

APPLICATION TRACKER 2010

ARE YOU GETTING THE MOST FROM YOUR APPLICATIONS DATA?

Sensible financial planning, understanding how you compare with competitors, and knowing who is attracted to your institution are just a few of the areas where familiarity with your application trends is vital; but getting to grips with the data can be a time-consuming process. This is where Application Tracker can help. An online service available only from UCAS, Application Tracker helps you to analyse data in the depth you need, at the time you need it.

Application Tracker is accessed through the HE Staff section of UCAS.com, where you can choose from a range of reporting options. Three levels of access are provided so you can be sure you are only paying for options relevant to your needs.

According to your level of access, you can use the service to track your institution's applications, trends at course code level, faculty data and applicants' demographic data. You can also view selected information on a group of six competitors, giving you a clearer picture of your market position. Figures are updated weekly, allowing you to make timely decisions in response to new developments.

Level 1 £495 (exc. VAT)	Level 2 £2,900 (exc. VAT)	Level 3 £4,100 (exc. VAT)
Homepage - UCAS Decisions	Homepage - UCAS Decisions	Homepage - UCAS Decisions
Summary Page	Summary Page	Summary Page
Summary Report	Analysis Page	Analysis Section
Courses Page	Summary Report	Profile Section
	Market Share Report (Group)	Faculty Section
	Market Share Report (Line)	Summary Report
	Competitor Report (Group)	Market Share Report (Group)
	Competitor Report (Line)	Market Share Report (Line)
	Course Report	Competitor Report (Group)
		Competitor Report (Line)
		Course Report
		Faculty Summary Report
		Assigned Faculty Courses Report
		Year of Entry Report
		Applicant Profile Report
		Applications Summary Report

KEY THE BENEFITS OF APPLICATION TRACKER:

- Early access to key data means you can take a proactive approach to recruitment issues
- Market share analysis at subject line level provides your institution with a clearer understanding of its position against national and competitor trends
- Tools enabling you to group data according to faculties and departments gives you a clearer idea of differing trends within your institution
- Applicant profiling can help you understand your market
- Entry year and domicile based data can be used to improve your financial and resource planning.



To find out more about Application Tracker and what it can offer you, contact Chris Harris
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