

# **“WHO CARES?”**

# **REFLECTIONS ON OUTREACH IN A HE SETTING**

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# A BIT ABOUT ME AND WHAT I DO...

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- (Comic-book obsessed) Lecturer in Law
- Law School's Director of Outreach, Recruitment and Marketing
- Outreach = one of best bits of my job
- Pre-2015: school does very little outreach
- Post-2015: lots (but is mostly me!)

# OUTREACH PROJECTS

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- Super Law Days
  - Whole day events
- Model Law Commission
  - Longitudinal project
- Lots of work with NCOP in Midlands/North West.

# CHALLENGES OF ENGAGING ACADEMICS

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- The (too great?) challenge of creativity...
- Careerism...
- "But our intake is ok"
- "I don't know how to speak to 17-year-olds"
- Lack of flexibility / unwillingness to travel / narrow definition of collegiality
- WAM, credits and bean counting...
- Getting appropriate content / pitching the content at right level
- Academic / Professional Services divide...