

# Higher Education

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# Choices

In 2015....

**535,820** school leaving applicants

**60,000+** different degree subjects

**340** different 'providers'

# Choosing your University

- Russell Group
- Research Intensive
- Post – 92
- Private
- Colleges of Higher Education
- Further Education

# Choosing your University

- Location – City/ Campus
- Facilities – accommodation, library, labs, studio
- Social life – will you find love?
- Opportunities – Study abroad, entrepreneurship, placements

# Choosing courses

- Medicine/ Dentistry/ Veterinary
- BA/BSc/BEng/BMus/MEng/MSc
- Accreditation – BPS/ QTS
- Post-16 subjects
- Modern culture
- Media Studies
- Uncertainty of choices
- Career

# Choosing courses

- Psychology vs Psychosocial Studies
- Midwifery
- Care courses – communication
- 21<sup>st</sup> Century courses

# Choosing courses

- Do not rely on generic headlines
- ‘Drill into’ the information more – modules
- Unistats
- Which? University

# Developments and challenges

- Lifting of the cap on student numbers
- Private universities and satellite campuses
- Bursaries and scholarships
- Unconditional offers
- Changes in the UCAS Tariff/ A level
- Lack of communication skills



# The UCAS Form

Personal Details  
Inc. Postcode

Current  
Qualifications

Qualifications  
currently being  
studied for

Course Options

Maximum of 5  
choices

Option for  
Deferred Entry

Information about  
the Applicant

Personal  
Statement

Tutor's  
Reference

# Personal Statements

- 47 lines
- 4000 characters
- Why you want to study the course?

# Personal Statements

- Sutton Trust research
- Writing abilities and ownership
- Demonstrate course knowledge
- Sell themselves – be interesting
- Understanding of the world
- Where have they been and where are they going?

# Course knowledge

	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
A						
B						
C						
D						
E						

# Personal Statement tips

- Re-write
- Listen to their words
- Write introduction last
- Concise conclusion
- No quotes
- No lists
- Context is king

# The university response

- Speed?
- Unconditional
- Conditional
  - Invitation for Interview/ Audition
- Unsuccessful

# The applicant response

- Firm
- Insurance
- Decline

# The Mantelpiece Factor

- Do attend open days
- Spend time with support services
- Explore accommodation options from Year 2 onwards.....
- Do **not** go on holiday on Post-16 results day
- Manage drop out 'hot spots'
- Work on life skills and budgeting
- The Study Skills Handbook – Dr Stella Cottrell  
(Palgrave Study Skills - £14)



# GOOD LUCK

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