

Hello Future Virtual Fair

EVENT INSIGHT REPORT

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Introduction

This report pulls together a number of small datasets that were automatically generated to understand user engagement of the Hello Future virtual fair. The raw data was produced from the back-end of the VFair website and analysed by ABS Insight.

The intended audience for this report is Hello Future’s executive committee as well as partnership FE colleges, universities and employers who had a virtual stall or booth at the event.

The report intends to develop a broad understanding of types of participant at the event (predominantly students) and how attendees interacted with each organisation and different types of content.

Booth and webinar data has been combined while accounting for each individual to provide a wider understanding of how the event was attended.

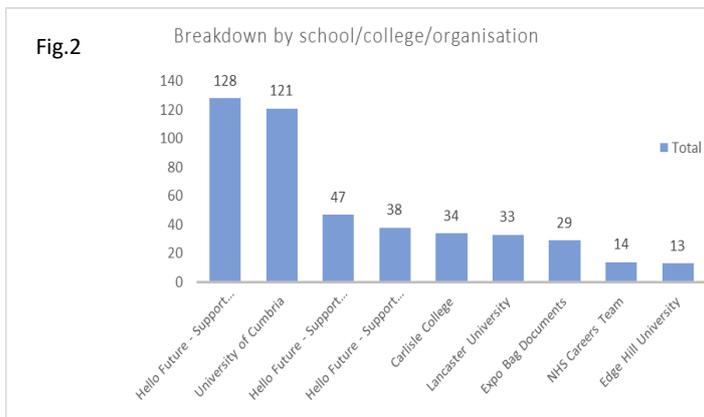
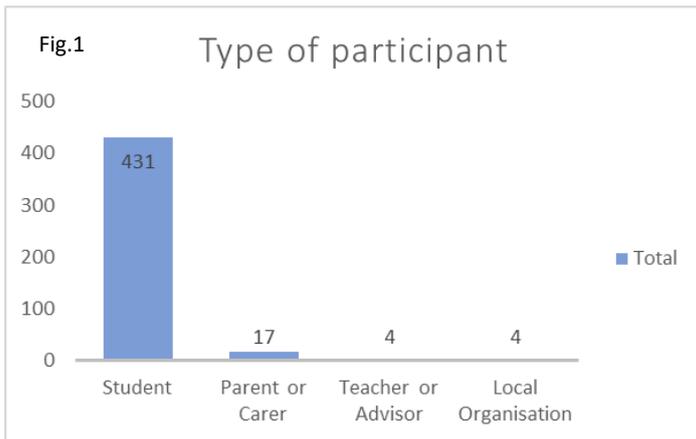
Event Attendees

Types of participant

431 unique students clicked a document at the event, making up 95% of attendees.

- 65% of the attendees were female
- 34% male
- 1% prefer not to say

In terms of year-group breakdown, if we refer to background data for Booths attended, we know that Year 11s accounted for 47% of student participants. Year 10 (18%) and Year 12 (13%) follow while Year 9s made up 4% of students, with a further 13% of students not providing a year group.



28% (128) of attendees clicked into Hello Future’s ‘Support for Students’, making this the most popular item to be explored.

26% clicked into University of Cumbria.

Hello Future accounted for 47% of initial clicks into documents.

As established earlier, students made up the majority of attendees (95%). The below table is a more detailed breakdown of fig.2. It allows us to understand exactly who interacted with each partner. Parents and carers appear to have interacted most with University of Cumbria (12).

Fig.3

School/college/organisation	Student	Parent or Carer	Teacher or Advisor	Local Organisation	Grand Total
Hello Future - Support for Students	122	1	1	4	128
University of Cumbria	109	12	0	0	121
Hello Future - Support for Parents and Carers	44	2	1	0	47
Hello Future - Support for Teachers and Advisors	37	0	1	0	38
Carlisle College	33	0	1	0	34
Lancaster University	32	0	0	0	32
Expo Bag Documents	27	2	0	0	29
NHS Careers Team	14	0	0	0	14
Edge Hill University	13	0	0	0	13
Grand Total	431	17	4	4	456

Event navigation

A more detailed breakdown by theme of content by Booth and Webinar can be found on fig.26. However, the below offers a more granular level look at documents accessed by gender, as well as partner. Courses details, listings and application guides appear to have been the most popular type of document accessed by students overall.

Fig.4

Documents accessed	Female	Male	Prefer not to say
Hello Future - Applying to Higher Education Guide: A guide through the UCAS application process	14	7	1
Lancaster University Course Listing	11	8	0
Carlisle College - Study Programme & Course Guide 2020	13	6	0
Hello Future - Choices Guide: A guide to exploring your options after sixth form or college	12	6	1
Hello Future - Communicating Confidently: Use this workbook to track and explore your communication skills, interview techniques and more!	11	6	0
Hello Future - Introduction to Student Life: Use this workbook to explore budgeting, social life and the benefits of Apprenticeships and University!	10	6	0
Hello Future - Career Opportunities for School Leavers: A guide exploring your options after completing Year 11	11	5	0
Carlisle College - University Level Course Guide 2020	10	5	0
Guide to Higher Degree & Apprenticeships	10	4	0
350 NHS careers	10	4	0
Hello Future - Study Well: Use this workbook to explore your approaches to studying and how to maintain effective revision skills!	9	5	0
Lancaster University Prospectus	7	6	0
Edge Hill University Profile	8	5	0
Hello Future - Your Future: Use this workbook to help you decide on your next steps!	9	4	0
University of Cumbria - Personal Statement Guide	8	3	0
University of Cumbria - Institute of Education Prospectus	8	3	0
University of Cumbria - University Guide	8	3	0
Hello Future - Jargon Buster Parents and Carers	6	5	0
University of Cumbria - Institute of Health Prospectus	8	3	0
Hello Future - A Student's Guide to Higher and Degree Apprenticeships	7	4	0
University of Cumbria - Find out more about our courses	7	4	0
University of Cumbria - Institute of Science, Natural Resources and Outdoor Studies Prospectus	7	3	0
University of Cumbria - Institute of Business, Industry and Leadership Prospectus	7	3	0
University of Cumbria - Masterclasses Autumn 2020	7	3	0
Hello Future - Educational Progression Routes for Parents and Carers	6	4	0
Hello Future - Higher and Degree Apprenticeships - Jargon Explained	7	3	0
University of Cumbria - Institute of Arts Prospectus	7	3	0
University of Cumbria - Introduction to Psychology and Psychological Therapies	6	3	0
University of Cumbria - Activities for Schools and Colleges	5	3	1
UCAS - Journey of and Application	5	4	0
Hello Future - A Parents Carers and Guardians Guide to Careers and Opportunities for School Leavers	5	3	0
Hello Future Higher and Degree Apprenticeships - What's in it for me?	4	4	0
UCAS Advisor Guide	5	3	0
University of Cumbria - Virtual Open Days 2020	5	3	0
Stay Connected!	6	2	0
Hello Future - Higher and Degree Apprenticeships - Myths Busted	4	4	0
Hello Future Teacher & Advisor CPD Opportunities	4	3	0
Applying to HE Guide	5	2	0
Hello Future Higher and Degree Apprenticeships - Myth Buster	4	2	0
Grand Total	296	157	3

Information theme

The below table provides a brief overview of the top information themes at the event. As this reports details further on (fig.26) with combined Booth and Webinar data, any information on courses and apprenticeships is the most popular and sought after for students.

Fig.5

Top 10			
Information Theme	Female	Male	Grand Total
Discover Our Courses	5	7	12
Courses	7	4	11
Higher and Degree Apprenticeships	3	6	9
Full Time & Part Time Courses	6	3	9
Apprenticeships	5	2	7
UCLan - Study and Courses	1	6	7
Scholarships	4	1	5
University Level Courses	5	0	5
Graduate Brochure	1	4	5
Why Lancaster?	3	2	5

Sections visited: information theme by school, college and organisation

Partners with more content and/or sections appear to have more Booth visits. For example, as we shall explore further on, BAE had 162 unique Booth visits, had 8 different sections for attendees to navigate. However, factors not directly linked to the event should also be taken into account here. We know from previous studies and interventions that BAE is an organisation that typically generates interest among local students, so this could also be a factor.

Partners that offered additional information on courses and apprenticeships received the most section visits.

Fig.6

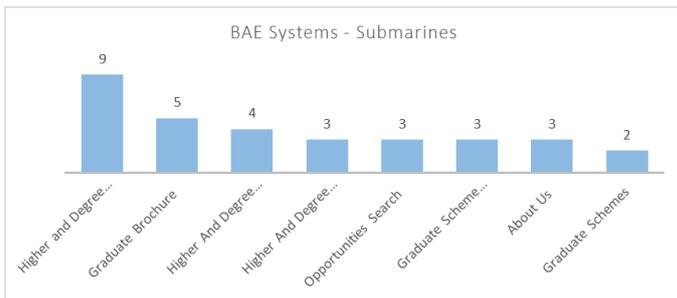


Fig.7

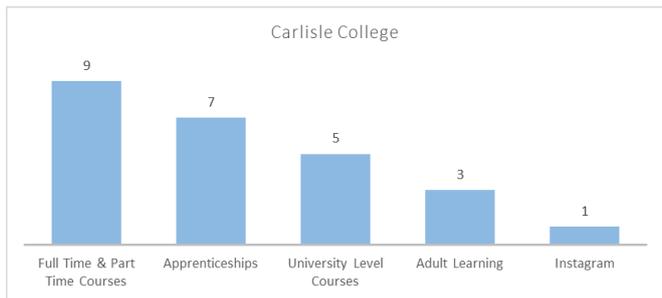


Fig.8

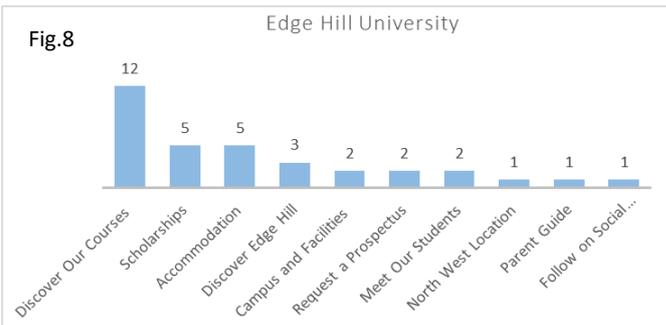


Fig.9

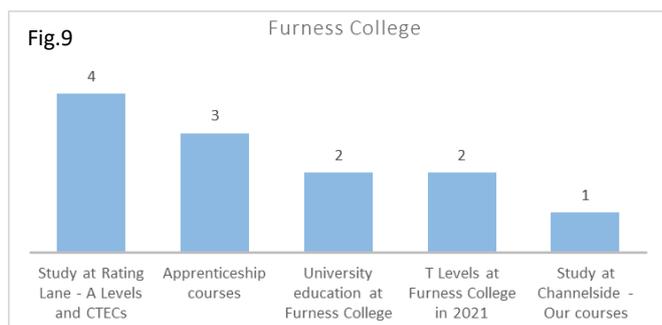


Fig.10

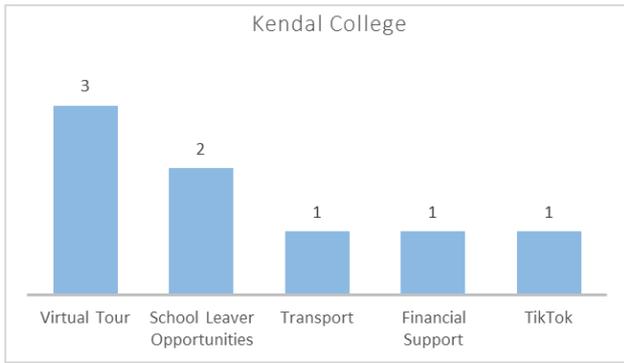


Fig.11

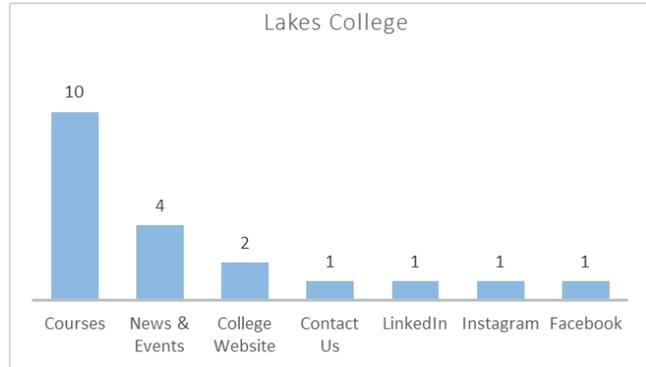


Fig.12

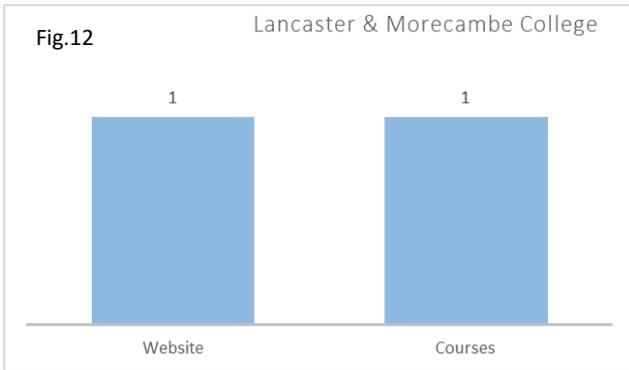


Fig.13

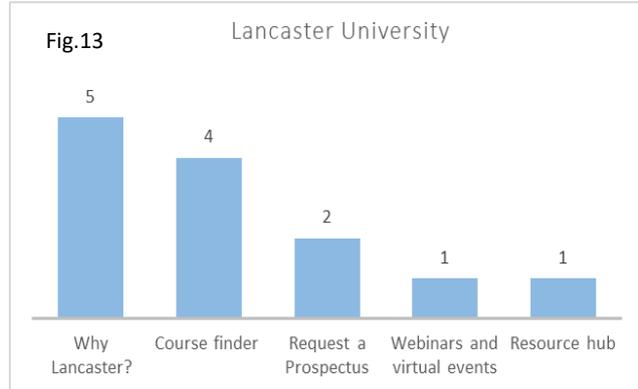


Fig.14



Fig.15

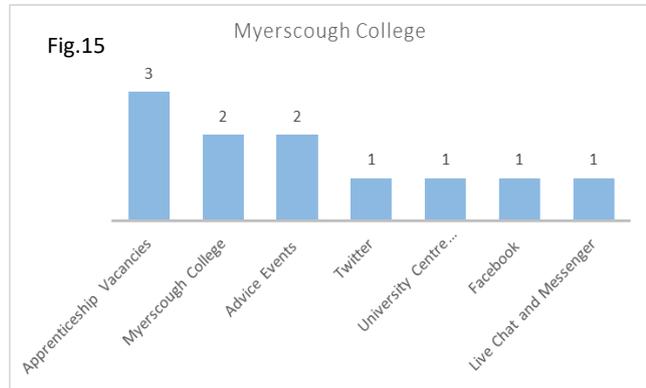


Fig.16

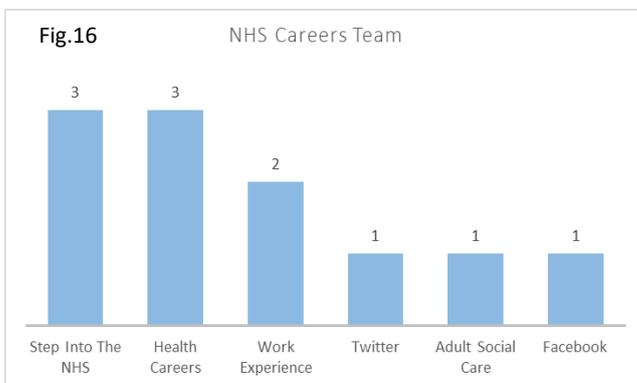


Fig.17

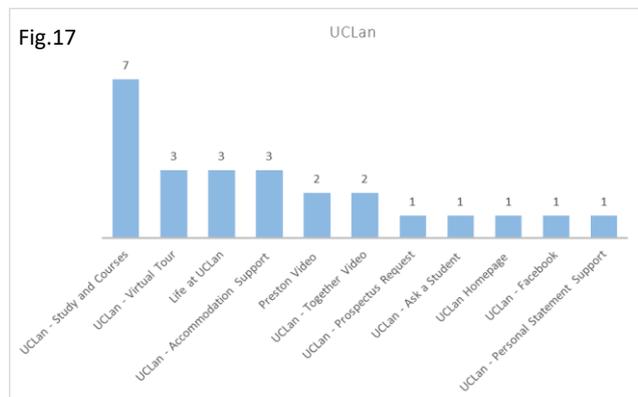
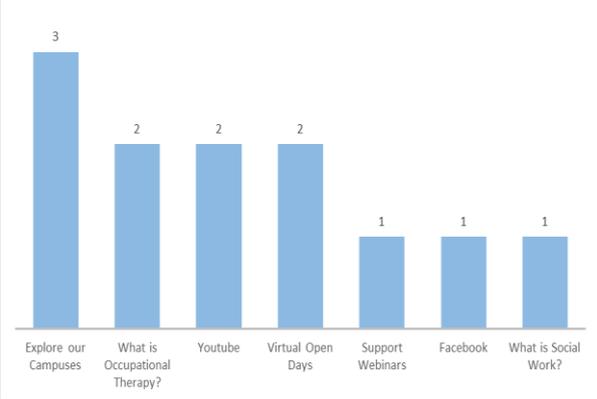


Fig.18 University of Cumbria



Booth Insights

The top four Booths visited, BAE, Hello Future Support for Students, Carlisle College and University of Cumbria, are also the top four in videos viewed, accounting for 54% of all videos viewed. On average, each Booth visit accounted for 0.7 videos watched. BAE and University of Cumbria both had a rate of 1.6 videos viewed per visit, suggesting video content can drive unique and repeat visits.

- 34** Total registrations
- 156** Total users that logged in
- 1.8** Total number of booth visits
- 704** Unique booth visits
- 861** Documents clicked
- 1.4** Videos viewed
- 242** Tabs clicked

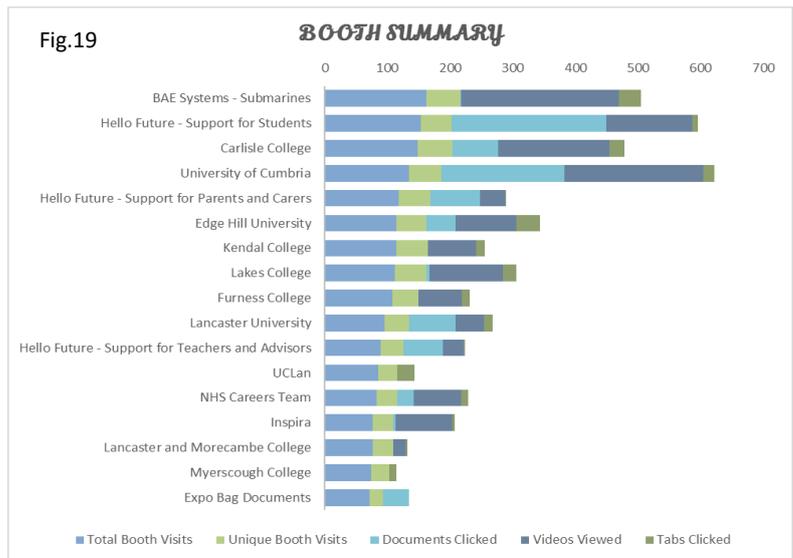


Fig.20

Booth Name	Total Booth Visits	Unique Booth Visits	Documents Clicked	Videos Viewed	Tabs Clicked
BAE Systems - Submarines	162	54	1	253	35
Hello Future - Support for Students	153	50	247	137	8
Carlisle College	148	56	73	177	25
University of Cumbria	135	51	197	222	17
Hello Future - Support for Parents and Carers	118	50	80	40	1
Edge Hill University	114	48	47	97	37
Kendal College	114	51	0	77	14
Lakes College	112	50	5	117	22
Furness College	108	42	0	69	13
Lancaster University	96	39	74	45	14
Hello Future - Support for Teachers and Advisors	89	36	64	33	2
UCLan	85	31	0	0	27
NHS Careers Team	83	32	27	76	11
Inspira	77	32	4	91	3
Lancaster and Morecambe College	77	32	0	21	2
Myerscough College	74	29	0	0	11
Expo Bag Documents	72	21	42	0	0

Year group breakdown

As previously established, we know that Year 11s accounted for 47% of student participants. Year 10 (18%) and Year 12 (13%) follow while Year 9s made up 4% of students, with a further 13% of students not providing a year group. Figs 21-25 provide a topline breakdown per year group of booths visited per year group.

To develop an understanding of how different year groups navigated the virtual fair, we have used a sample size of tabs visited per year group and grouped visits into categories (fig.26) tab categories overall. Year 11 and Year 12s appear to prefer content around courses with this accounting for 22% and 40% of tabs clicked respectively. Year 13s favour a mixed approach and split the majority of their time between courses (10%), apprenticeships (15%), graduate information (15%) and accommodation (10%). Year 10s, similar to year 11s, also preferred to seek information on courses (28%) and apprenticeships (20%).

Fig.21

Yeate 9 Booth visits

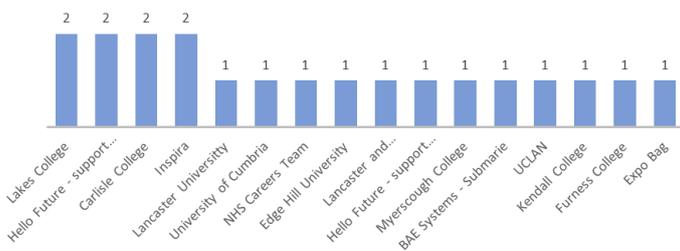


Fig.22

Yeate 10 Booth visits

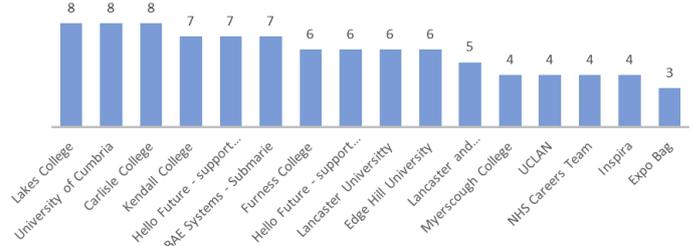


Fig.23

Yeate 11 Booth visits

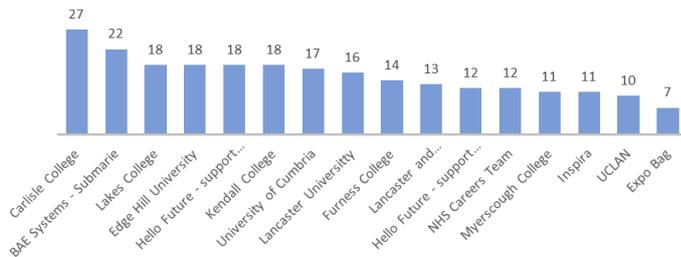


Fig.24

Yeate 12 Booth visits

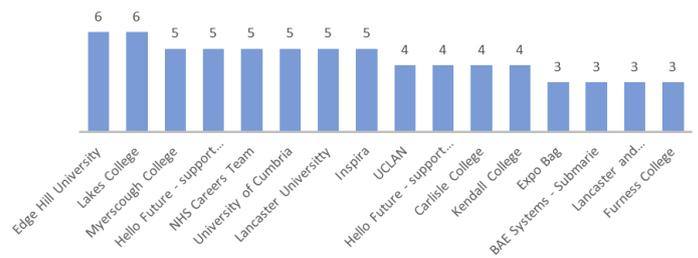


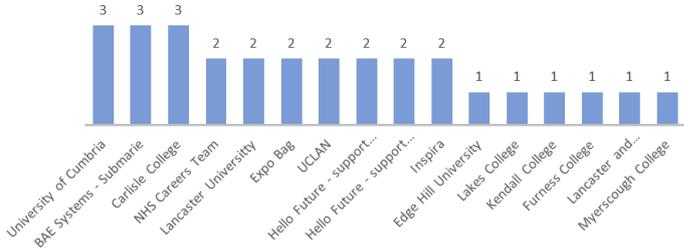
Fig.25

Fig.26

Most popular types of tabs	Year 10	Year 11	Year 12	Year 13
Courses	28%	22%	40%	10%
Apprenticeships	20%	14%	8%	15%
Graduate info	3%	2%	4%	15%
Accommodation	3%	2%	0%	10%
Scholarships	3%	3%	0%	3%
Virtual tour	0%	1%	8%	5%
Opportunities	5%	2%	4%	0%
About Us	3%	1%	0%	3%
Open days	0%	1%	0%	3%
Parent Guide	0%	0%	0%	3%
Others	38%	51%	36%	35%

By

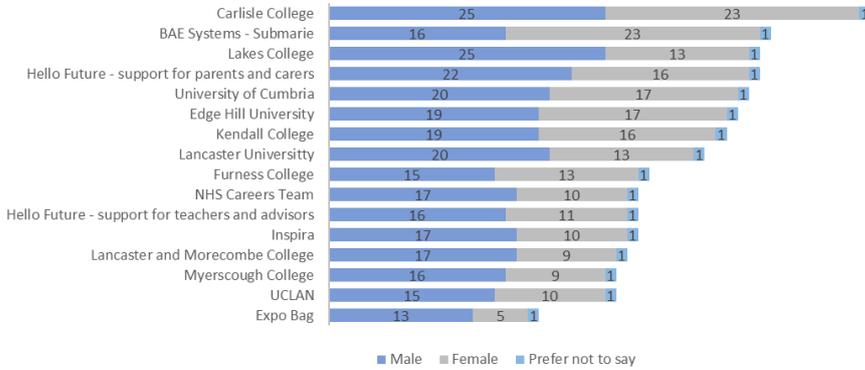
Yeat 13 Booth visits



genders

Fig.27

BOOTH VISITS



There does not appear to be any significant differences in booth visits between male and female students.

Webinar insight

There are some slight differences in how year groups (fig.29) navigated the webinars with Year 10 and 11s more likely to be interested in studying tips and information. Years 13s were more likely to spend time in webinars that discussed post-18 options, course applications and UCAS and personal statements. Year 12s tended to mix across the webinars but there did appear to be a minor preference for course applications and personal statements.

Fig.28

WEBINAR SUMMARY



Fig.29

WEBINARS BY YEAR GROUP

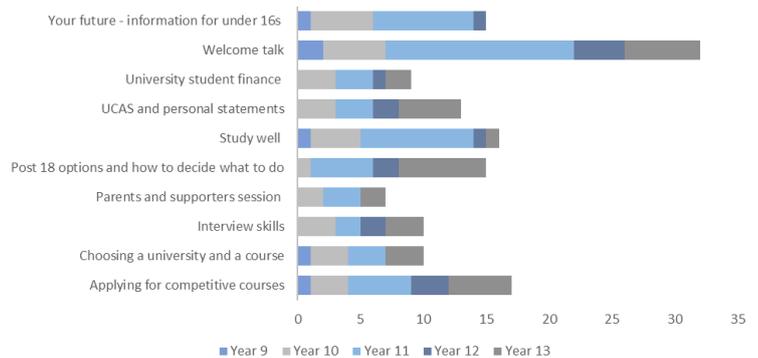


Fig.30

Webinar	Female	Male
Welcome talk	23	21
Your future - information for under 16s	21	7
Applying for competitive courses	12	11
Study well	13	10
Post 18 options and how to decide what to do	8	10
Choosing a university and a course	7	7
UCAS and personal statements	7	8
Interview skills	6	5
University student finance	6	5
Parents and supporters session	4	5

Partner feedback survey results

Has your organisation run a virtual fair before?	
No	4
Yes	4

Communication with Hello Future prior to the event	
Very Satisfied	8

The event overall	
Neither Satisfied or Dissatisfied	1
Satisfied	2
Very Satisfied	5

Length of the event	
Satisfied	2
Very Satisfied	6
Grand Total	8

General organisation of the event	
Very Satisfied	8

Participant numbers	
Neither Satisfied or Dissatisfied	2
Satisfied	5

How would you rate the level of preparedness of the students to	
Slightly Prepared	1
Somewhat Prepared	4
Very Prepared	1
Extremely Prepared	1

Were enough opportunities created for you to have meaningful engagements with prospective students?	
Yes	8

Would you take part again?	
Yes	8