

# KEELE UNIVERSITY

## ADMISSIONS FEEDBACK PROCEDURE

At Keele University we are committed to the provision of high quality, fair and transparent admissions policies and procedures for **all**<sup>1</sup> our applicants. We endeavour to make decisions on applications as soon as is reasonably possible. However, it is acknowledged that some applicants will have a longer decision making process than others if the course applied for involves an interview or requires more information or clarification on an applicant's qualifications etc.

We recognise that there may be occasions when applicants will wish to ask why their application has been rejected, or believe that they have cause for reconsideration. Because of the level of competition for places, there will inevitably be occasions when an applicant disagrees with an admissions decision; however this procedure outlines the steps the University will take to ensure that feedback on decisions is given to applicants in a constructive manner.

In this context, feedback is defined as the communication from the University to an applicant who has been unsuccessful in gaining an offer of a place. Communication is made at the request of the applicant. An appeal is defined as a request for a formal review of the outcome of an admissions decision.

### 1. Scope

1.1. An applicant may request feedback if there is reason to believe:

- The decision made contradicts the published entry criteria or the University's Equal Opportunities Policy.
- There was an administrative or procedural error in the handling of the application.
- There was concern regarding a member of staff's behaviour during the application process.
- The emergence of substantial new information which may have affected the decision and which could not have been available at the time the original decision was made.

1.2. Feedback requests will not be considered:

- If the feedback request is submitted anonymously or through a third party.
- If the query concerns a decision from a previous admissions cycle or an offer that has already been accepted by the applicant.

### 2. Principles

2.1. The principles which support the Admissions Feedback Procedure are that:

- All requests for feedback are treated seriously and constructively. It will also seek to ensure that requests are dealt with quickly, with fairness and consistency.
- If it is found that an incorrect decision has been made, the University will make every effort to either reverse or rectify the error and will do so promptly.

### 3. Procedure

3.1. In the case of undergraduate applicants, we aim to explain the outcome of an unsuccessful application in general terms by including a reason alongside the communication of an unsuccessful decision, e.g. "You do not meet the published entry criteria".

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<sup>1</sup> This procedure covers both Undergraduate, Postgraduate (Taught and Research), full and part time applications

- 3.2. The university aims to provide clear minimum entry requirements for all its courses. These can be found in the prospectus (both paper and online), the university website, and UCAS entry profiles for undergraduate. The University expects applicants to have read the available information on entry requirements and assessment criteria before requesting further feedback, as in many cases this will explain why their application has been unsuccessful.
- 3.3. The University's decision-making procedures includes a requirement that staff keep an internal audit trail that documents the reasons for admissions decisions together with any supporting evidence and reasons for the outcome.
- 3.4. Requests for further, individual feedback should be sent to the Admissions Office.
- 3.5. Requests for further feedback will be acknowledged and addressed as soon as workload allows. Admissions aim to reply to all requests for feedback within 10 working days of the date they were received.
- 3.6. Where a request for feedback relates to a decision where an applicant has been unsuccessful at interview, the request will be forwarded to the relevant School/Research Institute and the School/Research Institute will be responsible for providing feedback to the applicant (see Interview Policy).
- 3.7. The University will only correspond with the candidate about a decision.
- 3.8. The University will respond to requests by email, taking into account the information that was used in order to make the decision and will aim to provide constructive feedback to assist applicants in their future decision-making.
- 3.9. Admissions staff may give advice to applicants on the reasons why their application has been unsuccessful and ways in which their application could be strengthened in any future resubmission. However, admissions staff are also encouraged to suggest to applicants that they seek further guidance from advisors at their school, college or careers service, as such staff may be best placed to provide the advice and guidance that unsuccessful applicants may require.
- 3.10. In all cases, it will be made clear to the applicant that there is no guarantee that an offer will ensue as a result of requesting feedback. Equally, there will be no discrimination against an applicant who requests feedback.
- 3.11. It will be made clear that further correspondence will not be entered into, and that the decision will not be reviewed. If an applicant feels that the admissions process has not been followed correctly, they may use the Admissions Complaints and Appeals procedure (see Admissions Complaints and Appeals Policy).

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