



University of
South Wales
Prifysgol
De Cymru

Personal Statements:

If I knew then, what I know now...

Joseph Murphy BA PGCE CIM (Award)

Student Recruitment Officer



YOUR
**WORLD
AWAITS**



University of
South Wales
Prifysgol
De Cymru

ENERGIZER

[2 Volunteers. Thumb Game]



TASK

[Experience Levels, 1-5]



Aim

To reflect on existing practice.

Incentive

Quicker and more effective personal statements.

Reason Why

Improve quality of statements, and quality of choices.



Joseph Murphy

5 hrs · 👤

"If I knew then, what I know now..." how would you finish that sentence?

KNOW NOW... NOW
would you finish that
sentence?

**I would have
travelled
more.**

 Like

 Comment

 Tom Webb Hill and Victoria Jayne Leyton

 Thomas Anthony Warren

KNOW NOW... now
would you finish that
sentence?

**Many more
things, and
fewer of even
more.**

 Like

 Tom Iwb Hill and Victoria Jayne Leyton

 Thomas Anthony Warren

KNOW NOW... NOW
would you finish that
sentence?

**I would have
had that piece
of cake.**

Like



Tom Iwb Hill and Victoria Jayne Leyton

Thomas Anthony Warren

KNOW NOW... NOW
would you finish that
sentence?

**I would never
have spoken
to you.**

 Like



 Tom Webb Hill and Victoria Jayne Leyton

 Thomas Anthony Warren

KNOW NOW... now
would you finish that
sentence?

**Life would be
boring**

 Like

 Comment

 Share

 Tom Iwb Hill and Victoria Jayne Leyton

 Thomas Anthony Warner

KNOW NOW... now
would you finish that
sentence?

I'd still do it!

 Like

 Comment

 Share

 Tom Iwb Hill and Victoria Jayne Leyton

 Thomas Anthony Warner

KNOW NOW... NOW
would you finish that
sentence?

TASK

[The shared experience #crowdsourcing]

What's the biggest barrier to completing the UCAS Application?

Adding qualifications

Logging on

Gathering references

Proof reading

Personal statement

Adding personal details

Parental details

Getting started



Personal Statements: 2 Key Questions

Why is writing the personal statement so difficult?

What are we asking you to do, and why?



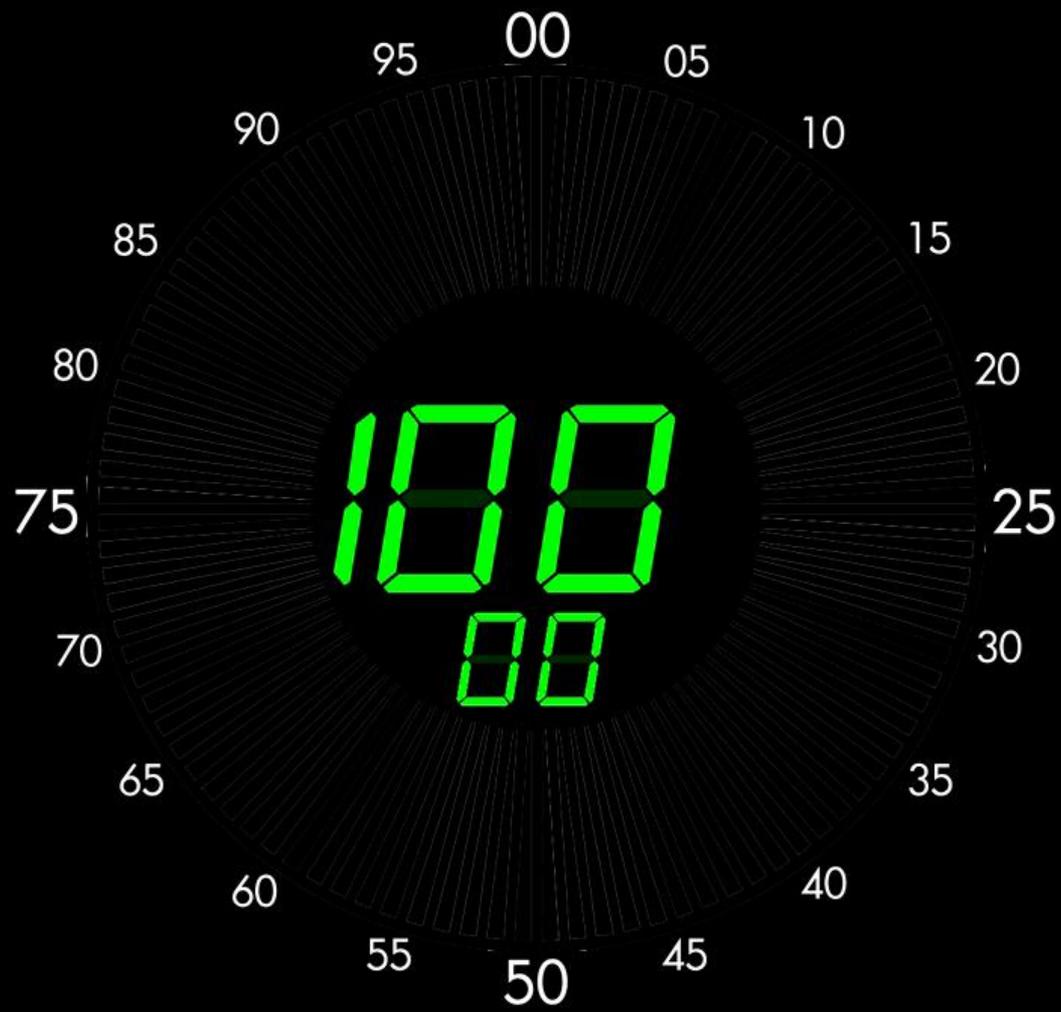
YOUR
**WORLD
AWAITS**



University of
South Wales
Prifysgol
De Cymru

THINK.PAIR.SHARE

[Why is it so difficult? #TIMER]





Personal Statements: Why is it so difficult?

Time Pressure

Watershed moment

Deadlines

Competitive

Messangers

“Life is a competition, that’s why they call it the human race.”

Filling the white space/space to create



YOUR
**WORLD
AWAITS**



University of
South Wales
Prifysgol
De Cymru

THINK.PAIR.SHARE

[How can you scaffold it?]

U
S
P

unique
selling
point





Personal Statements: Why is it so difficult?

USPs

Friends/Competition

What do your friends think?



THINK.PAIR.SHARE

[How can you scaffold it?]



Personal Statements: What are we asking you to do?

Lines and Characters

ABC

Passion and Purpose

YOUR
**WORLD
AWAITS**

University of
South Wales
Prifysgol
De Cymru

Personal Statements: Lines and characters



- A shared system for processing.
- 1,000 - 4,000 characters.
- High quality SPG, **no** formatting.
- 1 statement **only**
- **Save** a copy
- Submit c.Jan 15th 2017



Personal Statements: ABC



Activity

Benefit

Course

Good

Better

Best

Percentage of applicants that mention a passion-related word

80%
70%
60%
50%
40%
30%

Passion

Love

Explore

Salary

Employable

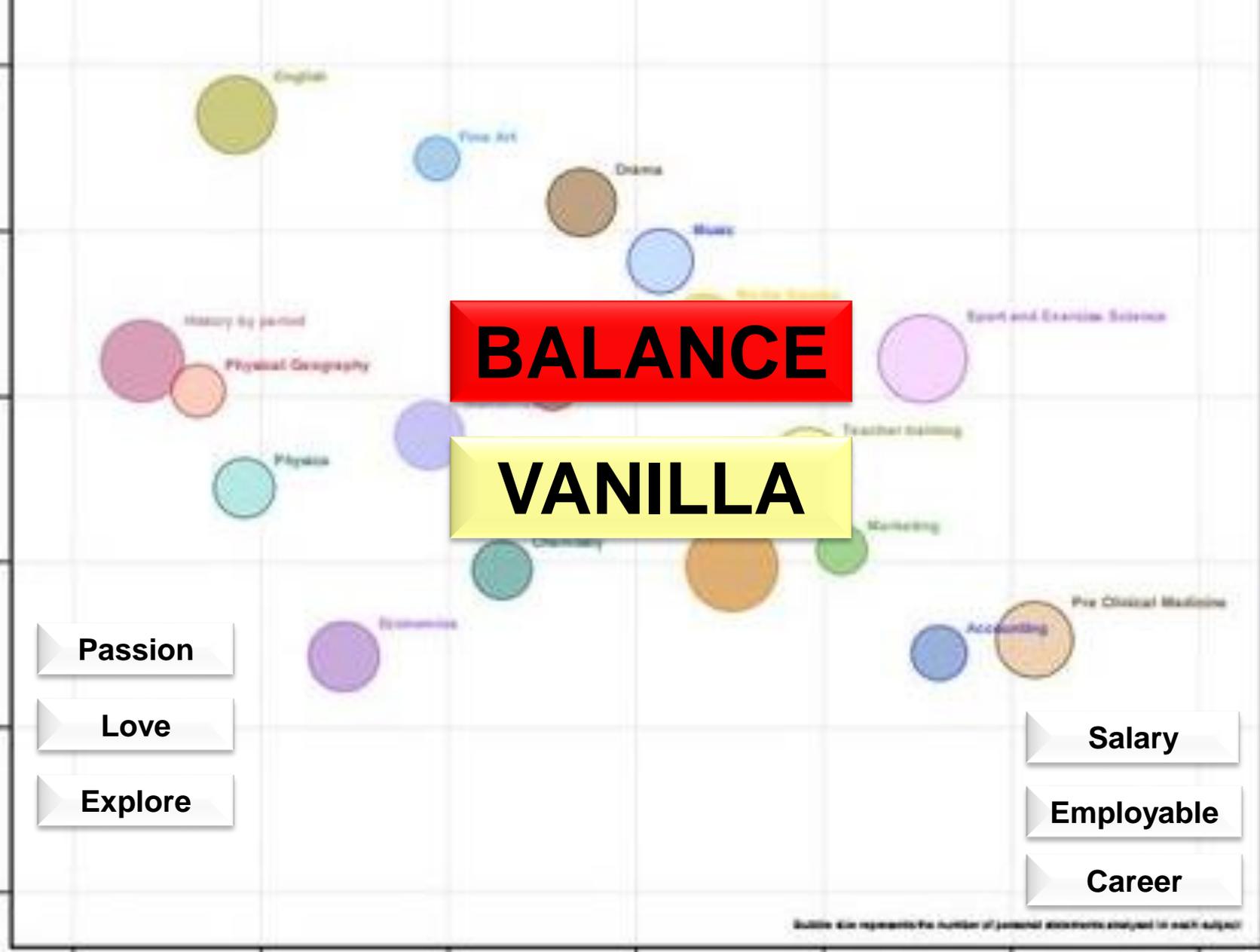
Career

30% 40% 50% 60% 70% 80% 90%

Percentage of applicants that mention a career-related word

BALANCE

VANILLA



Bubble size represents the number of personal statements analysed for each subject



Personal Statements: Overall, they are...

Positive

Courageous

Driven

Hopeful

International

Quotes



Personal Statements: Would you make the same statements?

I might be more realistic.

Absolutely not. I just gave a list of what I'd done.

I'm not a fan of change, I prefer to stick to a plan, and I have.

I'd set a more relevant career goal, Law, not History.

More focus should have been on "Why that subject?"



Personal Statements: Is there value in this?

Definitely. It's a really useful self reflection tool.

Absolutely. It's not enough to just rely on grades.

It's a great tool for job applications.



Personal Statements: If I knew then, what I know now?

TASK

[Crowdsourcing]

There's hope for you yet.

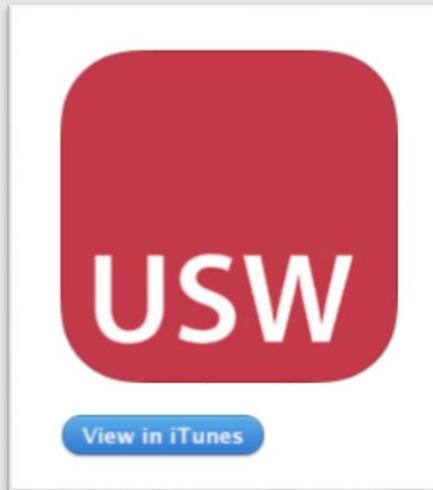
I would 100% do it all over again.

That it's going to be ok.



Personal Statement:

Where else can I look for inspiration?



TASK

[Download Uni Box and filter content]



Personal Statement: Where else can I look for inspiration?



University of South Wales Prifysgol De Cymru

Home > Study > Student blogs

Student blogs

Rhian Williams

Daniel Thistlethwaite

James Evans

Lauren Harper

Previous Ambassadors

STUDENT VLOGGERS

Student Vloggers



University of
South Wales
Prifysgol
De Cymru

Personal Statements:

If I knew then, what I know now...

Joseph Murphy BA PGCE CIM (Award)

Student Recruitment Officer