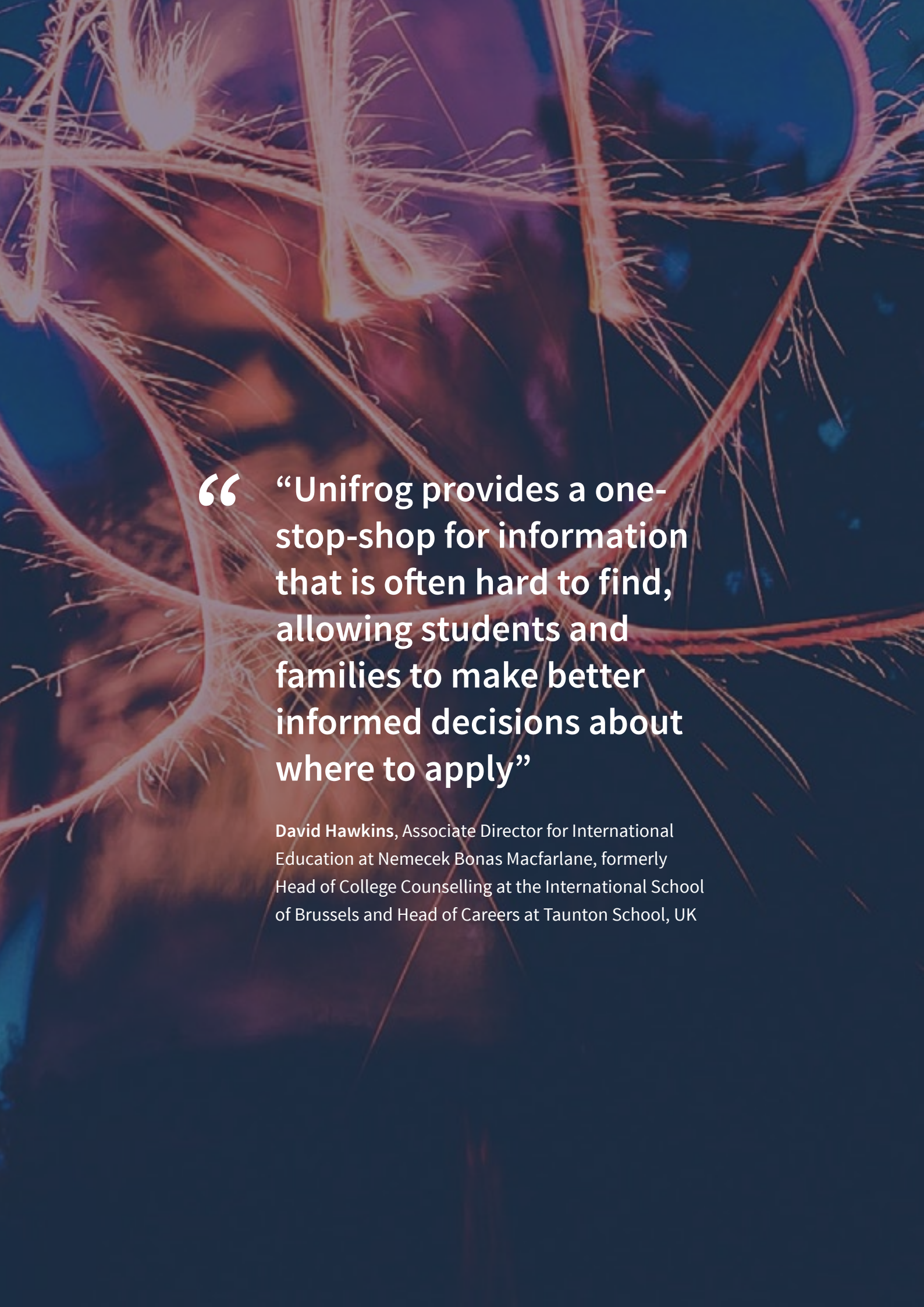


The Complete Destinations Platform

Book your free demonstration at:
www.unifrog.org

unifrog



“Unifrog provides a one-stop-shop for information that is often hard to find, allowing students and families to make better informed decisions about where to apply”

David Hawkins, Associate Director for International Education at Nemecek Bonas Macfarlane, formerly Head of College Counselling at the International School of Brussels and Head of Careers at Taunton School, UK



Searching for Opportunities

Unifrog brings into one place every university course, apprenticeship, and college course in the UK, as well as other opportunities such as School Leaver Programmes, MOOCs and Dutch undergraduate courses.



Applications made simple

The platform makes it easy for students to record what they're good at, and write their CVs and Personal Statements. Teachers can give feedback, and write references. Everyone knows their next task and nothing gets lost.



The benefits of using Unifrog



Prepare for Ofsted

The Department for Education has directed Ofsted to give careers guidance higher priority in school inspections.

In addition, regular communications with parents on student progress is crucial in ensuring positive feedback through Ofsted's Parent View.

Careers Guidance Action Plan, DfE, Sep 13



Statutory responsibility

Schools have a statutory responsibility to provide independent and impartial information on students' full range of options, including vocational routes such as apprenticeships.¹

In addition, from 2016 the DfE will include Destination Data for KS4 and KS5 in headline measures and data dashboard information.²

¹ *Careers Guidance and Inspiration, DfE, Mar 15*
² *Careers Guidance Action Plan, DfE, Sep 13*



Raise attainment

Good careers guidance motivates students to work hard towards their goals - thus raising attainment.

In schools with good careers guidance, the proportion of students gaining 3 As at A-levels is higher, and students also achieve higher average UCAS points.

Advancing Ambitions, The Sutton Trust, Oct 14



Reduce NEETs

The best way to reduce NEETS is to prevent young people from becoming NEET in the first place.¹

It is well documented that effective guidance plays a critical role in stopping young people from becoming NEET.²

¹ *Public Health England, Sep 14*
² *Eg the CBI, Nov 14*



Russell Group and Oxbridge Access

Graduates from Russell Group universities earn up to 16% more than graduates from other universities.¹

Making strategic choices – such as applying for less oversubscribed courses – boosts students' chances of Russell Group success.²

¹ *Department for Business, Innovation and Skills, Apr 14*
² *Widening Access, The Sutton Trust, Jan 10*



Gatsby Benchmarks

Unifrog is mapped against the Gatsby Benchmarks to help you deliver Outstanding Careers Guidance.

The platform is particularly helpful for delivering benchmarks 1, 2, 3, 7 and 8.

¹ <http://www.gatsby.org.uk/education/programmes/good-career-guidance>



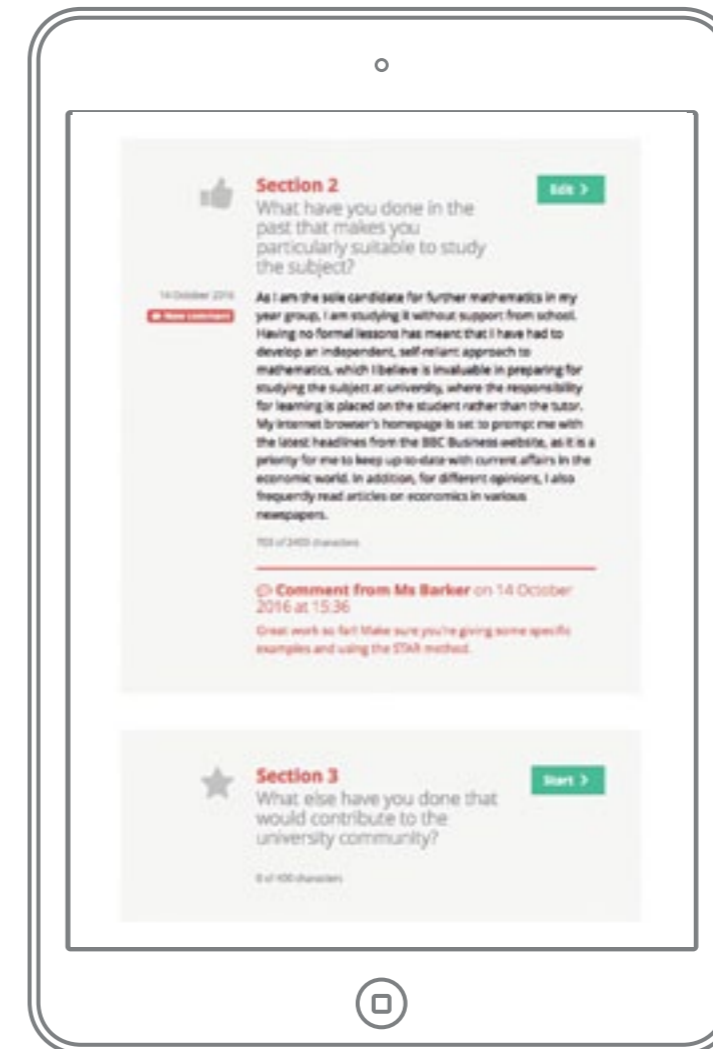
Students Searching for Opportunities

Everything in one place

Intuitive process

Compare side by side

Make considered choices



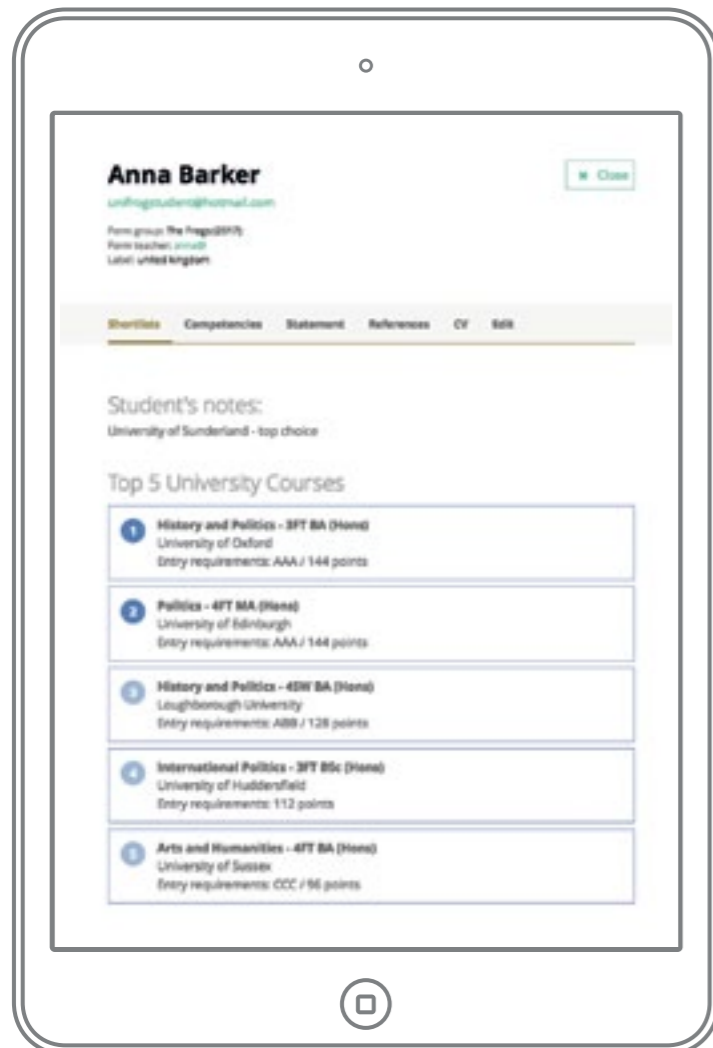
Students Creating Applications

Manage everything from one dashboard

Guidance and examples

Nothing gets lost

Easy feedback on personal statements and references



Teachers Managing Students

Track progression

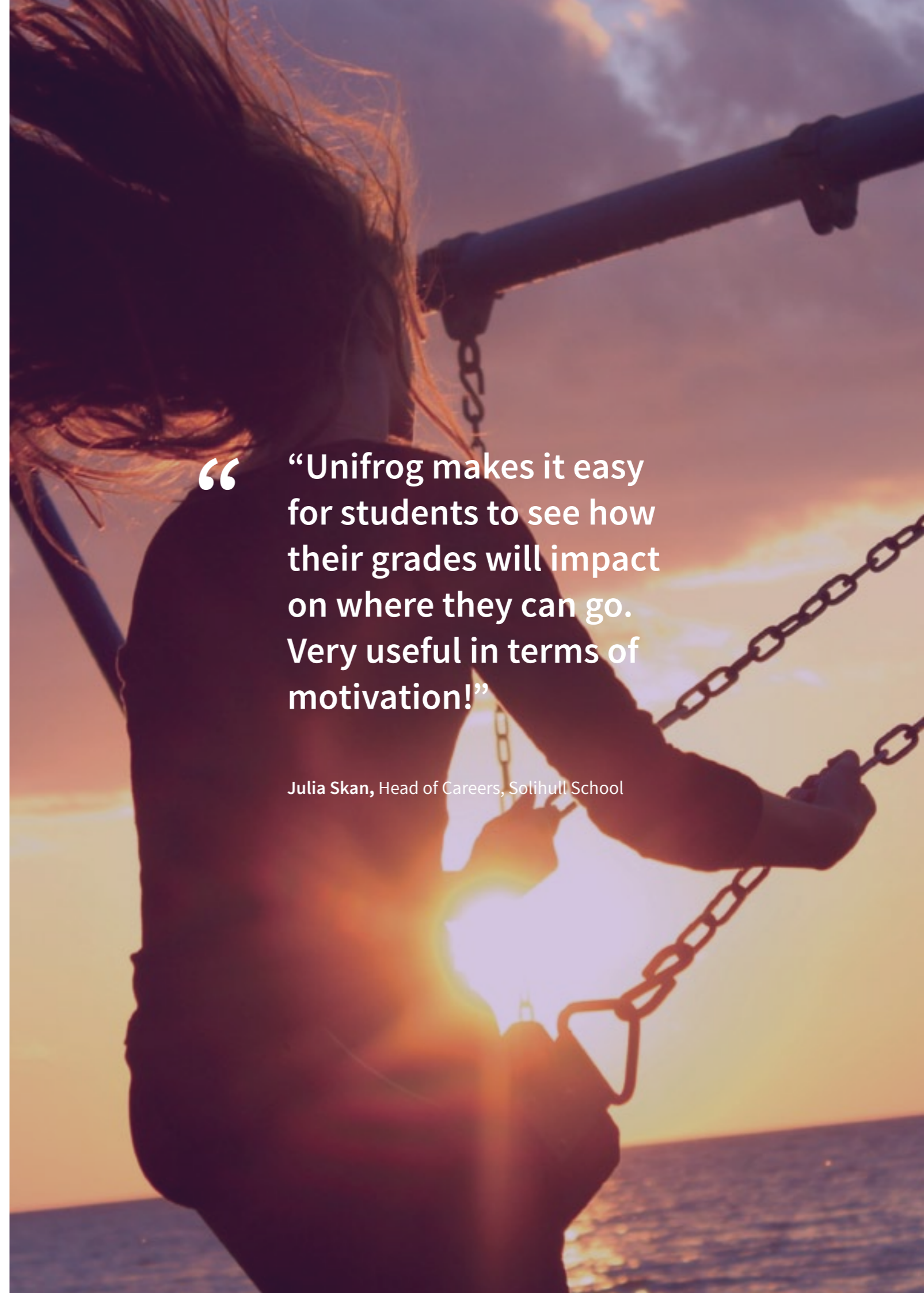
Contact staff and students

Assess student's interests

Support at every stage

“Unifrog makes it easy for students to see how their grades will impact on where they can go. Very useful in terms of motivation!”

Julia Skan, Head of Careers, Solihull School



A guide to the Unifrog tools

UK Universities

UCAS

The **University tool** helps students find the best university courses for them. Every course in the UK is included, and students can compare them on over 25 factors. Counsellors and teachers can track the progress of each student's research, and easily offer tailored guidance.

The **UCAS tool** then enables students to create a shortlist of their final 5 courses.

Dutch Universities

There are more than 2000 undergraduate courses taught in English in Holland. They are prestigious and are significantly cheaper than equivalent UK courses. They also offer students an invaluable opportunity to live in another country. Unifrog's **Dutch University tool** takes a live feed from the Dutch government and is thus uniquely comprehensive. Students can compare courses on everything from average starting salary to the % of lecturers over 50. The tool gives students full support with the application process - from how to submit grade certificates to how to find accommodation.

Oxbridge

The **Oxbridge tool** simplifies the task of finding the best Oxbridge college for you. With a large range of ranking options and filters, students can find the college which meets their expectations not just academically, but also socially and culturally. The tool also provides students with a strategic advantage – they can see which colleges offer the best chance of success for their subject, and the tool also suggests similar subjects which might suit the student better, and offer a greater chance of success.

MOOC

Massive Open Online Courses (MOOCs) are a great way of showcasing interest in a particular subject area when applying to university, as well as allowing students to 'try out' a university course before committing. Unifrog's MOOCs tool brings into one place all of the world's best MOOCs, and makes it easy for students to choose the best ones for them.

Apprenticeships

The **Apprenticeships tool** allows students to sort and filter every live apprenticeship vacancy in the UK. This includes 'School Leaver Programmes' – prestigious opportunities offered by blue-chip companies. The tool is easy to navigate, students can apply for vacancies directly from the platform.

College / Sixth Form

The **College/Sixth Form tool** enables students to easily search for vocational Further Education courses as well as all courses offered by sixth forms in the UK.

CV

The **CV tool** makes it easy for students to write an excellent, simple CV. It encourages students to create several versions, tweaked for the various roles and courses for which they are applying.

Competencies Store

The **Applications tools** assist both students and staff in submitting University applications.

Personal Statement

Using the **Competencies Store**, students create a log of situations in which they demonstrated skills or attributes that universities value.

Teacher References

The **Personal Statement** tool then helps students write their statement, by offering guidance and a template with which to start. The tool creates full version histories of each statement, and multiple teachers can easily leave comments and make edits.

Finally Unifrog provides a central location where teachers can write **references**. Subject teachers write references for students in their class, then tutors and counsellors can easily review what's been written, and extract relevant information for the overall reference. Everything that each teacher needs – like the latest drafts of students' personal statements, and the competencies they've recorded – is in one place, and nothing ever gets lost.



Please contact us if you have any questions,
or would like to join our growing network of partners.



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