

6 Key Themes Influencing Student Choice

1 Inspiration

2 Emotion

3 Experience

4 Confidence

5 Independence

6 Control



PROJECT NEXT GENERATION

SIX THEMES THAT INFLUENCE STUDENT CHOICE

Find out more [here](#) UCAS

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NEXT STEPS

WHAT IS THE EXPERIENCE OF DISABLED STUDENTS IN EDUCATION?

In collaboration with

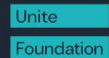


UCAS

NEXT STEPS:

WHAT IS THE EXPERIENCE OF STUDENTS FROM A CARE BACKGROUND IN EDUCATION?

In collaboration with



NEXT STEPS

WHO ARE THE 'FUTURE NURSES'?



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WHERE NEXT?

WHAT INFLUENCES THE CHOICES INTERNATIONAL STUDENTS MAKE?

CollegeBoard



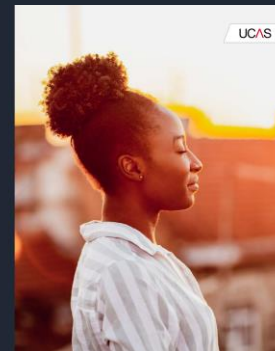
WHERE NEXT?

THE EXPERIENCE OF INTERNATIONAL STUDENTS CONNECTING TO UK HIGHER EDUCATION



STARTING THE CONVERSATION

UCAS REPORT ON STUDENT MENTAL HEALTH



NEXT STEPS

WHAT IS THE EXPERIENCE OF LGBT+ STUDENTS IN EDUCATION?



WHERE NEXT?

IMPROVING THE JOURNEY TO BECOMING AN APPRENTICE



WHERE NEXT?

What influences the choices school leavers make?



WHERE NEXT?

WHO DOESN'T PLAN TO START A FULL-TIME UNDERGRADUATE DEGREE IN AUTUMN?



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www.ucas.com/about-us/news-and-insights/ucas-reports

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Inspiration

Discovery starts close to home

42%

Of my family and/or friends do a similar job and that's influenced my choices

Information overload

Self-discovery and guided discovery

Two way conversations and peer to peer contact

Emotion**Choices based on passion and dreams**

47%

Chose 'Enjoying my job' as the number one factor when thinking about the job they want in the future.

Balancing emotion with experience and knowledge

Living in the moment with planning for the future

...whilst finding their true passion and excitement

Experience Three Types Of Experience



DIRECT EXPERIENCE

Work experience,
placement years etc.

Hands on, practical
& employability skills
development



INDIRECT EXPERIENCE

Engagement with
mentors, employers,
or people who have taken
a particular pathway

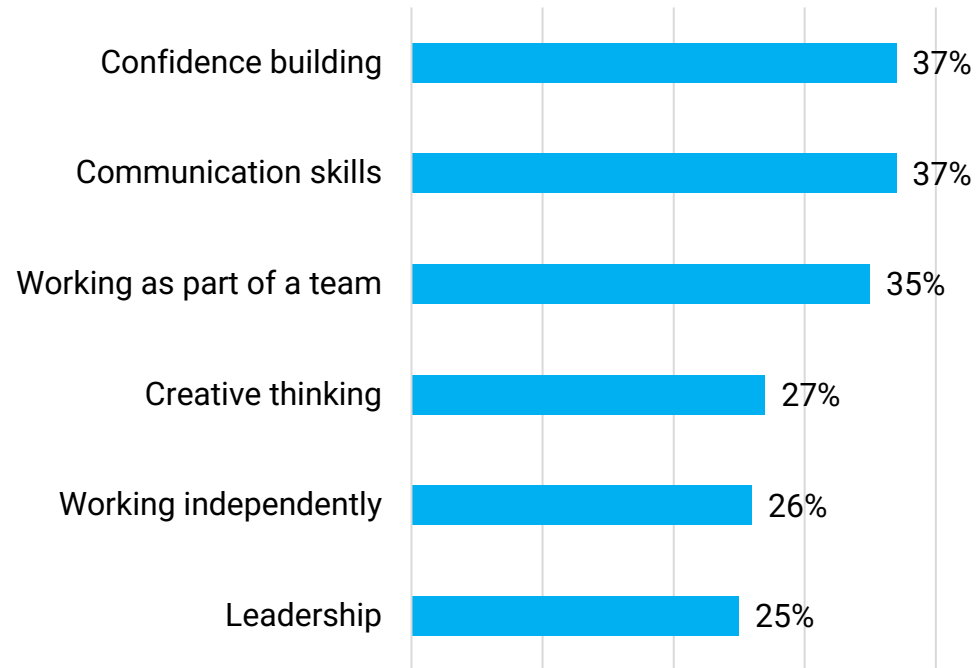


DRAWING ON PAST EXPERIENCES

Experiences of parents/family
friends that have influenced
their thoughts/exposure &
experience of particular
careers or pathways

Experience

The Need For Skill Development



91%
**WOULD LIKE HELP
IN DEVELOPING
EMPLOYABILITY
SKILLS**

Confidence

Reassurance and Knowledge

47%

Feel comfortable with their level of knowledge when making decisions about their future

Confidence in their ability

Confidence in making the right decision

Independence

Support to step bravely into their futures

48%

Feel comfortable with their level of knowledge when making decisions about their future

48%

Think their choices are restricted by not having enough money

Control

Taking ownership of their own choices and lives

31%

Concerned about finding a job

28%

Concerned about not getting the grades they need

25%

Concerned about not knowing what they want to do

ACTIONS

**Two way
conversations**

**Narrowing
down and
matching tools**

**Skills
development**

<p>UCAS Discover</p> <p>Subject tasters, guides, and our what-to-study-next tool.</p>	<p>UCAS YouTube</p> <p>Simple, digestible videos to help young people find their way on their own time.</p>	<p>Real stories</p> <p>With people who have followed different paths to success.</p>	<p>The Ultimate Guide</p> <p>Answers to the big questions and solutions for the heart and the head.</p>
<p>Careers quiz</p> <p>Linking personalities to courses and courses to careers.</p>	<p>Events tool</p> <p>Find open days, online tasters, and virtual tours.</p>	<p>Industry guides</p> <p>Explore subjects, locations, universities, and colleges.</p>	<p>UCAS Exhibitions</p> <p>Meet providers, employers, apprenticeship providers face to face.</p>
<p>Parent Podcasts</p> <p>Ensuring parents have access to the latest information and guidance to support students.</p>	<p>Apprenticeships</p> <p>Explore everything there is to know about an apprenticeship pathway.</p>	<p>Unibuddy chat</p> <p>Give prospective students the opportunity to chat with current students on their course.</p>	<p>Budget tools</p> <p>Support and guidance to help make money matters less stressful.</p>