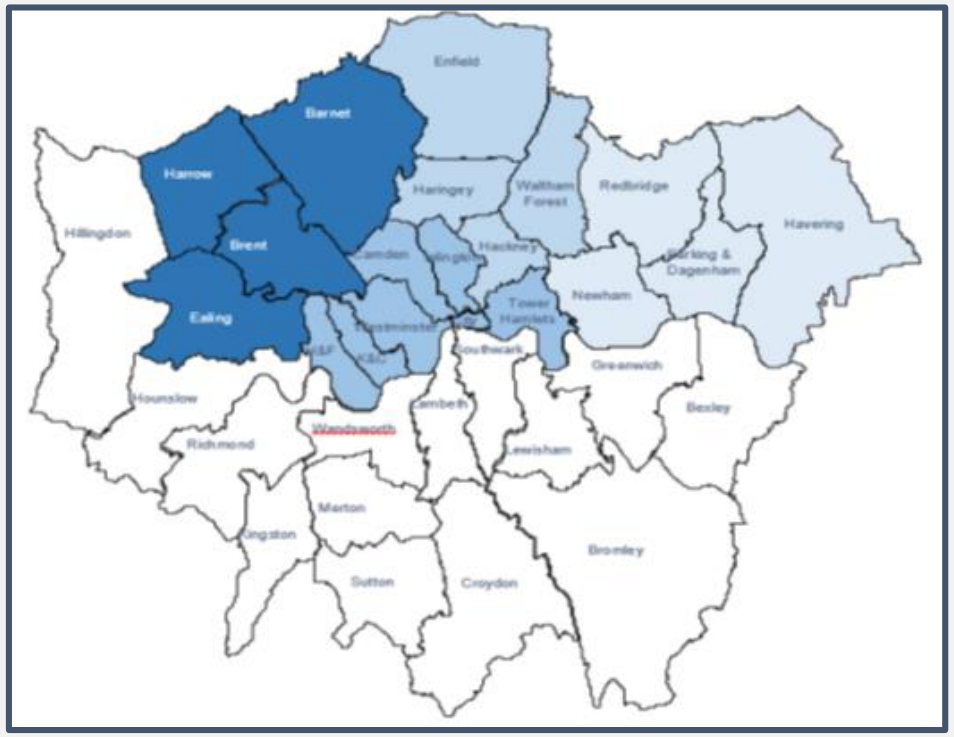
# Finding a Place for Online Outreach: Uni Connect in London

Richard Boffey, Deputy Head, AccessHE

# About AccessHE

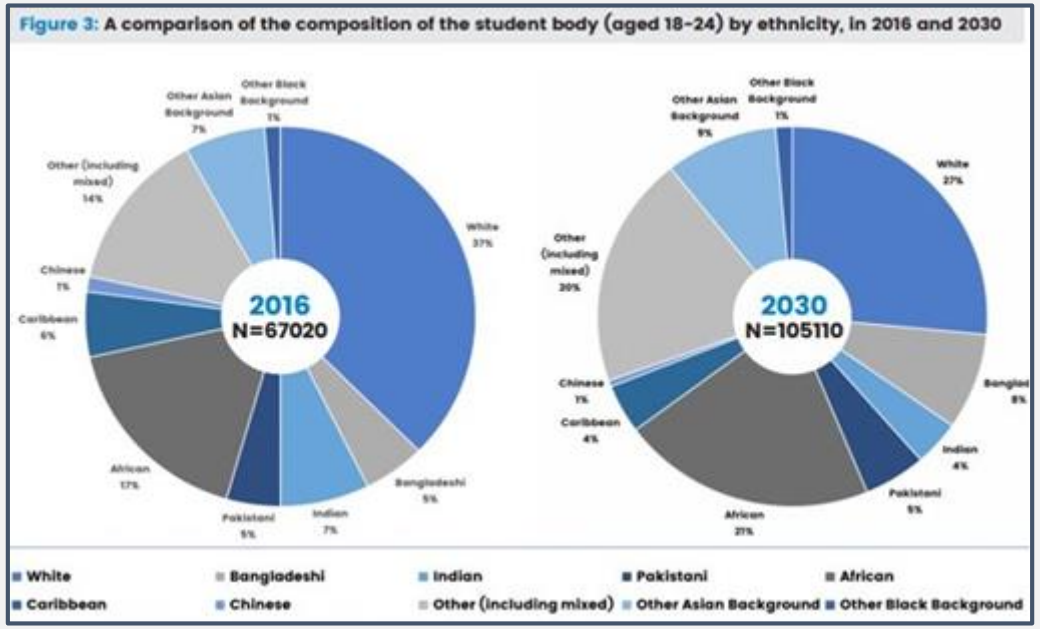
- Network for widening access and participation in London
- 25 member HEIs
- Wider collaboration with the GLA, CEC, local authorities
- Delivery partner in the London NCOP consortium (Uni Connect in London)
- Support c.280 schools in accessing HE progression activity



# The London Context

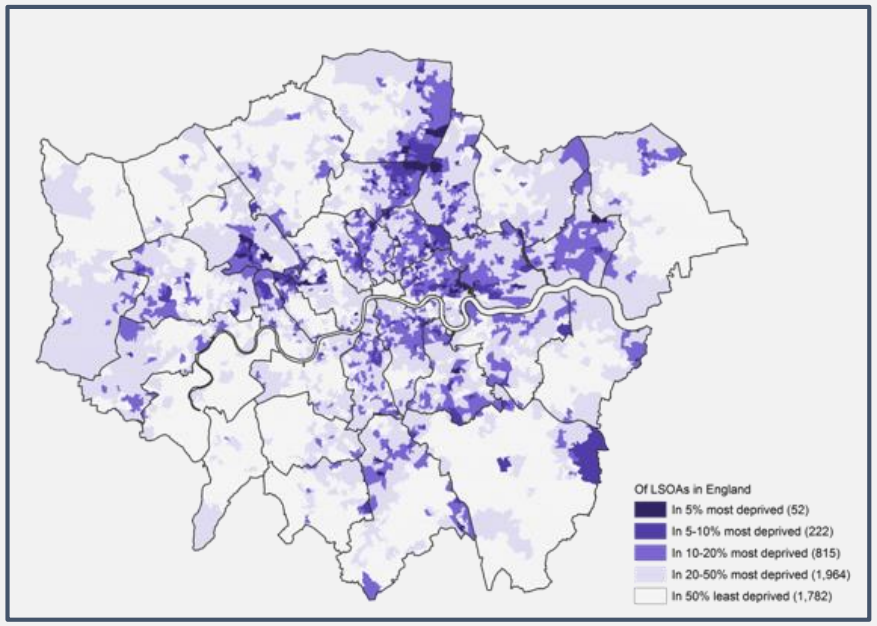
- 24% of all 'mainstream' HE providers in England are based in London
- 382,000 students at mainstream providers
  - 59% of first year FT UG were Londoners
  - 48% of all UK students were from BAME backgrounds

Increasing demand for HE and an increasingly diverse student population



# The London Context

There are significant levels of socio-economic deprivation in London and a high proportion of FSM learners

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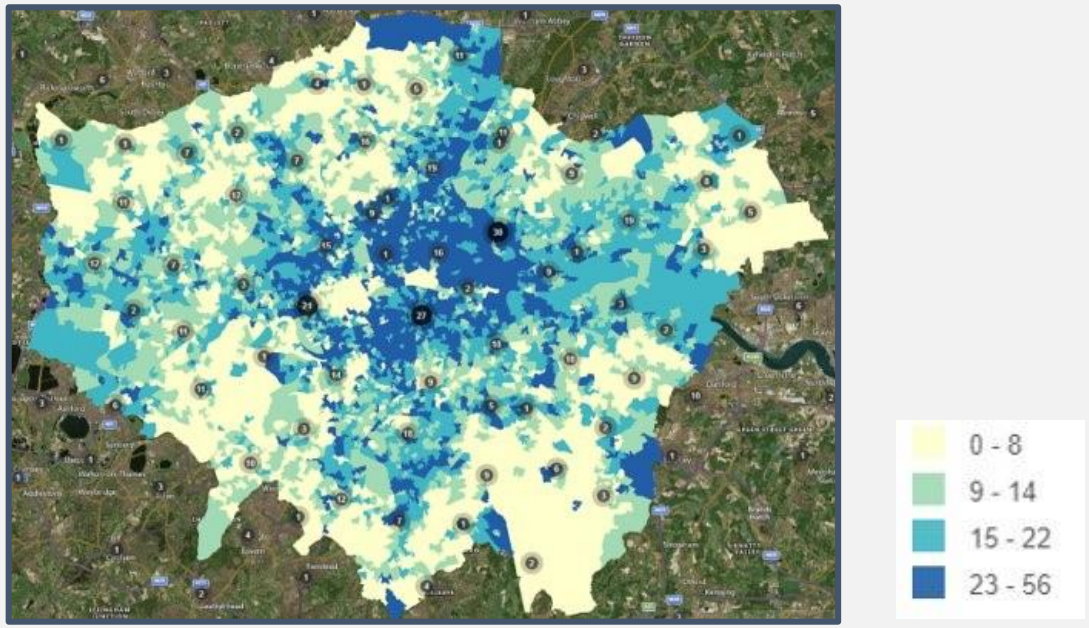
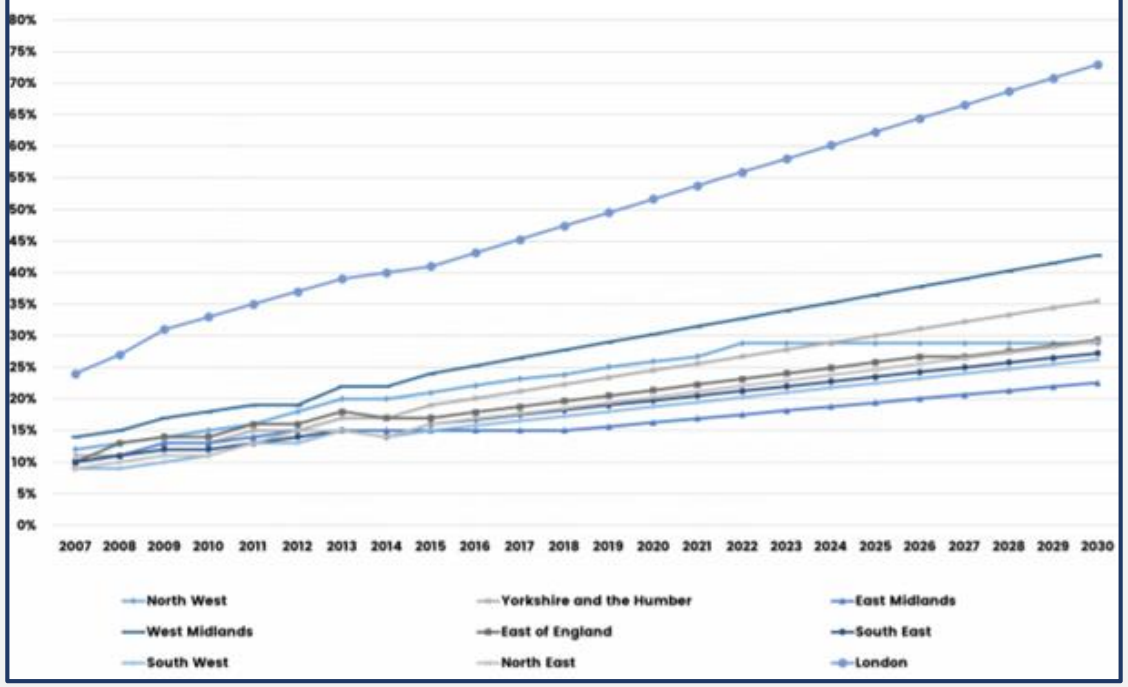



FSM

# The London Context

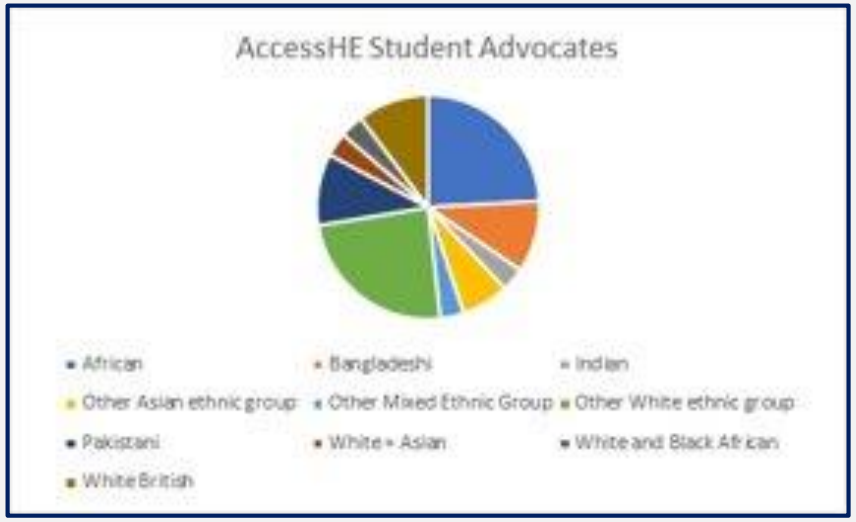
Rates of progression to HE amongst FSM-eligible students set to rise faster in London than anywhere else in England

**Figure 4: Projected proportion of FSM-eligible students entering HE up to 2030 by age 25, by region.**



# Student Advocate Programme

- Cohort of Student Ambassadors recruited from AccessHE members
- Receive training in delivering online outreach activity
- Deliver pre-recorded and live sessions to London schools: subject tasters, Q&As, study skills sessions
- Meeting outreach need of schools; putting student voice at the heart of outreach.




8 HEIs represented

21 Different disciplinary backgrounds

# Student Advocate Programme

- Opportunity for delivery at scale and/or small-group work
- Programme funded until July 2021. Scope for in-person delivery next year?
- Potential integration of sessions into schools' careers/further study offer
- Complementarity with online outreach activity

(LIVE) ACCESSHE LIVE: STUDENT STORIES — 3 JULY 2020

3 JULY 2020
14:00 - 15:00 pm BST
Online
Book Now!

Not sure about going to university?
Want to hear from current students how they made decisions about Higher Education?
This hour-long session with members of AccessHE's Student Advocate scheme will speak about their experience attending university in London.

You'll hear directly from students based in several disciplines and subjects — from STEM and vocational degrees, to the creative arts and humanities — about the key factors that contributed to their choice to go into Higher Education.

You'll also have the chance to ask your own questions, or raise your own concerns about the process of applying and attending university in and beyond London.

# Degree Apprenticeships in London

- Wide range of degree apprenticeships available in London, but a big disadvantage gap in access at this level (see recent SMC report)
- Schools have expressed interest in degree apprenticeships
- AccessHE developed two-stage online intervention, explaining what degree apprenticeships are and showcasing London's degree apprenticeship offer.

**1** **April**
Twitter IAG campaign

**2** **May**
live-streamed outreach event

Pearson College London

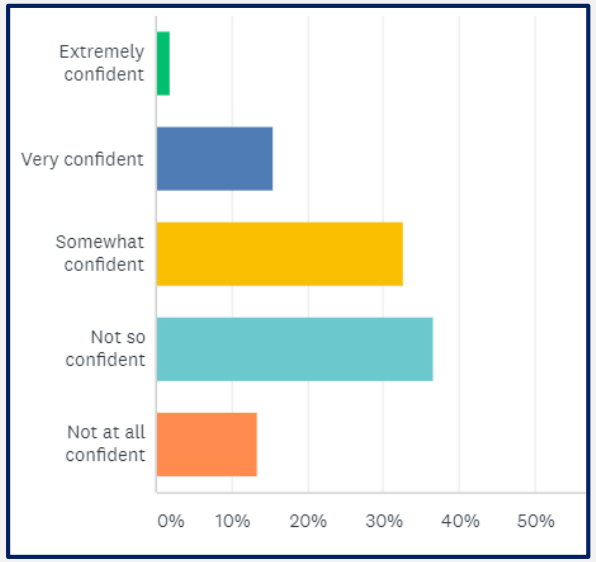
Amazing Apprenticeships

https://www.youtube.com/watch?v=z96LAUNe6z4

# Degree Apprenticeships in London

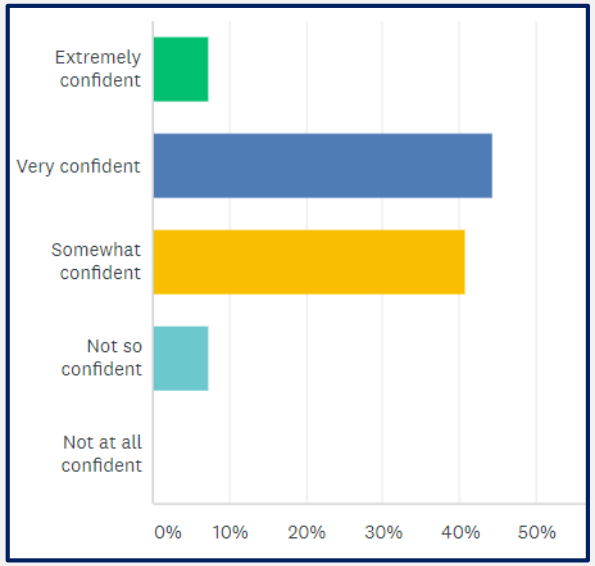
## Evaluation

'How confident are you in your knowledge of higher and degree apprenticeships?'




Pre-Survey

15% Very Confident




Post-Survey

43% Very Confident

# Principles for Outreach Design

- Think local
- Work collaboratively
- Plan sustainably
- Focus on the learner journey
- Seize opportunities

Thanks for listening

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