



Impact report 21-22

A member of the



FOREWORD FROM UNIFROG'S CEO, DAN KELLER

21/22 has been one of the most important years to date in our mission to level the destinations playing field.

One of the big reasons for this is the size of the Unifrog team, which grew from 55 to 77 employees last year! This has enabled us to significantly increase the scope of our work to better support young people. One example of this is our HE partnerships, which have gone from strength to strength - we now work with nearly 150 universities around the world.

We also developed partnerships with employers last year, tapping into their expertise on employability skills and apprenticeships, and connecting them with schools. This work already spans a broad range of sectors with early partners including Tesco, PwC, British Airways, the Royal Navy, and Dyson.

This work, combined with innovative platform developments like our Placements tool, has placed Unifrog at the heart of the destinations space - bringing together young people, their schools and colleges, and their potential HE providers and future employers to make sure every young person reaches their potential.

That's why I'm super excited to share that we're now calling Unifrog the *universal* destinations platform, showcasing our commitment to help every student reach their best next step, whatever that next step may be - whether it's an apprenticeship, university, college course, or straight into the world of work.



THE ISSUE WE'RE TACKLING

There's a **huge gap in outcomes** between young people from disadvantaged backgrounds and their more advantaged peers when it comes to access to leading universities, the best apprenticeships, and the most competitive careers.

This disparity in destinations means that education isn't having the positive effect on social mobility that it could and should have.



Independent school students are **twice as likely** to gain a place at a leading university.



Degree apprentices are over **five times more likely** to come from the most advantaged neighbourhoods.



In 2021, **12.6%** of all 16-24 year olds were NEET (not in education, employment, or training).



Young people from disadvantaged backgrounds are **twice as likely** to become NEET.

WHAT WE DO

We want to change this. Our mission is to **level the playing field** when it comes to students finding and applying successfully for the best opportunities after school.

The Unifrog platform brings all the available information into one single, impartial, user-friendly platform that helps students to make the best choices, and submit the strongest applications.

We also connect employers and universities with the Unifrog community of young people and teachers via online and in-person events, and co-created content.

“ It's our mission to ensure that all of our students, no matter what their background, have access to the best careers advice - and Unifrog is fundamental in enabling us to achieve this goal. ”



Jo Wood, **Head of Student Development and Careers Programme Leader**
The 6th Form College Birkenhead



AT THE HEART OF THE DESTINATIONS SPACE



OUR IMPACT

To achieve our mission of helping every young person **reach their potential**, we now work in...



3,000+

schools and colleges around the world



50%

of secondary schools and colleges in the UK



100+

countries around the world

Last academic year alone, Unifrog had a **positive impact** on the lives of...

1.2 million

students across the globe

4,000

young people who we prevented from becoming NEET across our UK partner schools

“ Unifrog has had a massive impact on student motivation, on opening doors and making students aware of where they can go, and raising their aspirations. ”



Chris Wilson, **Director of Post-16**
Outwood Grange Academy

OUR ENGAGEMENT



“ I don't want to come on too strong but for both students and teachers Unifrog is liberating, exciting, and rewarding! ”



Stuart Miller, **Assistant Head**
Wisbech Grammar School

We achieve this impact by working closely with our partner schools and colleges. Over the last academic year...

85,000+ teachers and advisors



Downloaded **100,000+ plug-and-play lessons** from the Unifrog Resources library

1.2 million+ young people



Shortlisted over **2.6 million destinations** on our university, apprenticeship, and college search tools



Explored Careers library profiles over **9 million times** to make better informed choices



Logged **1.25 million skills and activities** to get them ready for their next steps

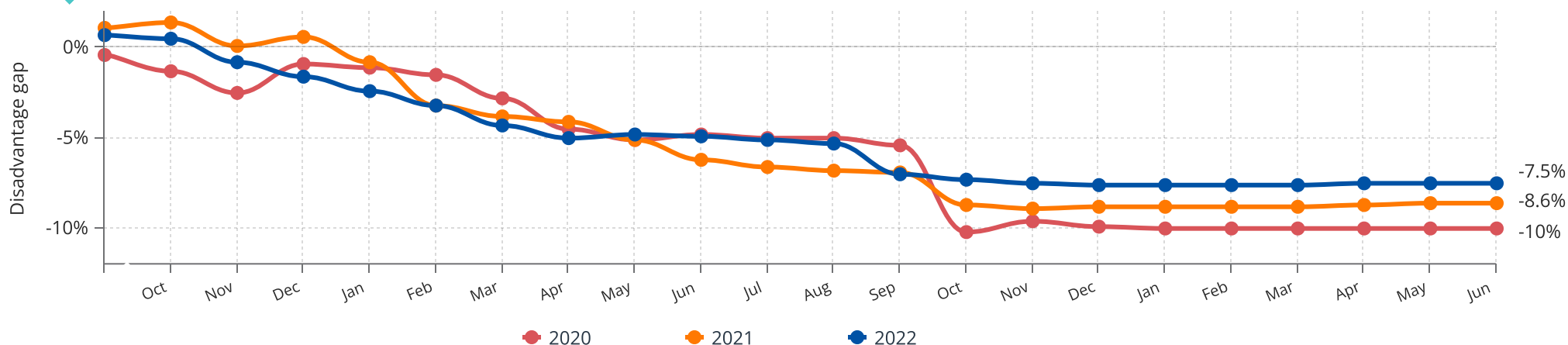


LEVELLING THE PLAYING FIELD

Although we're supporting a huge number of students, we saw there was still a gap between the proportion of destination shortlists created by students from disadvantaged backgrounds and the rest of their cohort. Tackling this has become a **key focus for us** and we're determined to eliminate this gap altogether by the 2025/26 academic year. Last year, the disadvantage shortlisting gap fell from -10% to -7.5%, and is set to fall again this year.

To achieve this, we've made adjustments to the platform and are running a series of events designed to better support students from disadvantaged backgrounds to get the most out of Unifrog. These include staff training, strategy meetings tailored to each school or college, and webinars for students and teachers. We're also working with our network of HE and employer partners to help demonstrate the value of shortlisting and considering a broad range of options. In addition, our Placements tool has helped 2,500 students in Index of Multiple Deprivation deciles 1-3 successfully complete placements since it launched in 21/22.

How has the month-on-month disadvantage shortlisting gap during Year 12 and 13 changed from the 2020 to 2022 graduating cohort?



MEET THE EXPERTS

Thanks to our scale, we're able to leverage support from academics, current apprentices and student ambassadors, and employer experts to help school and college students make even more **informed decisions**.

A lack of exposure to HE and workplaces contributes to the disadvantage gap in next steps after school - so providing opportunities for students to engage with these potential pathways is vital.

“ We ensured apprentices were present at all the events we've run with Unifrog - it's really important that young people see people that look and sound like them in these roles. ”



Nathan Agyekum, **Senior Talent Team Associate**
EY

In the 21/22 academic year:

- ★ We hosted **108** interactive webinars
- ★ We ran **7** careers and university fairs
- ★ **15,000+** students joined these events to hear directly from university academics and talent experts at top global companies

These events are clearly having an impact...

- ★ **94%** of students said the webinar gave them a better understanding of what it's like to work in an industry or study a specific subject
- ★ **99%** of students would attend another Unifrog webinar

DON'T JUST TAKE OUR WORD FOR IT

95% of our partner schools and colleges say Unifrog has had **'a significant positive impact'**

“ Unifrog has been an absolutely amazing resource and I simply would not be going to university without it.

Thanks to Unifrog, I now have found a course I'm really interested in and have a career goal in mind. ”



Katy Kingsley
Y13 student

“ One student in particular sticks in my mind. He wanted to study football management and we were struggling to recommend him courses. But Unifrog's smart university search tool led him to a course that was perfect for him. Of course he found this really motivating, and his grades have gone through the roof! ”



Laura Richardson
Head of Y13
Oaks Park High School

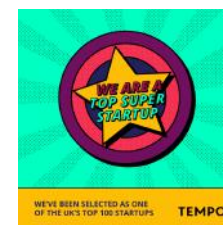
“ I will continue to champion Unifrog as I firmly believe it's the best careers platform around.

Being supported by the brilliant Unifrog team has also been an absolute pleasure and makes all the difference to our usage of the platform. ”



Joanne Seward
Careers Leader
Sharnbrook Academy

SOME OF OUR PARTNERS



THE UNIVERSAL DESTINATIONS PLATFORM VIDEO



GET IN TOUCH



Want to find out more?

Get in touch today to learn more about our impact and how you can get involved.



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