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Engaging with mature learners during a pandemic

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Putting the idea out there


How do we contact potential
mature learners?

General advertising

Jobs fairs

Local organisations

FE → HE



Support during applications

What support is suitable and available?

Personal statement advice
Signposting for qualifications
Virtual events
Time & other responsibilities
Reassurance

A hand holding a pen over a document with text. The document contains various words and phrases, some of which are highlighted in blue. The text is somewhat blurry and difficult to read, but it appears to be a list or a set of notes.


Support for current mature learners

What additional support can we provide for current students?

Recognition of circumstances

Understanding

Making allowances



Discussion Points

In the breakout groups you might want to consider:

Supporting student parents

Connecting with potential new learners who are outside of the loop

How virtual events could support mature learners

Other ways of engaging with mature learners

What is your institution doing?