

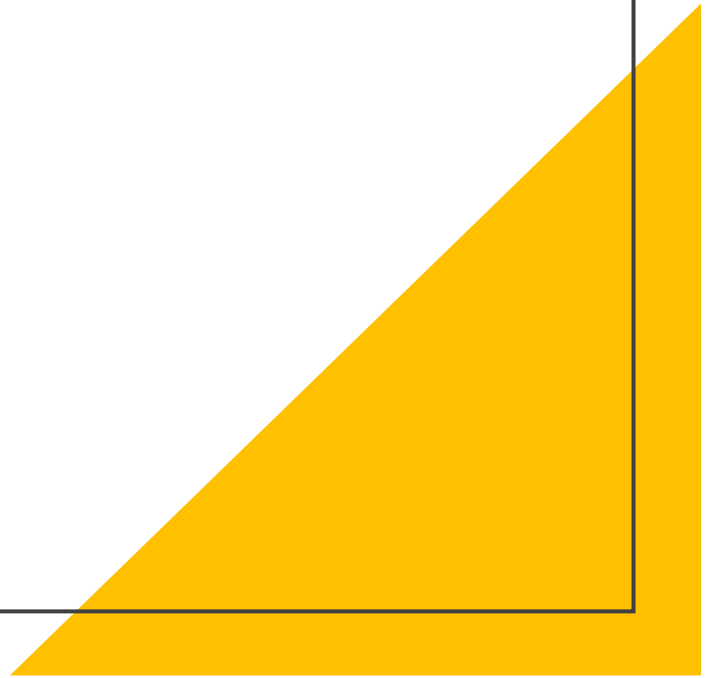
Moving Online

Taking outreach into the digital age



Introduction

- Background
- Methodology
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- Summary



Background



Follow up to the surveys done in March and July 2020



Focusses on what HEIs will do moving forward into next academic year 2021/22



What will we do with the learning that has been achieved throughout the fifteen months?



Do we still assume that outreach is best conducted face to face or have we embraced the digital age?

Methodology

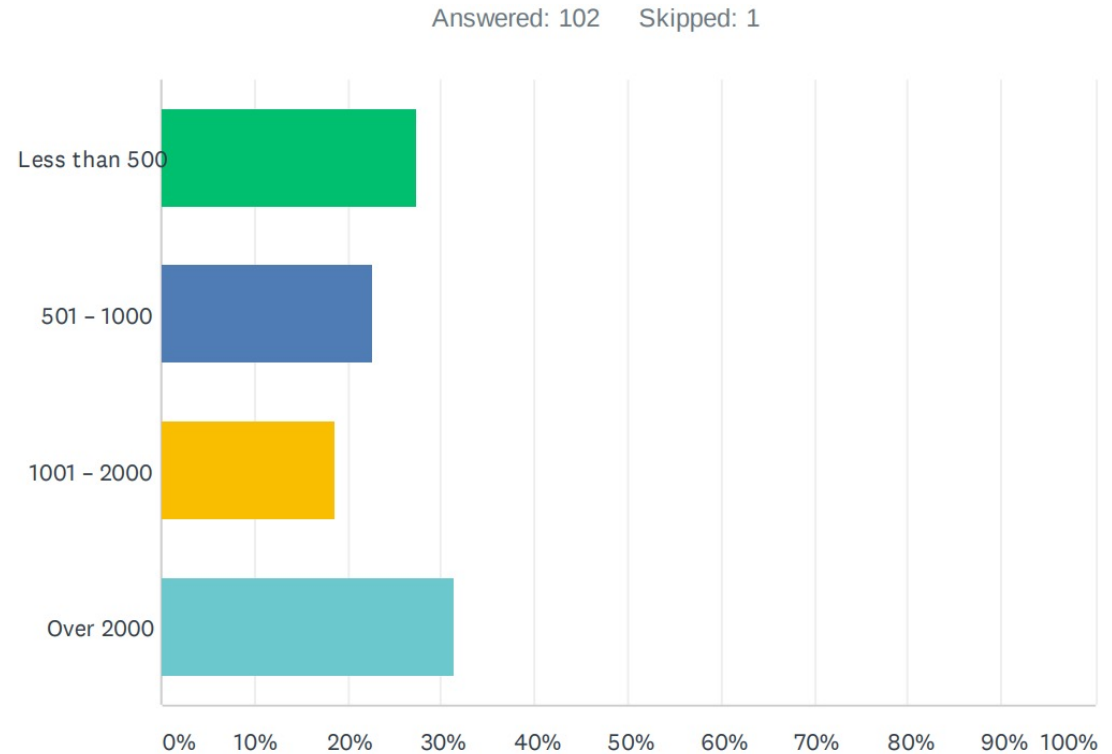


Online survey

104 respondents

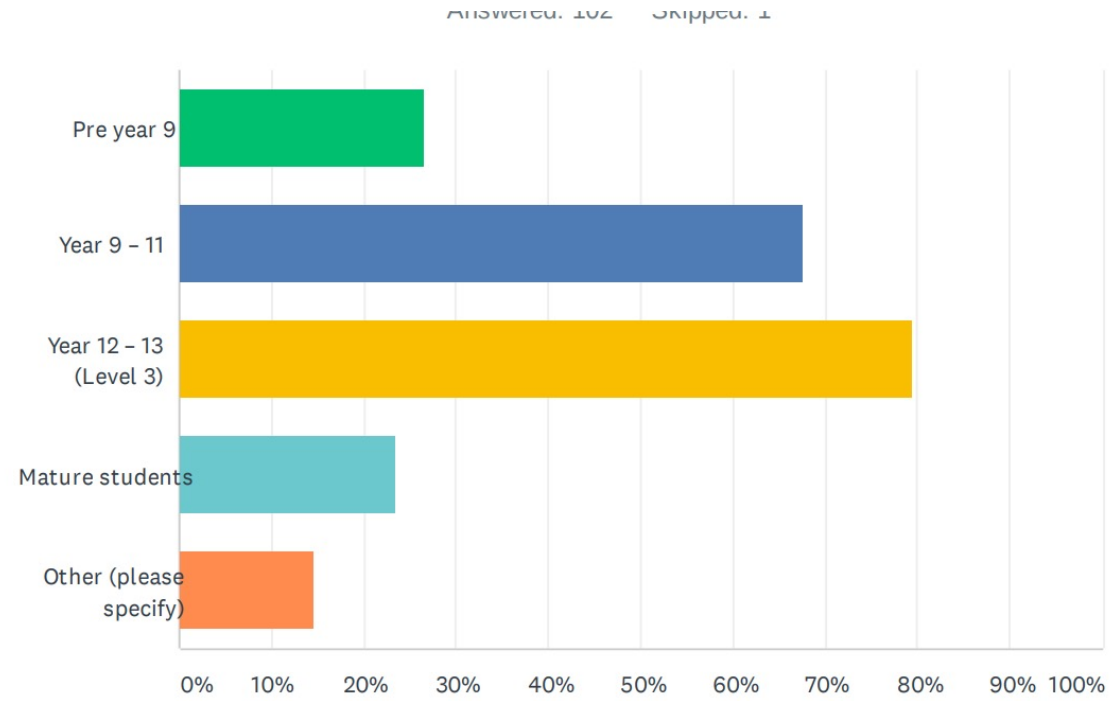
Respondents drawn
from a wide range of
stakeholders
committed to
widening access

How many learners have you reached since April 2020 via online outreach work?



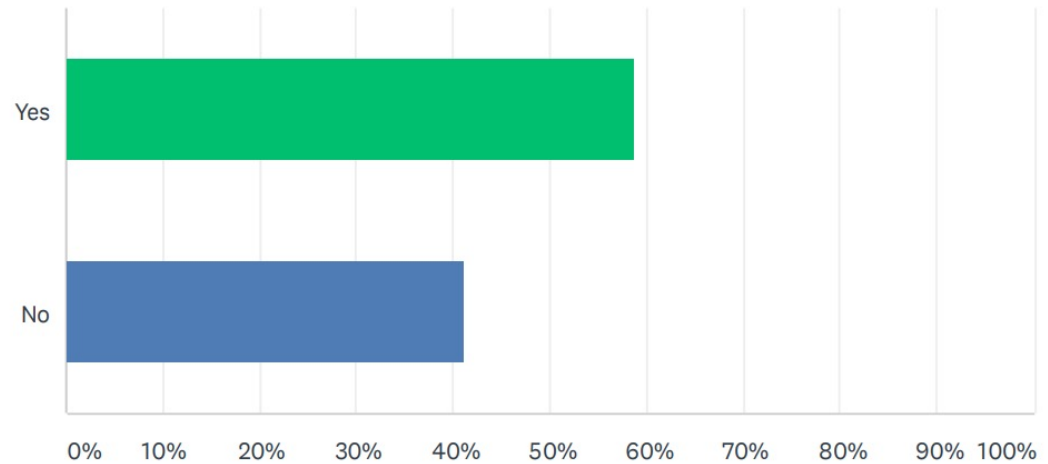
ANSWER CHOICES	RESPONSES	
Less than 500	27.45%	28
501 – 1000	22.55%	23
1001 – 2000	18.63%	19
Over 2000	31.37%	32
TOTAL		102

With which
groups have you
focused your
online outreach
work?



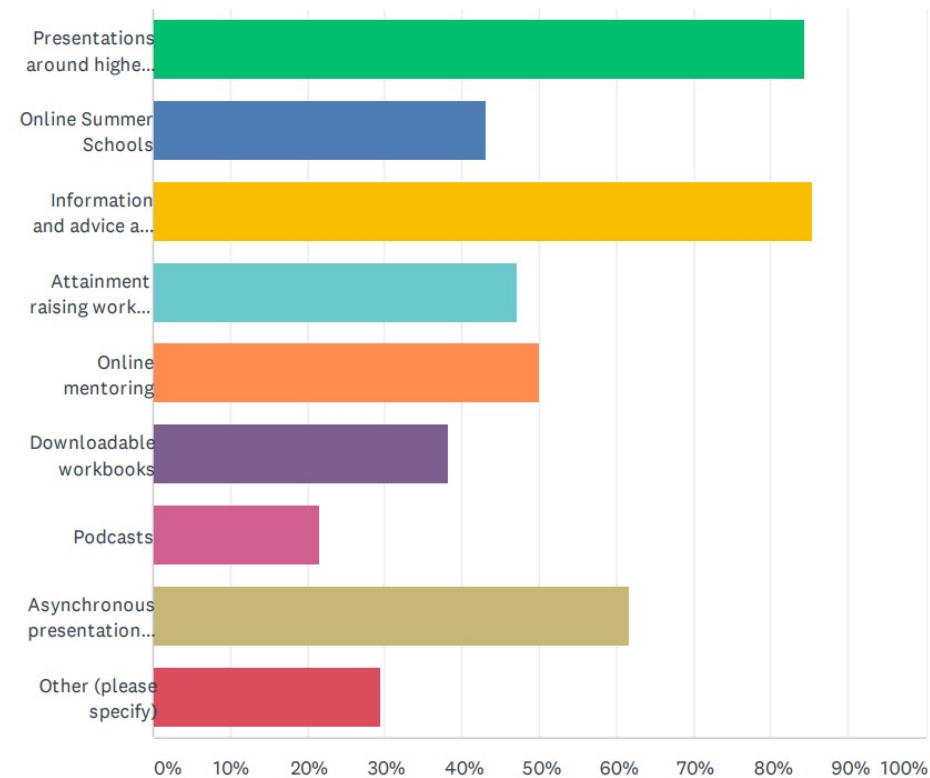
ANSWER CHOICES	RESPONSES	
Pre year 9	26.47%	27
Year 9 – 11	67.65%	69
Year 12 – 13 (Level 3)	79.41%	81
Mature students	23.53%	24
Other (please specify)	14.71%	15
Total Respondents: 102		

Has the distribution of your work across the groups in question 3 differed in your online outreach work to that you would have delivered face to face work to?



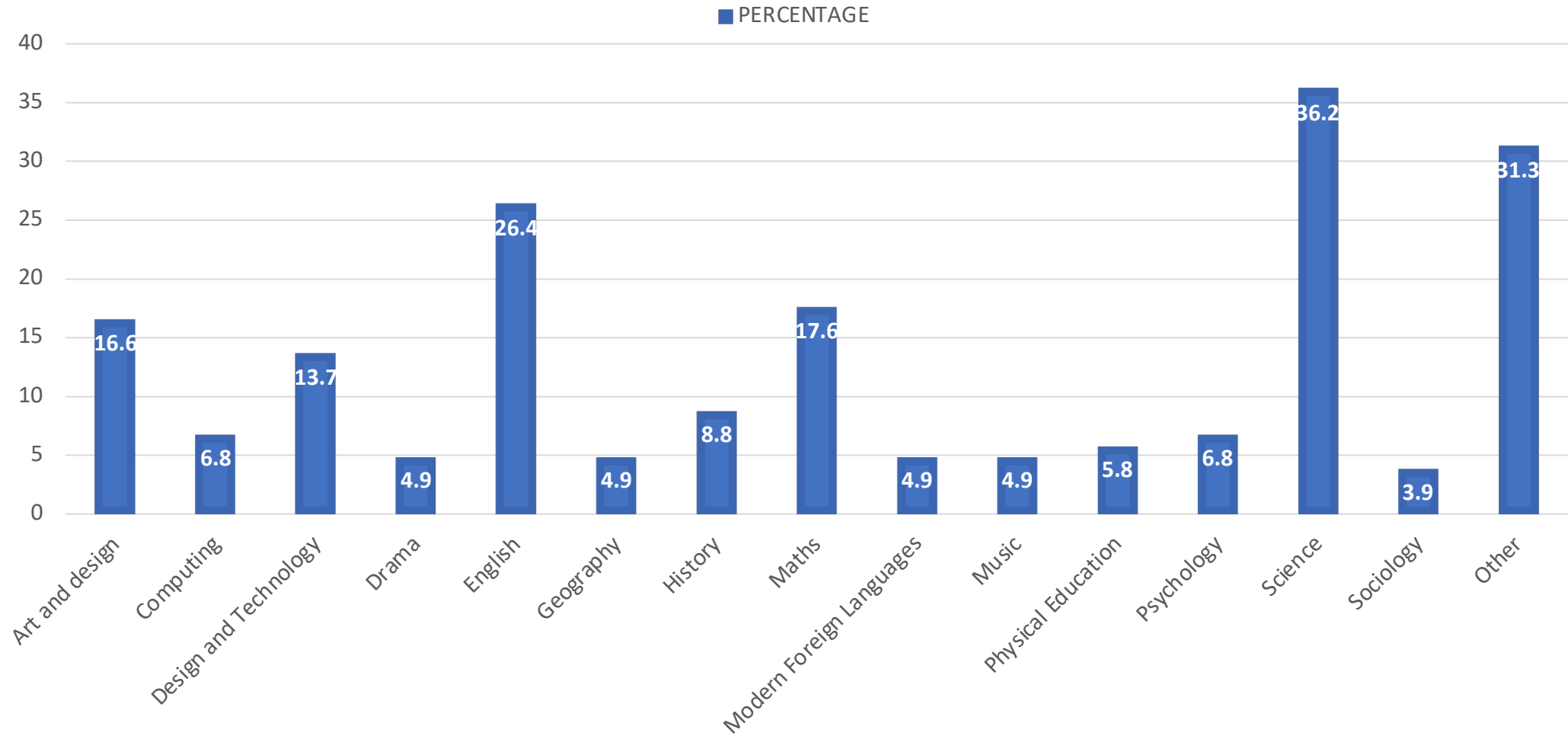
ANSWER CHOICES	RESPONSES	
Yes	58.82%	60
No	41.18%	42
TOTAL		102

- What kinds of online outreach work have you been delivering?

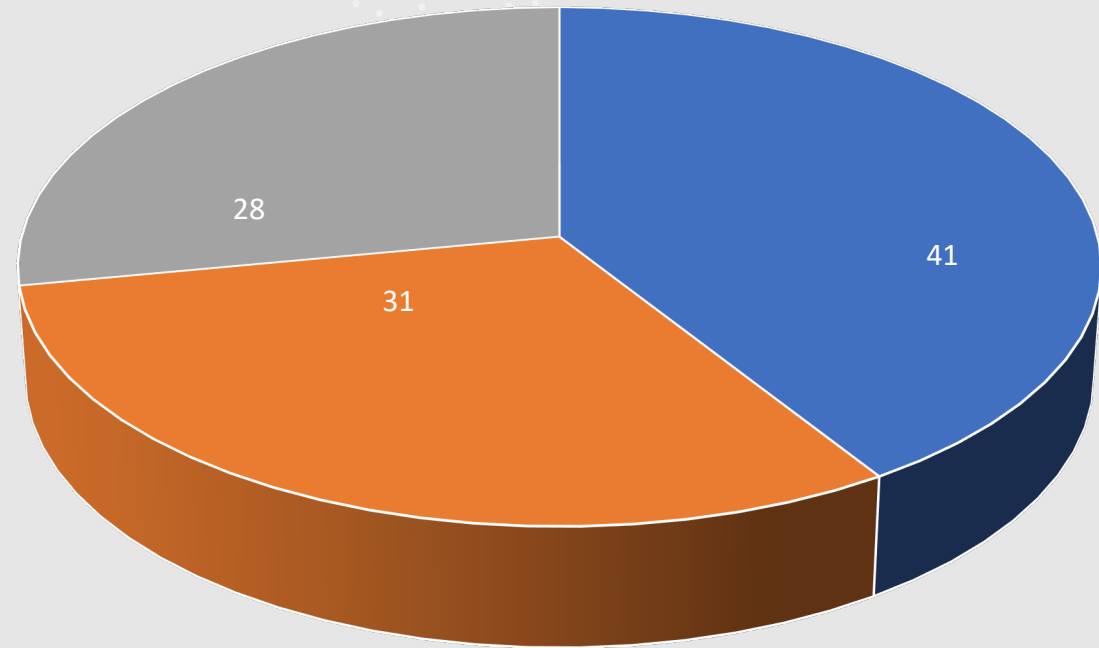


ANSWER CHOICES	RESPONSES	
Presentations around higher education live streamed to schools and/or participants	84.31%	86
Online Summer Schools	43.14%	44
Information and advice and guidance	85.29%	87
Attainment raising workIf you have select this area of work, please indicate which subjects you have delivered activities in, in question 10	47.06%	48
Online mentoring	50.00%	51
Downloadable workbooks	38.24%	39
Podcasts	21.57%	22
Asynchronous presentations/sessions	61.76%	63
Other (please specify)	29.41%	30
Total Respondents: 102		

PLEASE INDICATE WHICH SUBJECTS YOU HAVE DELIVERED ACTIVITIES RELATED TO.



Can you estimate what percentage of your delivery has been/will be by the following methods over 2020-21 and 2021/22?



■ Face to Face ■ Online ■ Blended

How has online outreach resulted in more effective engagement than when you were delivering face to face?



Overcoming geographical boundaries

'In the past, outreach has been delivered to schools within a 50 mile radius. We've been able to reach out to school further afield as a result of online engagement. We've also found that online learning has offered flexibility and ease of access for certain target cohorts.'

- University of Hull

'Being able to stream live into multiple classrooms at once means we get much larger audience numbers and means we can deliver to multiple schools across our region in the day without having to travel between them. This means we can fit more time to present into our days.'

NEACO



Reaching different types of learners

'With mature learners we've seen a really good attendance at online webinars and bespoke sessions in colleges - the format and timings have suited their needs.'

University of Bradford

'Parents evenings - we have run a small number of parents evenings via zoom and another online platform called learn live and have had nearly 2000 parents log on to 4 different events. We have really struggled to engage parents face-to-face with 4 or 5 parents turning up each time. I doubt we will return to face-to-face parents evenings now if these sort of engagement patterns continue.'

Higher Horizons+

Importance of collaboration

'Uni4Me has been a great place to store and collate all of the activity we have from across the University. Initially, we joined Uni4Me as it was going to be quicker than getting our own, bespoke website built. But, it has become more than just a repository and working with NEON to promote events/activities through this channel has lead to us reaching schools/learners we might not otherwise have engaged with.'

University of Reading

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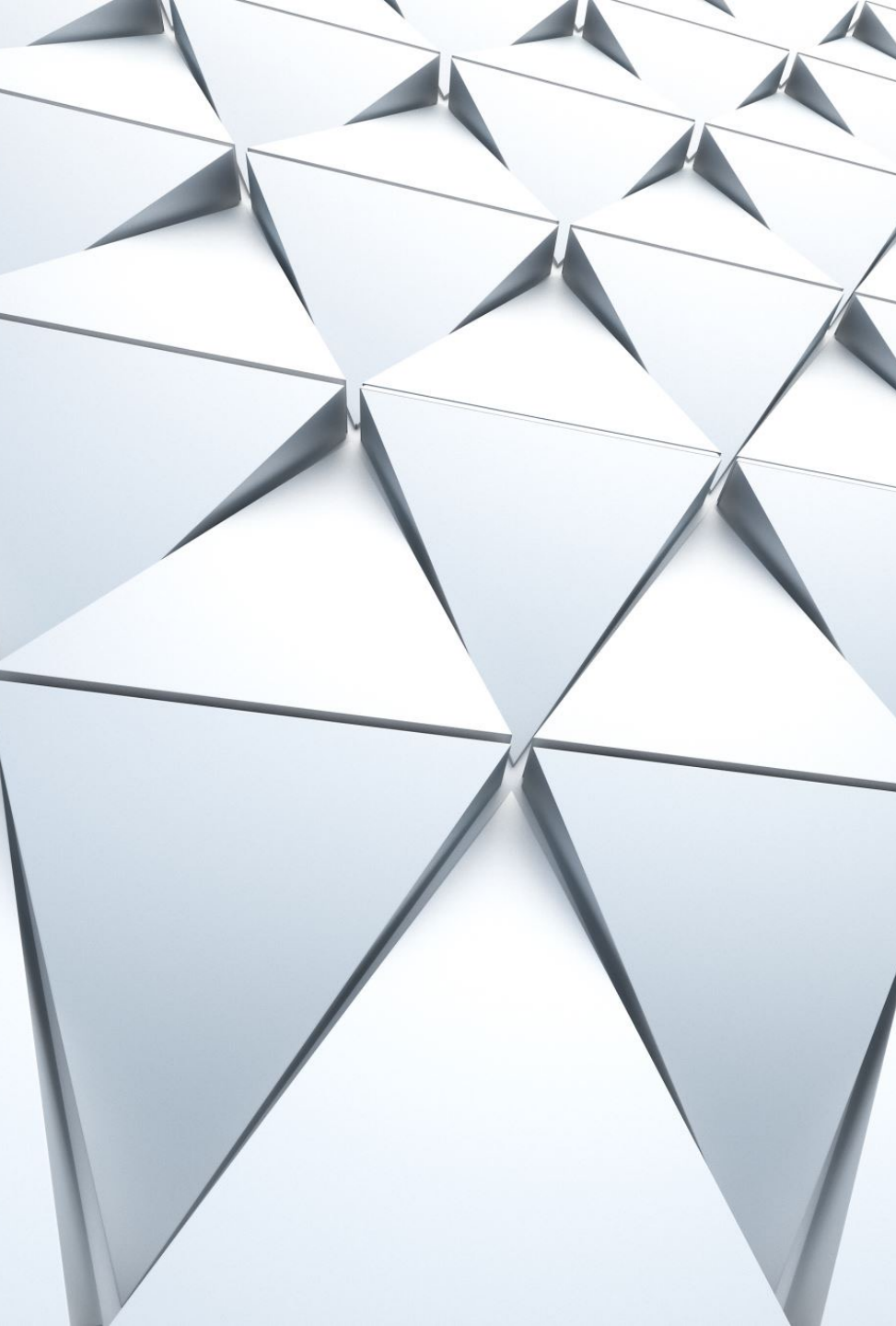
What can the government and/or the Office for Students do to support higher education providers in delivering online outreach work effectively?

Promote, understand & prioritise

'Make it a priority - Schools have been saying no to us because they have to focus on "catch up" but we can help with catching up and we can also help widen learners' views. High quality careers and HE IAG should not be lost due to "catching up"'. University of Reading

'More communication with schools, there are sadly some schools that no matter what we try to do to engage they just aren't taking up the provision.' Higher Horizons+



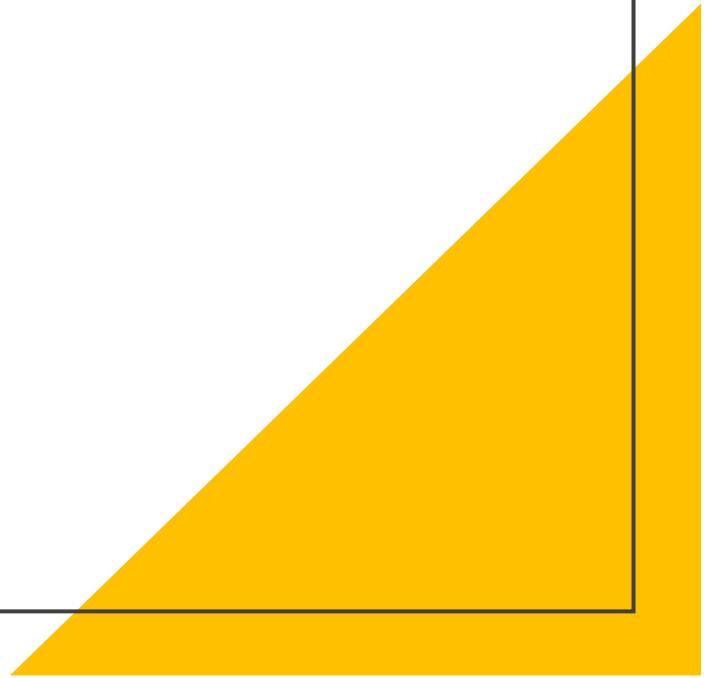


Promote, understand & prioritise

'Support the emerging narrative around the promotion of online outreach as a minimum standard/expectation across the sector - it should not be considered a lesser option.' University of Cambridge

'Recognise the increased difficulty in obtaining evaluation and tracking data by traditional methods and so being more open to alternative evaluation methods such as practitioner learning logs as a method of measuring impact.' University of Derby

How have challenges that students and schools may have faced with access to digital devices/data or support to use devices impacted in your online outreach work?





Internet access and school firewalls

'There have been significant challenges with students being able to access the internet and devices to take part in online workshops, however, we have been really flexible with timings and delivery options. We are also working on pre-recorded resources which they can access in their own time.' University of Greenwich

'We initially experienced difficulties with school devices having firewalls that prevented access to university based teaching platform. In addition, once pupils were back in school the internet systems also had a similar barrier preventing access so pupils would have needed to use their own data if available.' Glasgow Caledonian University



Summary

- Over 100,000 pupils supported through online HE outreach work in 12 months
- Support focused on year 9-13 (particularly 12-13)
- Majority of providers changed the focus of their work
- Most common form of delivery presentations but around 50% of respondents delivered mentoring/online summer schools
- Activities in over 20 subjects delivered with English/Science most common
- Online outreach here to stay – over 75% of respondents plan to deliver some next academic year
- Benefits include reaching new groups easier but internet access/technical challenges exist
- Policymakers need to recognize the validity of online outreach and support HE providers in engaging with schools