

What works in Outreach? Finding the winning formula using HESA data and Power BI

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DANCOP, EMWPREP and HESA data

- Uni Connect
- Longitudinal Tracking
- Progression to HE data

What works?

- Static Reports
- Questions
- Value

HESA reporting requirements

HESA Reporting Requirements

It should be noted that all data contained in this and subsequent partner reports are subject to HESA rounding and suppression policies, which have been applied as follows:

- All numbers are rounded to the nearest multiple of 5.
- Any number lower than 2.5 must be rounded to 0.
- Halves are always rounded upwards (eg. 2.5 is rounded to 5).
- Percentages based on fewer than 22.5 individuals are suppressed.
- Averages based on 7 or fewer individuals are suppressed.

The above requirements relate to headcounts, FPE and FTE data. Total figures are also subject to this rounding methodology, and as such the sum of numbers in each row or column will rarely match the total shown precisely.

All tables and figures have originated from the following source:

Source: HESA Student record 2010/11 - 2021/22, HESA DLHE Record 2010/11 - 2016/17, and Graduate Outcomes Survey 2017/18 – 2020/21
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Exploring progression by number of activities

Quadrant
 Priority School
 School
 HE Ready Year
 UCP

| Number of Activities (total) | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|------------------------------|----------------------------------|---|------------|
| 15 | 45 | 25 | 55.6% |
| 14 | 65 | 35 | 53.8% |
| 6 | 480 | 255 | 53.1% |
| 9 | 170 | 85 | 50.0% |
| 12 | 90 | 45 | 50.0% |
| 11 | 95 | 45 | 47.4% |
| 3 | 1135 | 530 | 46.7% |
| 7 | 290 | 135 | 46.6% |
| 8 | 260 | 120 | 46.2% |
| 13 | 65 | 30 | 46.2% |
| 5 | 620 | 275 | 44.4% |
| 4 | 820 | 365 | 44.5% |

| Common Framework (Activity Type) | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|--|----------------------------------|---|--------------|
| Campus Visit | 775 | 385 | 49.7% |
| IAG / General HE Information | 7210 | 3210 | 44.5% |
| Mentoring | 1180 | 515 | 43.6% |
| Parents & Carers / Non-Student | 85 | 50 | 58.8% |
| Skills and Attainment (incl. Tutoring) | 4060 | 1600 | 39.4% |
| Subject Masterclass / Subject Insight | 905 | 245 | 27.1% |
| Total | 8985 | 3795 | 42.2% |

Key Information

This data only includes participants who are tracked through EMWPREP (East Midlands Widening Participation Research and Evaluation Partnership) where there are relevant permissions for HESA

Exploring progression by combinations of activities by the common framework

Quadrant:
 Priority School:
 School:
 HE Ready Year:
 UCP:

| Combined Common Frameworks | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|--|----------------------------------|---|------------|
| Campus Visit; IAG / General HE Information; Mentoring; Skills and Attainment (incl. Tutoring); Subject Masterclass / Subject Insight | 25 | 20 | 80.0% |
| Campus Visit; IAG / General HE Information | 115 | 70 | 60.9% |
| IAG / General HE Information; Parents & Carers / Non-Student; Skills and Attainment (incl. Tutoring) | 35 | 20 | 57.1% |
| Campus Visit; IAG / General HE Information; Skills and Attainment (incl. Tutoring) | 250 | 140 | 56.0% |
| Campus Visit; IAG / General HE Information; Mentoring; Skills and Attainment (incl. Tutoring) | 70 | 35 | 50.0% |
| Campus Visit; Skills and Attainment (incl. Tutoring) | 90 | 45 | 50.0% |
| IAG / General HE Information; Parents & Carers / | 30 | 15 | 50.0% |

| Common Framework (Activity Type) | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|--|----------------------------------|---|--------------|
| Campus Visit | 775 | 385 | 49.7% |
| IAG / General HE Information | 7170 | 3210 | 44.8% |
| Mentoring | 1175 | 515 | 43.8% |
| Parents & Carers / Non-Student | 85 | 50 | 58.8% |
| Skills and Attainment (incl. Tutoring) | 4010 | 1600 | 39.9% |
| Subject Masterclass / Subject Insight | 885 | 245 | 27.7% |
| Total | 8985 | 3795 | 42.2% |

Number of Activities



Questions

| Number of Activities (total) | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|------------------------------|----------------------------------|---|------------|
| 15 | 45 | 25 | 55.6% |
| 14 | 65 | 35 | 53.8% |
| 6 | 480 | 255 | 53.1% |
| 9 | 170 | 85 | 50.0% |
| 12 | 90 | 45 | 50.0% |
| 11 | 95 | 45 | 47.4% |
| 3 | 1135 | 530 | 46.7% |
| 7 | 290 | 135 | 46.6% |
| 8 | 260 | 120 | 46.2% |
| 13 | 65 | 30 | 46.2% |
| 5 | 620 | 275 | 44.4% |
| 4 | 920 | 415 | 45.1% |

| Combined Common Frameworks | Number of Participants (Rounded) | Number of Participants - Progressed to HE Aged 18 or 19 (Rounded) | Percentage |
|--|----------------------------------|---|------------|
| Campus Visit; IAG / General HE Information; Mentoring; Skills and Attainment (incl. Tutoring); Subject Masterclass / Subject Insight | 25 | 20 | 80.0% |
| Campus Visit; IAG / General HE Information | 115 | 70 | 60.9% |
| IAG / General HE Information; Parents & Carers / Non-Student; Skills and Attainment (incl. Tutoring) | 35 | 20 | 57.1% |
| Campus Visit; IAG / General HE Information; Skills and Attainment (incl. Tutoring) | 250 | 140 | 56.0% |
| Campus Visit; IAG / General HE Information; Mentoring; Skills and Attainment (incl. Tutoring) | 70 | 35 | 50.0% |
| Campus Visit; Skills and Attainment (incl. Tutoring) | 90 | 45 | 50.0% |
| IAG / General HE Information; Parents & Carers / Non-Student | 30 | 15 | 50.0% |
| IAG / General HE Information | 3920 | 1820 | 46.4% |

Progression to HE by Learner Characteristics and Levels of Engagement

HE Ready Years - 2017/18 to 2020/21

| | | | |
|------------------------------------|--------------------------------------|--|---|
| Combined Common Frameworks | Number of Activities - All | Engaged in a package of intense activity | Combined Year Groups of Engagement |
| Hours of Activity - All | Number of Activities - Campus Visits | Engaged in a package of minimum activity | Year Group |
| Hours of Activity - High Intensity | Number of Activities - IAG | Range of Hours of Activity | Range of Hours of Activity - High Intensity |

| | | | | | |
|---------------------------------|------------------------------|---------------------------|------------------------|-------------------|--------------------------------|
| Children from Military Families | Estranged Learners | Gender | POLAR Qu. 1 or 2 | Uni Connect | Rounded Number of Participants |
| Care Experienced | Ethnicity | IDACI - 40% most deprived | Parental HE Experience | Young Adult Carer | |
| Disabled Learners | Free School Meal Eligibility | IMD - 40% most deprived | Refugee Status | Organisation Type | |

| Combined Common Frameworks | Hours of Activity - All | Hours of Activity - High Intensity | Number of Activities - All | Number of Activities - Campus Visits | Number of Activities - IAG | Engaged in a package of intense activity | Engaged in a package of minimum activity | Range of Hours of Activity | Combined Year Groups of Engagement | Year Group | Range of Hours of Activity - High Intensity |
|------------------------------|-------------------------|------------------------------------|----------------------------|--------------------------------------|----------------------------|--|--|-----------------------------|------------------------------------|------------|---|
| IAG / General HE Information | 1.00 | 0.00 | 1 | 0 | 1 | No | Yes | Between 0.25 and 1.25 hours | Year 12 | Year 12 | 0 |
| IAG / General HE Information | 1.00 | 0.00 | 1 | 0 | 1 | No | Yes | Between 0.25 and 2 hours | Year 12 | Year 12 | 0 |
| IAG / General HE Information | 1.00 | 0.00 | 1 | 0 | 1 | No | Yes | Between 1 and 3 hours | Year 12 | Year 12 | 0 |
| IAG / General HE Information | 0.25 | 0.00 | 1 | 0 | 1 | No | Yes | Between 0.25 and 1.25 hours | Year 14 | Year 14 | 0 |
| IAG / General HE Information | 0.25 | 0.00 | 1 | 0 | 1 | No | Yes | Between 0.25 | Year 14 | Year 14 | 0 |

What Works in DANCOP Outreach? Headline Findings

- Sustained and progressive activities over a number of academic years is more impactful than multiple activities all in one year
- Intensive packages of activity are more impactful for POLAR qu.1&2 post-16 learners in FECs than for those in Sixth Forms
- 2 campus visits for learners with no parental HE experience nearly eliminates the difference in progression to HE between them and learners with parental HE experience and no campus visits
- POLAR qu.1&2 FEC learners have a higher progression to HE rate when they engage in both Year 12 and 13 with between 3 and 7 hours of IAG and Skills and Attainment activities combined

Next Steps

- Recognising limitations – what can we do to mitigate them?
- Explore comparable data for participants with no activity
- Exploring if statistical testing would be appropriate for this data.
- Bring in more up to date area-based measures (TUNDRA) for participant characteristics
- Exploring how small n. can be to be valid?
- Using the data to inform practice

Questions for Delegates

- What key findings have you found in your HESA data?
- Does your region have similar findings to DANCOP's? Are any of the findings generalisable nationally?
- What could we explore that would complement our analysis so far?

Thank you!

Any questions?

