Formative Evaluation of Uni Connect Phase Two: Survey of School and College Staff

Ipsos MORI

March 2021

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Introduction

01

- Aims of the evaluation
- Approach to the survey

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Introduction

Aims of the evaluation

Ipsos MORI has been appointed by the Office for Students to undertake a formative evaluation of Phase Two of Uni Connect. The aim of the evaluation is to draw out learning and enable sharing of effective practice from the programme through exploration of **what is working, for whom, in which circumstances, and why.**
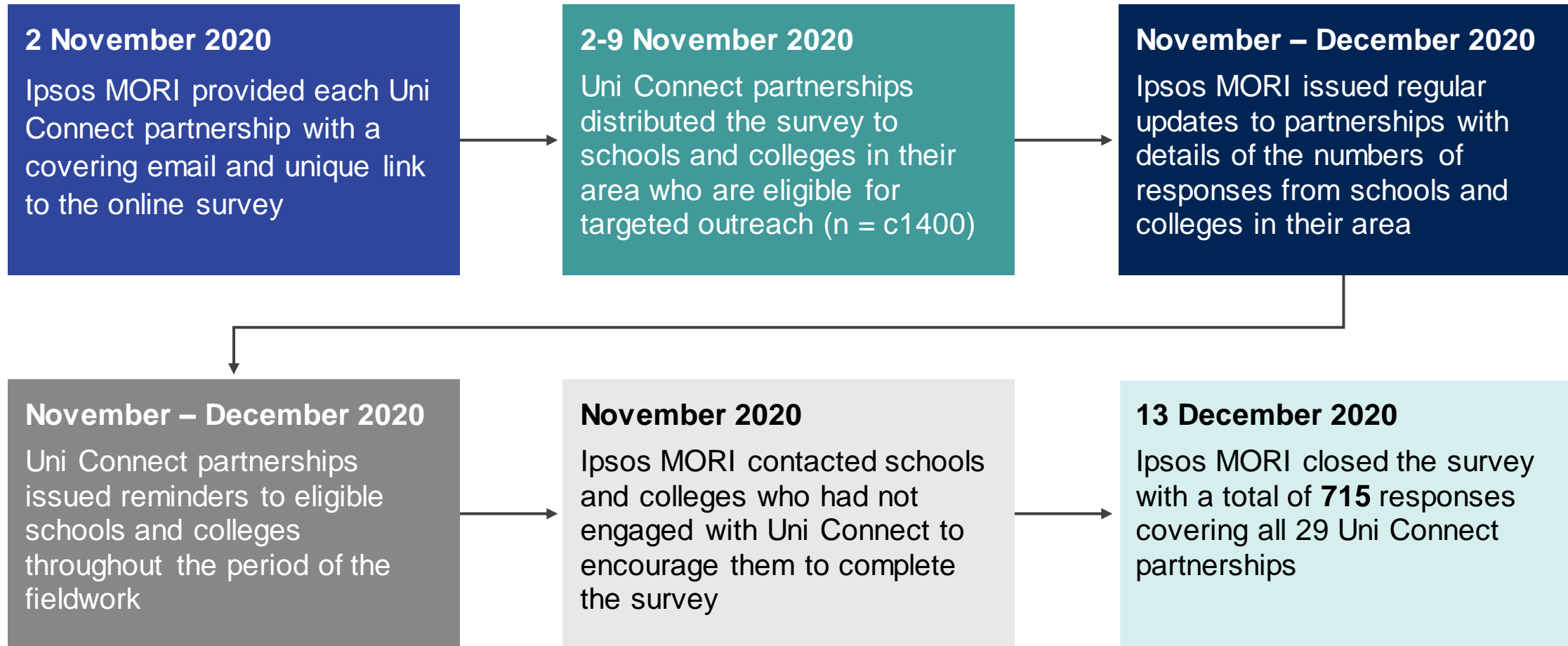
The evaluation has **four** overarching objectives to understand:

1. Partnerships' **outreach hub** strategic approach and progress in delivery.

2. School and college **engagement and relationships** with Uni Connect targeted outreach.

3. The **unique offering** of Uni Connect targeted outreach.

4. **Differential outcomes**, including how and why Uni Connect is working differently for different groups.

An **online survey** was administered to schools and colleges eligible for Uni Connect targeted outreach between November and December 2020. The survey focussed on gathering evidence to inform **Objectives 2-4**. This survey was conducted during the COVID-19 pandemic which may have impacted perceptions of activities delivered by the partnerships.

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Introduction

Approach to the survey

2 November 2020

Ipsos MORI provided each Uni Connect partnership with a covering email and unique link to the online survey

2-9 November 2020

Uni Connect partnerships distributed the survey to schools and colleges in their area who are eligible for targeted outreach (n = c1400)

November – December 2020

Ipsos MORI issued regular updates to partnerships with details of the numbers of responses from schools and colleges in their area

November – December 2020

Uni Connect partnerships issued reminders to eligible schools and colleges throughout the period of the fieldwork

November 2020

Ipsos MORI contacted schools and colleges who had not engaged with Uni Connect to encourage them to complete the survey

13 December 2020

Ipsos MORI closed the survey with a total of **715** responses covering all 29 Uni Connect partnerships

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Profile of survey respondents

02

- Geographical distribution
- School or college context
- Role

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Profile of survey respondents

Geographical distribution

- A total of **715** responses were received

- Schools and colleges from **all 29 Uni Connect partnerships** were represented in the survey

- There was an average of **25 responses** per partnership

- However, there was a **wide range** in the number of responses per partnership (4 – 96)

- Multiple staff within the same school or college could complete the survey – **478** unique schools and colleges were represented in the results.
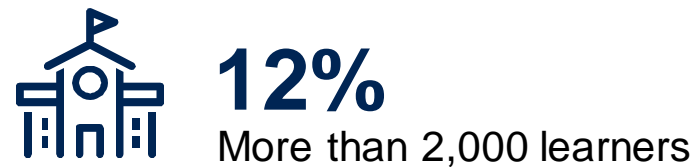
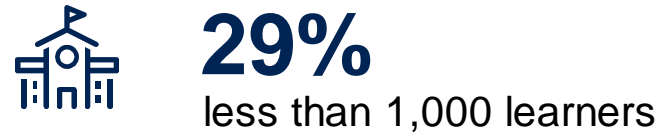**Responses by Uni Connect partnership**
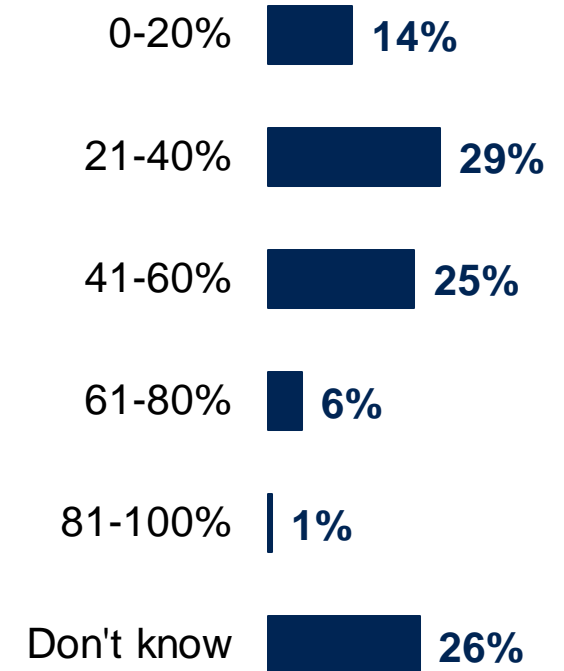
School or college context (1)

Profile of area

81% urban

10% rural

8% coastal

Overall number of learners

29% less than 1,000 learners

47% 1,000 to 2,000 learners

12% More than 2,000 learners

12% Don't know

Proportion of learners eligible for free school meals

0-20%	14%
21-40%	29%
41-60%	25%
61-80%	6%
81-100%	1%
Don't know	26%

Base: All respondents (715) [GEO] [SIZE] [FSM]

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School or college context (2)

Proportion of learners who are eligible for Targeted Outreach

Range	Percentage
0-20%	28%
21-40%	33%
41-60%	20%
61-80%	9%
81-100%	10%

Responses from schools with sixth forms

Response	Percentage
Has a sixth form	52%
Does not have a sixth form	43%
Not applicable	5%
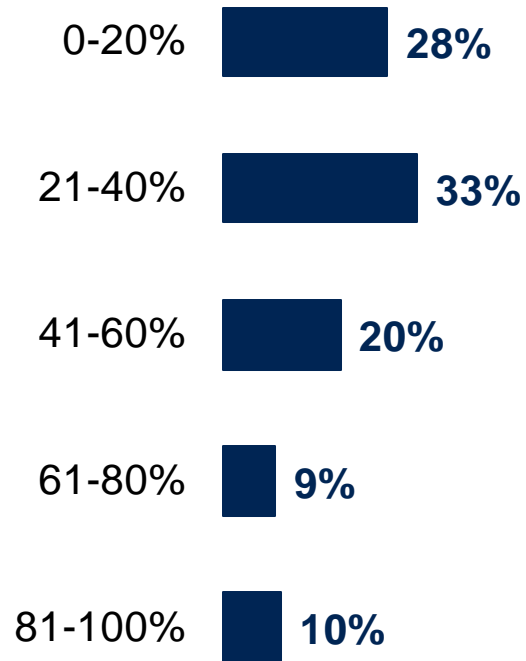
Base: 360 schools / colleges (representing 412 responses) where we could match in data on the proportion of Uni Connect learners within the school who are eligible for Targeted Outreach. Uni Connect learners are those in Years 9 - 13 who live in 997 target areas with low levels of participation in higher education (HE) and where participation is lower than expected with the levels of attainment.

Base: 364 schools / colleges (representing 416 responses) where we could match in data on whether the school had a sixth form or not.

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Profile of survey respondents

Respondent role

- **68%** worked in a school and the remaining **32%** worked in a college

- **95%** were from organisations that had engaged with Uni Connect and the remaining **5%** were from eligible organisations that had not

- **38%** had a member of staff who was fully or partly paid through Uni Connect*

- **25%** were in a careers-related job role, such as an adviser, coordinator, lead or manager

- The remainder were in a **broad range of job roles** including subject teachers / lecturers, heads / deputy heads and a range of other types of support staff.

Job role

Careers adviser / Coordinator / Lead / Manager — 25%

Subject teacher — 17%

Headteacher / Deputy Headteacher — 14%

Support staff — 12%

Outreach co-ordinator — 9%

Lecturer — 5%

Guidance teacher — 2%

Other / multiple roles — 15%

* Respondents were not asked whether they were a funded member of Uni Connect staff and so it is possible that some who answered the survey might have been. Please note, within key questions significant differences in responses were not detected by job role.
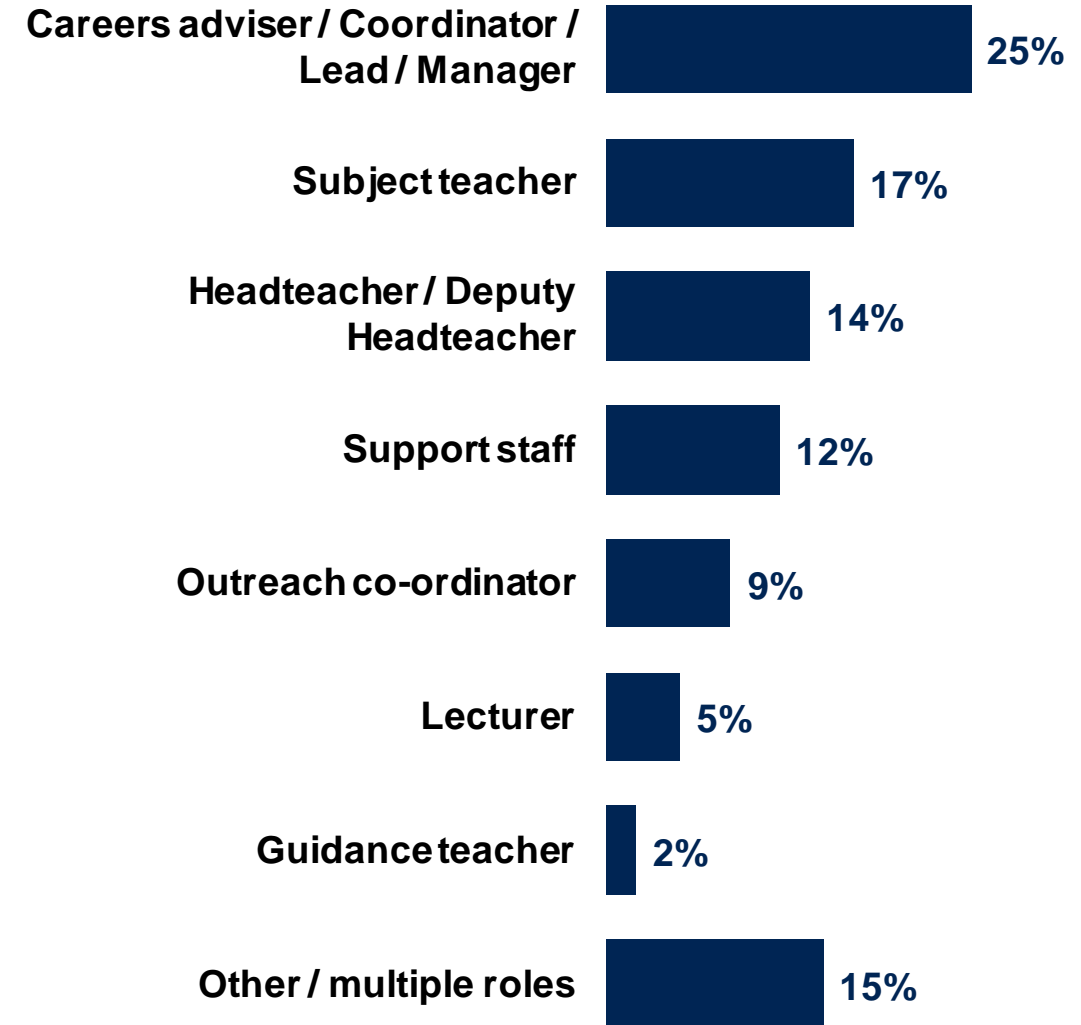
Base: All respondents (715) [ROLE]

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School and college engagement with Uni Connect

03

- Key messages
- Overview
- Motivations for engagement
- Barriers to engagement
- Reasons for non-engagement

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Key messages: School and college engagement with Uni Connect targeted outreach

1
Most survey respondents first participated in targeted outreach during Phase One of Uni Connect and had maintained engagement since then

2
Key motivations for initial engagement were to raise the higher education aspirations of learners, the quality of activities on offer and that they were free at the point of delivery

3
Top reasons for continued engagement were the quality of activities on offer, alignment to the needs of the school or college and the groups of learners targeted

4
Barriers or challenges to engagement tended to be internal, such as time and flexibility within the school or college timetable and lack of staff time to support delivery

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Key messages: Reasons for non-engagement

5

Reasons for non-participation included being unaware of Uni Connect's offer or unclear how this differed from other outreach provision available

6

Lack of staff time or resource was also a frequently cited reason for non-participation

7

All non-engaged schools had other support in place for underrepresented learners, with the majority offering careers advice, personal guidance and / or employer events
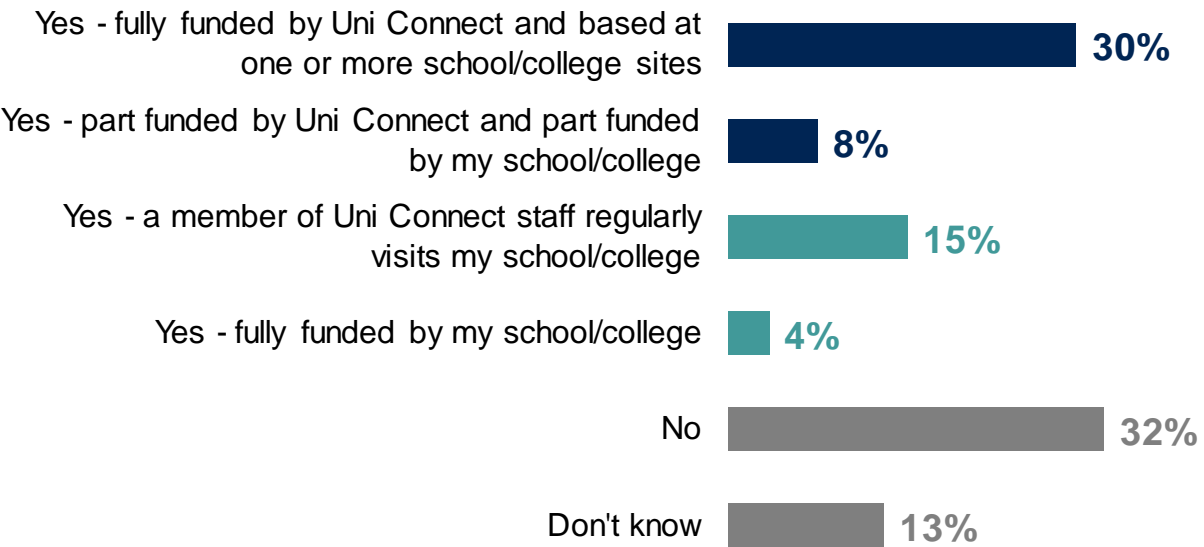
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Engagement with Uni Connect: Overview

- The majority (79%) of survey respondents first participated in targeted outreach **during Phase One of the programme**, between January 2017 and July 2019

- A relatively small proportion (9%) **participated for the first time during Phase Two** (from September 2019 onwards)

- Over a third (38%) of respondents had a staff member that was **fully or partly funded through Uni Connect.**

Presence of Uni Connect staff member
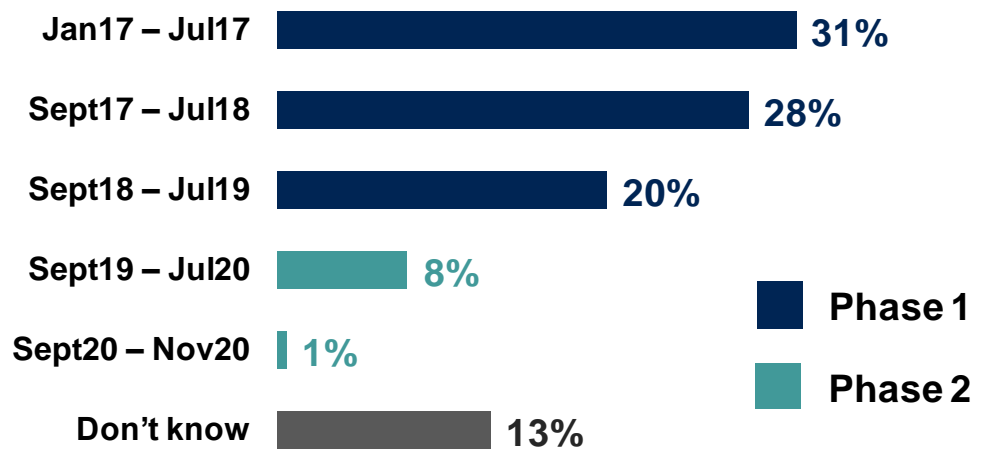
Yes - fully funded by Uni Connect and based at one or more school/college sites	**30%**
Yes - part funded by Uni Connect and part funded by my school/college	**8%**
Yes - a member of Uni Connect staff regularly visits my school/college	**15%**
Yes - fully funded by my school/college	**4%**
No	**32%**
Don't know	**13%**

% of survey respondents whose school or college **has participated** in targeted outreach   **95%**

% of respondents whose school or college has participated in targeted outreach and **are still** participating   **98%**

First participated in targeted outreach

Jan17 – Jul17	**31%**
Sept17 – Jul18	**28%**
Sept18 – Jul19	**20%**
Sept19 – Jul20	**8%**
Sept20 – Nov20	**1%**
Don't know	**13%**

■ **Phase 1**
■ **Phase 2**

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Motivations for engagement

How important, if at all, were the following factors as motivators for your school/college to participate in targeted outreach through Uni Connect?

■ Very important　　**■ Fairly important**

Factor	Very important	Fairly important
To raise the aspirations of learners	90%	9%
The quality of the activities on offer	87%	12%
It is free at the point of delivery	78%	18%
To contribute to the wider enrichment of learners	74%	23%
To enrich the curriculum	65%	29%
To address a gap in existing outreach provision	65%	30%
The group of learners it is targeted at	56%	34%
To contribute to the Gatsby Benchmarks	56%	33%
To meet other school/college priorities or objectives	44%	45%
It is supported by the OfS/government	41%	34%
To address the Baker clause	28%	31%

Base: All respondents whose school or college has ever participated in targeted outreach (679). [MTIVR]

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Reasons for continued engagement

Which of the following factors, if any, have supported your continued engagement with targeted outreach through your Uni Connect partnership? (multiple options selected)

Quality of activities on offer	85%
Activities offered meet my school's/college's needs	82%
My school/college has a good relationship with the partnership	82%
Groups of learners the activities were targeted at	70%
Communication my school/college has with our Uni Connect contact	58%
Objectives of Uni Connect align with priorities of my school/college	51%
Buy in from senior leadership	51%
My school/college plays an active role in the partnership	49%
Uni Connect promoting alternative routes to higher education	43%
Having a Uni Connect member of staff based at the school/college	31%

Base: All respondents whose school or college is still participating in targeted outreach (666) [ENAB1]

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The <u>most important reason</u> for continued engagement in Uni Connect was the quality of activities on offer

Which of these has been <u>most important</u> for supporting your continued engagement with targeted outreach through your partnership? Select up to three answers only.
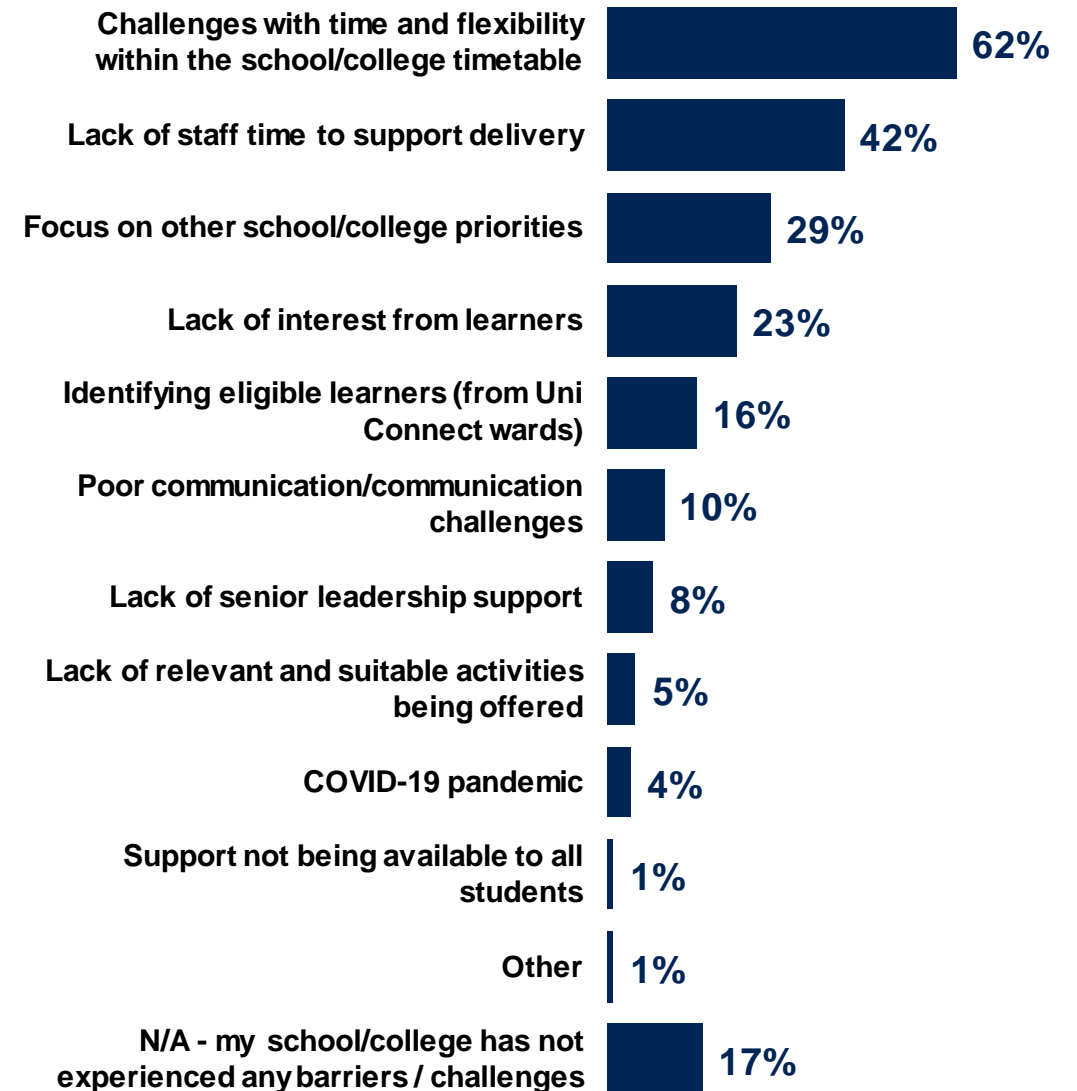
| **58%** quality of activities on offer | **41%** activities offered meet school or college needs | **33%** groups of learners targeted by the activities | **25%** buy in from senior leadership | **21%** having a Uni Connect member of staff based at the school or college |

Base: All respondents whose school or college is still participating in targeted outreach and selected more than one option at ENAB1 (642) [ENAB2]

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Barriers to engagement

- Barriers to engagement tended to be **internal**, such as time and flexibility within the school / college timetable and lack of staff time

- Timetable flexibility was more frequently cited as a challenge **by schools** than colleges (68% vs. 55%)

- Lack of staff time was more frequently cited by those who **did not** have a Uni Connect funded member of staff than those who did (46% vs. 35%)

- Those with a funded staff member or in a college setting were more likely to cite challenges with senior leader support and a lack of interest from learners

- Around one in five (17%) said their school or college had experienced **no barriers / challenges** to engagement with Uni Connect targeted outreach.

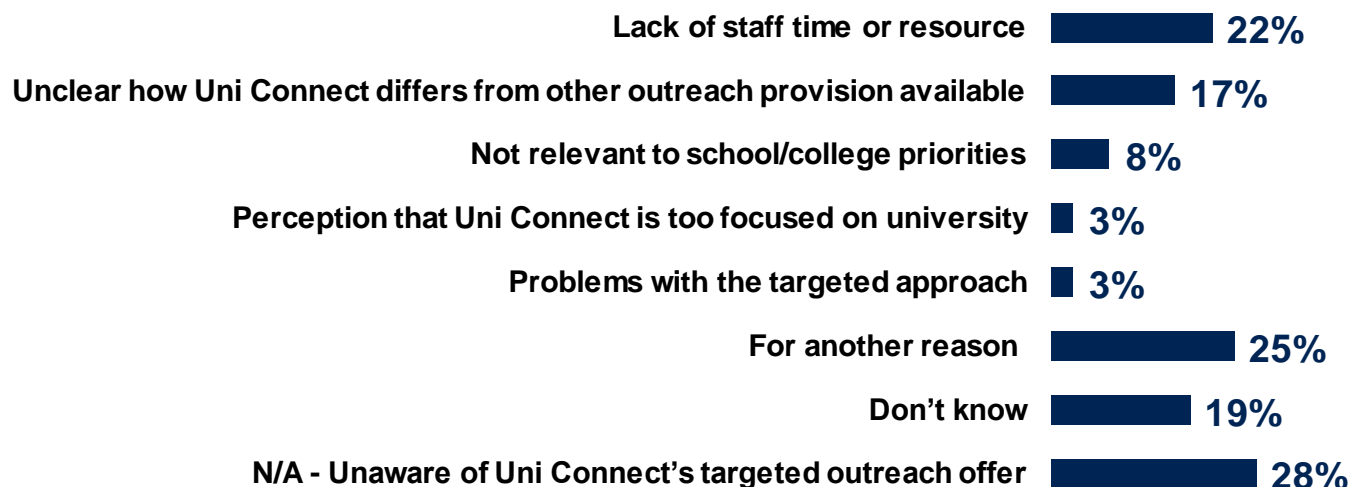## Barriers / challenges to engagement in targeted outreach activities

Challenge	%
Challenges with time and flexibility within the school/college timetable	62%
Lack of staff time to support delivery	42%
Focus on other school/college priorities	29%
Lack of interest from learners	23%
Identifying eligible learners (from Uni Connect wards)	16%
Poor communication/communication challenges	10%
Lack of senior leadership support	8%
Lack of relevant and suitable activities being offered	5%
COVID-19 pandemic	4%
Support not being available to all students	1%
Other	1%
N/A - my school/college has not experienced any barriers / challenges	17%

Base: All respondents whose school or college has ever participated in targeted outreach (679). [BARR]
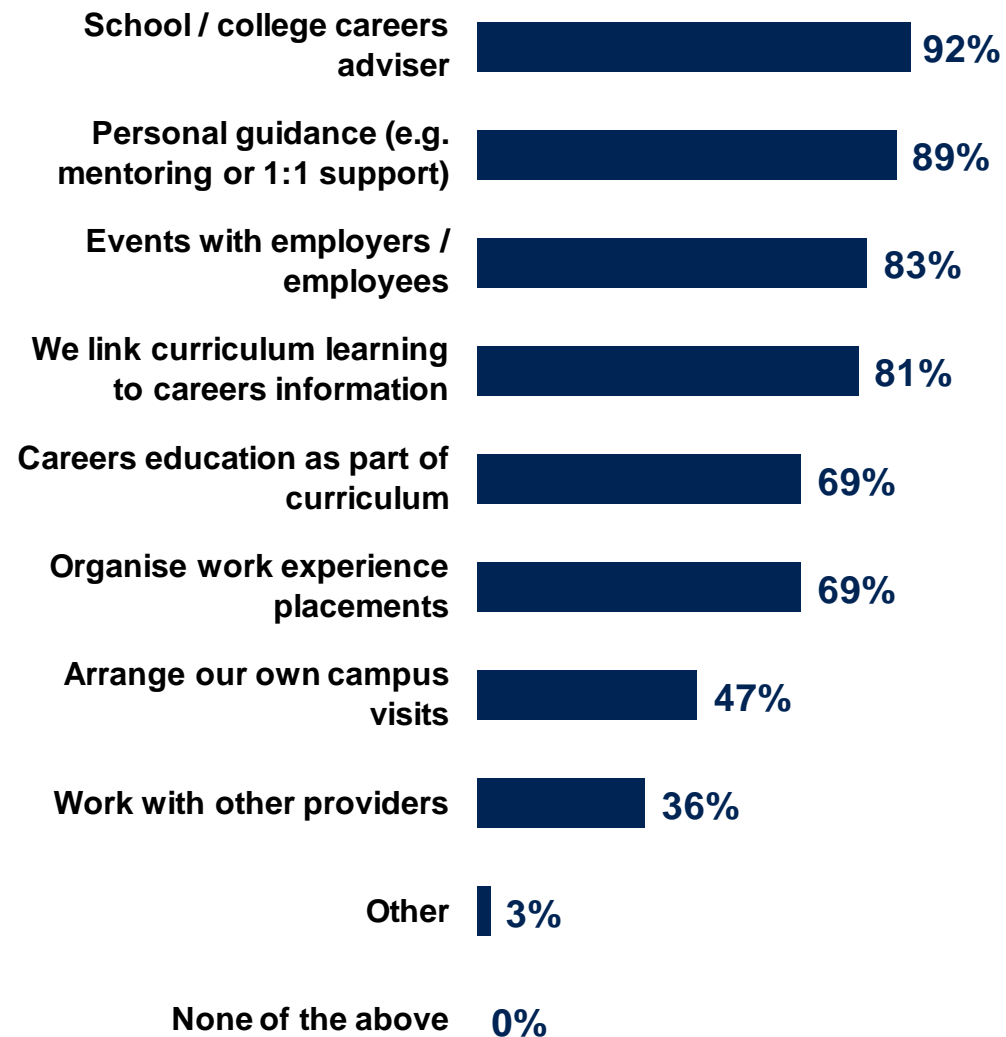
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Reasons for non-engagement

- 36 survey respondents (5%) worked in schools or colleges that had **not participated in targeted outreach** through Uni Connect, from 16 partnerships

- Reasons for non-participation include being **unaware** of Uni Connect's offer or **unclear** how this differed from other outreach provision available

- **Lack of staff time or resource** was also a frequently cited reason, mentioned by 22% of those who had not engaged

- All non-engaged schools had **other support** in place for underrepresented learners, with the majority offering careers advice, personal guidance and / or events with employers or employees.

Reasons for non-participation (select all that apply)

Lack of staff time or resource	22%
Unclear how Uni Connect differs from other outreach provision available	17%
Not relevant to school/college priorities	8%
Perception that Uni Connect is too focused on university	3%
Problems with the targeted approach	3%
For another reason	25%
Don't know	19%
N/A - Unaware of Uni Connect's targeted outreach offer	28%

Other support for underrepresented learners to participate in Higher Education

School / college careers adviser	92%
Personal guidance (e.g. mentoring or 1:1 support)	89%
Events with employers / employees	83%
We link curriculum learning to careers information	81%
Careers education as part of curriculum	69%
Organise work experience placements	69%
Arrange our own campus visits	47%
Work with other providers	36%
Other	3%
None of the above	0%

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Perceived effectiveness of targeted outreach

04

- Key messages
- Activities engaged with
- Quality, relevance and impact
- Benefits to learners
- Benefits to schools and colleges

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Key messages: Perceived effectiveness of targeted outreach (1)

1

Targeted outreach activities are highly rated by schools and colleges, although quality and relevance are more highly rated than impact across all categories

2

The most frequently cited activities engaged with are general information, advice and guidance and campus visits – these are also the highest rated by school and college staff

3

Activities that are least highly rated include those not directly targeted at learners, such as parent and carer and staff development sessions

4

Summer school activities are amongst the least highly rated by school and college staff in terms of relevance and impact, although they are highly rated on quality

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Key messages: Perceived effectiveness of targeted outreach (2)

5

Staff perceptions of benefits to learners include increased knowledge of HE options, increased understanding of the benefits of HE and increased confidence to make informed choices
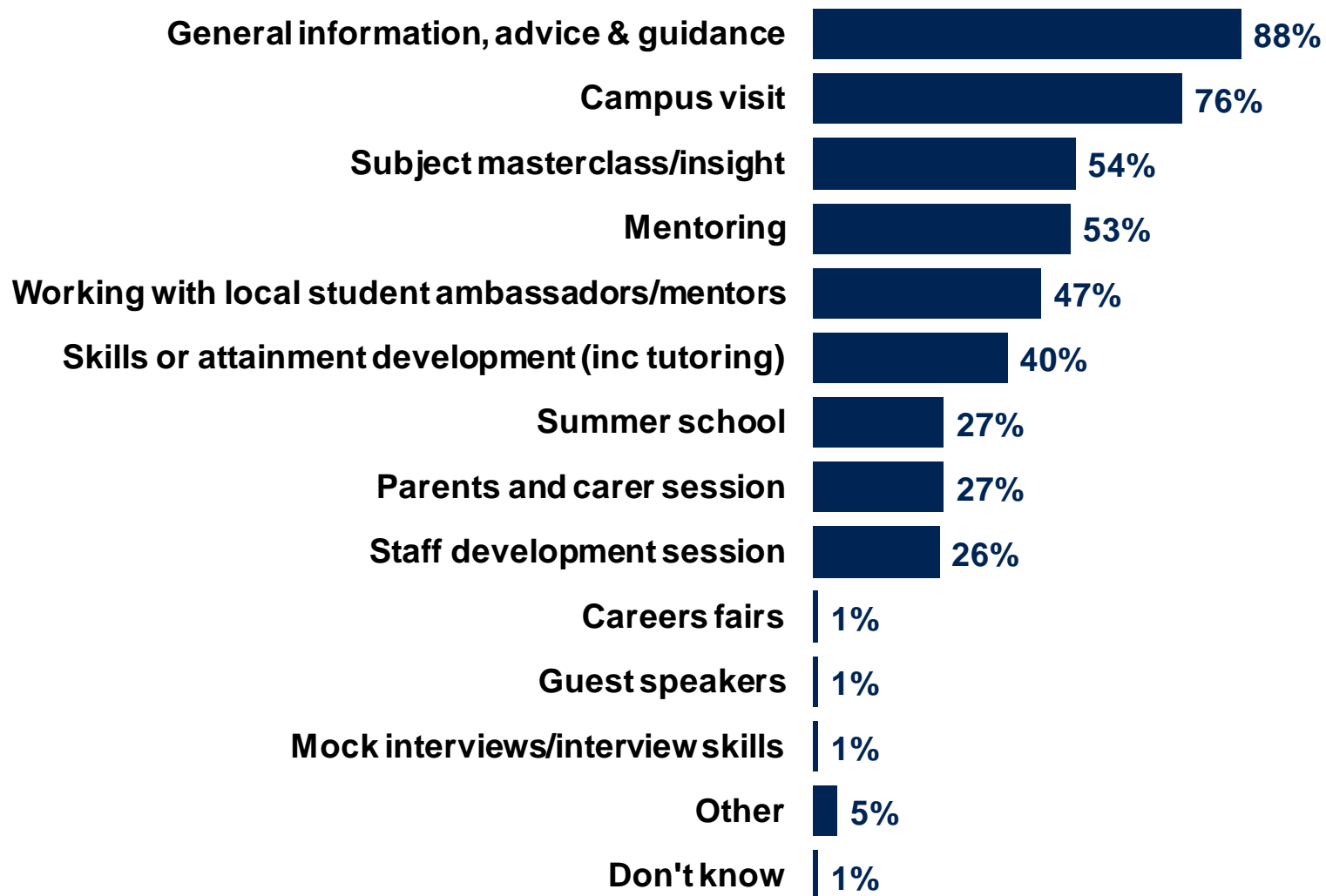
6

Benefits to schools and colleges include contribution to achieving Gatsby benchmarks, the provision of financial support and access to expert knowledge

7

Key challenges to monitoring and evaluation of targeted outreach include staff time, lack of interest by learners in sharing feedback and gaining learner consent to share data

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Which (if any) of the following has your school / college engaged with through Uni Connect targeted outreach?

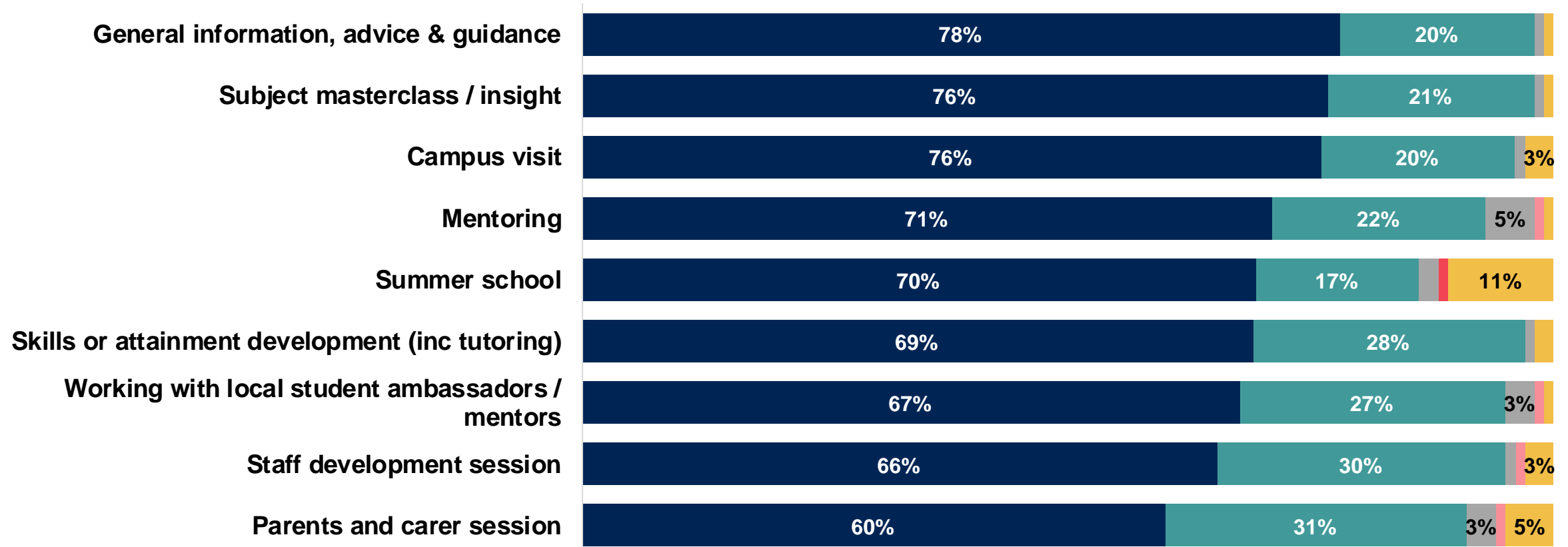| Activity	Percentage
General information, advice & guidance	88%
Campus visit	76%
Subject masterclass/insight	54%
Mentoring	53%
Working with local student ambassadors/mentors	47%
Skills or attainment development (inc tutoring)	40%
Summer school	27%
Parents and carer session	27%
Staff development session	26%
Careers fairs	1%
Guest speakers	1%
Mock interviews/interview skills	1%
Other	5%
Don't know	1%

- The majority (88%) of respondents had accessed **general information, advice and guidance** through Uni Connect targeted outreach

- **Campus visits** were the second most frequently cited activity engaged with, referenced by three quarters of respondents (76%)

- A range of **other activities** were referenced, demonstrating the diversity of activities offered through targeted outreach

- Colleges were more likely to have engaged in **staff development** sessions than schools (39% vs. 20%).

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Quality of targeted outreach activities

How would you rate the <u>quality</u> of the targeted outreach activities you have participated in?

Legend: ■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor ■ Don't know

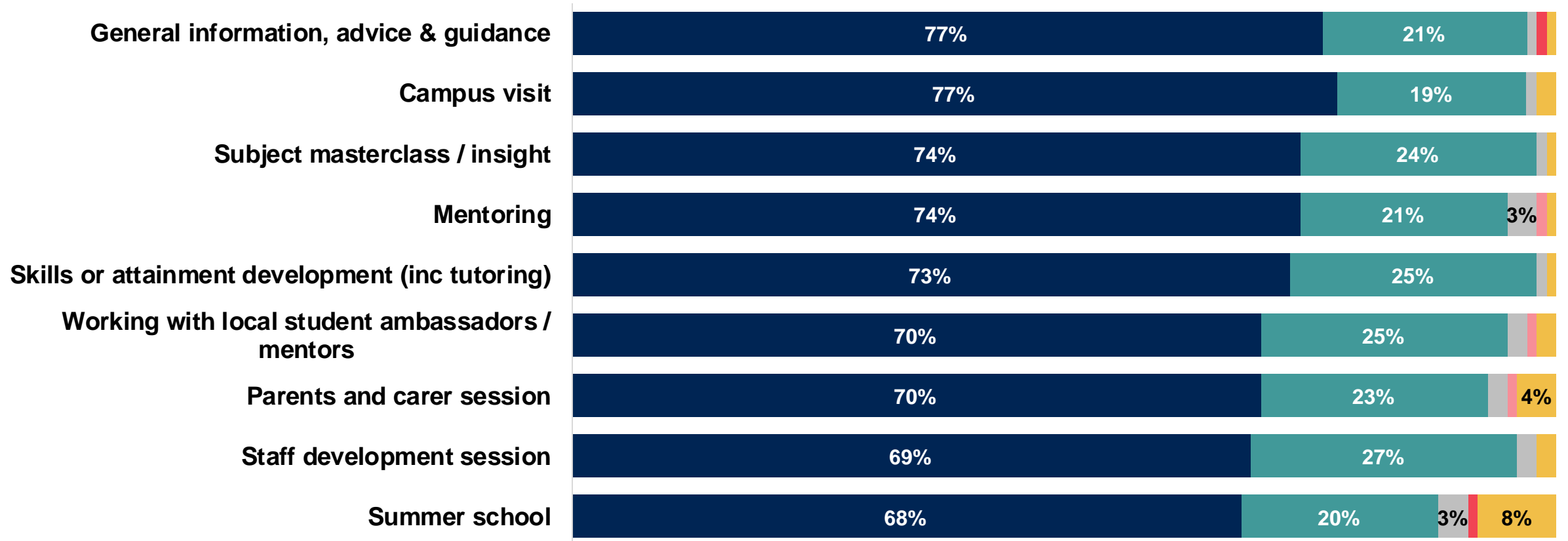| Activity	Very good	Fairly good	Neither good nor poor	Don't know
General information, advice & guidance	78%	20%		
Subject masterclass / insight	76%	21%		
Campus visit	76%	20%		3%
Mentoring	71%	22%	5%	
Summer school	70%	17%		11%
Skills or attainment development (inc tutoring)	69%	28%		
Working with local student ambassadors / mentors	67%	27%	3%	
Staff development session	66%	30%		3%
Parents and carer session	60%	31%	3%	5%

Percentages shown if 3% or more.
Base: Asked for each type of activity participated in (i.e. for each option selected at Q OUTR): General information advice and guidance (599), subject masterclass and insight (364), campus visit (514), mentoring (361), working with local student ambassadors/mentors (318), skills or attainment development (including tutoring) (268), summer school (178), staff development session (175), parents and carers session (185). [QUAL]

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Relevance of targeted outreach activities

How would you rate the <u>relevance</u> of the targeted outreach activities you have participated in?

Legend: ■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor ■ Don't know

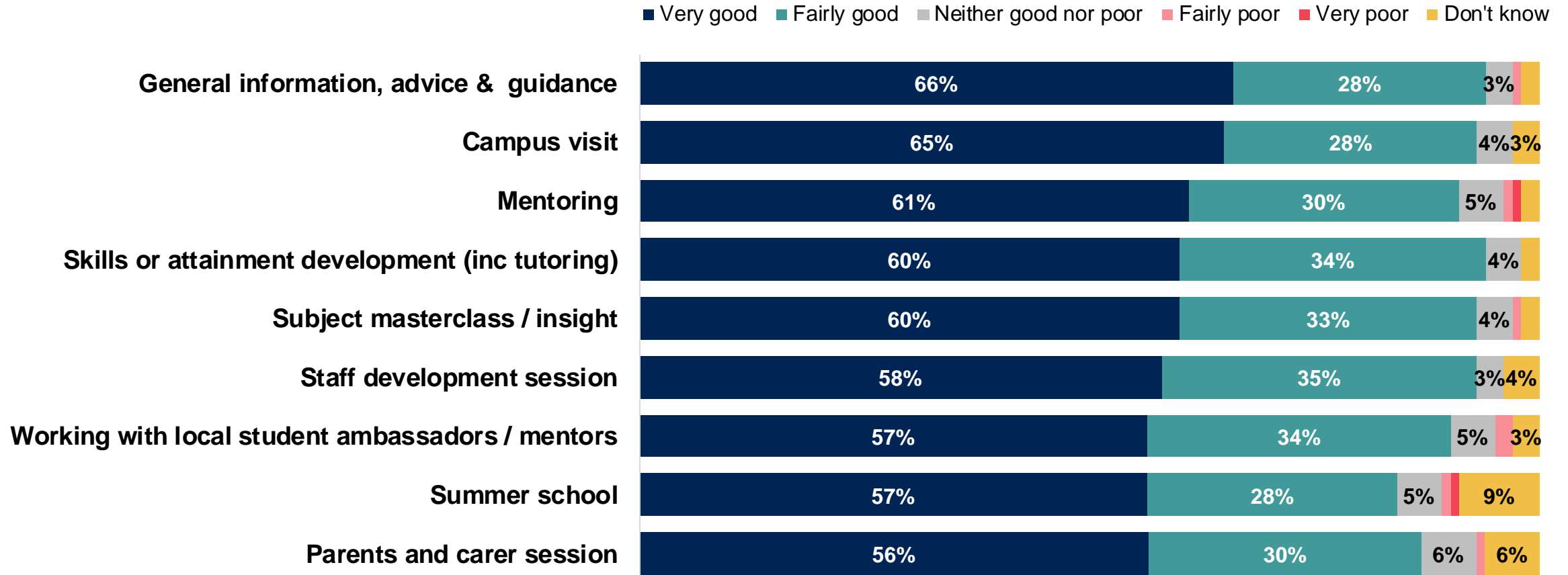| Activity	Very good	Fairly good	Other
General information, advice & guidance	77%	21%	
Campus visit	77%	19%	
Subject masterclass / insight	74%	24%	
Mentoring	74%	21%	3%
Skills or attainment development (inc tutoring)	73%	25%	
Working with local student ambassadors / mentors	70%	25%	
Parents and carer session	70%	23%	4%
Staff development session	69%	27%	
Summer school	68%	20%	3% 8%

Percentages shown if 3% or more.
Base: Asked for each type of activity participated in (i.e. for each option selected at Q OUTR): General information advice and guidance (599), subject masterclass and insight (364), campus visit (514), mentoring (361), working with local student ambassadors/mentors (318), skills or attainment development (including tutoring) (268), summer school (178), staff development session (175), parents and carers session (185). [REL]

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Impact of targeted outreach activities

How would you rate the impact of the targeted outreach activities you have participated in?

Legend: **Very good** | **Fairly good** | **Neither good nor poor** | **Fairly poor** | **Very poor** | **Don't know**

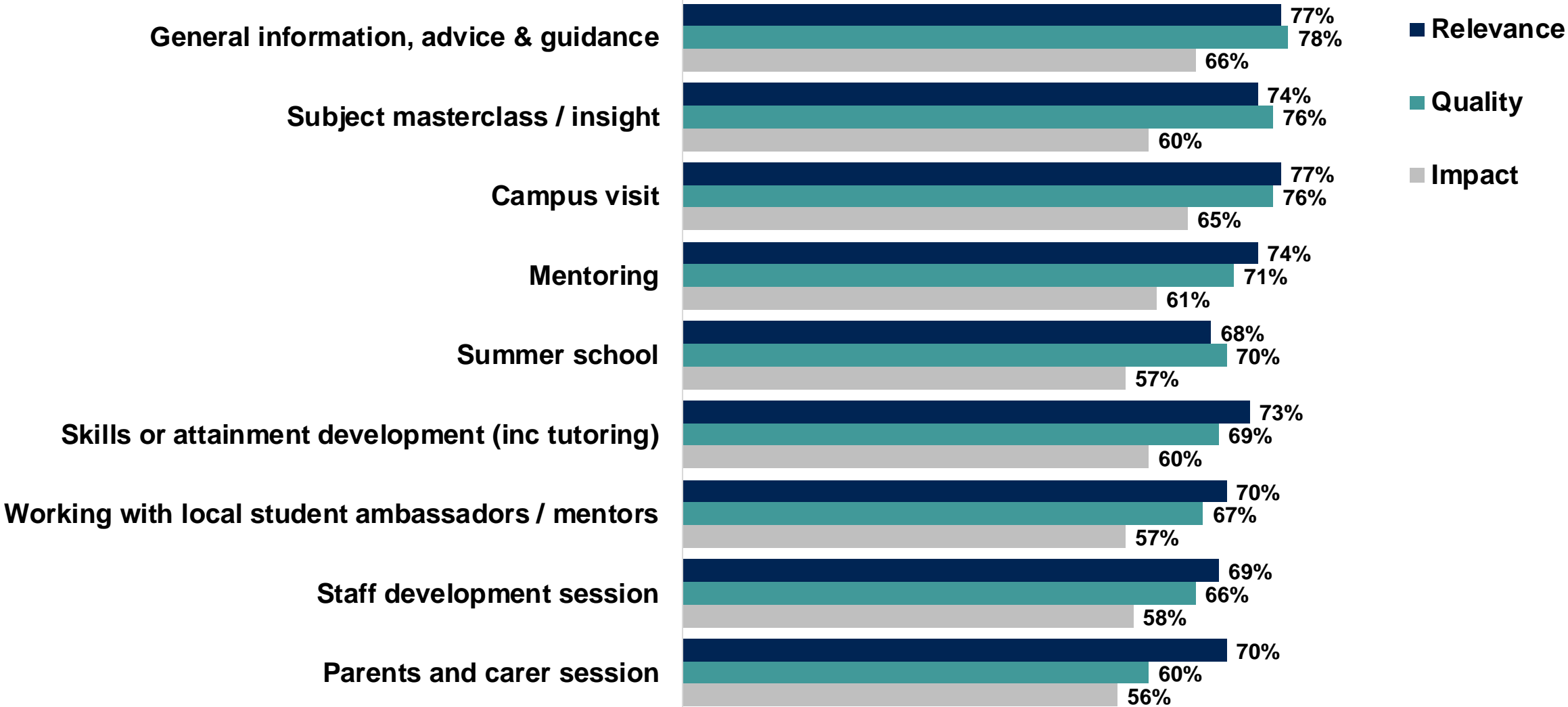| Activity	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know
General information, advice & guidance	66%	28%	3%			
Campus visit	65%	28%	4%			3%
Mentoring	61%	30%	5%			
Skills or attainment development (inc tutoring)	60%	34%	4%			
Subject masterclass / insight	60%	33%	4%			
Staff development session	58%	35%	3%			4%
Working with local student ambassadors / mentors	57%	34%	5%			3%
Summer school	57%	28%	5%			9%
Parents and carer session	56%	30%	6%			6%

Percentages shown if 3% or more.
Base: Asked for each type of activity participated in (i.e. for each option selected at Q OUTR): General information advice and guidance (599), subject masterclass and insight (364), campus visit (514), mentoring (361), working with local student ambassadors/mentors (318), skills or attainment development (including tutoring) (268), summer school (178), staff development session (175), parents and carers session (185). [IMPT]

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Overview of quality, relevance and impact of targeted activities

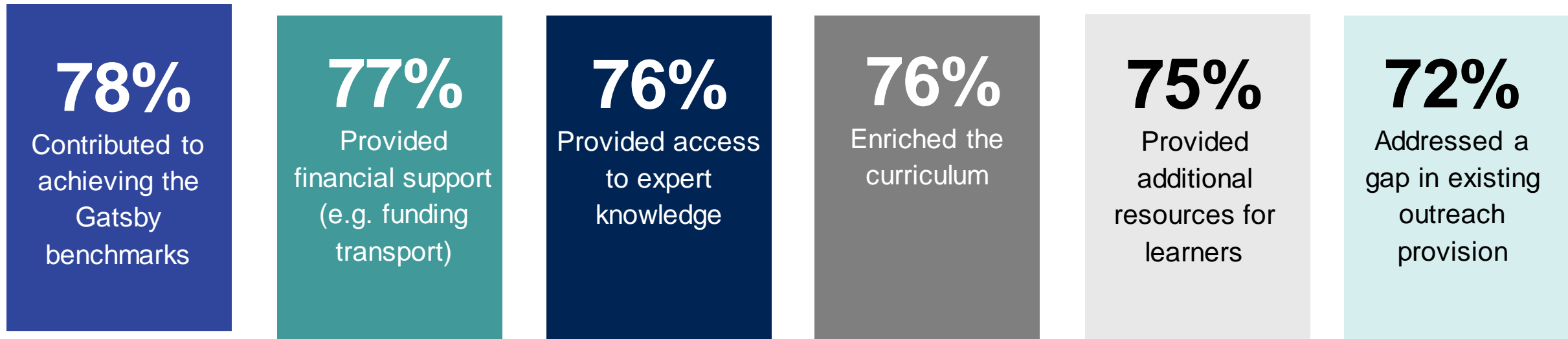## % of survey respondents rating each as 'Very good'

General information, advice & guidance
- Relevance: 77%
- Quality: 78%
- Impact: 66%

Subject masterclass / insight
- Relevance: 74%
- Quality: 76%
- Impact: 60%

Campus visit
- Relevance: 77%
- Quality: 76%
- Impact: 65%

Mentoring
- Relevance: 74%
- Quality: 71%
- Impact: 61%

Summer school
- Relevance: 68%
- Quality: 70%
- Impact: 57%

Skills or attainment development (inc tutoring)
- Relevance: 73%
- Quality: 69%
- Impact: 60%

Working with local student ambassadors / mentors
- Relevance: 70%
- Quality: 67%
- Impact: 57%

Staff development session
- Relevance: 69%
- Quality: 66%
- Impact: 58%

Parents and carer session
- Relevance: 70%
- Quality: 60%
- Impact: 56%

Legend:
- Relevance
- Quality
- Impact

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Perceptions of benefits to learners

Most frequently cited benefits for learners from Uni Connect targeted outreach

94% Increased knowledge of HE options

80% Increased understanding of the benefits of HE

79% Increased confidence in ability make an informed choice about their future

79% Increased expectations for the future

79% Ability to make more informed choices about their education to facilitate access to HE

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Benefits to schools and colleges

Most frequently cited benefits for schools and colleges from Uni Connect targeted outreach

78%
Contributed to achieving the Gatsby benchmarks

77%
Provided financial support (e.g. funding transport)

76%
Provided access to expert knowledge

76%
Enriched the curriculum

75%
Provided additional resources for learners

72%
Addressed a gap in existing outreach provision

Base: All respondents whose school or college has ever participated in targeted outreach (679). [BENSC]

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Monitoring and evaluation of targeted outreach

- Almost all (95%) respondents said their school or college had taken part in at least one monitoring and evaluation activity
- This most frequently involved providing lists of learners who had participated, learner feedback forms or collecting learner consent to share data
- Challenges to monitoring and evaluation include staff time or resources, lack of learner interest in sharing feedback and learners not wanting to consent to data sharing
- One in four (24%) had not experienced any challenges with monitoring and evaluation
- Those without a staff member more likely to say lack of staff or resources was a challenge to monitoring and evaluation (50% vs. 37%).

Challenges to monitoring and evaluation

Limited staff time or resources	45%
Learners are not interested in sharing feedback	40%
Learners do not wish to consent to data sharing	27%
Difficulties collecting the data needed for monitoring/tracking	20%
Parents do not wish to consent to data sharing	18%
Identifying learners who have accessed targeted outreach	16%
Difficulties with the data sharing agreement	12%
Lack of clarity around what information is needed from your school/college	8%
Other (please specify)	5%
N/A – I have not experienced any challenges	24%

Monitoring and evaluation activities

Providing lists of learners who have participated in targeted outreach	69%
Learner feedback forms	66%
Collecting learner consent for sharing data	62%
Taking part in evaluation research (such as surveys or interviews)	51%
Providing monitoring or tracking data	47%
Feedback discussion sessions with groups of learners	44%
Collecting parental consent for sharing data	35%
N/A - My school/college does not participate	5%

Base: All respondents whose school or college has participated in at least one monitoring and evaluation activity as part of the Uni Connect Programme (646). [EVAL2]

Base: All respondents whose school or college has ever participated in targeted outreach (679). [EVAL]

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Learner targeting and engagement

05

- Approach to targeting
- Views on eligibility criteria

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Key messages: Learner targeting and engagement

1 Most schools and colleges either identify eligible learners based on criteria shared by their Uni Connect partnership or are provided with a list of learners by the partnership

2 Postcode and age are the most common criteria used to identify eligible learners for targeted outreach

3 Two thirds of respondents agree with the current eligibility criteria for targeted outreach and the majority support expanding this to other learners from disadvantaged groups

4 There was no overall consensus on which groups the criteria should be expanded to include, suggesting schools and colleges would welcome the opportunity to determine who would most benefit from support based on local need

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Approach to targeting

Criteria used to identify learners for targeted outreach activities

- Two thirds (66%) of survey respondents identified eligible learners to participate in targeted outreach **based on criteria shared by their Uni Connect partnership**

- A further quarter (28%) **were provided with a list of learners** by their Uni Connect partnership

- The remaining 7% either identified who was eligible **based on their own criteria**, or did not identify which learners were eligible

- **Postcode** was the most frequently cited criteria used to identify learners for targeted outreach, followed by **age**.
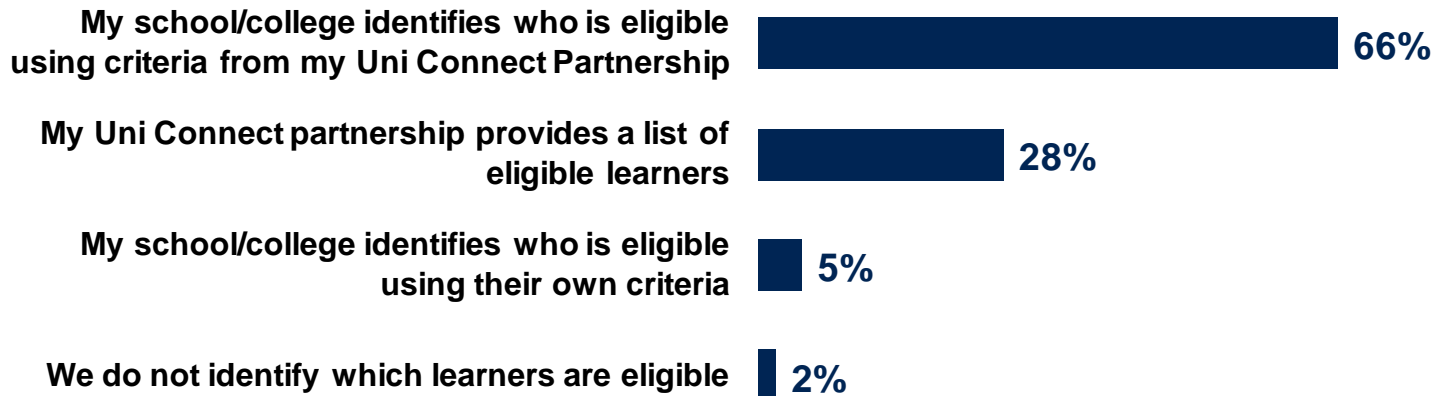
Criteria used to identify learners for targeted outreach activities

Postcode/ POLAR quintiles	86%
Age of learners	52%
Pupil premium	32%
Eligibility for free school/college meals	28%
Other indicators of disadvantage (e.g. LAC)	26%
Attainment (e.g. GCSE results)	19%
Other	4%
Don't know	6%
We do not use any criteria	1%

Approach to identifying eligible learners
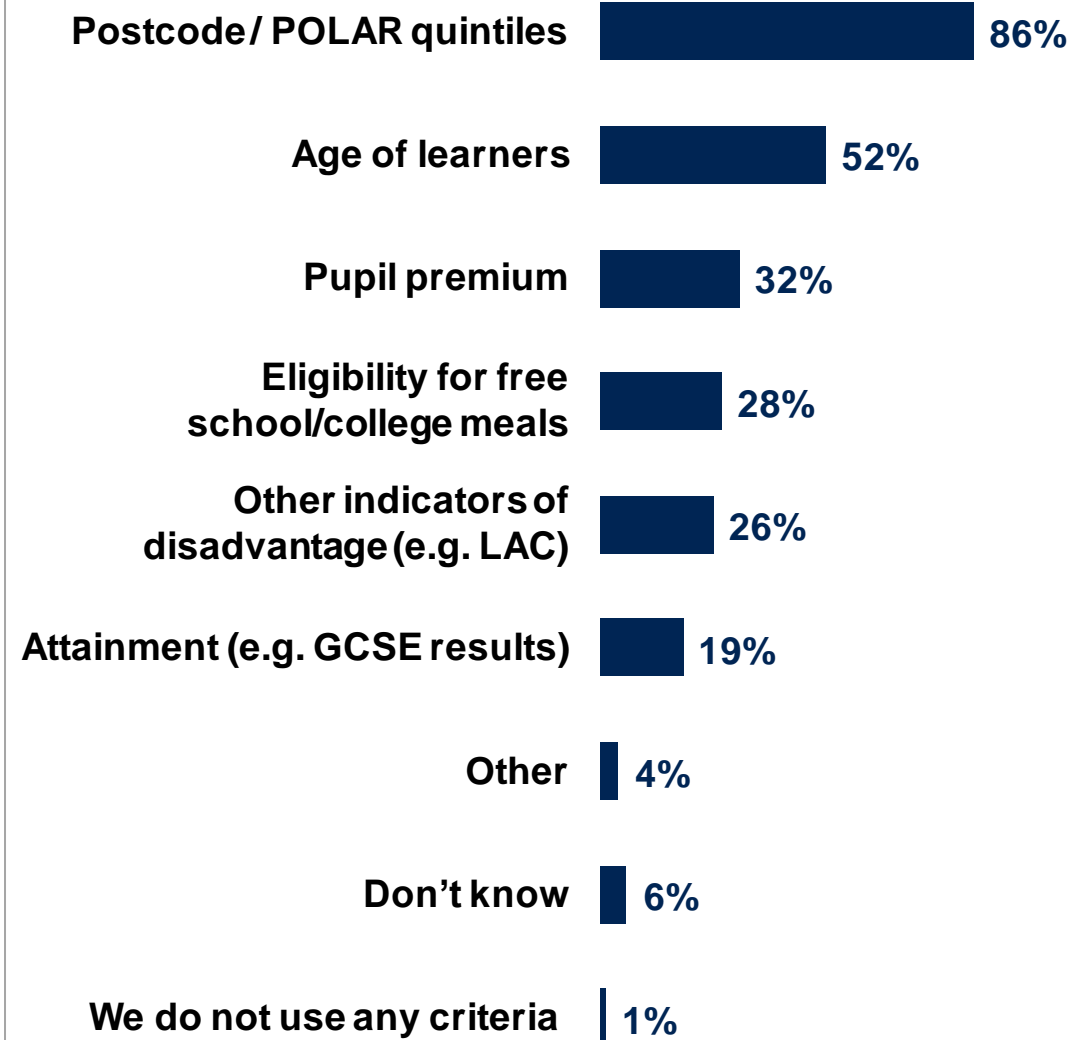
|	
My school/college identifies who is eligible using criteria from my Uni Connect Partnership	66%
My Uni Connect partnership provides a list of eligible learners	28%
My school/college identifies who is eligible using their own criteria	5%
We do not identify which learners are eligible	2%

Two thirds agree with the current eligibility criteria for targeted outreach, and most think they are effective in applying this

To what extent do you agree or disagree with Uni Connect's current eligibility criteria for targeted outreach?
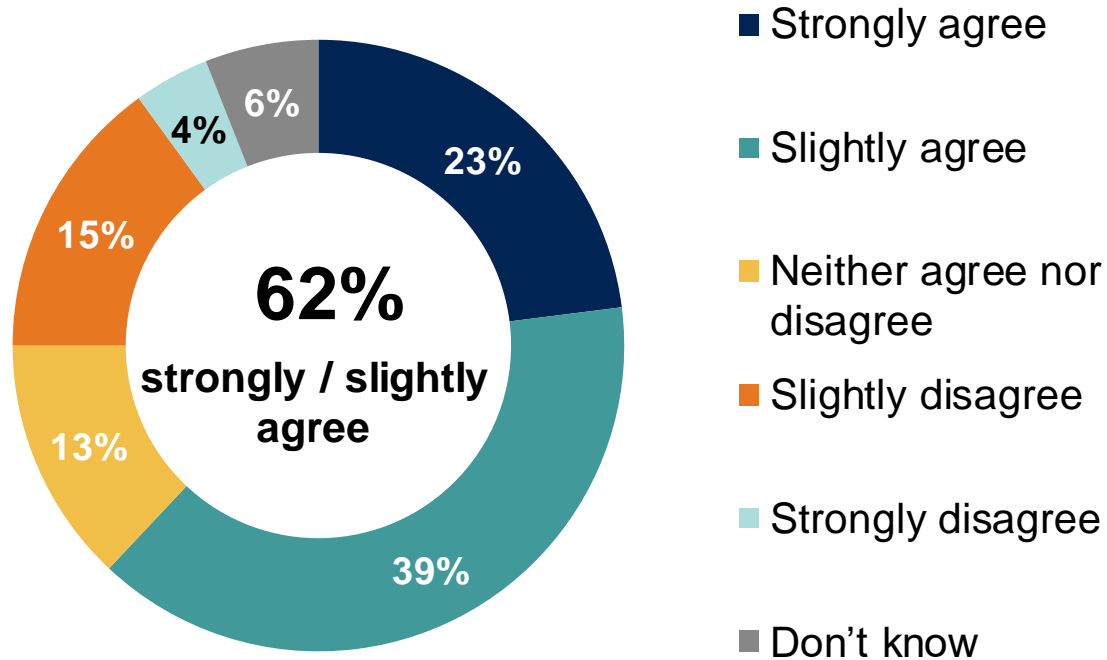
- ■ Strongly agree
- ■ Slightly agree
- ■ Neither agree nor disagree
- ■ Slightly disagree
- ■ Strongly disagree
- ■ Don't know

62% strongly / slightly agree

23%
39%
13%
15%
4%
6%

How effective or ineffective is your school's or college's approach to identifying learners who meet this specific criteria?

- ■ Very effective
- ■ Somewhat effective
- ■ Somewhat ineffective
- ■ Very ineffective
- ■ Don't know

90% very / somewhat effective

50%
40%
3%
1%
5%

Base: All respondents whose school or college has ever participated in targeted outreach (679). [LRN5]
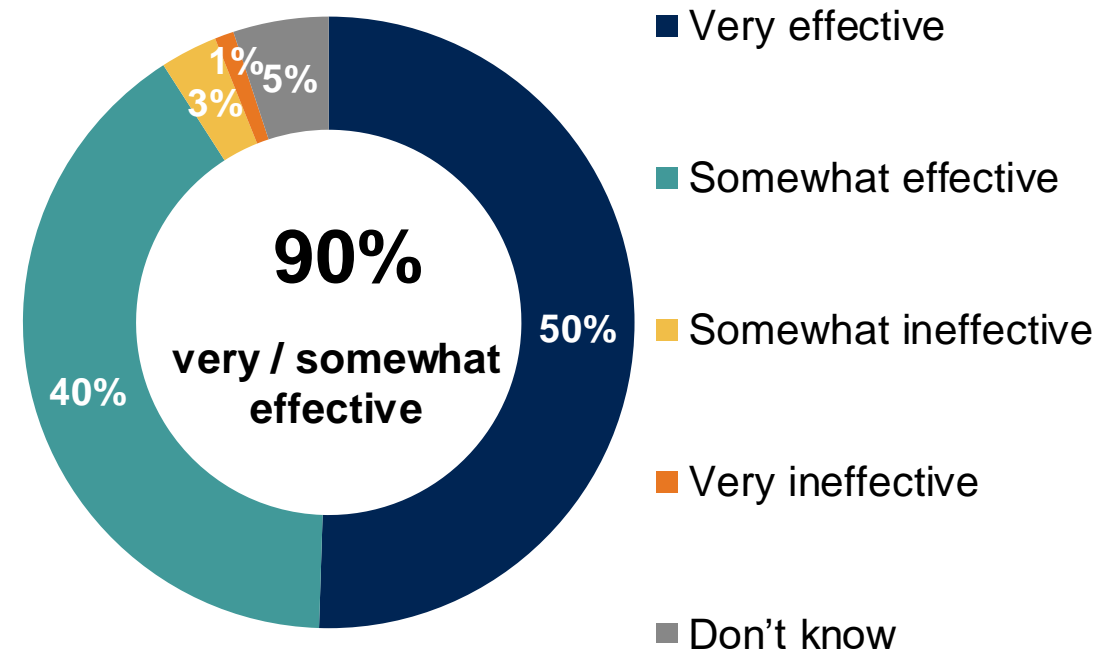
Base: All respondents whose school or college identified learners eligible for the Uni Connect Programme (667). [LRN4]

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Most schools and colleges support expanding eligibility to include other learners from disadvantaged backgrounds or to parents / carers

To what extent do you support or oppose the idea of expanding eligibility to include the following individuals?
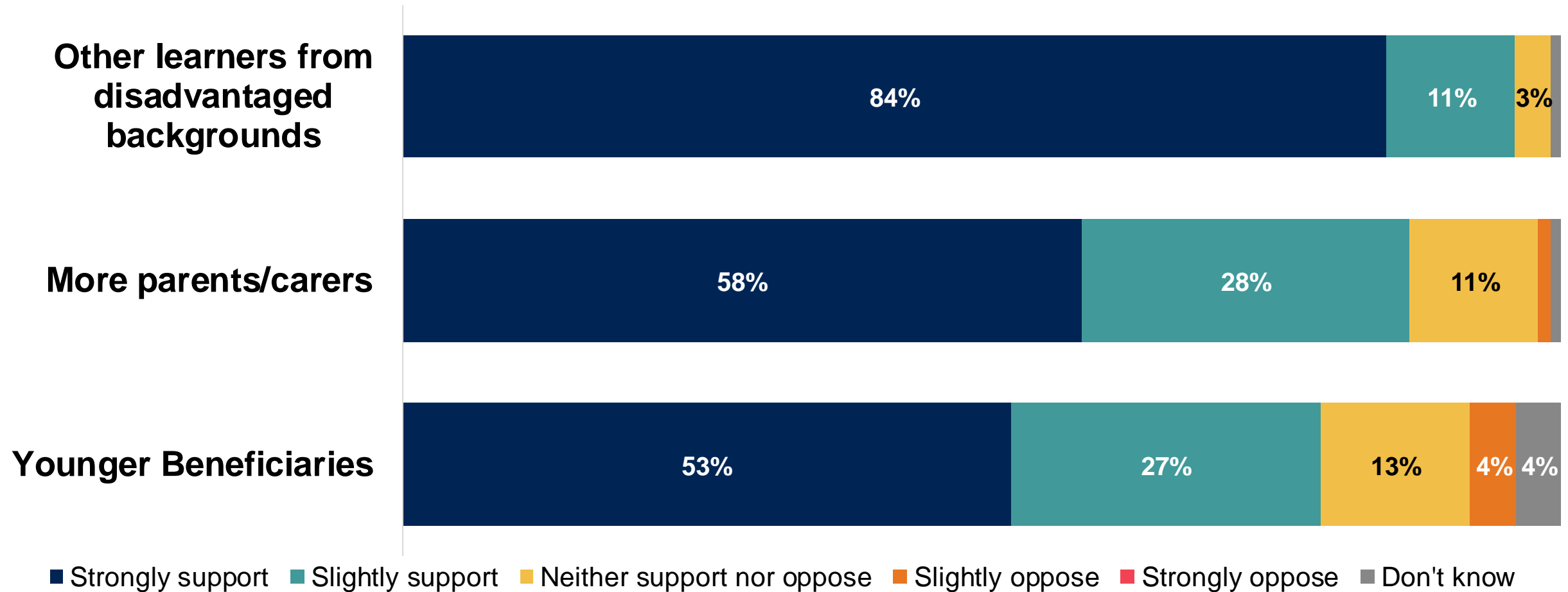
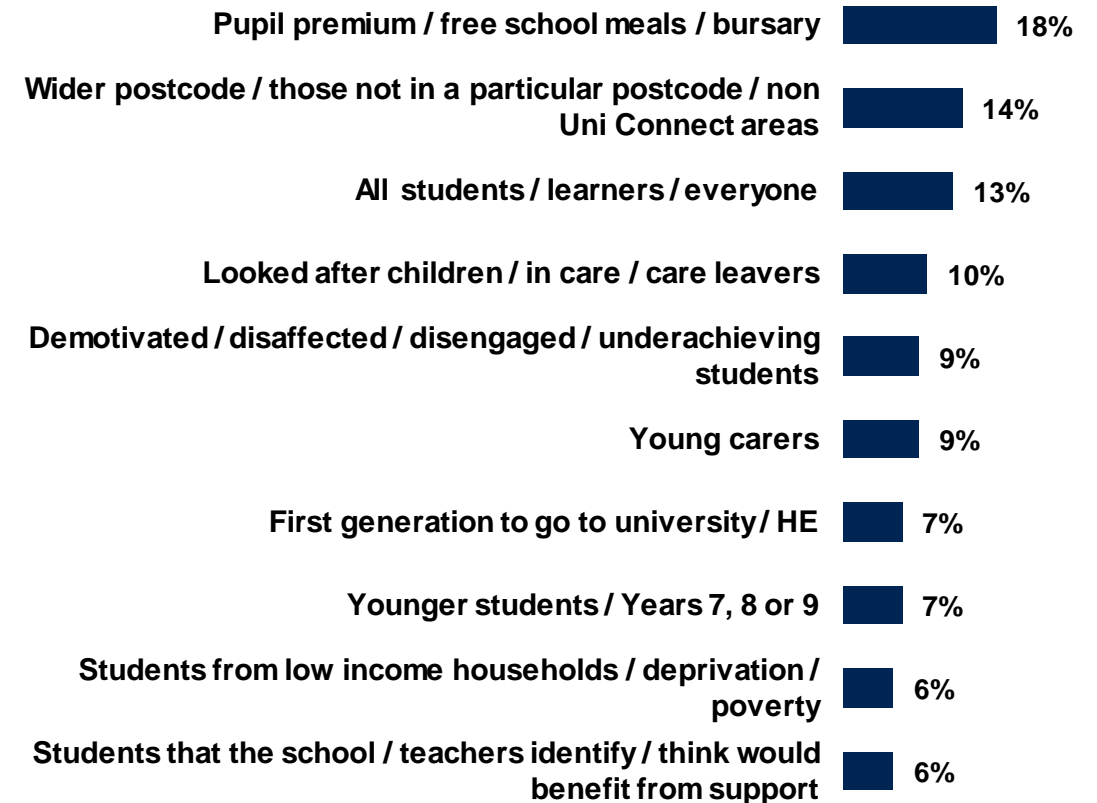|	Strongly support	Slightly support	Neither support nor oppose	Slightly oppose	Strongly oppose	Don't know
Other learners from disadvantaged backgrounds	84%	11%	3%			
More parents/carers	58%	28%	11%			
Younger Beneficiaries	53%	27%	13%	4%		4%

Legend: ■ Strongly support ■ Slightly support ■ Neither support nor oppose ■ Slightly oppose ■ Strongly oppose ■ Don't know

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Perceptions of groups that should be eligible for Targeted Outreach

- There was **no overall consensus** on other groups of individuals that should be eligible to participate in targeted outreach through Uni Connect

- Survey respondents identified **almost 30 different groups** that the eligibility criteria could be expanded to include, suggesting that schools and colleges would welcome scope to determine who should benefit

- The most frequently cited group were **those eligible for free school meals, Pupil Premium or bursary**. Other disadvantaged groups referenced include those with experience of the care system, young carers and students from low income households

- Some **very specific groups** were identified, such as service children, white working class boys, SEND students and first generation to go to HE

- Several mentioned broadening access to targeted outreach **beyond Uni Connect postcodes** or making it available to all learners.

Are there any other groups of individuals you think should be eligible to participate in targeted outreach through Uni Connect? (If yes, please specify)

TOP 10 GROUPS MENTIONED

Group	
Pupil premium / free school meals / bursary	18%
Wider postcode / those not in a particular postcode / non Uni Connect areas	14%
All students / learners / everyone	13%
Looked after children / in care / care leavers	10%
Demotivated / disaffected / disengaged / underachieving students	9%
Young carers	9%
First generation to go to university / HE	7%
Younger students / Years 7, 8 or 9	7%
Students from low income households / deprivation / poverty	6%
Students that the school / teachers identify / think would benefit from support	6%

Base: All respondents who felt there were other groups who should be eligible for targeted outreach (257). [OTRGT]

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Unique offering of targeted outreach

06

- What is different?
- Source of information on outreach
- Enhancing the current offer

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Key messages: Unique offering of Targeted Outreach

1

Most schools and colleges agree that Uni Connect targeted outreach offers something different to other outreach in their area

2

Key differences to other outreach available include the level of support provided and the range and quality of activities on offer

3

Schools and colleges access information on outreach in their area through direct discussions with Uni Connect partnerships and partnerships' websites

4

Most respondents thought the current offer could be enhanced through more involvement of employers, more subject-based interventions and more campus visits

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What is different about Uni Connect targeted outreach?

Do you think targeted outreach through Uni Connect offers something different to other (current or previous) outreach in your area?

- ■ Yes, very different
- ■ Yes, somewhat different
- ■ No, the offer is not different
- ■ Not applicable – no other outreach provision in my area
- ■ Don't know
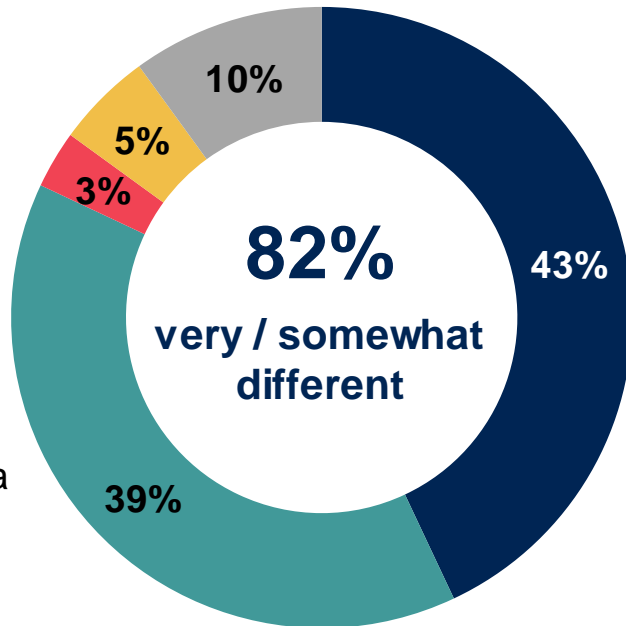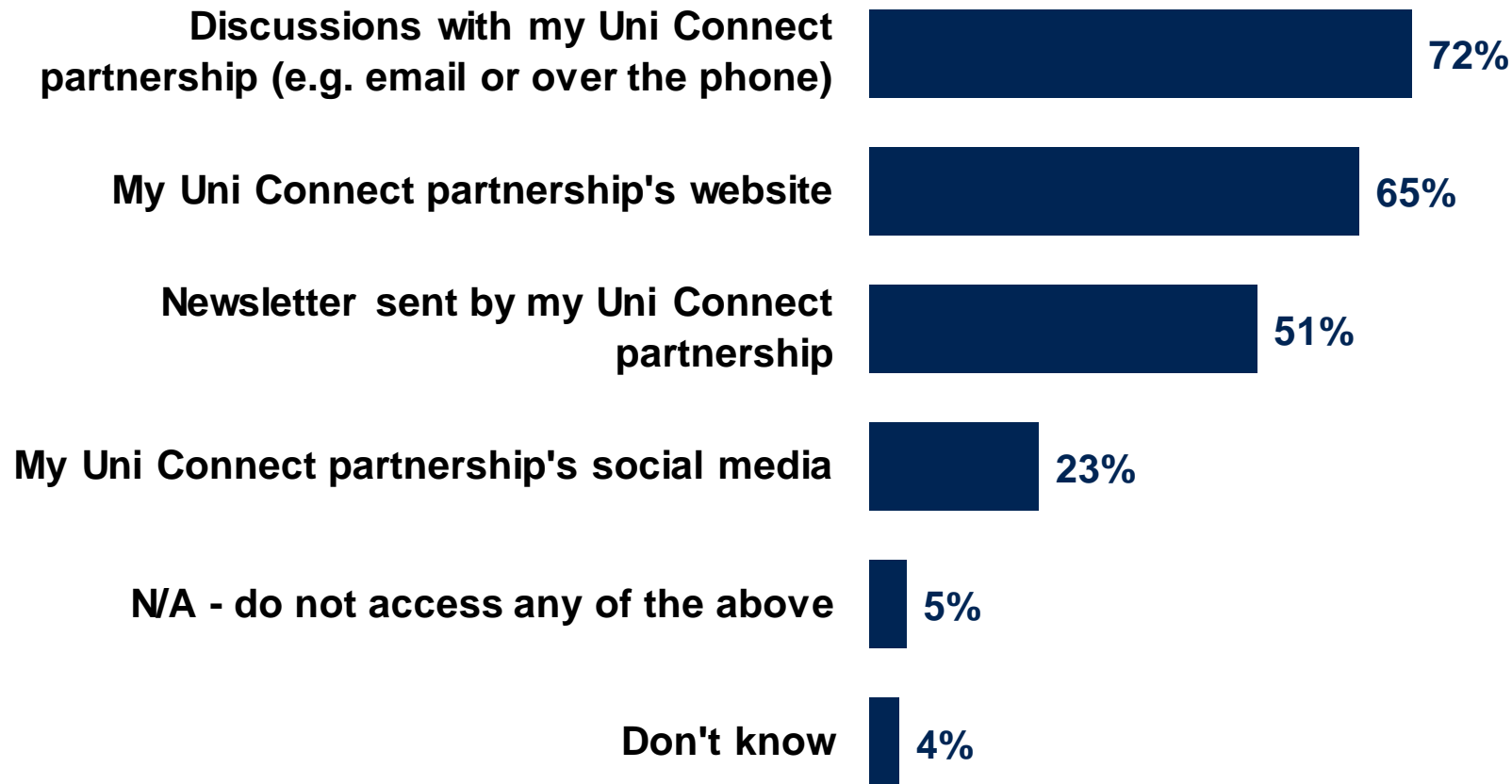
Donut chart:
- 43%
- 39%
- 3%
- 5%
- 10%

82% very / somewhat different

What factors make the provision offered by Uni Connect different to other (current or previous) outreach in your area?

Factor	%
Level of support provided	75%
Range of activities on offer	73%
Quality of the activities on offer	65%
Communications from my partnership	54%
Impartial information & advice	50%
Targeting of learners from year 9 onwards	47%
Sustained & progressive approach	44%
Links to the wider sector	34%

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Sources of information on outreach

Do you access any of the following sources of information about what outreach activity is available in your area?
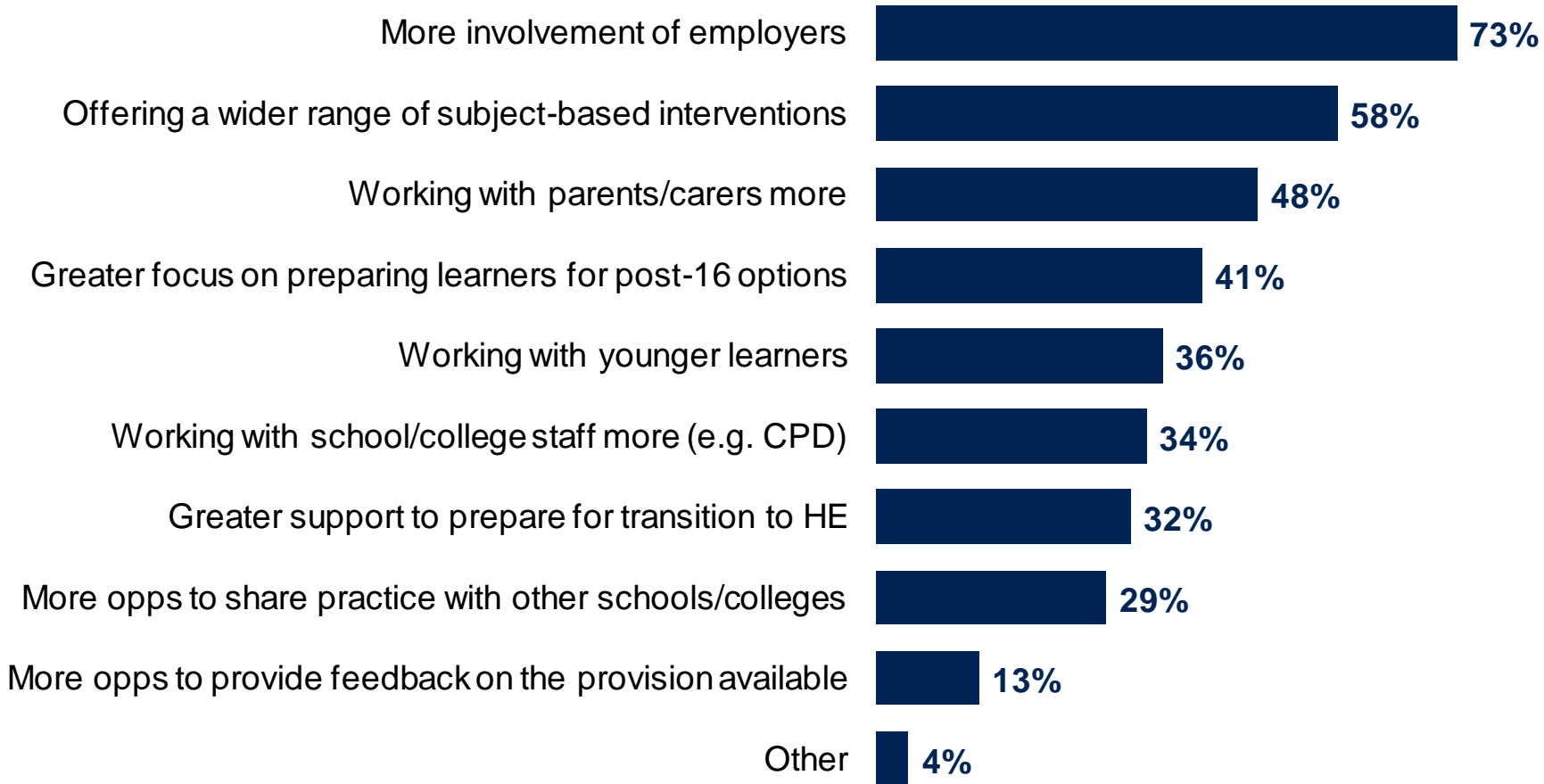
Discussions with my Uni Connect partnership (e.g. email or over the phone) — **72%**

My Uni Connect partnership's website — **65%**

Newsletter sent by my Uni Connect partnership — **51%**

My Uni Connect partnership's social media — **23%**

N/A - do not access any of the above — **5%**

Don't know — **4%**

- Most survey respondents (72%) access information about outreach in their area from **direct discussions with their Uni Connect partnership**

- Around two thirds (65%) get this information from their **Uni Connect partnerships' website**

- Around half (51%) cited a local **Uni Connect newsletter** as a source of this information

- Relatively few (23%) accessed this **via social media**.

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Enhancing the current offer: Views on further development

Targeted outreach could be developed in various ways. Which of the following suggestions, if any, would enhance the current offer?

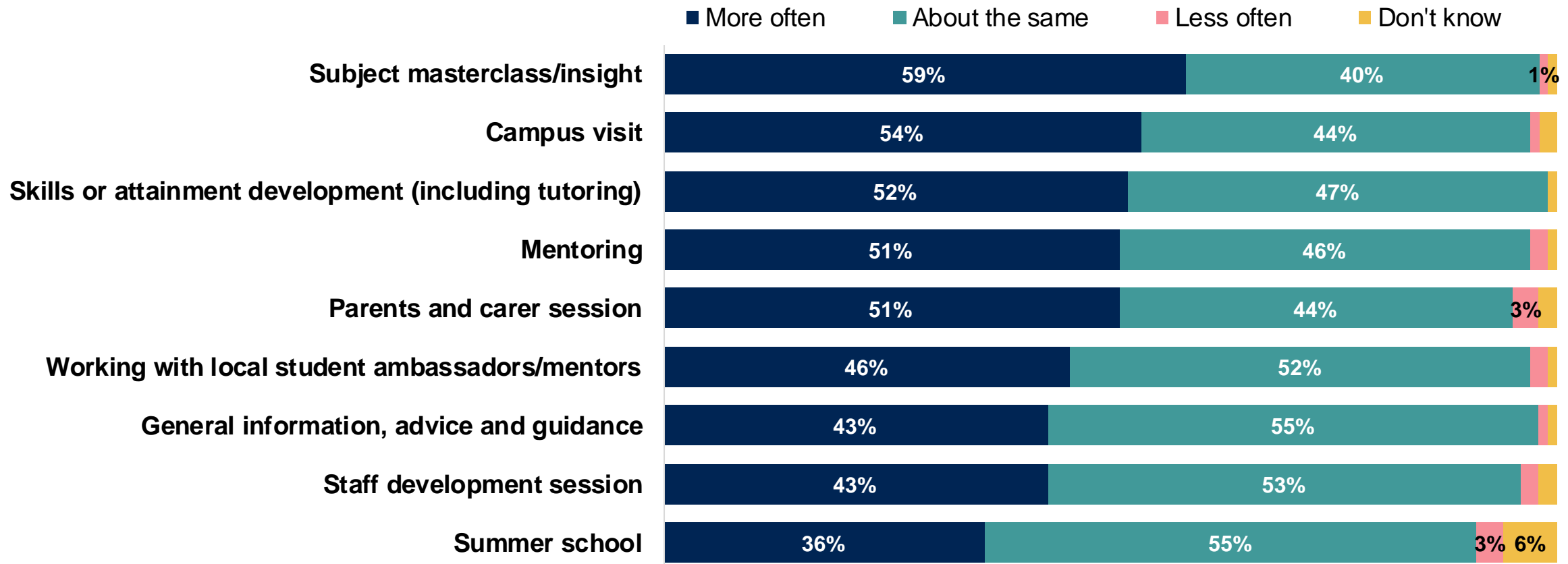| Suggestion	Percentage
More involvement of employers	73%
Offering a wider range of subject-based interventions	58%
Working with parents/carers more	48%
Greater focus on preparing learners for post-16 options	41%
Working with younger learners	36%
Working with school/college staff more (e.g. CPD)	34%
Greater support to prepare for transition to HE	32%
More opps to share practice with other schools/colleges	29%
More opps to provide feedback on the provision available	13%
Other	4%

- Three quarters (73%) of survey respondents thought the current Uni Connect offer could be enhanced through **more involvement of employers**

- **Schools** were keen for more involvement of employers, a wider range of subject based interventions, work with younger learners and a focus on preparation for post-16 options

- **Colleges** were more likely to cite greater support to prepare for transition to HE, opportunities to share practice and improved CPD as areas for development of the offer.

Enhancing the current offer: Views on frequency and intensity of support

For each of the following activities, would you like to have the opportunity to participate in this type of outreach more often, about the same or less often?

Legend: ■ More often ■ About the same ■ Less often ■ Don't know

Activity	More often	About the same	Less often	Don't know
Subject masterclass/insight	59%	40%		1%
Campus visit	54%	44%		
Skills or attainment development (including tutoring)	52%	47%		
Mentoring	51%	46%		
Parents and carer session	51%	44%	3%	
Working with local student ambassadors/mentors	46%	52%		
General information, advice and guidance	43%	55%		
Staff development session	43%	53%		
Summer school	36%	55%	3%	6%

Percentages shown if 3% or more.
Base: Asked for each type of activity participated in (i.e. for each option selected at Q OUTR): General information advice and guidance (599), subject masterclass and insight (364), campus visit (514), mentoring (361), working with local student ambassadors/mentors (318), skills or attainment development (including tutoring) (268), summer school (178), staff development session (175), parents and carers session (185). [MORE]

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Conclusions

07

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Conclusions (1)

The survey findings point to a number of conclusions and implications for Uni Connect targeted outreach

- Uni Connect activities are **perceived as high quality** by schools and colleges – this is a key motivator for both initial and ongoing participation in targeted outreach provision

- Challenges to engagement **tend to be internal**, such as time and flexibility within the timetable and lack of staff time to support delivery – these are less prevalent amongst schools and colleges who have a **paid member of Uni Connect staff**

- Activities involving **direct support to learners** are the highest rated amongst schools and colleges, particularly general information, advice and guidance and campus visits

- Schools and colleges cite a broad range of **benefits to learners** from engagement with Uni Connect, including increased confidence to make informed choices and increased understanding of the benefit of HE

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Conclusions (2)

The survey findings point to a number of conclusions and implications for Uni Connect targeted outreach

- The survey also highlighted a range of **benefits to schools and colleges** from Uni Connect, including contribution to Gatsby benchmarks, financial support, access to expert knowledge and enriched curriculum

- There is **strong support** from schools and colleges for broadening the eligibility criteria to incorporate other learners from disadvantaged backgrounds

- The survey also found that most schools and colleges supported expanding eligibility to **parents and carers**

- Schools and colleges would also welcome **more involvement of employers** in targeted outreach activities, as well as more **subject-based interventions**

- A key reason for non-engagement of schools and colleges was a **lack of awareness of the Uni Connect offer and how this differs from existing outreach provision**, suggesting that further work is required to more effectively communicate this

- The Uni Connect offer is widely regarded as **offering something different** to the other outreach provision available, particularly in terms of the level of support provided and the range and quality of activities on offer.

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Thank you.

If you have any questions regarding this deck please email
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