The future of UCAS apprenticeships

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APPRENTICESHIPS: OPENING UP GREATER CHOICE

Pete Milsom, Partnerships Manager, UCAS *March 2024*





THE JOURNEY TO A MILLION



UCAS

THE 'MILLION' ARE CURRENTLY IN YEAR 7...

What does this growth mean for...













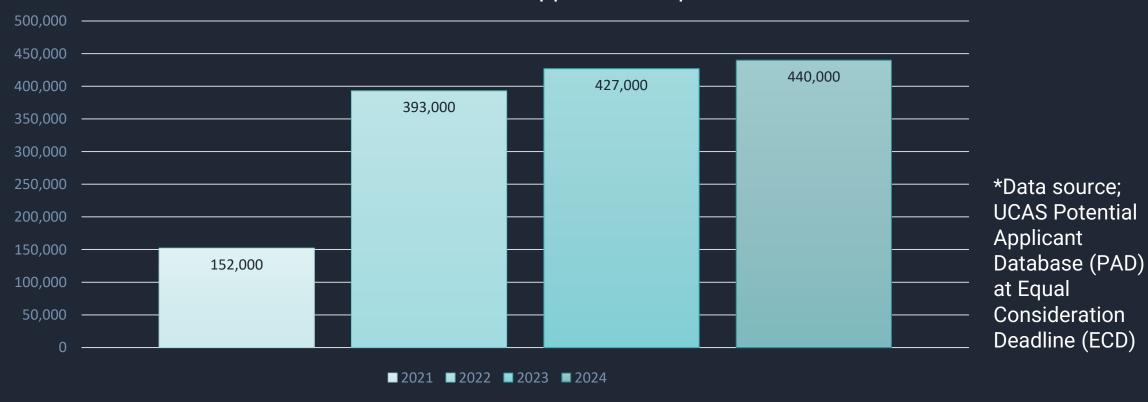


WHY APPRENTICESHIPS?



INTEREST IN APPRENTICESHIPS CONTINUES TO GROW

Students interested in apprenticeships*





UCAS is a trusted source of information and advice for millions of people...

and an **independent charity** with an objective to 'advance, and assist in the advancement of, education'.

1.3 million

Potential applicant database



25.4m

Unique visitors to ucas.com each year



155k+

Students at Discovery Exhibitions



30k+

Parents, teachers & advisers



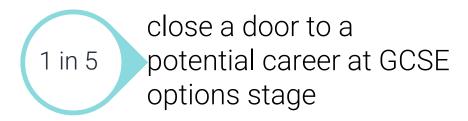
Seven million

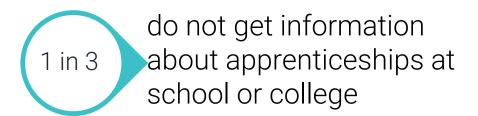
Apprenticeship searches in 2022

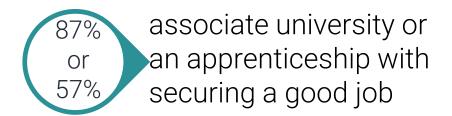




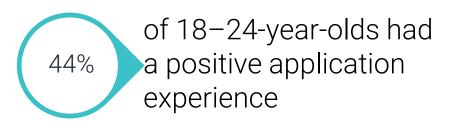
STUDENTS AREN'T GETTING THE INFORMATION THEY NEED

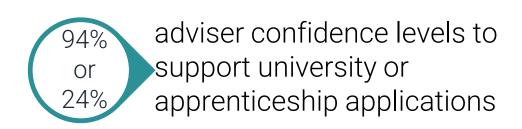














AND THEIR JOURNEY IS CHALLENGING



Awareness of apprenticeships when it comes to pursuing some career goals is low



Research is difficult and often conducted without support from teachers



The landscape to search for opportunities is disparate & hard to navigate



Application methods are inconsistent & support is varied for individuals



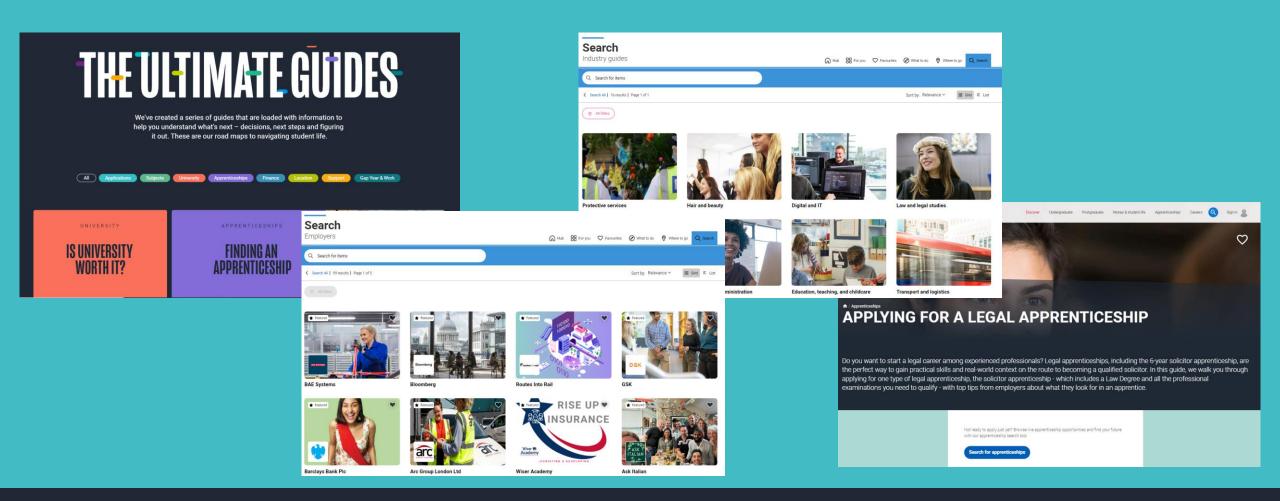
Recruitment processes are often multistaged and can be highly pressured



WHAT HAVE WE DONE ABOUT IT?

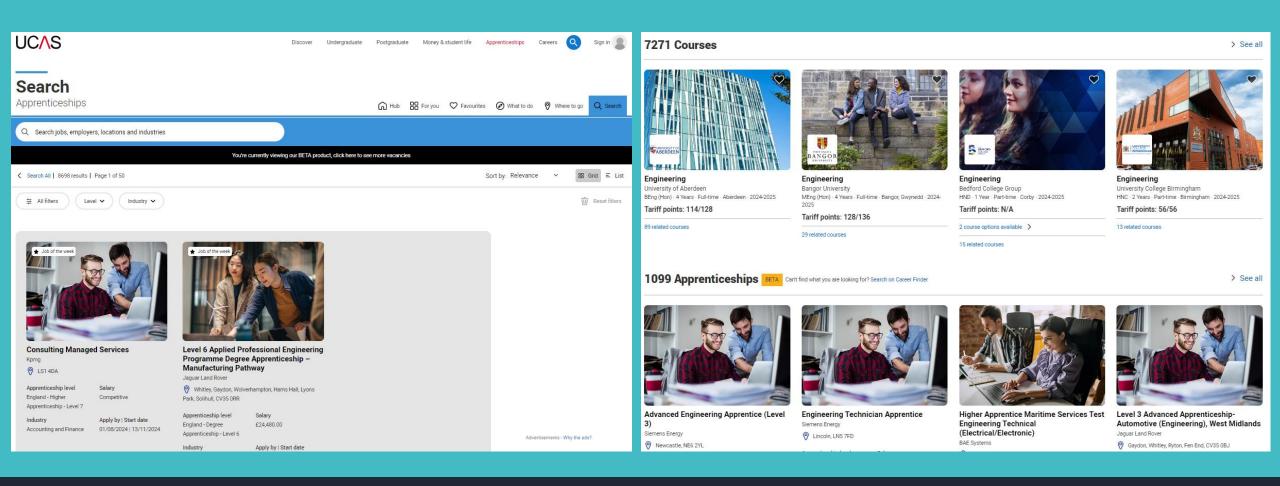


INFORMATION, ADVICE & GUIDANCE ON UCAS.COM





BRAND NEW JOBS BOARD & SIDE BY SIDE SEARCH





TOOLS FOR EMPLOYERS AND PROVIDERS TO IMPROVE THEIR REACH

- Talent matching
- Email campaigns
- Paid media
- Display advertising
- Events

TAP INTO UCAS' HUGE DATASET TO CREATE A TALENT POOL OF INDIVIDUALS WITH THE EXACT CHARACTERISTICS YOU'RE SEARCHING FOR



UCAS provides one consolidated place for young people to discover higher education and apprenticeship options

Apprenticeships are displayed alongside university courses on **UCAS.com**



Every year **1.5 million** students and young people **depend on UCAS to explore their options**

Around **half** are interested in **apprenticeships**



AND A PARTNERSHIP WITH THE DfE...



Early Connect

A pilot being delivered in partnership between the Department for Education and UCAS to support more young people into apprenticeships and to make it easier for employers to find apprentices.

- Schools & College support
- Employer support
- Regional networks
- Young person support
- Digital alignment



WHAT DOES THE FUTURE LOOK LIKE?



WHAT'S COMING NEXT









PATHWAYS THROUGH APPRENTICESHIPS

APPRENTICESHIP APPLICATIONS

GREATER SUPPORT FOR TEACHERS & ADVISERS

UCAS TARIFF POINTS LEVEL 3 APPRENTICESHIPS

OPENING UP GREATER CHOICE

UCAS

HOW UCAS CAN HELP



For prospective apprentices

Make discovering, deciding and applying for apprenticeships as inspiring and accessible as it is for university applicants



For training providers and employers

Attract, engage and connect you with the right talent for your apprenticeship programmes



HOW YOU CAN COLLABORATE WITH UCAS



Work with us to attract the right talent for your apprenticeship vacancies



Partner with us to deliver a webinar to your customers on our unique insight into young people and their early careers choices



THANK YOU

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Thank you

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