

NNCO Final Report - Activities & School/College Engagement (Jan 6th to 30th Sept 2015)

This report summarises data for HEFCE NNCO reporting purposes. HEFCE require evidence in terms of how NNCO funding has improved partnership working between universities, colleges and schools within the West Midlands Network. This includes creating a single point of contact for schools and colleges to access HE/FE outreach activities, engaging schools/colleges who have not previously engaged in activities (measured via baseline data returned in 2014) and other benefits of partnerships in terms of delivering new strands of activity funded by NNCO. This report summarises the first nine months of the NNCO initiative and Aimhigher West Midlands engagement with local schools/colleges.

Engagement - Activities delivered to West Midlands NNCO schools/colleges*

1683	Activities delivered
111255	Beneficiaries
651	School / College staff
4473	Parent / Carers
106131	Learners



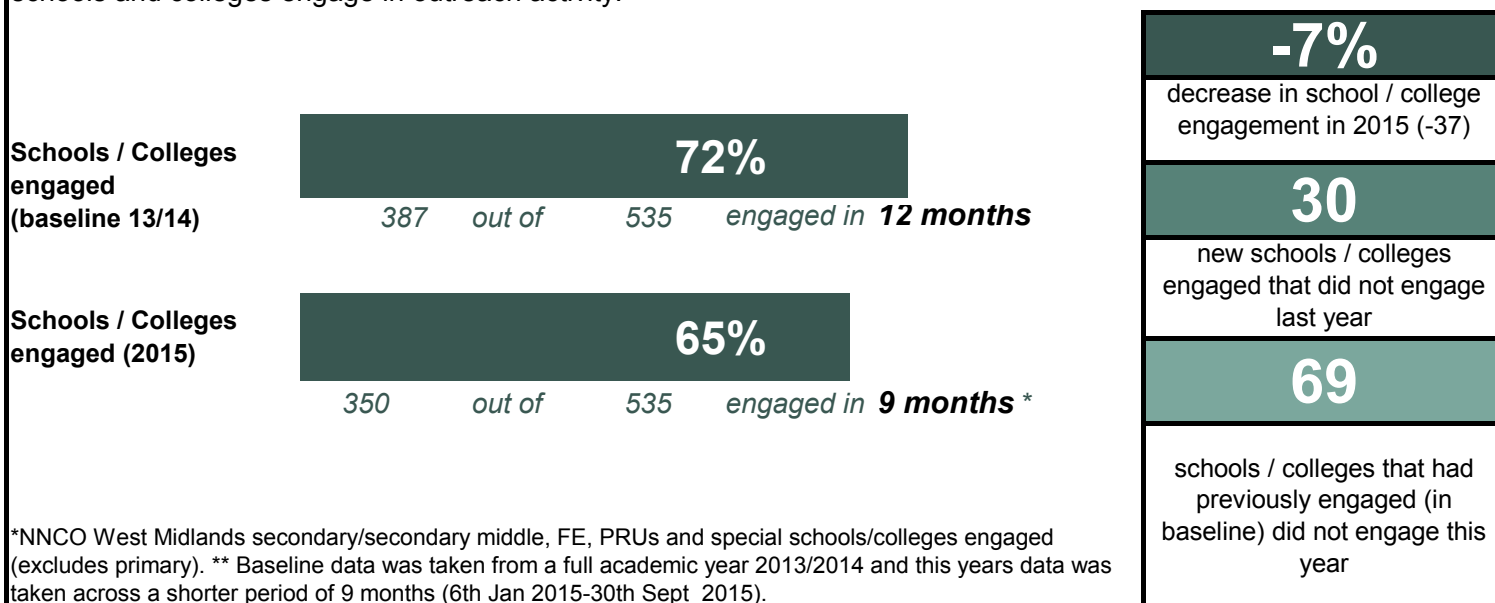
Year group engagement

5 to 6	7 to 9	10 to 11	12 to 13	19+	unknown
92	9963	25912	61447	163	8554

*West Mids secondary, secondary middle, FE colleges and Primary schools (year 5-6) only. Excludes independent schools.

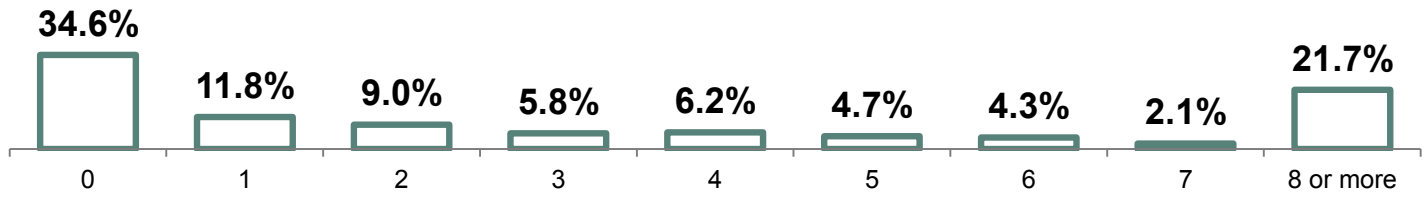
School / College engagement

Data below outlines the engagement of West Midlands schools and colleges* in all of the outreach activity delivered by partners in 9 months (January 6th 2015 to September 30th 2015). The NNCO initiative aims to ensure all state-funded schools and colleges engage in outreach activity.



*NNCO West Midlands secondary/secondary middle, FE, PRUs and special schools/colleges engaged (excludes primary). ** Baseline data was taken from a full academic year 2013/2014 and this years data was taken across a shorter period of 9 months (6th Jan 2015-30th Sept 2015).

Frequency of school/college engagement



Gaps in engagement

34.6% of schools / colleges did not engage (185 out of 535)

Of those that did not engage:

45.4%	were Secondary Schools 77.8% (294 out of 378 secondary schools engaged)
13.5%	were Secondary Middle Schools 16.7% (5 out of 30 secondary middle schools engaged)
16.2%	were PRU's 0.0% (0 out of 30 PRUs engaged)
16.8%	were Special Schools* 24.4% (10 out of 41 special schools engaged)
7.6%	were Colleges 75.0% (39 out of 52 colleges engaged - includes 9 special)

Special schools/colleges where at least 1% of learners have obtained 5 A-G GCSE's or equivalent. The partnership is consulting with post 16 special colleges (9) and PRU's (30) to see if the programme is relevant to their learners.

Variations in Engagement by Local Authority

Stoke and Shropshire have low engagement and also low HE participation rates (44%) compared to WM 49%

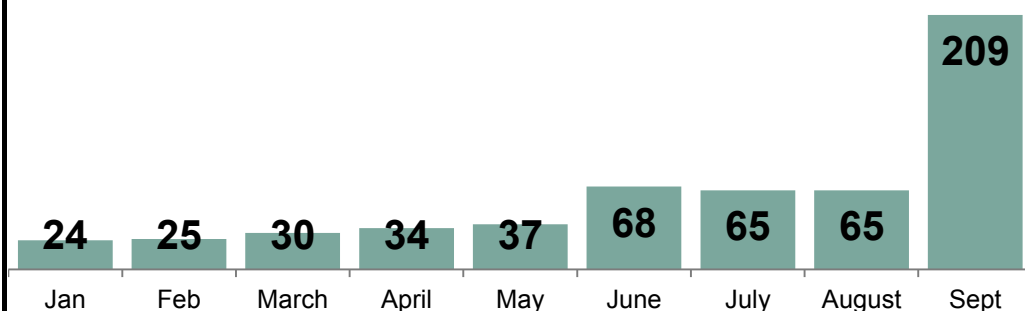
LA	# schools / colleges (2015)	% engaged 13/14 (baseline)	% engaged 2015	% change
Sandwell	20	85.0%	85.0%	0.0%
Solihull	22	77.3%	81.8%	4.5%
Birmingham	108	82.4%	81.5%	-0.9%
Walsall	24	83.3%	79.2%	-4.2%
Wolverhampton	25	72.0%	76.0%	4.0%
Herefordshire	23	82.6%	65.2%	-17.4%
Telford and Wrekin	19	73.7%	63.2%	-10.5%
Dudley	31	71.0%	61.3%	-9.7%
Staffordshire	83	61.4%	59.0%	-2.4%
Worcestershire	56	73.2%	57.1%	-16.1%
Warwickshire	45	75.6%	55.6%	-20.0%
Stoke-on-Trent	19	47.4%	52.6%	5.3%
Coventry	29	65.5%	51.7%	-13.8%
Shropshire	31	54.8%	38.7%	-16.1%
Total	535	72.3%	65.4%	-6.9%

Actual LA school/college engagement may be higher as other networks may be engaging.

UniTasters usage

All partners have utilised UniTasters this academic year

Activities promoted on UniTasters (average month by month)



11,481

Click throughs to partners' websites

Website, Social media & SPOC usage

SPOC Referrals

Aimhigher Newsletter

77 Referrals of which:
48 Specific requests (32 fulfilled & 16 ongoing)
29 General enquiries

480 schools, colleges & universities contacts were sent the Aimhigher newsletter (+35%)
1533 Aimhigher newsletters opened (+27%)

Twitter (new from July 2015)

Aimhigher Website

Followers **154**

Tweets **291**

Re-tweets **63**



7593 Unique visitors (+28%)

11,107 Sessions (+36%)

28,600 Page views (+41.5%)