

PREPARING FOR YOUR FUTURE COHORT

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PROJECT NEXT GENERATION

Project Next Generation took an integrated quant/qual approach to understand what students are planning for their future and how they choose subjects of interest and career pathways, carried out across May-July 2023.

Stage 1: Quantitative study

- Online survey with 1000 young people from across the UK in Years 9-12 (aged 13-17)

Stage 2: Qualitative study

- Online forum with 25 young people and their parents across years 9-12



Understand longer-term plans and driving factors for choice, attitudes towards futures (subject, higher education, careers)



Explore values, marketing landscape, and drivers of the next generation of students post-pandemic

SUMMARY OF KEY FINDINGS



1. Inspiration/ Discovery

Students need engaging in discovery early so they don't limit their post 18 options later on



2. Feelings/ Happiness

Living in the moment and planning for the future: young people want to be happy



3. Experience

Direct, indirect and past experiences from others shape choices



4. Confidence

Where knowledge is, confidence follows



5. Independence/ Empowerment

Stepping boldly into their own decisions; parents and finances

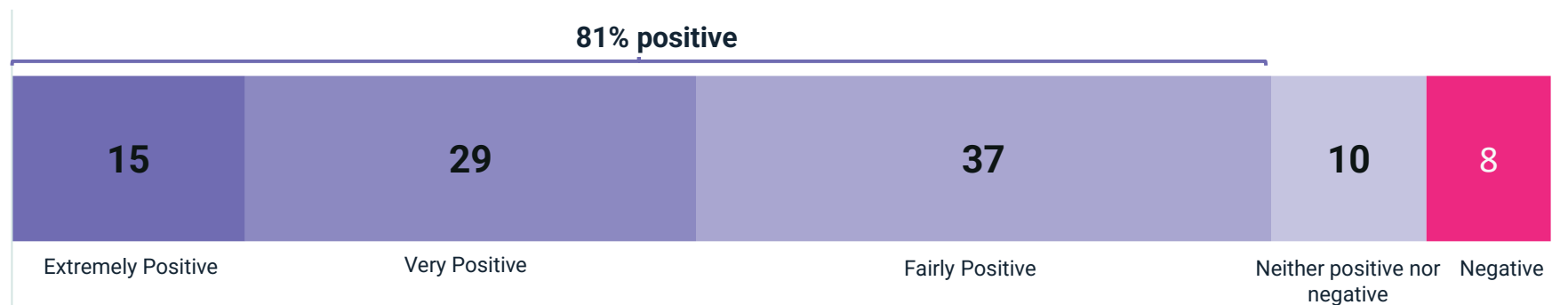


6. Control

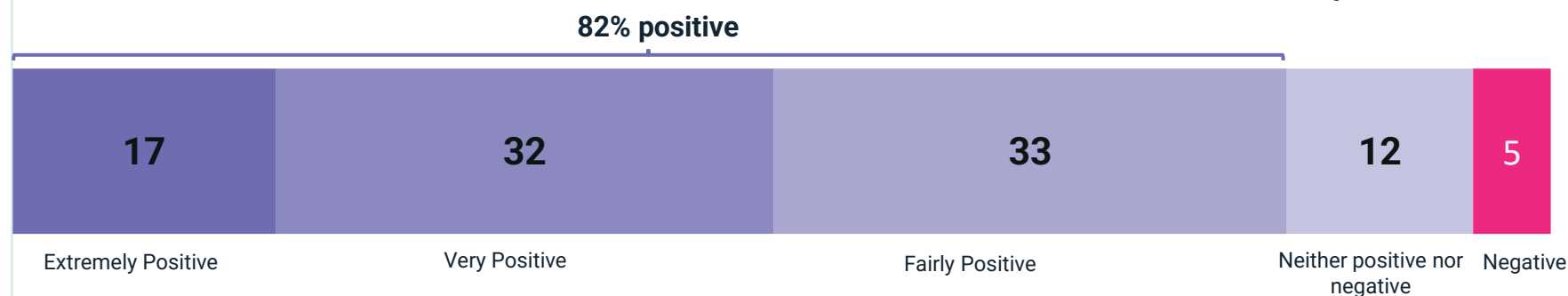
Being prepared leads to feelings of control

4 in 5 young individuals are currently experiencing genuine optimism for their future

As it is at the moment

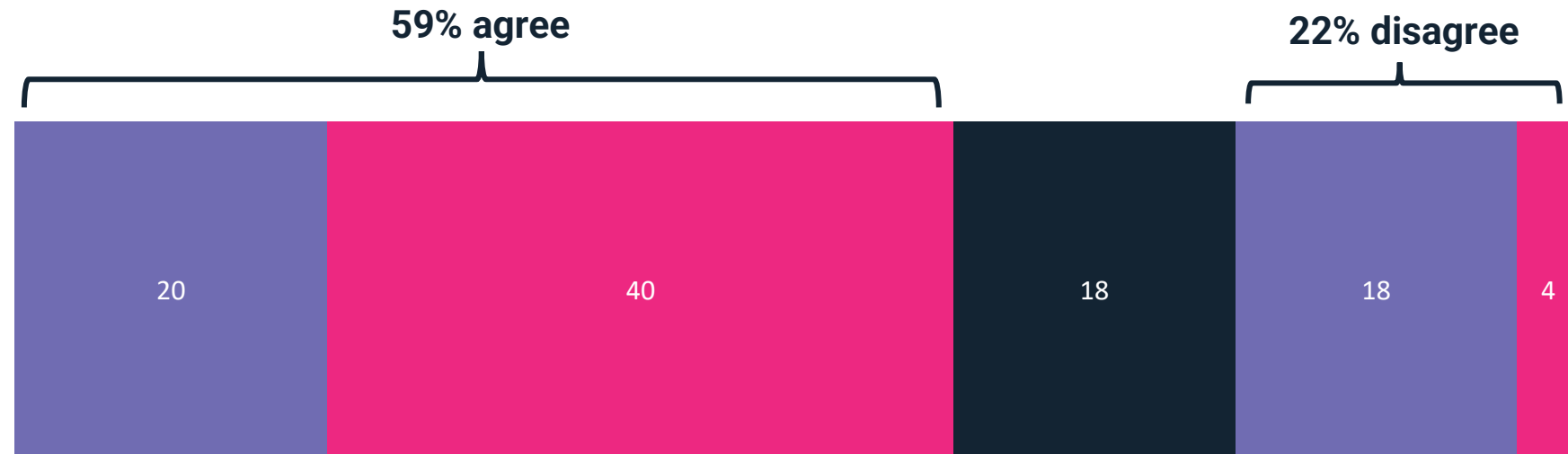


How you think it will turn out



A key strategy is focussing on what they enjoy and trust that good things will follow

I'm not trying to map out my future – I'm sticking to what I enjoy / what I am good at and the rest will take care of itself



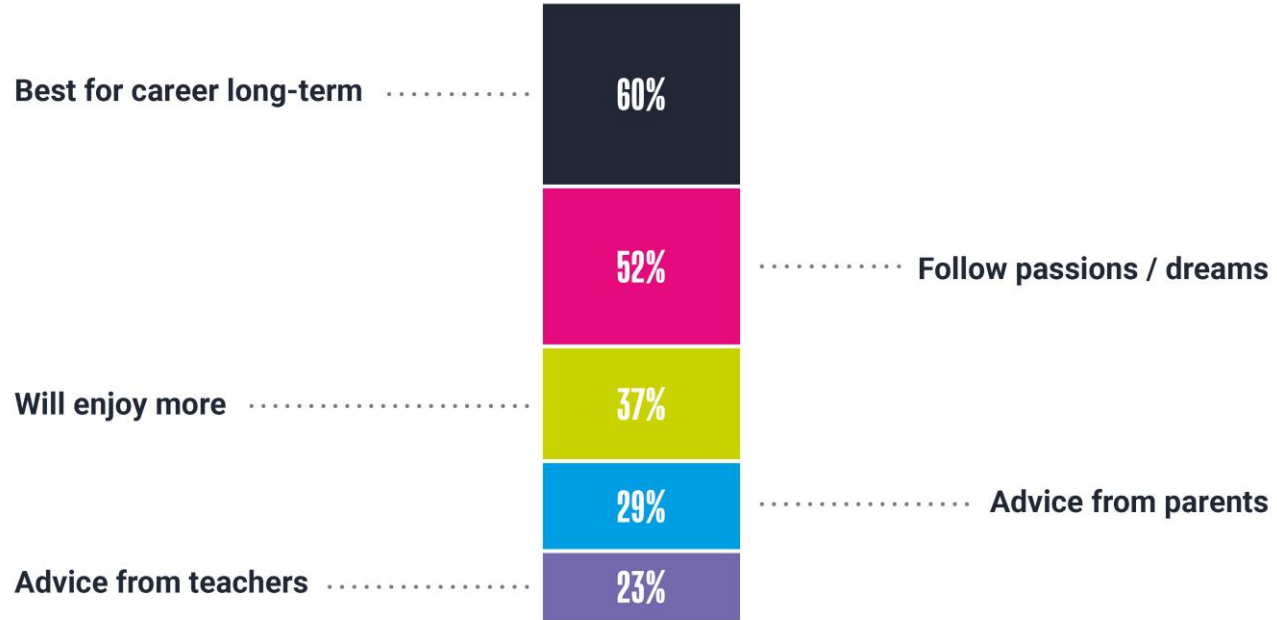
Enjoyment and happiness are **key drivers of choice**



The starting point is finding a career they will be happy in, **and they need inspiration to find this**

47% chose 'Enjoying my job' as the **number one factor** when thinking about the job they want in the future

Main reasons for being **most likely to apply to university:**



YOUNG PEOPLE THINK ABOUT WHAT WILL FULFILL CURRENT ENJOYMENT, BUT ALSO FUTURE HAPPINESS

It is very important for me to enjoy the subjects I study because then I am more motivated to revise, and I am more interested. If I didn't enjoy a subject then it would put me off further study of that particular subject - 16



CURRENT ENJOYMENT

Passions & interests

Subject/course/career enjoyment



FUTURE HAPPINESS

Stable career & financial situation
Career progression
Opportunities to explore/travel/independence

I want to have a job that I can really enjoy and earn good money from, so I can have fun and be happy at work - 15

UNIVERSITIES NEED TO COMMUNICATE THE DIFFERENT ASPECTS OF HAPPINESS



University is linked to enjoyment (37%)
and following passions & dreams (52%)



As well as long-term career (60%)
and a career with higher wages (39%)



But could do more to highlight future happiness, such as opportunities to travel, opportunities for more career independence (e.g. own business), and especially myth busting around financial instability

WHAT ARE THEIR PLANS?

I'm not sure what I want to do for a job but I like helping younger children. Maybe I might be a teacher (14)a



In my future I see travel, helping out in the community/doing environmental work, also since I'm interested in science I may study this at university. My parents are very supportive of me and helping me with what I want to do in the future. Also I hope teachers at college will be supportive when looking into different universities.



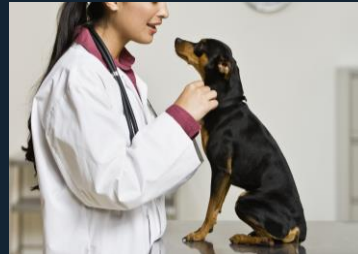
Travelling projects for poor countries

Become a vet

My friends and family will help me get to where I want to be and my first step will be to go to college and do a course I want to do then get a car and a job and earn as much money as I can



Not having the grades and not wanting to leave family



FOCUS GROUP LIFE GOALS: JOB SECURITY/ SATISFACTION, TRAVEL AND DECENT WAGES



"I don't want a job that can easily go wrong as I want a job that is permanent" (15)



"Getting to travel (to see the world and meet new people)" (16)



"This is important so I have enough money to help out my parents and be able to do the things that I love" (16)



"One that makes a positive difference and that I enjoy. I think it's important to help people or animals or the environment in my job." (16)

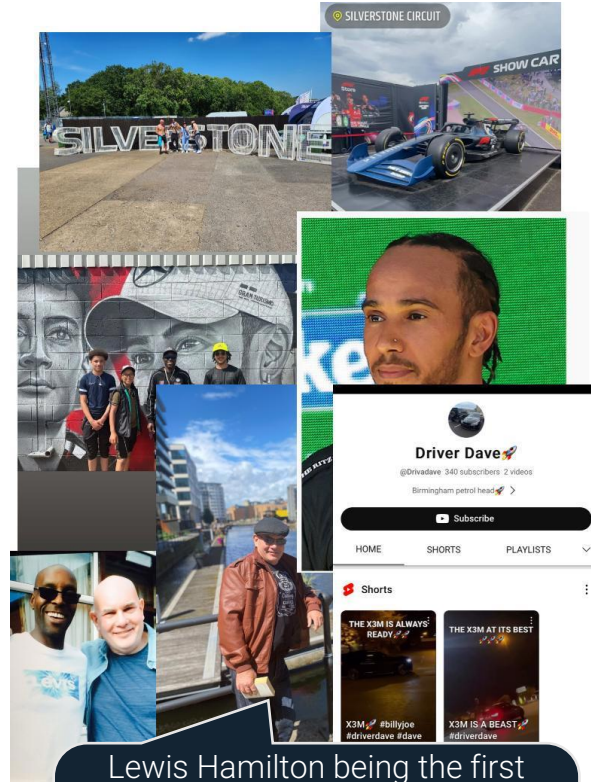
"Because I want to be known as someone who can impact others positively" (13)

"I feel being happy is a combination of all the priorities below so that why I ranked it first." (15)

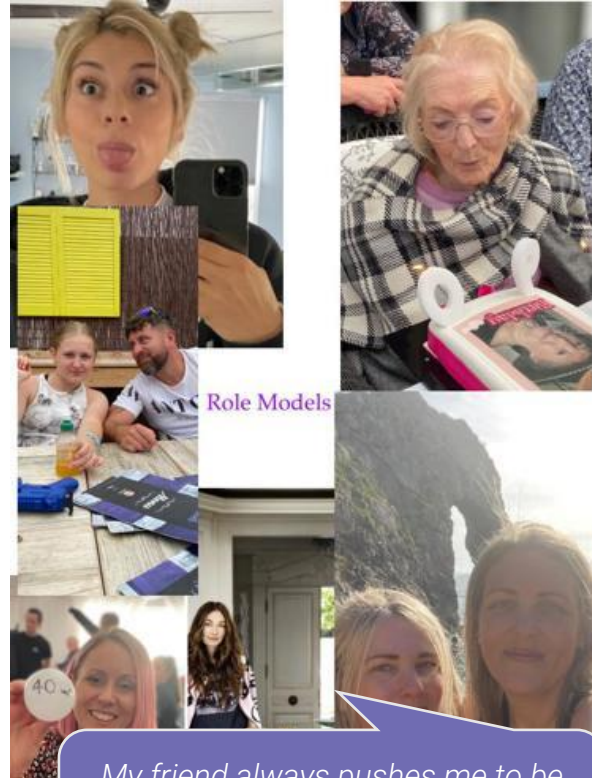
WHO ARE THEIR ROLE MODELS?



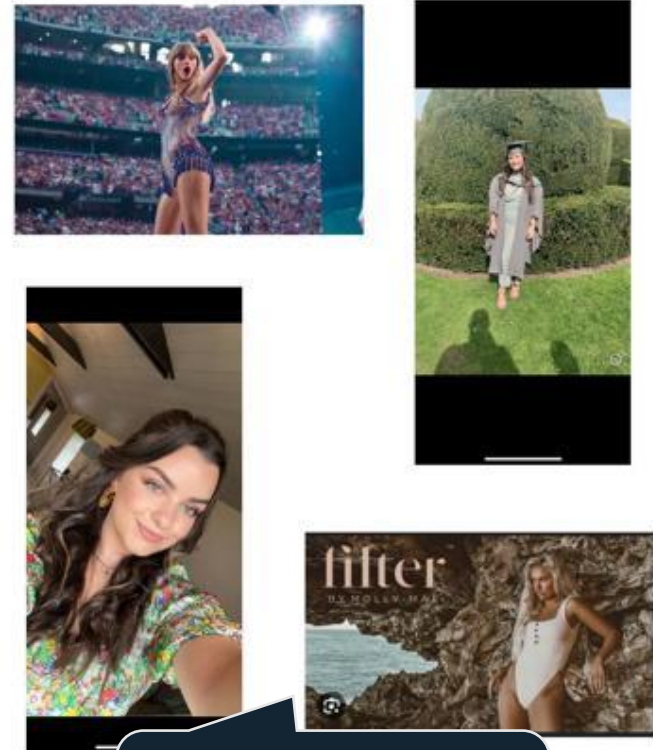
My mom and Aunts are all my role models they work hard and support each other and their family and friends. (16)



Lewis Hamilton being the first black driver as I love watching and following him...it's good to see someone of ethnicity in such a great sport (16)



My friend always pushes me to be my best (15)



Taylor Swift doesn't let hate stop her from doing what she loves. (15)

TOP TAKEAWAYS

- **PROVIDE PRACTICALS**

Knowledge leads to confidence in decisions

- **CREATE CONNECTIONS**

With current students, mentors, careers advisers, tools and resources

- **PROMOTE THE LIFESTYLE**

Show the additional benefits of university or college that contribute to overall happiness/enjoyment

WHAT ARE THE NEEDS AND MOTIVATORS OF YOUR FUTURE STUDENTS?

Thursday 29 November, 10:00

Our next webinar will take a deep dive into these young people's needs and motivators when choosing their future options.

Dave Penney, Director of Marketing, and Jo Richards, Senior Insights Lead will be joined by Katharina Wittgens, Innovation Bubble, to discuss what makes future students tick, and how you can use this to connect effectively.