

Maximising University Outreach Schemes for Ultimate Impact

Presented by University of Birmingham and Newcastle University



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From the
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GROUP

University outreach teams: an intro...

Graduate/student ambassadors – recent graduates/current student who deliver events and activities – providing **crucial peer-to-peer support** for your students

Recruitment co-ordinators/officers – **coordinate & deliver our outreach activities** and manage our school/college partnerships

Support Team – **ongoing admin support** to make sure outreach and supported entry programmes runs smoothly

Faculty-based colleagues – all of the above, with **specialist subject knowledge** and based within one of the faculties:

- Faculty of Medical Sciences
- Faculty of Science, Agriculture and Engineering
- Faculty of Humanities and Social Sciences

Faculty organisation varies between each institution



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Progressive Outreach Programme

Working in partnership with teachers, current students and our graduates, our activities and workshops are **tailored to the needs of schools and colleges**, including a focus on helping to raise pupil attainment and aspirations.

We travel year-round and offer one-off sessions or a continuous programme of activities depending on your requirements.

Our key aims are to:

- Equality of opportunity: increase progression to university from under-represented groups
- Inform young people of the benefits of studying at higher education
- Support pupil attainment by encouraging metacognition and self-efficacy skill development



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Progressive Outreach Programme

Designed to support institutional Access and Participation Plans and strategic targets

- We are held to account by the Office for Students

Research-led implementation:

Developed to meet:

Gatsby Benchmarks

**Careers Development
Framework**

National Curriculum

Evaluated via:

Theory of Change

TASO Evidence Base

NERUPI Framework



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Three key strands of outreach

Nationwide in-school sessions

On-campus school visits

Student-booked on-campus events

Dates & content: Bespoke and flexible to your needs

Specific times & dates

Awareness & progression support

Focus on years 12 & 13

Subject-specific workshops

Application & study skills support

We bring the session to you!

Visit bursary available

Academic tasters

Led by Outreach Ambassadors /officers

Interaction with current students and the campus

Student-led group activities



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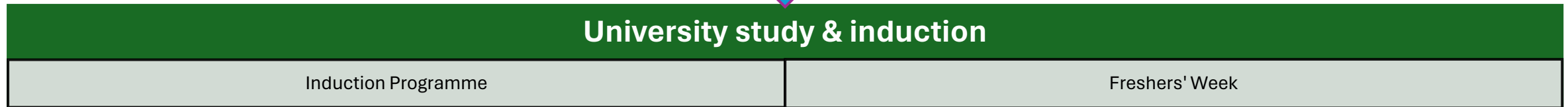
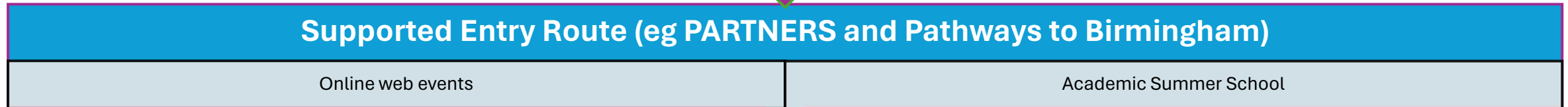
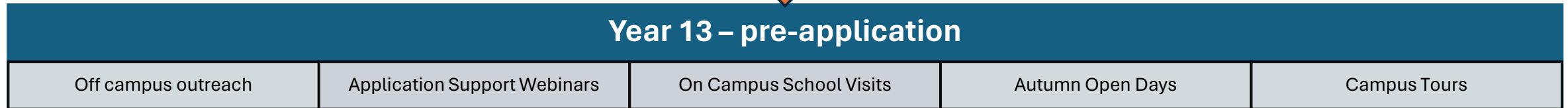


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Available sessions at your school and on-campus

Over 100 in total, including...

Student Life	Study Skills	How to prepare for Uni life (year 13)
PARTNERS & Contextual Offers	Applying to Uni: The UCAS process	Accommodation – Where to Stay?
Student Finance	Choosing the Right Course and Uni	University Mythbuster

Speak to us about your specific requirements – if the session you need isn't available, we may be able to develop content in conjunction with University support services.



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Strategic partnership development

Universities often partner with key school/colleges across the country.

The benefits include:

- Single point of contact for your arrangements
- Personalised approach - build a bespoke programme for your students
- Opportunities to support and input into Outreach content development
- Key touchpoints throughout the year

The impact... a case study from Newcastle University:



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Supported Entry at Newcastle Uni: PARTNERS Programme

- Designed to support offer holders progress to Newcastle University
- PARTNERS 2024: 25th year – over 9,000 students have completed the programme
- Benefits to eligible students include:
 - An offer **up to 3 grades lower** than the typical offer
 - Free subject-specific Academic Summer School – an early introduction to academic life

No limit on participation

Approx 2,000

Year 13 students due to take part this year

Increased confidence

86.2%

Of attendees felt confident about studying their course after attending

Higher degree attainment

88.8%

Of PARTNERS students graduate with 2:1 or above (higher than their peers)



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Other Supported Entry Routes & Contextual Offers

Route:	Eligibility:	Application via:	Offer adjustment:
Contextual admissions	Free school meals Care experienced students Home postcode	No application necessary: Info submitted on UCAS form	Up to 2 grades lower than the typical entry requirements
High performance athletes	Regional/national performance in key sports	Apply via our performance sport team performance.sport@newcastle.ac.uk	
Realising Opportunities	Various Widening Participation eligibility	Students must be attending a partner school/college	
Sutton Trust: Pathways to Law and Medicine	Various Widening Participation eligibility	Students apply via Sutton Trust	



Supported entry routes at Birmingham

- Give students insight into university
- Pathways to Birmingham
 - Access to Birmingham (Year 13)
 - Routes to the Professions (Year 12)
 - Inspired@Birmingham (Year 12)
 - Summer Schools (Year 12)
- Realising Opportunities (Year 12)



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Benefits of completing a Pathways to Birmingham programme

- An alternative offer of study at Birmingham – typically two grades below standard offer
- Interview support sessions
- Enhanced funding
- A glimpse into university life and study
- Connecting with the other students on the programme
- Getting vital support with your transition to university through activities like mentoring and bespoke events



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Examples of the Pathways to Birmingham offer

Subject	Standard offer	Alternative offer
Medicine	A*AA	ABB
Law	AAA	ABB
Nursing	BBB	BCC
Civil Engineering	AAB	BBB



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Impact of outreach

- Access to Higher Education
- Attainment
- Increase in confidence
- Students making informed choices about their future



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Impact of outreach - Access

- **We are aiming to increase the proportion of our intake of students with multiple measures of disadvantage** – University of Birmingham, APP target 2020-2025
- These students can thrive at university, if we can support them in accessing HE (and whilst at HE)
- 10.5% of our Home intake last year were through our outreach programme routes



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Our Pathways students
aren't just staying
local...



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Outreach Engagement 2022/23



56
University
events and
bespoke
visits



357 Schools & Colleges
supported



97,616
Individual
students
engaged

30+

Remote
sessions
delivered



725



In-school visits
delivered across
the UK



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Impact of Outreach – Attainment

- 89% of learners on our tutoring programme strongly agreed or agreed that their tutoring sessions improved their knowledge and understanding of the subject.
- 75% of P2B graduates found a degree-level job within 18 months of graduating

*2022 survey of A2B completers



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Impact of Outreach - Confidence

- “I would definitely recommend RO! Not only is it useful in terms of perks it also trains you on and makes you more confidence in applying to universities!” – Sameer, RO student 2021-23
- 98% of RO students in Year 13 were confident that their route at the end of Year 13 would be the right decision for them

*2023 independent evaluation of the RO programme



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MOZ'S STORY
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[Click here to watch](#)

How to find opportunities

- Most universities will have their own access schemes – sign up to teacher newsletters
- Request a visit to a nearby campus / talk in your school
- UniTasterDays.com
- Uni Connect
 - Helping young people explore routes into HE



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UCAS: Outreach Connection Service

- Catalogue and promote outreach and engagement activities
- Aims to be the go-to, single source of truth place for UK teachers and advisers
- Time saving and simplifying
- All advisers will have automatic access via the UCAS Adviser Portal
- Find out more outreachconnectionservice@ucas.ac.uk



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