

Office for
Students



OfS Communications:

Perceptions research, branding and website

Kirsty Johnson

NCOP Programme Manager, OfS

The Studio, Birmingham

30 October, 2019

Follow us on Twitter at
@officestudents
#WeAreNCOP

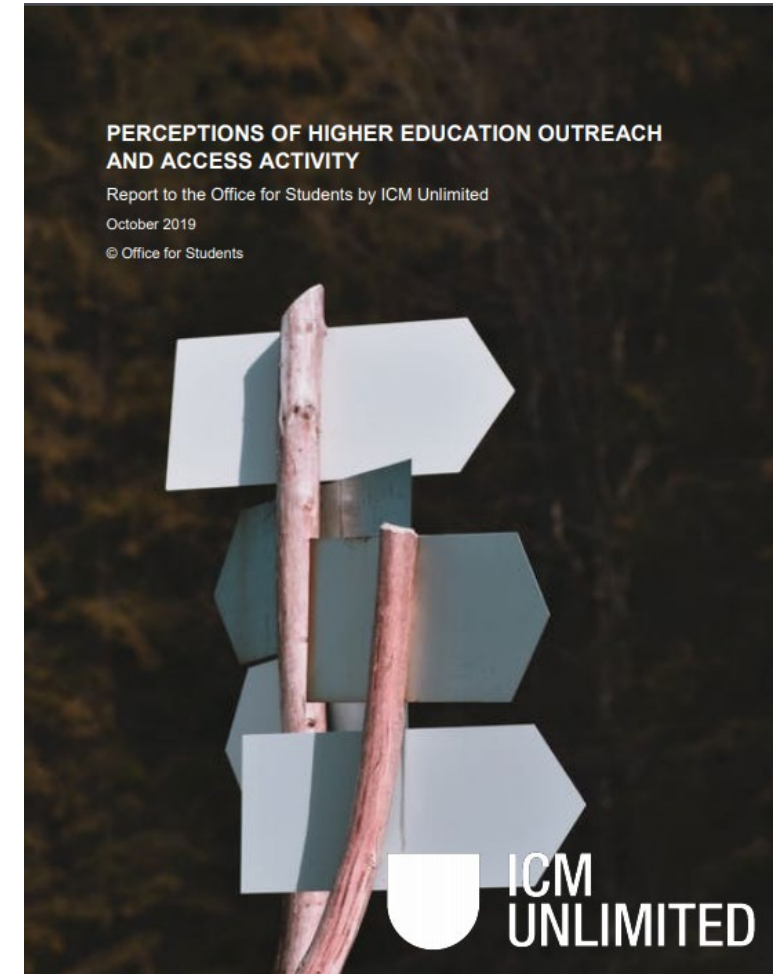
Overview

- ICM Unlimited: Perceptions of higher education outreach
- Re-branding rationale
- New look
- New name
- NCOP in action

ICM Unlimited: Perceptions of higher education outreach and access activity

Aim: Understand perceptions and engagement with higher education outreach and access activity amongst two audiences who are key in terms of delivering and engaging with higher education outreach:

1. Teachers working at schools and colleges
2. Parents and carers



Methodology



20 tele-depth
interviews
among teachers



6 focus groups among
parents/carers

Teachers interviewed

Location	Teacher type	School type	Gender	Awareness of participating in HE Outreach
11 x North 3 x Greater London 6 x Midlands	8 x Head of subject/key stage 2 x Head of year 3 x Classroom teacher 5 x Careers advisor 2 x DHT/HT	5 x Maintained school 8 x Academy 1 x Faith school 1 x Free school 5 x FE college	9 x female 11 x male	17 x Yes 2 x No 1 x Don't know

Parent & carer focus groups

Leeds		Birmingham		Greater London (Sutton and Croydon)	
Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
Experience of HE	No HE experience	No HE experience	No HE experience	No HE experience	Experience of HE
Urban	Rural	Urban	Rural	Rural	Urban
All had children aged 13-18, with varying attitudes towards HE					
A good demographic spread with a skew towards socio-economic grades C2DE					

Marketing & Communications findings

OfS & NCOP awareness & understanding



Teachers:

- None were aware of OfS, but this didn't preclude enthusiasm for or potential engagement with the programme, when provided details.



Teachers:

- A few were aware, however it appears because they were engaged with some partnership activity already.
- Very positive about the programme, and they especially noted parent engagement, masterclasses, teacher CPD and residential as activities that resonated with them.

Parents:

- No awareness of NCOP.
- There was a consistent dislike for acronyms because these do not help to inform the audience of what the programme is.

NCOP: Key communications principles



State your aims



Highlight activities



National, but tailored



Show how you support



Be accessible and appealing

Specific communication barriers to address



Awareness of the programme



Time



Crowded marketplace



Understanding what the programme does and who it is for



Funding/money



Benefits of the programme

Recommendations: Messaging, language & tone

1. Be clear and accessible to all audiences

Comms should state:

1. What the programme is
2. What it involves
3. Who it is for
4. The impact it will have

Teachers want to see the detail

Language should:

1. Be clear, accessible
2. Not include acronyms
3. Minimise use of jargon e.g. outreach for parents
4. Tailored to the audience (for parents) and teachers want it to work for all audiences

Programme name: NCOP, National Collaborative Outreach Programme?

1. Teachers: Mainly felt it was uninspiring; full title didn't clearly explain the programme
2. Parents: Didn't understand what it meant or involved

Recommendations: Messaging, language & tone

2. Tone should be fun and snappy

Important to get the right tone between:

'selling' the programme vs. providing the detail they expect

3. Engendering trust

Endorsements

Reviews

Evidence

Re-branding rationale

- Feedback from partnerships in phase one regarding the lack of clarity of the name NCOP
- Lack of appeal to young people, teachers, parents and carers
- Evidence-based decision:
 - CFE evaluation report recommendations
 - Perceptions of higher education outreach and access activities

OfS should “consider strengthening the national brand for NCOP and/or introducing a degree of consistency across local branding (e.g. a common strap line) to create a national identity which differentiates NCOP from wider provision”

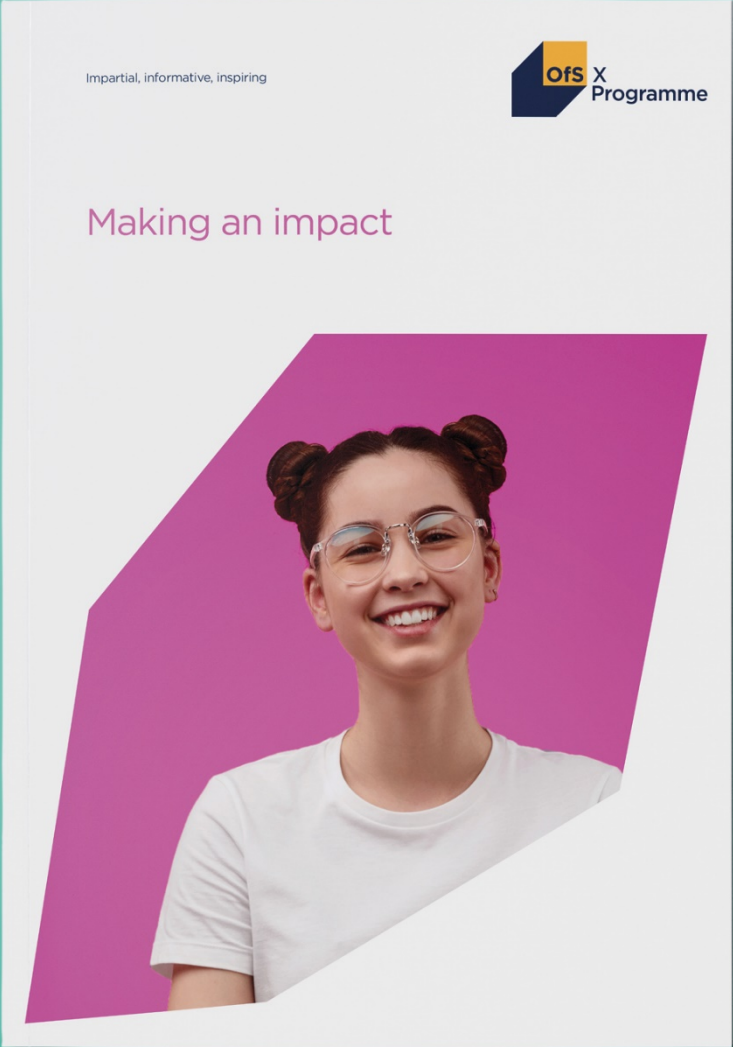
(CFE Research: NCOP evaluation)

Re-branding rationale

- OfS owned and funded programme
- Students are at the heart of what we do - name needs to be more meaningful to them
- High profile, national, government-funded programme
- Longer-term, strategic view of our future support for access to higher education
- Programme level name: Context & endorsement

- **Partnership names and branding remains unchanged**
- **Your local brand will be the lead brand in your local areas**
- **New OfS branding should not impact or destabilise your work with schools, colleges or other stakeholders**

New look



Impartial,
informative,
inspiring

07/10/2019



Use our interactive map to magniate solores sitae mos et ipsam solores sitae mos volut.

Southern Universities Network (SUN)

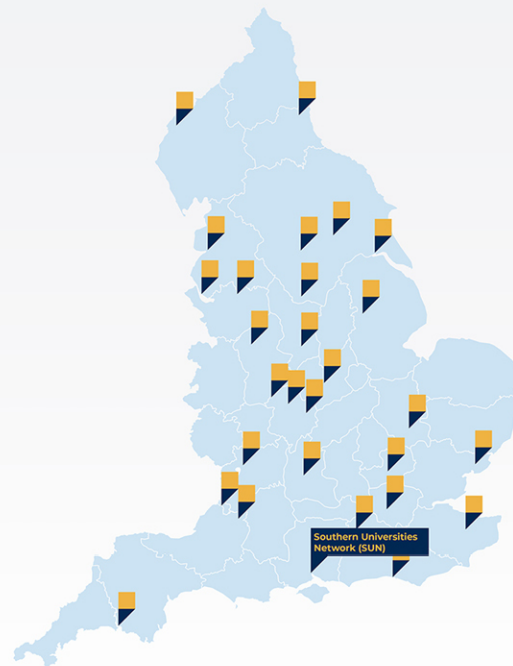
Lead institution: University of Southampton

Website: Southern Universities Network

Contact details: Claire O'Neill, 023 8059 1727
Sun@soton.ac.uk

The partnership has had a three-pronged approach:

- a core offer, led by SUN staff, of a more traditional outreach model offered directly to NCOP learners with a particular focus on resilience, transitional skills and building confidence
- a project proposal bid process which means there are over 70 projects being led by frontline staff working in schools, colleges and partner organisations (such as the Education Business Partnership) across the region, working with NCOP learners and their key influencers
- strong partnership work between local authorities and the partner higher education institutions to look holistically at the region, with particular focus on identified growth areas and skills gaps.





Here's how we can help



New name: Moving from confusion to clarity

National



OfS



OfS



OfS

Collaborative



Educational



Higher Education



Uni

Outreach



Choices



Experience



Connect

Programme



Programme



Programme



Programme

Strapline: Impartial, Informative, Inspiring

NCOP in action

Case studies in film

Hear from young people who have taken part in National Collaborative Outreach Project projects and summer schools about how the experiences have helped them to discover their options.

The videos below are part of a playlist - the next video in the series will play automatically, or you can select the video you want to watch from the menu in the top right hand corner.

NCOP summer schools

Summer schools provide a variety of opportunities for learners to try new things and grow in confidence.



[Watch the playlist on Youtube](#)



Case studies in words

NCOP is supporting a wide range of higher education outreach opportunities across England. By sharing specific examples of how NCOP partnerships are working to support the goals of the programme, we aim to encourage effective practice across the higher education sector.

Case studies help to foster good practice: they capture what has worked - as well as what hasn't worked so well, to illustrate lessons learned.

Read case studies written by NCOP partnerships below.



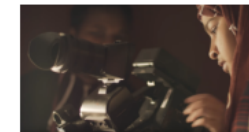
HEON: Introducing higher education to Year 9

A series of activities, hosted at all of HEON's partner institutions, bringing learners on campus for informative pathway sessions and exciting subject tasters.



North West and Midlands partnerships: Fast tracking to success

The Fast Trackers project gives young people an insight into university level study and graduate level jobs within the engineering industry.



Higher Horizons+: Engaging with parents

Working in collaboration with Stoke-on-Trent City Council on a public health issue, Higher Horizons+ inspire learners and their parents to consider higher education.



Hello Future provides
information and support to
young people, parents, carers,
teachers and advisers
across Cumbria.

Hello Future - NCOP summer schools

<https://youtu.be/HajOIPpjpOo>

Office for
Students

ofs

Office for
Students

The logo for the Office for Students, featuring a dark blue square with a yellow square in the top right corner containing the letters 'OfS' in white.

OfS

Thank you for listening

Copyright ©

The copyright in this presentation is held either by the Office for Students (OfS) or by the originating authors. Please contact info@officeforstudents.org.uk for further information and re-use requests.