



UNIVERSITY OF
BIRMINGHAM

Applying to university



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Student Recruitment Manager

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Benefits of Higher Education

- Study what you really enjoy/specialist/expert knowledge
- Intellectual challenge – make a difference to the world
- Opportunity to study abroad/ gain work experience
- Personal development/ ‘find yourself’
- Develop employability skills
- Become a ‘professional’
- Better job prospects and more choice
- Less likely to be unemployed
- More likely to receive training
- More likely to get promoted
- Have a good salary
- Happier and healthier life
- Live somewhere different
- Meet new people
- Have a good time/ new experiences/broaden your horizons



Plus.....

- More likely to vote
- More likely to read the Telegraph
- More likely to own a dishwasher



Application process

- Electronic
- Personal details, education/qualifications
- Up to 5 choices – research
- Personal statement
- Reference
- Apply by deadline
- Register from summer, send to UCAS from September
- Sent to universities – waiting game
- Conditional/Unconditional Offers – UCAS Hub
- Firm and insurance choice
- UCAS Extra
- Confirmation and clearing

UCAS

www.ucas.com

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

www.ucas.com/undergraduate/applying-university/ucas-undergraduate-advice-parents-and-guardians



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You must choose
the right course
at the right place
for you



There are many choices

Where to go?

Over 165 universities/colleges (395 providers)

What to study?

Over 50,000 courses



Which subjects can you study?

- A subject specific to a career
- Subjects already studying at school
- Specific aspects of what you are already studying
- New subjects





More than
70%
of employers
do not specify a
degree subject
in their
graduate job
advertisements

Target jobs 2018



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The most targeted university by graduate recruiters
The Graduate Market in 2021 Report, produced by High Fliers Research



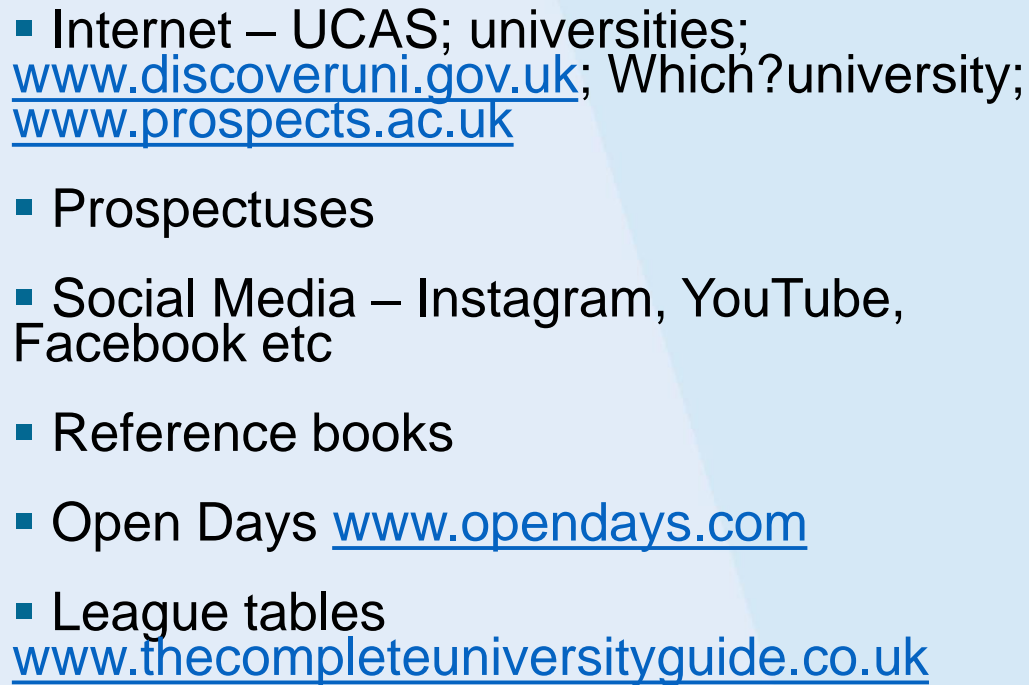
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Choosing courses – research:

- Course type
- Course content
- Teaching and assessment methods
- Graduate destinations
- Location
- Accommodation
- Finance
- Facilities
- Student support
- Student life



Research

- 
- A tablet with a black bezel and a light blue screen. The screen displays a list of research resources. At the top of the screen, there is a status bar with signal strength indicators, the time '14:30 PM', and a battery level indicator. The list consists of six items, each preceded by a small blue square bullet point. The first item is 'Internet – UCAS; universities;' followed by two blue underlined URLs:
- www.discoveruni.gov.uk
- and
- www.prospects.ac.uk
- . The second item is 'Prospectuses'. The third item is 'Social Media – Instagram, YouTube, Facebook etc'. The fourth item is 'Reference books'. The fifth item is 'Open Days' followed by the blue underlined URL
- www.opendays.com
- . The sixth item is 'League tables' followed by the blue underlined URL
- www.thecompleteuniversityguide.co.uk
- .
- Internet – UCAS; universities;
www.discoveruni.gov.uk; Which?university;
www.prospects.ac.uk
 - Prospectuses
 - Social Media – Instagram, YouTube, Facebook etc
 - Reference books
 - Open Days www.opendays.com
 - League tables
www.thecompleteuniversityguide.co.uk



What do Admissions Tutors look for?

- Apply in time
- Reference
- Will you be able to cope with the academic demands of the course?
- Do you meet the entry requirements?



Meet the entry requirements

- What are they?
- Are they realistic?
- Are there any specific requirements? E.g. GCSE, A Levels, IB, BTEC, EPQ etc
- Work experience?
- Entry Test?



Personal statements - comments from Admissions Tutors

- 'Highly important'
- 'It's the only way to tell those that are interested in the subject from those that are just good at it'
- 'Forms the basis for the interview'
- 'Especially important in borderline cases'
- 'Important at confirmation/clearing'
- 'I look for students who will be interesting to teach'



Personal statement

- Reasons for course/subject choice
- What you enjoy in any related subjects now
- Current affairs/ reading around the subject/ MOOCs/ TED
- Career goals/ what hope to gain
- Interests/ hobbies
- School/college experience – positions of responsibility
- Involvement in Higher Education activities
- Work experience/ employment/ voluntary work
- Skills/personal qualities relevant to the course
- Gap year information, if applicable
- Motivation – Commitment - Enthusiasm



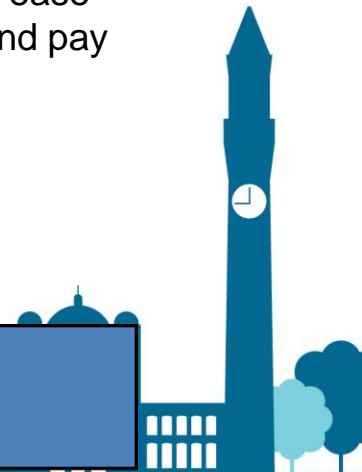
Key skills to do well - Medicine



- Sound academic background and study skills
- Interest in science
- Physical stamina
- Manual dexterity
- Desire to help people
- Cope with pressure
- Excellent communication skills
- Teamwork
- Self-motivation
- Patience
- Ability to relate to many different people
- Friendly, polite and helpful attitude towards people
- Ability to cope with anxious or difficult patients
- Ability to gain trust and put patients at ease
- Thorough and methodical approach and pay attention to detail
- Ability to work long hours

You may need a skeleton

COSTS AN ARM AND A LEG



PERSONAL STATEMENT

'I really want to be an Accountant. Please give me a place on your Accounting and Finance degree. My friends think I'll be great.'

'My interest in Medicine stems from my enjoyment of 'Casualty' and other related TV series.'

'Business is in my blood, I've wanted to study it forever'

'To be or not to be, that is the question'. It was this quote from Shakespeare's Macbeth that persuaded me to study English.'

PERSONAL STATEMENT

ing and understanding the true stories behind historical figures
figured me. I have been following the recent discovery of R
d by the resulting reinterpretation of his life
the Roses period and the wider implicat
Henry VII and Henry VIII. I have a deep
and Romans, whose mythology
renaissance to the later pe
The Lady in the Tower
motives behind her
be orchestrated by her



PERSONAL STATEMENT

Ancient history, for me, is about connecting with distant generations from all walks of life. It is an interest that goes beyond the great historical set pieces. I love the human side of the subject, from the baker producing his last loaf in Pompeii to the third century Roman complaining about the theft of his bath robe on a curse tablet. I am intrigued by the minutiae of ancient life and mythology, how societies developed and how attitudes changed. We can learn so much by exploring historical contexts, and recognising their relevance to the present.

In my Extended Project Qualification which looks at the role of women in Ancient Rome, I have increased my understanding of how women both broke convention and conformed to achieve power. Through this I have honed research skills such as prioritising information, recognising bias in articles and assessing the value of historical sources - all of which I look forward to applying at university.

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PERSONAL STATEMENT

'If I should be accepted to your university I would wish to pursue my chosen field of study, psychology, for one very basic reason: I want to Rule the World. I'm not talking your run of the mill big company, or being Prime Minister, no I'm talking about Julius Caesar, Napoleon Bonaparte, King Tutankhamen type of Ruling the World except, succeeding where they failed, because quite simply they lacked the basic understanding of human psychology.'

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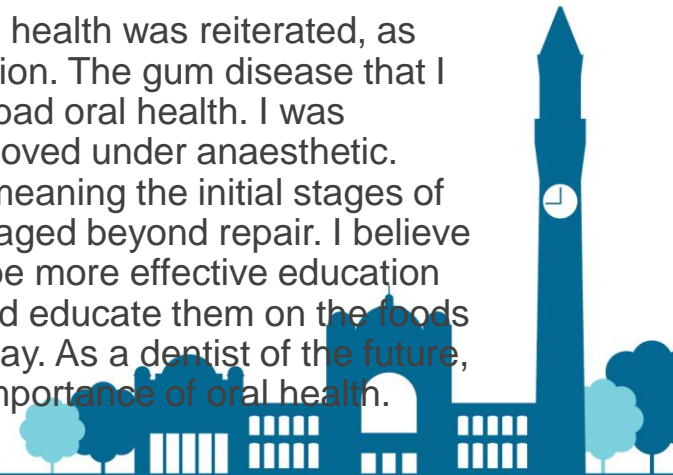
Personal statement

My interest in Dentistry began when I was referred to an orthodontist to straighten my overlapping front teeth. I found the difference a dentist can make to a smile and the confidence they can help build in a person extraordinary, and have aspirations to pursue a career where I will impact others in the same way.

I have undertaken three work experience opportunities at dental practices, all of which serve a different demographic of patients. I have gained an understanding of the importance of the relationship and trust which exists between dentist and patient and the requirement for patient confidentiality, whilst learning some of the necessary communication skills required of a dentist, particularly when dealing with anxious or vulnerable patients such as the elderly.

I was also able to recognise the teamwork and communication needed between dentist and dental nurse in order to complete the procedures quickly but carefully; skills I have developed as a committed member of a local cheerleading team where in my role as a back spot I am responsible for the flyer's safety. As part of the team, I assist in the coaching of the 8-12 year olds twice a week, allowing me to build my leadership and teamwork skills.

While observing a dental hygienist, the importance of gums in overall oral health was reiterated, as failure to properly clean around the gum line may result in gingival recession. The gum disease that I saw during my work experience led me to research more about cases of bad oral health. I was shocked to discover the alarming rising rates of children having teeth removed under anaesthetic. Only 58.5% of the UK's child population in 2018 were seen by a dentist, meaning the initial stages of tooth decay were not identified and treated before the tooth became damaged beyond repair. I believe that to reduce the number of children requiring extractions, there should be more effective education schemes to teach children in schools how to properly brush their teeth and educate them on the foods and drinks with high sugar content that are mostly responsible for the decay. As a dentist of the future, I hope to contribute to the education of children and their parents in the importance of oral health.



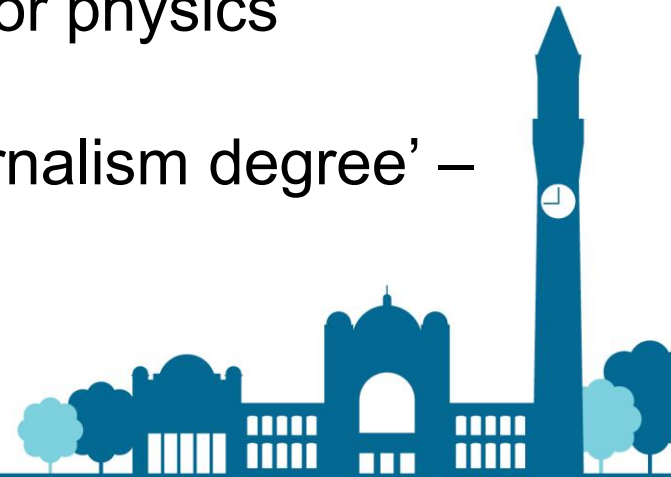
Personal statement examples

‘I have always wanted to either be a doctor or a primary school teacher.’ – Applied for Medicine



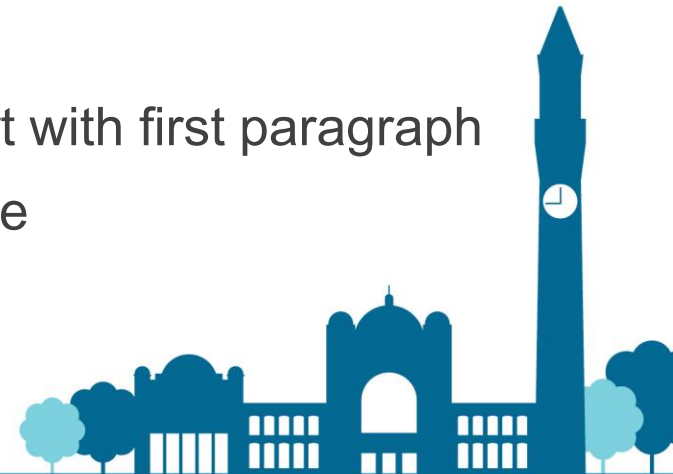
‘I have always wanted to study history or physics’

‘I have always wanted to pursue a Journalism degree’ –
Birmingham does not do Journalism!



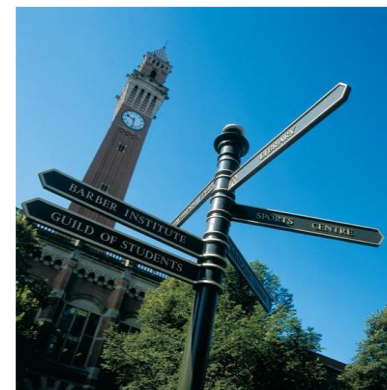
Making a good impression with your personal statement

- At least 75% should concentrate on course/subject related issues
- Grammar/spelling/vocabulary
- Be specific
- Be honest
- Be positive
- Be selective
- Take time – edits required, don't have to start with first paragraph
- Don't plagiarise – Similarity Detection Service
- Don't start every sentence with 'I'
- No lists – analyse your experiences



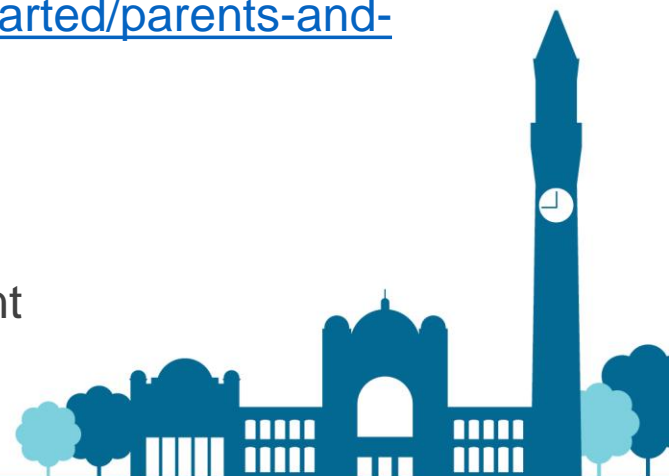
Top tips for students

- Do your research - get it right
- Visit
- Work hard
- Read/research around the subject
- Identify and evidence your skills
- Be organised and plan ahead



Top tips for parents

- Get to know UCAS procedures
<https://www.ucas.com/ucas/undergraduate/getting-started/parents-and-guardians/ucas-undergraduate-application-process>
- Up to date information
- Encourage wise use of holiday time
- Help with research, visits, reading personal statement
- Be at home on A Level results day





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