



WHAT IS UNIFROG?  
One-stop-shop for destinations

Pathways	Opportunities	Applications	Management
PERSONALITY QUIZ	USA UNIVERSITIES	ACTIVITIES	PLANNING
INTERESTS QUIZ	CANADA UNIVERSITIES	COMPETENCIES	MESSAGING
CAREERS	UK UNIVERSITIES	COMMON APP ESSAY	TEACHING RESOURCES
SUBJECTS	IRELAND UNIVERSITIES	PERSONAL STATEMENTS	INTERACTIONS
GOALS	EU UNIVERSITIES	STUDENT LETTERS & ESSAYS	DESTINATIONS
KNOW-HOW	AUSTRALASIA UNIVERSITIES	TEACHER LETTERS	USAGE CHARTS
MOOCS	ASIA UNIVERSITIES	RECOMMENDATIONS	DOWNLOADS
	MIDDLE EAST UNIVERSITIES	REFERENCES	
	APPRENTICESHIPS	CV / RESUME	
	COLLEGE & 6TH FORM	LOCKER	
	OXBRIDGE	DOCUMENT SUBMISSION	

# The Complete Destinations Platform

For Key Stages 3, 4 & 5

# OVERVIEW

## The complete careers and destinations platform for schools.

Our mission is to level the playing field when it comes to young people finding the best opportunities.

We help students in Years 7-13 find the best next step for them, then apply successfully.

### Over 2,000 Unifrog partner schools say...



95%

say Unifrog has had a 'significant positive impact'



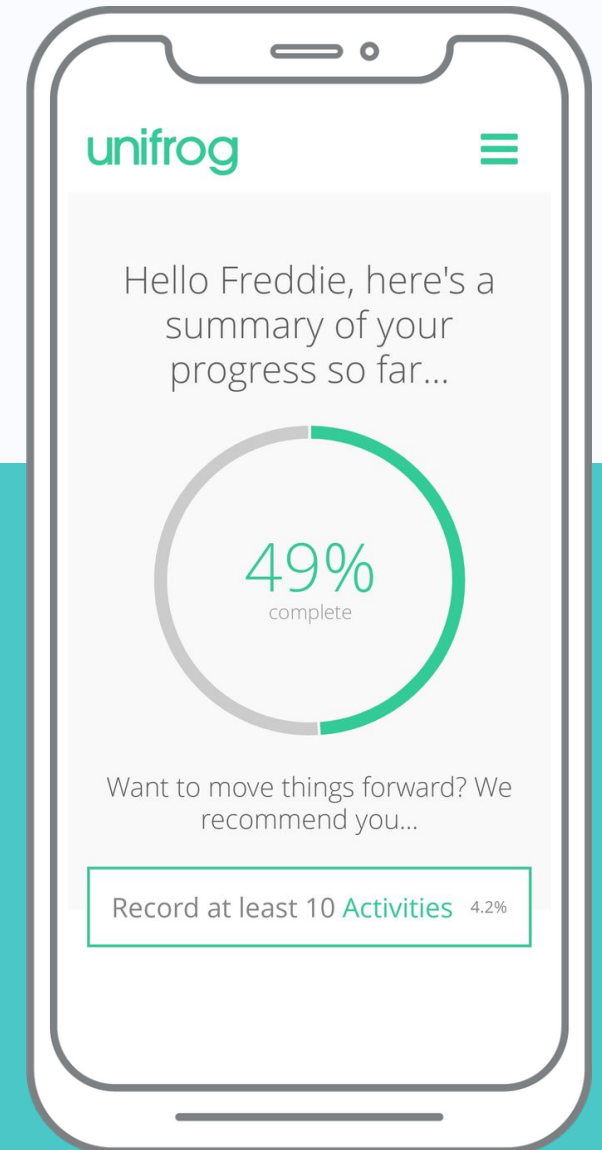
100%

say we support them in achieving the Gatsby Benchmarks



98.5%

would recommend us to another school or college



## EXPLORE PATHWAYS

Students explore independent, impartial guidance to make informed decisions.

### Libraries

Round-the-clock access to impartial advice - including up-to-date LMI - in Subjects, Careers and Know-how libraries help students make educated choices. Videos from current students and employees bring pathways to life. Parent accounts allow independent access to Unifrog.

### Personality quizzes

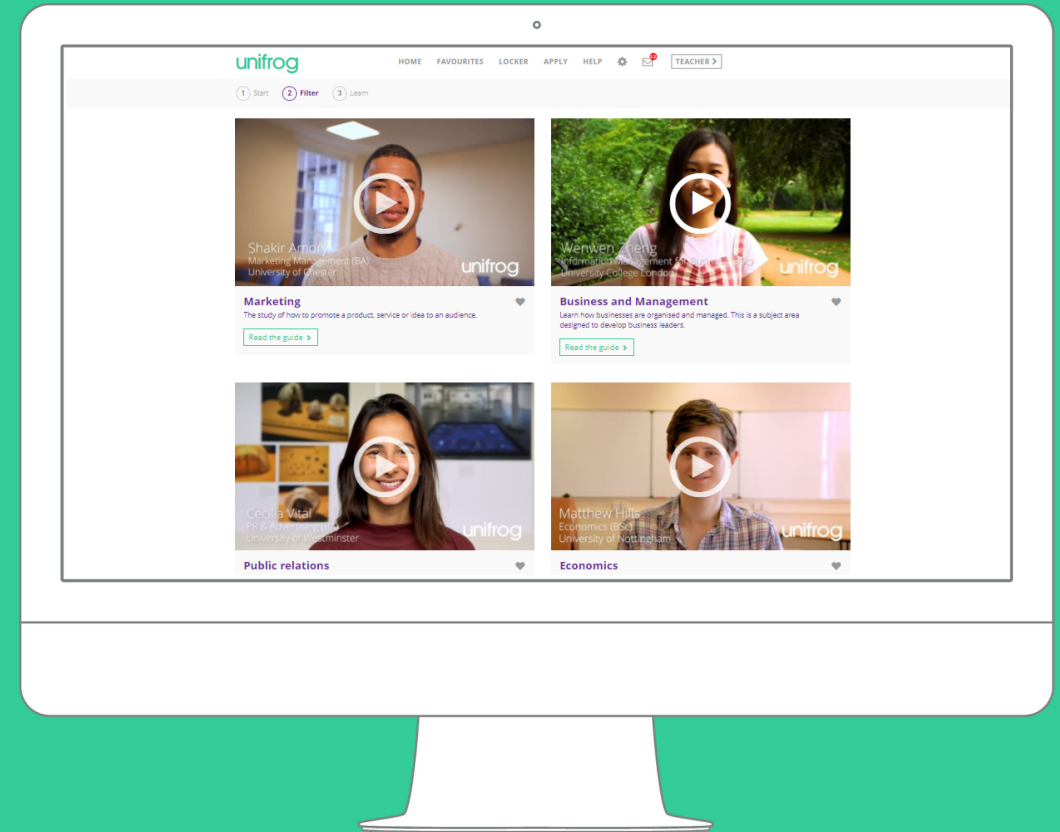
MBTI and Holland Code-based quizzes get students to explore subjects and careers linked to their personality type and interests.

### MOOCs

Students are able to try out different subject areas and develop and evidence independent learning skills.

### Holistic approach

Provide a well-rounded understanding of important issues, with expert guides on wellbeing, citizenship, and relationships and sex education.



## SEARCH FOR OPPORTUNITIES

Students sort, rank, and filter all post-16 and post-18 options to find their best next step.

### Universities

Search tools to compare every undergraduate course in the UK, Oxbridge colleges, every US college, every undergraduate programme taught in English in Europe, as well as courses in Canada, Australasia and the Middle East.

### Apprenticeships

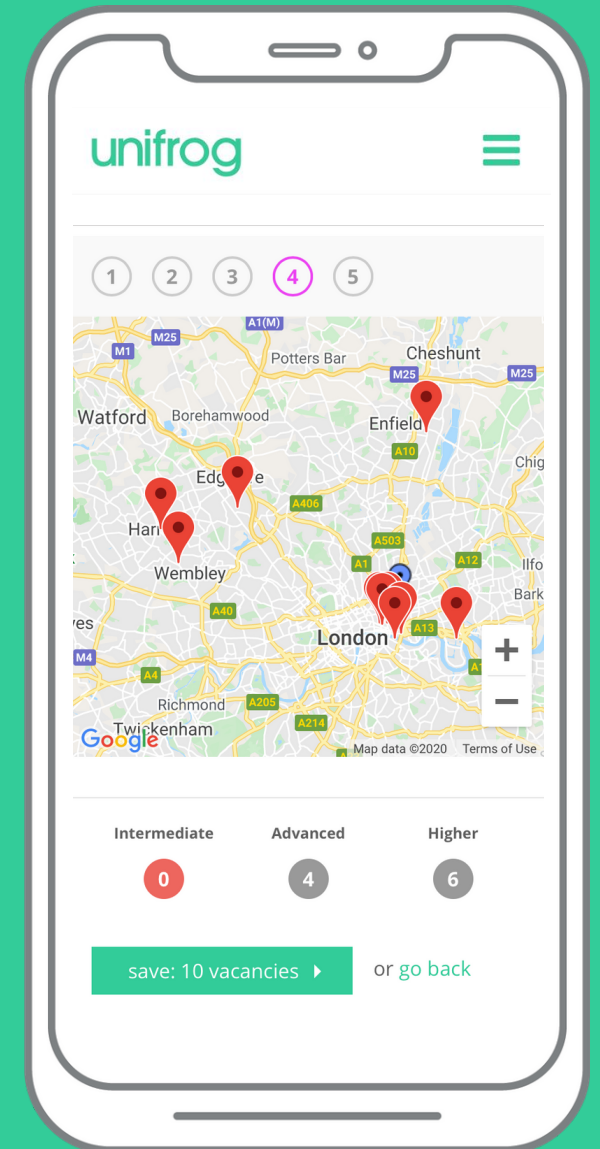
The UK's most comprehensive apprenticeships database. Maps allow students to search specific areas and find information about future prospects to choose the best school leaver programme, apprenticeship, or degree apprenticeship. Refreshed daily.

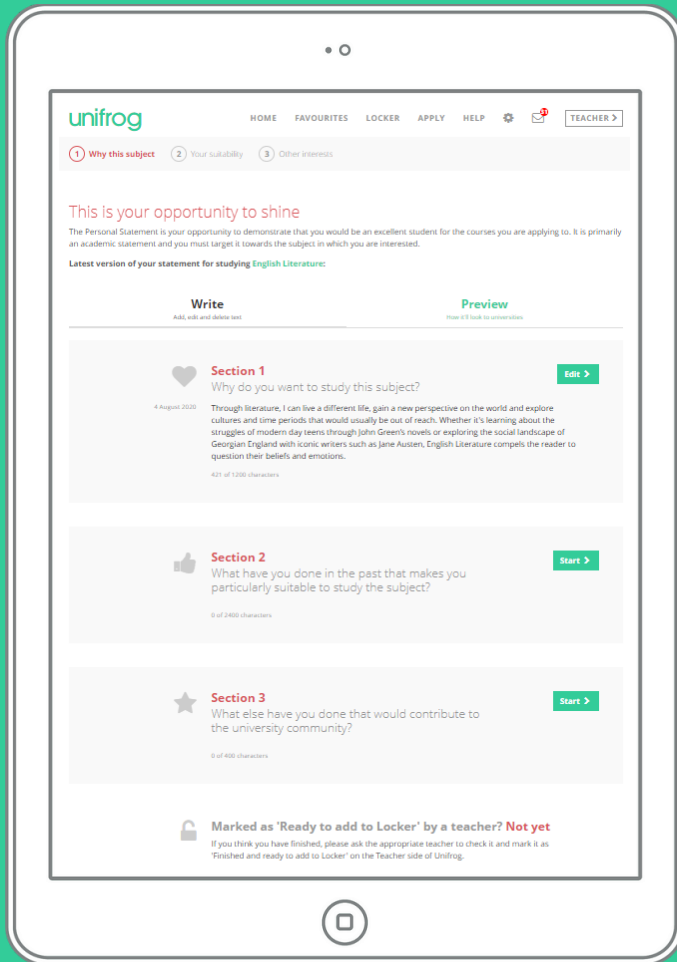
### College/ Sixth Form

Sort, rank, and filter by criteria including student satisfaction and the percentage of students in work or education after six months to find the right college or sixth form.

### Special Opportunities

Students search scholarships, activities like summer schools, residentials and taster days, as well as contextual offers to help them make fully informed decisions.





## KEEP A RECORD, READY FOR APPLICATIONS

Students build up an online portfolio to evidence key skills, ready to draft applications.

### Activities

Students create an online portfolio of activities and evidence key employability skills and experience from Year 7 onwards. Saved in one place, ready to go.

### Competencies

Developed in partnership with Skills Builder, our Competencies tool helps students develop the key skills they need to succeed. Easy to record and reflect on their progress.

### Personal Statement & CV tools

Break up Personal Statement and CV writing into manageable sections, with expert hints and tips. Complete version history and automatic saving. Teachers can leave feedback and add notes. The Personal Statement tool was built in partnership with the applications experts, Causeway Education to give every student the best chance of success.

### Notes for reference writers

Students write notes to give their reference writers key information including interests and achievements to help them craft personalised subject references.

## PERSONALISE YOUR CAREERS GUIDANCE

Raise attainment with individual, tailored careers guidance for every student.

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### Tracking and personal guidance

Track and analyse student destinations. Record every CEAIG interaction, for each student, to provide truly bespoke guidance and create tailored reports. Consolidate feedback from students, teachers, and parents on application materials in one secure place.

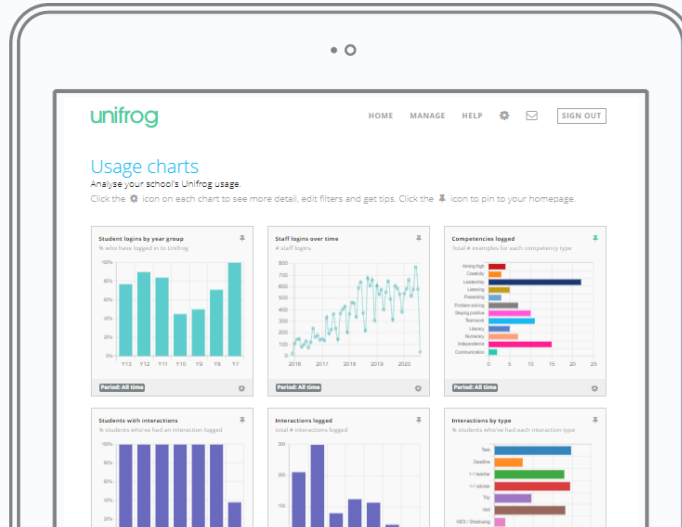
### Raise attainment

Effective careers guidance motivates students to reach their goals and reduces NEETs. Research from the Sutton Trust shows that schools with good careers guidance have a higher proportion of students gaining 3 As at A-level, and students achieve higher UCAS points.



# DELIVER OUTSTANDING CAREERS GUIDANCE

Track, analyse, and enhance your provision to meet your CEIAG goals.

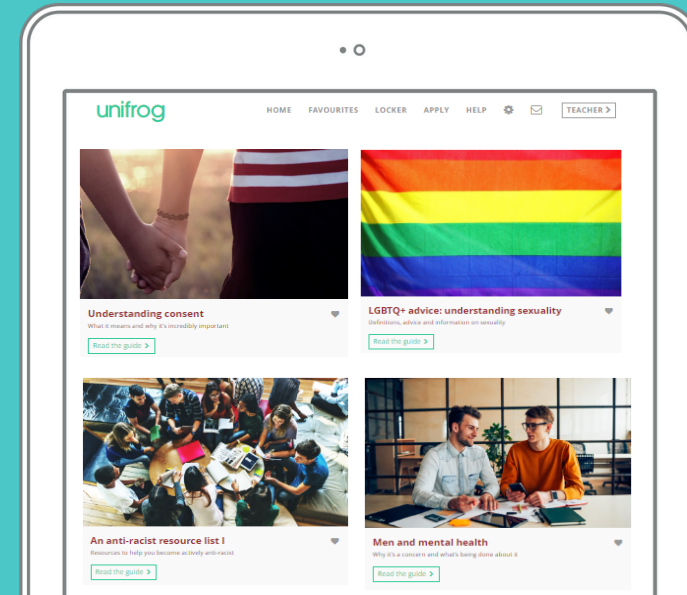


## Meet the Gatsby Benchmarks

Unifrog is mapped against the Gatsby Benchmarks to create a structured careers strategy across KS3, 4 & 5. Record all CEIAG Interactions and track progress. We collaborate with schools, with 100% of our partners saying we help them meet the benchmarks.

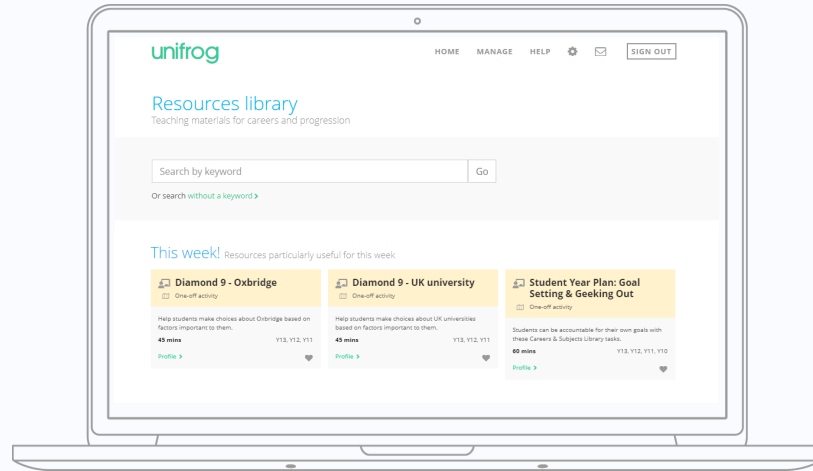
## Prepare for Ofsted

Download custom reports to evidence provision and use Unifrog to engage parents and get positive feedback through Ofsted's Parent View. Meet the new Relationships and Sex Education guidelines with our comprehensive RSE resources.



# PLUG AND PLAY TEACHING RESOURCES

Download remote and in-person resources to make lesson planning a doddle.

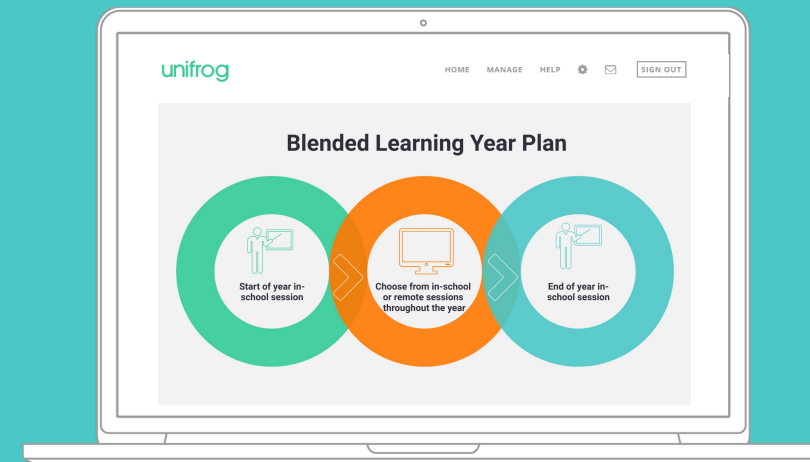


## Resources library

Meet your statutory responsibility to provide impartial information on the full range of options available. Download over 100 interactive careers guidance activities, structured around the Gatsby Benchmarks, for each year group and pathway.

## Blended Learning Year Plan

We work with you to provide a stable careers programme, whatever the future holds. Our Blended Year Plan is tailored to each year group and designed expressly for a mixture of in-school and distance learning.





## CASE STUDIES

### Don't just take our word for it

Here's what some of our 2,000+ partner schools have to say about working with Unifrog

#### Rosemary Atkinson

Head of Careers

*Da Vinci Academy*



“ Unifrog is the perfect careers platform for our KS3 and KS4 students. The easily accessible resources and tools enable them to make informed choices regarding their next steps. It is ideal for teachers to track progression as everything that students do is recorded in one place.”

#### Kay Dulley

Assistant Principal

*UTC Sheffield City Centre*



“ Unifrog has helped students to think more broadly about potential career pathways based on their interests. This additional evidence proved very useful in our recent Ofsted inspection. The Unifrog Team have been incredibly supportive, nothing is too much trouble and they've helped us to achieve the aim of a relevant CEIAG programme.”

#### Chris Wilson

Director of Post-16

*Outwood Grange Academy*



“ Unifrog has been one of the best things we've invested in during my time as director of Post-16. It has had a massive impact on student motivation, on opening doors and making students aware of where they can go and raising their aspirations.”

## HOW WE PARTNER WITH SCHOOLS

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From day one, we work in partnership with you to successfully embed Unifrog in your school and maximise the impact on your CEIAG programme. All this support is included in your subscription.



### Individual support

You'll have a dedicated local Area Manager and Account Manager who understand your region and work in collaboration with you.



### Strategy

Your Area Manager will consult with you to develop a bespoke strategy for embedding Unifrog in your school to help you meet your CEIAG goals.



### Professional development

Your Account Manager will run staff training sessions, tailored to your school. We also run regular webinars to help you get the most from the platform.



### Onboarding

Our seamless onboarding process means you can be up and running within two days of joining us.



### On call

You can call our office anytime where one of our Partner Success Leads will be happy to help you.



### 24-hour response

We reply to all emails within 24 hours (excluding weekends) so you can always get the support you need.



## THE UNIFROG COMMUNITY

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Unifrog is more than just a platform. When you join our community of over 2,000 schools, you become part of a network of Careers Leaders working together to revolutionise CEIAG in schools.



### Online community

11,000 newsletter subscribers, 3,000 Twitter followers and 1,000+ Unifrog Network Facebook group members for support and best-practice sharing.



### Careers Leaders' Network

Networking opportunities at over 50 CPD events and nationwide conferences. Opportunities to learn from other Careers Leaders and build your own professional network.



### Termly Themed Weeks

Teacher webinars and student fairs with higher education providers, employers, and organisations from around the world.



### Expert insight

Keep on top of the latest trends in education with Insights reports and monthly bulletins, based on the behaviour of 900,000+ students.

GET IN TOUCH

# unifrog

**Would you like to find out more?**

We'd love to offer you a free online tour of the platform with zero obligation to join.

Your local Unifrog Area Manager will take you through the platform and give you an insight into how they work in partnership with schools and colleges to put a successful careers strategy in place.



**Simran Pooni**

New Partnerships Lead



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