ATTRACTION TO THE PROFESSION

80% started their degree over age 21, and 46% started over age 26
39% discovered the profession through personal research
43% discovered the profession through a family member or other person in their life

....but what made them stay?

- Making a difference in people’s lives and giving them a voice
- Bringing together health/science and language/communication in their career
- Solving problems in order to deliver therapy
- Career prospects and variety of specialisms

BARRIERS

- Not perceived as a masculine profession
- Attitudes against male SLTs working with children
- Perceived low pay & social status
- Lack of male representation & peers

MARKETING STRATEGIES

- Ensure marketing materials portray a plurality of information across gender, ethnicity and sexuality
- Emphasise variety of work and problem solving
- Make materials attractive to mature students and career changers

WHAT NEXT?

- Looking in more depth at some of the issues raised and at the data
- Developing marketing materials appropriate for older potential students and career changers