Session Title:	What do prospective applicants from your events?
Speaker(s):	The Student Room Paul Cernicharo-Terol and Barbara Bradshaw
Chair:	Amanda Kenningley
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Speaker/Institution Bio/Information:	The Student Room
Overview/Aim of session:	**Big Autumn Term Survey** **Focus on 2023 applicants** **TSR Asks Montly Omnibus Survey**
Workshop Content	**Which of the following are important when choosing a uni to apply to?** 70% Course content (they want the facts), 62% Uni atmosphere, 61% student satisfaction, 58% accommodation offered (after applications sent) 53% achievable entry requirements. 99% wanted more information from universities Flexibility of entry requirements, 50% wanted personal statement advice, 50% location, campus, city **Potential barriers** 67% the cost of living while at university, 54% making the right university for me, 46% not being able to keep up with the workload , 44% my future employability and repaying student loan **How will the cost of living impact recruitment?** 47% more likely to change their university plan, almost half would change their plans about university, 40% say that parents/carers are encouraging/influencing their decision based on cost of living, 12% encouraged to defer by parents **What students said about universities could do to offer support?** 72% include course essentials in tuition fees, 70% be upfront about any additional costs (software trips), 69% help them find part time jobs or paid opportunities at

	university, 68% be upfront about other costs (utilities) **So what is stopping at prospective students going to on-campus open days?** Money, time and distance Yorkshire university – travelling costs of WP students Manchester University – covering proportion of train costs outside of Manchester **Most had already visited a virtual or on campus open day** What do they want virtual events? Course information, module information What do they find useful for on campus open day? Speak to lectures and current students Open days are more fun and interesting than virtual Open day: atmosphere, can I see myself living there, orientating themselves, distances to different things – how long to the tube or bus for example 25% would attend two applicants visit day For those who didn't go to an applicant visit day, no need, lack of awareness and expense. **Most important things about applicant visit day – 382 students surveryed** Student talk about university life – 68% Subject talk from current students on course 67% Tour of campus – 64% Accommodations tour 61% Professor/lecturer talking about course – 60% Students talk about the local area/nightlife 55% Students talking about wellbeing – 53% Professor talking about research 51%
Case Studies/Examples:	Events need to stand alone – each may be the only time a prospective student visits They also need to be subtly different for those who do attend multiple events General Open Day – showcase university, the atmosphere and orientating campus Applicant days – focus on detailed course information people and ensuring applicants feel they will belong
Scenarios/Roundtable discussions:	

Questions and Answers:	Asked if financial contribution from the university to attend open days in response to numbers declining to open days Do we tell them in advance about the offer holder day? Advise marketing to have this in the CRM journey and to refer to it online **Does covid still have an impact?** Based on feedback: - Motivation levels are low - Students asking, will I be able to manage the workload? - Students fatigued from self-study at home with little guidance **Does the cost-of-living issues subside once they learn about SF?** Yes but not to the extent of previous years. **Differences between open day/offer holder day: do students know the difference?** TSR unable to answer this but will be in the survey next time. Discussion around what applicant day is labelled – offer holder day/applicant day etc.
SummaryKey takeaways:	