



Teachers' and Advisers' Conference 2017



@aimhigherwm
#aimhigherconf17



Welcome to Birmingham City University

Antony Bounds

Deputy Director, Recruitment and Admissions

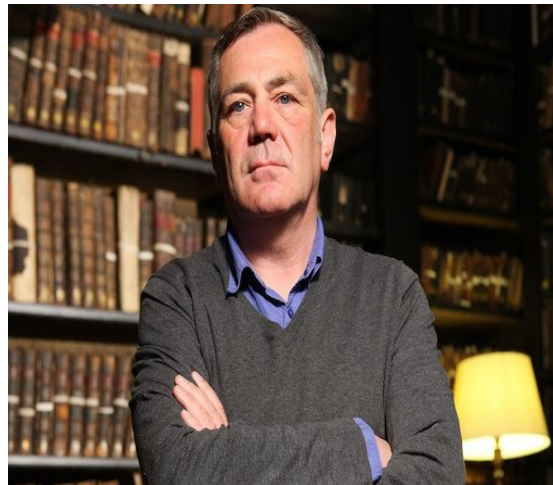


BIRMINGHAM CITY
University

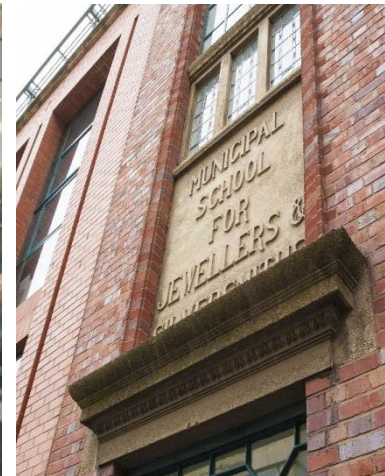
Our University:
*A unique
experience*



Our University:
A special place



Our University
21st century meets industrial heritage



Social Mobility & The Generation Game

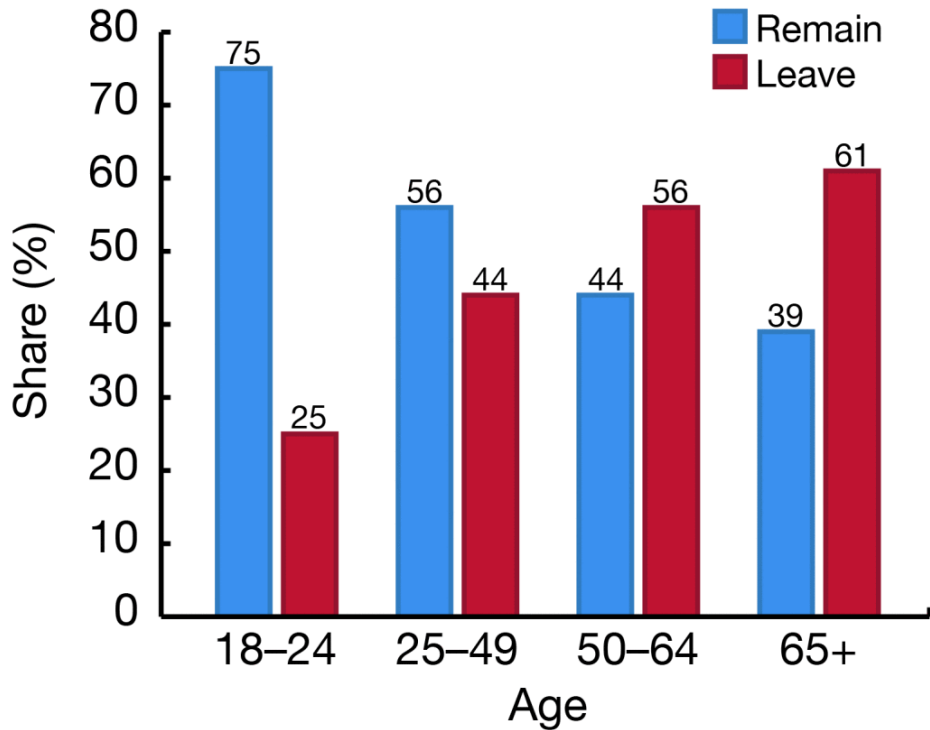


“Young people increasingly feel they are on the wrong side of a profound unfairness in British society – and they are unhappy about it’

Rt Hon Alan Milburn, Chair of the Social Mobility Commission June 2017

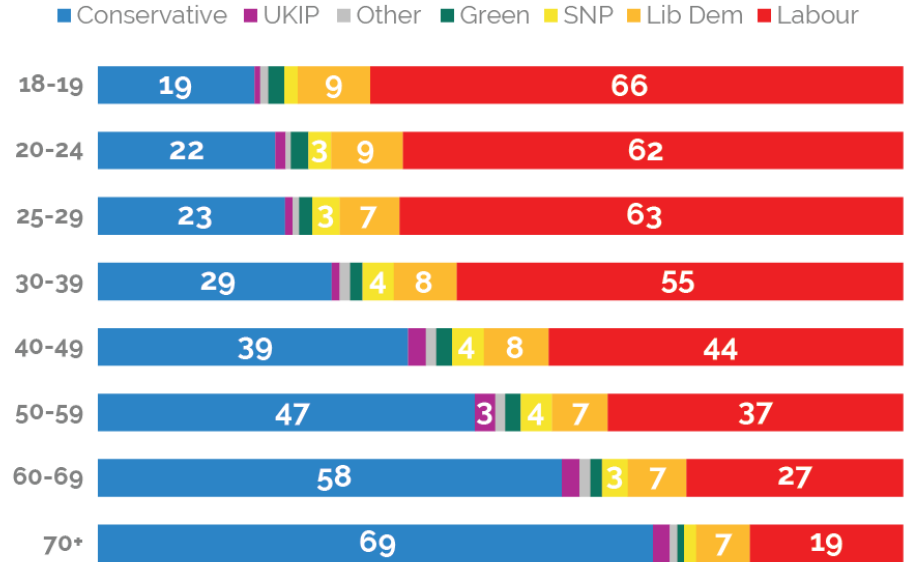


Brexit Vote by Age



Vote by age

Based on a survey of 52,615 GB adults about their vote in the 2017 general election



YouGov | yougov.com

June 9-13, 2017



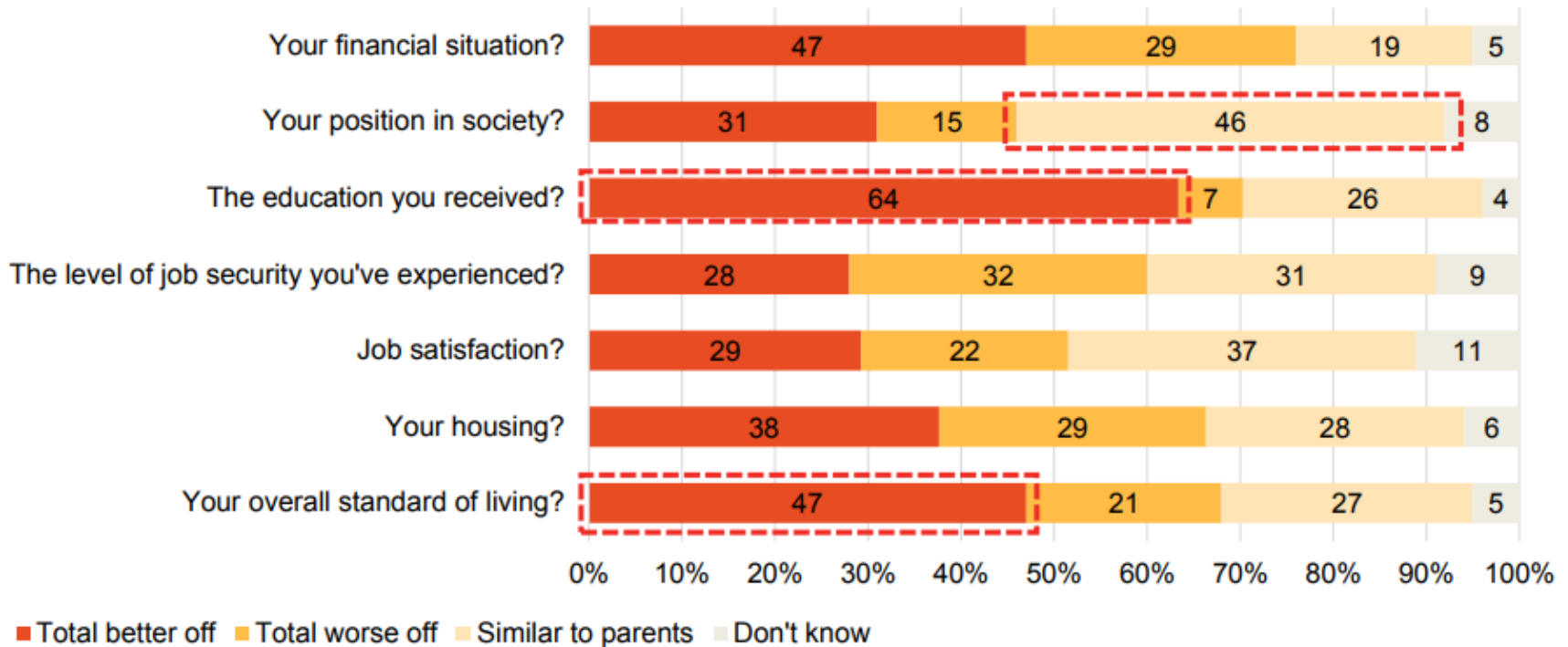
Stormy Weather

- The Social Mobility Barometer: a poll of 5,000 people from across the nation
- Probes the perceptions and attitudes that influence behaviour
- Published for the first time this year it reveals Britain's 'us and them' society:
 - 48% believe where you end up in society is mainly determined by your background and parents.
 - Only 32% believe everyone has a fair chance regardless of background
 - It also reveals deep geographical, class and age divides

On the plus side...

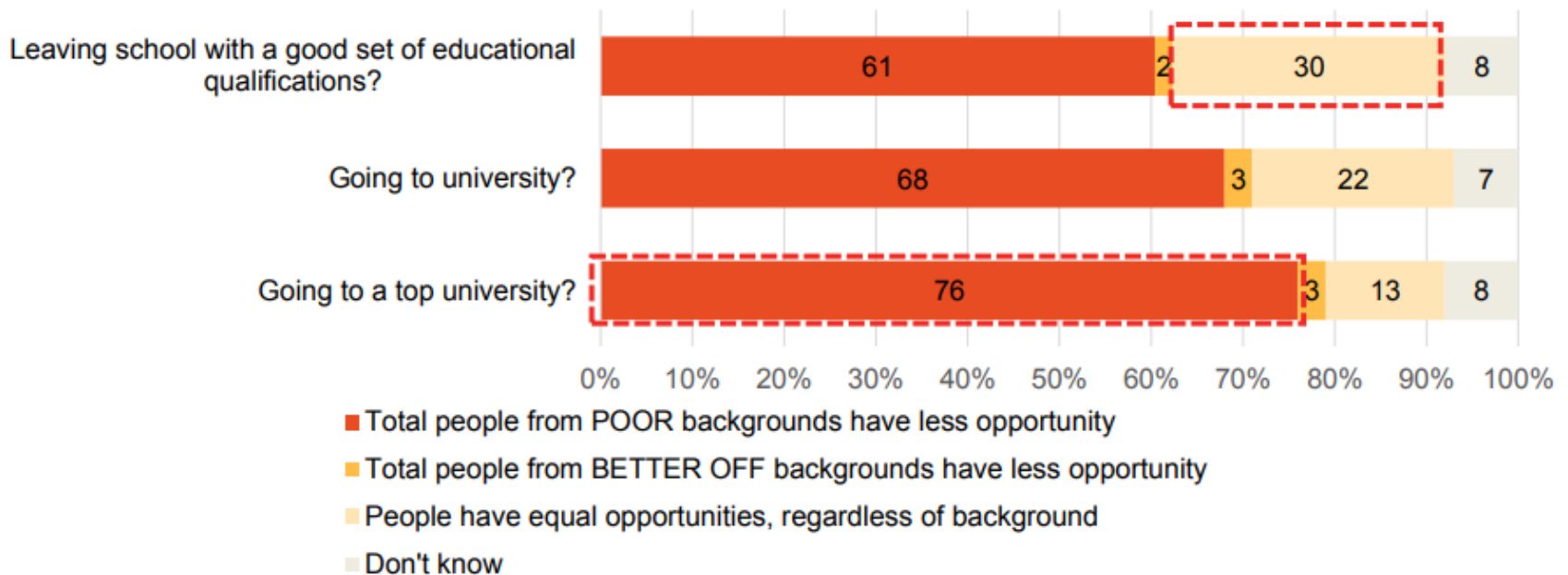
A thumbs up for education!

Q. Do you think you've been better or worse off than your parents were in terms of...



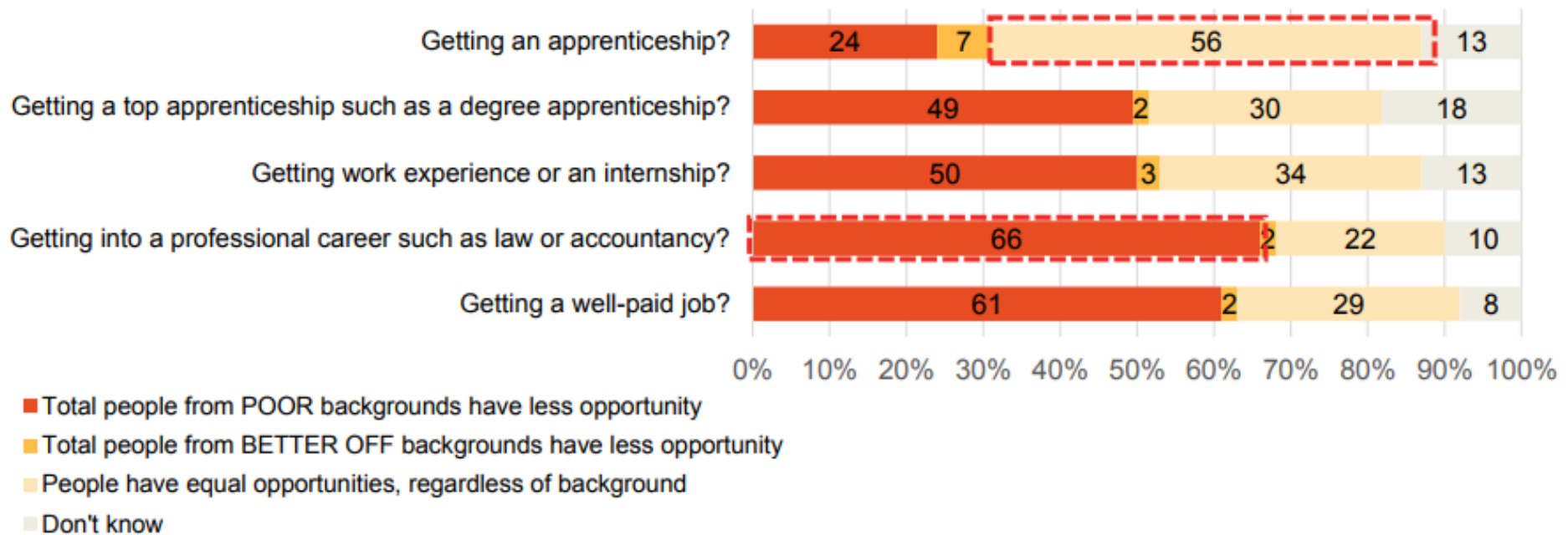
But less so the higher you go...

Q. Thinking about the opportunities that people from different backgrounds have in life, how do you think the opportunities open to people from poor backgrounds compare to those open to people from better off backgrounds in the following areas?



And Apprenticeships for the poor... ...the Professions for the well-off?

Q. Thinking about the opportunities that people from different backgrounds have in life, how do you think the opportunities open to people from poor backgrounds compare to those open to people from better off backgrounds in the following areas?



Good news...

- 44% of employers have accelerated their degree apprenticeship strategy as a result of the Levy. This is unlikely to be at the expense of more traditional graduate programmes with just 22% of employers agreeing that they would be cutting graduate numbers as a result of an accelerated approach.”

Developing Degree Apprenticeships: the Employer Perspectives:
Association of Graduate Recruiters: November 2016

Assuming this isn't a sign of things to come...

Vacancies Posted by Month

Month	2015/16	2016/17	Difference	% change 2015/16 to 2016/17
August	17,250	16,340	-910	-5.3%
September	25,490	18,660	-6,830	-26.8%
October	20,140	15,250	-4,900	-24.3%
November	15,180	13,660	-1,520	-10.0%
December	10,540	9,150	-1,400	-13.3%
January	16,700	14,140	-2,560	-15.3%
February	16,580	14,470	-2,110	-12.7%
March	18,880	20,950	2,070	11.0%
April	17,570	13,960	-3,610	-20.5%
May	17,310	70	-17,240	-99.6%
June	20,050			
July	15,680			
Total	211,380	136,640	-74,730	

[ESFA June 2017](#)

“Some sectors are refusing to pay the 10 per cent co-investment contribution and in other sectors there is definitely a shift to high-value management training rather than highly valuable level 2 and 3 sector-specific apprenticeships.”

Simon Ashworth, AELP chief policy officer

Key Challenges

- Significant progress in reducing the attainment gap between poorer and better-off pupils at primary school, but the gap increases substantially at secondary school.
- Despite success in improving results two thirds of children on free school meals do not get good GCSEs.
- There is currently no prospect of the gap between poorer and wealthier children being eliminated at either GCSE or A level.

Key Challenges

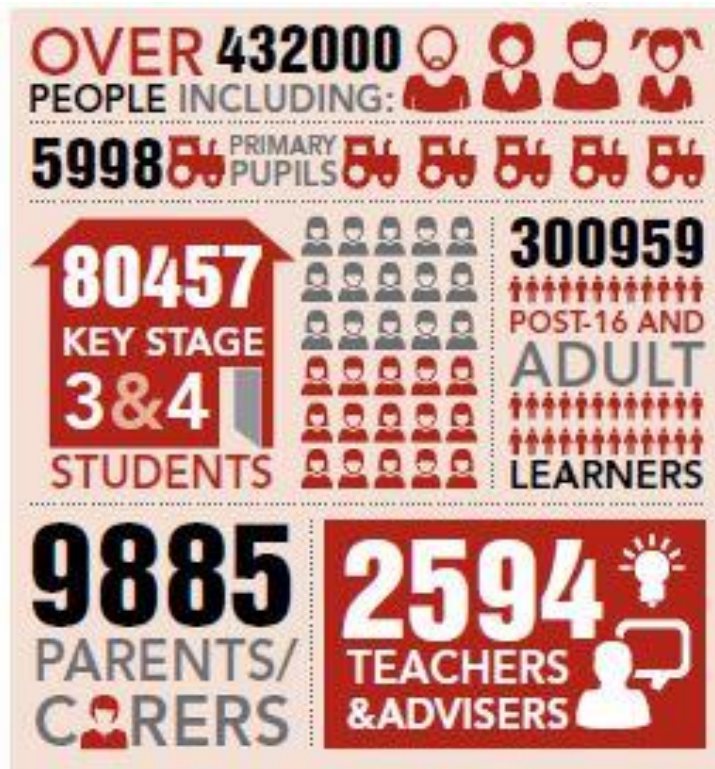
- Access to higher education and the creation of apprenticeships is welcome but progress is too slow.
- Youth unemployment has fallen, but the number of NEETs has barely changed.
- Young people's wages have fallen 16%—below 1997 levels.
- The number of young people receiving careers advice or work experience has fallen
- More apprenticeships go to older workers than younger ones.
- At current rates it will take:
 - 120 years to close the A level gap between advantaged and disadvantaged students
 - 80 years to close the HE participation gap

*Time for change: an assessment of government policies on social mobility
1997-2017: Social Mobility Commission June 2017*

Regional Institutional Outreach

80% plus of regional state-funded secondary schools and FE Colleges, plus wider national activity.

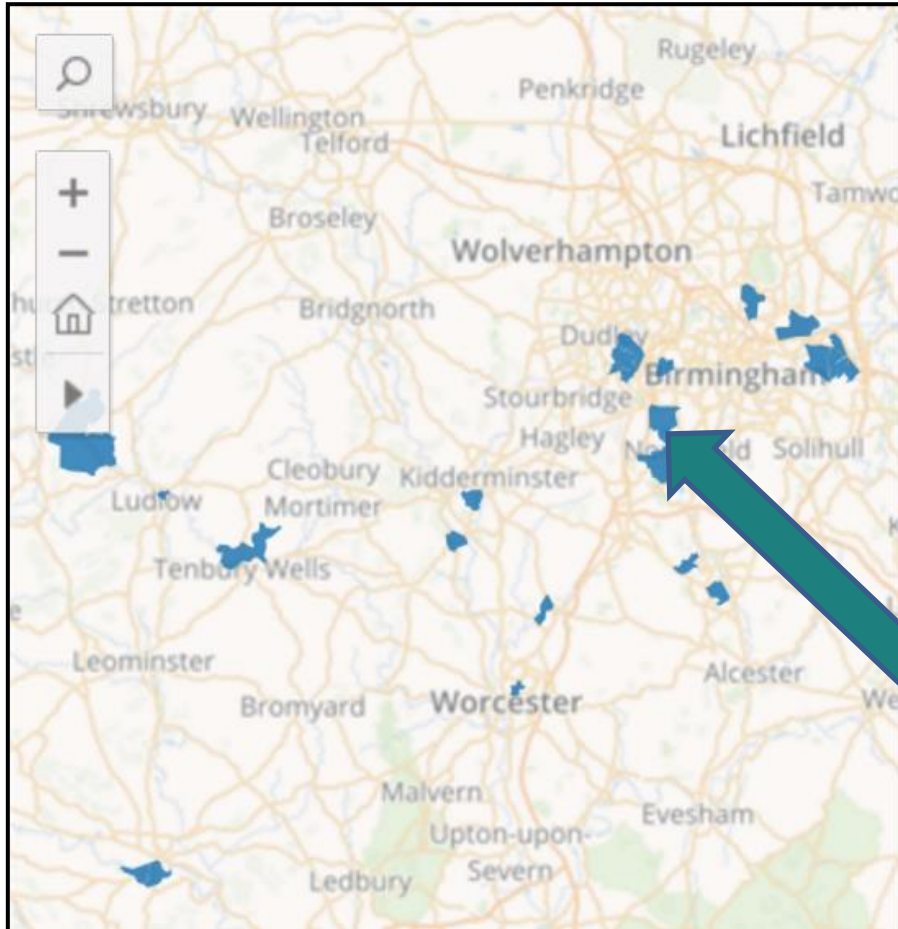
Part of £136 million pa outreach investment by English HEIs



Regional Collaborative Outreach

£875k invested in Aimhigher outreach since loss of national funding (2011)

New £4.5 million Aimhigher Plus Programme



**New government funded programme
29 partnerships across England
4 in West Midlands**

**Focused on areas where HE participation
is low, and far lower than GCSE result
suggest it should be**

**Aimhigher Plus working with 80 schools
and colleges to December 2018**

**<http://www.hefce.ac.uk/sas/ncop/maps/>
for list of consortia and target wards**

**Bartley Green: 21.7% of 18/19 Yr olds progress
to HE...GCSE attainment suggests it should be
34.7%! Biggest gap in the country**

YR 9

YR 10

YR 11

YR 12

YR 13

Programme

9.30 am Welcome and Introduction

10.00 am Keynote: The Career Education and IAG Landscape

10.45 am Workshops:

Higher and Degree Apprenticeships

The View from UCAS

Student Finance Update

The New Quality Career Standards

CPD for Careers Coordinators and Adviser

11.45 am Plenary: Getting In....Getting On

12.30 pm Lunch

1.15 pm Keynote: Policy and Evidence In Interesting Times

2.15 pm Workshops:

Options at 18

Making Sense of LMI

Higher and Degree Apprenticeships (Repeat)

Student Finance Update (Repeat)

The New Quality Career Standards (Repeat)

3.15 pm Final Comments, Feedback and Departure

Morning Keynote

The Career Education and IAG Landscape

Jan Ellis
Chief Executive
The Career Development Institute

Plenary: Getting In...Getting On

Setting the Scene:

- **Janet Graham, Director Supporting Professionalism in Admissions (SPA)**

Questions to the Panel:

- **Gail Rothnie, Head of Outreach, University of Birmingham**
 - **Val Yates, Director of Access and Inclusion, University of Worcester**
 - **Ben Furlong, Deputy Head of Admissions, University College Birmingham**
 - **Aradhana Mehmi, Undergraduate Admissions Officer, Aston University**
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Afternoon Keynote

Policy and Evidence in Interesting Times

**Professor Tristram Hooley
Director of Research
The Careers & Enterprise Company Ltd.**

Final Round Up

Thanks for coming...

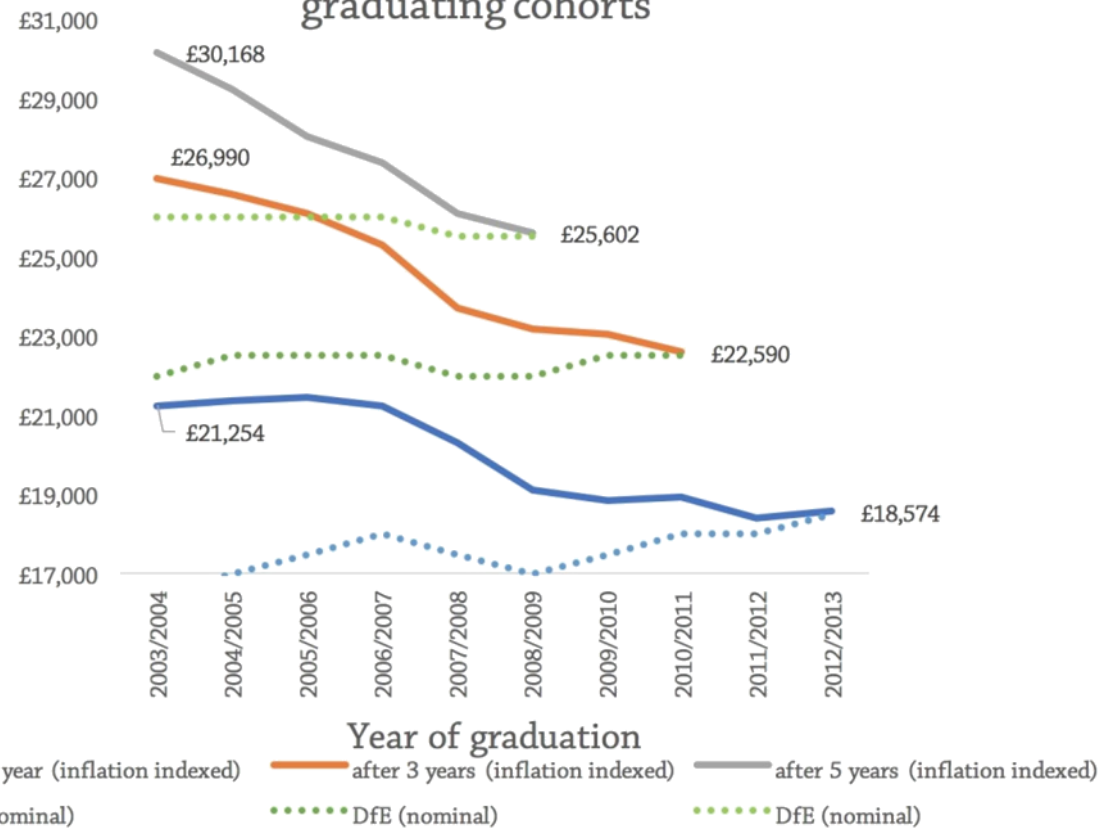
Presentations on our website tomorrow

Don't forget your evaluation form!

Key Challenges: Debt v Salary v True Cost

- IoE's figures suggest average graduate debt now c.£59,000
- Students' fear of debt in 2015 was more likely to deter them from applying to university than for similar students in 2002
- Graduate earnings have been squeezed since the recession

Earnings 1, 3, and 5 years since graduation for successive graduating cohorts



Key Challenges: Debt v Salary

- Squeeze is in line with all earnings when inflation also included
- Dotted lines are traditional graduate occupations
- “Professional” graduate occupations hit hardest by public sector pay restraint.
- But remember...reductions in graduate earning also mean reductions in graduate loan repayment
- **At £25.5k salary repayments = £405 a year,**
- **A graduate with 10 years at £25k, 10 years at £35k and 10 years at £5k will pay back £37,800**

