

Recruiting High Achieving Students

While we wait to begin:

Use the Q&A box to let us know what high
achieving students means to you



Presenters

Lorna Greville

Education Account Director

- Award-winning youth marketer
- HE marketing specialist
- Responsible for the success of over 70 university clients' media and marketing campaigns



What we'll be covering today

- How do 'high achievers' differ?
- Primary motivations
- Channels & tactics
- Q&A



Recruiting High Achieving Students

TSR in numbers

+8m

Average monthly
users on TSR

400,106

'Young Thinkers'

275,696

users in
'High Achievers'
segment

Grow your
grades:

2,020

**monthly
posts**

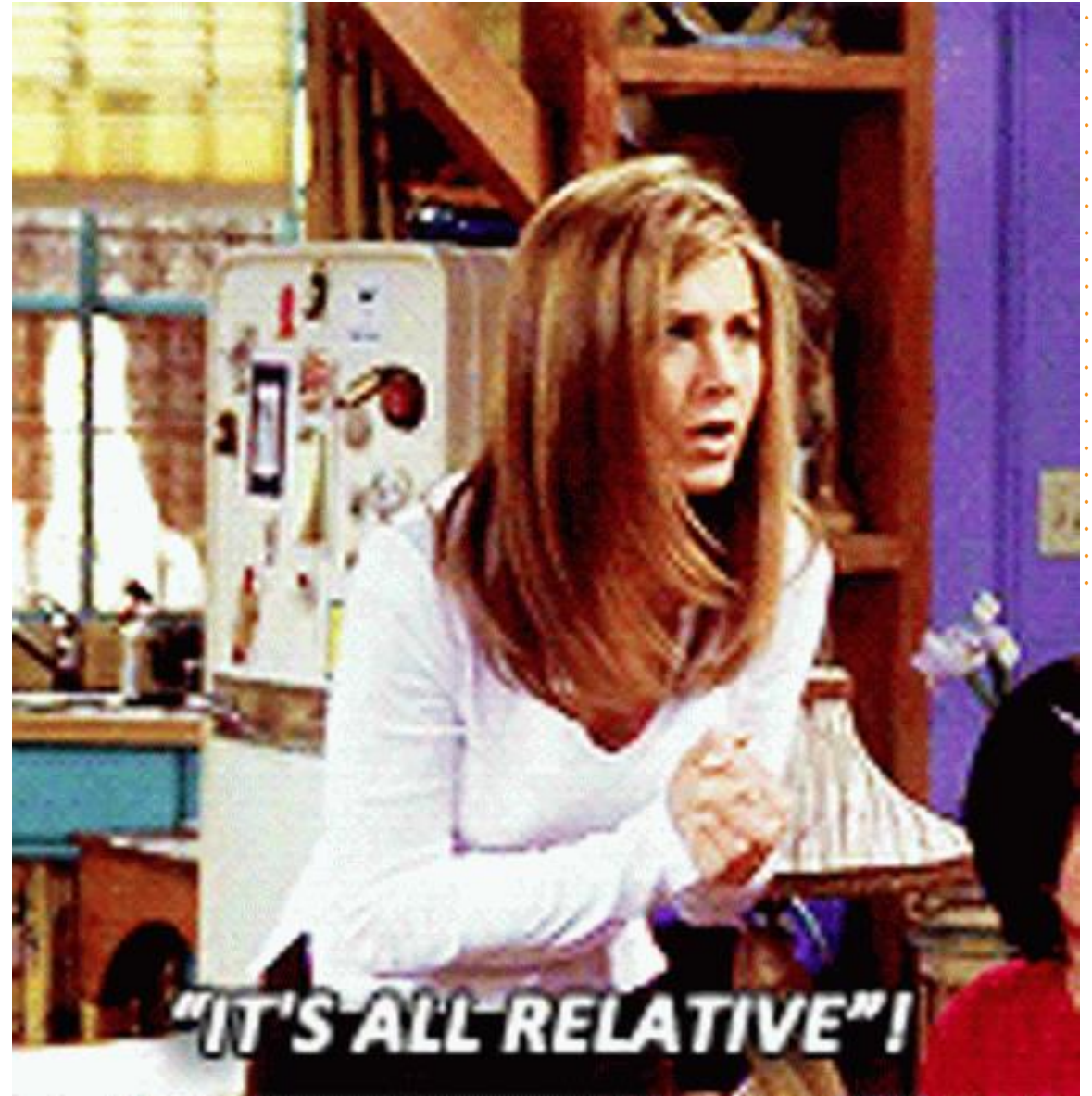
How do high achievers differ?



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Okay so let's step back a bit

...what does it even mean to be a 'high achiever'?



What do our overlap segments say?

A-level year 12-13 (512,829)

Segment name	% overlap
High Achievers	27.9%
Applying to university	16.1%
Maths study help	6.0%
Young thinkers	5.3%
Chemistry study help	5.1%
Biology study help	4.5%
Careers and jobs	4.4%
Youth relationships	4.1%
Medicine uni courses	3.5%
Uni life	3.3%
Youth chatters	3.1%
Physics study help	2.8%
Student finance	2.5%

High achievers (275,696)

Segment name	% overlap
Applying to university	52.0%
Young thinkers	13.5%
Careers and jobs	10.1%
Uni life	9.3%
Youth relationships	8.2%
Postgraduate applicant	6.0%
Medicine uni courses	5.3%
University of Cambridge	5.1%
Youth chatters	4.7%
Student finance	4.5%
University of Oxford	4.5%
Graduate jobs	4.3%
Accommodation hunters	3.7%

High achieving students are


- Fiercely competitive – with strangers, friends, family and most importantly with themselves
- Often therefore, they are very anxious
- They are super interested in the world around them and often hold strong opinions


Recruiting High Achieving Students

Super competitive!




Am I good enough for Engineering at Oxbridge? ☆ watch

Announcements

 Video Q&A with The Amazons, Bombay Bicycle Club and Rhys Lewis. They answered your questions >>

 Applying to uni? Find your group chats here >>

[start new discussion >](#) [reply](#) Page 1 of 1

 **lh2003**
Badges: 14 
Rep: 

★ Thread starter Report 1 day ago #1



I got six 9s and three 8s.

I have completed Bio, Maths and Chem over 2 years, and am predicted A*A*A*.

I will take a gap year out to study Physics and FM in one year and think I will get A*A* .


I run a YouTube channel helping people with their studying and do Jiu Jitsu.

Do I have what it takes to be accepted by Oxbridge ? I haven't really done engineering specific projects... I am going to get work experience however.

  0 quote reply

Recruiting High Achieving Students

Super competitive!



Anonymous #1

★ Thread starter

Report 3 days ago #1


For some reason, I am way too competitive, and I hate it. My brain treats everything in my life like a competition, and I see people's personal success as a threat.

For example, I'm in my second year of university at Keele, and every single time someone gets better grades than me on work I literally get so agitated and see it as a personal attack.

Another example, I'm supposed to go thrifting shopping with my cousin next Saturday, and I'm scared that I will make it a competition in my head. What if we both set our eyes upon some designer clothing and one of us has to get it first?

The thing is, I hate being like this. It's honestly so annoying I wish I wasn't so competitive. Any tips?

Over burdening themselves!



Kevin Polpitiya


Badges: 1

Rep: 0

Report 2 weeks ago #5


I too want to be a neurosurgeon and I have just started on my Cambridge A levels. The subjects I have chosen are Biology, Chemistry, Physics, Maths and Psychology. I am personally satisfied with the subjects I have chosen. However, some say 5 subjects for A levels are a bit too much. Does anyone else agree?

Overburdening themselves



★ Thread starter Report 4 weeks ago #1

so, i put in my firm and insurance choices a while ago now, bristol as firm and sheffield as insurance for aerospace MEng, but my bristol offer is lower than sheff so there's not much point it really being an insurance hahah. ever since i applied for bristol i always said i would firm them and it is the better uni for the course. however, sheffield is my hometown uni, bristol is like 3 hours away and i feel like i've made the



★ Thread starter Report 3 weeks ago #1

I'm so anxious to go back to school. I feel like when I get back, I won't be the top of my class anymore. So far I've been doing well at school and achieving all the top grades. What if I slack and end up doing bad in my mocks? :

quote **reply**

all about getting independence and stuff but i do know we go on holidays i'm always the one doing the house etc etc. even if i went to sheffield i'd probably that my parents will be worried for me 😞 i know if i go i didn't see them for a month but was in sheffield the option of moving back in. part of me is worried about s worrying for my parents health as well which is silly plan on moving back in with my parents anyway if i go mention moving out they get really sad and stuff and i miss them a lot too and all the little things like going ally, why not spend this extra time with my parents?

but then i worry for my future as well, will going to bristol really be any better for my career than sheffield ? surely it's the work experience that matters more and after all a degree is a degree. i just can't device and can't understand why i'm all of a sudden feeling like this, but i wake up feeling anxious but when i imagine myself going to sheffield and living at home i feel calm again. surely that means something ? when i visited sheff uni as well i always thought i would fit in and that it's an amazing uni. i've not even been able to visit bristol due to the lockdown and things 😞 i don't know 😞(i'm thinking that i could always do my bachelors at sheff and then masters at bristol ? but idk 😞 if someone could help i'd really appreciate it because i don't know how to feel 😞 i rly just wanna callucas and ask to change honestly.

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Key takeaways

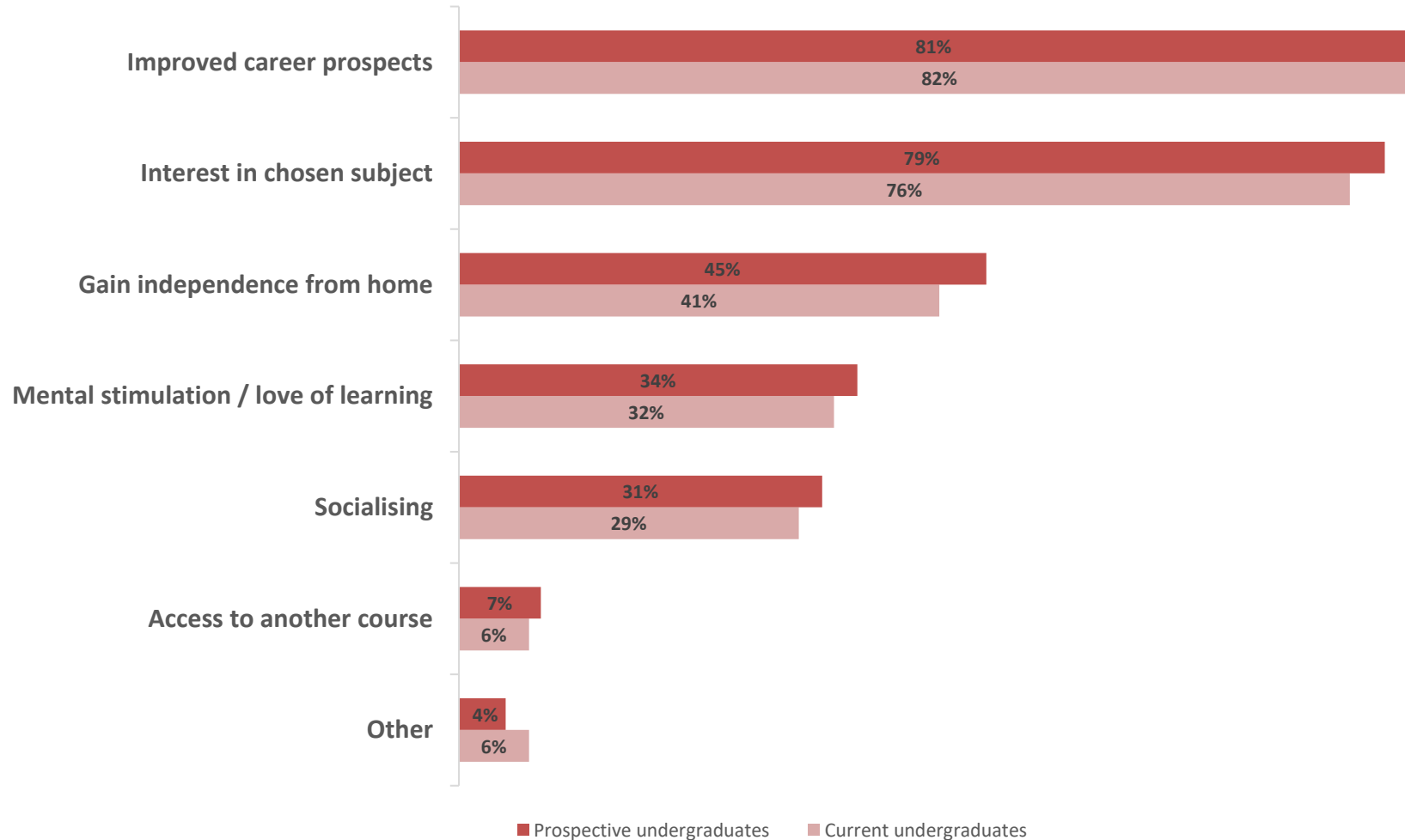
1. Remember: 'high achieving' is all relative
2. Provide healthy aspiration that feeds a competitive nature without reinforcing a polemic dynamic
3. Generate content that piques general interest



Primary motivations

Options 2018

"What would you say are the three most important reasons you have decided to go to university?"



Source: Options 2018, The Student Room primary research

‘Why do different people choose different university degrees? Motivation and the choice of degree’

- Career concerns (Career)
- Interest in the subject (Interest),
- Opportunity to help others (Helping)
- Looking for an easy option to get into higher education (Loafing)

Source: <https://www.frontiersin.org/articles/10.3389/fpsyg.2014.01244/full>

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	Helping	Loafing	Interest	Career	Mean	SD
02. I want to help other people.	0.79	-0.03	0.11	0.07	3.79	1.52
09. I want to serve society.	0.73	-0.03	0.05	0.09	3.51	1.43
12. I am interested in people.	0.67	0.07	0.18	0.01	3.83	1.55
18. I want to make the world a better place.	0.61	-0.05	0.14	-0.01	3.64	1.59
17. I am interested in understanding other people's perspectives.	0.54	0.13	0.20	-0.08	3.44	1.61
16. The degree seemed to be easy to pass.	0.04	0.84	-0.12	-0.07	1.81	1.13
14. I knew that I'd manage to pass the degree without doing too much work.	0.00	0.79	-0.12	0.04	1.90	1.20
06. It was the easiest option for me.	-0.06	0.57	-0.13	0.02	2.22	1.34
03. I'm not particularly concerned about other people.	-0.26	0.34	-0.06	-0.01	1.76	1.15
05. My individual goals are more important than the prosperity of society.	-0.09	0.31	0.03	0.19	2.51	1.37
13. It is a fascinating subject to study.	0.13	-0.14	0.83	0.03	4.74	1.24
11. For me it is very important to study a degree that I enjoy.	0.17	-0.02	0.77	-0.02	4.87	1.24
04. I wanted to know more about this subject.	0.10	-0.19	0.73	-0.01	4.91	1.16
01. I was always interested in this subject.	-0.02	-0.01	0.60	0.02	4.73	1.24
15. It provides me with secure career options.	0.00	-0.02	-0.03	0.85	4.07	1.47
10. It provides good career options.	0.07	-0.08	0.09	0.81	4.52	1.31
07. I want to get a well-paid job in the future.	0.02	0.06	-0.09	0.70	4.29	1.47
08. It is very competitive and I am an achiever.	0.12	0.19	0.09	0.50	3.40	1.54

All items in bold load significantly on the corresponding factors ($p < 0.01$).

Source: <https://www.frontiersin.org/articles/10.3389/fpsyg.2014.01244/full>

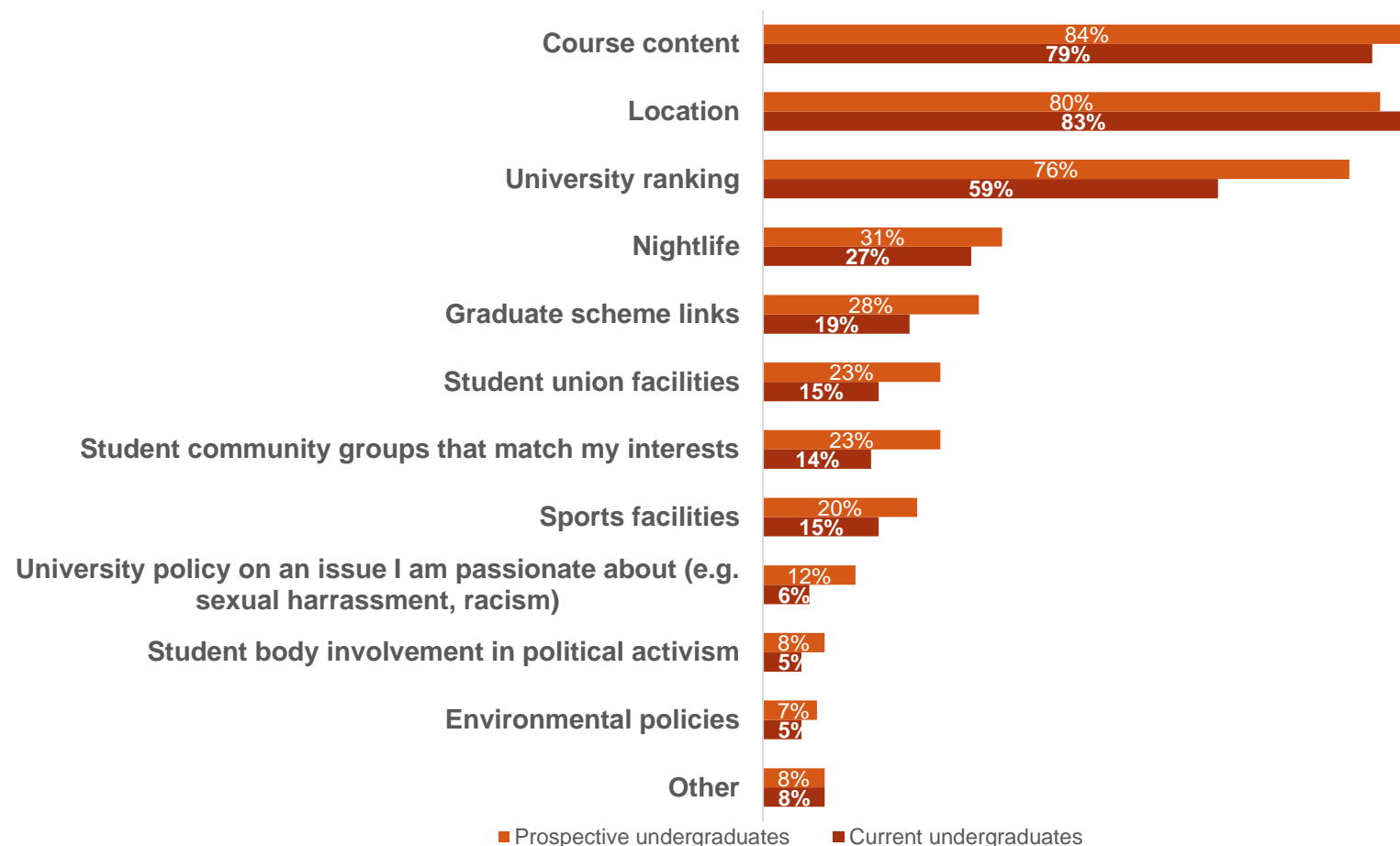
‘Why do different people choose different university degrees? Motivation and the choice of degree’

“medical degrees were chosen due to a mixture of Helping and Career, while engineering degrees were associated with Career and low Interest in the degree. The choice of arts and humanities degrees was driven by Interest and low concern about future career, accompanied with high Loafing.”

Source: <https://www.frontiersin.org/articles/10.3389/fpsyg.2014.01244/full>

Options 2018

"Which of the following factors did you take into account when choosing a university?"



Source: Options 2018, The Student Room primary research

External data

WHAT FIVE THINGS ARE MOST IMPORTANT TO YOU WHEN CHOOSING A UNIVERSITY?

	1	2	3	4	5
It offers high-quality teaching	30.0%	22.4%	19.4%	15.7%	12.5%
It offers scholarships	29.9%	22.7%	18.4%	15.4%	13.7%
It is well ranked	23.5%	20.6%	18.6%	18.2%	19.1%
It is welcoming to international students	19.5%	21.9%	21.5%	19.7%	17.4%
It has a prestigious brand	16.1%	19.1%	18.3%	21.0%	25.5%
I have friends or family who have been to that university	14.3%	17.5%	17.2%	22.1%	28.9%
It was recommended to me	12.9%	15.1%	18.4%	21.6%	31.9%
It has a high graduate employment rate	12.8%	18.2%	20.9%	23.9%	24.2%
It has affordable university-owned accommodation	12.1%	18.6%	20.5%	23.7%	25.0%
It has a good careers service and links with employers	11.8%	18.2%	21.6%	23.6%	24.8%
Make friends with people from different countries	10.3%	15.3%	18.1%	24.3%	31.9%

Notes: Percentage of times each item was ranked 1 to 5, where 1 is most important. Source: Hobsons

Source: Hobsons primary research, published on THE in 2017
<https://www.timeshighereducation.com/student/news/why-do-students-go-university-and-how-do-they-choose-which-one>

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Key takeaways

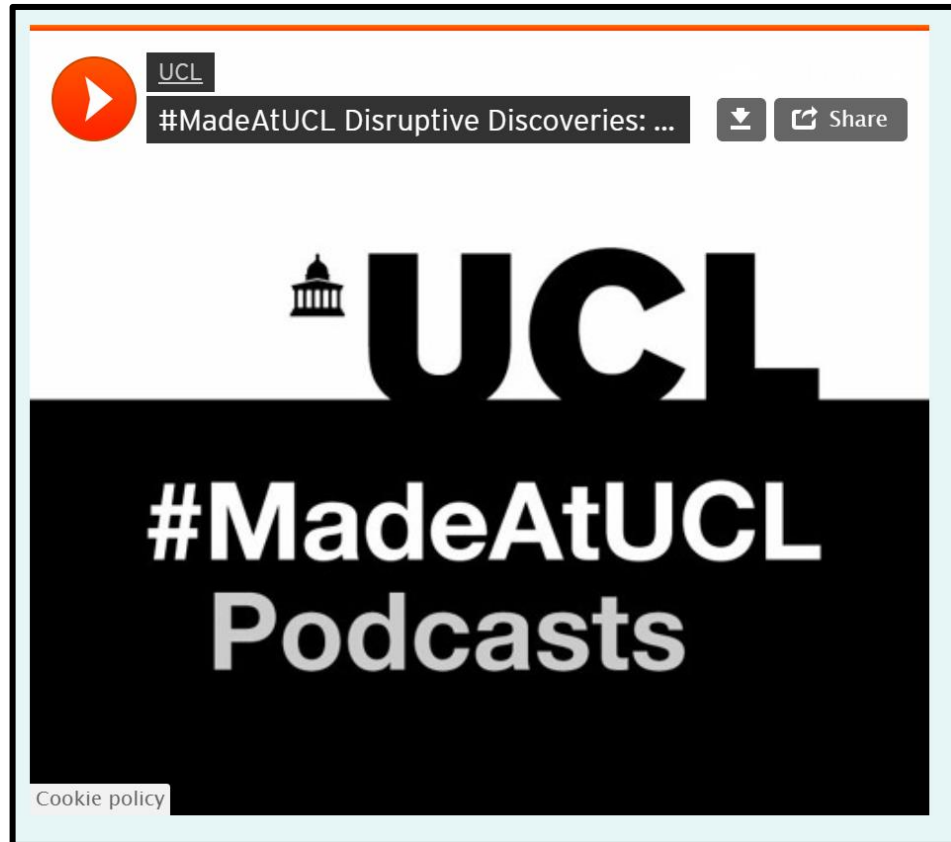
1. Understand which courses have extrinsic vs intrinsic motivators for your high achieving prospects
2. Where you're running subject-specific campaigns balance the different motivating factors
3. Acknowledge 'loafers' without centering them in your plans

Channels & Tactics



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Content marketing



Content marketing

- Authoritative and authentic
- Student-centred
- Huge reach, high engagement & high dwell time

The screenshot shows the top navigation bar of The Student Room website. The logo 'The Student Room' is on the left. The navigation menu includes: My TSR, Forums, GCSE, A-level, Coronavirus help (highlighted in green), Applying to uni, University, Careers & jobs, Relationships & health, and Student finance. A search bar is in the top right corner. Below the navigation is a banner for 'DISCOVER MORE »' with a night view of a university building and the UEA University of East Anglia logo. The main content area is titled 'My TSR > University' and 'Student life'. A horizontal menu of blue buttons with white text and right-pointing chevrons includes: Being a student, Choosing the right uni, Studying at uni, Freshers Week, Independent living, and Help and support. Below this menu is a text block: 'What's university really like? When you're making your uni application, it's easy to get caught up in your research. What course will you pick? How should you start your personal statement? What uni is top of the latest league table?' This is followed by another text block: 'But going to uni is about more than all that. It is - quite literally - your life, at least for the coming three years. That's why we've put this section together. The articles you'll find here are designed to help you get your head around what to expect from university, based on the experiences of current and former students.' A third text block follows: 'We'll also help you with working out the university that suits you most as a person. Explore the articles below and discover what's awaiting you at uni.' To the right of the text is a light blue box with a pink border containing the text: 'HELP AND ADVICE ON UNIVERSITY LIFE in partnership with UEA University of East Anglia A TOP-25 UNI (Times Good University Guide 2020)'. Below the text is a section titled 'Latest in student life' with a horizontal line. Underneath is a photo of four students walking and talking. To the right of the photo is a blue headline: '63 things students wish they'd know about uni' and a paragraph: 'We asked current and former students from the TSR community what they wish they'd known before starting university. They've made the mistakes, so you don't have to...'

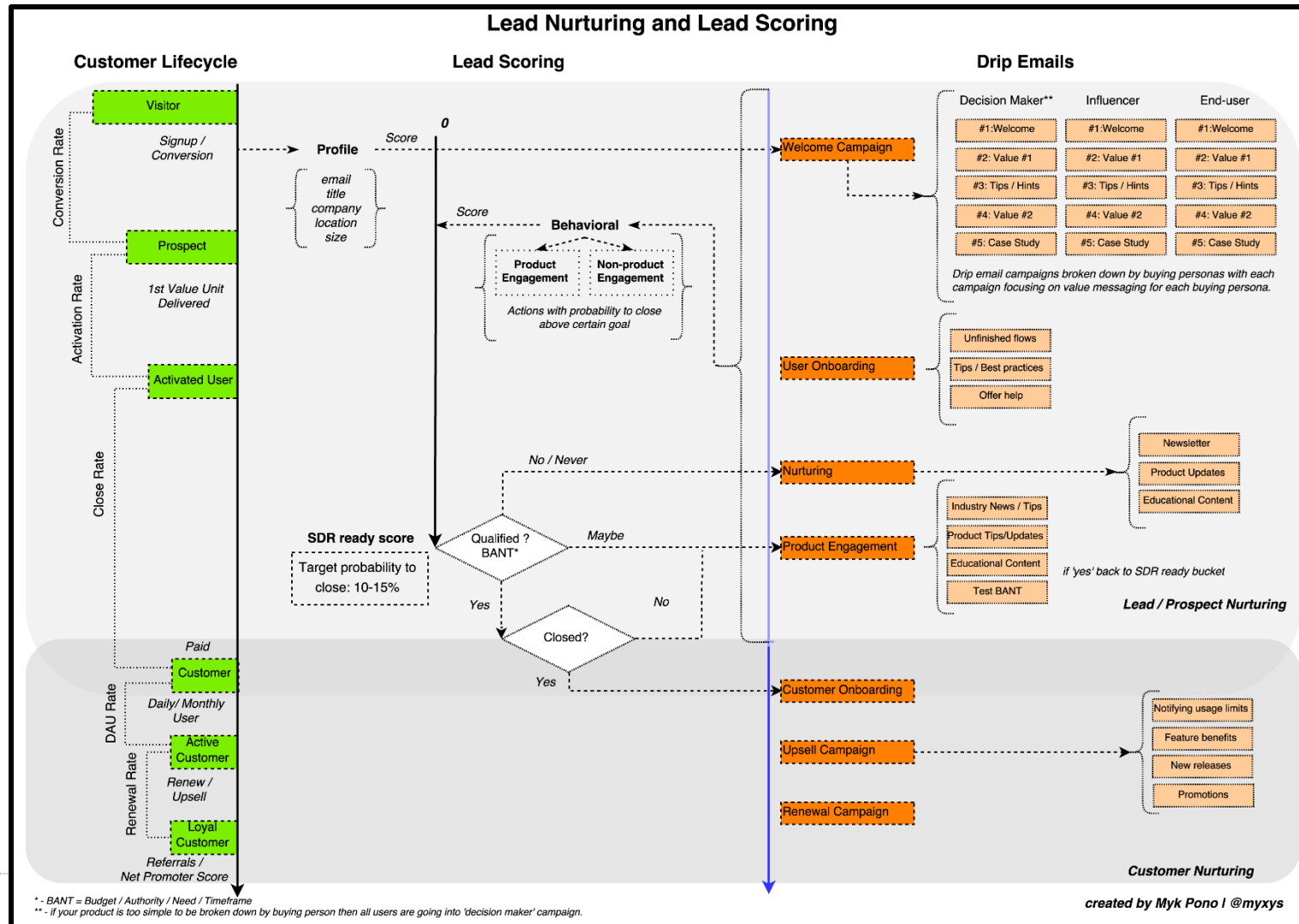
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Early engagement



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Strong conversion communication



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Key takeaways

1. Bill Gates is (almost) always right - *content is king*
2. The journey to university starts early, before year 12 and where you may not be able to influence them don't forget about influencers, particularly parents – PR is your friend here!!
3. Your conversion comms plan is essential for all your applicants but even more so with your high achieving students



Key takeaways summary

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Key takeaways Summary

1. Remember: 'high achieving' is all relative
2. Provide healthy aspiration that feeds a competitive nature without reinforcing a polemic dynamic
3. Understand which courses have extrinsic vs intrinsic motivators for your high achieving prospects
4. Bill Gates is (almost) always right - *content is king* - so generate content that piques both niche and general interest
5. The journey to university starts early, before year 12 and where you may not be able to influence them don't forget about influencers, particularly parents – PR is your friend here!!
6. Your conversion comms plan is essential!!!



Q&A

Contact us

Thank you so much for joining us!

Join us again: tsrmatters.com/webinars

And stay in touch:

lorna.greville@thestudentroom.com

[linkedin.com/in/lornagreville/](https://www.linkedin.com/in/lornagreville/)

www.tsrmatters.com

