Whatuni Go Client FAQs

General

Are you working with UCAS on this to ensure there's no duplication?

We are working in partnership with UCAS to ensure the accuracy of institution and course profile data and to minimise effort for our clients. Whatuni Go has been designed to work with existing UCAS and institutional systems and processes. It replaces the high cost, low ROI parts of the process which are typically operated by institutions and does not replace existing UCAS processes (e.g. referring via Track). Formal offer making and acceptance processes and systems remain at the discretion of individual institutions.

Expression of interest process

Do I need to commit immediately on a number of courses we want to recruit via the tool?

You don't need to commit up front but we are asking for institutions to share information on the number and type of courses, typical entry requirements and typical places available so we can ensure there is a good fit on both sides. As a pilot, we feel it is really important we do this so there is a clear expectation on both sides about the potential return in the first year.

Technical Queries

How will you classify a student as 'International'?

Our system has been designed to identify applicants who have a 'high likelihood' of being international fee status. The check is based on the answer to three questions on the first page of the acceptance form. Based on the responses to these questions an assessment is made which determines what is shown on the next page. For possible 'international' fee status applicants, a message is shown advising the student that we cannot continue with the process online and providing them with a copy of your clearing hotline to continue their application directly.

Would we be able to make changes in real time, e.g. remove courses as they become full or change entry requirements, if needed?

Yes, institutions will be able to modify vacancy information via the Whatuni Go Hub in our client portal, My IDP Connect. Additionally, our customer care and data teams are available during working hours to manage these changes for you. Changes will be reflected dynamically on the Whatuni site in close to near-time (close to real-time). You will be able to manage the following information:

- Opt course in/out of clearing
- Opt course in/out of Whatuni go
- Manage places available via Whatuni go
- Manage typical clearing entry requirements (displayed on our front-end sites for all courses)
- Manage Whatuni go offer making criteria

How will you keep up to date with fluctuating entry requirements in clearing as sometimes tariff points change?

Please see answer above. For courses that are not in Whatuni Go we enable institutions to update their entry requirements and vacancy status in near-time via our portal, My IDP Connect. In addition, our data and customer care teams offer an assisted setup and update service. We also closely monitor any discrepancies between our search and the following sources UCAS, Telegraph, institution sites.

What applicant information/data do we receive on the What Uni Go Portal? Do we get email address, phone number?

You will receive the majority of the information required for a UCAS RPA with the exception of some fields relating to Equality and Diversity monitoring. It will definitely include all of the core information required to make an offer, contact the applicant about next steps, etc. We are planning to review the data collected with institutions participating in the pilot in March 2019.

How well will this work with more complex entry requirements such as requiring a certain grade in a certain subject or non-standard qualifications?

Please see our webinar presentation [*here.*] for an overview.

For 2019, we are able to support the following scenarios. Please note that are unable to support offer making for students with mixed level 3 qualification types for 2019.

Courses with offer making criteria that are unsuitable for the pilot will be supported via our existing click to institution/call institution links on site. The same applies where an applicant's qualifications do not match the pilot scope.

Applicants with A/AS levels only:

- Match on specific grade combination **OR** UCAS tariff points
- Match on minimum number of A levels (for points based offers only)
- Match on specific A level requirement - subject and grades
  You can specify multiples on an OR basis, e.g. a Grade C in A level French, German or Spanish.

Applicants with BTECs only:

- Match on specific grade combination OR UCAS tariff points
- Match on specific BTEC awards required
  You can specific multiples on an OR basis (same as for A levels above)

All applicants:
In addition to matching your level 3 criteria, you can specify additional level 2 criteria as follows:

- Matching based on GCSEs only (equivalents are out of scope)
- Match on the number of GCSE passes that are required
- Specify the numeric grade you consider a pass
- Match on specific requirements for the following:
  GCSE English
  GCSE Mathematics
  GCSE Science

Our in-house clearing system displays the number of places available and counts this down as offers are made. How would we keep a track of the number of offers made in this system also and if integrating two systems would cause delays when making offers?

The Whatuni Go Hub will enable you to view and manage the places available and currently allocated (unaccepted and accepted) via Whatuni Go. Regularly reviewing this would enable you to manage this with your internal systems.

In terms of system integration, we are not planning that for this year but will consider this in future years if there is sufficient demand from clients. Our aim is to collect everything you need to make a formal offer up front and to supply this to you online and via download to enable as close to a real-time process as possible. We will be asking institutions to agree to meet a minimum turnaround time to confirm offers.

How do we receive the information? what format?

Information for accepted 'offers in principle' will be made available immediately for you to view online or download via the Whatuni Go Hub. Downloads will be provided in comma separated value (CSV) format. We intend to consult with pilot institutions to ensure this works as well as possible for the pilot year.

Do you check if they have applied through UCAS and collect the personal ID if they have?

Yes, we collect information to check and supply you with the current situation of the student:

- Has the student applied via UCAS?
- UCAS Personal ID
- Is the student holding an offer in UCAS?
- What type of offer are they holding?
- Is the applicant in adjustment?

If a student matches with a course's entry requirements, will the student then need to access UCAS and apply officially?

This depends entirely on the applicant's situation and your institution's policy. You will need to inform the applicant of how you would like them to accept their offer via your formal offer email, as per your standard process.

When will this tool be live and for how long for?

The tool will be live from July until the end of September. Institution participation is managed at the course level but we are encouraging pilot institutions to make places available for as long as possible so we can provide a good service for students and properly evaluate the tool for next year.

Are we able to put all of our courses in to this tool? What about courses where they need to interview / we need to view their portfolio?

Yes, our clearing vacancy search on Whatuni and the Complete University Guide is comprehensive. Our data and customer teams work continuously with clients and non-clients to ensure our vacancy listings are up to date and accurate for prospective students.

Will there be multiple offers made from multiple Universities to one prospective student?

Yes, students will be able to hold up to five 'offers in principle' at one time. When they accept one and complete the acceptance process checks, all of their other places are released for reallocation. Timers operate at two steps in the process to prevent overallocation, one at the point of initial matching (which we anticipate to be set in minutes) and one for the acceptance of offers (which we anticipate to set in days but variable depending on the period). We will consult with institutions on this.

In terms of how you are marketing this to the potential applicant, will it be clear that it includes a select number of institutions and not every provider in the sector?

Yes, this will be made very clear. We believe that the enhancements we have made to our search process and online content will greatly benefit all students. We anticipate there will be many scenarios where students search for courses and are not presented with Whatuni Go as an option. Our tools have been designed to be as helpful to students and institutions as possible.

Universities may not want to publish their clearing tariffs so how will this impact on your matching tool?

We collect two sets of information from institutions. One is the typical clearing entry requirements that are displayed on our course profiles and search results. These are collected for all courses and can be updated by institutions via My IDP Connect or with the assistance of our customer care or data teams. The second is offer making criteria which we use to make 'offers in principle' via Whatuni Go. This information is used for offer making but not displayed on the front-end search results and course pages which we feel provides a good balance between institutional and student considerations.

How does the tool decide on the view the student sees? If there are 100 courses that match how do you select the universities on page 1?

Results are matched and presented in order of entry requirements (descending), this was chosen by students as their preferred ordering method. The detailed search and including a slide where students are asked to specify the points range of the courses they wish to see (based on their calculated points) significantly mitigates against scenarios with large number of returned matches.

Where multiple institutions are eligible for the same position the search uses a series of approaches to determine the order which consider, they include:

- Is the institution an advertiser?
- Is the institution in Whatuni Go?
- Number of matching courses offered by institution
- Randomisation per user session

We believe that this provides a student centric search whilst supporting institutions.

Do you envisage universities calling back the students who have had a provisional offer made?

It is not a requirement but we strongly recommend this approach.

Is it possible for multiple people to view the applications? I.e. if someone applies via this platform and then calls back the clearing call centre, could all call handlers in the call centre access the information?

Access control will be down to individual institutions, there are no limits but institutions will need to manage the data security and privacy considerations and risks.

What are the terms and conditions attached to the offer in principle?

We are currently working with legal advisers on this and will share with participating institutions in March. We anticipate that we be acting as a processor by issuing the offer in principle on behalf of institutions and providing the students data to institutions.

Why aren't international students included in the pilot if they are taking A levels / GCSES?

The majority of institutions don't make offers to international fee status students in the same way via clearing. We feel that it is better to refer students to the institutions directly where it is likely a student has international fee status. We review this decision for 2020 and would be interested to hear views on how we could help in this space.

Will you send examples of test data so we know what to expect after a student completes the core application and confirms their offer?

A sample file will be available in March but this may change as we complete the product development and testing and consult with clients.

Once an in principle has been made via Go, what are the next steps for the prospective student? Will it be down to the institution to get in touch and confirm their place?

Yes, the offer will be immediately available for you to view and download online. We recommend that institutions call students to complete their formal offer making process and advise the student on next steps. If issues arise which mean that you are unable to make a formal offer, you will be able to report this via our online hub.

Student awareness and adoption

How are you going to promote the tool to students and do you have evidence that it will be adopted?

We are currently planning our marketing campaign and are actively looking to work with schools, colleges, institutions, sector bodies and the media to ensure students are aware of the tool. Our co-creation and testing process with students in the autumn of 2018 has shown demand for the prototype of Whatuni Go which has been significantly refined based on their input.

Terms and Conditions

Can the Terms and Conditions be personalised by Institution?

The terms and conditions will be standardised and we will consult with participating institutions to ensure they work for all parties in March.

Pricing

What is the cost to become a Whatuni Go partner? Is the trial free of charge (other than the profiles you mentioned)?

Yes, it is really important for us that we work closely with students and institutions this year on this as a pilot. To participate in the pilot institutions, need to express interest and be accepted and purchase clearing profiles on both Whatuni and the Complete University Guide.

What's the cost of Clearing profiles on Whatuni and Complete University Guide?

The cost of the profiles is £15,000. This will also generate highly qualified web-traffic and calls (which we track through call tracking software) outside of those courses that are eligible via Whatuni Go. Please do speak to your account manager for expected ROI.

For next year, what will the fee be for each completed student?

We have not determined pricing for next year but we anticipate that it will be a commission-based model. We will consult on the pricing model with institutions participating in the pilot in the early autumn.