OPEN DAYS - STUDENT'S EXPERIENCES AND WHY THEY MATTER

Explore what we found when we surveyed over 1,000 students to understand their experiences with open days and how valuable they are in the decision-making process.

65% of students visited three or more open days when considering their university options

88% of students have attended an open day

92% found open days very helpful or helpful

ORDER OF IMPORTANCE WHEN ATTENDING AN OPEN DAY

88% getting a feel for the campus

73% seeing student accommodation

81% meeting academic staff

75% visiting facilities (library, gym etc)

78% talks or lectures from academic staff

68% university welcome staff

82% of students strongly agreed/agreed open days changed the way they saw the university they applied to

66% of students strongly agreed/agreed they felt reassured they would settle in quickly

39% of students strongly agreed/agreed they were more confident they could afford univerity life and balance finances

TSR

FACTORS TO IMPROVE THE OPEN DAY EXPERIENCE IN ORDER OF IMPORTANCE

90% more subject specific information

62% learning more about the city

80% seeing more of the campus & student lifestyle

41% making open days longer and more in-depth

78% more interaction with current students

21% making open days shorter

> "There wasn't many first years around to answer questions on what it's like to settle into university and their experiences."

> "My least favourite part was the mandatory talks regarding uni life, finance, etc. These are the same at most universities, so it would be good if they were optional or there was a document/guide provided in lieu of these, so you don't get bombarded by the same information. You find out what is unique about that particular uni."

FURTHEST STUDENTS TRAVELLED FOR AN OPEN DAY

8% Less than 20 miles

23% 61-100 miles

13% 201-300 miles

17% 21-60 miles

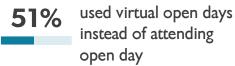**28%** 101-200 miles

9% 301+ miles

VIRTUAL OPEN DAYS

67% of students have never used a virtual open day

24% of students who had never used one would consider using one instead of travelling

> Of those students that used a virtual open day...

51% used virtual open days instead of attending open day

49% used virtual open days in addition to travelling an open day

TSR

UNIVERSITY INFORMATION PROVIDED AT SCHOOL OR COLLEGE

89% support about how to apply to university

60% information about why students should consider university

86% support when writing your personal statement

57% support with subject choices & the impact on university opportunities

62% encouragement to attend a university open day

39% information about university and student life

48% of students started university engagement at school/college such as visits, talks and advice in Year 12

67% agreed this was early enough for them

> "I wish I knew more about the things that were expected of you as a student at university e.g.commitment hours and how this is different to college."

> "Maybe taught about how the subjects we choose for A Levels at the age of 15 affects our future. If more reliable guidance was provided, it would be useful."

> "Finances - it's normally spoken about once you've applied and gone to see the universities but I think it should start earlier."

STUDENTS WHO CHOSE UNIVERSITY WITHOUT ATTENDING AN OPEN DAY

79% relied on the university's reputation to make a decision

52% relied on the location and commute from home to make a decision

25% went to the university campus when visiting the town or city

19% went to the university campus to visit without the crowd of an open day

TSR