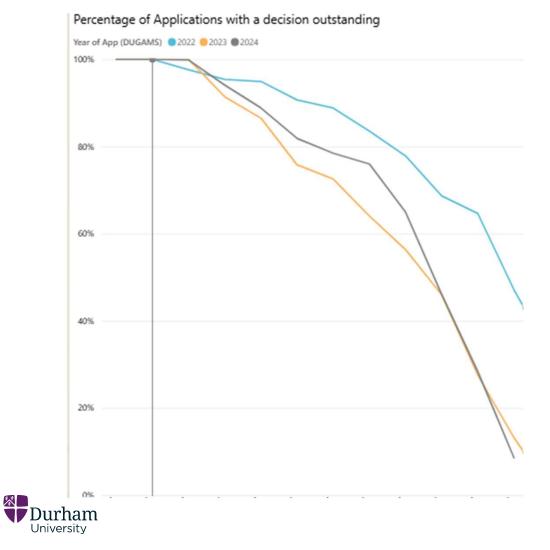
## 2024/25 cycle trends: applications

- Total home applications significantly increased on previous year
- Most notable percentage increases in Education, Natural Sciences, Accounting, Accounting and Finance, Marketing, Engineering, Politics, Finance, Philosophy, PPE and Economics





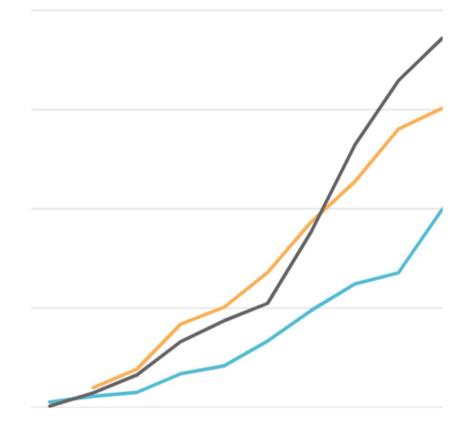
## 2024/25 cycle trends: decisions





### 2024/25 cycle trends: offers

App (DUGAMS) 2022 2023 2024









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