

NEON – TAKING OUTREACH ONLINE:
DELIVERING WIDENING ACCESS TO HE
WORK IN THE COVID-19 CONTEXT’

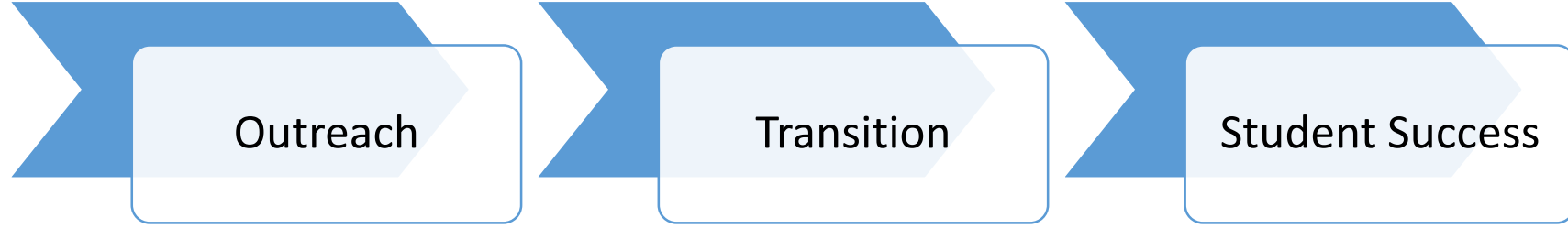
Chris Bayes & Nik Marsdin – Thursday 30th April

CONTENT

- Outreach & Student Success at Lancaster University – Student Lifecycle approach
- Connecting kids project
- Moving WP online
- Supporting current students through digital engagement
- Lessons learnt– Is this as simple as ‘moving outreach online’?

OUTREACH & STUDENT SUCCESS @LU

- Multiple teams working in the WP & Student Recruitment space across the institution
- Engagement with young people starts at primary school level via Students' Union
- Engagement with local and national secondaries undertaken by Access, Faculty Outreach and Recruitment teams and UK Recruitment
- Since 2018, we have implemented a Student Lifecycle approach to our Outreach & Student Success work



CONNECTING KIDS PROJECT

WHAT UNDERPINS THE PROJECT

- Civic Engagement - Life Cycle Approach - Community Engagement Methodology - Connecting research and practice
- As an institution, we recognise our position as an anchor institution, as an outreach department we've developed a method of working and a range activities that has embedded us within the local community.
- Utilising Asset Based Community Development (ABCD) methodology we are able to work in communities to identify capabilities and increase capacity amongst our young people and families.

THE CONNECTING KIDS PROJECT

- Project has been made possible due to the groundwork that has been laid over the last 3 years.
- The relationships we have within communities around us allows us to work with some of the 'hardest to reach' young people in the North West.
- Our approach is all about connecting them with higher education and normalising HE spaces as both employers and educators.

MOVING WP ONLINE

DELIVERING EVENTS ONLINE

- Working to move much of our Outreach offer online:
- Key events such as Summer Schools will now be delivered remotely using Teams.
- Lessons learnt from Management School Applicant Visit Day (AVD)
- Delivered events as part of existing Access to Medicine programme via Teams – 20 out of 27 participants engaged in the events since COVID-19 outbreak.
- Engagement with Faculty colleague to deliver forthcoming taster days and Access (Y12) events using Teams: -
 - Architecture Taster – 2nd May
https://lancasteruniversity.secure.force.com/events/targetX_eventsb__events#/esr?eid=a121t000001EtvCAAS
 - Access to LICA event – 13th May
 - LUMS Taster Day – 20th May
<https://www.eventbrite.co.uk/e/lums-online-undergraduate-taster-day-may-2020-tickets-65786365791>

MOVING STUDENT SUCCESS ONLINE

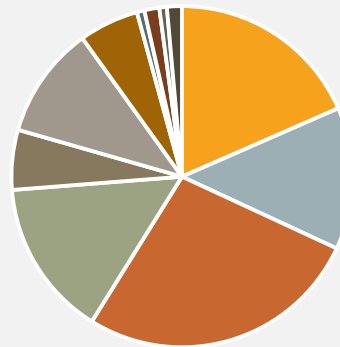
WHAT IS THE LSP & WHY WE ARE DOING IT?

- During the 19/20 academic year, OSS have developed a pilot post-application scheme to improve the transition, retention, attainment and progression of students typically under-represented in higher education.
- In the pilot year of the LSP programme, we targeted departments with higher %s of BTEC students. This is in recognition of the retention issues faced by students accessing the institution via this pathway.
- Each faculty has at least one department involved:
 - The Law School (FASS) – 23 students
 - Engineering and Computer Science (SCC) (FST) – 3 students (Engineering) and 23 (SCC)
 - Sports & Exercise Science (FHM) – 5 students
 - Management School UG Office & Marketing (LUMS) – 7 students (UG office) and 1 student (Marketing)

WHO IS TAKING PART & WHAT WP CHARACTERISTICS DO THEY FULFIL?

All 62 students have studied a BTEC/Alternative qualification (Cambridge Tech) etc

WP chacteristic



- Low income background
- LPN
- First in family
- BAME
- Declared disability
- Mental Health
- FSM
- Pupil premium
- Estranged
- Refugee/Asylum seeker
- Military family
- Mature

HOW IS THE LSP BEING DELIVERED?

- It is part of our lifecycle approach to Widening Participation and is delivered across three key phases:

Prepare for Lancaster:
Tailored conversion communications, pre-arrival materials and on campus orientation activity.

Welcome to Lancaster:
Transitional support during the first term, personal development coaching, referral to learning development support, access to 'enrichment fund'.

Success at Lancaster:
Continued personal development coaching, referral to learning development support, access to 'enrichment fund,' employability support and themed workshops.

MOVING STUDENT SUCCESS ONLINE

- Since the COVID-19 outbreak, Student Success Officers have continued to hold 1:1 appointments with LSP participants to support with the following:
 - **Wellbeing and adapting to working from home**
 - **Wellbeing signposting**
 - **Teaching, assessment and study**
 - **Enrichment Fund**
 - **Planning**

LESSONS LEARNT

- One size fits all approach is not possible.
- Academics moving teaching online are developing short bite size chunks of learning, much of this is transferable to Outreach & Student Success events and projects.
- Moving activities online is part of a wider conversation – A combination of online material supplanted by actual hard copy material is our desired goal.
- Using COVID-19 as an opportunity to review much of our practice and deliver things in a more streamlined fashion in future - Developing materials and projects with a legacy beyond the current situation.

ANY QUESTIONS?

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