



# Three ideas for how widening access data should inform policy

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# Idea one: find equity/excellence win/wins

1. HEIs use excellence as a get-out-of-jail-free card
  - Don't want to "lower standards"
  - Can't "fix the mistakes" of families/schools
2. Gather the evidence of how diversity supports excellence e.g. innovation in teams, research breakthroughs
3. Show the performance of WP students in degree results e.g. contextualised admissions

# Idea two: agree on one headline metric

1. Look at the school system – GCSE results, Ofsted judgements, free school meals
2. Make sense to past/present/future students AND their families (the grandma test)
3. Win the public debate, don't talk about institution-specific measures or uniqueness

# Idea three: focus on individual data

1. In an era where Google, Facebook and Amazon can predict our preferences
2. Need to focus on individual and personalised data, not area measures
3. The Office for Students has more powers than HEFCE and OFFA and will be demanding better data – get ahead of the curve



**Thank you!**

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