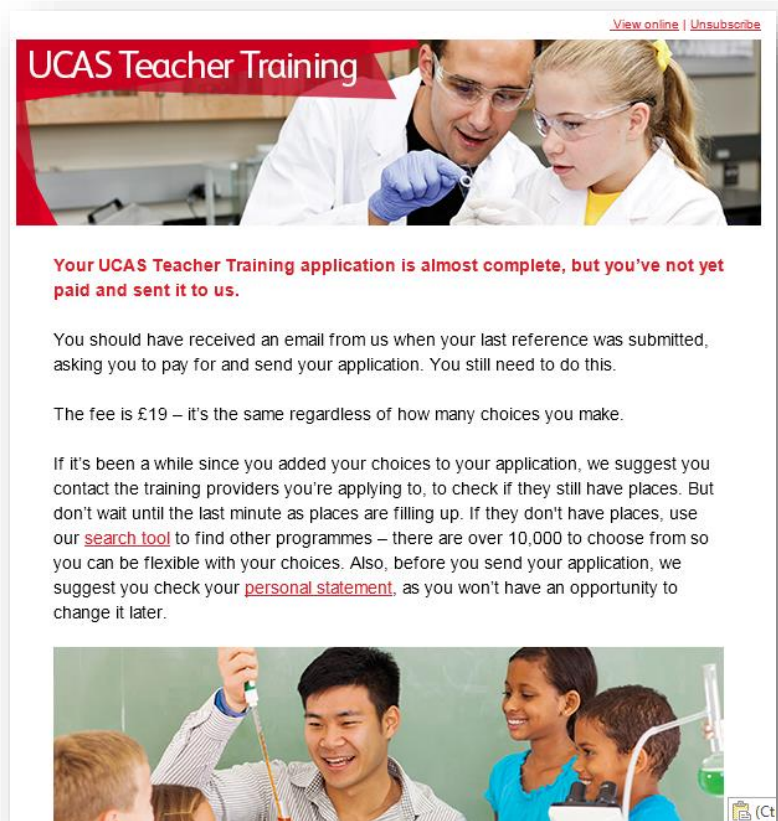


How we're communicating....

Email – In the last fortnight we have emailed:

1. Everyone who had started but not submitted an application for UCAS Teacher Training. We were emailing them to make them aware of what they need to do in order to finish and submit their application to us. The emails are segmented into four different groups:

- **those who have completed their application and received both references** – they just need to pay and send their application
- **those who are awaiting one reference** – we provided information on how they can chase their outstanding reference
- **those who are awaiting both references** – we provided information on how they could request references
- **who haven't taken any action since they registered for an application** – we can an overview of how they can start their application, with links to information on what they should include



2. All applicants who are eligible to use Apply 2 to make them aware of the service and to give advice about how they can [add an Apply 2 choice](#). There are three different emails that we send to people based on how long they've been eligible to use Apply 2:

- The [first email](#) is sent to applicants within a month of them entering Apply 2.
- The [second email](#) is sent to applicants if they don't use the service after a month.
- Applicants are then sent a [third and final email](#) to remind them the service is available.

Social media – we're continuing to drive learners to our social media accounts, where we're providing application based advice. We are also continuing with our online campaigns across Adwords, Facebook and Twitter.

Our information pack - Over 20,000 learners have now signed up for our [UCAS Teacher Training information pack](#). The aim of the pack is to provide information to learners who are navigating their way through the application process. If you wish you can [sign up for your own](#).