



# Course Explorer

## Driving Learner Recruitment

Course Explorer is an easy-to-use online application that helps students to make an informed decision about their future education and career path. Harnessing local Labour Market Intelligence (LMI) by industry sectors and occupations, Course Explorer quickly and easily provides realistic and up-to-date information on current and future labour market trends in easy to understand graphs.

Course Explorer consists of several modules that can operate as an independent website or they will easily integrate with your own website.

### Features

- search bar plugin
- occupations and LMI information in easy to understand graphs
- live apprenticeships feed
- live job postings feed
- links to either provider-only course data; or national course data including all training providers, Further and Higher Education institutions

### Engage learners

Use Course Explorer to promote just your courses and link them to local labour market intelligence. This enables prospective students who visit your website to explore the local employment opportunities once they qualify, which motivates them to choose a course and make an online enquiry there and then.

### Local labour market intelligence on your website

Course Explorer includes local labour market intelligence and displays the 'hot jobs', and industries in your area; as well as a count of current job openings per occupation.

Apprenticeships are linked to local labour market intelligence and in-demand occupations so the prospective learner can see information that is relevant to their needs and interests.

### Increase student retention

Use Course Explorer to motivate students to stay in education and improve their chances in the current labour market by showing them labour market data.

### Why Embed Course Explorer?

- Improve lead qualification
- Drive enquiries and increase enrollments
- Promote the courses that match the needs of the learner
- Promote all paths to employment, including apprenticeships
- Improve website engagement
- Link non-vocational courses to careers, and offer other course options

### Key Benefits

- Embed within your own website
- Evidence based careers advice tool
- Match courses to occupations and local jobs
- Can feature only your courses, or all courses locally
- Simple and fast integration
- System analytics – use to inform curriculum planning
- Local and easy to understand LMI
- Configurable data sources



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### Promoting all paths to employment

Choose which information to display – courses (national course data for all training providers, colleges and universities or your own courses), apprenticeships and live jobs.

Provide easy access to impartial course information and advice through your website and help students navigate available courses.

This set up is being used by local councils and training providers when visiting local schools, now required to support apprenticeships with impartial and accurate course support, to further promote offered courses and engage with prospective learners.

### Product demo

We offer free demonstrations of Course Explorer. Get in touch if you'd like to organise a demo, or if you'd simply like to learn more about how it could work for your college.

Email us at [info@activeinformatics.com](mailto:info@activeinformatics.com) or call us on **01256 356629**.

### Customer testimonial

*"Course Explorer is proving very popular with young people – they are more likely to convert to an application if they have used the website. The simple search has allowed us to link each course to a relevant list of careers. The support from the Active team has been excellent – they are always available to talk to and happy to listen to suggestions."*

Michael Bennett, Head of Marketing and Communications at South Essex College of Further and Higher Education

Computer science

Explore:  Careers  Courses  Apprenticeships  Vacancies

**Note:** You can zoom in and out and move the view port on the map to refine/broaden results list

Higher Education Universities

Explore:  Careers  Courses  Apprenticeships  Vacancies

Selected Occupation: **Programmers and software development professionals**

Current Position

Estimated Weekly Pay

Male  Female  Average

Region: London

Age Group	Estimated Weekly Pay (Average)
20-24	£500
25-34	£720
35-44	£900
45-59	£920
60-64	£780
65+	£720

Example shows screen grabs from Course Explorer being used by a college.