

# A review of online university guidance – what is the future?

At UniTasterDays we asked secondary school and college colleagues about their experience of online and in-person university events during the 20-21 academic year - and the university guidance they foresee during the year ahead. It was completed by colleagues who:

1. organised university events
2. had an awareness of the university events offered - or
3. considered themselves the most appropriate colleague in their institution to complete the survey.

## Key background facts:

- **122** responses were received during July 2021, of which the majority (**72%**) were from a non-fee paying school or college.
- **89%** of respondents were from a school or college teaching students at post-16 level.
- **93%** of respondents were in England, with the remainder in Northern Ireland and Wales.
- Most respondents (**73%**) undertook university guidance because the majority of their students wanted to go to university – so the information supported their students to make informed decisions.

# The Headlines

## Access and Technology whilst in school

*Is there an appetite in your school or college to allow Year 12 and Year 13 students to have time away from class in order to attend an online university event?*

(Please note - answers for "Not sure" removed)



**90%**  
Yes, there is

**10%**  
No, there isn't

We only asked this question to schools and colleges with a sixth form. The results indicate a clear willingness for students to have time away from class to explore university.

*Do students generally have access to the technology in your school or college to allow them to join a live online university event directly?*

(Please note - answers for "Not sure" removed)



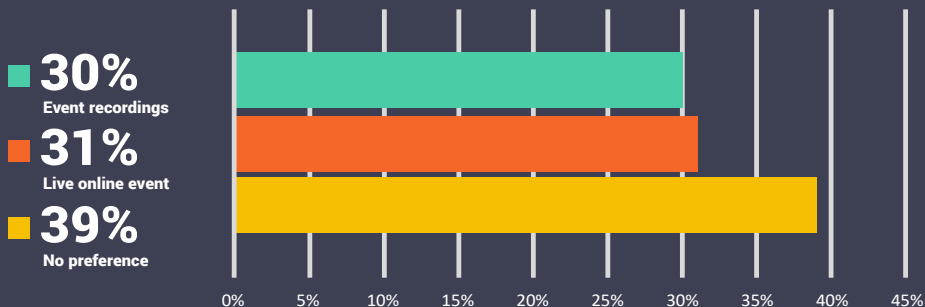
**94%**  
Yes

**6%**  
No

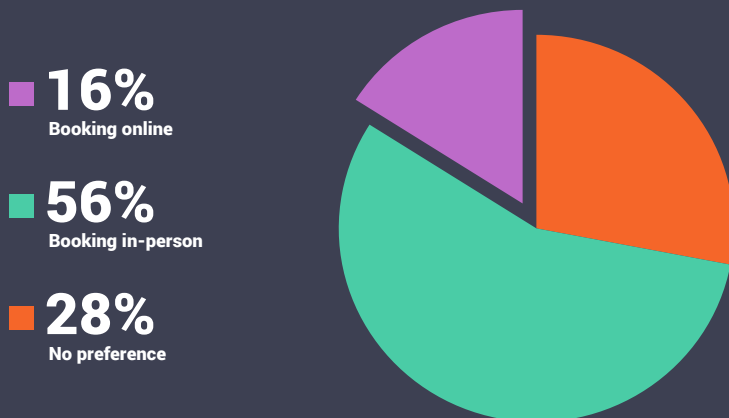
We only asked this question to schools and colleges with a sixth form. The data on this page demonstrates students can not only have time away from class to explore university – but they have access to the technology to allow them to do so too.

## Summer 2021 – Which type of events are preferred?

*When organising an online university event at present (during the Summer 2021 term) does your school or college have a preference for a specific event type?*



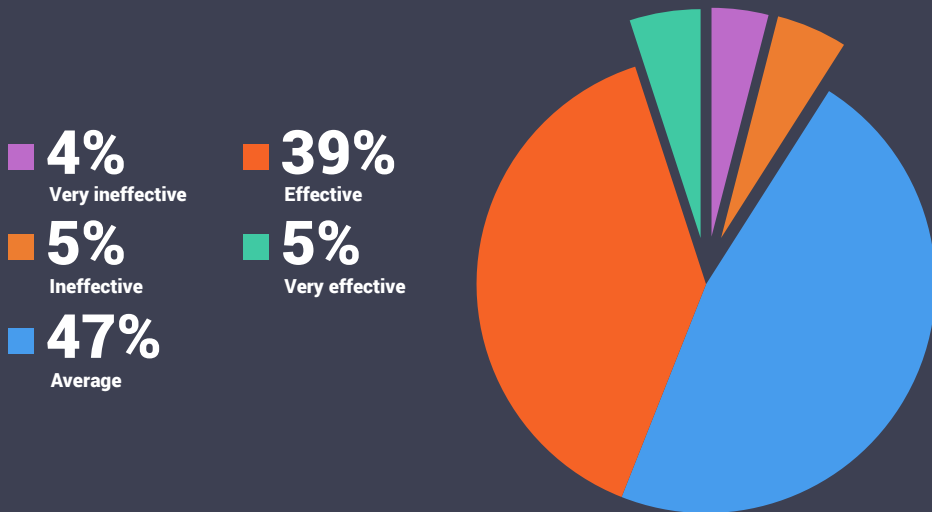
*When booking short university guidance events at present for your school groups (of up to 1 hour in length) does your school or college have a preference for booking online or in-person activities?*



From September, it appears schools will be more interested in on-campus provision than online. Whilst answers for 'No preference' are relevant, if they are removed, the percentage for schools preferring in-person activity increases to 77%.

## How effective are online university events for schools and colleges?

*Please rate how effective you feel online university event opportunities offered by universities are for your school or college to meet your university guidance objectives.*



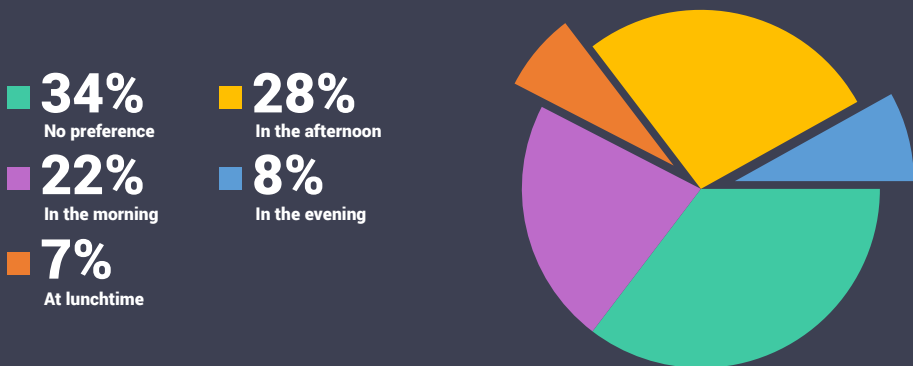
*“The online guidance is useful but the apparent desire to shift towards this is not helpful. We need university school and college teams to restart taking bookings for school and campus visits alike. There’s far too much online content and it has a far limited impact compared to an in-person event.”*

Respondent feedback

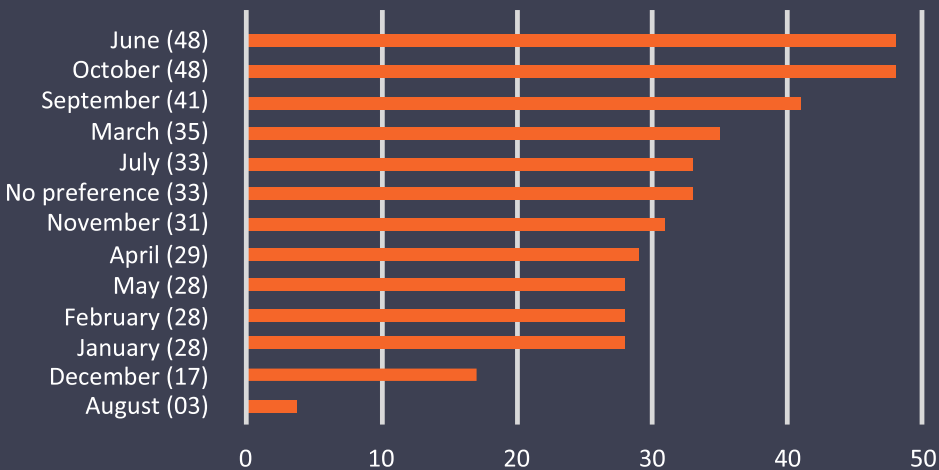
# What is the best day, time and month to host online events

**Wednesday** was the most popular response for the day – selected by **25%** of respondents.

*Is there a particular delivery time which works best for your online events for your school or college groups?*



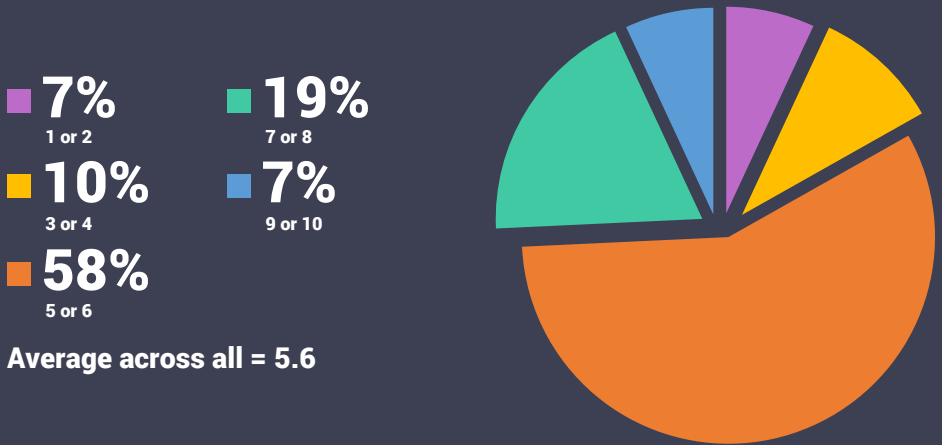
*When booking events for your school groups - which month of the year would be your preference (multiple selections can be made)*



# Forecasting the future of online vs on-campus delivery

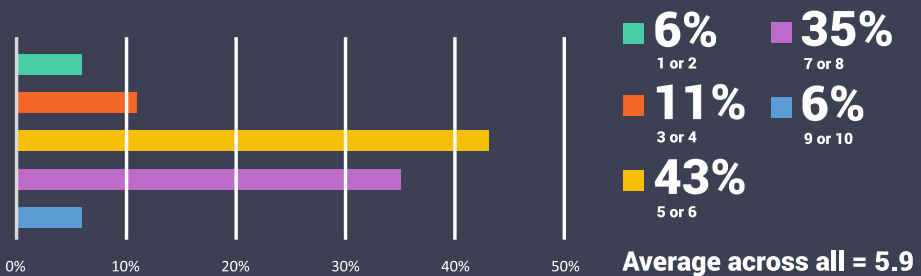
*How do you expect university guidance to be delivered for your school or college from now until the Christmas break.*

*Where 1 is all online events ranging through to 10 - all in-person events.*



*How do you expect university guidance to be delivered for your school or college from now until the end of the academic year (September 2022).*

*Where 1 is all online events ranging through to 10 - all in-person events.*



This page indicates schools and colleges are expecting more in-person events (gradually moving away from online) during the new year.