

UCAS

# Raising the profile of apprenticeships:

The UCAS Vision

Pete Milsom



**“To empower people to discover the next step on their learning journey by providing accessible, insightful and inspirational information, advice and guidance across all higher education pathways, including apprenticeships.”**

*UCAS, Discover Your Future*

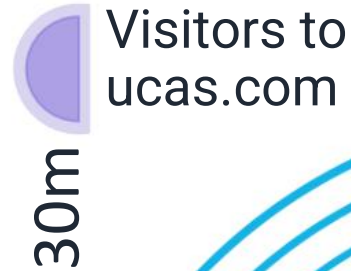
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# UCAS Apprenticeships

The story so far

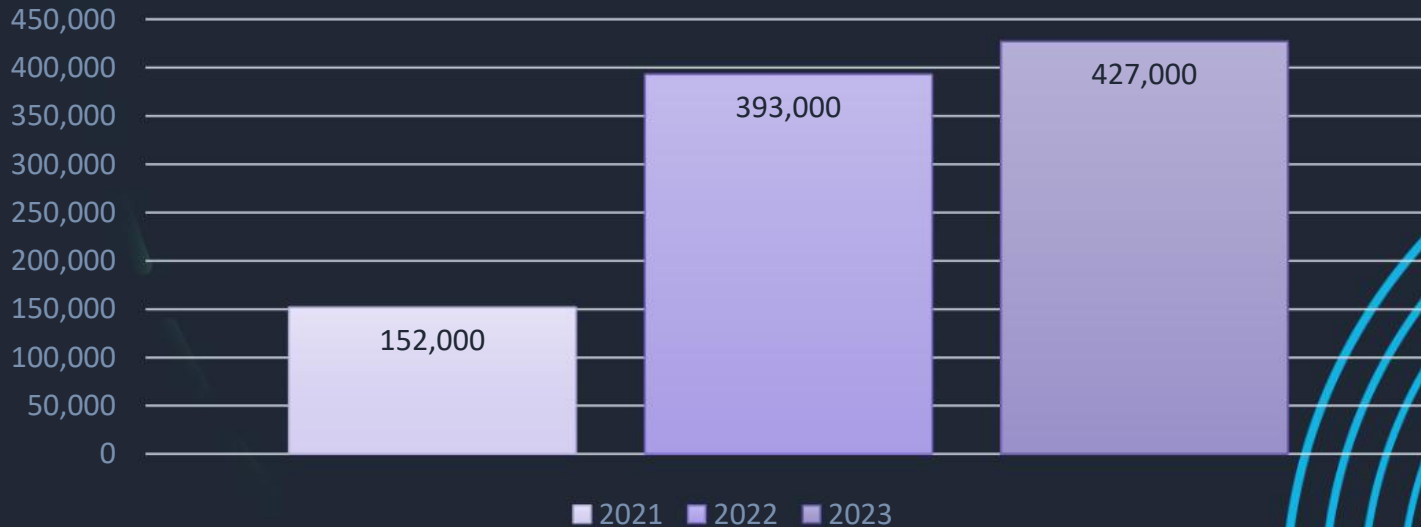


# UCAS is a trusted source of information and advice for millions of people



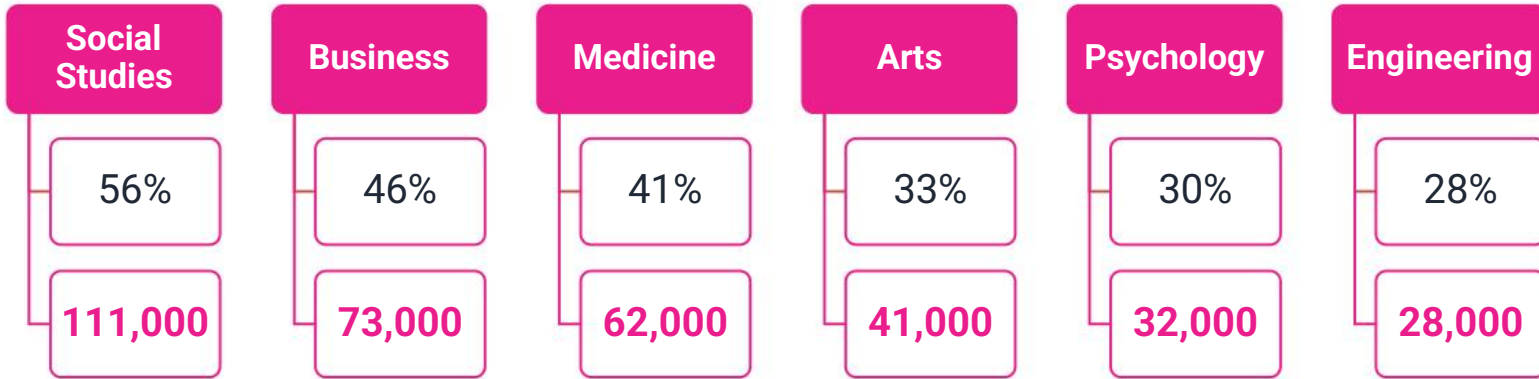
# Interest in apprenticeships is growing every year

## Students interested in apprenticeships




\*Data source; UCAS Potential Applicant Database (PAD) at Equal Consideration Deadline (ECD)

# Our pre-applicant database tells us what apprenticeships students are interested in




# Students aren't getting the information they need


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1 in 5 close a door to a potential career choice at GCSE option stage




57% believe that an apprenticeship can lead to a good job




1 in 3 do not get any information about apprenticeships at school



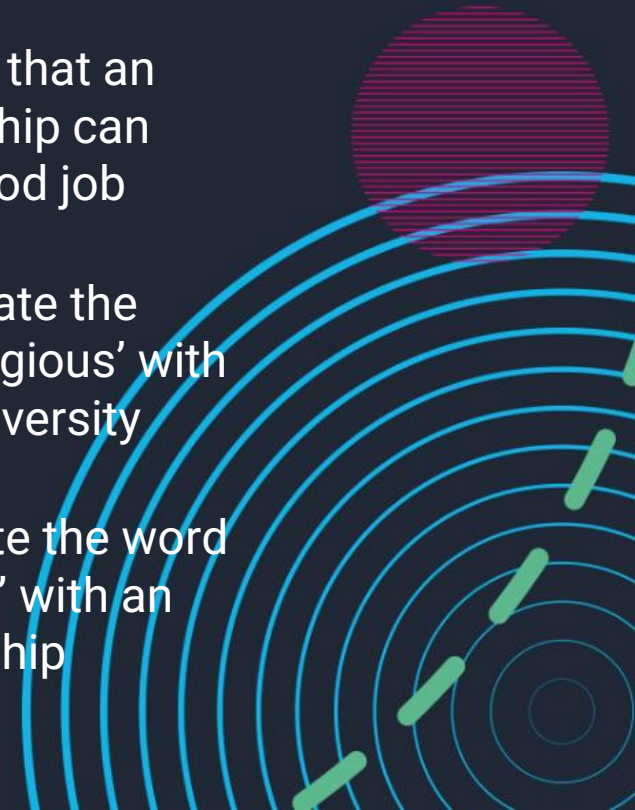
76% associate the word 'prestigious' with going to university



87% believe that a degree will lead to a good job later in life



4% associate the word 'prestigious' with an apprenticeship



# But their journey is difficult...



Awareness of apprenticeships is low creating stigma and misconceptions



Research is difficult with no single source of truth and leads to confusion



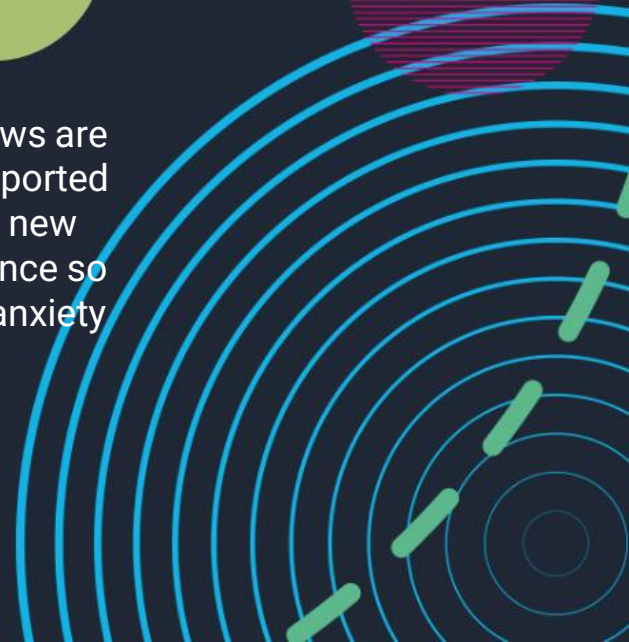
Searching in a disparate landscape is challenging causing uncertainty



Application methods vary depending on the employer and applicants are stressed



Interviews are not supported and a new experience so cause anxiety





# What are we doing now?

The existing offer



# BROWSE CAREERS

Discover your ideal job.



Search for careers



## Agriculture, Horticulture and Animal Care

This category includes agriculture, aquaculture, livestock and animal care, horticulture, forestry, and environmental conservation.

Agriculture and Animal Care

[View more](#) ▾

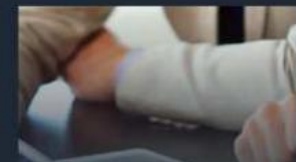


## Art, Media and Publishing

This category includes visual and performing arts, design, media production, publishing, and library and museum services.

Art, Performance and Design

[View more](#) ▾



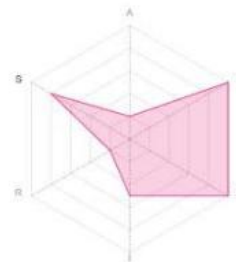
## Business, Administration and Law

This category includes business administration and management, finance, marketing, sales, and legal services.

### Your personality

Take the quiz to find out more about your personality traits.

[Take the quiz](#)





# CAREERS QUIZ

4

30

You would like to...

**Help people with personal or  
emotional problems.**


 Strongly disagree Disagree Unsure Agree Strongly agree

# CAREERS QUIZ RESULTS

Discover your ideal job

## Your top matches


Retake the quiz ↻



**Barristers and Judges**  
PUBLIC SERVICES  
99% Match



**Human Resource Managers and Directors**  
BUSINESS MANAGEMENT  
97% Match



**Senior Professionals of Educational Establishments**  
PUBLIC SERVICES  
97% Match



**Health Services and Public Health Managers and Directors**  
HEALTH, SOCIAL AND CHILD CARE SERVICES  
95% Match

## Your top pathway



## Your personality traits

We've broken your personality down into 6 different traits. Find out what they all are and how they relate to your career matches.

## What should I study next?

**WHAT TO STUDY NEXT?**  
Get Started

# SENIOR PROFESSIONALS OF EDUCATIONAL ESTABLISHMENTS

Job holders in this unit group plan, organise, direct and co-ordinate the administration, support systems and activities that facilitate the effective running of a university, college or other educational establishment.

## Wages



New starters start around £26,852. Normal pay is £57,837 per year. Highly experienced workers can earn up to £88,274.

## Available jobs

In the past year there were **89,509** vacancies for this type of job

**1.13%**

Projected job growth over the next 8 years

## Related courses

People work towards these careers by taking these courses at college and uni.

[View courses](#)

## What they do most days?

- \* Coordinates and maintains quality assurance procedures.
- \* Assists with recruitment, public relations and marketing activities.
- \* Arranges for the preparation and publication of syllabuses and other official documents.
- \* Organises examinations, necessary invigilations and any security procedures required.
- \* Drafts and interprets regulations and deals with queries and complaints procedures.
- \* Acts as secretary to statutory and other bodies/committees associated with the educational establishment.

[Read more](#)

## Hard Skills

Hard skills are specific, learnable, measurable, often industry or occupation-specific abilities related to a position.

Skills are ranked based on the number of job adverts that list them as required skills.



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# THE ULTIMATE GUIDES

We've created a series of guides that are loaded with information to help you understand what's next – decisions, next steps and figuring it out. These are our road maps to navigating student life.

[All](#)[Applications](#)[Subjects](#)[University](#)[Apprenticeships](#)[Finance](#)[Location](#)[Support](#)[Gap Year & Work](#)

UNIVERSITY

## IS UNIVERSITY WORTH IT?

APPRENTICESHIPS

## FINDING AN APPRENTICESHIP



# Search

## Industry Guides

Hub For you Favourites What to do Where to go Search

Search for items

Search All 18 results Page 1 of 1

Sort by: Relevance Grid List

All filters



Information and communication technology



Law and legal studies



Public health, social care and childcare services



Business and office administration



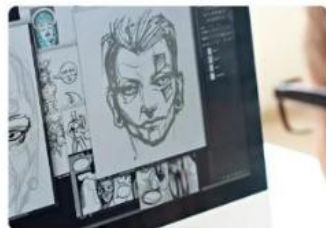
Teaching and lecturing



Transportation



Media, publishing and information



Art, performance and design

# Search

Employers

Hub For you Favourites What to do Where to go Search

Search for items

Search All | 72 results | Page 1 of 4

Sort by: Relevance Grid List

All filters



BAE Systems



Bloomberg



GSK



Barclays Bank Plc



Arc Group London Ltd



Wiser Academy



Ask Italian



DHL



apprenticeship

Search all 19 courses from 6 providers

List Grid 1 Sort by: Best match

Filters Undergraduate 2023-2024 Clear filters

**Digital and Technology Solutions (Data Analyst) Degree Apprenticeship**  
Queen Mary University of London

BSc (Hons) 4 years  
Mixed mode 18/09/2023

130 UCAS tariff points

Chat to students

Related courses

**Digital and Technology Solutions (Software Engineer) Degree Apprenticeship**  
Queen Mary University of London

BSc (Hons) 4 years  
Mixed mode 18/09/2023

130 UCAS tariff points

Chat to students

Related courses

**Mechanical and Manufacturing Engineering (Top-up) (Degree Apprenticeship)**  
University of Portsmouth

BEng (Hons) 18 months  
Part-time 18/09/2023

N/A UCAS tariff points

Related courses

**CONNECT WITH STUDENTS ONLINE:**

- ask questions
- gain insight
- find out what to expect

**NOT SURE UNI IS RIGHT FOR YOU?**

talk to current students online

Advertisements - Why the ads?

**Apprenticeship Standard Construction - Construction Site Supervisor - Level 4**  
SMB College Group

HNC 2 years  
Work-based learning 09/2023

N/A UCAS tariff points

**Apprenticeship Standard Construction - Quantity Surveying Technician - Level 4**  
SMB College Group

HNC 2 years  
Work-based learning 09/2023

N/A UCAS tariff points

**Apprenticeship Standard Construction - Civil Engineering Senior Technician - Level 4**  
SMB College Group

HNC 2 years  
Work-based learning 09/2023

N/A UCAS tariff points

**Apprenticeship Standard Construction - Construction Design and Build Technician - Level 4**  
SMB College Group

HNC 2 years  
Work-based learning 09/2023

N/A UCAS tariff points

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# UCAS is already established in this market and has seen record growth in its platform



Our apprenticeship search tool received **6.87m page views**



These page views led to **2.1m job searches**



These searches have resulted in **232,000 applications**

# Search for apprenticeships, graduate jobs and internships



## Browse jobs by specialism

[View all](#)

- |                           |                              |
|---------------------------|------------------------------|
| Administration 411        | Human Resources 185          |
| Business / Management 466 | IT 668                       |
| Catering 881              | Journalism 60                |
| Consultancy 214           | Legal 33                     |
| Education & Training 698  | Marketing 494                |
| Engineering 1329          | Operations 362               |
| Finance 207               | Other 655                    |
| Health & Social Care 255  | Sales / Customer Service 402 |

## Job of the week



**Test & Triage Analyst Apprentice**  
 Slough, Berkshire •  
 £21,500 (rising rapidly to £24,500 th...)

# What does the future look like?

The future of UCAS apprenticeships

# The product roadmap

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2023



Re-imagined apprenticeship search tool.

Apprenticeship opportunities side by side with UG courses.

Employer talent finding tool.

2024



Personalised content provided to students in their Hub.

Matching services for students and employers.

An apprenticeship application tool.

2025



Integrated application tools for any destination.

Screening and interview tools for employers.

Apprenticeship clearing tools.

Parity to the UG experience.

# The new designs; apprenticeship search tool

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Discover Undergraduate Postgraduate Apprenticeships Careers

Search Heart Sign in

Home / Search vacancies

## Search for apprenticeships, graduate jobs and internships

Career Finder

What are you looking for? Location Search

View all vacancies



**Job of the week**

Accounts Administrator Apprenticeship

Bristol 26,000 plus benefits

### Featured jobs

- |  |  |  |  |  |  |
|--|--|--|--|--|--|
|  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |
|  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |  | <b>Accounts Administrator Apprenticeship</b><br>Bristol 26,000 plus benefits |

ADVERT



# The new designs; see search results

The screenshot shows the UCAS search results page for apprenticeship vacancies. The page features a navigation bar with 'UCAS' and links for 'Discover', 'Undergraduate', 'Postgraduate', 'Apprenticeships', and 'Careers'. A search bar is prominently displayed with the placeholder text 'What are you looking for?'. Below the search bar, there are filters for 'Job type', 'Industry', 'Location', and 'Start date', along with a 'Clear filters' button and a 'Save this search...' button. The search results are displayed in a grid format, showing three job listings. Each listing includes a company logo, a title, location, salary, duration, and posting date. The first listing is for 'Customer Service Apprenticeship Programme - Leeds - September 2022' by Sky. The second is for 'Customer Service Internship' by CMS Cameron McKenna Nabarro Olswang LLP. The third is for 'Accounts Administrator Apprenticeship' by National Highways. A fourth listing is partially visible, showing a road scene. The page also includes a 'Sort by: Best match' option and a 'List' view toggle.

UCAS Discover Undergraduate Postgraduate Apprenticeships Careers

## Search

Apprenticeship vacancies


What are you looking for?

< Back | 123 vacancies from 12 employers

Sort by: Best match Grid 31 List

52

Job type Industry Location Start date Clear filters Save this search...




### Customer Service Apprenticeship Programme - Leeds - September 2022

Sky

London

Apprenticeship level	Salary
Higher: Level 5	17,000 plus benefits
Industry	Duration
IT	18-24 months
Date posted	Posting expires
12/01/2023	18/02/2023




### Customer Service Internship

CMS Cameron McKenna Nabarro Olswang LLP

Leeds

Job category	Salary
Internship	29,000 plus benefits
Industry	Duration
Telecommunications	18-24 months
Date posted	Posting expires
12/01/2023	18/02/2023



### Accounts Administrator Apprenticeship

National Highways

Bristol

Apprenticeship level	Salary
Advanced: Level 3	26,000 plus benefits
Industry	Duration
Supply chain & transport	18-24 months
Date posted	Posting expires
12/01/2023	18/02/2023

ADVERT



# The new designs; view a vacancy

UCAS Home Find a job Careers advice Employers advice Jobs alert

Back Sky Date posted: 24/05/2022

## Customer Service Apprenticeship Programme

Location	Apprenticeship level	Salary	Sector	Duration	Closing date	Apply
Leeds, UK	Level 3	29,900 plus benefits	Information technology	18-24 months	24/05/2022	Apply

### Job details

#### Duties

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#### Apprenticeship details

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#### Further vacancy details

Specification: [Sales/ Customer services](#)

Role type: [Apprenticeship](#)

Start date: [24/05/2022](#)

Qualifications required: [2 x GCSEs](#)

[Get job alerts](#)  
Create a job alert and receive personalised job recommendations created to your interest

### Skills

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[Share vacancy](#)

[Facebook](#) [Instagram](#) [LinkedIn](#) [Twitter](#)

#### Employer information

Sky

[Visit our website](#)

407 Pease  
Sky  
Carnegie Square  
25 Redcliffe St  
Leeds LS1 4EL

[Apply](#)



# The new designs; student dashboard

UCAS Discover Undergraduate Postgraduate Apprenticeships Careers

Q What are you looking for?

Hi <username>

### Your vacancies (10 live)

Vacancy title	Recruiter	Job type	Clicked apply for	Posting expires	Action
Network Engineer Apprentice	Sky	Apprenticeship	Yes	10/12/2022	<a href="#">View vacancy</a>
Network Engineer Apprentice	BT	Apprenticeship	No	10/12/2022	<a href="#">View vacancy</a>
Network Engineer Apprentice	BT	Apprenticeship	No	10/12/2022	<a href="#">View vacancy</a>
Network Engineer Apprentice	BT	Apprenticeship	Yes	10/12/2022	<a href="#">View vacancy</a>
Network Engineer Apprentice	BT	Apprenticeship	No	10/12/2022	<a href="#">View vacancy</a>
DevOps Engineer	Channel 4	Graduate	No	10/12/2022	<a href="#">View vacancy</a>

[View all your vacancies](#)

### Your saved searches

Search terms and filters you've saved. Run or edit your saved searches from here.

### Manage your communications preferences

Control when you want to receive communications from UCAS.



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