Profiles given out of current mature student

Group activity - what Barriers might they face

Sometimes it easy to forget that being classed mature starts at 21 not over 40’s!

They could potentially be parents of current students or applicants

OFS making Category for universities to report on spend on adult and community work so important target for them.

Mature learner application trends have risen quickly since 2016 – is this based on the lack of 18 y/o and focus shifted for recruitment teams to mature learners or are there more PT/flexi courses

Vocational focus for UWL who have 18% of student having achieved below 3D’s on entry. Cohort mostly mature, known as ‘The career University’.

Quiz - think about mature learners and what engages them think of all ages.

* Spring intake higher entrants for mature learners
* Dependants – think of times of course/days?
* Most mature students do make dependent arrangements before starting or choosing course
* Facilities crèche etc how family friendly are your campus(s)
* 21-30 intake most popular course area is film/media
* 40-49 social science
* 50+ law and criminology (passionate about subject, not career led)

45% of ambassadors at UWL are mature and most prolific, great role models for all age ranges. Many have become students, and ambassadors due to attending an activity aimed at mature learners in the past.

It has taken UWL 2.5 years to grow this activity aimed at mature learners.

Discussion- Who works with mature learners at your institution. Answer - everyone, but are they aware?

**How to advertise**

* Use Local facebook groups and social media groups
* Put flyers in pubs cafes and related areas ( e.g. music shops for music programmes)
* ‘Come and learn something new with us’ Involve SU in these events and show student life is not all partying etc
* Use local counsellor to advocate in local area

**Reasons for mature learners to study**

* Get back to work
* Processional qualification wanted
* To improve at work,
* To improve themselves
* To experience student life
* To be somebody their children can be proud of/aspire to be like
* Sense of pride and achievement.

**Barriers/worries**

* Finishing work
* Practical abilities
* Self-doubt
* Performing well
* Stage fright
* Balancing social and academic life

**Where to hold events**

* Lectures at libraries
* Cafe learning
* Festival of learning (who also run Awards programmes). Sponsors for this event are hot courses and you can advertise nationally with them

**Top Tips**

* Active learning sessions work
* Look at public lectures already taking place in local libraries or find those that already have outreach activities/staff
* Are there any Leisure centre cafes? While adults waiting for kids swimming etc.
* Pull people in from the street be flexible with timings and session content
* Look at Birkbeck as an example,
* Look at St Mary’s mature learner society.
* Look into Neon working group
* Look at UEL New beginnings programme
* Discover your Uni picture
* Who are your Allies internally that can be part of future events with knowledge experience and willingness to work with mature learners.
* Try to make small institutional changes
* Get feedback and understanding from mature learners especially at your institution