

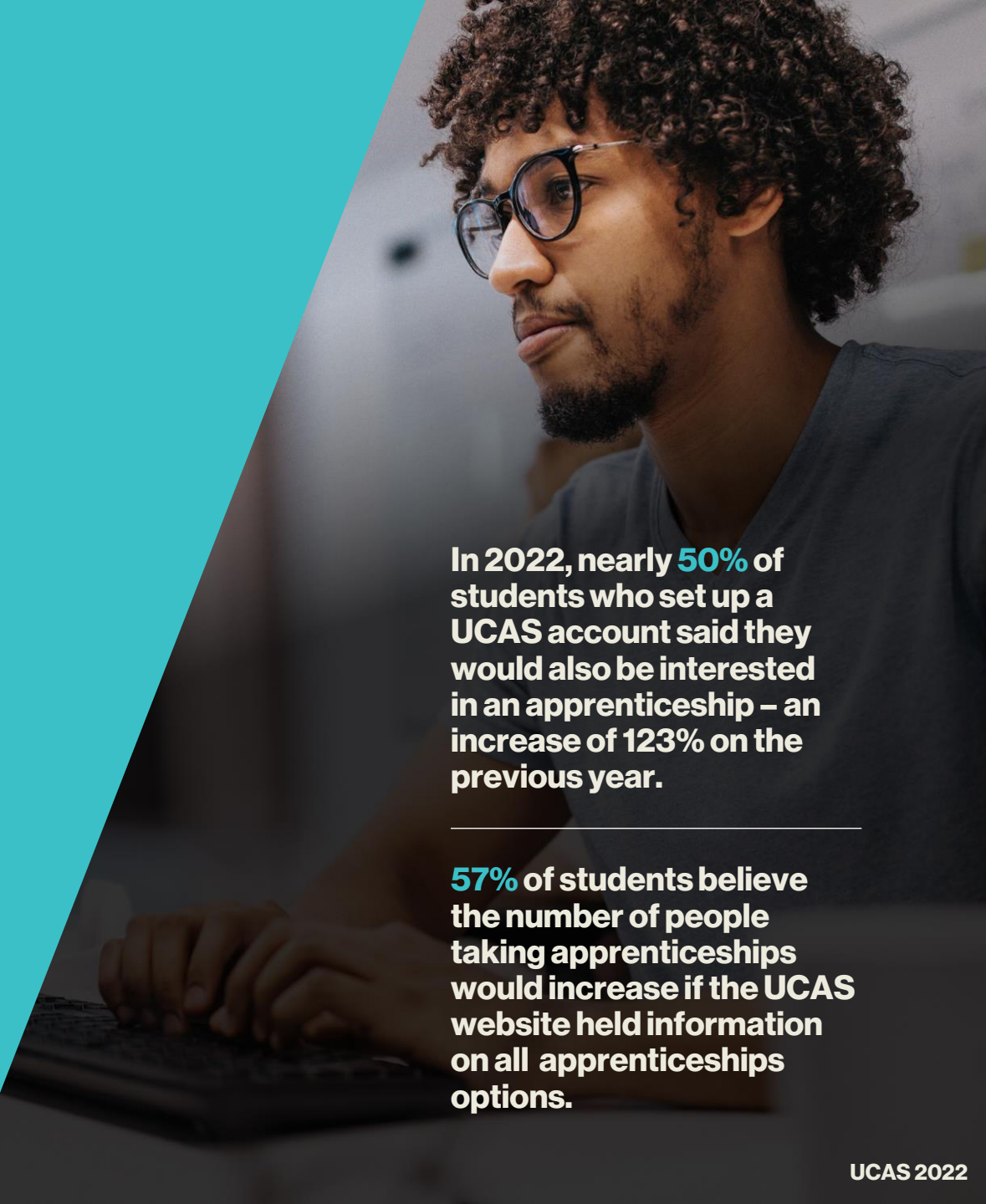
# Apprenticeships



# The growth in apprenticeships offers a huge opportunity for our audience – and yet another choice to explore.

The numbers of young people considering an apprenticeship as well as a degree have been rising exponentially for the past few years. But with that interest comes the added complexity of understanding the pathway, finding trusted information – and then securing an apprenticeship.

And for organisations with apprenticeships to offer, the complexity of finding the absolute best match increases as the interest grows – more channels to advertise on, more candidates to consider.



In 2022, nearly **50%** of students who set up a UCAS account said they would also be interested in an apprenticeship – an increase of **123%** on the previous year.

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**57%** of students believe the number of people taking apprenticeships would increase if the UCAS website held information on all apprenticeship options.

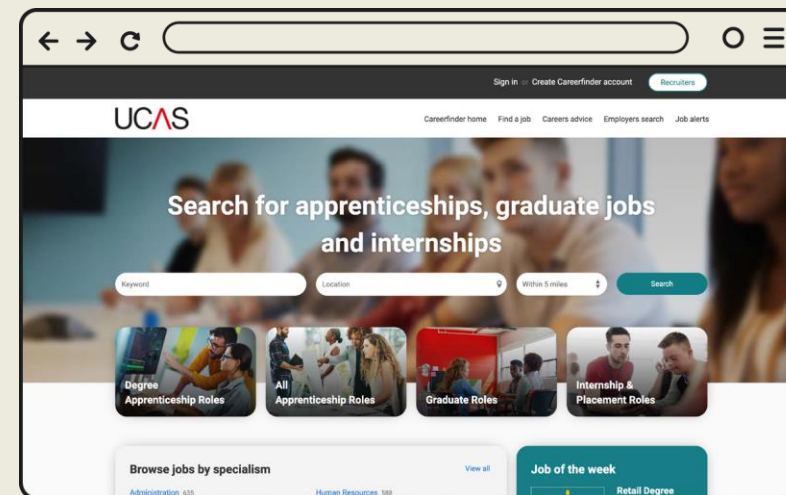
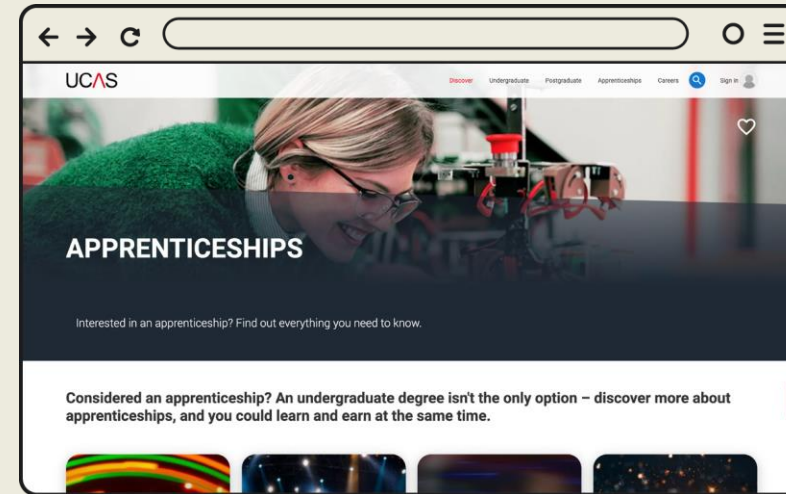
# UCAS is helping to make those choices clearer too.

In 2022 we hit **2.2 million** searches for apprenticeships on the UCAS Career Finder.

The website provides young people with information, content and tools to help them understand the pathway and consider their options - as well as the ability to discover available opportunities and make an application.

As a result, we're also able to support employers to find the best possible applicants for their apprenticeships.

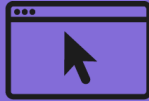
Our data allows for unparalleled candidate targeting across 100s of parameters. And through our platform, channels and admissions touchpoints, employers are able to directly connect with those candidates, and engage them in the opportunity they represent.



Featured Recruiters



# How We Can Help



## Posting

Employers can post their opportunities on our Career Finder for students to discover.



## Profile

Employers can set out their story and talent proposition via our Employer Profiles, or even sponsor roles in our Careers Finder.



## Data

Our data allows us to precisely define a pipeline of potential candidates - to inform your partnership activity with UCAS and optimise your own recruitment.



## Events

Presence at UCAS events leverages our trust to present your brand as an employer of choice.





## Campaigns

Candidates can be reached and engaged through multichannel campaigns across the UCAS ecosystem.



## Consultancy

Consultancy can explore innovative routes to finding the best candidates tailored specifically to your needs.



Get in touch with the most trusted brand in education, with unique access to over 2 million applicants, current students and graduates, we're uniquely positioned to help you connect with the next generation.

## Contact us

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**[employerservices@ucas.ac.uk](mailto:employerservices@ucas.ac.uk)**

