

**UNLOCKING THE
VALUE OF THE**

STUDENT VOICE

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THE STUDENT VOICE

- Perspectives, opinions, actions, feedback, insights, ideas
- Students, past and present
- Collective or individual
- Used to inform and improve



VALUE IN RECRUITMENT

- Prospective students respond strongly to authentic peer perspectives
- Relatable, provide insights and recommendations
- Feedback indicates engaging with current students is an important factor in decision making
- Increased engagement = increased leads, applications, offers, acceptances



OPEN DAY FEEDBACK

- *I enjoyed all of the subject talks and interacting with students who attend there, I found learning their personal experiences helpful and interesting. I felt the talks illustrated exactly what the course entails and provided me a good taster to studying at Liverpool*
- *I really enjoyed the Student Experience talks and activities at the University of Liverpool. The sessions were engaging and gave a clear insight into what life is like on campus. The student ambassadors were particularly helpful – they spoke honestly about their experiences and answered questions in a relatable way.*
- *I loved the uni tour because the student explained very well the opportunities and events that go on. Bonus points to her funny jokes and loved her honest opinions telling us how her accommodation was really good and travel isn't even far from there.*

ORIGINS

CAMPAIGN

Thinking of undergraduate study in 2023?

We offer a one-of-a-kind experience and opportunities for everyone. Whoever you are, wherever you're from and whatever you aspire to be.

[Start your origin story](#)

Find a course

Undergraduate

e.g. Mat

Feedback

ORIGIN Stories

**FOSTERED. FIGHTER. RESILIENT.
HIGH-ACHIEVER.
AMY - PSYCHOLOGY PHD STUDENT
YOUR ORIGIN STORY STARTS HERE**

"I grew up in foster care. It was a very difficult time. I didn't go to primary school, and I was occasionally homeless. I remember being told you're not going to be able to go to university. And I remember thinking 'No, no, no! I am!'"

I didn't do as well as I wanted to at college. But I managed to clear my name through clearing. I managed to get where I wanted to go. People came to me. And made me a leader.



Origin Stories

It's not where you've come from, it's where you want to go. Our students come to us from all walks of life. Their stories are inspiring, speaking of hurdles overcome, and dreams achieved. They share insecurities, triumphs and personal insights.

**UNDERDOG. DETERMINED.
LIFE-CHANGER.**

Our students come to us from all walks of life. If you're thinking of undergraduate study in 2023, start **your** origin story today.

liverpool.ac.uk/origin-stories



GENERATING AN AUTHENTIC STUDENT VOICE

- Represent the student body
- Dialogue: actively listening, engaging, responding
- Encourage, activate and support
- Inclusion and embedded culture
- Accept an element of risk
- Call out to current students
- Existing Ambassador or Advocate programmes
- Working with Alumni
- Widening Participation programmes
- Surveys
- Focus groups

RECRUITMENT EVENTS

Student Advocates

- Roles strategically allocated
- Campus/accommodation tours
- Flagship presentations
- Ask us anything
- Student panels/ workshops
- HE stands
- School visits
- Training

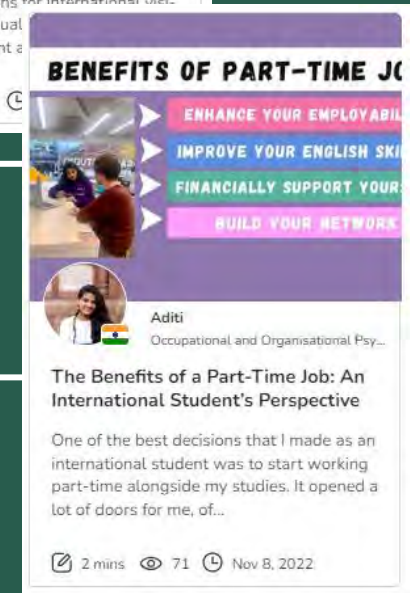
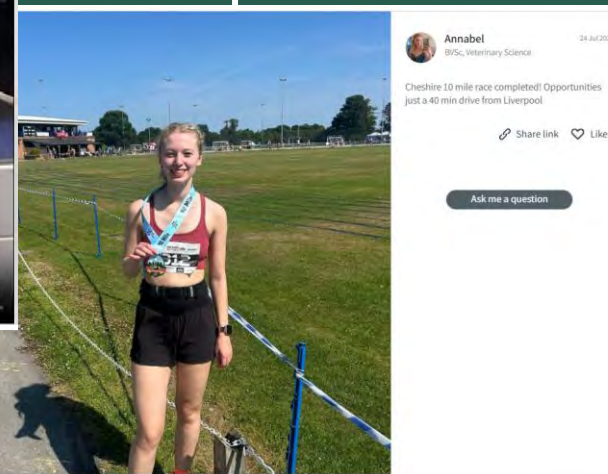
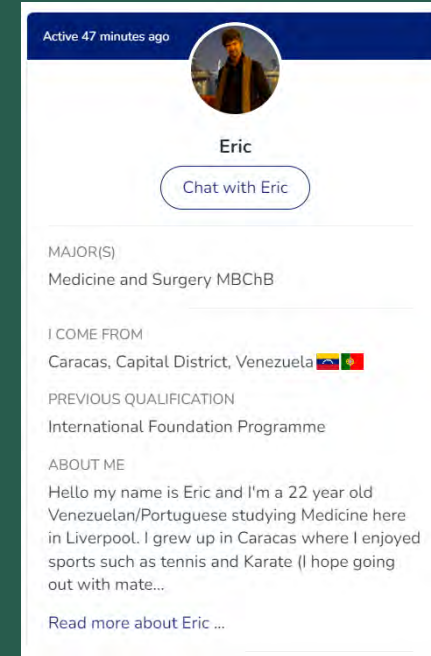
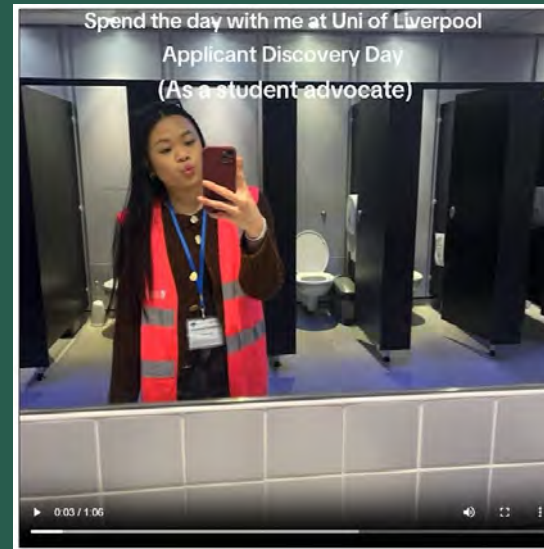
Cross team working

- Alumni
- Career coaches
- Disability coaches
- Guild and societies



ONLINE STUDENT VOICE

- The Ambassador Platform (TAP)
- Social Media student generated content
- Webinars
- Virtual tours
- Website



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Origin Stories campaign

STUDY

ORIGIN STORIES

Your passion. Our expertise.
Mission accomplished.

Take your learning to the next level with an undergraduate degree from a founding Russell Group university. Apply by 14 January to join us in September 2023.

[Explore our courses >](#)

It's not about where you've come from, it's about where you want to go. At the University of Liverpool, we're proud of our incredibly diverse population of students. They come to us from all walks of life. High achievers. Dreamers. Future leaders. They all have one thing in common; drive and ambition to achieve their goals.

They're a force to be reckoned with. And you could be too. [Read on to start your origin story in 2023.](#)

Browse courses

From Aerospace Engineering to Zoology, there's a course for anyone to pursue their passion.

Parents and supporters


Sign up to our parents and supporters mailing list to receive news, guidance and tips to help you prepare for this exciting new chapter.

Order a copy of our prospectus

Your handbook to all things UoL. Read online or request a printed copy in the post.

Why study in Liverpool?

It's an important question. And there are thousands of answers. Unrivalled community spirit. Incredible culture. Global opportunities. Discover what makes our city - and our University - so special in our Insiders guide.





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Our students

There is no such thing as a typical University of Liverpool student. Wherever you come from, whatever your story, you'll find like-minded people here to support and inspire you. We're proud of the students who shared their experiences with us. You can read their stories to discover how living and studying in Liverpool could transform your life for the better.






"None of this would have been possible if I hadn't chosen to study at the University of Liverpool."


Elouise, Dentistry

[Read Elouise's story](#)

"I'm building the foundations for a future filled with discoveries and adventure."


Alex, Aerospace Engineering

[Read Alex's story](#)




"Choosing the University of Liverpool has truly been one of the best decisions I've ever made."

Samuel, Marketing



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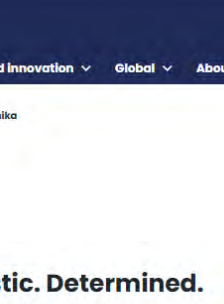
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[Tanika](#)

Tanika's story

Tanika is a Medicine student.

Ambitious. Enthusiastic. Determined.



"Coming from a Punjabi family that has worked tirelessly in the UK for generations, I was raised with the belief that education is the key to success. My great-grandmother dreamed of my grandfather becoming a doctor, and my grandfather passed that hope to his son. Now, I'm proud to be the first in my family to study medicine, turning their dreams into reality.

Growing up in a working-class household, the path to becoming a doctor wasn't straightforward. Without access to the same resources as some of my peers, I had to navigate the medical school application process largely on my own. It often felt overwhelming, but my family's resilience kept me determined, and I achieved a place in medical school on my first attempt.

Since starting my degree in 2020, the University of Liverpool has been a place of incredible growth. While I initially struggled with imposter syndrome, the supportive community here has helped me thrive. A defining moment for me was achieving a distinction in a master's degree between my third and fourth years—an achievement that once felt unattainable. My work as a Liverpool Advocate has also been pivotal, giving me opportunities to grow professionally through public speaking and networking.

Though I didn't have a head start in medicine, the University has propelled me forward. I now aim to inspire others from similar backgrounds and am determined to pursue a career in surgery after medical school."

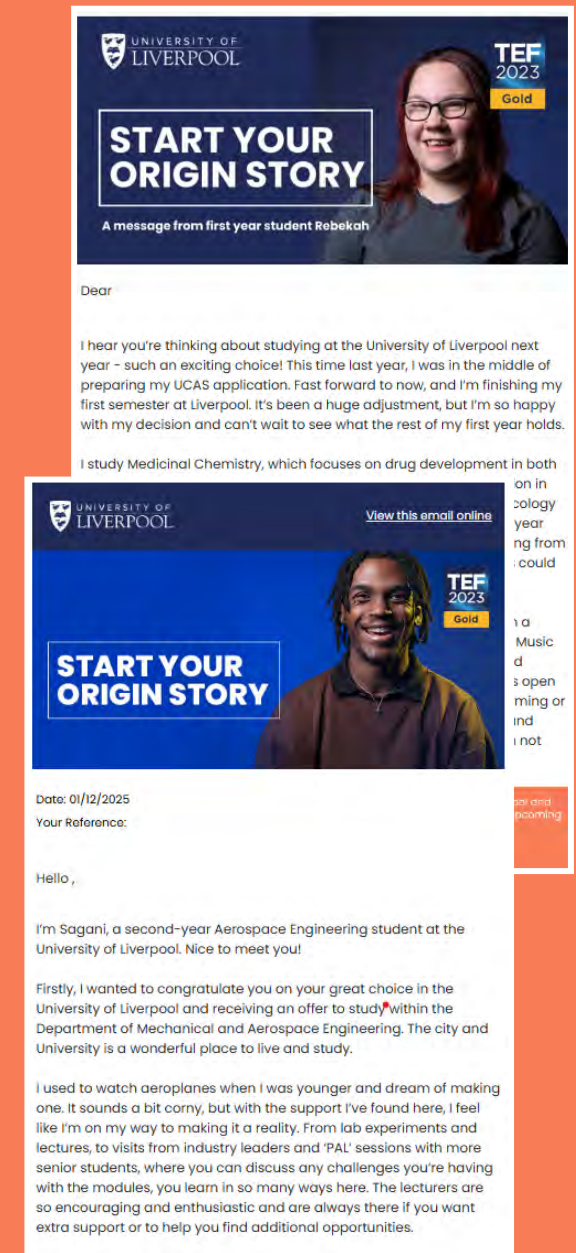
STUDENT GENERATED EMAIL CONTENT

Thoughts from a First Year Student'

- First-semester experience
- Feels relatable, trustworthy
- Practical insights and recommendations
- Shifted the tone from faceless “why we’re great” messaging to a peer-to-peer perspective

Subject-specific ‘Become Unstoppable’ email:

- Real-life student experience within the subject
- Helped push offer-holders toward accepting their offer
- Complemented other perspectives, added storytelling and authenticity



WIDENING

PARTICIPATION

- At the University of Liverpool, we're working hard to make sure all students have the opportunity to go to university, whatever their background.
- Around half of our Current Advocates have come through WP programmes
- Many of those Advocates now work with prospective students who share similar social backgrounds or are on the same programmes



FINAL THOUGHTS

- Evolved our approach to a way of working which has students as the cornerstone of all our recruitment content
- The Origins campaign will ultimately be replaced, but that approach will not
- The student voice needs to be connected to the heart of the university, to the emotion and lived experiences
- Acknowledge element of risk

Every institution's student voice is unique, what does yours say?