Item 09
For Discussion and Noting

GLASGOW KELVIN COLLEGE

Learning and Teaching Committee – 28 February 2024

2024/25 Admissions Update

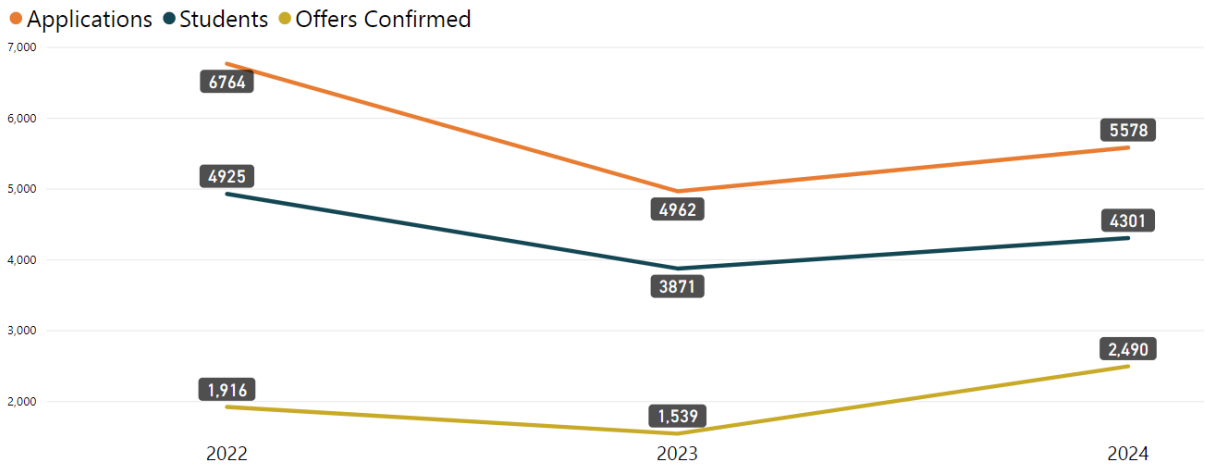
Report by Director of Digital and Information Systems

1. Introduction

This report provides an update on student recruitment for the 2024/25 academic year at Glasgow Kelvin College. It is intended for the Learning and Teaching Committee and presents the most recent admissions data, including the number of applications received and offers made, as well as a comparison with previous years.

2. Recruitment Update

Applications for academic session 2024/25, opened in December 2023. As of the 16 February 2024, the College has received 5,578 applications resulting in 2,490 live offers.



Academic Year	**2022/23** to end of February 2022	**2023/24** to end of February 2023	**2024/25** up to 16 February 2024
Applications	6,764	4,962	5,578
Offers	1,916	1,539	2,490

When compared to academic year 2024/25, analysis of the 2023/24 and 2022/22 metrics, at that same point in the admissions cycle, show:

- The number of applications received up to 16 February 2024 is up 12% on 2023/24 values and down 18% on 2022/23 values.

- Up to 16 February 2024, the College has 2,490 live offers. When compared to previous years, this represents a 62% increase on February 2023 values and 30% increase in February 2022 values.

Applications and offers for 2024/25 are expected to increase further, as at the time of writing, comparison figures were only available up to 16 February 2024.

When comparing admissions performance to previous years, there are factors that should be taken into consideration which mean we are not comparing exactly like with like. These include:

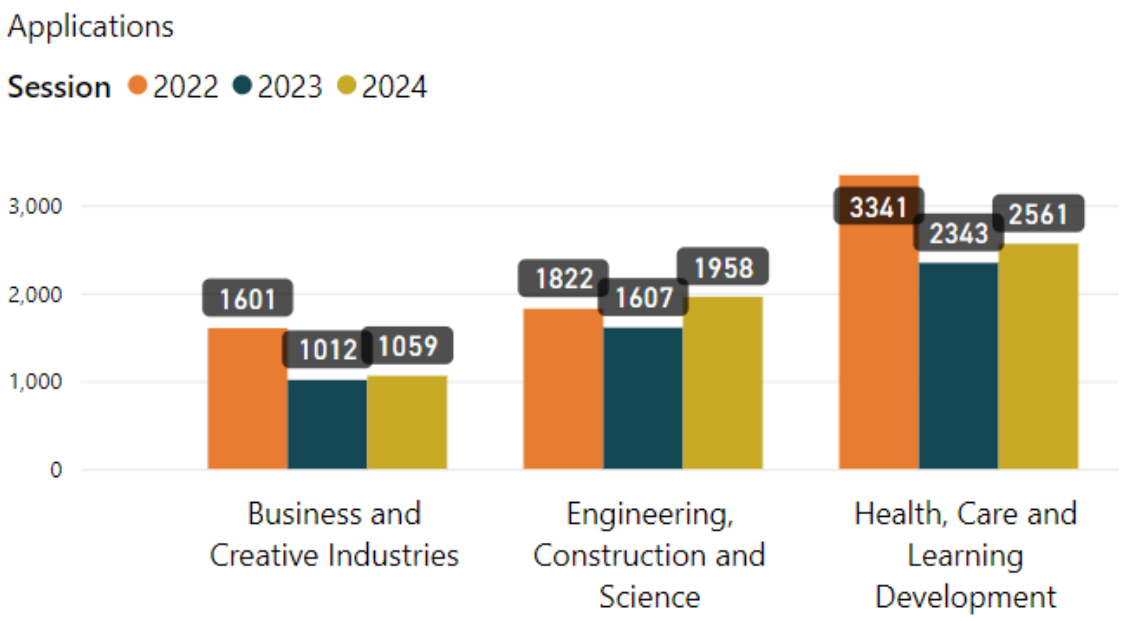
- Changes to our arrangements for year two returners. In preceding years, year two returning students were included in application data. For 2023/24, they are no longer included which will reduce application levels.

- Reduction in course availability for 2023/24. Following consolidation of our course provision we are advertising fewer courses next academic year which again will reduce application levels.

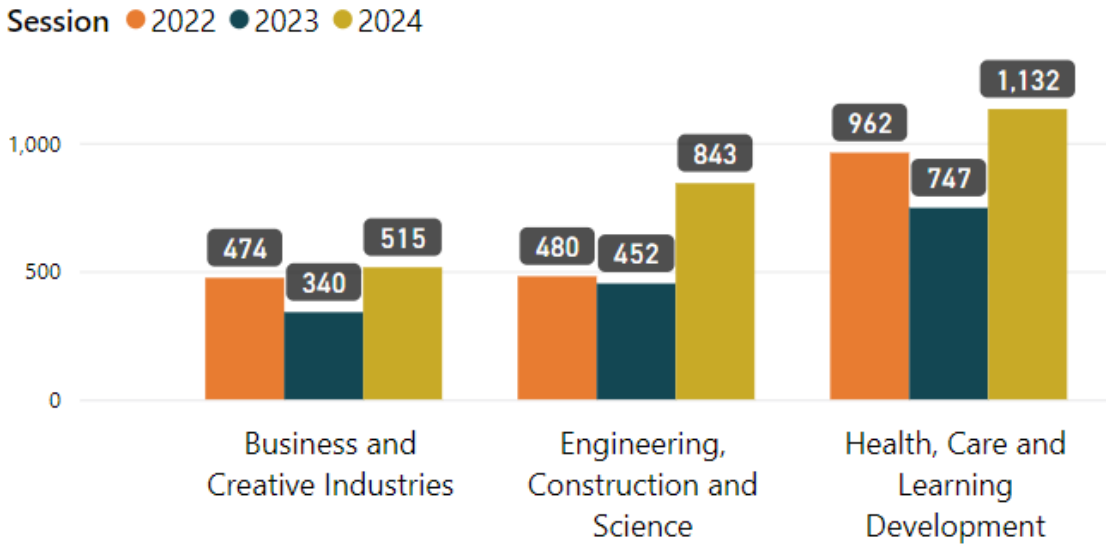
- Applications for 2024/25 opened a week earlier in January, than that of the 2023/24 campaign. Furthermore, priority access was given to existing students to apply in December for 2024/25 courses, which was not a feature of previous campaigns.

Application volumes and student offers are higher than last year, in part due to the timing of launching our admissions campaign and providing early access for our current enrolled students, giving them the opportunity to secure their place in time for the new session.

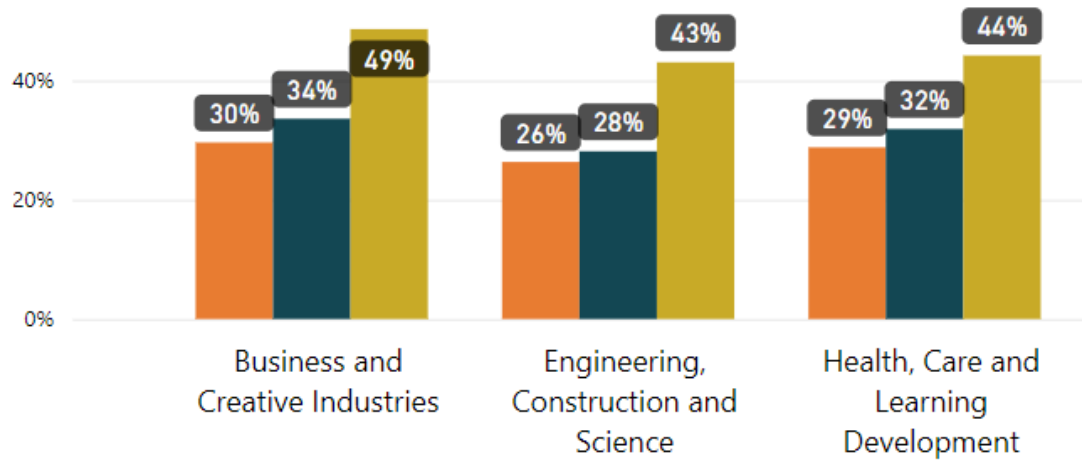
The number of applications per faculty has increased on last year, as has the number of offers. The average conversion rate of applications to offers for the College currently sits at 45%, up from 31% for last year (when comparing data up to the end of February each year). Overall, each faculty has a higher conversion rate of applications to offers than that of the previous two years.



Offers



Conversion Rate (applications/offers)



3. Resource Implications

There is a risk to College funding levels if the College does not achieve its recruitment and admissions targets.

4. Impact on students

There are no issues identified that could impact students as a direct result of this report.

5. Equalities

There are no equality implications arising directly from this report.

6. Risk and Assurance

Due to the current operating environment there is a risk that recruitment and admissions levels are negatively impacted and the College does not achieve its targeted level of activity.

7. Data Protection

There are no data protection implications arising directly from this report.

8. Environmental and Sustainability

There are no environmental and sustainability implications arising from this report.

9. Recommendations

Members are recommended to:

i Note the most recent admissions data.

10. Further Information

Members can obtain additional information on the contents of this report from Jason Quinn, Director of Digital and Information Services, jquinn@glasgowkelvin.ac.uk.

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Glasgow Kelvin College
Jason Quinn, Director of Digital and Information Services
16 February 2024