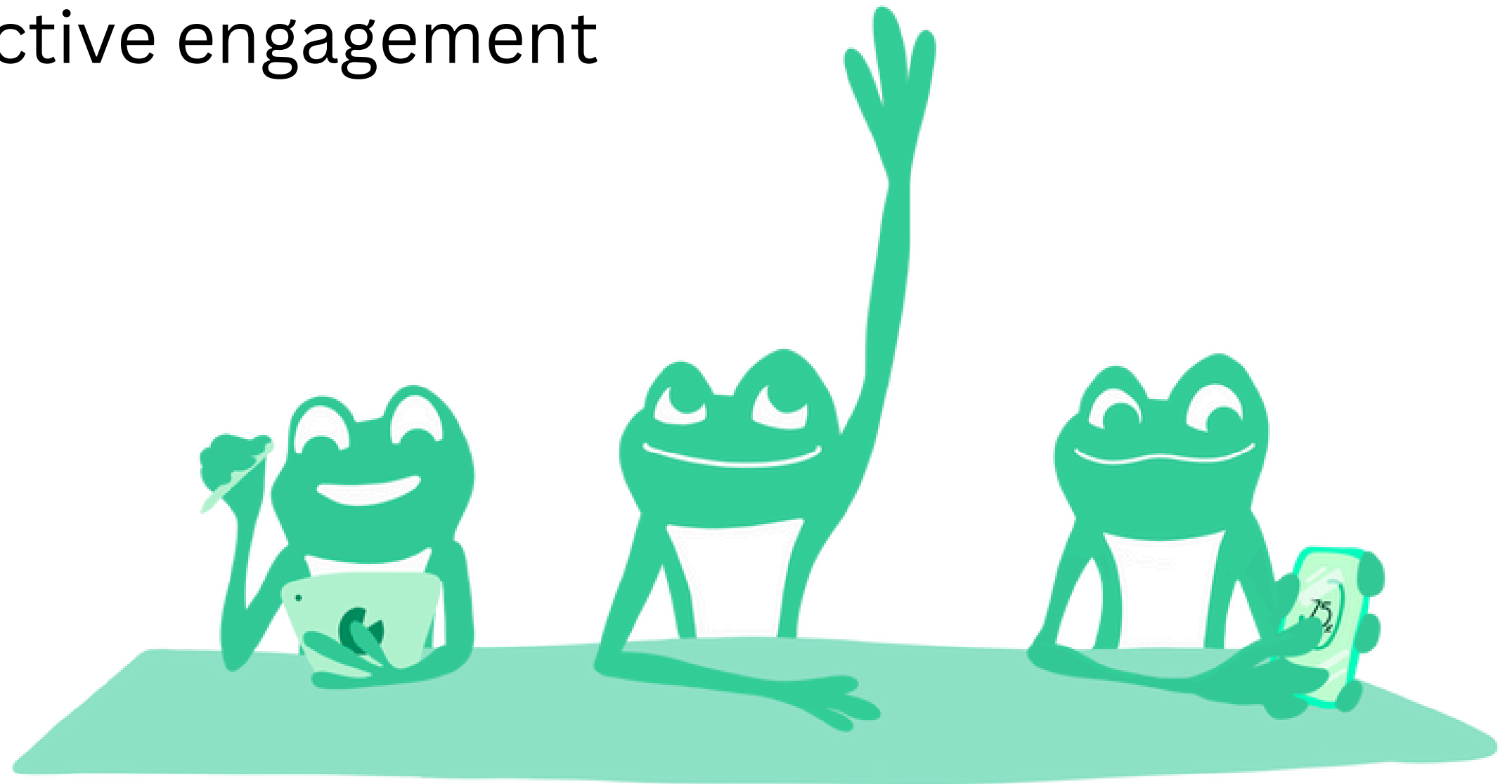


# Empowering Access

Understanding the priorities of disadvantaged students in university research and planning effective engagement strategies

unifrog

HELLOA



# Today's workshop



Learn how Unifrog supports widening access goals



Gain valuable student insights from our platform



Develop a 'blue sky thinking' outreach plan

# Ice breaker

Scan the QR code below

Use **one word** to describe how you currently feel about widening participation efforts in HE



# Our school reach

**2,800+**

UK schools and colleges



**10k+**

Active UK teachers

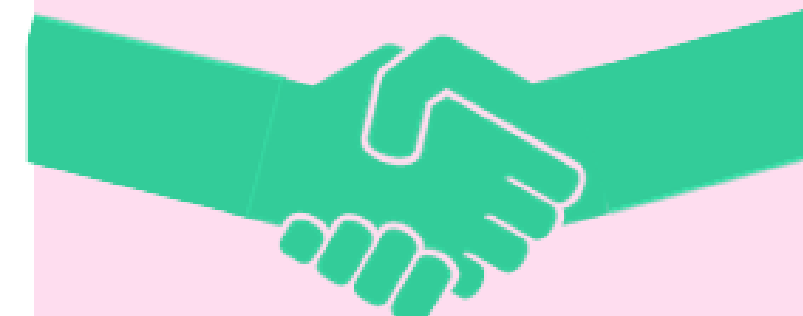


**1.7 million+**

Active UK students

**4,000**

We estimate 4,000 fewer students become **NEET** each year thanks to Unifrog



# How does Unifrog support widening participation?

## School sponsorship

Universities sponsor schools by funding **50% of their Unifrog subscription**, supporting Unifrog's mission to ensure all students, regardless of background, can make **informed post-school** choices

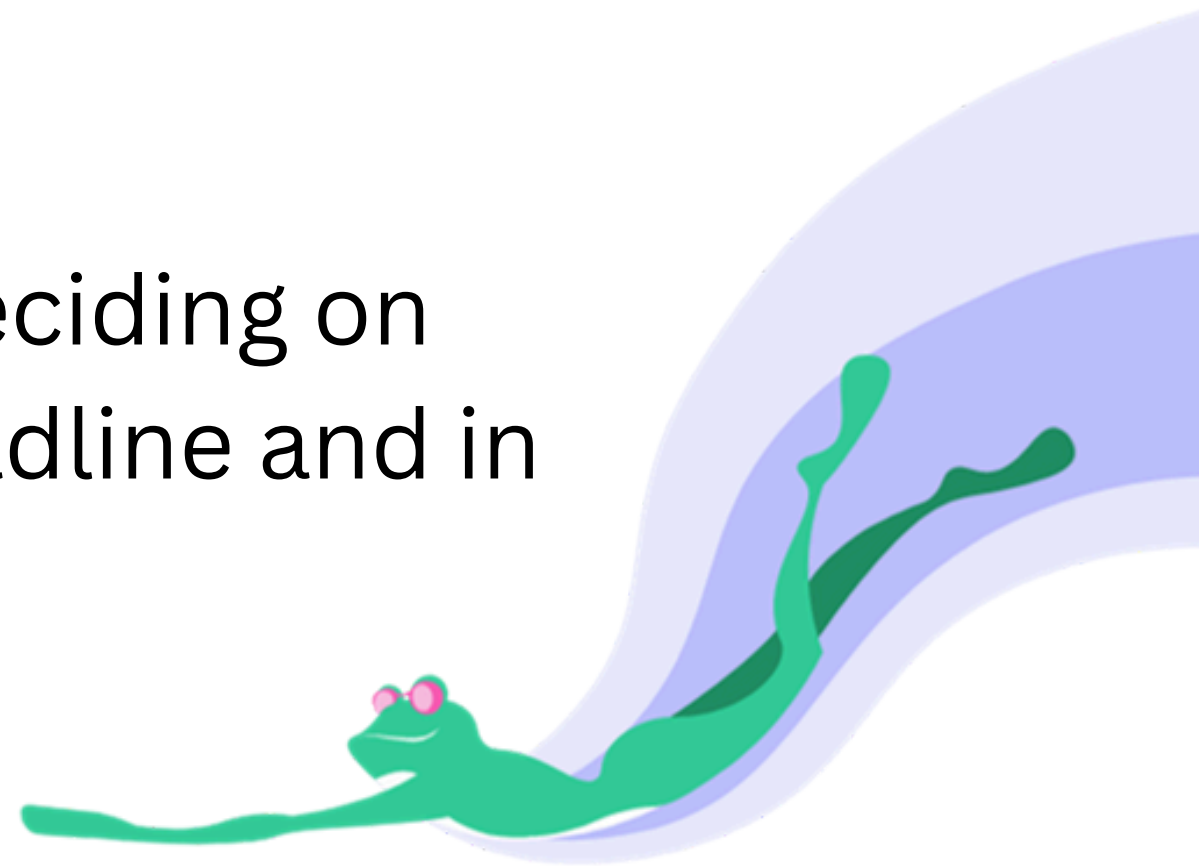


## HE Workshops

Partner universities can deliver **free in-person HE workshops through Unifrog**, engaging with schools to support disadvantaged KS5 students in making informed, future-focused choice.

# Join the Talent Pool!

- ✔ Promote your **contextual offers and outreach opportunities** to relevant audiences by reaching first in family or pupil premium students
- ✔ Engagement with students who are still deciding on **final UCAS choices**, both ahead of the deadline and in clearing
- ✔ Get ahead with **2026 entry** students



# Where does our data come from?

**1.2 million**

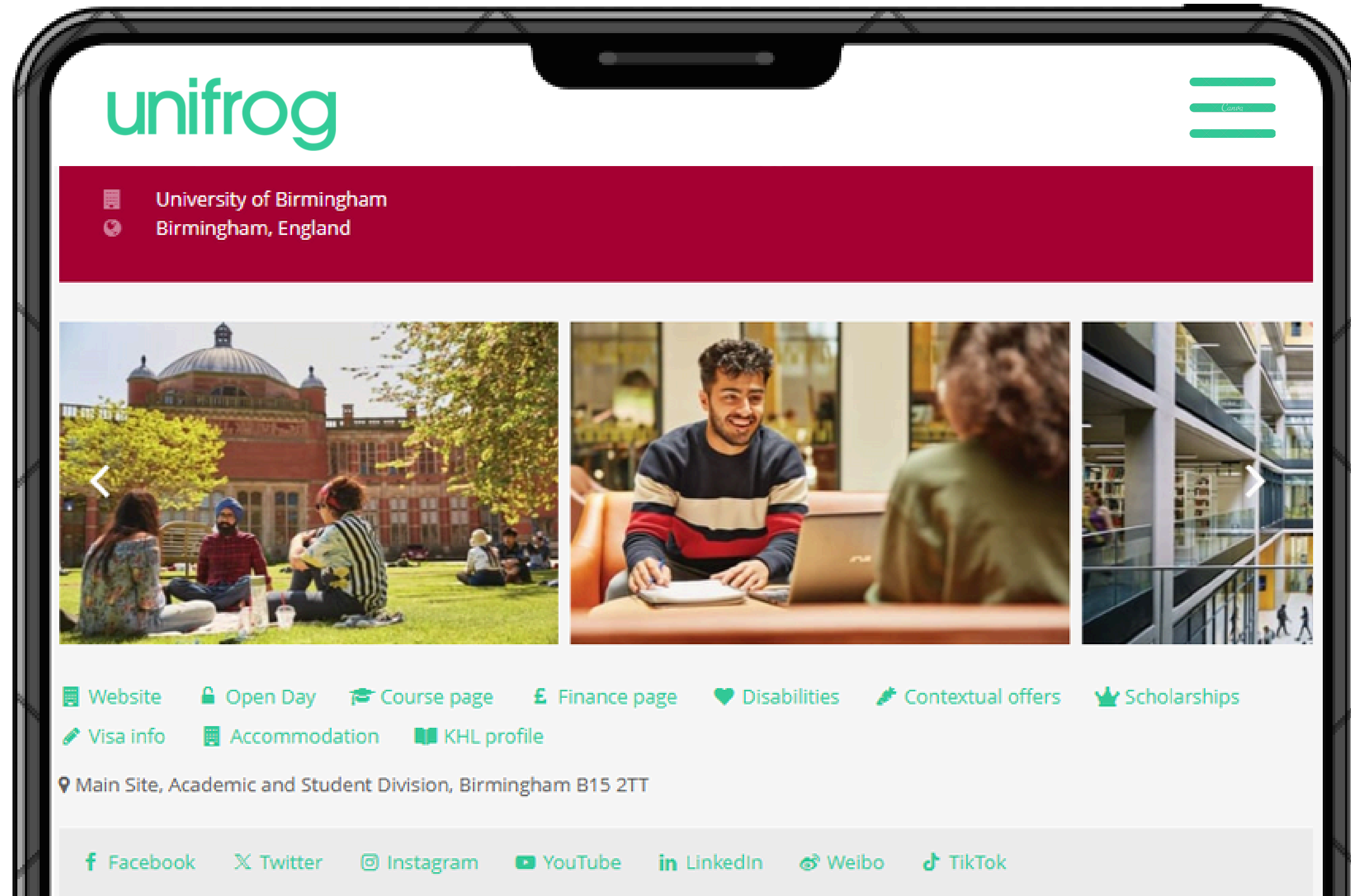
UK courses shortlisted

**294,000**

2025 entry unique logins

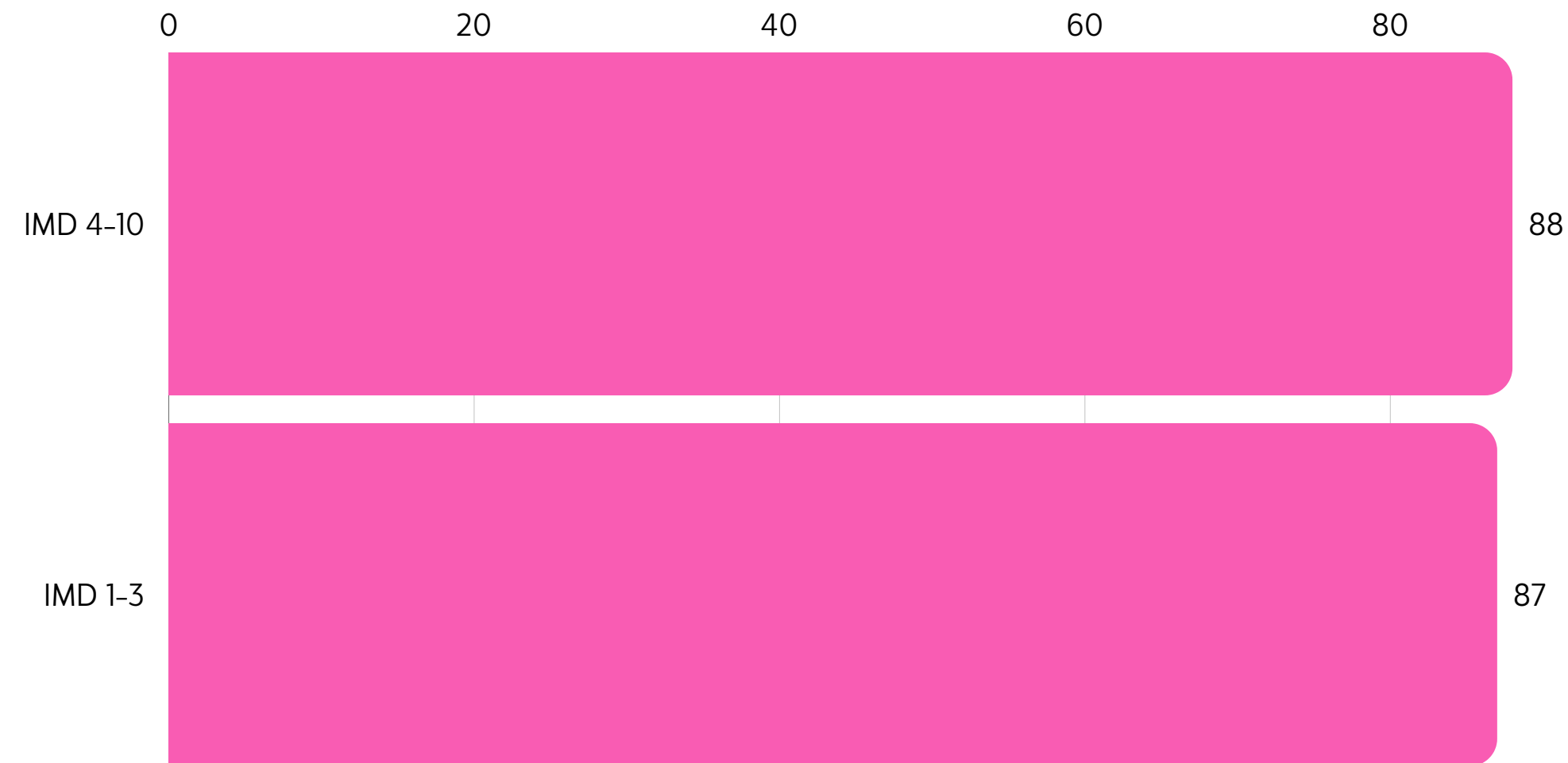
**4,656**

survey respondents



# What proportion of students are considering applying to university?

Students from all backgrounds are **considering universities equally**



with 87% of IMD 1-3 and 88% of IMD 4-10 think themselves 'Likely' or 'Very likely' to go to university

\*survey of 4500+ Y12 students in March 2024



# How are we defining student aspiration?

**Realistically Aspirational:**

The UCAS tariff is at the maximum excepted grades for a student but not above it

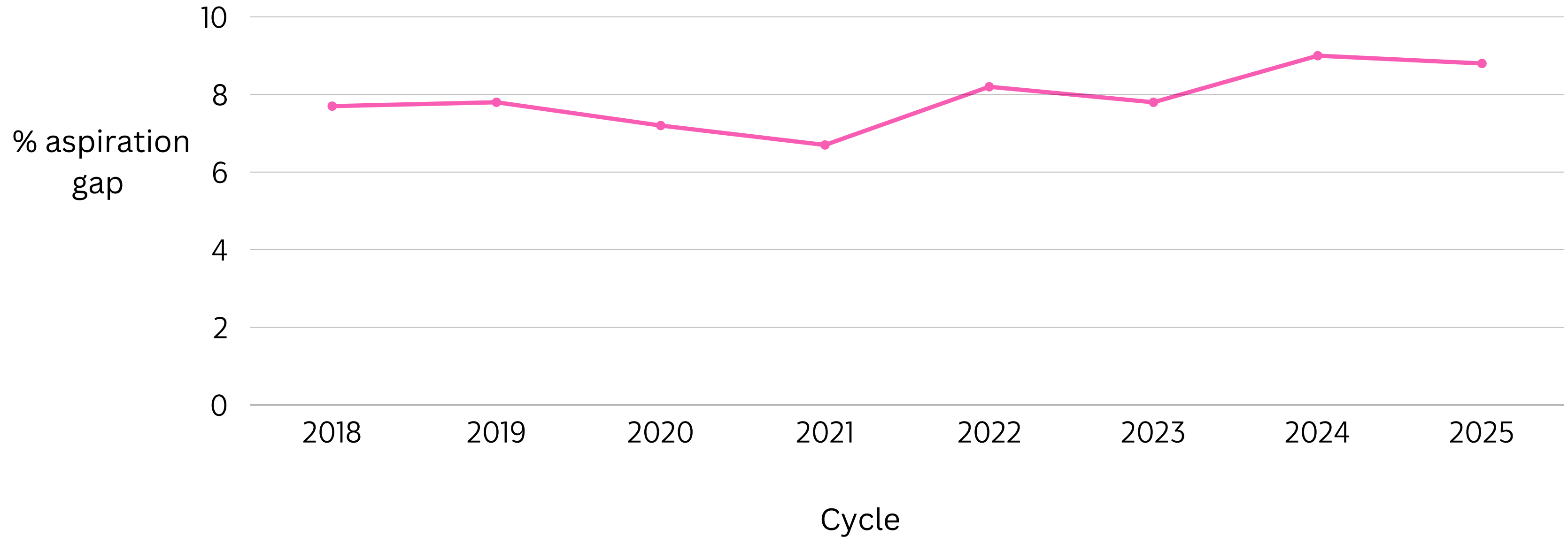
**Aspirational student:**

Shortlisted at least on realistically aspirational course during Key Stage 5



# Are IMD 1-3 students playing it safe?

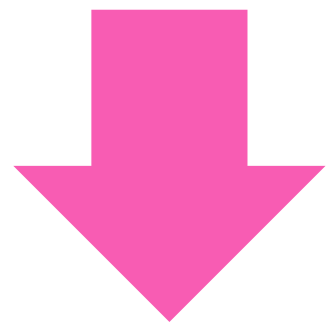
This graph represents the aspiration gap over time and shows realistic aspiration is **lower for IMD 1-3 students**



# Does this vary by subject of interest?



Largest aspiration gaps in **STEM subjects and social sciences**

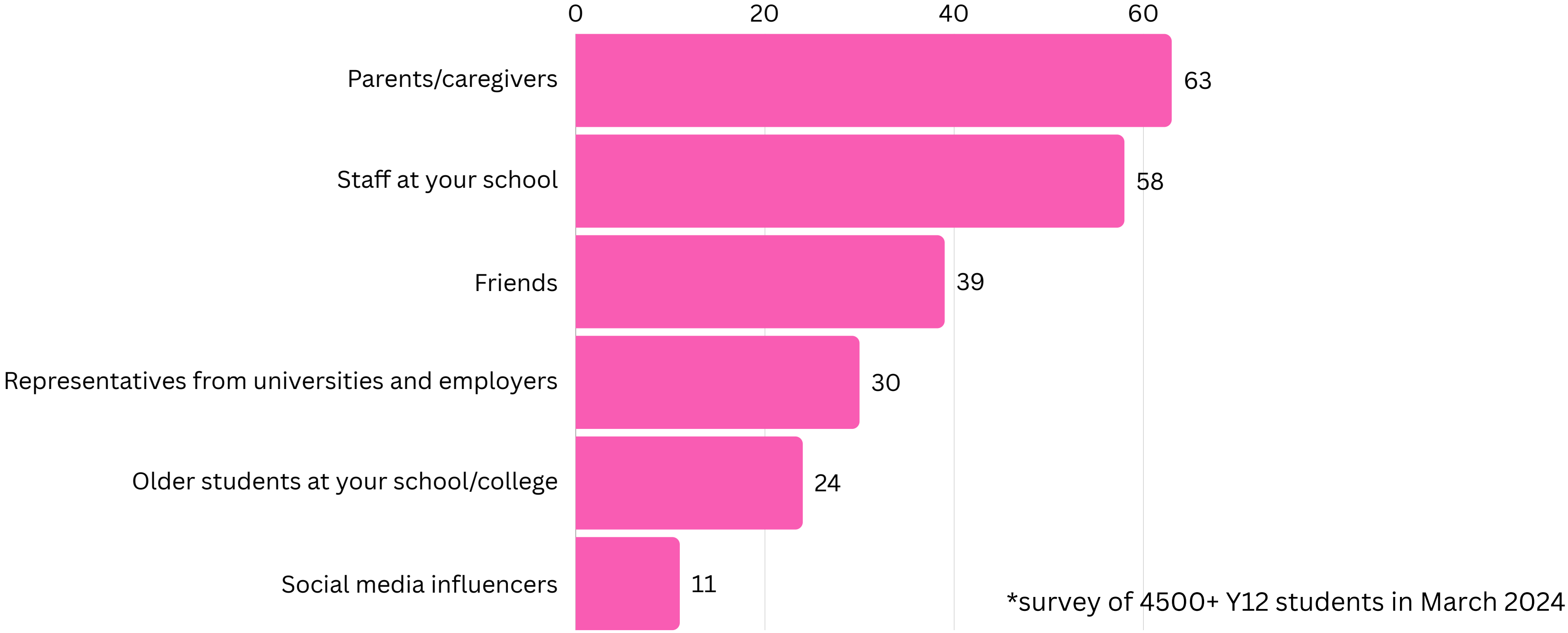


Smallest gaps in subjects like **teaching, media, and agriculture**



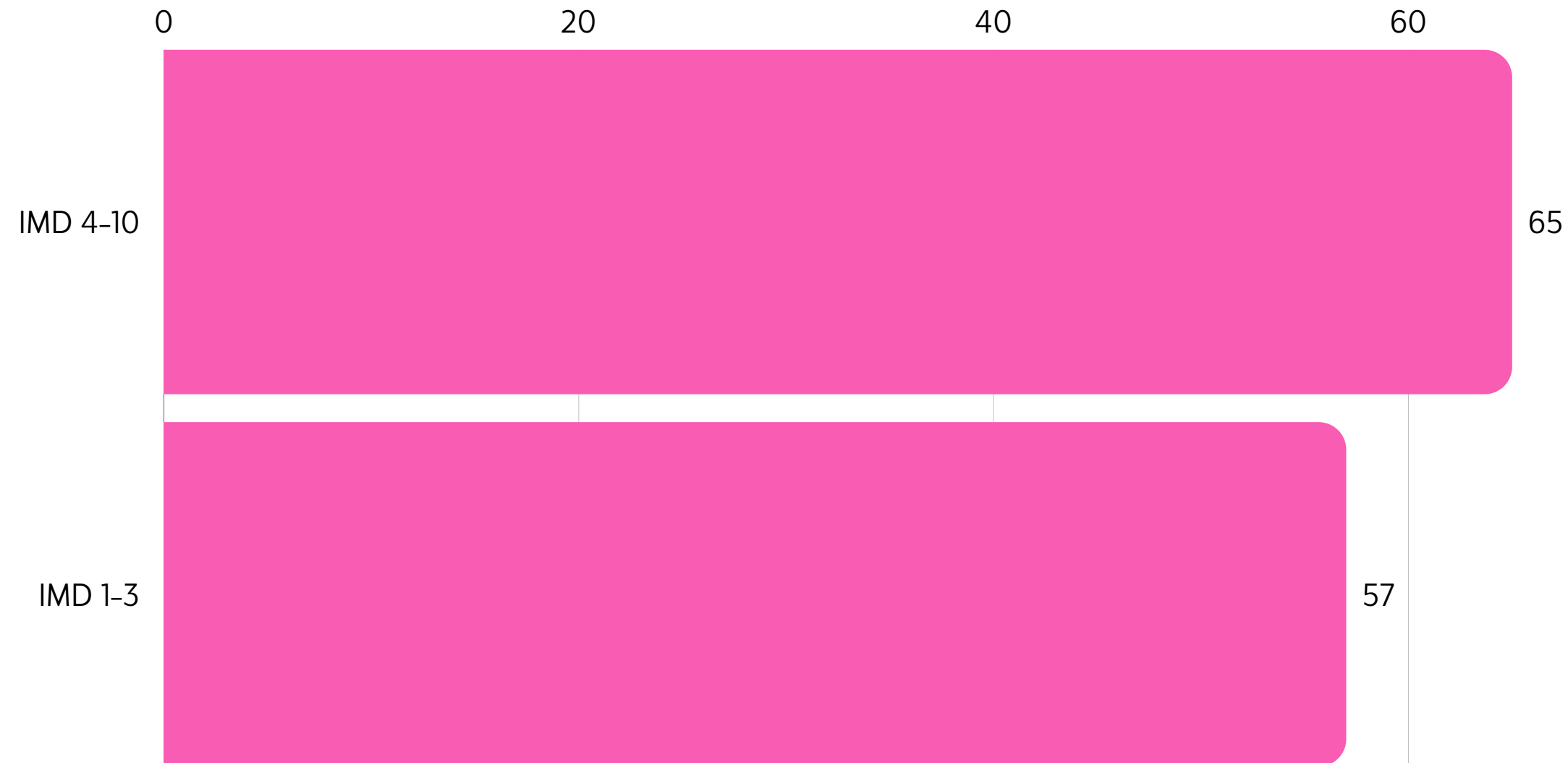
# Who or where do you go for advice about your future?

**Parents/caregivers top the list**, followed closely by staff at school



# Who or where do you go for advice about your future?

IMD 4-10 students are **8% more likely to ask parents/caregivers** for advice



# Activity 1

Scan the QR code below

List as many of your **university's WP priorities as possible**, being as specific as possible. *e.g. increase BAME applicants to STEM-based courses*

Consider both your Access and Participation Plan and the broader context of your university



# Activity 1

In an ideal world without budget or resource constraints, what would WP engagement look like that helps to **close the aspiration gap?**

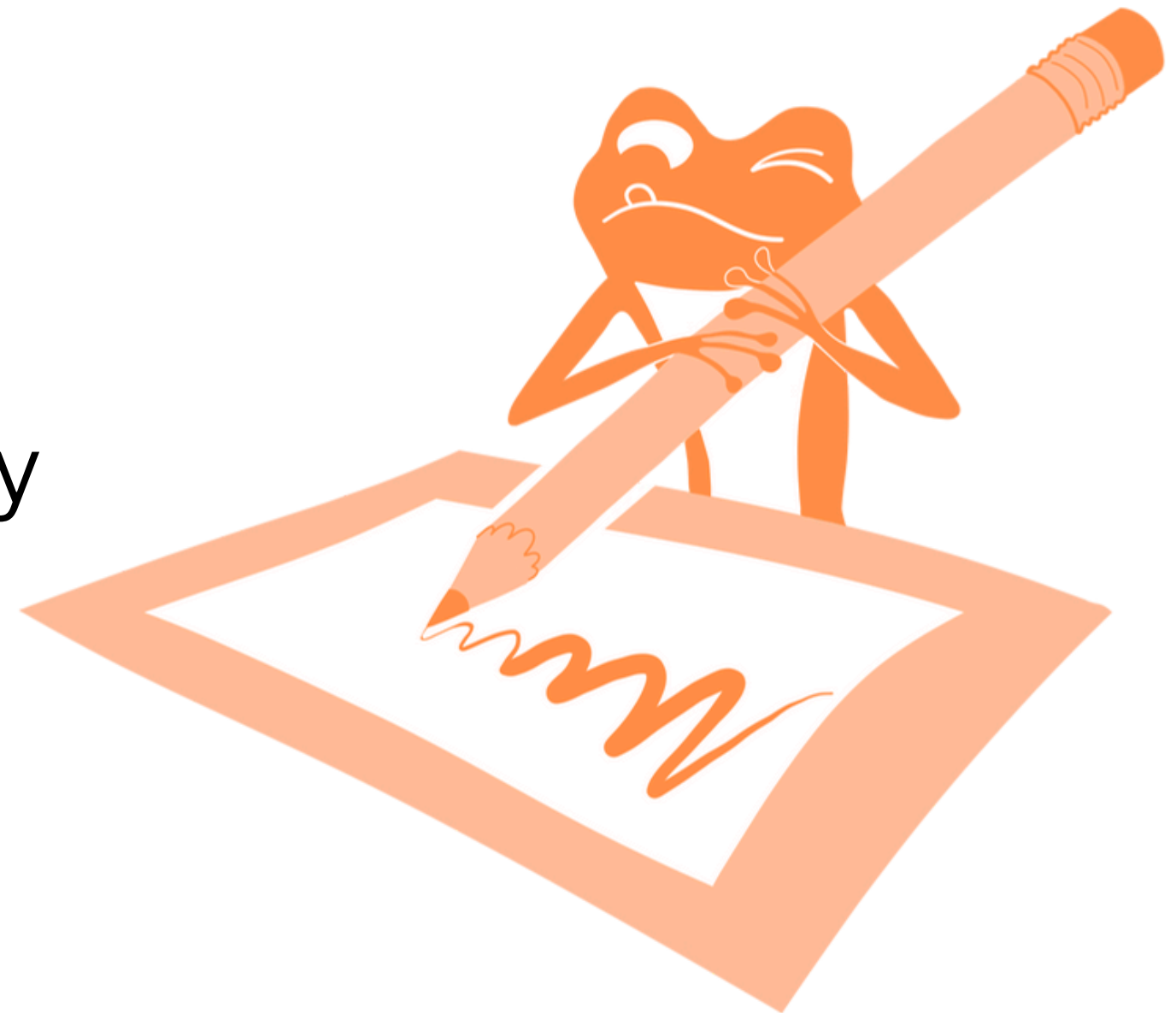
In groups, with this blue-sky thinking approach, **design a comprehensive widening access plan**



# Activity 1

Individually or in pairs, **rank all the activities** in your group plan from **most to least impactful** for YOUR university

Using this list, **select one activity** you'd like to deliver at your university





# Activity 2



Develop a detailed plan for **one of the activities using the worksheet provided**

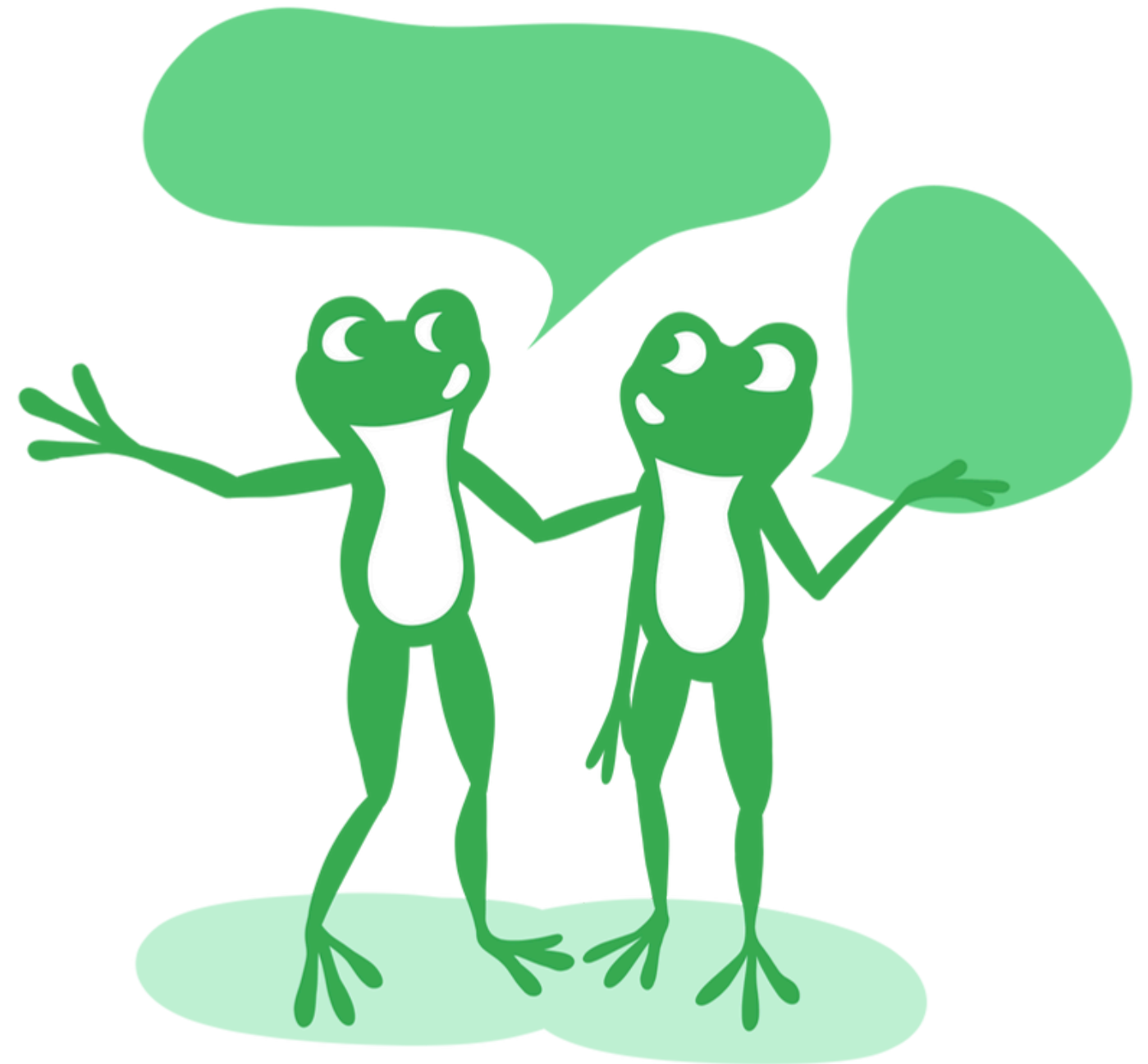
Focus on an activity you believe would add the most **value to your outreach programme**

# Activity 3





**Take your idea back to your university!**

Pitch this idea in your next team meeting and/or 121 with your manager

What **steps would you need** to take to bring this idea to fruition?



# Key Takeaways

-  Tie your content to **subject and careers education**
-  Utilise your **student ambassadors, academics, and partnerships**
-  Engage students **early** and through multiple approaches
-  Ensure you engage with **parents and carers**

# Thank you, any questions?

## Next steps:

Tell your university about your idea

Get in touch with us about Talent Pool, HE Workshops, and Sponsorship



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