

Is the prospectus dead?

Andréanne Orsier, Associate Director, YouthSight



Over a 1 million of
prospectuses are dispatched
to prospective students
each year just by Havas



**And they're not cheap to
produce**

Money

Resources

Time



The rise of the paperless age?

Paper is a thing of the past.

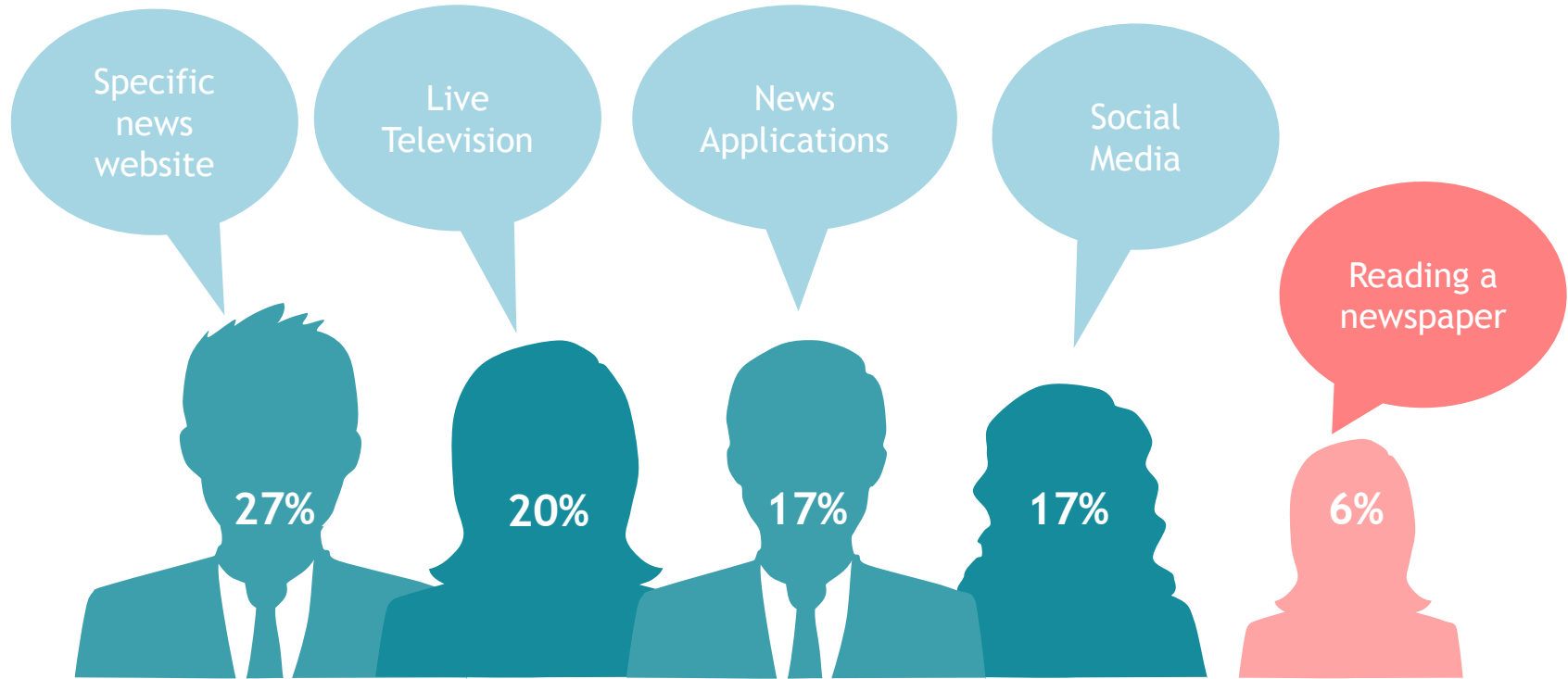


Over half of under 25yo use digital platforms to read for pleasure

65%



...Newspaper? What is this?





WHY PRINT PROSPECTUSES?

Imperial College London
POSTGRADUATE PROSPECTUS 2015-16

Durham University

Kingston University London Undergraduate Prospectus

Liverpool Hope University Undergraduate

20 Undergraduate Prospectus

UNDERGRADUATE PROSPECTUS

EXETER UNDERGRADUATE PROSPECTUS 2017

UNDER PROS

UNIVERSITY OF YORK

Postgraduate Prospectus 2017/18

Undergraduate Prospectus 2017 Entry

Undergraduate Prospectus 2016-2017

Undergraduate Prospectus 2017

THE STUDENT EXPERIENCE SURVEY 2016 FIRST PLACE

2017

Undergrad Prospectus 2016-2017

Another

GET AHEAD

YOUR WORLD AWAITS

Transform your future

WORC

2017 Undergraduate Prospectus

2017 Undergraduate Prospectus

Undergraduate Prospectus

2017 Undergraduate Prospectus

DEGREES ENGLISH LANGUAGE ENTRY QUALIFICATIONS

Students can order scores of them in less than 5 minutes

The screenshot shows the 'WhatUni?' website interface. At the top, there is a search bar with a dropdown menu set to 'Degrees' and a search button. Below the search bar is a navigation menu with options like 'Find a course', 'Find a uni', 'Prospectuses', 'Open days', 'Comparisons', 'Reviews', 'Advice', and 'My Final 5'. The main content area is titled 'University prospectuses' and features a search bar with a dropdown menu set to 'Degrees' and a search button. To the right of the search bar is a button labeled 'ORDER NOW' with a right-pointing arrow. Below the search bar, there is a section titled 'Showing results for 'Languages' 20 universities' with a 'DESELECT ALL' link. The results are displayed in a table with columns for 'University name', 'Student rating', and 'The CompUniGuide ranking'. The table lists four universities: University of Cumbria, Glyndwr University, Bangor University, and UEA (University of East Anglia...).

| University name | Student rating | The CompUniGuide ranking |
|--|----------------|--------------------------|
| University of Cumbria Next Open Day 12-Nov-16 | ★★★★★ (3.7) | 121 |
| Glyndwr University | ★★★★★ (4) | 125 |
| Bangor University Next Open Day 24-Jun-17 | ★★★★★ (4.5) | 62 |
| UEA (University of East Anglia...) | ★★★★★ (4.5) | 14 |

Select a subject of interest

Order as many as you like

“Select all”

Wasted resources?

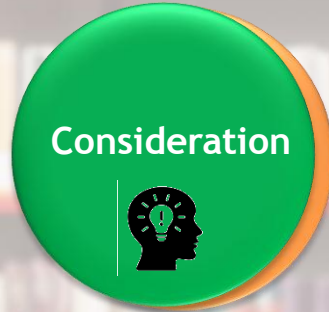
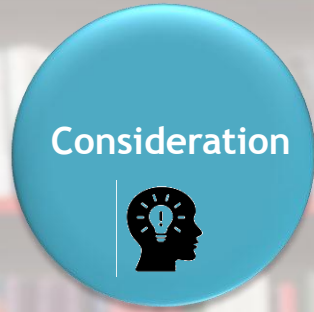
...is it money thrown out of the windows...
Do your students actually care?



THEY DO.

Students' Journey Conversion Model





A close look at prospective undergraduates
at the beginning of their HE journey



Communication

Frees

Teachers

Ambassadors

Open Days

League Tables

Parents

Peers

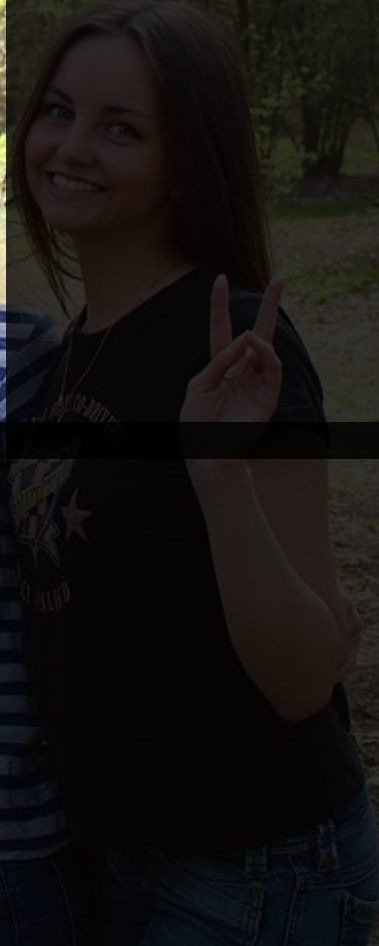
Proposals

Websites

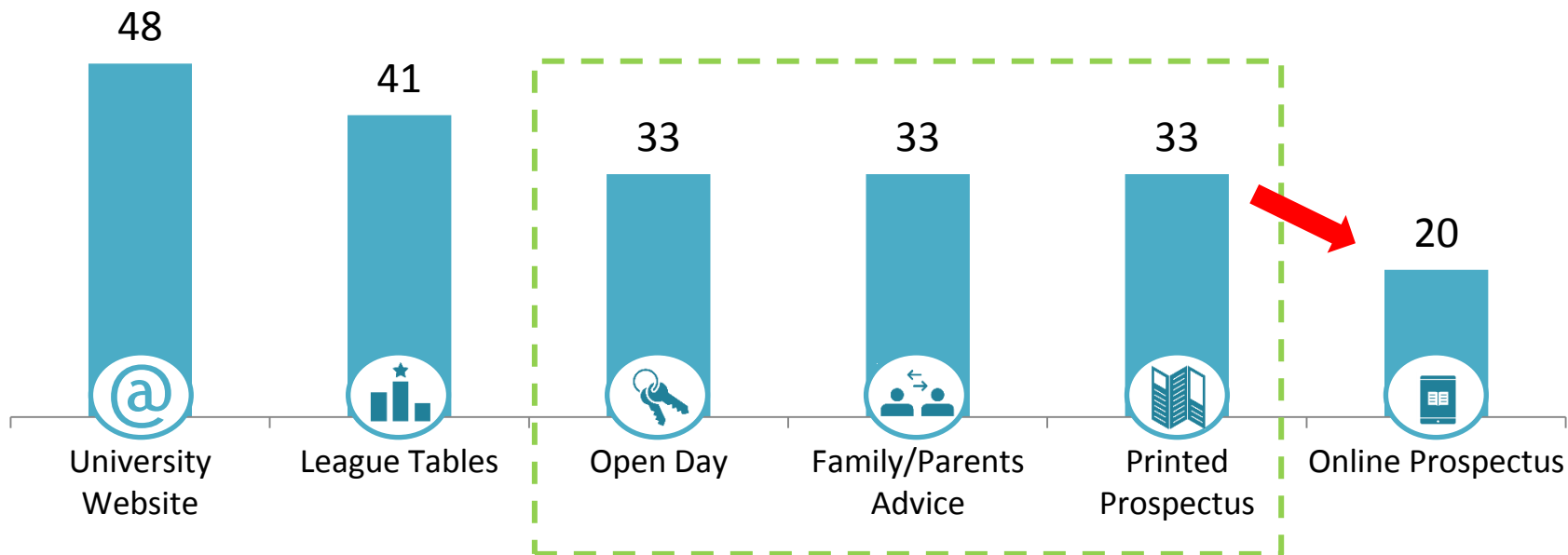
blogs

Fees

Students



At early stages... prospectuses as used just as much as Open Days & Peers' advice to seek information out...



? Which of the following sources did you use extensively to find out information?

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

Students live their life online...



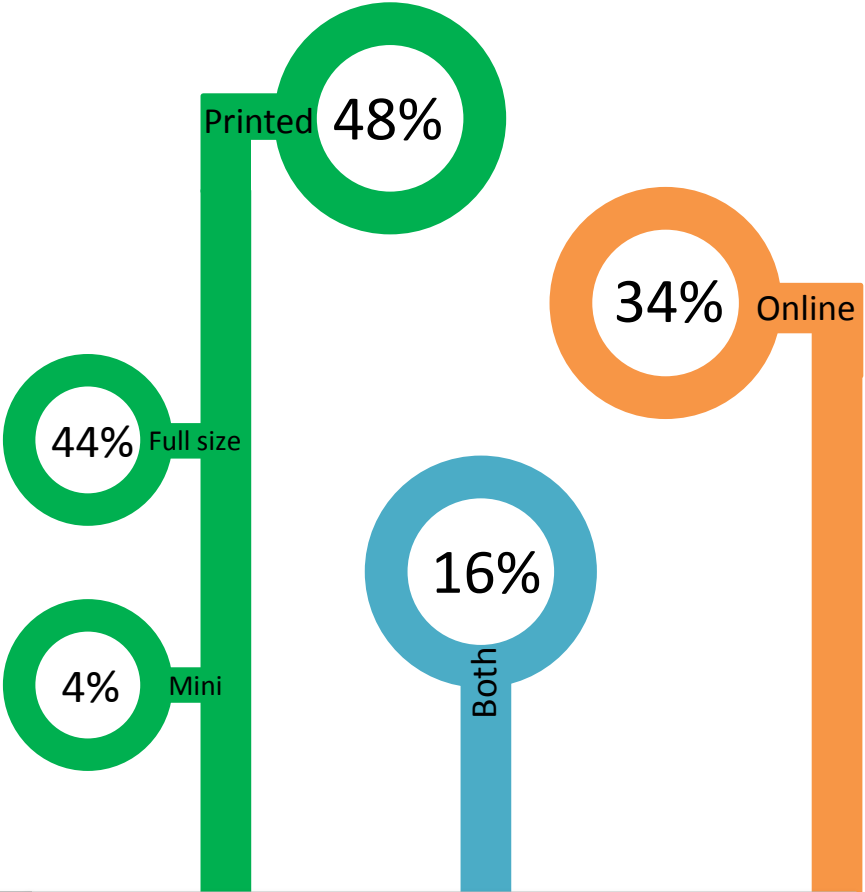
...but Universities' social media sites haven't replaced the good old prospectus!

? which of the following sources did you use extensively to find out information?

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

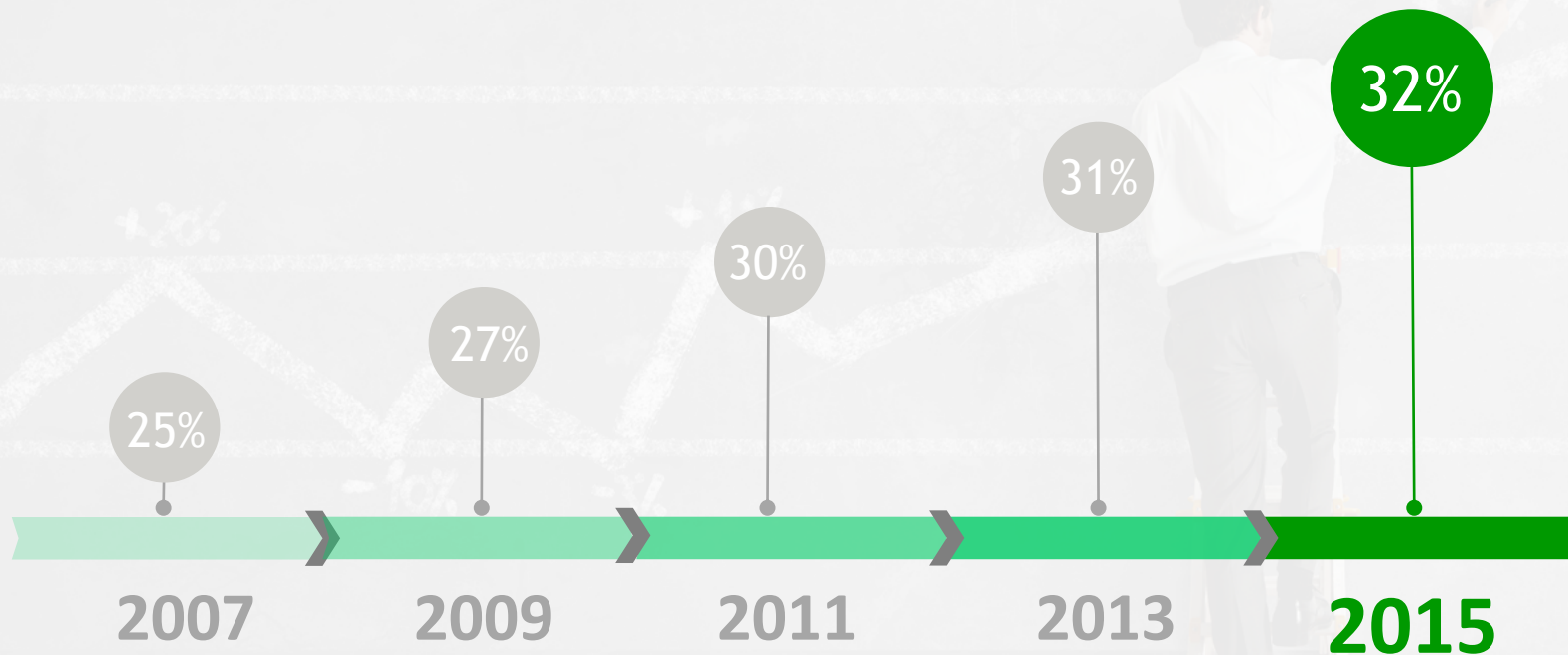
And looking at prospectuses,

2 out of 3 are keen to have paper in their hands!



? What type of prospectus would you most prefer to use?
Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

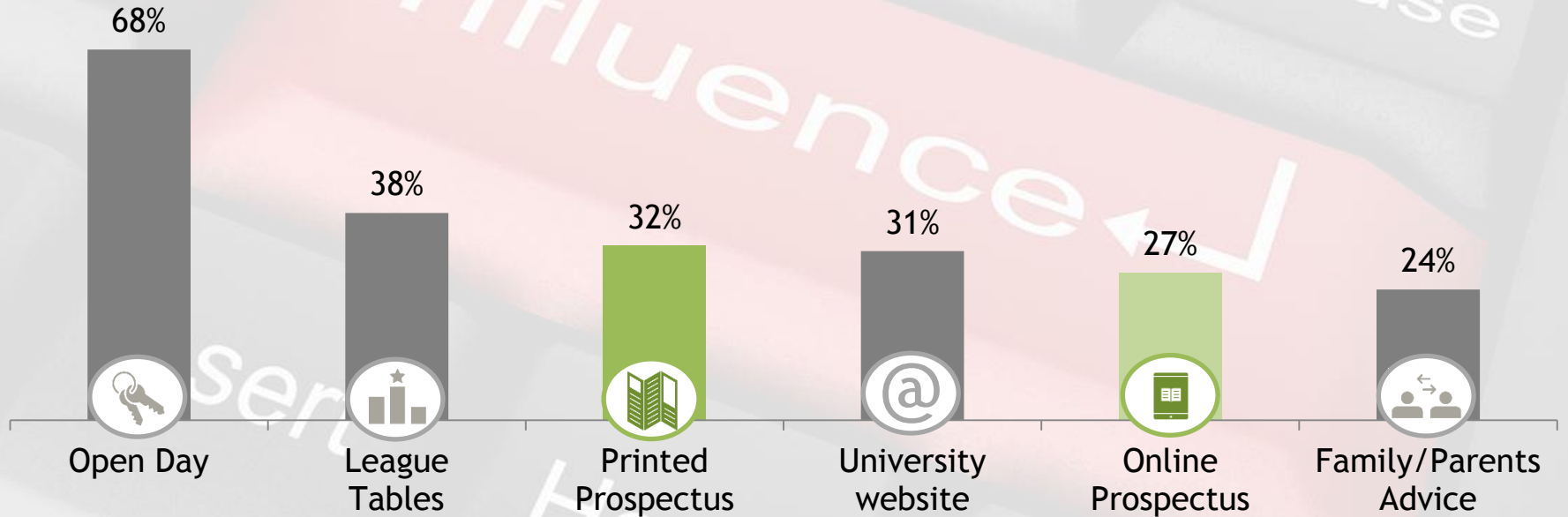
They have never been more important for your students than now.



How important were printed prospectuses in your decision about which University to choose? (%very important)

Source: Higher Expectations, YouthSight Syndicated Dashboard

They're influential too



? How influential were each of the following source? (%very influential)

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

The less they're used... but the most influential they get.



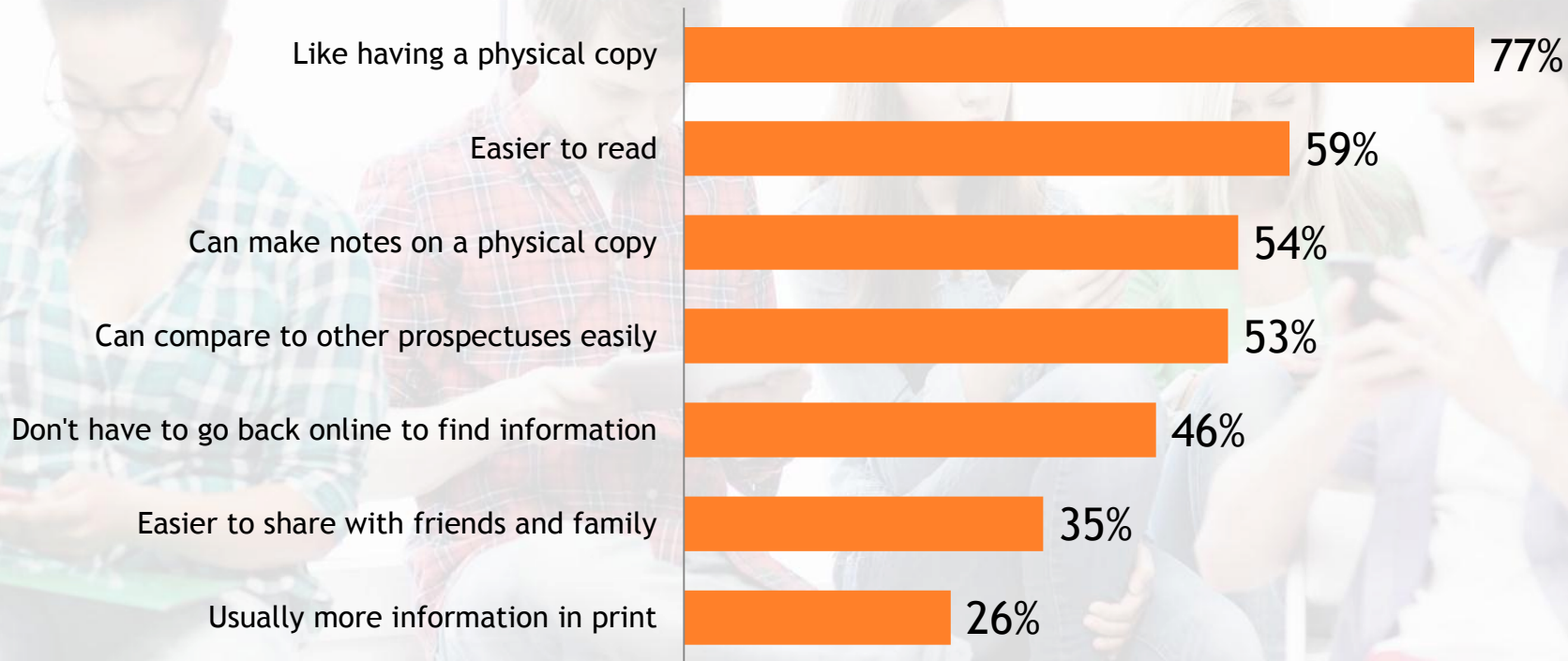
? Which of the following sources did you use extensively to find out information? (%)
How influential were each of the following source? %very influential

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard



What do your prospective students expect from your prospectus then?

Printed Prospectuses are liked for practical reasons



? Why do you prefer a paper printed prospectus compared to an online prospectus?

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

1 in 10 only use it exclusively to find out about the University...



... it's all about the Course

? I think the main role of the university prospectus is to...

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard

 **Consideration**

 **Shortlist**

 **Selection**



| | |
|---|--------------------------|
| 1 | ENTRY REQUIREMENTS |
| 2 | COURSE CONTENT STRUCTURE |
| 3 | ACCOMODATION |

| |
|--------------------------|
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| COURSE CONTENT STRUCTURE |
| ACCOMODATION |

| |
|--------------------------|
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| ACCOMODATION |

| | |
|----|-------------------------------|
| 4 | UNIVERSITY LOCATION |
| 5 | FUTURE EMPLOYABILITY PROSPECT |
| 6 | TEACHING & ASSESSMENT METHODS |
| 7 | UNIVERSITY REPUTATION |
| 8 | FEES & FUNDING |
| 9 | SOCIAL LIFE/SCENE |
| 10 | DEPARTMENT FACILITIES |

| |
|-------------------------------|
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Getting Entry Requirements, Course Content & Accommodation information right is crucial.



What information did you look for from Printed Prospectuses

Source: HE Marcomms Monitor, YouthSight Syndicated Dashboard



Don't take my word for it.

A glimpse of where is the data sourced from:

Home My Page Logout

Executive summary Decision timeline Source use and influence Information needs **Marketing strategy** The Clearing process

Sample and methodology

Headlines **University website** University prospectus Virtual open day

Prospectus is primarily used for course information, preference for printed format

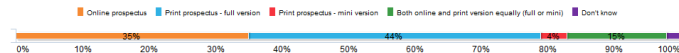
Almost half of prospective students (undergraduates and postgraduates combined) think the main role of the prospectus is to get course information. Only one in ten say the prospectus main role is to find out about the university.

Nearly half of prospective students prefer a printed prospectus, as they like to have a physical copy of the prospectus and think it is easier to read. Conversely, a third prefer an online prospectus due to the speed and ease of access.

Expected content of prospectus



Prospectus format preference



Advantages of the online prospectus (top five)

Advantages of the paper prospectus (top five)



Sample and methodology

Headlines **University website** University prospectus Virtual open day

| | | | |
|---|--|--|---|
| Gender No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Age No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Nationality No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Home region No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare |
| UG uni region No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | School Type No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Social Grade No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Ethnicity No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare |
| Prefer FT or PT PG course No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | All subject areas applied to or interested in (UG applicants) No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | First choice subject area (UG applicants) No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | UG subject area (students) No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare |
| PG subject area of most interest No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | UG uni group No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Desired PG institution's uni group No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Overseas fee status No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare |
| Grades No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Family member been to university No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | Respondent Type No selection <input checked="" type="radio"/> Filter <input type="radio"/> Compare | |

YouthSight's Syndicated HE Marcomms Monitor

Over 17,000 respondents, including around 12,000 prospective undergraduates

2 years of data

Online interactive dashboard with in-depth analysis of Open Days, Prospectuses & Websites

If you remember 3 things about printed prospectuses from this presentation:

USED & NEEDED

INFLUENTIAL

**NOT JUST ABOUT
THE UNI**



**WORTH YOUR
INVESTMENT**

**NAIL THEIR
CONTENT**

A person is shown from the chest up, wearing a dark shirt. They are holding a silver microphone in their right hand and a white book in their left hand. The background is a plain, light color. Overlaid on the image is the text "Thank you" and "Any questions?" in a bold, black, sans-serif font.

Thank you
Any questions?

