

Developing new outreach activities



Background

- Tasked to create a new outreach activity
- Aimed at students from KS3, KS4, KS5
- Content to be delivered virtually and in person, across both campuses (Midlands and London)
- Mixture of CAT 1 and CAT 2 activities



Challenges

- Multiple activities with varying aims/objectives
- Long term tracking options of participants
- Numerous metrics/evaluation options possible
- Large project team across multiple different teams



Using Theory of Change

- Allows for a consistent overview
- Clear process, understood by all, feeds into other processes
- Flexible framework for regular consideration
- Integral to early planning and making key decisions
- Easily shared with other colleagues

