New solutions for information for prospective students

Johnny Rich

Why we need dating websites for HE

A new context

- **More transparency**
- **More information and data**
- **Less advice and guidance**
- **More social content**
- **Wider and better technology**
- **Ever more diversity – among students and HEIs**

The response

- **IAG is about matchmaking**
- **Unis should focus on their USPs**
- **Niche marketing**
- **Focus on best matches not best unis**
- **Providing a context**

Some stuff worth knowing about

- **Push.co.uk**
- **Talks: Push, Inspiring the Future, Speakers for Schools**
- **bestCourse4me.com**
- **Which?**
- **TheBrightsideTrust.org**
- **TheStudentRoom.co.uk and WhatUni.com**
- **UniQs**

www.push.co.uk

Uni chooser

What? Shorten list by choosing course(s)

Where? Shorten list by choosing location(s)

Can I? Shorten list by seeing who'd offer you a place

What else? Sort the list to match your tastes and priorities.

Shortlist name:

You've got 136 out of 136 universities in your shortlist

- University of Aberdeen
- Aberystwyth University
- Anglia Ruskin University
- University of the Arts, London
- Aston University
- Bangor University
- Bath Spa University
- Bath University
- University of Bedfordshire
- Birkbeck, University of London
- Birmingham City University
- Bishop Grosseteste
- University of Bolton
- Bournemouth University
- University of Bradford
- University of Brighton

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Join now or login to save your shortlist. Or else it'll be lost when you leave.

You've pinpointed by:

What:	Not yet (edit) (reset)
Where:	Not yet (edit) (reset)
Can I:	Not yet (edit) (reset)
What else:	Not yet (edit) (reset)

SAVE

PUSH

What?

Pick a course or click on the arrow to find out more

- Media & Communication
- Literature and Languages
- Performing Arts and Film
- Design Studies and Creative Arts
- History, Philosophy & Religion etc.
- Business and Businessy courses
- Law
- Social Sciences
  - [x] Economics
  - [x] Politics
  - Sociology
  - Social Policy
  - Social Work
  - Anthropology
  - Psychology

Show (crunched) list of all courses

Search for a course:

politics

GO

Advertisement

You've picked:

Economics
Applied Economics
Financial Economics
Agricultural Economics

Take these courses...

together as alternatives either

When you're done... GO

or... Cancel

PUSH

Uni chooser

What? Shorten list by choosing course(s)

Where? Shorten list by choosing location(s)

Can I? Shorten list by seeing who'd offer you a place

What else? Sort the list to match your tastes and priorities.

PUSH

Shortlist name:

You've got 89 out of 136 universities in your shortlist

- University of Aberdeen
- Aberystwyth University
- Anglia Ruskin University
- Aston University
- Bangor University
- Bath University
- University of Bedfordshire
- Birkbeck, University of London
- University of Bradford
- University of Bristol
- Brunel University
- University of Buckingham
- Cambridge University
- Canterbury Christ Church University
- Cardiff University
- City University

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You've pinpointed by:

What:	Economics, Applied Economics ... (edit) (reset)
Where:	Not yet (edit) (reset)
Can I:	Not yet (edit) (reset)
What else:	Not yet (edit) (reset)

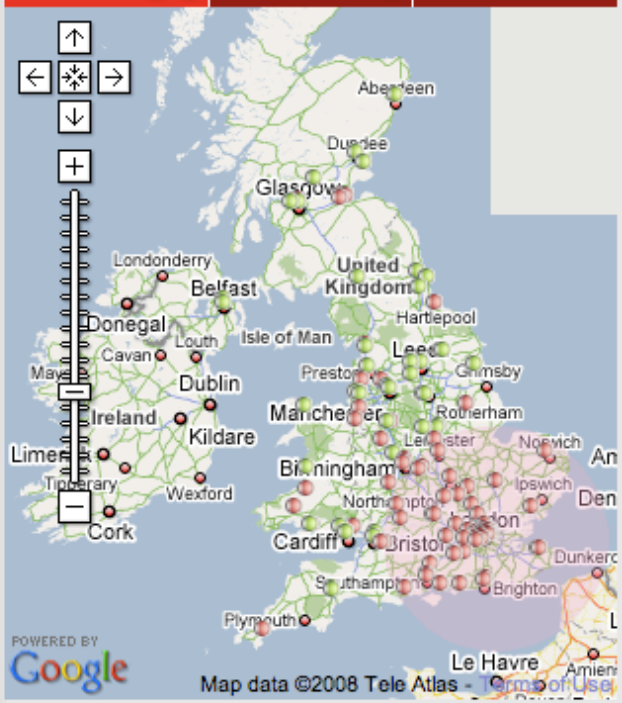
SAVE

Where ?
Show all unis
Show shortlisted
Don't show any
Unis to keep
University of Brighton
KEEP
OR
DUMP
Aberdeen
Glasgow
Edinburgh
United Kingdom
Londonderry
Belfast
Donegal
Louth
Isle of Man
Mayo
Dublin
Ireland
Kildare
Manchester
Grimsby
Birmingham
Limerick
Cork
Bristol
Colchester
Dunkerque
Southampton
Worthing
Plymouth
Den Haag
Step 1 of 3
Do you want to :
Pick an area to keep ?
or pick an area to dump ?
When you're done...
GO
University of Bath
Bath Spa University
University of Bedfordshire
Birkbeck, University of London
University of Birmingham

PUSH

Where?

Show all | Shortlisted | Show none ✕



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BT Total Broadband

BT

Bringing it all together

When you're done... GO

or... Cancel

Unis to keep ✓	Unis to dump ✕
University of Aberdeen	Anglia Ruskin University
Aberystwyth University	Aston University
Bangor University	Bath University
University of Bradford	University of Bedfordshire
University of Bristol	Birkbeck, University of London
Cardiff University	Brunel University
University of Derby	University of Buckingham
Dundee University	Cambridge University
University of Durham	Canterbury Christ Church University

PUSH

Where?
Show all unis
Show shortlisted
Don't show any
Unis to keep
University of Brighton
Step 3 of 3
What do you want to do next :
Apply changes to my list
Pick more areas
Start over
When you're done...
GO
Limerick
Cork
Den Haag
Colchester
University of Bath
Bath Spa University
University of Bedfordshire

PUSH

Uni chooser

What? Shorten list by choosing course(s)

Where? Shorten list by choosing location(s)

Can I? Shorten list by seeing who'd offer you a place

What else? Sort the list to match your tastes and priorities.

PUSH

Shortlist name:

You've got 47 out of 136 universities in your shortlist

- University of Aberdeen
- Aberystwyth University
- Bangor University
- University of Bradford
- University of Bristol
- Cardiff University
- University of Derby
- Dundee University
- University of Durham
- University of Edinburgh
- Glamorgan University
- University of Glasgow
- University of Huddersfield
- University of Hull
- Keele University
- Lancaster University

Advertisement

Join now or login to save your shortlist. Or else it'll be lost when you leave.

You've pinpointed by:

What:	Economics, Applied Economics ... (edit) (reset)
Where:	42 unis dumped (edit) (reset)
Can I:	Not yet (edit) (reset)
What else:	Not yet (edit) (reset)

SAVE

Can I?

Shorten your list by seeing where you can get in:

Step 1 of 3

What types of qualifications have you got or do you expect to get?
(Tick as many boxes as you want)

- [ ] Advanced Extension Awards
- [ ] Advanced Placement Programme
- [x] **A levels**
- [ ] **AS levels**
- [ ] British Horse Society certificates
- [ ] **BTECs**
- [ ] CACHE diplomas in Child Care and Education
- [ ] Certificates and diplomas in Financial Studies
- [ ] COPEs (Certificates of Personal Effectiveness)
- [ ] Core Skills
- [ ] Diploma in Fashion Retail
- [ ] Diploma in Foundation Studies (Art and Design)
- [ ] Free-standing Maths qualifications
- [ ] **Scottish Highers (and Advanced Highers)**
- [ ] **International Baccalaureate**
- [ ] iPRO certificates and diplomas
- [ ] Irish Leaving Certificate
- [ ] Key skills
- [ ] Music exams
- [ ] OCR National certificates and diplomas
- [ ] Speech and Drama exams
- [ ] **Vocational A levels (VCEs and AVCEs)**
- [ ] **Welsh Baccalaureate**

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When you're done... GO

or... Cancel

PUSH

Can I?

Shorten your list by seeing where you can get in:

Step 2 of 3

A levels

How many A levels have you got at each grade or what do you expect to get?

A 0

B 2

C 1

D 0

E 0

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When you're done... GO

or... Cancel

PUSH

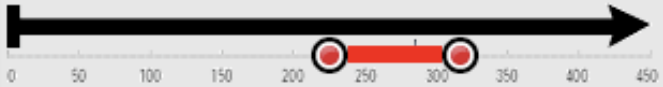
Can I?

Shorten your list by seeing where you can get in :

Step 3 of 3

The bar below shows your points score

Your points total: 280
Range above: 20
Range below: 55



Drag out the ends of the red bar if you want to keep more universities on your shortlist. Or drag them in, if you want to narrow your seach.

For more tips on how to make the best of the points system, click here.

When you're done... GO

or... Cancel

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Legal stuff applies

PUSH

Uni chooser

What? Shorten list by choosing course(s)

Where? Shorten list by choosing location(s)

Can I? Shorten list by seeing who'd offer you a place

What else? Sort the list to match your tastes and priorities.

PUSH

Shortlist name:

You've got 46 out of 136 universities in your shortlist

- University of Aberdeen
- Aberystwyth University
- Bangor University
- University of Bradford
- University of Bristol
- Cardiff University
- University of Derby
- Dundee University
- University of Durham
- University of Edinburgh
- Glamorgan University
- University of Glasgow
- University of Huddersfield
- University of Hull
- Keele University
- Lancaster University

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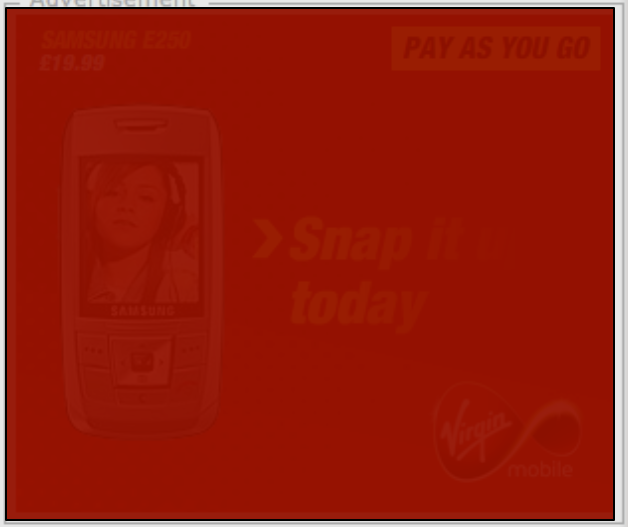

Join now or login to save your shortlist. Or else it'll be lost when you leave.

You've pinpointed by:

What:	Economics, Applied Economics ... (edit) (reset)
Where:	42 unis dumped (edit) (reset)
Can I:	225-300 points (edit) (reset)
What else:	Not yet (edit) (reset)

SAVE

General | Entertainment | Sports | Welfare

Top topics | Academic | Time out | Housing

Pages in this section 1 of 3

Which would you prefer...

		To die for	Don't care	To die for
Size of university	large			small
Age of university	old			new
Type of university	traditional			modern
Sex ratio	more men			more women
Country or city campus	country			city
How big a local city	big city			smallsville
Split sites	multi-site			single site
Average UCAS points	low			high

Pages in this section 1 of 3

When you're done... GO

or... Cancel

PUSH

General | **Entertainment** | Sports | Welfare

Top topics | Academic | Time out | Housing

Pages in this section 1 of 3

How much do the following matter?

		Don't care	To die for
Cheap local bars	? don't care		to die for
Plenty of student-friendly pubs	? don't care		to die for
Local cinemas	? don't care		to die for
Local theatres	? don't care		to die for
Plenty of local nightclubs	? don't care		to die for
A decent local gig venue	? don't care		to die for
Food late at night	? don't care		to die for
Cheap drinks in the student bar(s)	? don't care		to die for
Lots of student bars	? don't care		to die for
A student film club or cinema	? don't care		to die for

Pages in this section 1 of 3

Uni chooser

What? Shorten list by choosing course(s)

Where? Shorten list by choosing location(s)

Can I? Shorten list by seeing who'd offer you a place

What else? Sort the list to match your tastes and priorities.

PUSH

Shortlist name:

You've got 46 out of 136 universities in your shortlist

University of Edinburgh	57 %
Leeds University	56 %
University of York	56 %
University of Sheffield	56 %
University of Manchester	55 %
Liverpool Hope University	54 %
Bangor University	54 %
University of St Andrews	53 %
Manchester Metropolitan University	53 %
University of Liverpool	53 %
Cardiff University	53 %
University of Glasgow	53 %
University of Hull	52 %
Newcastle University	52 %
University of Bristol	52 %
Swansea University	52 %

Advertisement

free

It's nice when freebies last longer.

Join now or login to save your shortlist. Or else it'll be lost when you leave.

You've pinpointed by:

What: Economics, Applied Economics ... (edit) (reset)

Where: 42 unis dumped (edit) (reset)

Can I: 225-300 points (edit) (reset)

What else: 15 preferences changed (edit) (reset)

SAVE

General | Entertainment | Sports | Welfare | Reviews

Overview | Academic | Time out | Housing | Contacts

University of Edinburgh

PUSH RATINGS

Academic	★★★☆☆
Booze Index	★★☆☆☆
Sports	★★★★★
Social / Political Activities	★★★★★
Housing	★★☆☆☆
Welfare	★★★☆☆

overview

Sex Ratio (M:F): 43:57
Full-time undergraduates: 17,379
Applications per place: n/a
Points range: 160-360
Flunk rate: 3%
Unemployed after 6mths: 5%
Booze Index: £2.11
Av. housing cost per week: £82.94
Av. debt per year: £2,539
Hardship fund: £984,722
Cost of living: £££

Fitba, horin' an' scag or a load of arty types juggling unicycles down Royal Mile? Reality for Edinburgh students is somewhere in between as they hit the books, boards and bars with equal vigour...more detail The university has a *top-flight* reputation across a range of subjects and a *brain-stoking* library...more on academic *Edinburgh is a party city all year and, with the uni so spread out, there are plenty of options for revellers*...more on entertainment The University's drama societies put on theatrefuls of productions *worth getting a numb bum for* and there's a *strong sense of community* with fistfuls of clubs...more

Talks

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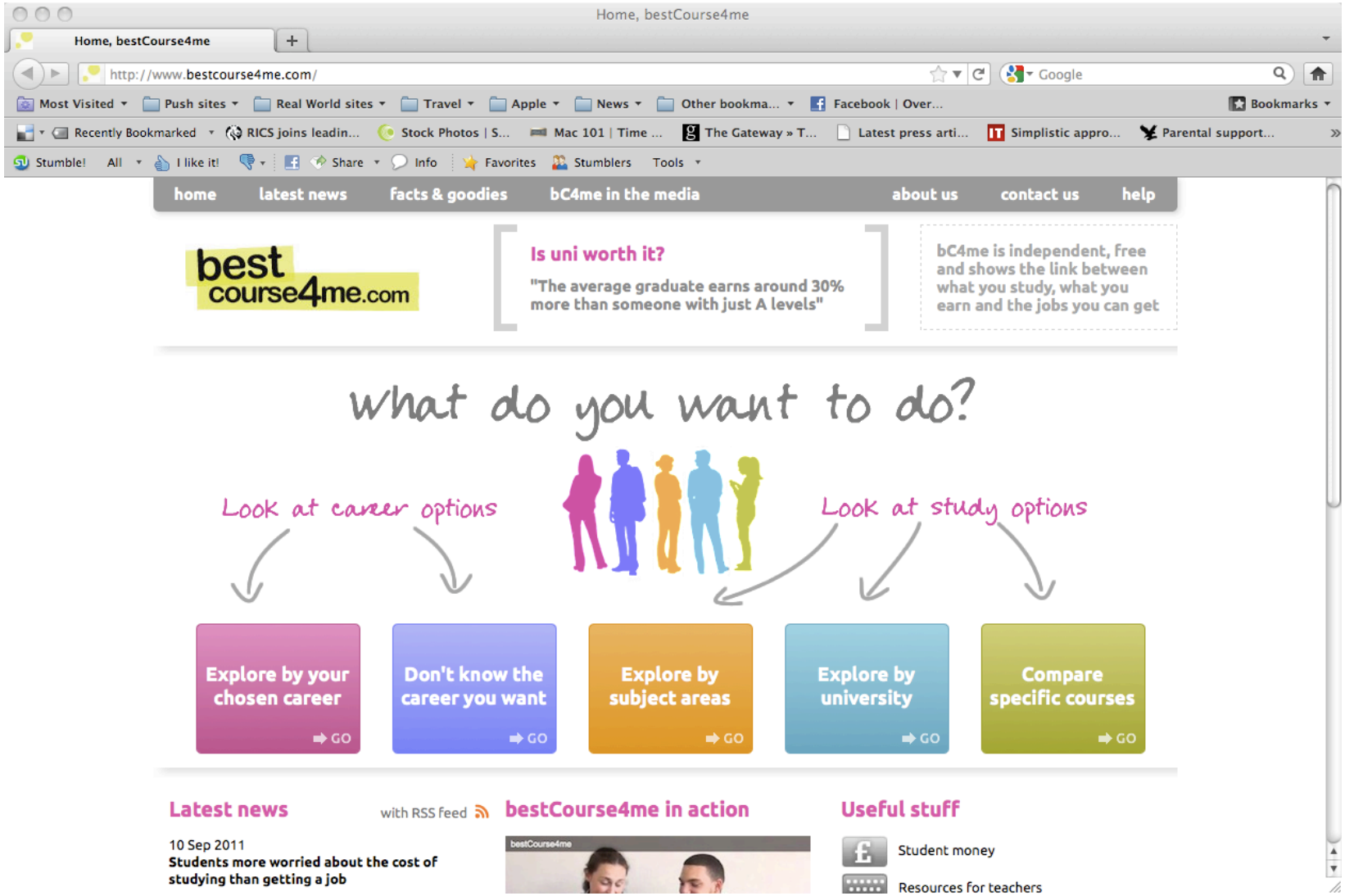
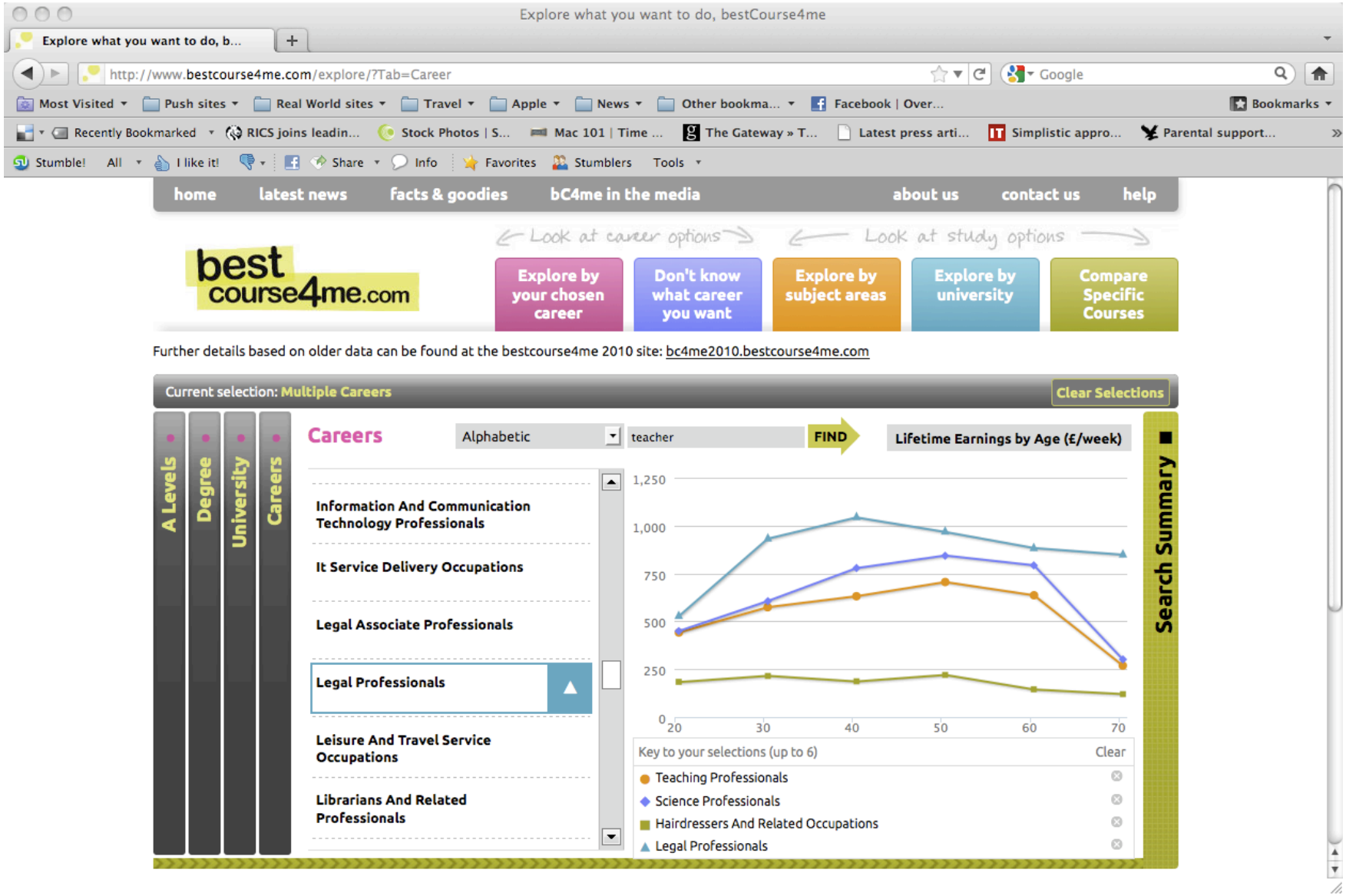
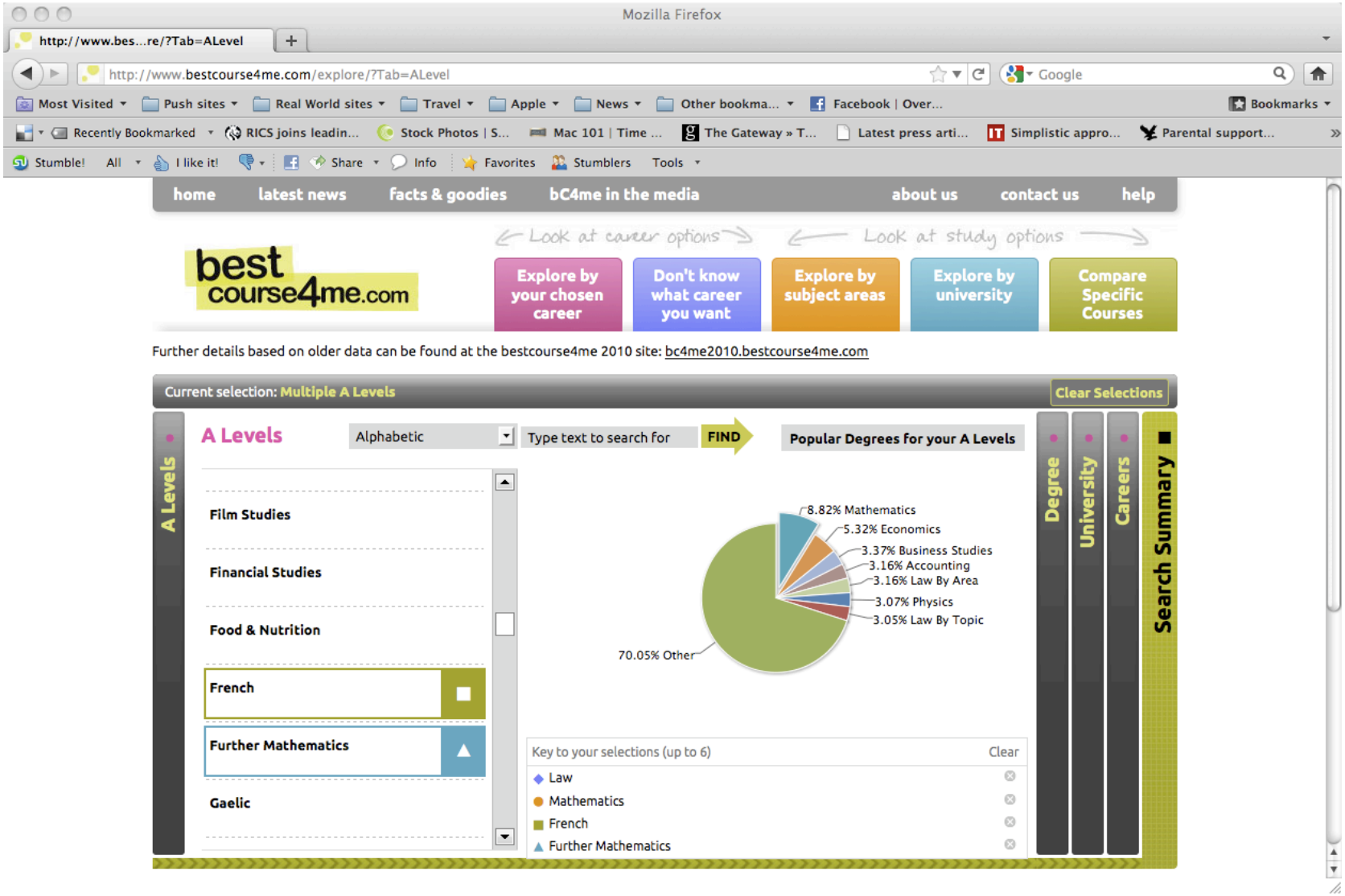


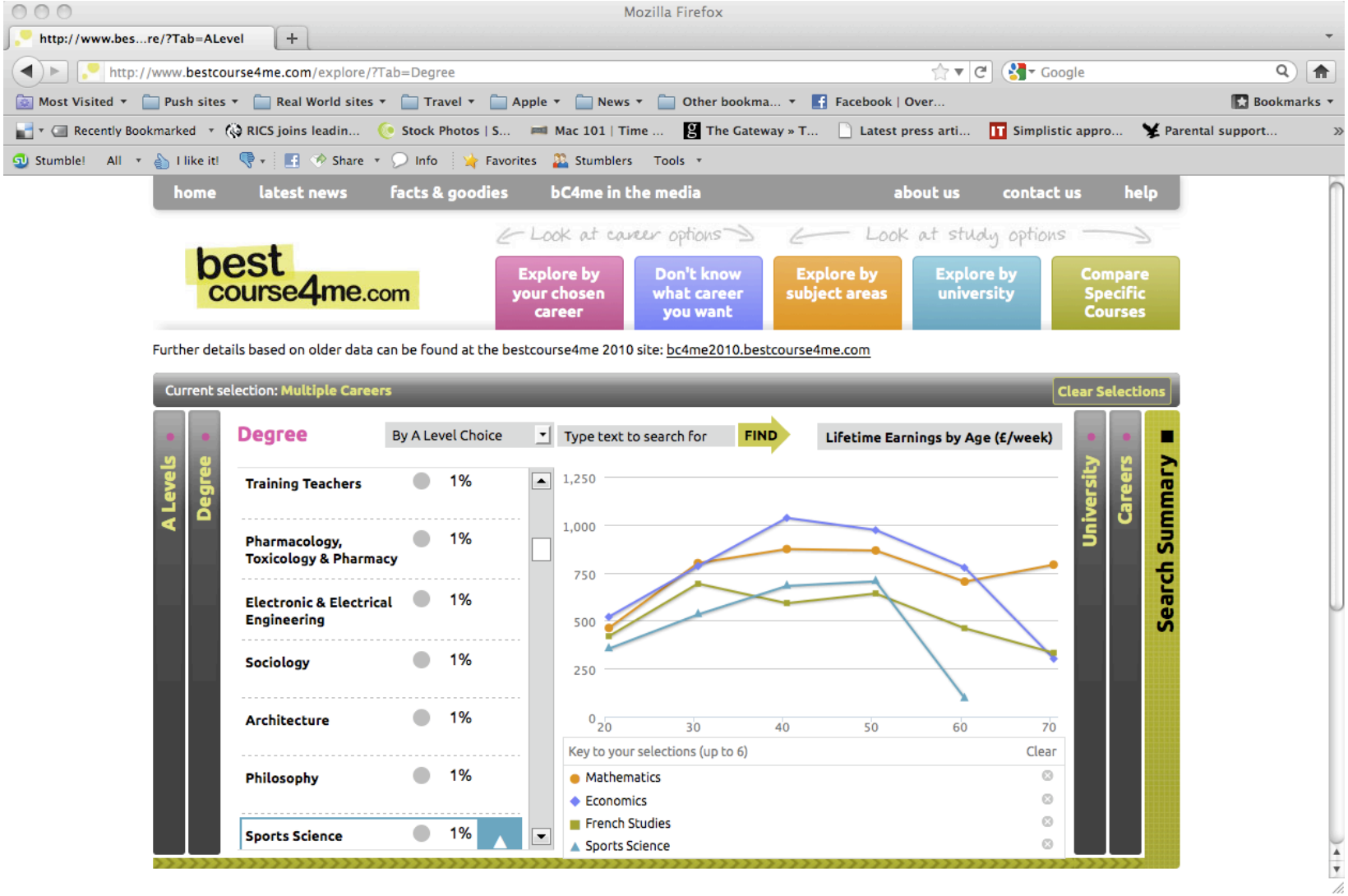
Compare by career



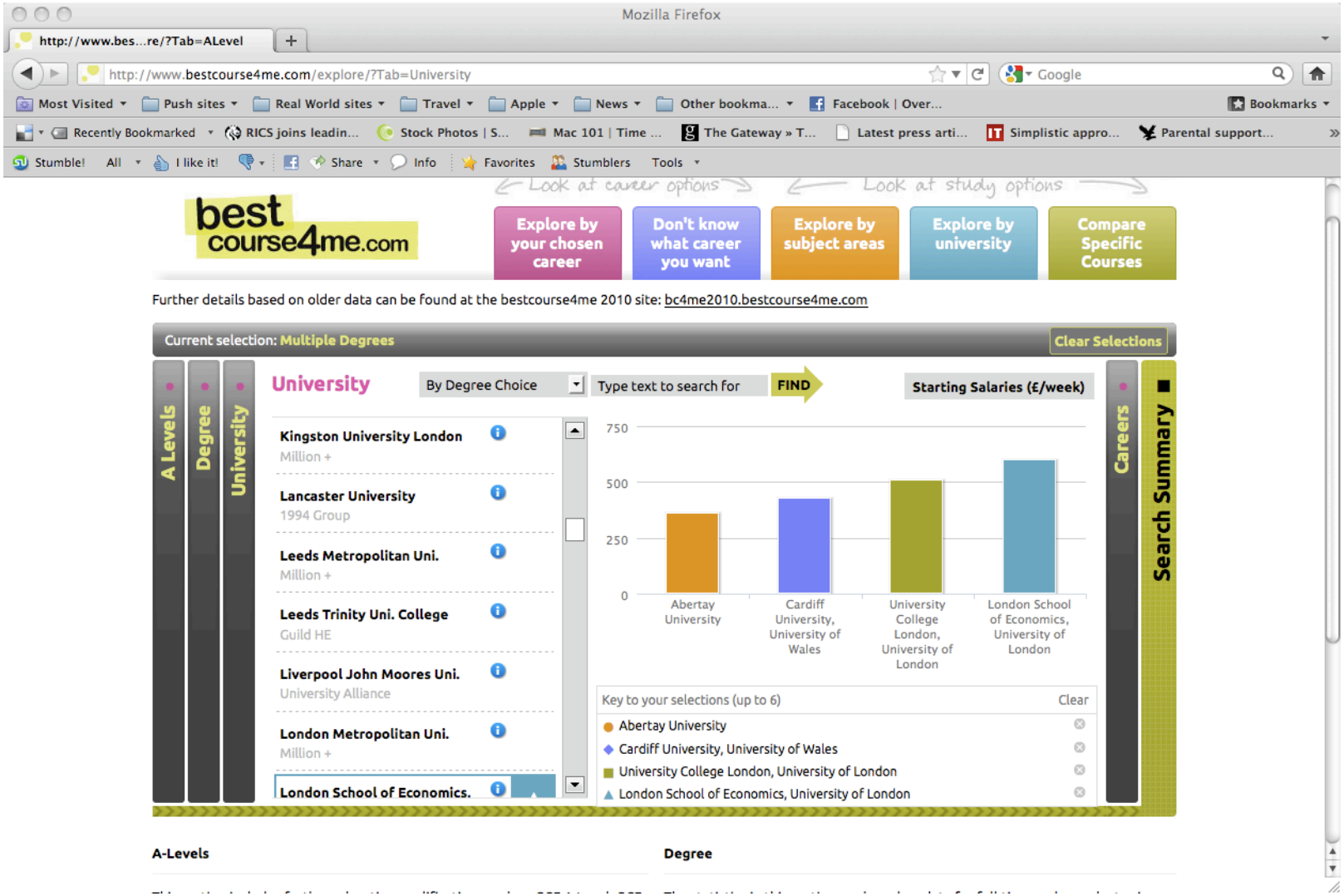
Compare by A levels



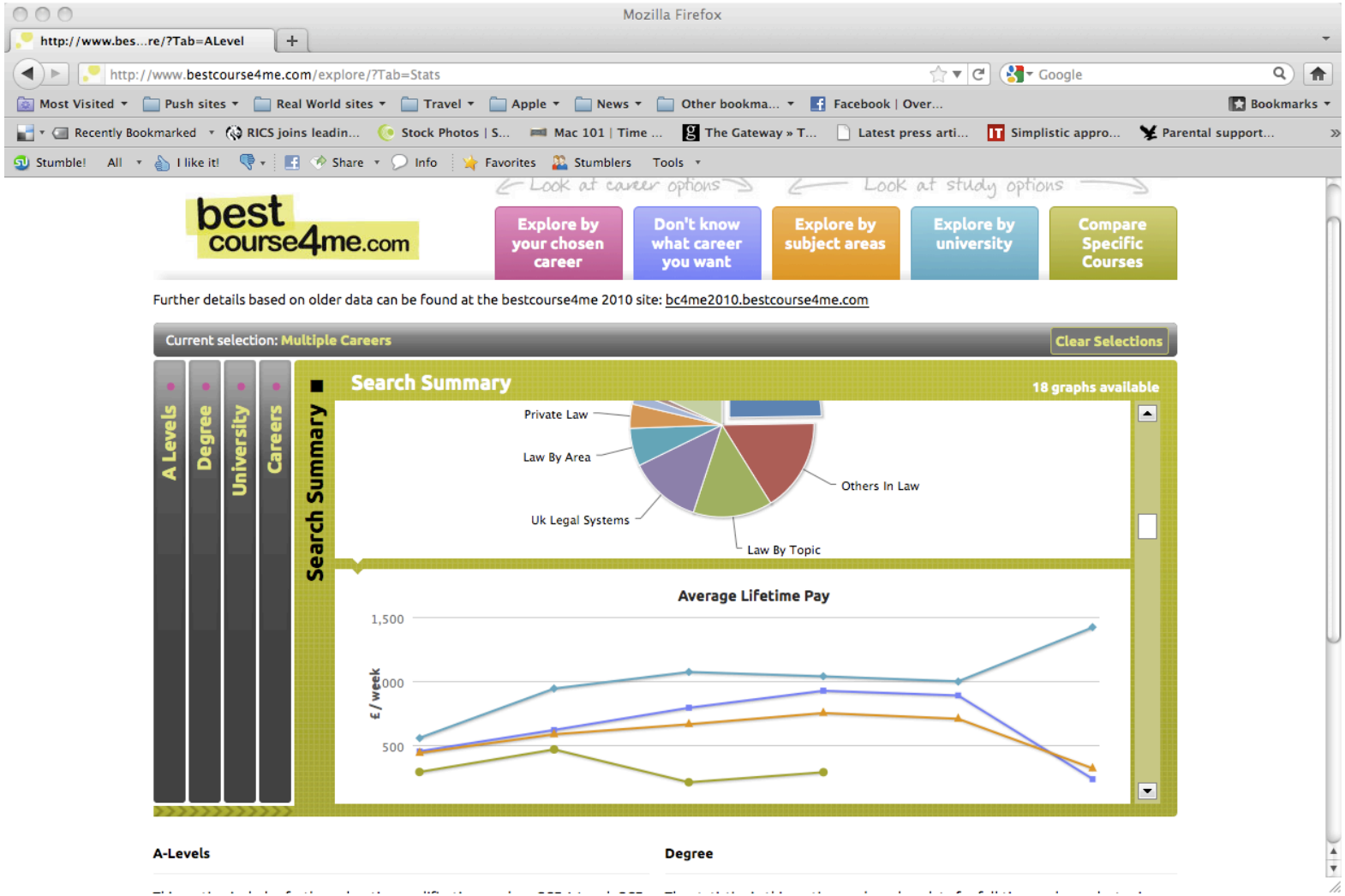
Compare by subject



Compare by unis



Compare by lots of graphs



UniQs

Research showed:

- Lots of good info
- Hard to recognise it
- Not enough people used it
- Hard to contextualise it

UniQs

Joint project between Push and The 1994 Group

- Widget that can go on any and every site
- Points people to the good info
- Contextualises it on the way
- DEMO: www.uniqs.ac.uk

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www.johnnyrich.com

johnny@push.co.uk
Twitter: @JohnnySRich
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