



Influencing the Influencers

A NEON Survey

Influencing the Influencers

Rationale: Research has shown that parents/carers, teachers and peers are amongst the top influencers of young people. Interesting parents/carers report that teachers play a key role in influencing their views.

Aim:

- Consider the work being done by HEIs with the key influencers of young people
 1. Parents/carers
 2. Teachers or educators
 3. Community groups

Influencing the Influencers

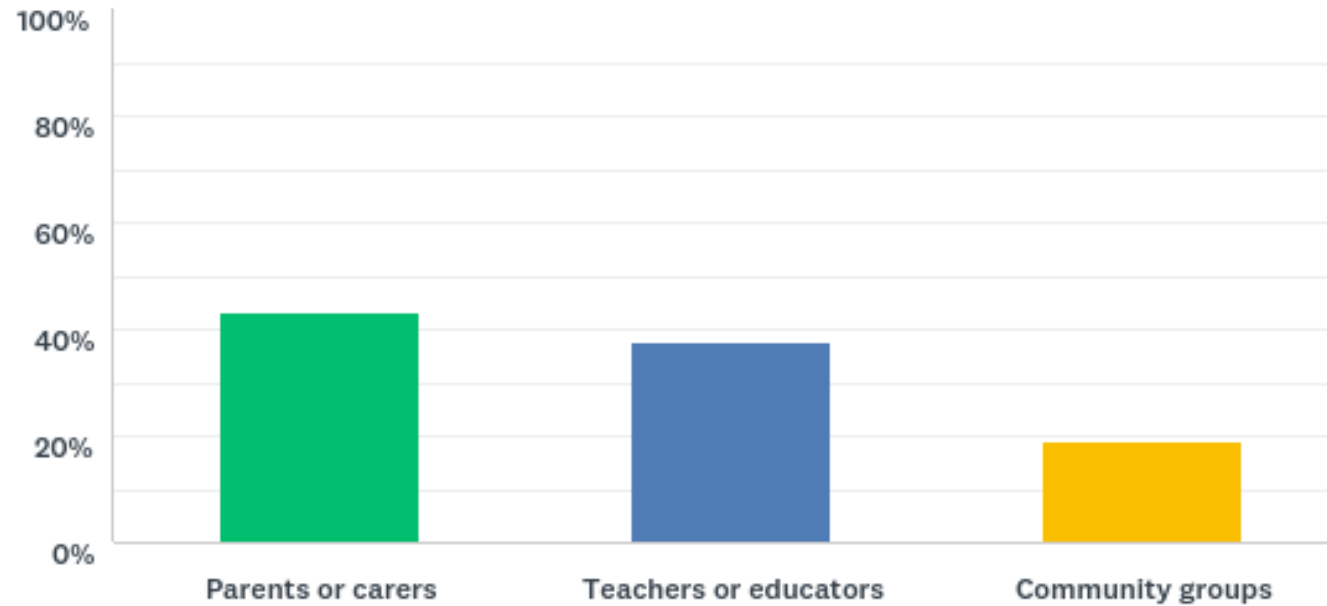


Survey

- Describe your project
- Which key influencer does project work with
- One off or multiple intervention
- How is this evaluated
- Evidence of success
- Key challenges

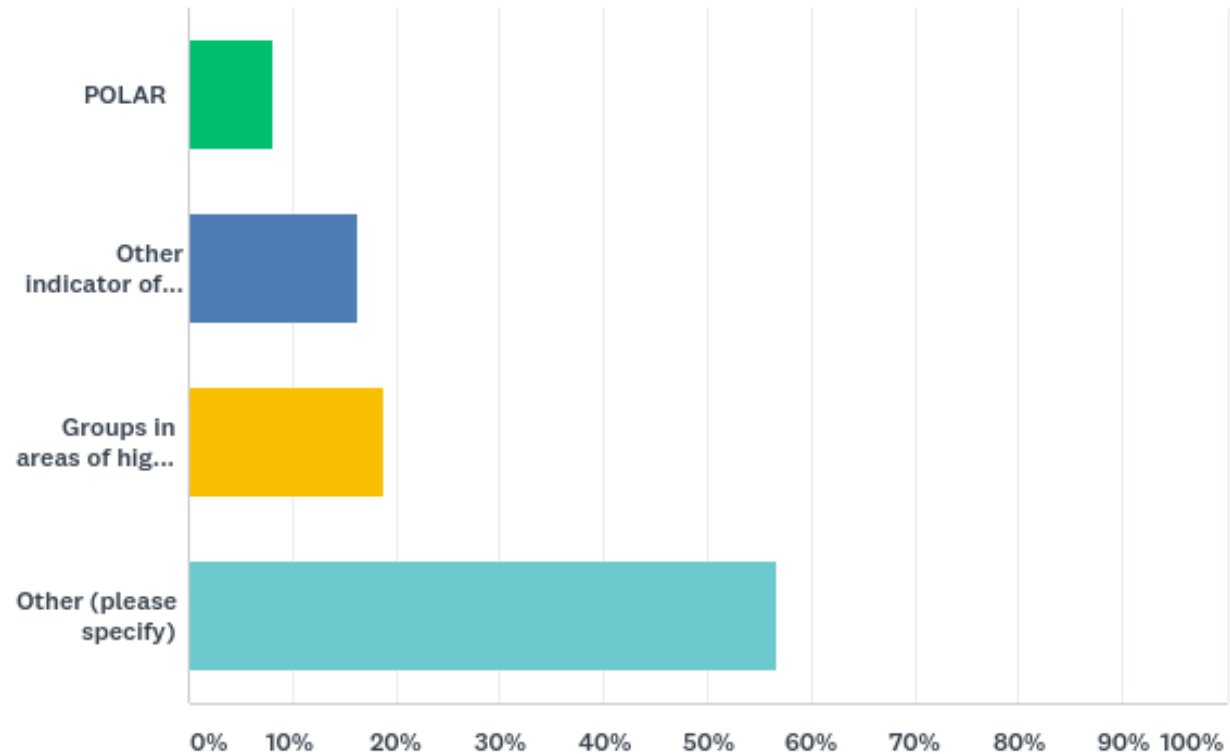
Influencing the Influencers

Q5 Key influencers the initiative works with:



Influencing the Influencers

Q7 How is the initiative targeted?



Other targeting methods

- NCOP wards/schools
- Existing target schools/colleges (might be part of an HEI WP scheme)
- Specific WP criteria (disability)
- Four of the initiatives did not have a targeting method and were open to all (although they said they made a special effort to recruit in disadvantaged areas)

Evaluation

- Pre/post questionnaires
- HE enrolments
- UCAS applications
- Social media interactions
- Part of a wider programme (so events not individually evaluated but form a part of the programme evaluation)
- Recorded on HEAT
- The majority had some form of evaluation in place.

Challenges

- Timing (especially for parents or teachers)
- Access to parents
- Challenges in engaging target schools
- Getting the venue right (large venues proved to be off putting for parents..intimidated)
- How to word the marketing for a targeted event. Making attendees feel excited not singled out)

Conclusions and next steps

- Variety of projects trying to influence the influencers
- Nearly a quarter of events were 'one off' interventions
- Not all projects following strict targeting
- Not all projects fully evaluated

NEON will now produce a report which includes all the case studies submitted. In some cases we need to go back to organisations to get further details. It will be available on our website early in 2019.