Informing Students of the Requirements of Higher Education: A Bespoke Online Solution

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A Bespoke Online Solution... The Informed Study Project

Bristol Online Survey Findings (76% completed)

❖ 99%, information was clear

❖ 86%, gave more information than already had

❖ 92%, process was clear

❖ 81%, had increased the likelihood of them accepting their offer/ they already had

Site Analytics & Engagement

❖ 220 Unique Page Views
❖ Average Time on Site: 9 Minutes 15 seconds
❖ 75% Visitor Return Rate
❖ 66% Continued browsing programme content
❖ England: 63%; Wales: 31%; International: 6%
❖ Demonstrable Student Engagement

● Pageviews

30

15

Aug 8   Aug 15   Aug 22   Aug 29   Sep 5   Sep 12   Sep 19   Sep 26
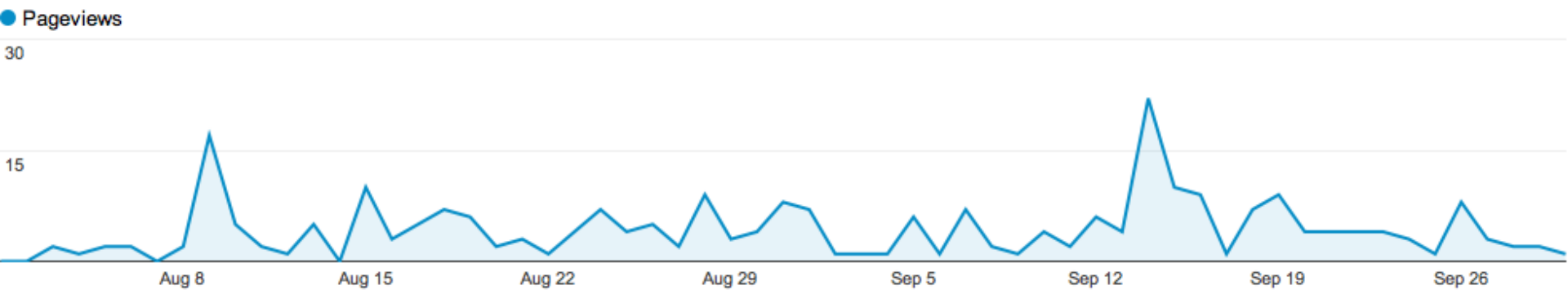
Evaluation

❖ 0% attrition rate to date

❖ Reduces queries to programme administration / admissions office

❖ Provides a transparent process of self evaluation which is auditable

Evaluation

❖ Provides an opportunity for a closer working relationship with Occupational Health

❖ Can be on any web platform and integrated into any current web designs

❖ Can be applied widely across HEI's

Student Comments

❖ *"…states what is required of prospective students, as well as what they can look forward to"*

❖ *"…just explains some of the terms used at university. Such as lectures, tutorials etc…what exactly they mean"*

❖ *"I have been given a greater depth of knowledge about the course from Cardiff than from any other university"*