
UNIVERSITY FOR THE CREATIVE ARTS

Applicant Feedback Policy

What is feedback?

1. Feedback is the communication from the institution to an applicant who has been unsuccessful in gaining an offer of a place on their chosen course. Applicants will be assessed for suitability for a course based on the following criteria as appropriate:
 - Approved and published course entry criteria
 - Previous educational results
 - Predicted grades
 - Work experience
 - Personal statement
 - Reference
 - Interview
 - Portfolio
 - Audition
 - Examples of written work
 - Applicant questionnaire or other supplementary information
 - Contextual data (where appropriate)

Feedback processes

2. The university believes in a holistic approach to selection. In considering applications the university will take in to account all aspects of the information provided in the application process. All decisions are verified by a member of Admissions staff before being communicated to the applicant. Please view the *UCA Admissions Policy* for full information about the university selection process.
3. In order to support our transparent admissions system we need to recognise an applicant's request to know why their application was deemed unsuccessful. The Admissions Department will provide written feedback on an individual basis in response to receiving a formal request (written or emailed) from the applicant within 4 weeks of the decision being made.
4. The request must include:
 - UCA Applicant Number
 - UCAS Personal Identification Number (where application made through UCAS)
 - Full Name
 - Course name

5. Academic staff dealing with admissions decisions will provide feedback on decisions made to the Admissions Department for onward communication to applicants. Where an application is unsuccessful, the reason for the decision is explained and evidenced along with relevant supporting information and constructive guidance in the feedback area.
6. An initial “reason for reject” will be communicated to each unsuccessful applicant and will be selected from an approved list based on the course entry criteria (see Appendix A).
7. Any request for feedback must be made in writing or by email to the Admissions Department; requests may not be made directly to schools or course teams.
8. Feedback will be provided in writing by email only (not verbally) and will be communicated to the applicant within 4 weeks of the date of the request being received. It will be specific to the course applied for and may contain constructive advice on suggested areas to be considered for improvement. However, feedback will not provide general information advice or guidance regarding attending Higher Education.
9. To comply with data protection law, the University will not be able to provide feedback to anyone other than the applicant unless Admissions have been granted permission to do so by the applicant in writing. Feedback will be sent to the email address the applicant has provided on their application form, or to the email address stipulated on their written request for feedback. Accordingly, applicants should ensure that they inform Admissions of any changes.
10. A request for feedback does not constitute a request for appeal against the academic or professional judgment of those making admissions decisions. Further information regarding the Complaints Procedure is contained within the Admissions Policy. Any applicant wishing to make a complaint regarding their application experience should be directed to the Head of Admissions (UK) or the Head of International Admissions in the first instance. Further correspondence concerning feedback should not be entered into by Campus Registry staff or course teams.

Appendix A

Reasons for reject

- Entry criteria for course not met
- Assessment criteria for the course not met
- Portfolio/audition/group work does not meet required standard for course
- Personal statement and/or interview does not indicate sufficient knowledge and/or engagement with course
- Reference not adequate
- Previous Academic Failure of the course does not allow a new offer to be made
- University Regulations relating to the re-enrolment of students holding Exit Awards
- Late applications received after the course becomes full
- Parts of the application are considered fraudulent
- The course would not allow the applicant to demonstrate the academic progression required by UKVI regulations
- A place could not be offered following the outcome of a Criminal Convictions Panel
- The application was received after the equal consideration deadline and the course is full