

How students are feeling

...and how this can help you
communicate with them

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We are



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We want to help all young people to make informed decisions about their futures so that they can reach their potential



Our research

400+

Current undergraduate students

62% first year

25% continuing

13% final year

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(27th February – 14th March 2021)

Introducing our student panel



Cara*
Year 13



James*
Year 13



Alex*
Final year uni

*Names have been changed

So, how are students really feeling?







The impacts of the pandemic were far reaching

The top five factors impacting mental health were:

1. Uncertainty around education
2. Lack of purpose or motivation
3. Uncertainty around future career prospects
4. Lack of confidence in making big life decisions
5. Worry about missed opportunities during the pandemic

99% of students are worried

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On average, they are worried about 5-6 different things:

74% of 1st year students are worried about making friends

82% said *'Motivating myself to study'*

47% (nearly half) said future employability



The number of uni students experiencing poor mental health has more than doubled since the pandemic

48%

Rated their mental health poor or very poor

17%

Rated their mental health good or very good



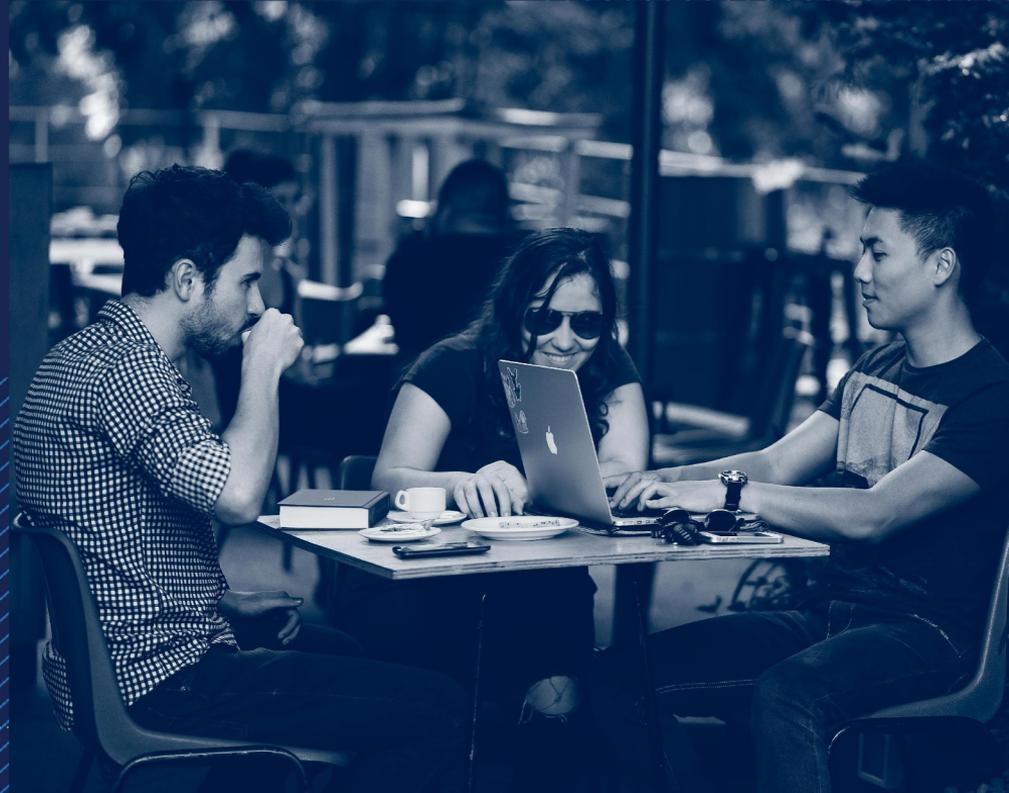
Less than half of uni students

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49% felt they had a support network to reach out to

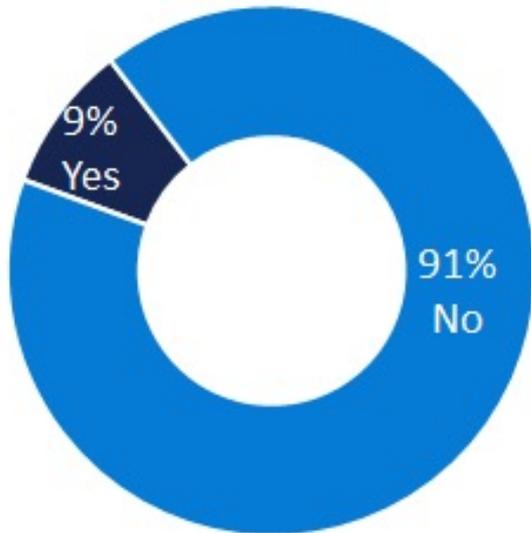
47% felt they knew how to connect with course mates

34% could cope with the uncertainty



Most students don't think the government is doing enough to support them

Is the Government doing enough to support students?



*"It's difficult in that it is all online and some of us are not able to do placements. Very **difficult to get motivation** when you're stuck in the same room - **wi-fi issues** exacerbate this."*

*"look i get the situation, u can't help online school. but for the people who lived at home we know basically no one at school and no one has helped with that, on top of the fact that **we're paying over 9g's for YouTube videos**. that's what I'm most annoyed about"*

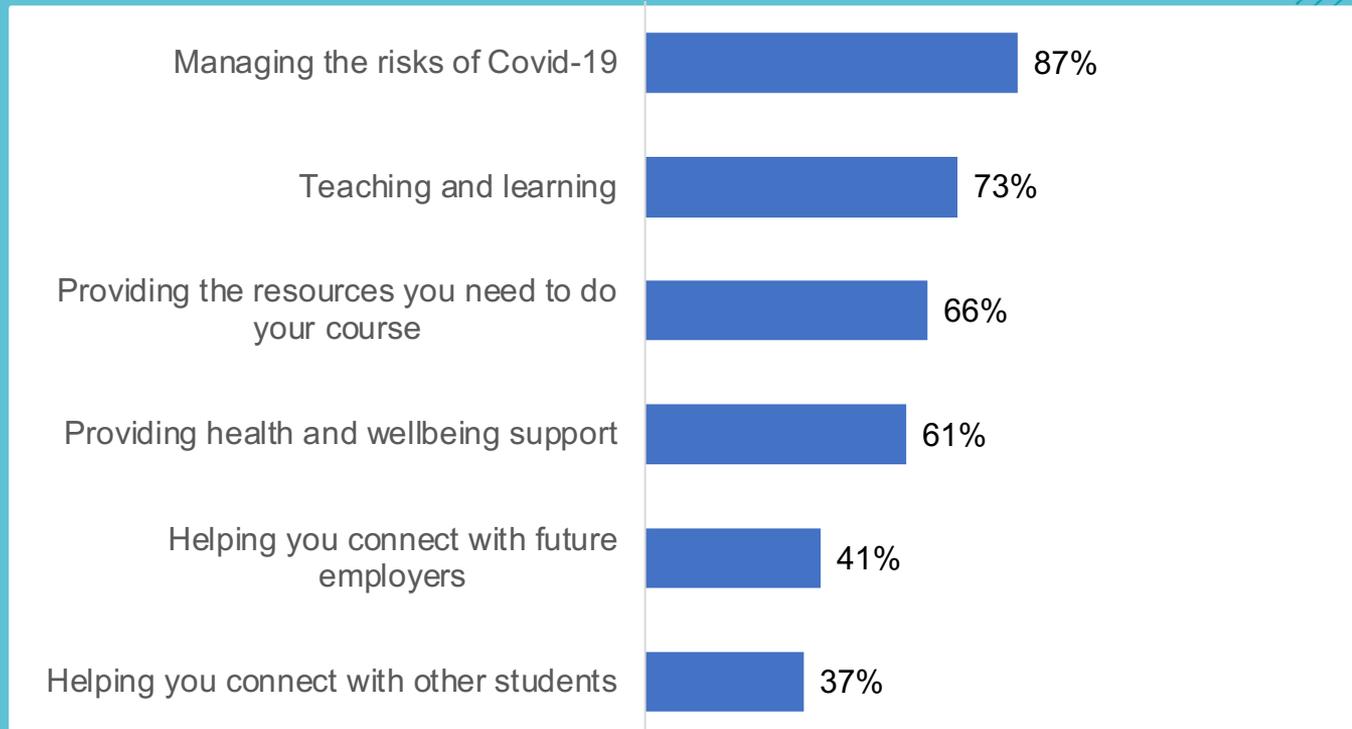
*"**Quality of education is much lower** now compared to last year due to limited face-to-face learning opportunities."*

*"Not only were the **tuition fees abhorrent** before covid, I am now going into massive debt for half of my degree to be online with **terrible communication** from the university - I am paying for a service I am very much not getting and expected to still be motivated to finish it."*

How did students feel about their university's approach in the pandemic?

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Are you happy with how your university has approached...? (% Yes)



COVID measures were clear, but how to cope wasn't

Percentage of students who thought their university communicated 'quite well' or 'very well' on this topic:

65% What to do if you need to self-isolate while in uni accommodation

50% How to practise social distancing while in university accommodation

61% How this year's work will be assessed and graded

48% Whether students should be at their term time address or at home

38% How to cope during lockdown

The majority of students know their uni is doing their best, but:

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1 in 5

Felt they were getting value for money for their tuition

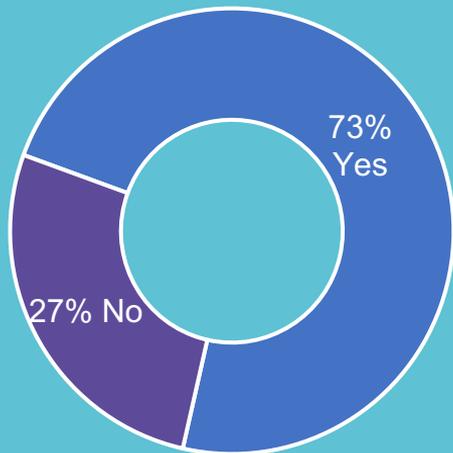
1 in 10

Felt they were getting value for money for their uni experience

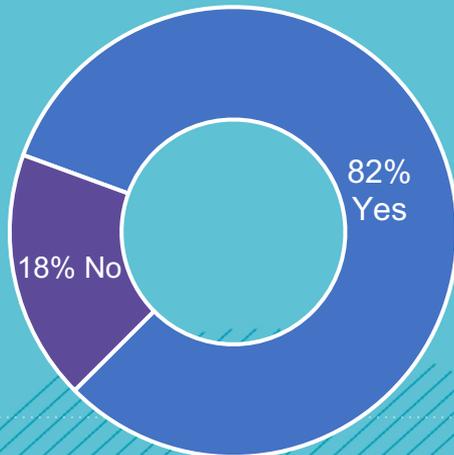


But it's not all bad

Are you happy on your university course at the moment? (All)



Are you glad you decided to attend university this year? (First years)



A-level students

43%

Didn't have everything
they needed to succeed
in home learning

77%

Weren't confident their
grades would be fair

90%

Feel receiving Teacher
Assessed Grades will
affect their future.



Applying to uni during the pandemic



The impact of Covid 19 on decision making



1 in 5 respondents felt Covid 19 had impacted their university choice

27% of parents were encouraging our respondents to stay closer to home with a further 19% wanting them to stay at home

12% of 2021 entry and 18% of 2022 entry respondents said their subject choice had been impacted.

59% of 2021 entry and 67% of 2022 entry were either quite or very concerned about their employability, compared to just 29% of 2021 entry and 34% of 2022 entry respondents before the pandemic.







Have universities given students all the help they need to get ready for uni?

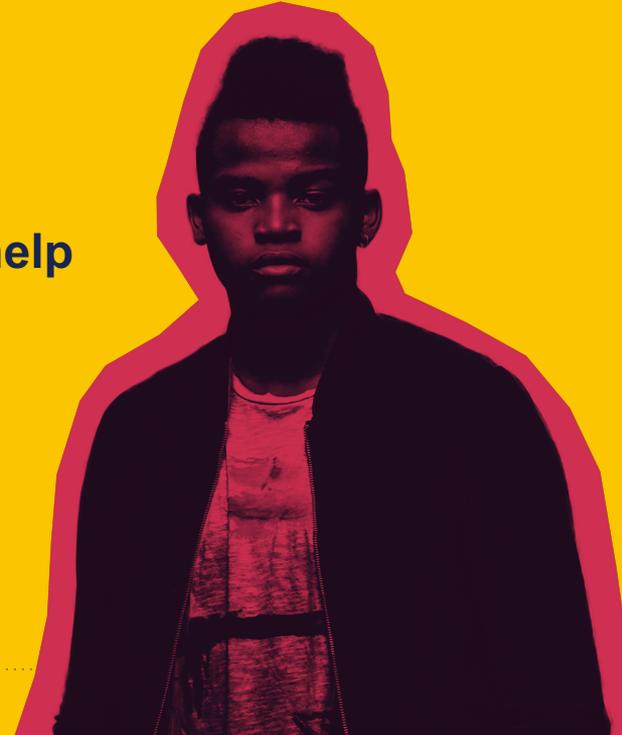
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*I feel like I haven't had the opportunity to **sample university life**.*

91%

Students said no, they still need help from universities to get ready

*All the events I've done have focused purely on **information rather than experiences** so I feel like I know the universities, but **I can't picture what it will be like for me to be there.***



What about final year students?

Respondents had received limited information from universities about their options after graduation:

1 in 3 have received information about PGT courses

Only two fifths of final year students had received information on PGT courses, graduate schemes or employment opportunities

PGR and professional/conversion courses is a particular knowledge gap for students



What about the future?

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Worry about future employability has increased since COVID

Before covid, **38%** were worried about their future graduate employability

Now, **67%** are concerned, including **37%** who are very concerned

91% of final year students were worried, with **59%** very worried



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Those considering postgraduate courses

I want to make myself more employable because of the difficult job market

I finished my undergrad and don't want to enter the job market in the pandemic

The pandemic has made me re-evaluate my career path

I lost my job during the pandemic

I want meant/wanted to go travelling, but can't

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What do students recommend?









Listening to understand Communicating to connect

- ✓ **Provide information on mental health and wellbeing support**
- ✓ **Facilitate connections between your prospective students and current students**
- ✓ **Talk holistically! Accommodation, university life and finance are super important to prospective students**
- ✓ **Employability is high on this cohort's agenda! Talk about it!**
- ✓ **There have been positive changes due to covid, don't lose sight of them**