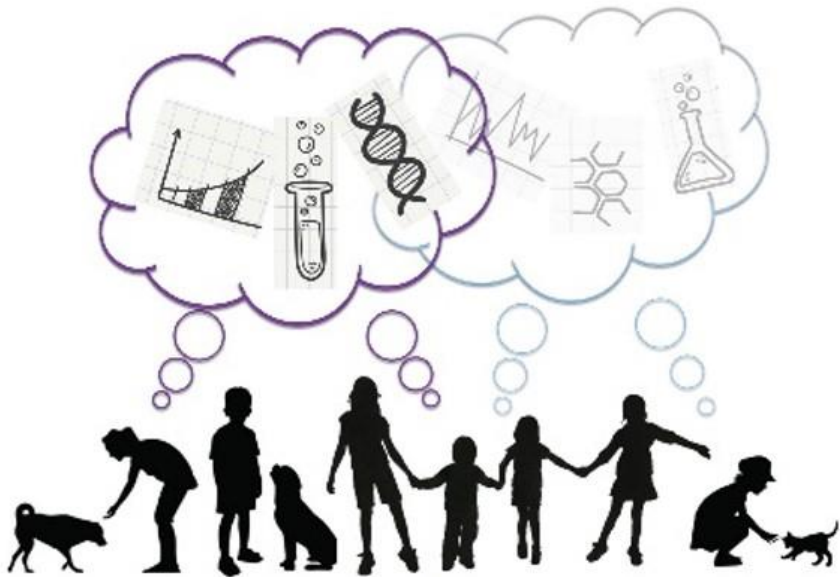


Junior and Teen Vet Clubs: Longitudinal programming

Dr Grace Mackintosh Sim, Outreach Manager



Overview

1. What are the Junior and Teen Vet Clubs?
2. Why did we start the Junior and Teen Vet Clubs?
3. Who are our participants? Demographics
4. Event evaluation
5. Data: GDPR and CRM
6. Member journeys

Next steps

1. What are the Junior and Teen Vet Clubs?

RVC Royal Veterinary College University of London

Junior Vet Club!



Are you aged 7 to 12 and interested in animals?
(if you are in secondary school, please join our Teen Vet Club)
If so, sign up for the Royal Veterinary College's Junior Vet Club!
It's **completely free**, and you will get:

- Email newsletters three times a year
- Advance information about our events
- Fun facts about animals with super senses
- Info from behind the scenes at the animal hospitals
- Anatomy focus- linking art and science
- Animal craft activities to try out

Sign up here: www.rvc.ac.uk/study/rvc-for-all/junior-vet-club

Next event: Animal Adaptations, Hawkshead Campus, Potters Bar, AL9 7TA
August 1st 2018, 2-4pm, FREE, book online (website above).



If you have questions please contact:
Dr Grace Mackintosh Sim, Outreach Manager, gsim@rvc.ac.uk

The RVC has two animal hospitals, at our Camden and Hawkshead Campuses:

RVC Beaumont Sainsbury Animal Hospital
Royal Veterinary College

Teaching hospital where students learn to be vets, supervised by expert consultants:

Royal College Street
Camden
London
NW1 0TU

RVC Queen Mother Hospital for Animals
Royal Veterinary College

Referral hospital for complex cases, open all hours for emergencies:

Hawkshead Lane
Potters Bar
Hatfield
AL9 7TA

RVC Royal Veterinary College University of London

Teen Vet Club!



Are you aged 13- 18 and interested in animals?
(if you are in primary school, please join our Junior Vet Club)
If so, sign up for the Royal Veterinary College's Teen Vet Club!
It's **completely free**, and you will get:

- Email newsletters three times a year
- Advance information about our events
- Biology and chemistry tips
- Interviews with people who work with animals
- Anatomy focus- test your knowledge
- Competitions
- News about student societies and university life

Sign up here: www.rvc.ac.uk/study/rvc-for-all/teen-vet-club

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AL9 7TA

- Sign up list: leaflet handed out at events, via school and community contacts
- PDF newsletter containing articles written by student ambassadors
- Information about Half Term events

crawley
STEMfest



Lambeth Country Show
EST. 1974
BROCKWELL PARK, BRIXTON



BROOKMANS PARK VILLAGE DAY
SINCE 1959



Junior Vet Club



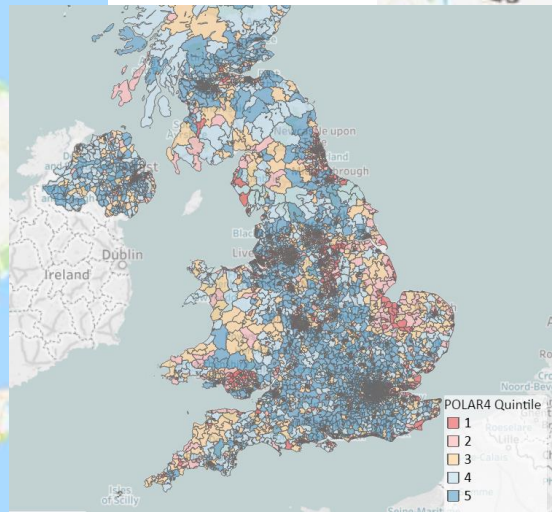
Teen Vet Club



2. Why the need for a Junior and Teen Vet Club?

- Young people get their career enthusiasm at different times
- We had schools programmes but nothing for young individual enquiries
- Turning away prospective WP students/parents had to stop!

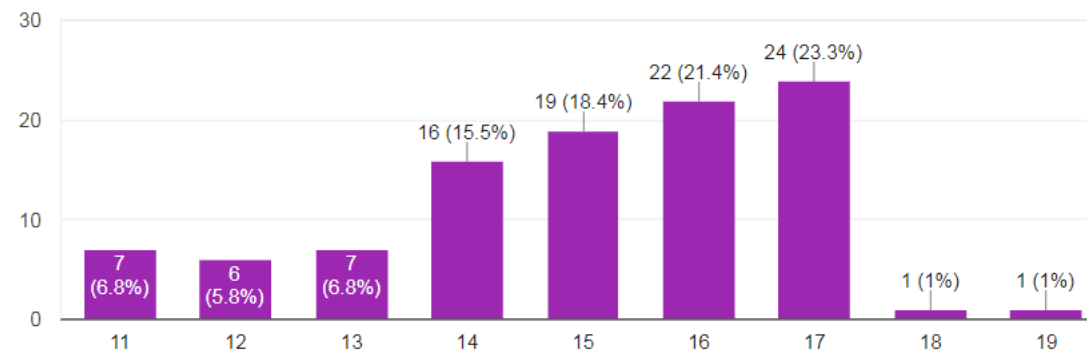
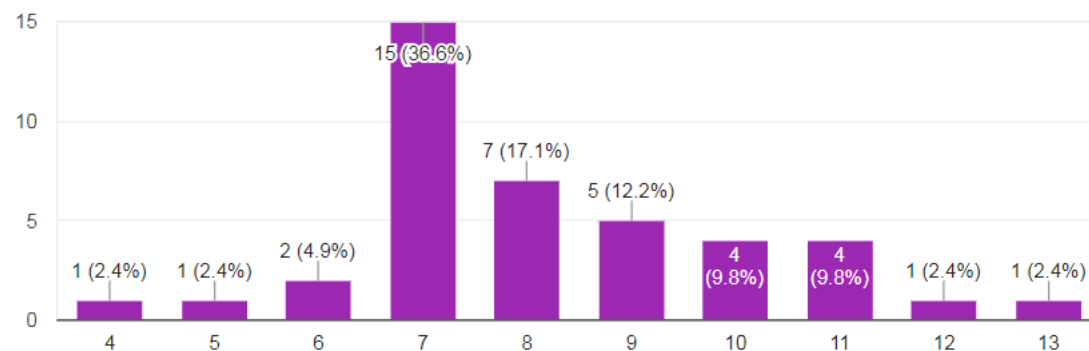
3. Who are our members? Location



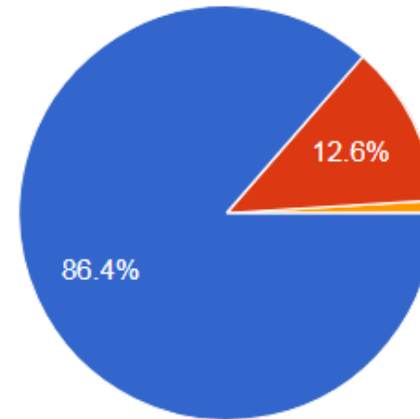
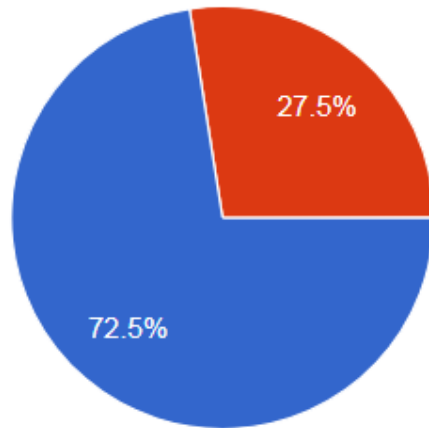
3. WP members' family background



3. Ages of our members- 41 JVC and 103 TVC Oct 2017

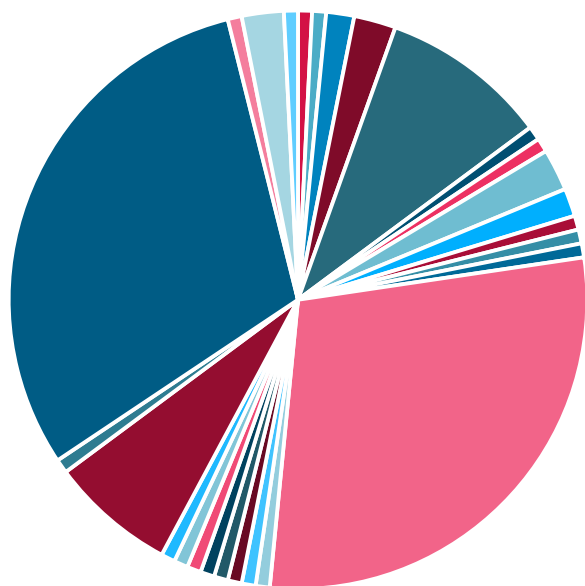


3. Gender



● Female
● Male
● Prefer not to say

3. Ethnicity



- | | | |
|-------------------------------------|----------------------------|-------------------|
| ■ African | ■ Asian | ■ Asian British |
| ■ Black Caribbean | ■ British | ■ British- Indian |
| ■ British Pakistani | ■ British white | ■ Caucasian |
| ■ Colombian | ■ Colombian and Dominican | ■ english |
| ■ English/Irish | ■ Irish | ■ London |
| ■ Mixed Black Caribbean/White Dutch | ■ mixed other | ■ mixed white |
| ■ Polish | ■ Portuguese | ■ West Asian |
| ■ White | ■ white and south american | ■ White British |
| ■ White English | ■ White European | ■ White other |

4. Event evaluation: SPEAK framework

Domain	We want our visitors to develop
Skills	<ul style="list-style-type: none">-Confidence-Communication-Community-Clinical
Place	<ul style="list-style-type: none">-Recognising the RVC as a resource for science and HE opportunity-Open doors
Emotion	<ul style="list-style-type: none">-Positive engagement-Experience they want to repeat
Attitudes	<ul style="list-style-type: none">-Awareness of a range of careers related to veterinary science-Perception of the students and staff as friendly and welcoming
Knowledge	<ul style="list-style-type: none">-Specific case studies about animal health and science-Application process-Student lifecycle metaknowledge

4. Event evaluation: IOE Masters student research

Kate Ma, UCL IOE student studying motivations of JVC attendees (May 30th):

- 96% had no prior connection to RVC
- Reasons for attending:
 1. 87% My child wanted to find out more about animals/working with animals
 2. 67% Fun holiday activity
 3. 35% Free activity

More to follow....

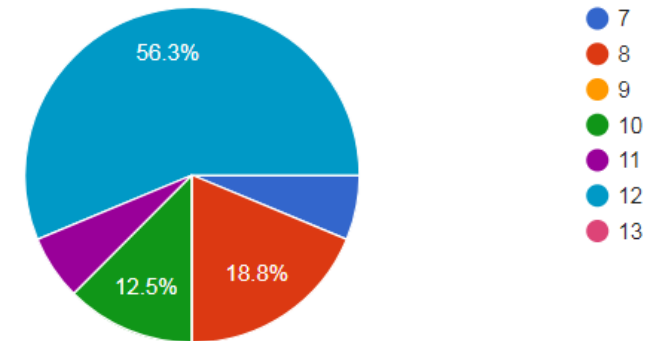
Event evaluation: Teen Vet Club

What did you gain from the event?

“better insight of uni life after talking to student ambassadors”

“I met other people in the same position as me, I had the chance to speak to current students on their experiences and learnt about current conservation efforts”

“Getting to know the RVC”



Event evaluation: Teen Vet Club continued

Will you do anything differently in future as a result of attending this event?

“Will now look at a wider work experience range for when applying for uni”

“Put my mind to it at school and concentrate much more”

“No I've wanted to be a vet from when I was younger and still after the event I still want to be a vet”

“I will consider courses other than veterinary medicine as well”

“Research attending similar events/Research courses in more depth than already do so, looking at all possible routes”

“Hopefully”

I didn't wanna leave!

5. Data: GDPR and CRM



Evolution of data collection

- Sign up sheets-> GDPR compliant data collection, tied into CRM
- Working with Marketing to identify website changes required
- Working with the GDPR data controller and legal team to identify correct wording
- Individuals type in their own information, reducing the need for processing
- CRM reports limited to relevant DBS checked staff
- Problem: text off putting
- Work in progress!

6. Member journeys

Y10, 11 Easter/Summer schools, Vet Biosciences days



Sutton Trust alumni Offer holders



Next steps

We are interested in collaborating with universities who could offer complementary workshops, to attend our events and meet the Junior and Teen Vet Club members!

Contact: gsim@rvc.ac.uk

