Session Title:	School and College targeting with Unifrog
Speaker(s):	Unifrog team (Freddie Knaggs & Jess Wells)
Chair:	Steven Joesbury (University of Leicester)
Reporter:	Chris Mullen (Edge Hill University)

Speaker/Institution Bio/Information:	Unifrog is a universal careers guidance platform for students and their teachers/advisers. They empower teachers/advisers to manage the University application process Work with 3000+ schools across the world, 2.3 million logins in 2022 and 200,000+ UCAS applicants used Unifrog for 2023 entry
Overview/Aim of session:	To explore ways University can effectively target Schools and Colleges across the UK
Workshop Content	**School Targeting** - There are a variety of ways to target schools and colleges – Widening Access and Participation, Location or Student Attainment are the most common - Data, from a variety of sources, plays a key role in being able to do this effectively *Best practice;* - Consistent in cycle data - Cross reference separate lists - Target criteria – speak to/link in with faculty teams **Adding value** - Next step is to think about what are you targeting? - How do you add most to your audience – students and teachers/advisers - Between Sept and Dec 2022, the most searching guides on unifrog were; coping with anxiety, how to ace your CV, Personal statement, support with ADHD and Dyslexia **Ranks and filters on Unifrog** According to Unifrog stats; - Closeness to home filter used 13.5% less this 2023 cycle - Cost filters increased 14% in 2023 cycle - November 2022 survey results showed the top 3 things students searched for on the platform were location, reputation and graduate employment.

	Fees and accommodation was 4th but rising. **When to target schools and colleges?** According to Unifrog stats; • 1 in 4 students finalised their research in the March to June period • 38% of students were still undecided at the start of Y13/2nd year college/Y14 in NI • Y13/2nd year college/Y14 in NI who were undecided completed their research in September • Home nations traditionally apply at slightly different time periods
Case Studies/Examples:	**Important to teachers/advisers** Case study; Natasha Roberts, Melton Vale Sixth Form • Concise and consistent in communications • Offer support in a wide range of topics (not just your university specifically) • Taster style workshops • Reach out at the beginning of the academic year with your full menu of activity
Scenarios/Roundtable discussions:	**Activity 1 – Discuss using data to inform strategy** • Depends on teams and how they use it • Data always isn't the most accurate and can be inconsistent • Anecdotal information needs to be added to this qualitative data (what's going on in the school/college) – **BUT** consider how would you or do you log this? • Most used data sets are DfE school/college data, applications/acceptances and application compared to competitors • Other elements to consider when targeting; POLAR, ethnicity, free school meals, BAME, tariff scores, subjects, location, boom population areas for 18-year-olds. • Keep a list of declined events **Activity 2 – Discuss your outreach content** • Look at a more receptive subject contacts to bypass nonresponsive careers teams/sixth form leadership teams • Safety at university becoming a popular topic for schools and colleges to ask for • Email/form after every presentation for feedback • QR code in presentations for find out more form/feedback • Different teacher/adviser requests in terms of content and timings for each of the home nations • Having correct contacts – high turnover of staff or staff sharing job roles becoming a common theme **Activity 3 – Why/When should you target schools?** • Create a content calendar for outreach activity

	• Deliver a series of session over an academic year • Find out internal deadlines from schools/colleges (Personal statement deadlines etc)
Questions and Answers:	None
Summary Key takeaways:	• Make use of available datasets to support your targeting, depending on your institutional outcomes/values • Create an outreach activity content calendar • Unifrog can support your outreach/student recruitment team with targeting – get in touch with your account manager