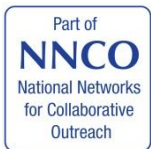


Annual Conference 2015



Welcome



Programme

9.45: **National Networks for Collaborative Outreach:**

What, Who, How and Why?

10.30: **Refreshments**

10.45: **Morning Workshops**

11.45: **Aimhigher West Midlands Awards**

12.30: **Lunch**

Information fair and networking

1.15: **Keynote Speaker: Dr Deidre Hughes OBE**

2.45: **Afternoon Workshops**

3.15: **Closing Plenary**

3.30: **Depart**

WiFi and Twitter

WiFi Access

- UOBEvents
- Password: uniofbham



#Aimhigherconference15

Context

- Loss of collaborative outreach / good practice following closure of Aimhigher
- Evidence of “cold spots” in outreach coverage...rural / coastal areas, plus pockets of urban deprivation
- Widespread concerns re access to and quality of careers guidance
- Evidence of downturn in aspirations to enter HE, especially in some communities / socio-economic groups
- The rise of Apprenticeships and employer-sponsored pathways at 18...growing interest among young people, parents and school / college leaders in the “not going to uni” dynamic?
- A renewed focus on CEIAG in the Ofsted Framework? Strong steer towards gaining a Quality Careers Award
- Root and Branch Curriculum Reform: Implications for HE Access?
- **Today’s Budget! £460 million cut to HE / FE? What will happen to HE Fees, student number controls, careers guidance, your job....my job...our jobs????**

What about our young people?

36%

of Year 9, 10 and 11 students **have no idea what career they want to follow**

29%

Have a rough career idea, but **don't know which qualifications they need to make it happen**

14%

Think they have a firm career plan but **don't know what level of qualifications they would need**

21%

Only 21% know what they want to do and how to get there

Aimhigher Survey of 918 Key Stage 4 students : 2014-15

Deja Vu...

“There is no point having one school approached by three universities while another has no contact at all. A widening-participation infrastructure or network would help coordinate all the good work that is happening.”

David Willetts, March 2013

“We will develop a national approach to collaborative outreach....allocate funding to enable universities to develop single points of contact for schools and other organisations seeking outreach activity.”

HEFCE / OFFA National Strategy for Access and Student Success, April 2014

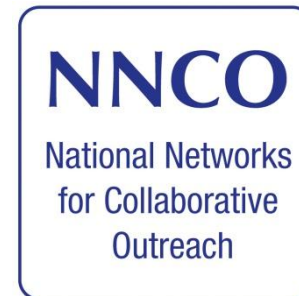


NNCO?

National Networks for Collaborative Outreach

Networks of Universities and Colleges with HE Provision to:

- provide a **single point of contact** and act as a **source of information** to **state-funded** schools and colleges in its sphere of activity
- establish a **web presence** holding details of the **individual and collaborative outreach** activity available from member institutions
- **reduce duplication, identify gaps** and **deliver more coordinated, coherent and sustained outreach** programmes
- Monitor **engagement of schools and colleges** in outreach activity
- Identify itself as part of a national 'brand'



Aimhigher West Midlands: SPoC

A single point of contact for schools and colleges. Contact with the SPoC triggers brokerage with 12 universities and colleges

Designed to:

- Save time for experienced practitioners providing HE related support...**Efficient**
- Assist practitioners new to the field...**Proactive**
- Offer guidance on best fit between demand and supply, and how to develop a progressive programme as part of wider CEIAG curriculum...**Experienced**
- Capture information on any unmet demand / need...**Responsive.**

Making Connections... **Aiming High**

Study Skills Development **University** **Mentoring**
Events for Primary schools **Residential** **Outreach**
 **Widening participation** **UCAS preparation** **Social mobility** **Summer Schools** **Campus visits** **Open days**
Academic Tutoring **Student Life and Finance**
Masterclasses
Supported Access Schemes

Maria Crawford

Email: m.crawford1@aston.ac.uk

Call: 0121 204 4733

www.aimhigherwm.ac.uk

Aim Higher West Midlands | Social mobility | Widening participation



Working together to make a difference



Information for:

- Learners
- Parents & carers
- Teachers & advisers
- Network partners
- Search for activities
- About us
- News
- Contact us

Aimhigher West Midlands is a partnership of universities, schools and colleges who work together to improve social mobility by widening participation in higher education. Download our 2015/16 Programme Overview for more details then visit our on-line consultation to express interest in our free and subscription-based activities for next year.



Learners



BIRMINGHAM CITY University



Network partners



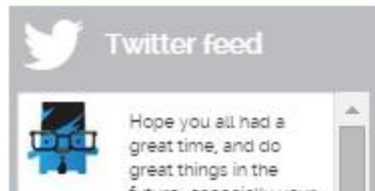
Teachers & advisers



Search for Activities



Parents & carers



Twitter feed

Send us your email and we'll keep you posted

Education news
Courtesy of BBC News

'Coasting schools' face tough targets
Hundreds of schools are being told to raise their exam results, under plans announced by the education secretary.

Channels for:

- Learners
- Parents/carers
- Teachers / advisers
- Partners

Searchable database of outreach activities / events

IAG resources

Mentoring and Summer school areas

News and Twitter feeds

More content to come



Other Networks/ Programmes

35 geographical & 3 national NNCOs, plus themed programmes including:



- 23 London HEIs



- National programme to support access to some research intensive institutions



- Sheffield city region universities, schools and colleges



- Leeds city region universities, schools and colleges

Explore University

- Keele, Harper Adams, Staffordshire and Wolverhampton targeting schools in NW Midlands

Oxford and Cambridge NNCO

- A national network to work with identified schools / colleges across the country

Find networks at: <http://www.hefce.ac.uk/sas/ncco/find/>



Doing More: What do we want?

Aimhigher West Midlands' pre-existing infrastructure mean we can invest significant proportion of new funding in developing new activities. Must be sustainable.

Partners have identified the following:

- CPD for **all** staff e.g. on implications of curriculum change (GCSE / A Level / BTEC) plus anticipated changes to HE finance regime
- Activities to support primary / secondary transition
- New IAG activities and resources for young people/ parents and mature / PT students
- Activities to support vocational progression e.g. via emerging Higher Level Apprenticeships / Degree Apprenticeships
- Additional outreach in areas of low participation/Cold Spots

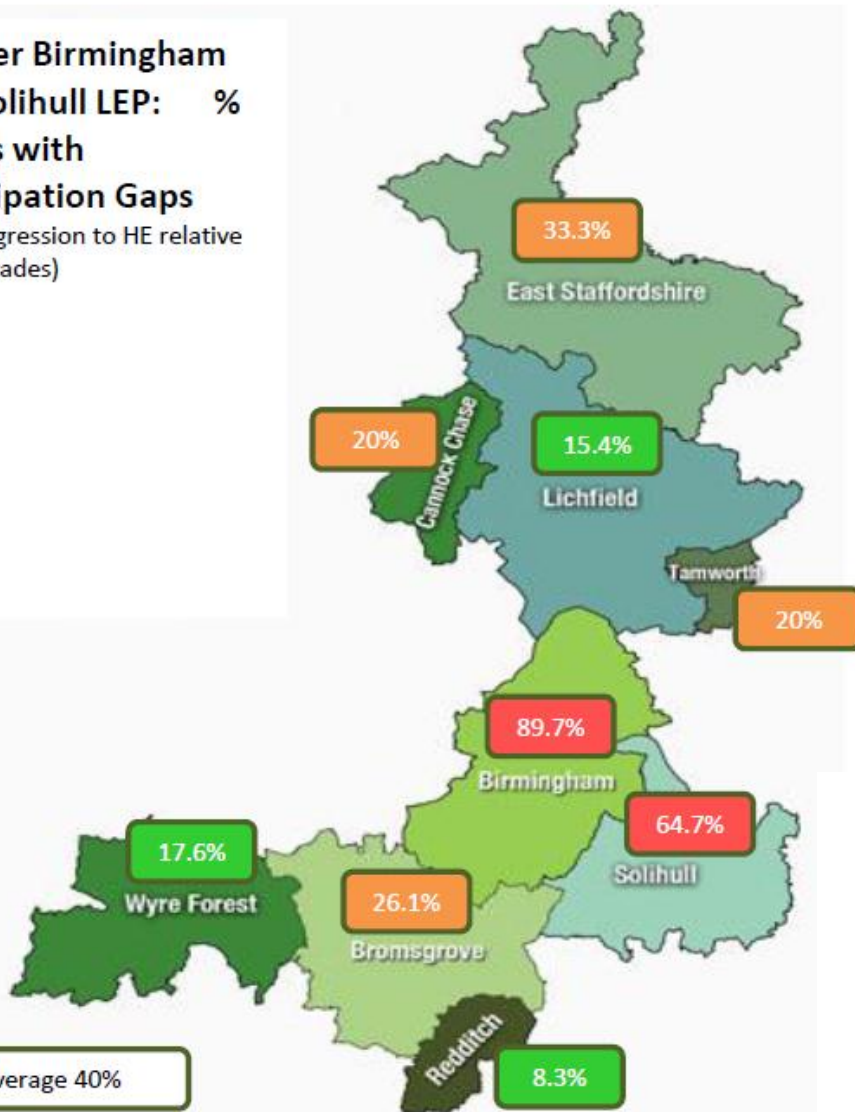
30%

of Greater Birmingham and Solihull wards have relatively low youth progression rates₃ to HE (34 out of 180)

40%

of Greater Birmingham and Solihull wards have high participation gaps, relative to GCSE attainment (72 out of 180)

Greater Birmingham and Solihull LEP: % Wards with Participation Gaps
(low progression to HE relative to KS4 grades)



HEFCE have ranked all England wards (7900+) in terms of participation gaps. Four wards in Birmingham are in top ten wards in England in terms of high participation gaps (low progression to HE relative to KS4 grades). The top ten wards in Greater Birmingham & Solihull LEP are from Birmingham:

Ward	Participation Gap
Bartley Green	-11.2
Nechells	-7.0
Small Heath	-5.8
Washwood Heath	-5.9
Sparkbrook	-5.8
Longbridge	-4.2
Kingsbury	-4.5
Northfield	-4.7
Sparkhill	-4.1
Billesley	-3.8

Bartley Green has the biggest gap in England between what GCSE outcomes suggest and what actual progression to HE is.

Identifying Areas of Need?

What do you want?

Panel Session

Chair: James Seymour, Director of UK Recruitment and Outreach, Aston University

Panel Members:

- **Simon Chatterton:** Director of Admissions, University College Birmingham
- **Lyn Holder:** Associate Director Partnerships and Relationship Management , Birmingham City University
- **Ian Hart:** Head of Access and Outreach, University of Wolverhampton
- **Gail Rothnie:** Head of Outreach, University of Birmingham
- **Val Yates:** Director of Access And Inclusion, University of Worcester
- **Dr Sam Lucy:** Admissions Tutor and Financial Tutor, Newnham College Cambridge

Morning Workshops

15 minute refreshment break

4 workshops start 10.45am

The View from UCAS

NCS and Employer Engagement...How can we help?

Changing Pathways to Health Careers

Student Finance Update

Return here at 11.45 for Aimhigher Awards...