
UNIVERSITY FOR THE CREATIVE ARTS

Applicant Feedback Policy

What is feedback?

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

The university believes in an 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 academic 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.

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.

The request must include:

UCA Applicant Number
UCAS Personal Identification Number (where application made through UCAS)
Full Name
Course name

Academic staff dealing with admissions decisions will provide feedback on decisions made to the Admissions Department for onward communication to applicants. The interview decision form requires the interviewer to record the levels of achievement demonstrated by the candidate against the appropriate assessment criteria for the course for all unsuccessful applications. This assessment must be explained and evidenced in detail with the reason for any decision along with relevant supporting information and constructive guidance in the feedback area. Following the interview this information is stored together with the application.

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).

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.

Feedback will be provided in writing or 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.

In line with our Data Protection policy 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 address stipulated on their letter. Accordingly applicants should ensure that they inform Admissions of any changes.

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 in the first instance. Further correspondence concerning feedback should not be entered into by Faculty staff or course teams.

Appendix A

Reasons for reject

- Entry criteria for course not met
- Assessment criteria for the course not met
- Predicted grades below entry criteria for course
- Portfolio does not meet required standard for course
- Work experience insufficient and/or not relevant
- Application questionnaire or supplementary information missing or not of required standard
- 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 an Exit Award
- Late applications received after the course becomes full