

UCAS

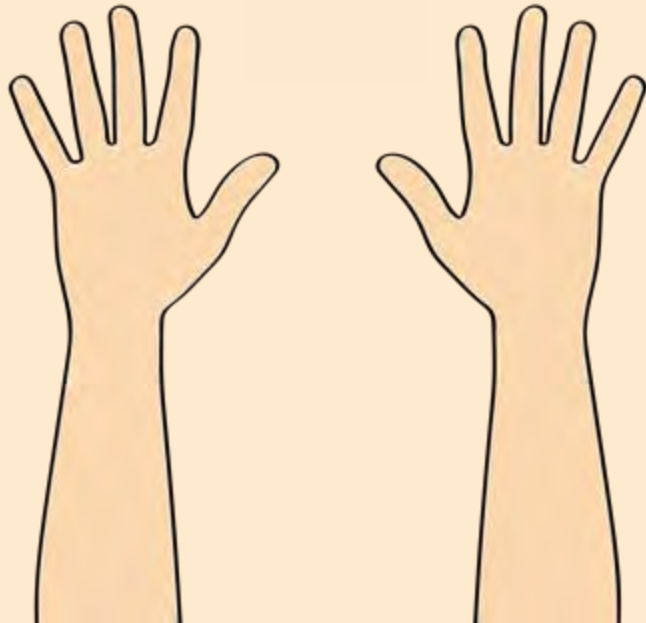
STUDENT MINDSET CONFERENCE

2023

**Future Students:
What do they really need?**
Poppy Hall & Emma Froud, Unibuddy

Sponsored by

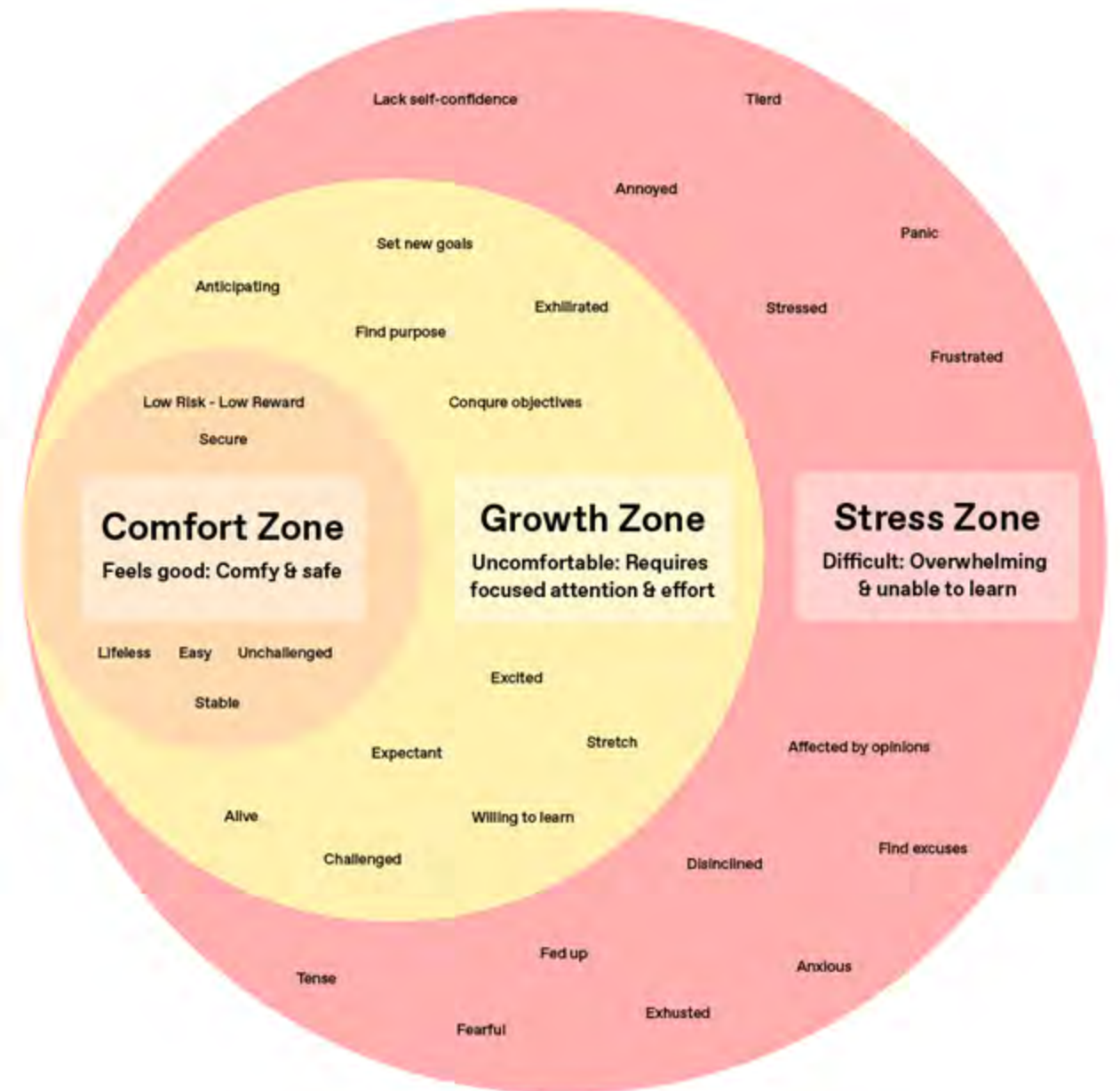




What do your future students actually want on their journey to studying with you?

And are you delivering it?

The concept of the comfort zone





The confidence equation



What is confidence?





What is confidence?

A feeling of having little doubt about yourself and your abilities, or a feeling of trust in someone or something.



Why does it matter?

01

The single biggest predictor of academic success

02

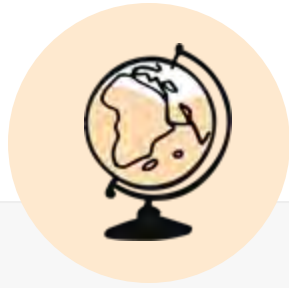
One of the biggest blockers to accessing education

03

Confident students are less likely to drop out



Confidence =



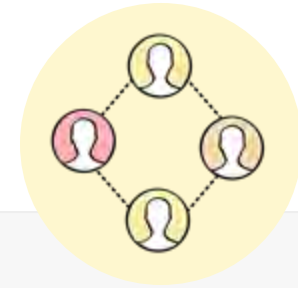
Environment

+



Knowledge

+



Connectedness



What are your
students saying?

71% of students lacked
confidence in their social
abilities



“


I felt a bit lost, because there are so many options out there. And even when I decided on a university, I didn't really know which program to choose. It was a stressful experience, as there is a time limit to when I can apply to be accepted.

”





In the period between enrolment and arrival - over 90% of students reported feeling nervous

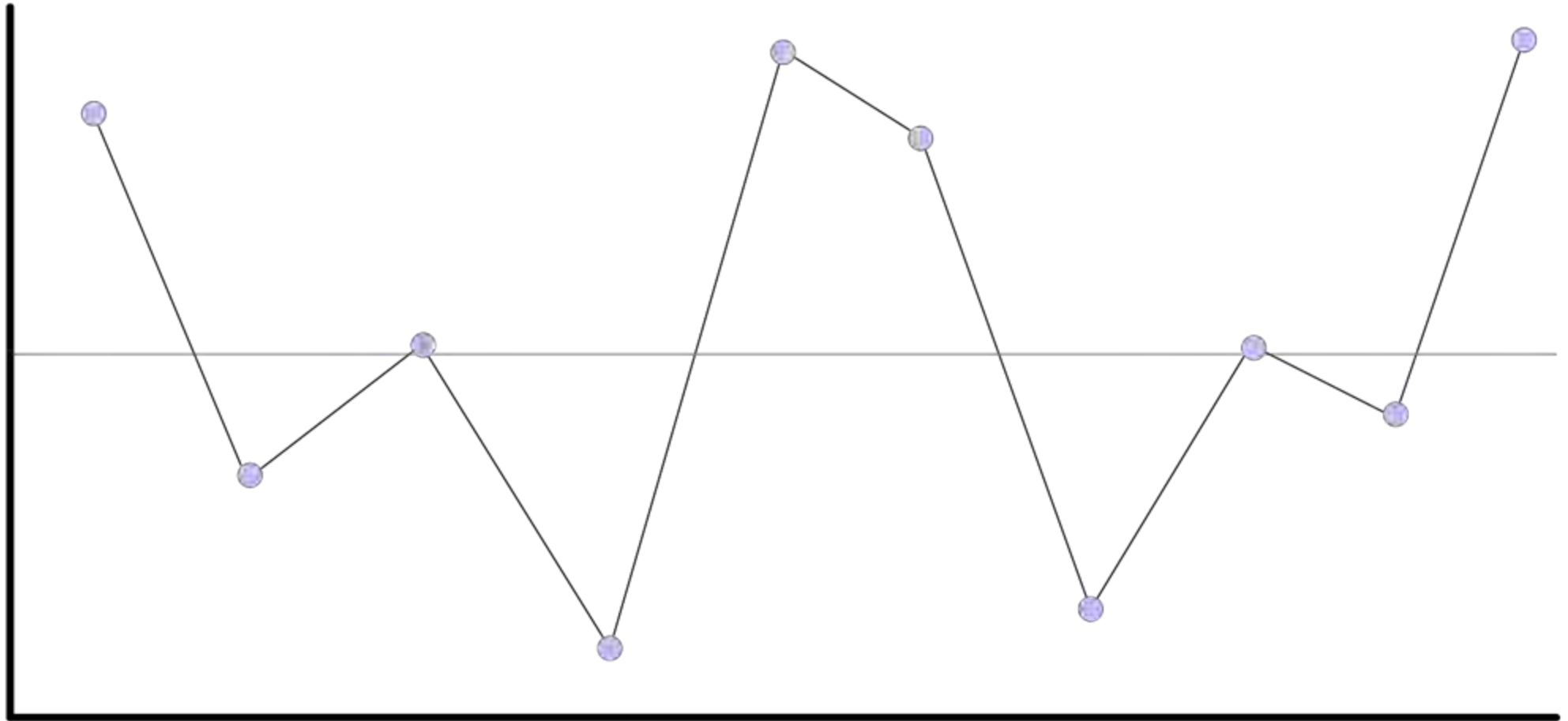
A photograph of three graduates in black gowns and caps taking a selfie. The graduate on the left is holding a smartphone. They are standing in front of a large, ornate university building with many windows. There are green trees on the left side of the frame. In the background, other people can be seen walking on a path.

Over 30% of students had low or no confidence at all that they would remain at University

Most confident

Neutral

Most nervous



Visiting open days

Writing an application

Submitting an application

Sitting entrance exam

Receiving my offer

Making my choice

Sorting my finances

Arriving on campus

Starting classes

Having made friends





64% of students wish they had a chance to meet fellow prospective students or current students before they enrolled.



Student communities in action



The University of Leicester boosts enrollment by 23% since using student communities, with a £6.3 million revenue increase



Dundee University saw students accept offers and go firm at a greater rate than previously, once they've implemented student communities



International student enrollment climbs 30% at National College of Ireland with the help of community building - fostering peer connections



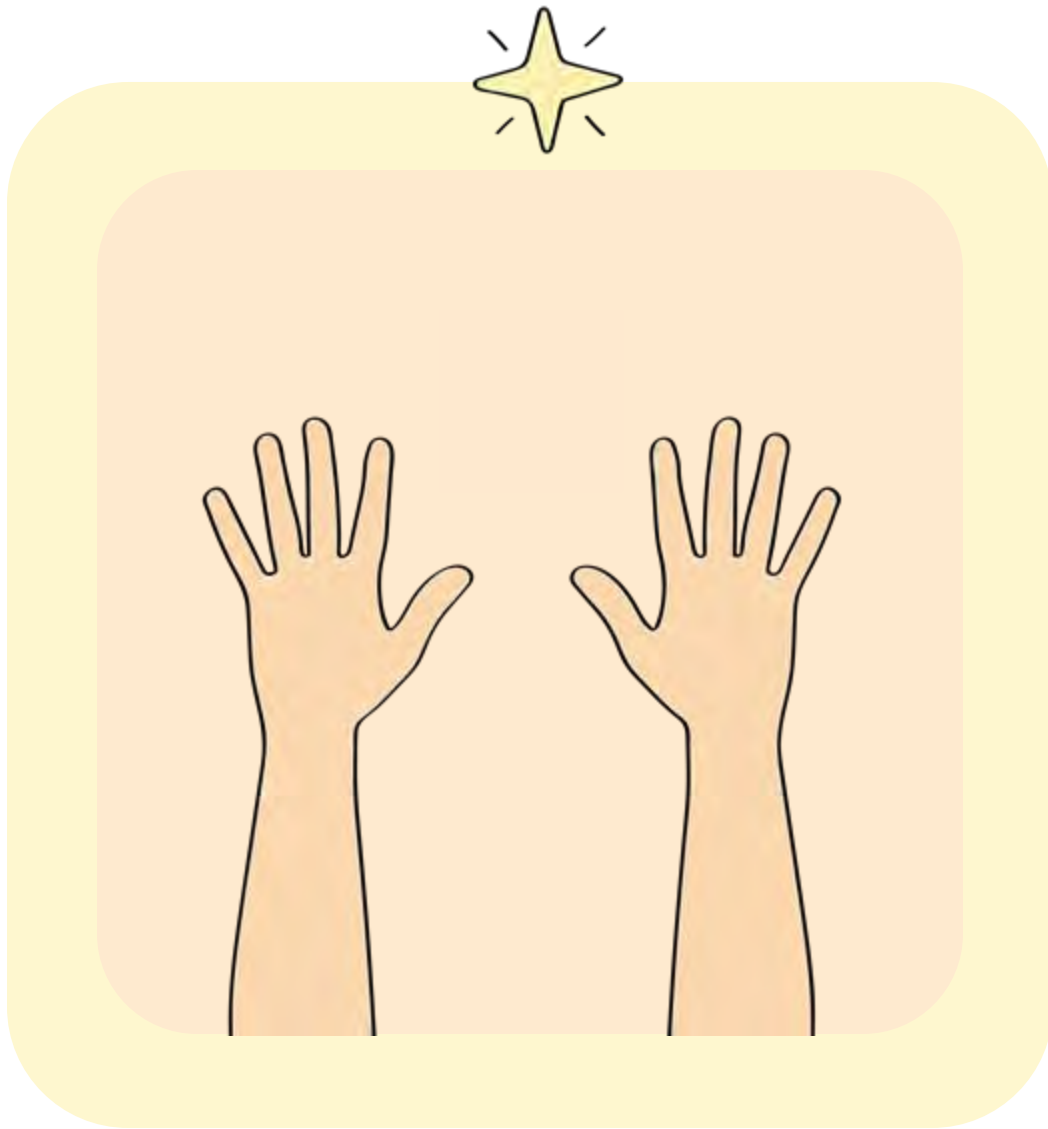
Imperial College Business School uses Communities to drive admitted student engagement, which resulted in 85% of those in their community enrolling



This is why reviewing your approach to community building truly matters.

Because students need to feel empowered to make confident decisions about their future.





Thank you!

emma.froud@unibuddy.com

