



Mature learners at the University of Exeter



Name: Natalie Bracher, Access & Success Officer

Today's Talk

- Introductions
- Overview of mature learners
- Mature learners' characteristics
- Recruitment plans
- Success initiatives
- Future plans
- Questions



Overview:

- Access:
2020 registration: 5.8% mature UG entrants
APP Access Target: 8%
- Success:
APP Success Target: Mature non
continuation gap v young (target 7.5 ppt
from 9 ppt)
- Progression:
Mature are more likely to go on to graduate
destinations



Mature Learners:

- The highest number of mature students fall into the 21-25 age bracket

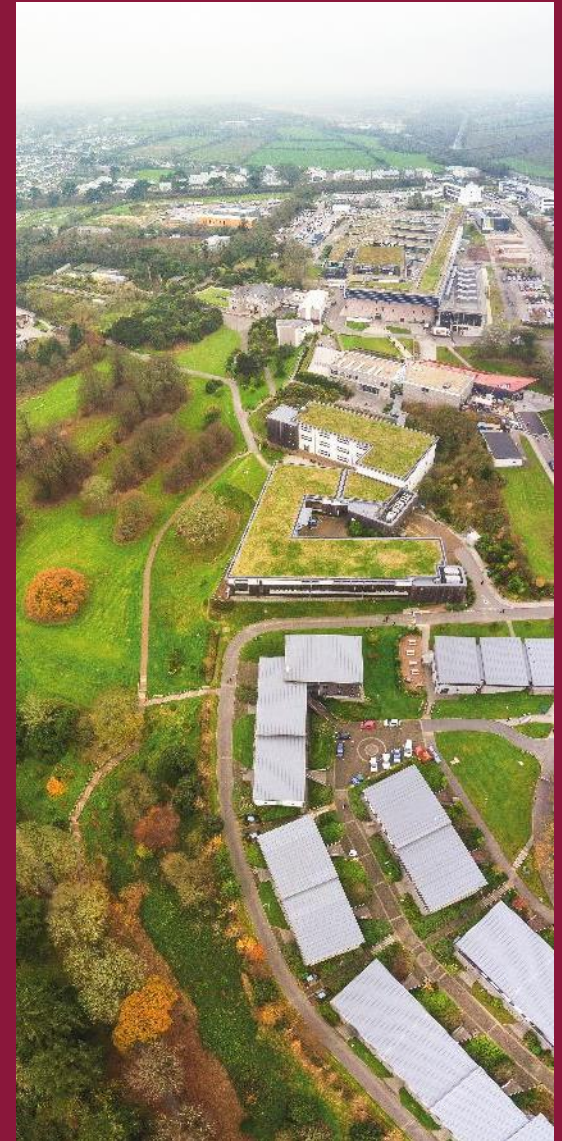
	Age 21-24	Age 25-29	Age 30 plus
% female	46.9%	56.7%	63.8%

- Higher percentage of mature learners studying vocational courses such as Medicine and Degree apprenticeships
- More likely to have qualifications other than A level
- Predominantly from the South West
- Other WP characteristics

Access/Recruitment

Issues Identified:

- Website not the most welcoming to mature learners
- Lack of flexibility (courses, timetables)
- Lack of targeted comms to mature students
- Outreach tended to focus on traditional A level route & little targeted events.



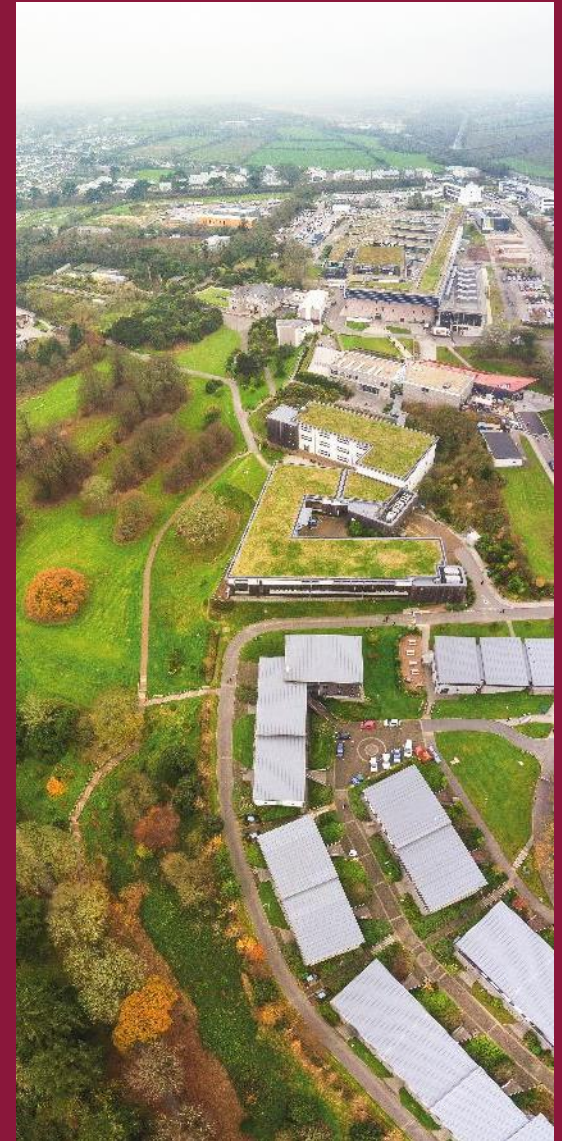
However,

- Updated website
- Targeted communications
- Marketing campaign
- Working closer with Schools Team
- Mature student Champions
- Mature Student Working Group



Future Plans

- Develop regional community links
- Develop course portfolio
- Mature student outreach programme



Success

- APP Success Target

Mature non continuation gap v young (target 7.5 ppt from 9 ppt)

Withdrawal data: Mature students more likely than young to leave because of academic failure, financial reasons or transferred to another institution or programme.

Interruptions: Mature students are more likely to interrupt because of personal reason, medical, family or financial.



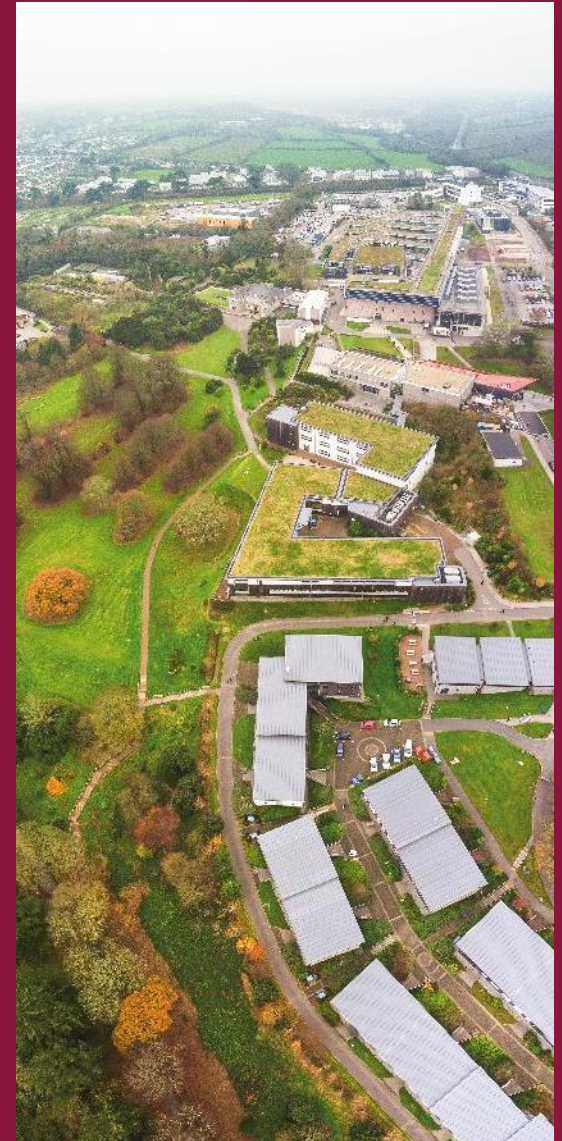
Success initiatives

- Developing conversion activity
- Targeted transition/induction programmes
- Webpage for current mature students – signpost to events and support.
- Success For All Fund



Looking forward

- Mature Student Survey
- Develop Mature Student Champions
- Clearer communications
- Policy Change
- Team approach



Any Questions?