



STUDENT RECRUITMENT

PROSPECTS

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WORKING AT THE HEART OF THE EDUCATION SECTOR

As experts in graduate careers for almost 50 years, we have unrivalled insight into the graduate labour market. Now part of Jisc, whose vision is for the UK to be the most digitally advanced education and research nation in the world, our position in the sector ensures we connect with students and graduates at key decision-making points

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We know what graduates do, where they go and what their motivations are. We use this knowledge to guide and inspire career choices that enable students and graduates to make the best use of their skills – ultimately delivering you more relevant and high-quality applications. Our intelligence informs all your recruitment with us, allowing you to put together more targeted and productive campaigns.

PROSPECTS Luminate

Providing a fresh voice for the sector, Luminate is the home of student and graduate labour market information from Prospects. As an invaluable hub for data, trends, advice, and thought leadership, the information it provides will keep you up to date and informed. With events running throughout the year and articles and insights shared regularly, register to receive monthly updates at www.luminate.prospects.ac.uk

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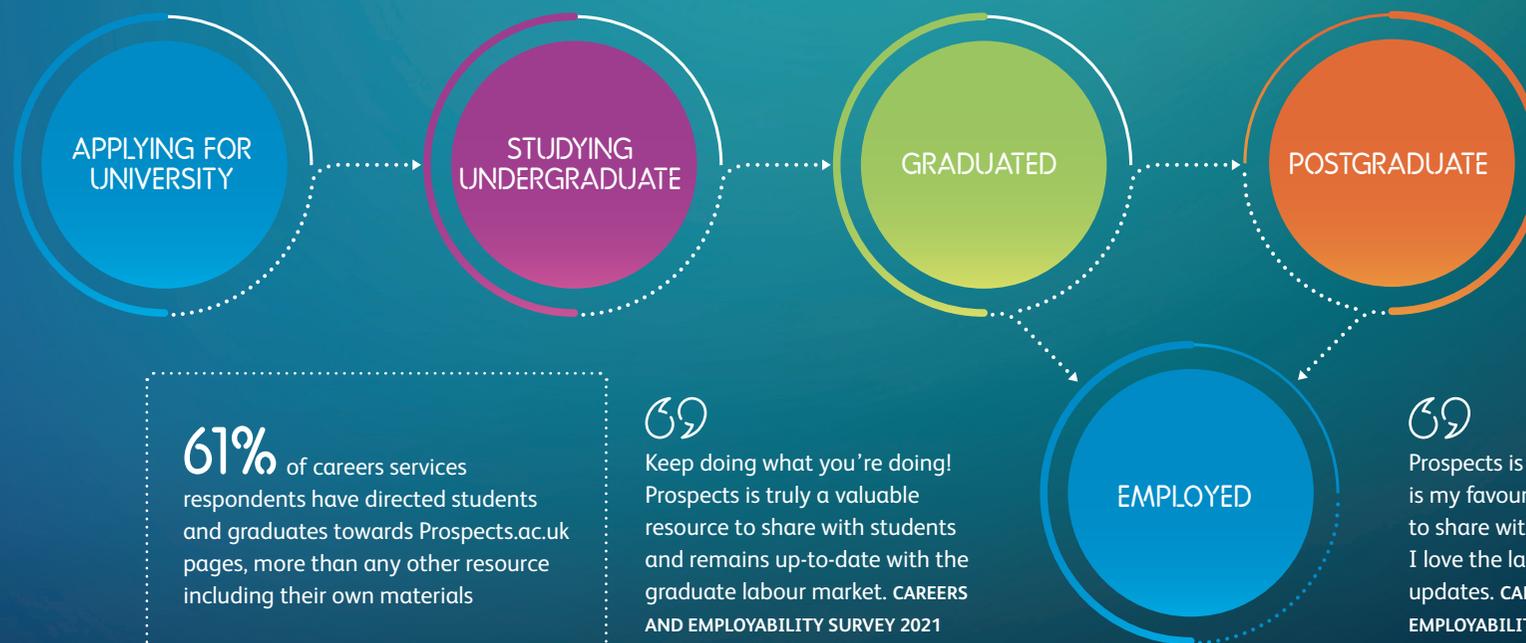


Once candidates have applied for courses we offer the opportunity to verify their qualifications using Prospects Hedd. Hedd provides enquirers with the ability to check academic credentials or authenticate a university or college in the UK. The remit of the service is to protect UK universities, employers and graduates from degree fraud.

THE STUDENT JOURNEY

Our insight and research means we understand the journey to career success better than anyone. Users can connect with us at any stage and we provide them with valuable careers advice via a wealth of online content and job match tools. We continuously engage with students, enabling recruiters to position their brand well before the application process begins

Strong relationships with careers services at all UK universities allows us an unrivalled position in the market. Prospects attends careers fairs and postgraduate fairs throughout the year, either virtually or on campus. Through using targeted email communications, social media and interactive digital products, we are ideally positioned to promote undergraduate courses to school and college leavers as well as reaching motivated students and graduates when they are looking to progress their career through further study.



WHAT WE KNOW

Users of Prospects.ac.uk were surveyed in early 2021 on issues including the challenges and impact of the COVID-19 pandemic on career plans. Respondents were also asked about their thoughts, expectations and experiences of apprenticeships, internships, work placements and postgraduate study. In addition we asked staff in UK careers services about the changes they have made in response to the pandemic

WHAT CAREERS SERVICES SAY...

The majority of Careers Services reported an increase in students and graduates:

- engaging with them to speak about changing their plans and dealing with uncertainty
- seeking advice about the virtual recruitment process
- asking for advice on finding and securing internships and work placements.

There has also been a surge in the amount of students asking about postgraduate study, the job hunting process, career planning and online networking.

49%

Nearly half of respondents who said they plan to do postgraduate study found it difficult to find information about how to fund their course. Meanwhile, passion for the subject was the top influence mentioned by both university students and those in employment for why they were considering postgraduate study.

79%

The internet was comfortably the most common source for careers advice for survey respondents, followed by family, teachers, social media and friends. Slightly under a third said they had turned to careers professionals for guidance – although both school pupils and college/sixth form students said they were the most helpful resource.

61%

When asked about their priorities when looking for jobs, nearly two thirds of students said training and development was very important – followed by career progression, work/life balance and location. Salary was described as very important by 40% .

64%

The biggest struggle for university students when searching for jobs was having the required work experience for the vacancies they were interested in, with nearly two thirds citing it as an issue, just ahead of having difficulty finding opportunities to apply for.

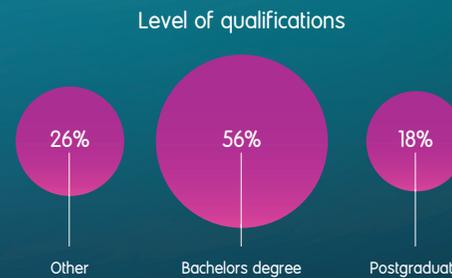
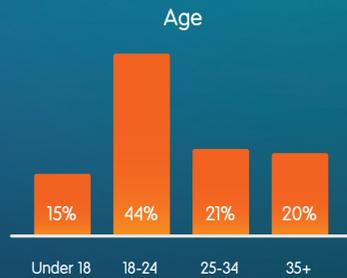
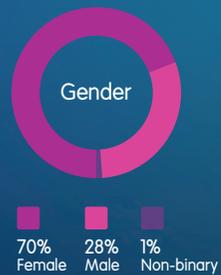
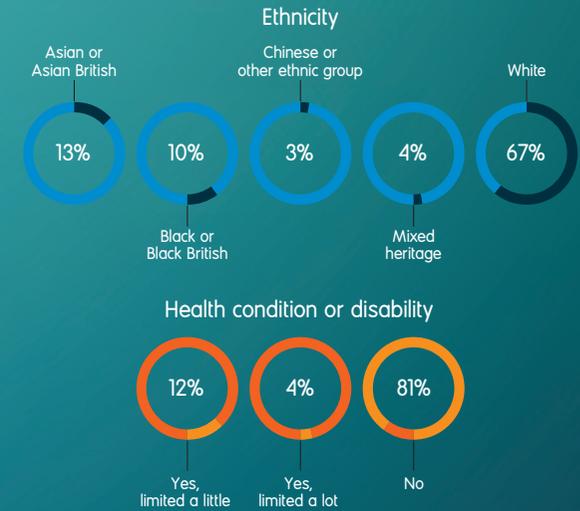
Breakdown of respondents

Total respondents	7,189	2,077	In employment
School pupils (aged 13 and above)	502	105	Apprentices/trainees
College/sixth form students	1,059	814	Not in education, employment or training (NEET)
University students	2,217	415	Other responses

ATTRACT THE BEST

We have a broad registrant profile, spanning school leavers to those looking to progress their career with a postgraduate qualification

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Top 10 nationality of Prospects registrants (excluding UK)



HOW WE REACH YOUR FUTURE TALENT

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WEBSITE

- Inspiring and illuminating design
- User-centred approach
- High ranking, optimised content for search engines
- Average of 145,000 course searches per month

EMAIL COMMUNICATIONS

Users are able to receive course alerts and our experienced marketing team send targeted email content to match user preferences, profile and stage of study

WEBINARS

Prospects runs regular online events on a range of engaging topics of interest to students and graduates

CAREER PLANNING TOOLS

Our Career Planner and Job Match tools are accessed by more than 47,000 users each month, enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations

SOCIAL MEDIA

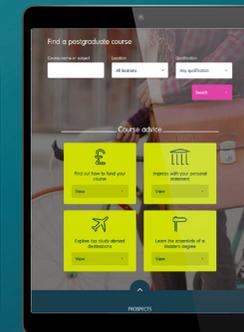
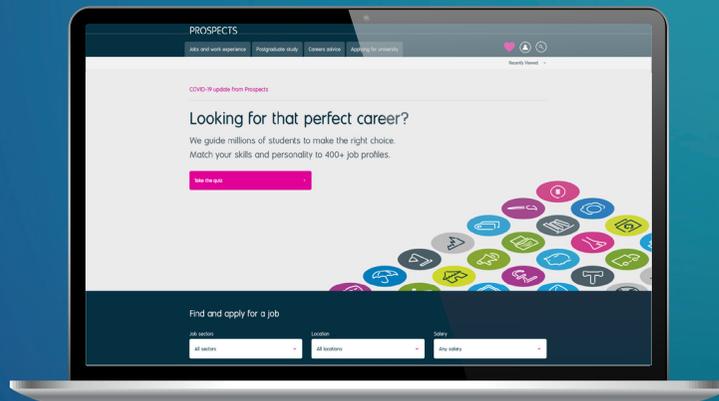
92,000 followers on Twitter, Facebook and Instagram

DIGITAL PUBLICATIONS

Student career guide – sent to 600,000 users each year and used by careers services across the UK
Guide to a Career in Law – sent to 120,000 registrants at peak times throughout the year, our law content provides unrivalled exposure to a targeted audience

PODCASTS

A series of careers advice podcasts are available to stream for free with new episodes recorded for 2021/22



Our products for recruiters:

- University/department profiles
- Display/profile advertising
- Multichannel retargeting
- Course listings
- Branded solus emails
- Sponsorship and speaker opportunities
- Event listings
- Social media advertising

Screen-sharing is beneficial with careers advisers able to share resources more easily than in an on-campus meeting. Career Guide digital magazine views support this with visits 59% up YOY

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LOVE WHAT WE DO

More than 200 course providers use Prospects every year to attract candidates to their courses and promote their brand to a student and graduate audience



The Prospects team helped us to get the most out of our limited budget. Offering advice on which types of ad options to use, and how to tailor them, we were able to achieve a very targeted response. End result – packed open evenings for both Masters and PhD programmes.
UNIVERSITY COLLEGE LONDON



Prospects provides an excellent vehicle for promoting graduate coursework and research programmes in the UK and beyond. With its strong online profile, association with Universities UK, and a familiarity within the UK graduate market, Prospects serves this function well.
THE UNIVERSITY OF MELBOURNE



Prospects delivered 600,000 impressions, 34 apply online conversions, indicating someone starting the application process, 22 of which came from Healthcare and 12 from Teaching. We also measured 26 clicks to sign up for the PG open day from Teaching and 39 for Healthcare so very good performance overall.
SMRS

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CANDIDATE VERIFICATION

Verifying a candidate's degree qualifications with the awarding body is an important part of the recruitment process

But it's not just another background check – the rapidly growing market in fake degree certificates means that degree fraud is a real risk for any business. It's not enough to just ask to see a candidate's degree certificate – you should always check its authenticity with the awarding university.

Prospects Hedd is the UK's official degree verification hub. As the trusted verification partner for SMEs, blue-chip recruiters, government ministries, embassies and background screening agencies around the world, it can verify a current or past student's place of study, the award and grade received and dates of attendance.



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11% of all organisations surveyed reported that they are not confident that they are protected from degree fraud

Source: Credence and Prospects Hedd CVs Uncovered 2019 report

50% of companies surveyed had previously been a victim of degree fraud

Source: Credence and Prospects Hedd CVs Uncovered 2019 report

Out of **55k** CVs analysed, 15% returned academic discrepancies

Source: Credence and Prospects Hedd CVs Uncovered 2019 report

Only **35%** of recruiters check candidates' qualifications with the awarding body

Source: Institute of Student Employers Pulse Survey 2019



Our firm has been using Hedd for many years now and it's really an invaluable resource for us. Ensuring our candidates have the right qualifications is key to mitigating our reputational risk, as well as providing a top-quality service to our clients. Hedd ensures we can do this by verifying qualifications with their user-friendly interface and quick turnaround times, which is really important. Their approach to customer service is great for any queries that arise, with fast response times from their helpful support team.

GERALDINE MORAN, SENIOR ASSOCIATE, PwC



The Hedd service is brilliant – we love the instant verification on the website. Our account manager is fabulous, always responds to any queries as quickly as possible, and has gone above and beyond to fulfil our needs.

FELICIA FARRIMOND, SENIOR RECRUITMENT & VETTING CO-ORDINATOR – SECURITY, MANCHESTER AIRPORT

CONTACT US TO DISCUSS A TAILORED RECRUITMENT CAMPAIGN

We engage with our huge audience across multiple channels. Reaching your target audience couldn't be easier with our suite of options that includes online profiles, emails, social media, retargeting, print and digital publications. Whatever your recruitment need, we can create a bespoke package to fulfil your requirements

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Prospects is now part of Jisc

The Jisc logo consists of the word "Jisc" in white, sans-serif font, centered within a solid orange square.