

WHAT ARE THE WANTS AND NEEDS OF YOUR FUTURE STUDENTS POST-PANDEMIC?


Richard Brabner, Director of the UPP Foundation and Student Futures Commissioner said:

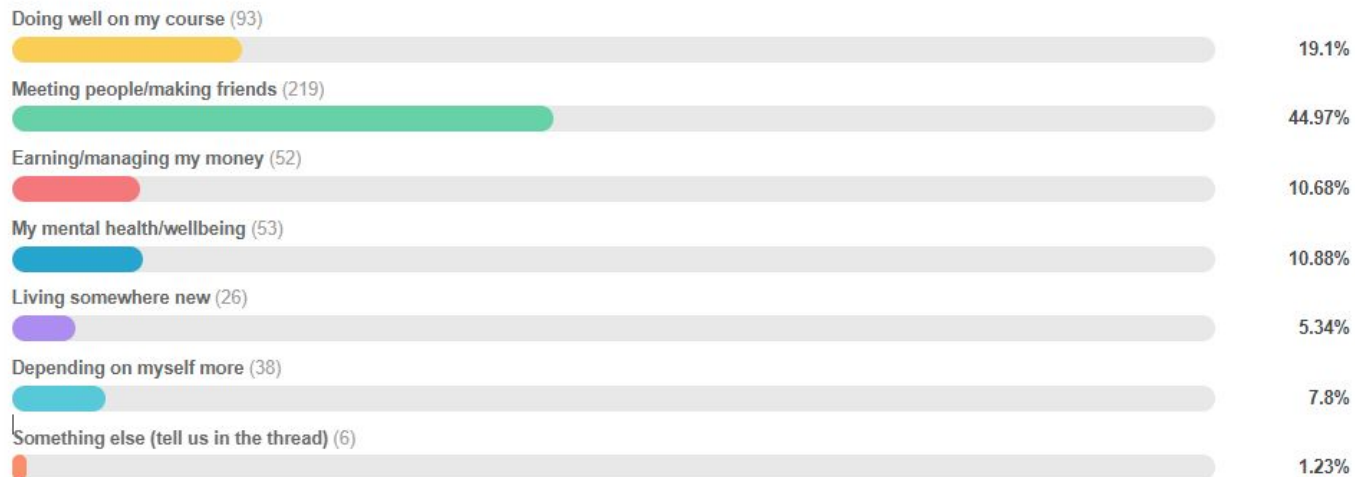
“Students have been selfless in putting the needs of others above themselves during the pandemic. Our report then, is a clarion call to put their needs first. We can do that by rebuilding the student experience based on a true partnership between universities and their students. prioritizing what students really want, not what we think they want.



What advice would you give a first year student starting uni?

[☆ watch this thread](#)

 Poll: Year 13s: What are you most apprehensive about when starting uni?



total votes: 487

FACTORS INFLUENCING FINAL DECISIONS



The top responses from 2022 applicants were:

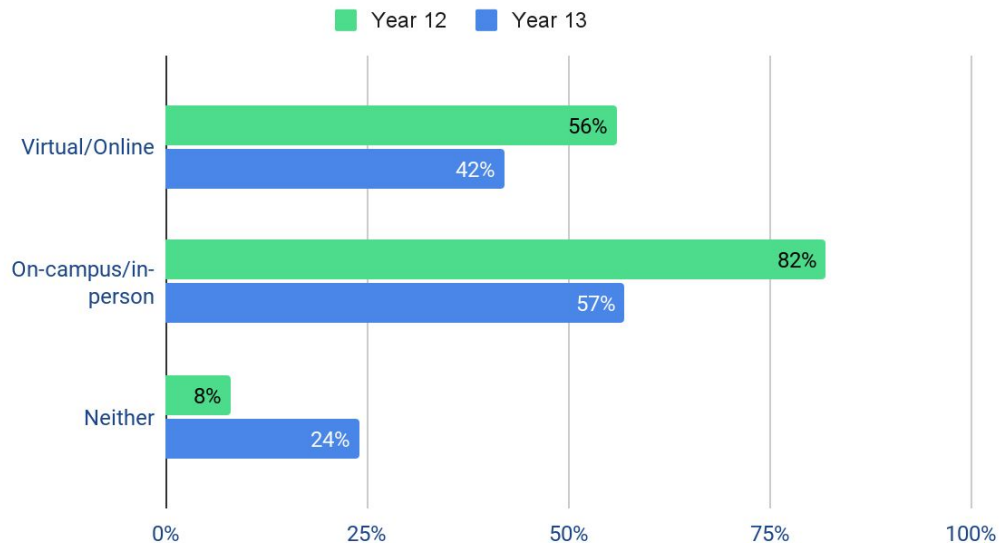
1. How you **feel** about the campus e.g. atmosphere/vibe (**71.8%**)
2. Location e.g. nightlife, crime, culture, beautiful countryside/town, things to do (**69.1%**)
3. Whether it feels right and I can picture myself there (**67.3%**)
4. Course content and assessment methods (**61.8%**)
5. Accommodation (**51.8%**)



TSR Asks survey (February 2022) 110 responses

VIRTUAL IS HERE TO STAY!

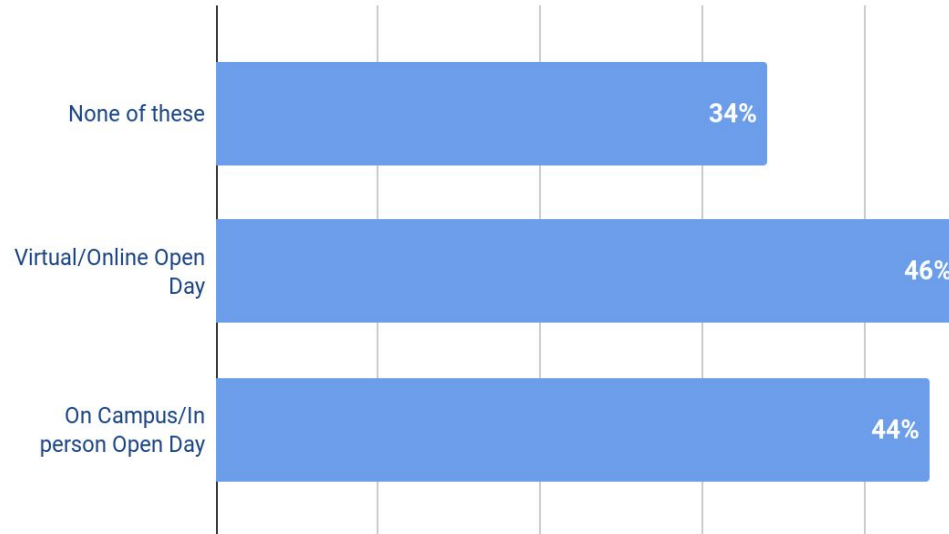
Do you plan to attend any of the following in the future?



NCO Survey November 2022. Base 665 respondents

VIRTUAL IS HERE TO STAY!

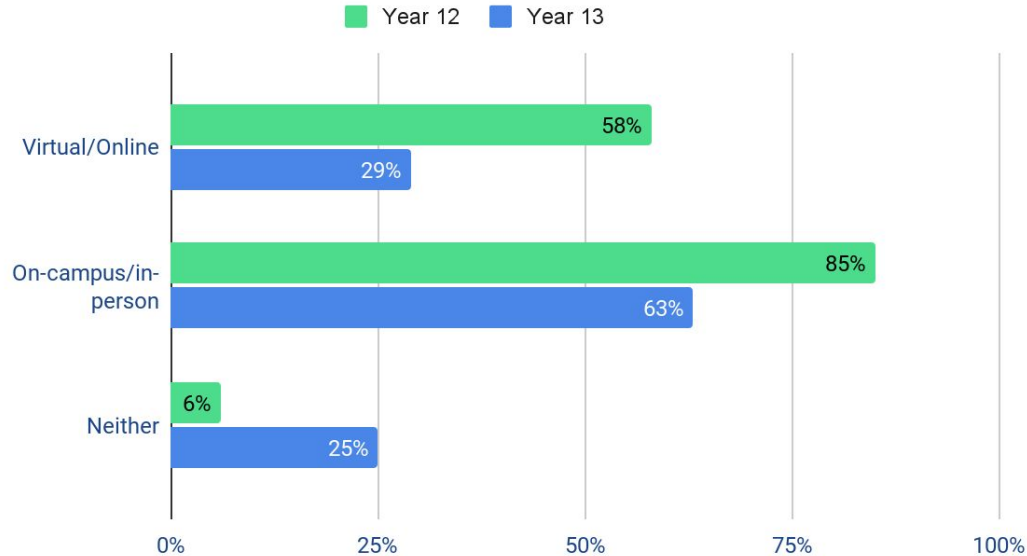
Have you visited any of the following so far...?



NCO Survey March 2022. Base 825 respondents

VIRTUAL IS HERE TO STAY!

Do you plan to attend any in the future?

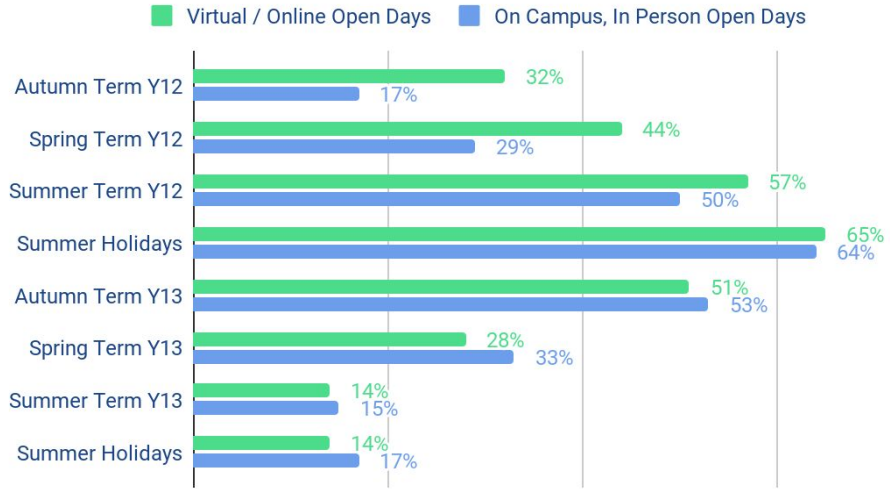


- 41% of total respondents plan to attend virtual events in future (72% for on-campus)



NCO Survey March 2022. Base 821 respondents

WHEN IS BEST TO HOST?



- Most popular times for virtual open days were Summer Holidays between YR 12&13 (65%)
- Second most popular was Summer Term Year 12 then Autumn Term Y13



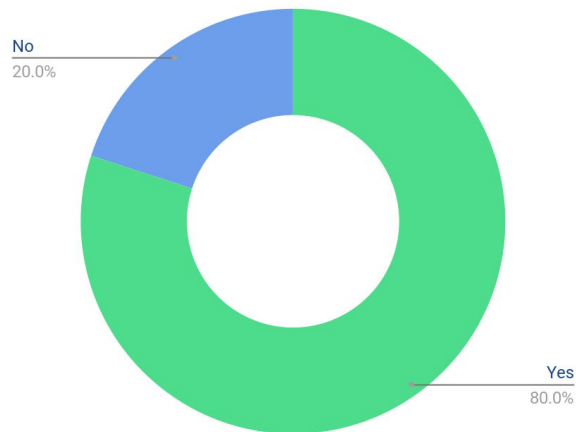
Q. When do you think are the most appropriate times for universities to host....? NCO Survey March 2022. Base 825 respondents

HOW TO MAKE “VIRTUAL” WORK FOR FUTURE STUDENTS (AND FOR YOU)

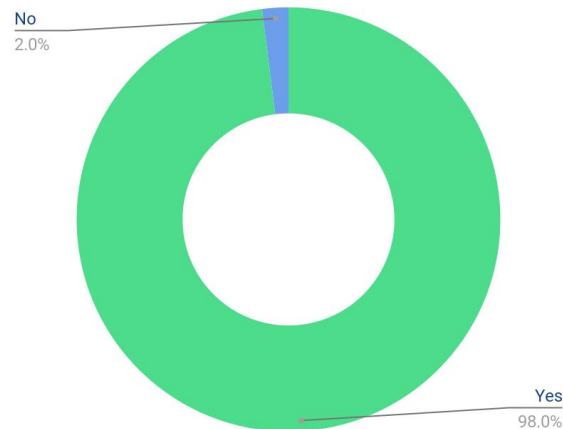
MAKING VIRTUAL WORK FOR STUDENTS

Were the events you attended useful?

Virtual/Online open days



On campus/In person Open Days



Q. Were the Virtual / Online Open Day(s) you have attended useful? NCO Survey March 2022. Base 385 respondents
Q. Were the On Campus, in person Open Day(s) you attended useful? NCO Survey March 2022. Base 356 respondents

MAKING VIRTUAL WORK FOR STUDENTS



Top answers for what they want out of **virtual events**:

1. Specific course information (74%)
2. To be able to dip in/out of lots of different session (55%)
3. Taster lectures/workshops (55%)
4. To be able to ask questions (55%)
5. On-demand – to watch whenever I choose (54%)
6. To hear about student life/activities (52%)

Top answers for what they want out of **on-campus events**:

1. Feel for the city/campus (78%)
2. Taster lectures/workshops (71%)
3. Specific course information (68%)
4. To see accommodation (68%)
5. To meet current student (68%)
6. To meet current academics (67%)
7. To be able to ask questions (65%)
8. To understand where everything is (62%)
9. To hear about student life/activities (62%)

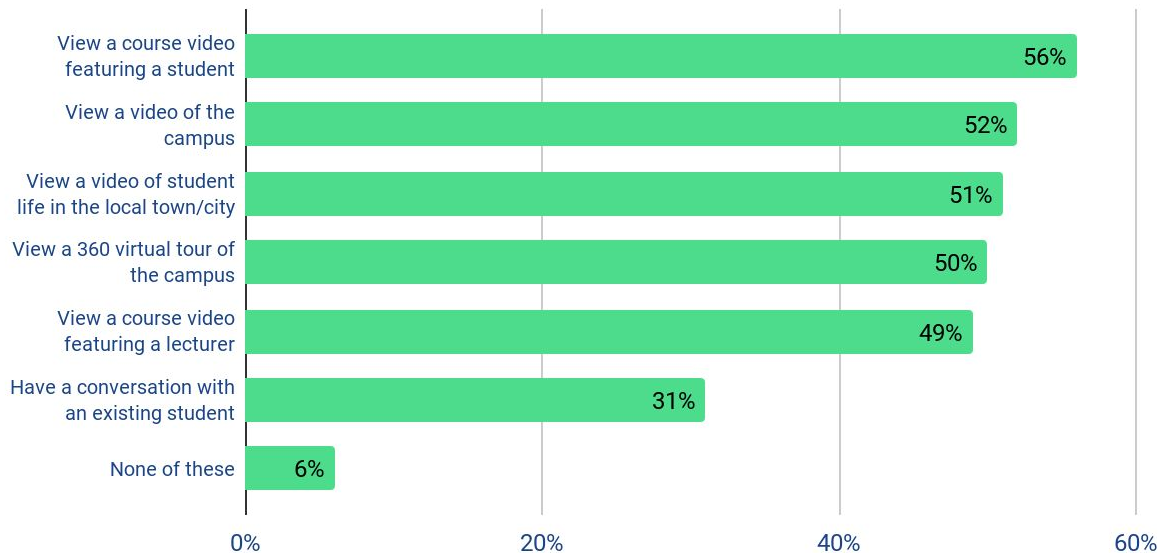
The Student Room logo, consisting of the text "The Student Room" in white, stacked vertically, inside a blue speech bubble shape with a gradient from light to dark blue.

The
Student
Room

Virtual events - NCO Survey March 2022. Base 813 respondents
On-campus events - NCO Survey March 2022. Base 809 respondents

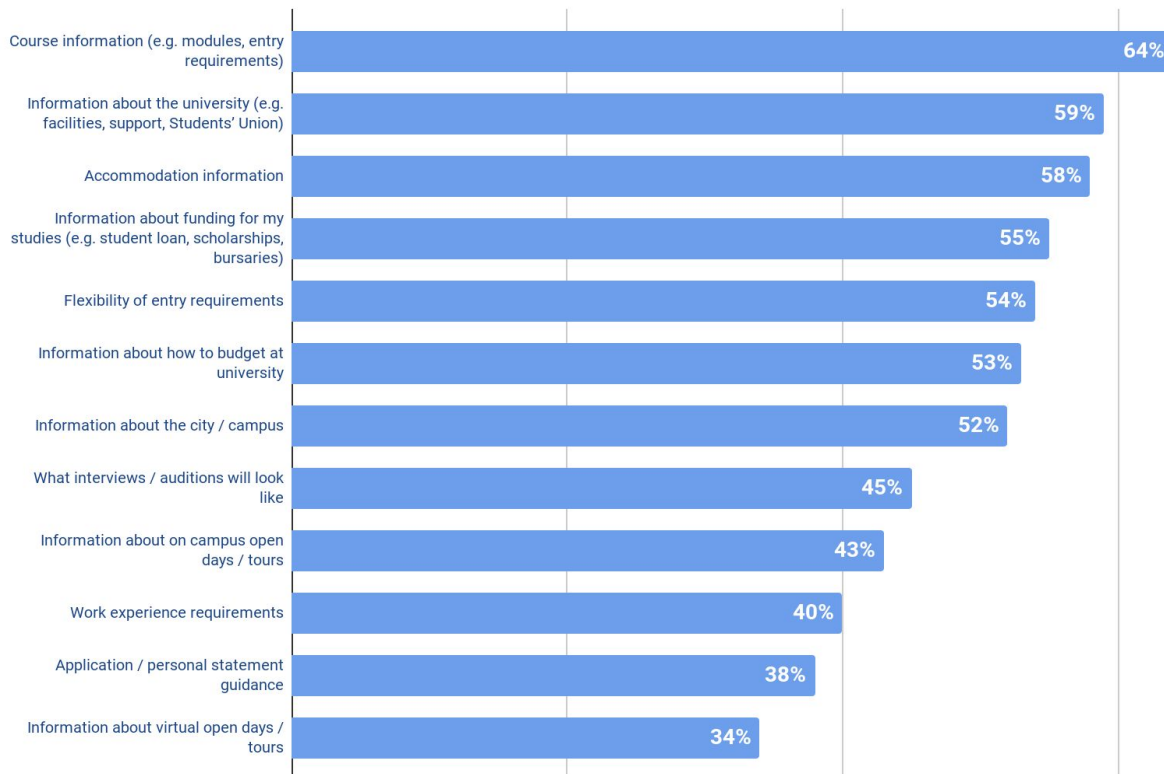
WHAT DO STUDENTS NEED BEFORE OPEN DAYS?

Before physically visiting a university, which of the following would you want to do? Please select all that apply



TSR Asks survey (June 2022)
762 responses

WHAT INFORMATION DO STUDENTS WANT?

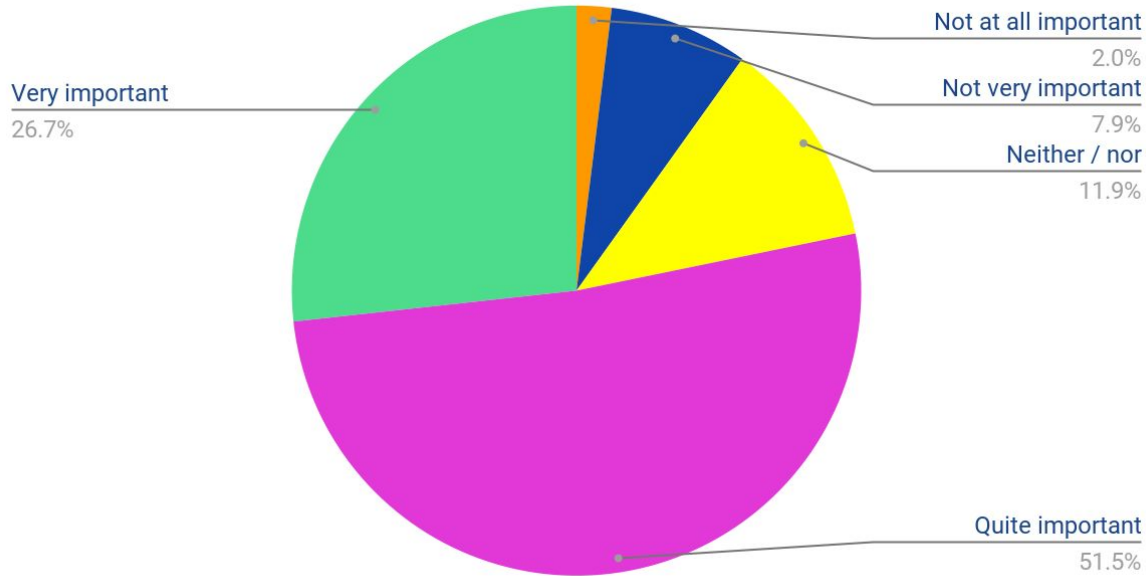


Q. What information do you want from universities now? Please select all that apply. NCO Survey (March 2022) Base 808 respondents



VISUAL CONTENT

How important is good online visual content when choosing which universities you physically visit as part of your application process?



TSR Asks survey (June 2022)
759 responses