



**UNIVERSITY & CAREER GUIDANCE
FOR STATE SCHOOL STUDENTS**

2012 Teachers' Guide to Pure Potential Services

WELCOME

Dear Heads of Sixth Form, Careers Advisors, Progression Officers, Heads of Year 12, Key Stage 5 Co-ordinators, Post-16 Advisors, UCAS Administrators, Guidance Teachers, Student Services and more,

Welcome to Pure Potential. Over the past seven years we have helped over 50,000 state-school students with their university or school leaver programme applications and career choices, by raising aspirations, increasing knowledge and boosting confidence. Our results are overwhelmingly positive - you can read more about the impact of our work throughout this guide.

This booklet will enable all sixth form advisors to understand what Pure Potential can do to help their students, from our free events and website, to paid-for, bespoke services in schools and, of course, our ever-popular *APPLY – the Guide for Sixth Formers* which we continue to offer at a 50% discounted rate for state schools.

We understand that every school is different, so if you would like us to tailor any of the services outlined in this booklet to fit your school's needs then please get in touch.

With best wishes,

**PURE
POTENTIAL**

info@purepotential.org / 020 7122 1220

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PP: WORKSHOPS



Pure Potential staff come to your school to deliver workshops on a range of topics

PERSONAL STATEMENTS

Competition for places at leading universities is fiercer than ever before, resulting in bright state school students missing out on university places. An outstanding personal statement can significantly increase a student's chance of securing a place at their first-choice university. Pure Potential can help you prioritise and express your students' best traits and achievements to-date, through our in-depth personal statement workshops which enjoys full endorsement from the Department for Education. We can tailor our session to work with students of all abilities, at varying stages of the process.

"I would definitely recommend this workshop to others as it gives a lot more confidence when writing their statement"

Student

"PP came highly recommended and we were impressed with their workshops on personal statements. The individual attention that each student received was invaluable"

WP Officer, LSE

"The workshops have been incredibly useful for the students and I was pleased to learn that 55% of students gained a place at a Russell Group or 1994 university"

Tower Hamlets Education Business Partnership

COMMUNICATIONS SKILLS

Students will be interviewed for university, work experience or school leaver programmes and many find the prospect daunting. Our communications experts will guide students through common interview questions, body language, relaxation techniques and how to answer competency questions. This session is fast-paced and highly interactive involving group work and demonstrations.

STUDENT FINANCE

With tuition fees almost trebling in 2011, it is more important than ever that students understand what university could cost them and how much financial assistance they could be entitled to. Our presenter has many years' experience in explaining student finance to state school students in a way that is clear and easy to digest.

BECOMING A DOCTOR

Pure Potential recognises that students applying to study medicine can be difficult to support; they require additional guidance (particularly for the more competitive courses), they will need to practice their interview technique, and they may have to take aptitude tests such as the UKCAT and the BMAT. We work with a fully qualified Doctor who studied medicine at Oxford University to deliver workshops for your medical applicants. She has been working with young students on their applications for many years.

**100% OF STUDENTS
WOULD RECOMMEND
OUR WORKSHOPS TO
OTHERS**

**96% RATED OUR
WORKSHOPS 'GOOD'
OR 'EXCELLENT'**

Location	Nationwide
Grade Requirement	None
Cost	Dependent on timings, number of students and distance
Timing	All year round



Our website is a free resource for students, teachers and parents, with information on university applications, school leaver programmes, careers and opportunities from our partner firms and universities.

“I just wanted to say your website had helped me so much! Having nobody in the family who has been to university, the PP website was the ONLY thing I could find for personal statement help and university life. Thank you to whoever started this project.”

– Student

“The Personal Statement Zone was so helpful for me and really inspired me to start writing. I was so confused about what to write and how to structure it, but reading so many real statements from older students was exactly what I needed. Thank you!”

– Student

PEOPLE

Through the forum students can have their questions answered by the Pure Potential team and interact with other students.

UNIVERSITY

The ‘University’ area of our website is an excellent resource for students, with articles on topics such as choosing your course and university, the benefits of higher education, advice on UCAS Extra and Clearing. We also have over 350 past personal statements which students can browse through and gain inspiration from.

RECRUITMENT

Pure Potential has over 20 different career profiles which have been compiled by our partner firms and organisations where students can explore their future career paths. In addition, we also have articles on topics such as how to write a CV, how to secure work experience, school leaver programmes and advice on networking.

EVENTS

You will find all our opportunities in the Events section of the Pure Potential site. Throughout the year we add new opportunities to the events homepage, many of which will not be featured in this booklet. So students and teachers are strongly encouraged to check the events homepage regularly.

**OVER 26,000 UNIQUE
USERS VISITED
www.purepotential.org
LAST YEAR**

Location	N / A
Grade Requirement	None
Cost	Free of charge
Timing	All year round

PP: SCHOOL LEAVERS



In response to the rise in tuition fees and the changes within higher education, we are hosting our first School Leaver event specifically for those students who are considering bypassing university and going straight into a career when they finish their sixth form studies.

Pure Potential understands that sixth formers are faced with difficult decisions about their future, and this event will offer them an overview of alternative options to university. The event will take place in the February half-term for both Years 12 and 13 students.

We will be working in partnership with a range of firms to deliver workshops on the following:

- Benefits of school leaver programmes
- Interview practice
- Networking skills
- Writing a covering letter
- Excelling at competency questions

Students will also have the opportunity to attend hour-long interactive workshops delivered by our partner firms in a range of industries. Our partners will talk to students about their industry, what the programme will involve, entry requirements, the financial benefits and the qualifications they could gain. This is a great opportunity for students to explore their future options whilst offering them a valuable experience to put on their CV.

Bookings for this event must be made by teachers on behalf of their students, for more information and to register your interest, contact binda@purepotential.org

Location	London
Grade Requirement	280 UCAS points
Cost	Free of charge
Timing	February 2012

APPLY[®]

THE GUIDE FOR SIXTH FORMERS



Over the past seven years Pure Potential has offered information, advice and guidance to thousands of sixth formers. This expertise and experience has been condensed into APPLY, our annual publication available at 50% discount to all state schools and colleges.

“The Pure Potential magazine has been very useful for our students – packed full of helpful information, advice and case studies in a vibrant, easy to read, student-friendly format”

– UCAS Co-ordinator,
B6 Brooke House Sixth Form College

“Having read through APPLY, the whole university process became clearer to me, from techniques on coping with interviews to student finance”

– Student

In 2010-11, we took over 40,000 orders of APPLY from schools and colleges across the UK. APPLY contains articles on:

- Choosing your course and university
- Applying to university
- Interview skills
- Clearing
- Gap years
- CV writing
- Career choices
- Guidance on what to do after BTECs
- Studying a degree abroad
- The most up-to-date student finance information

plus: – A 12-page personal statement tutorial offering students subject-specific guidance

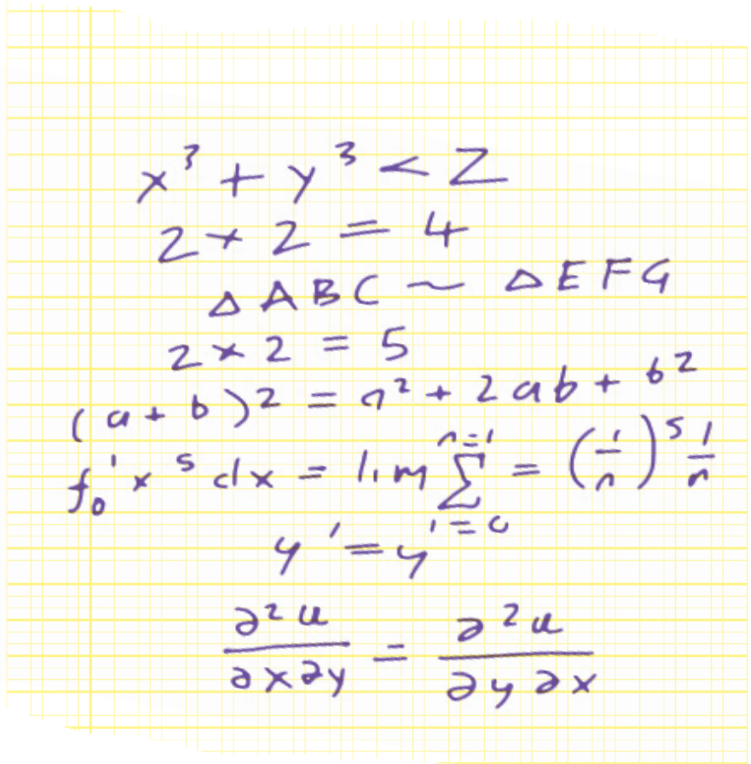
We continue to offer all state schools and colleges a discount of 50% on the RRP, making the guides just £3 per copy (plus postage & packaging). We are able to offer a further discount on all orders over 250. The 2011 edition will be available to purchase until the end of the year. The 2012 edition will be available in the spring term.

We have received outstanding feedback from students, teachers and parents on the content-rich articles and the value for money.

**OVER 40,000 COPIES
OF APPLY WERE SOLD TO
SCHOOLS ACROSS THE
COUNTRY IN 2010-11**

Location	N / A
Grade Requirement	None
Cost	£3.00 + P&P
Timing	All year round

PP: MATHEMATICIANS



Pure Potential teamed up with the University of Cambridge to host an event called PP: Mathematicians for 180 talented sixth formers from state schools in April 2011.

At the event students had the chance to meet current Cambridge undergraduates and lecturers and get an insight of what it would be like to study maths or a maths-related degrees at Cambridge. Students worked through maths puzzles and got a taste of a range of degree subjects related to maths such as physics, engineering and computer science.

Tom Levinson, of the University's Widening Participation Team, said:

“The University of Cambridge is a diverse community which welcomes the brightest students from all backgrounds. Events like this one are a fantastic way of allowing talented sixth formers to see for themselves what university life is like for our undergraduates. We hope that by opening the doors of the Centre for Mathematical Sciences we have whetted their appetite for higher education and encouraged these promising mathematicians to continue their studies – whether here at the University of Cambridge or elsewhere.”

Pure Potential is planning to host a similar event in 2012, please email binda@purepotential.org to register your interest in finding out more when details are released.

“I feel very lucky to have got a place at PP: Mathematicians, because I know how competitive it was. I am so glad I came – I now feel like I understand the admissions process much better, and applying to one of the best universities in the country doesn't feel so daunting! The ambassadors and lecturers have all been very friendly and welcoming, and I very much hope to get a place at Cambridge – I am definitely going to apply.”

– Student

100% OF THE STUDENTS WHO ATTENDED PP: MATHEMATICIANS WOULD RECOMMEND IT TO OTHERS

98% OF STUDENTS FELT THEY BETTER UNDERSTOOD THE CAREER OPPORTUNITIES ASSOCIATED WITH MATHS AND MATHS-RELATED COURSES

Location	TBC
Grade Requirement	A* in mathematics GCSE
Cost	Free of charge
Timing	April 2012

PP: SIXTH



Our annual sixth form events covering university applications, student finance and careers are held in partnership with seven leading universities across the UK, and are free of charge to attend.

At a PP: Sixth event your students will participate in a variety of interactive and engaging presentations covering the following topics:

- The benefits of higher education and the application process
- Choosing your course and university
- Student finance and budgeting
- The personal statement masterclass
- Communication skills for interview

Students will also have a unique opportunity to attend a workshops by leading employers in industries such as accountancy, investment banking, law, management consultancy, retail, IT, medicine or teaching* and find out about:

- Entry requirements and selection processes
- Making your application stand out
- Work experience

*Please note that not all career sectors will be available at every event and students will be able to select one or more from the available workshops. Teachers are always welcome to join their students at our events (students may also attend without teachers) - our presentations and workshops are helpful in keeping you up to date on changes to the UCAS process, student finance and general career applications.

2012 DATES & VENUES

ASTON UNIVERSITY
Wednesday 27th June

UNIVERSITY OF MANCHESTER
Thursday 28th June

UCL
Friday 29th June

UNIVERSITY OF SOUTHAMPTON
Wednesday 4th July

NEWCASTLE UNIVERSITY
Thursday 5th July

IMPERIAL COLLEGE, LONDON
Monday 9th July

LSE – TBC

FREE!

“I felt this was a really worthwhile event that offered a lot to young people who are about to start out in a profession.”

– *Law firm*

“I think the PP: Sixth event was amazing. It was fun and informative and I felt every minute was definitely worth it”

– *Student*

“PP: Sixth is a brilliant idea and extremely helpful. I will definitely be recommend the event to Year 12s. Thank you for all your help”

– *Teacher*

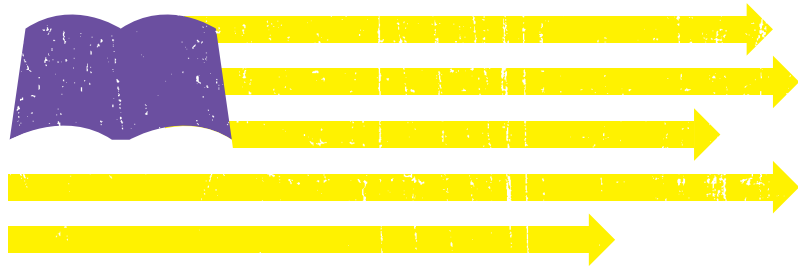
95.4% OF STUDENTS RATED OUR STAFF ‘GOOD’ OR EXCELLENT’

93.7% OF STUDENTS RATED THE PP: SIXTH EVENT ‘GOOD’ OR ‘EXCELLENT’ COMPARED TO OTHER HE EVENTS

97.5% OF STUDENTS WOULD RECOMMEND PP: SIXTH EVENTS TO OTHERS

Location	Nationwide, see above
Grade Requirement	Predicted 300 UCAS Points or above
Cost	Free of charge
Timing	June – July (applications open in February)

STUDYING IN THE USA



With over 4,000 universities awarding undergraduate degrees in the US, there is a wealth of opportunity across the Atlantic that is becoming increasingly attractive to UK students, particularly with the rise in tuition fees at many UK universities.

We understand that the US application process can be a daunting and complex process, particularly if you have no or very little experience in helping students with their applications, and we have two opportunities to support : Studying in the USA – Teachers, and Studying in the USA – All.

Both Studying in the USA events will offer a comprehensive overview of the undergraduate admissions process in America, providing a step-by-step guide to the application process, choosing the right institution, detailed funding information, visas and valuable perspectives of British alumni of US universities.

The following topics will be covered:

- Why study in the US?
- Choosing a course and university
- Step-by-step guide to applying
- Generous student funding schemes

We have also rounded up representatives from Harvard, Yale, MIT and NYU to talk about their experiences of studying in the US and to share their advice on how to make a successful application.

STUDYING IN THE USA - ALL

Who is the evening aimed at?

- Year 11 students who will take their GCSEs in the summer of 2012, and who intend to go on to 6th Form and university
- Year 12 students who have received excellent grades for their GCSEs and started their A-Level courses in September 2011
- Year 13 students who intend to take a gap year and start university in September 2013
- Teachers from state schools who are heads of Sixth Form or who have responsibility for supporting university applications, and would like more information on the US system
- Parents who would like to learn more about the US system and the generous financial aid available at various universities

The event will take place on Wednesday 18th July 2012 between 4.30pm and 7.30pm in London. For further details about the event and to book a place, please visit our website.

STUDYING IN THE USA - TEACHERS

With such a large number of students considering applying to the US, many will be turning to their teachers for support. Pure Potential is working with the Fulbright Commission and Harvard UK Outreach to organise a teacher information event to help break various elements of the application process into small, manageable chunks. You will walk away from the event with the tools and resources you need to successfully support your students' applications and the event will answer any questions you may have on topics such as financial aid, SATs and interviews.

Janet Irons, Harvard College Admissions Manager will be at the event to share her expert knowledge and tips on how to make a successful application.

The event will take place in October 2011 in London. To register your interest, email binda@purepotential.org

87.5% UNDERSTOOD THE OPTION AVAILABLE TO UK STUDENTS AFTER ATTENDING THE EVENT

93.8% RATED FUNDING YOUR STUDIES IN THE USA 'GOOD' OR 'EXCELLENT'

Location	Central London
Grade Requirement	None
Cost	Free of charge
Timing	July 2012 / Oct 2012

FREE!

A STUDENT'S STORY

Natalie Graham shares her Pure Potential experience.

This summer I graduated from Durham University with a Theology degree, it is a great achievement that I believe Pure Potential has played a key role in helping me secure. In 2007, as an ambitious 16 year old determined to get into a good university, I grabbed the opportunity to get invaluable advice about how to improve my personal statement - I registered to attend a PP: Sixth event at London School of Economics and have never looked back. At this initial stage I was set on completing a degree in Law and fulfilling my dream to become a barrister. My sights were set on gaining entry to Warwick University, which was top of my list. However, after spending the day at the PP: Sixth event I was inspired by the speeches and the workshops I attended which included a most stimulating law workshop with a chance to network. The workshop, which was given by a leading London law firm, opened my eyes to the side of a career in law that I hadn't considered before, becoming a solicitor. It was clear and informative with presentations about the different types of law practices that are available to a solicitor and the variety of opportunities that can be offered from one firm to another. Encouraged by what I had learnt, I was even more motivated to achieve my goal of attending a fantastic university and pursuing a career in law. I was so impressed by the whole PP: Sixth experience that I contacted them straight away to let them know I would be keeping in touch and the rest, as they say, is history!

When I entered my final year of study at sixth form I was asked to be a Pure Potential Student Consultant. This role gave me the opportunity to work closely with the Pure Potential team, sharing my views on the student experience in an effort to help improve future events. During my time as a Pure Potential Student Consultant, I attended a meeting with some of Pure Potential's event partner law firms about how to improve the law workshop. The feedback I offered is even now reflected in the law presentations given at events.



1



2



3

I decided to read Theology instead of Law because I did not realise until the PP: Sixth event that I did not have to study Law to become a lawyer. In fact I was encouraged to look for a subject I enjoyed and did well at, so I chose Theology. Through regular e-mails, Pure Potential supported me with advice on how to approach my interviews; this advice, enhanced by the support of staff at my school steered me through the interview at Durham. Throughout the three years of my degree course I kept in contact with Pure Potential, updating them on my progress and while I was at university Pure Potential organised an event for first-year undergraduates interested in pursuing a career in law called PP: Law which gave me an added opportunity to network and ask key questions. The advice I received helped me decide what to do within the gap year I had already planned to take following graduation. This summer I was delighted to contact Pure Potential to share the news I had obtained a 2:1 degree, after all they were there from the beginning of my fantastic journey. In addition it felt only right to volunteer at the 2011 PP: Sixth events. I came along to the PP: Sixth events at Imperial and LSE to talk about my journey with prospective students and spread the word about Pure Potential! Pure Potential has truly had a great and positive effect on my education. I hope to continue my involvement with Pure Potential when I am



4

a successful, top flight lawyer and hopefully inspire another student just like me.

5



1. Freshers ball was great fun, it was a chance to not only meet and spend time with people from your own college, but other colleges too.
2. Geek social! Socials once every few weeks come with joining any club/ association/ societies at university. They are great fun and a chance to dress up and look ridiculous in a group!
3. End of year AGM social! Chance to give all the leavers a big send off and elect new members of the society
4. I had such good fun performing at cheerleading competitions in my huge college squad!
5. Graduation: After leaving the amazing service in the Cathedral we came out for photos on the lawn!