



**What information do
parents really want from
universities?**

Prompt Research

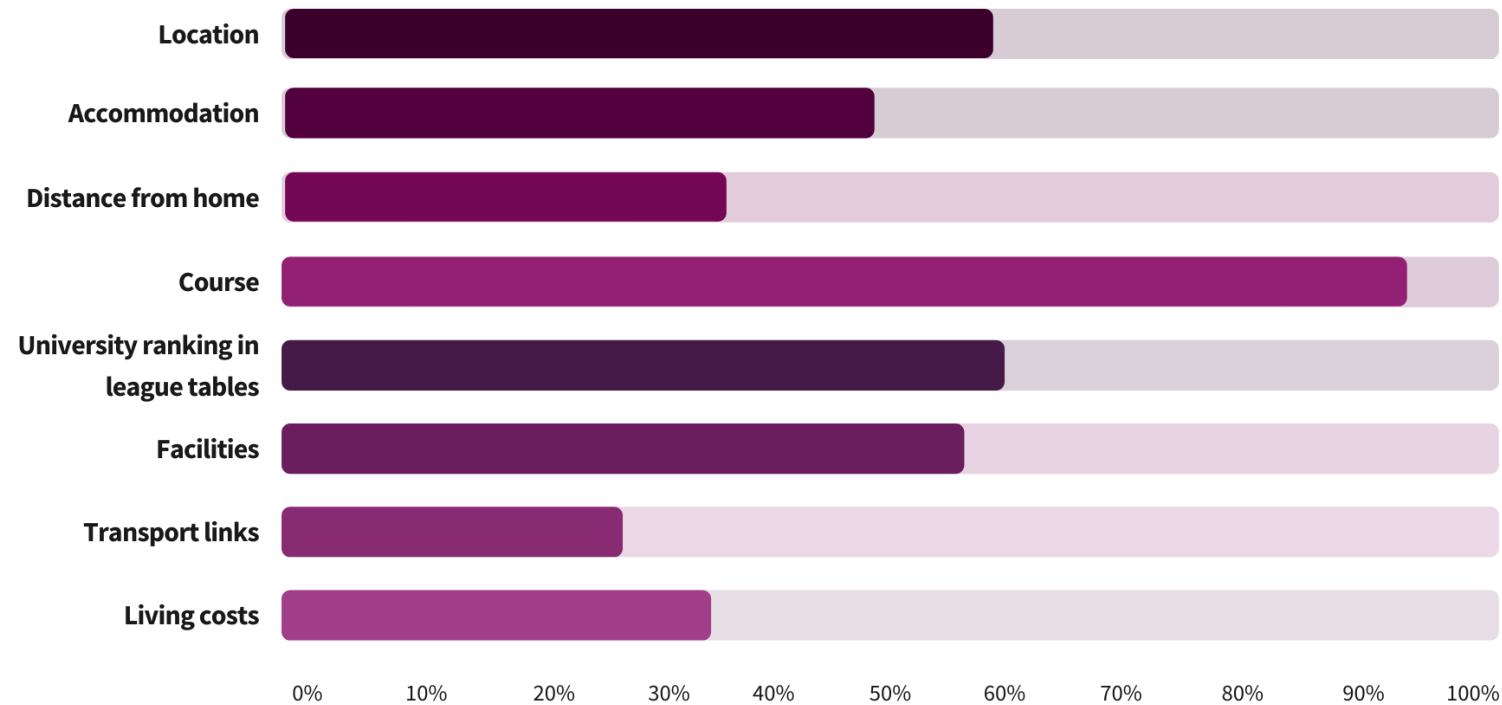
We wanted to understand parents feedback on the university research process, understand which sources are influencing their decision making and their thoughts on how universities could increase engagement at their events and through their marketing

All participants were parents of Y13 students who are planning to go to university in 2021 and in total there were 115 survey responses spread geographically across the UK

Key Information

**What information is most important to you when researching university choices?
(tick all that apply)**

Prompt Parents Research Project, March 2021



Respondents feedback

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Informal reputation of Uni, **student satisfaction**

Friendly feeling on campus

The **'feel'** of the town

Pastoral/disability care

Walking distance to all halls and town -
no need for car or public transport

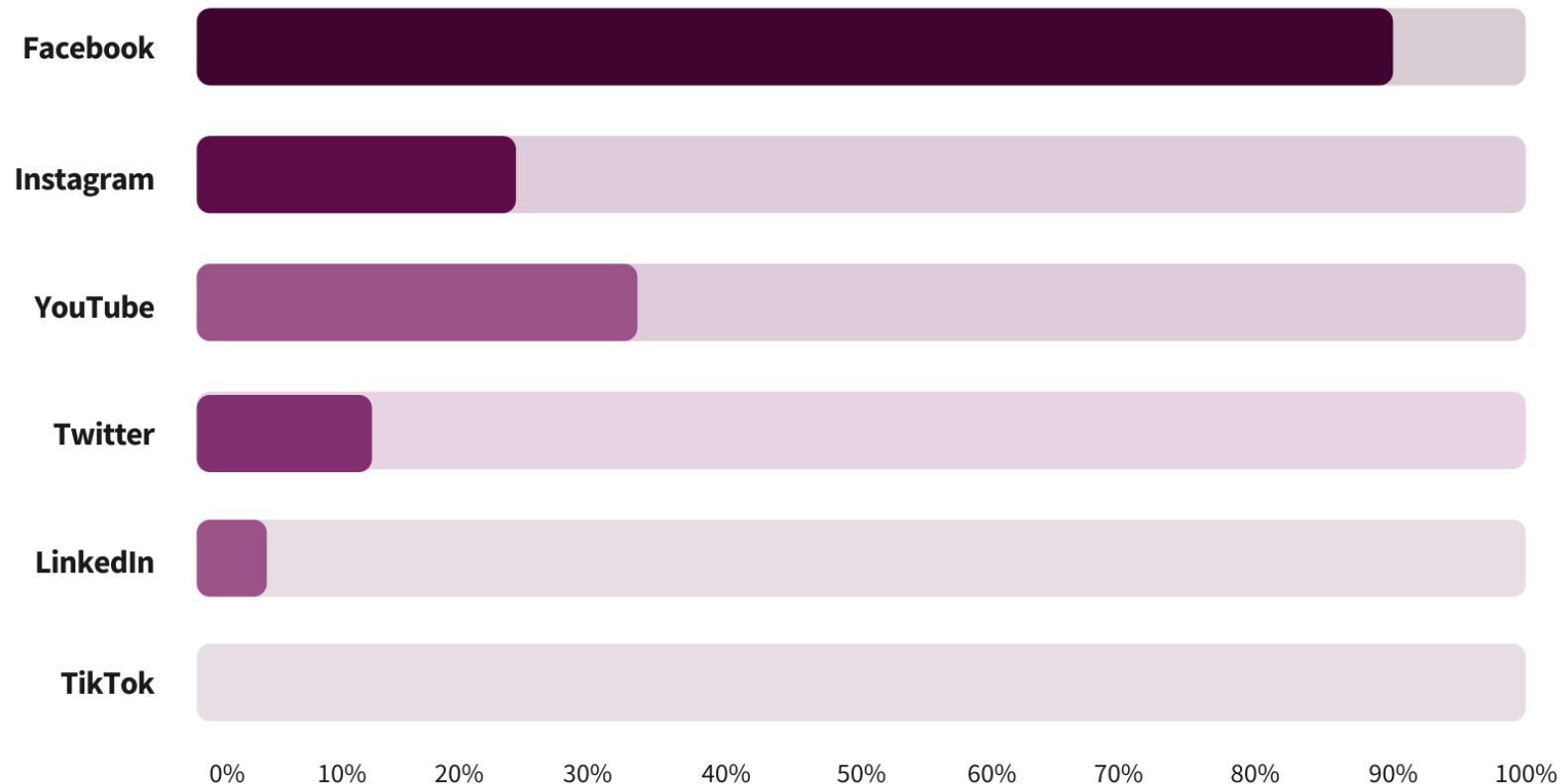
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Social platforms

What social media platforms do you use to look at university choices? (tick all boxes that apply)

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A close-up photograph of a person wearing a brown, textured knit sweater, sitting at a wooden desk and using a silver laptop. The person's hands are visible on the keyboard and trackpad. The background is slightly blurred, showing a dark green wall and a stack of books on the desk. A purple vertical bar is on the left side of the image.

**How do you think
universities could do
better at providing
information?**

Respondent feedback

“ Course

- More specific details on **how students are assessed** e.g. exams, essays etc and percentages
- Number of places available
- **Break down course** - information on key modules such as reading texts used
- More reviews from past students and the sort of jobs they do with that degree
- Speak to parents! **Parent specific web pages**
- Maybe have a **timetable of important dates** with links to accommodation etc
- Link to a couple of lectures

Content

- More links to videos and more updated info, **some videos are several years old**
- More photos of accommodation
- More **videos about the day to day life**, not just tours of the campus
- Virtual tours to have included more informal aspects of student life. **The Uni bar rather than just the library!**
- **Information about the towns/ cities** in which they are situated
- Promotional videos **often lots of arty shots and trendy music but don't actually tell you much.** Interviews or a short documentary much more informative

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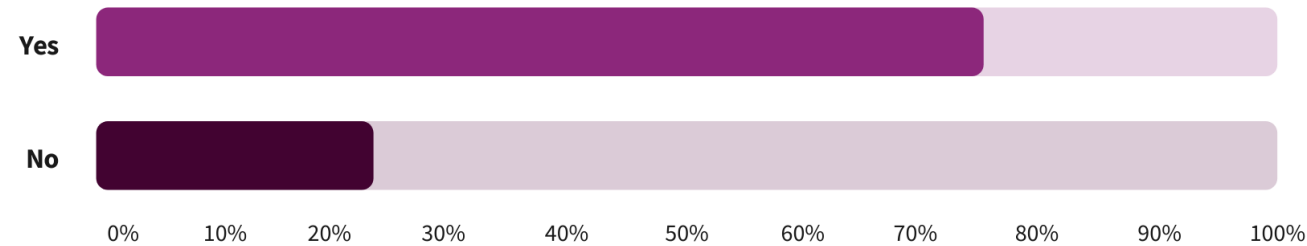
A close-up photograph of a person wearing a textured, mustard-brown knit sweater. They are seated at a dark wood desk, with their hands positioned on a silver laptop. The person's left hand is on the trackpad, and their right hand is on the keyboard. The background is softly blurred, showing a dark green wall and a stack of books on the desk. A purple rectangular box is overlaid on the center of the image, containing white text.

How useful were Virtual Open Days?

Virtual Open Days

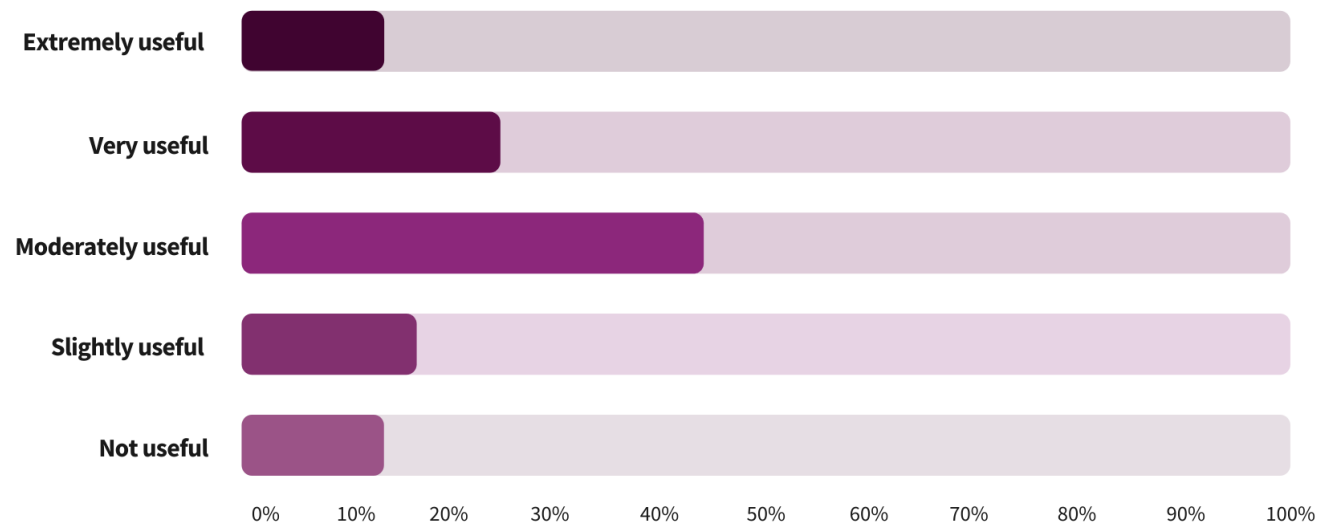
Have you attended or are you planning to attend a virtual open day with your child?

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How useful did you find the virtual open days you attended?

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Virtual Open Days

“ Parent specific content

- I didn't know there was a parents session until the last minute
- **Parent specific virtual open days**


Prior information

- What was **included-timetable**
- I would like to know in advance if sessions will be recorded and accessible after the day
- A plan of what they would talk about and maybe ask for questions beforehand or even afterwards as I feel this would have been helpful
- **More details on discussion areas** so that questions could be prepared in advance
- Probably **individual invite** - we forgot about virtual open day last week

On the day content

- More open sessions for students to listen to **subject talks**
- More **taster lecture days** and question and answer times
- More specific info on the course, more chats with current students as to what they can expect day to day at uni
- Probably student **accommodation** with students there to see how it all works
- Many were very generic, **course specific open days were of more use**
- Those with Zoom / Google meet chat rooms where you could talk to current students were useful
- Those with lots of pretty pictures of the uni campus were of less use!

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A person wearing a brown, textured sweater is sitting at a wooden desk, using a laptop. The person's hands are visible on the laptop keyboard and trackpad. The background is slightly blurred, showing a dark green wall and a stack of books on the desk. A purple text box is overlaid on the image, containing the question.

What information do you look for in the decision-making process when it comes to Covid19 and starting university?

Respondents feedback

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How the university has helped and **supported their students**

What **measurements are in place**

If they were **open & honest about the difficulties** the students face

Access to help when having issues with academics, mental health, university experience

Student **welfare and wellbeing**

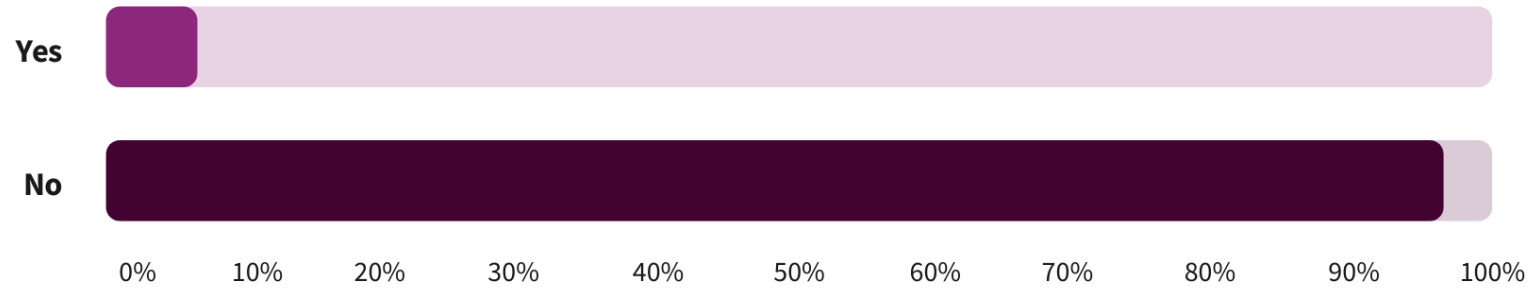
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New Results System

Have you had any reassurance from universities about the new results system?

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Conclusion

- **Course information is a top priority**
- **Big appetite to understand the ‘real’ student experience**
- **Parent specific open day sessions/events**
- **Web content /parent areas**
- **Honesty about the known unknowns**

Thank you!

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