



Patterns and preparedness: Analysing the HE decision-making process

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Unifrog

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- How does Unifrog help students to research HE?
 - What are students focussing their research on?
 - What's driving these trends?
 - What can we do to support students?

Who are we?

The Complete Destinations Platform

- 1100 partner schools across the UK
- 350,000 students
- How are we helping students to make informed decisions?

Pathways

Explore how interests lead to different education and training pathways. See what steps need to be ticked off to stand the best chance of application success. Study expert guides explaining how to navigate each step in the application process. Use MOOCs to try out different subject areas.

Applications

One place to collaboratively draft all the materials needed for applications – from UK Personal Statements to the Common App essay, from UK Subject References to US Counselor Letters of Recommendation. Best-practice guidance, multi-teacher feedback, complete version histories.

Opportunities

Compare every university course in the UK, as well as every US university, and every undergraduate programme taught in English in Europe. Compare every UK degree apprenticeship and School Leaver Programme, and every Oxbridge college and FE college course.

Management

At-a-glance reports on where each student has got to with their applications. Record every careers guidance interaction. Support planning the year's careers guidance programme. Plug-and-play careers teaching resources for every year group and pathway. Record and analyse destinations data.

The tools that will make up the platform

Pathways

Interests

- Students explore how their Interests link to possible education, training and careers
- Features hundreds of videos of leaders from different sectors describing their career journeys

Know-how

- Searchable library of articles and accompanying videos covering every aspect of the progression process - every university system, every progression route.
- It's as if everyone has access to the world's most knowledgeable careers adviser

Goals

- Students see the Steps they need to achieve to put themselves in the strongest possible position to achieve their Goals.
- Goals feature content provided by universities, employers, and vocational training providers
- Students and Teachers can make notes on progress.
- Students tick off each Step as it's achieved

MOOCs

- Compare and select courses on the major MOOC platforms
- Students can 'try out' studying different subject areas, as well as evidence independent learning

Opportunities

University

- Students find the most appropriate undergraduate programmes across multiple countries

- **UK**
- **USA**
- **Netherlands**
- **Nordic**
- **Australia**
- **New Zealand**
- **Canada**
- **Spain**
- **France**
- **Italy**
- **Germany**
- **Hong Kong**

Apprenticeships

- Encompasses School Leaver Programmes and Degree Apprenticeships

College & 6th Form

- The biggest searchable database of college and Sixth Form courses

Oxbridge

- Students find the most appropriate Oxbridge college for them to apply to

Applications

Activities

- Students record what they've done, then use this material for their applications.

Competencies

- Students record key competencies required by universities, employers and other learning providers

UK Personal Statements

- Students draft their Statement and teachers easily give feedback

UK References

- Subject References collated into Overall References

Common App essay

- Students draft their Common App essay and teachers easily give feedback

US Letters of Recommendation

- Counsellor and Teacher letters of recommendation

CV

- Easily draft then tweak CV to suit specific opportunities

Management

Planning

- Teachers collaboratively plan Guidance policy in their school
- Gives best practice guidance
- Suggests Ideal Year Plan

Teaching resources

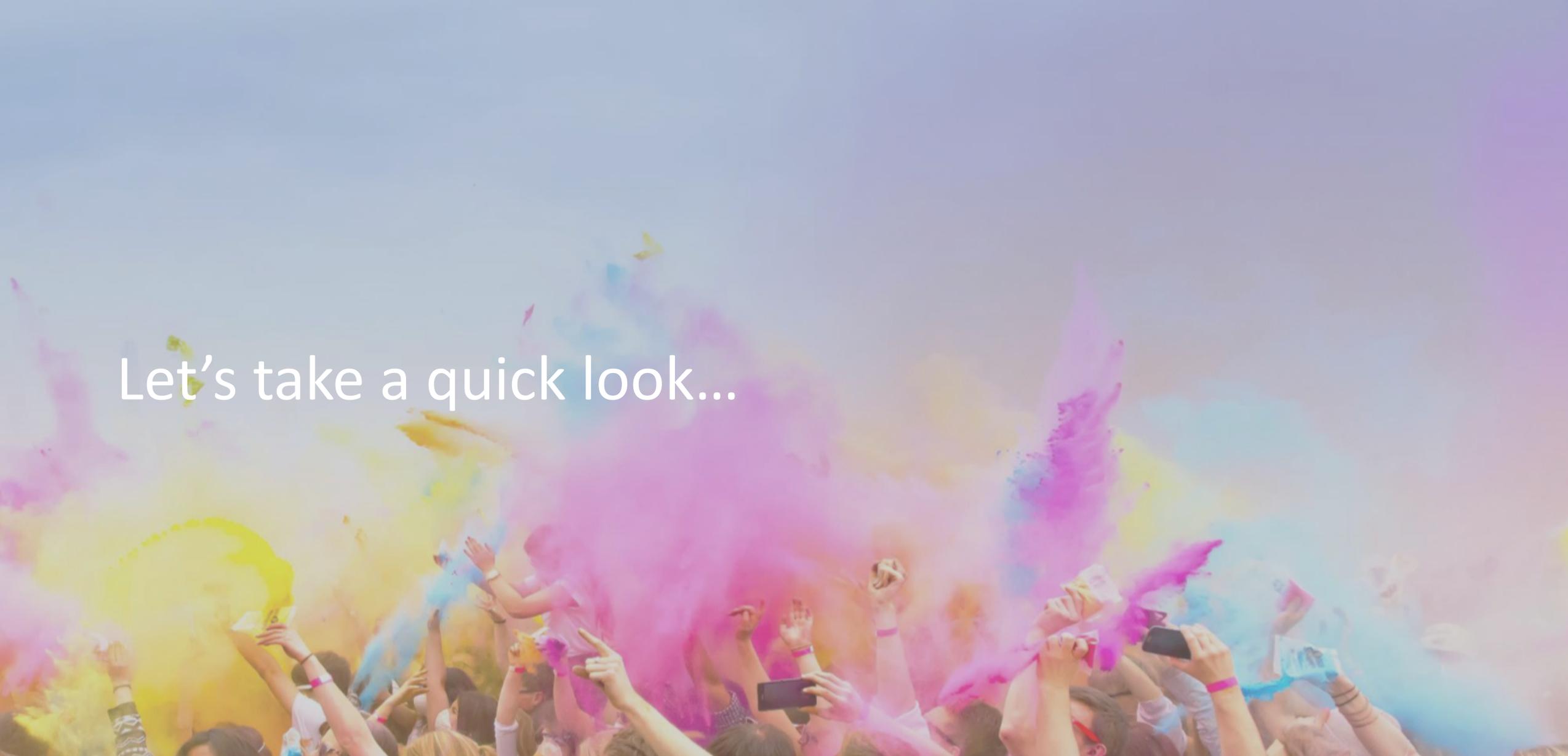
- Plug-and-play resources for teaching careers guidance
- Covers every year group and pathway

Interactions

- Teachers can easily record every Guidance event experienced by each student.
- This provides evidence for school inspections, plus complete Guidance histories for each student
- Nudges teachers to provide Guidance events that are missing

Destinations

- Students record their destination intentions. Teachers easily return this information to government
- Teachers quickly confirm students' destinations
- Teachers easily run analysis on their destinations data. Builds an alumni network



Let's take a quick look...

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What's happening to HE uptake?

Factors affecting the decision making process:

- Increase in fees
- Graduate earnings
- Student loan interest rates (6.1%)
- Higher living costs
- The Russell Group
- Rise of Degree Apprenticeships

HE Uptake

***HE Participation rates:**

42% - 2006/07

49% - 2015/16

“Young people are even more likely to go to university now than they were before the fees were hiked”

Telegraph, September 2017

*DFE: Participation Rates In Higher Education: Academic Years 2006/2007 – 2015/2016 (September 2017)

Proximity

Last Year

5th Distances within 50 miles
7th Distances within 20 miles
8th Distance within 100 miles
9th Distance within 10 miles

This year

3rd Distance within 50 miles
5th Distance within 20 miles
6th Distance within 100 miles
7th Distance within 10 miles



Students are pushing the boundaries...

% of students choosing courses above their predicted range of grades

Last year
11.64%

This year 
15.43%

Students are pushing the boundaries...

Last year

Aspirational
28.25%

Solid
43.90%

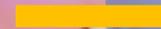
Safe
27.85%

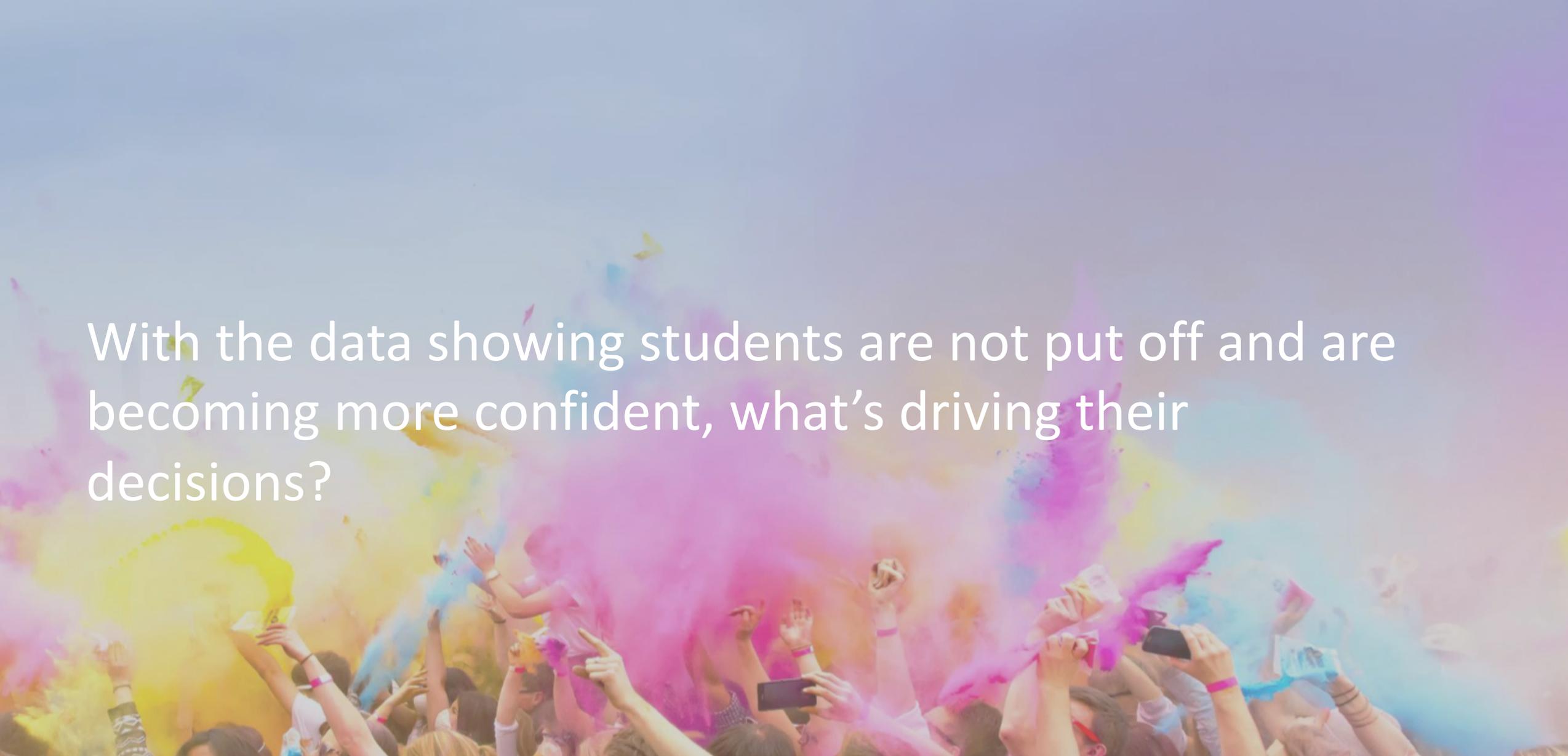
This year

Aspirational
35.26%

Solid
43.58%

Safe
21.16%



A large crowd of people is shown from the chest up, celebrating with their arms raised. They are surrounded by a thick cloud of colorful powder in shades of pink, purple, yellow, and blue. Some people are holding up their smartphones to take photos or videos. The background is a soft, out-of-focus gradient of light blue and purple.

With the data showing students are not put off and are becoming more confident, what's driving their decisions?



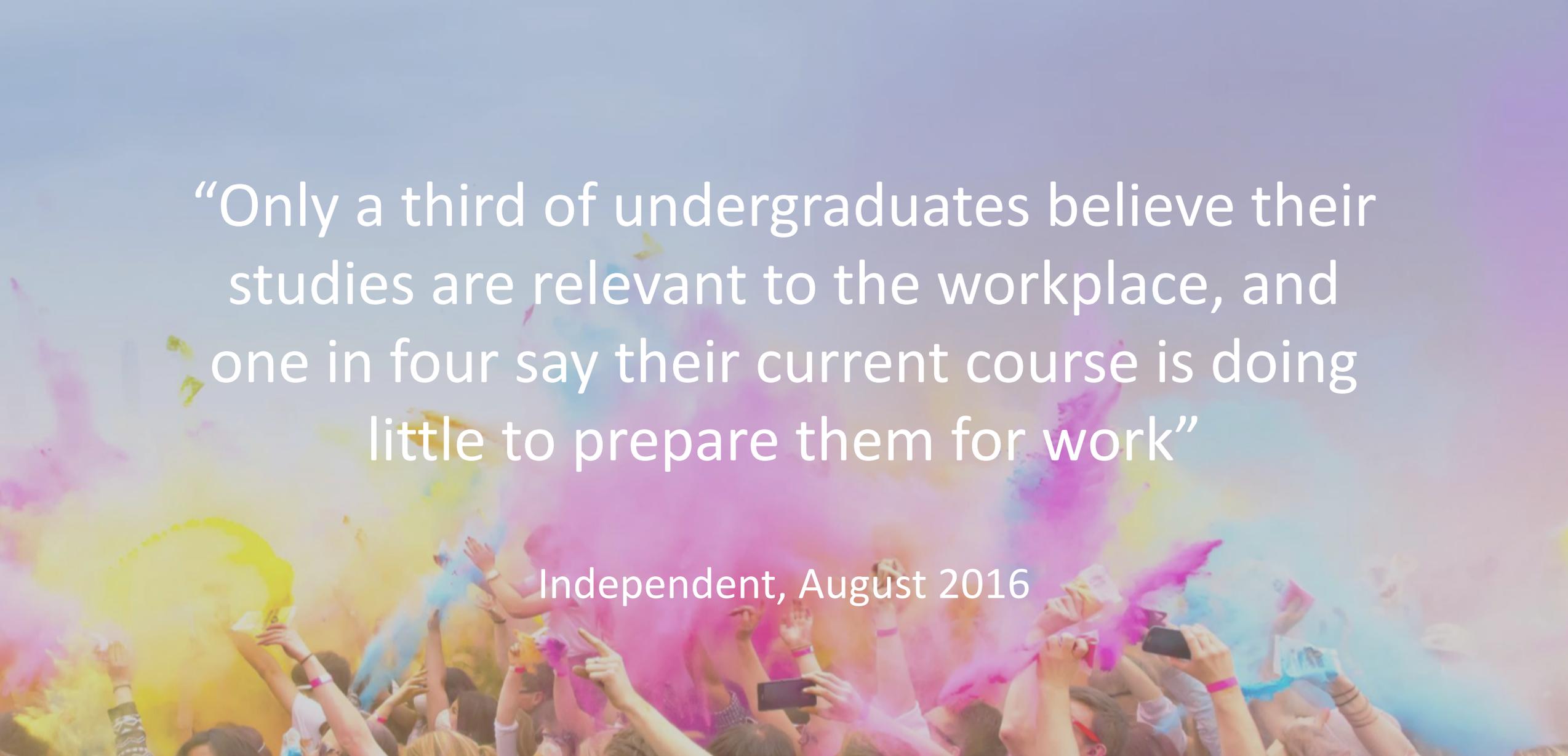
Firstly, why do we go to University?

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Employability

The most popular ranking tabs...

- Starting salary - 10.17%
- % Graduate jobs - 8.46%
- Social life rating - 6.16%
- % Satisfaction - 5.52%
- Dropout rate - 5.48%
- Guardian ranking - 5.26%
- Distance from home - 5.21%
- Applications per Place - 4.62%



“Only a third of undergraduates believe their studies are relevant to the workplace, and one in four say their current course is doing little to prepare them for work”

Independent, August 2016

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A third of companies are unhappy with graduates' attitude to work, blaming their lack of resilience and self-management skills.

CBI/Pearson Education and Skills Survey, 2017

A vibrant, colorful background of a crowd celebrating with confetti and powder. The scene is filled with bright yellow, pink, and blue powder being thrown into the air, creating a festive and energetic atmosphere. Many people's arms are raised, some holding up smartphones to capture the moment. The overall mood is one of joy and celebration.

“You would expect that university education would teach some basic business etiquette, and certainly communication skills.”

Crescens George, CEO - Be Wiser Insurance Group, 2017

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What helps to plug the gap?

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Workplace skills & Experience

The most important factors when recruiting graduates:

- 89% of businesses value attitudes and aptitudes for work
- 63% of businesses value relevant work experience/industrial placement
- 63% of businesses value degree subject
- 58% of businesses value degree classification
- 14% of businesses value the university attended
- 3.6% of businesses value foreign language capability

Sandwich degrees shortlisted:

Last year

14.76%

This year

15.82%



Is reputation still playing a part?

Students are less interested in league tables

League Table Ranking UK	5.26%
QS world ranking	4.19%

Most Popular Filter

Russell Group	9.12%
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Is reputation still playing a part?

Most shortlisted Universities on Unifrog

1. University of Leeds
2. University of Exeter
3. University of Edinburgh
4. University of Liverpool
5. Durham University
6. The University of Manchester
7. University of Bristol
8. University of Birmingham
9. UCL (University College London)
10. University of Nottingham

TEF Ratings

1. University of Leeds - **GOLD**
2. University of Exeter - **GOLD**
3. University of Edinburgh – **N/A**
4. University of Liverpool - **Bronze**
5. Durham University - Silver
6. The University of Manchester - Silver
7. University of Bristol - Silver
8. University of Birmingham - **GOLD**
9. UCL (University College London) - Silver
10. University of Nottingham - **GOLD**

The future...

- Apprenticeship levy – All companies with wage bills over £3m having to pay
- Degree Apprenticeships
- Higher expectations from students on teaching quality & ROI
- Skills gap
- [Girls in to STEM?](#)

Will we see HE uptake take a hit?

A vibrant, colorful background of a crowd celebrating with confetti and powder. The scene is filled with bright yellow, pink, and blue powder being thrown into the air, creating a festive and energetic atmosphere. Many people's arms are raised, some holding up smartphones to capture the moment. The overall mood is one of joy and shared celebration.

"Quality of teaching, learning and careers inspiration defines the life chances of young people - it's a shared challenge for us all."

Josh Hardie, CBI deputy Director-General, 2017

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What can we all do to help?

- Putting more focus on careers in school
- Pushing emphasis on Sandwich Degrees
- MOOCs
- Get Universities from further afield to visit

Summary

- Students are pushing the boundaries
- Students have great expectations of careers after University
- Is University perceived as an instant “good job” route?
- There are no set rules to HE decisions
- Old attitudes and perceptions die hard