

Unifest 2019 Evaluation Report



Executive Summary

The Aimhigher partnership coordinates an annual programme of university summer schools called UniFest, to give young people from disadvantaged backgrounds the opportunity to fully experience the world of higher education by living and working on campus for up to 3 days. UniFest events are delivered by six universities: Aston University, Birmingham City University, Newman University, University College Birmingham, University of Birmingham and the University of Worcester. UniFest is an important part of the wider Aimhigher programme in the West Midlands, which is funded by partner universities. UniFest students are selected by their schools because they have the potential to consider university but need additional support as they come from disadvantaged backgrounds and communities that are under-represented in higher education.

This report summarises the evaluation of the 2019 UniFest programme. It explores who attended and the immediate impact of the experience on their educational and career aspirations, motivation, knowledge and confidence. It very powerfully indicates that attending UniFest has a positive impact on young people, generating large positive shifts in attitudes, knowledge and understanding.

Aimhigher will track the UniFest cohort over the coming years to see how they perform in their GCSE and Level 3 studies, and if they do indeed go on to higher education.

Aimhigher would like to thank the many staff and students at partner universities whose hard work and dedication makes UniFest possible. Thanks are also due to colleagues in local authorities, schools, academies and colleges, for their work to identify UniFest students and support their attendance, and to the parents and carers of the students, for their trust and support.

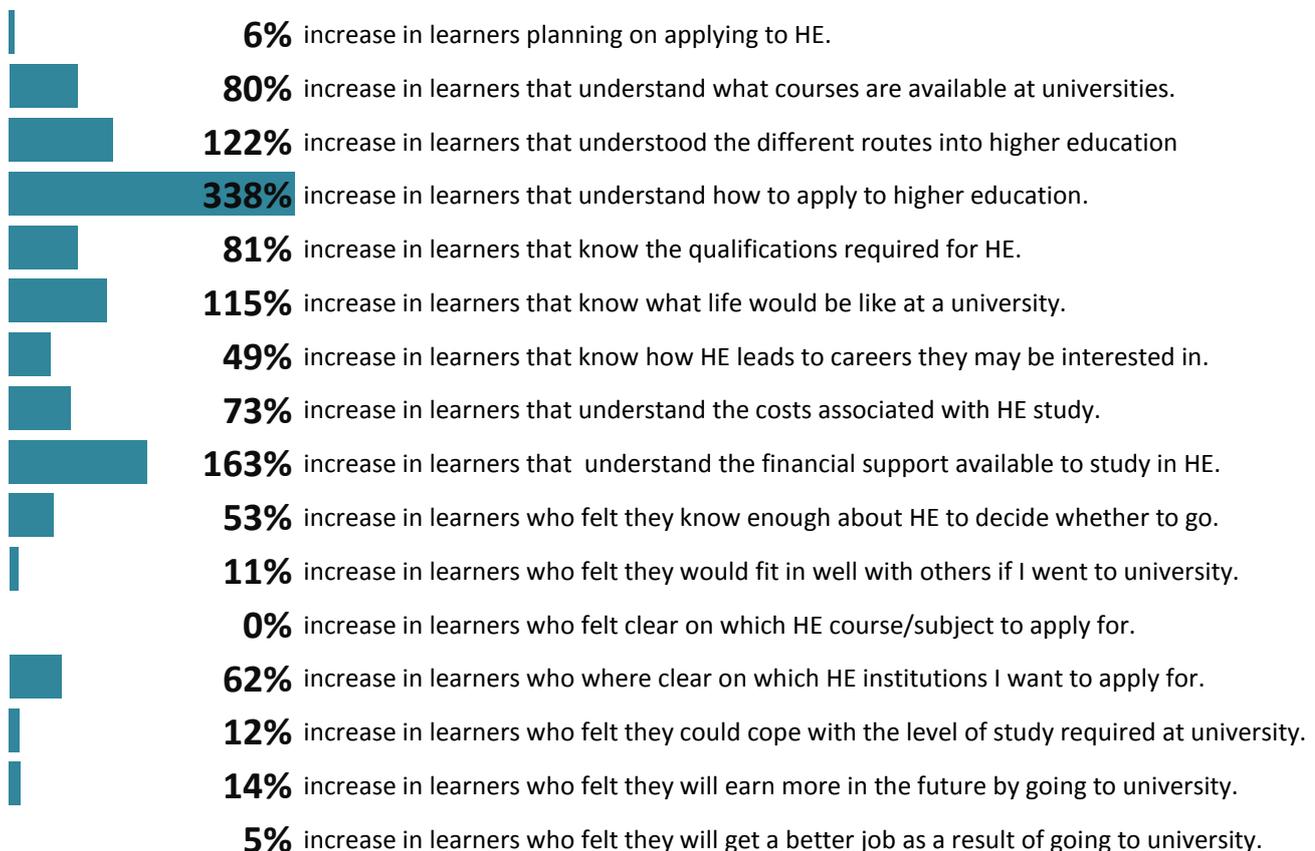
273 learners attended the Summer Schools

Note this includes 48 learners funded through the NCOP programme

Aimhigher would like to thank the staff and students at partner universities, schools and colleges whose hard work and dedication made delivery of this event possible.

Outcomes

The event(s) benefitted learners in the following ways:



Who Attended?

Recruitment and attendance by event

Event name	Capacity	Places offered	Did not attend		Attended*	
	Number	Number	Number	%	Number	%
Unifest	320	320	47	15%	273	85%

Attendance % against capacity - only attendance is recorded at School Level

Attendance by Gender:

% Female

54

46

% Male

Evaluation Findings

Learners that participated within the event completed a paper based evaluation. The evaluation questionnaire(s) consisted of a standard set of questions which measured learners' aspirations, attitudes, confidence and knowledge of HE prior to engaging in the event and at the end. In turn the evaluation helps to measure the short term impact of the event on learners by measuring shifts in aspirations etc. Some evaluation reports may also include learner ratings on their satisfaction with events and the quality of activities.

Evaluation response rates

		Evaluation	Number	%
Number of learners that attended	273	Pre Event	267	98%
		Post Event	258	95%
		Both	255	93%

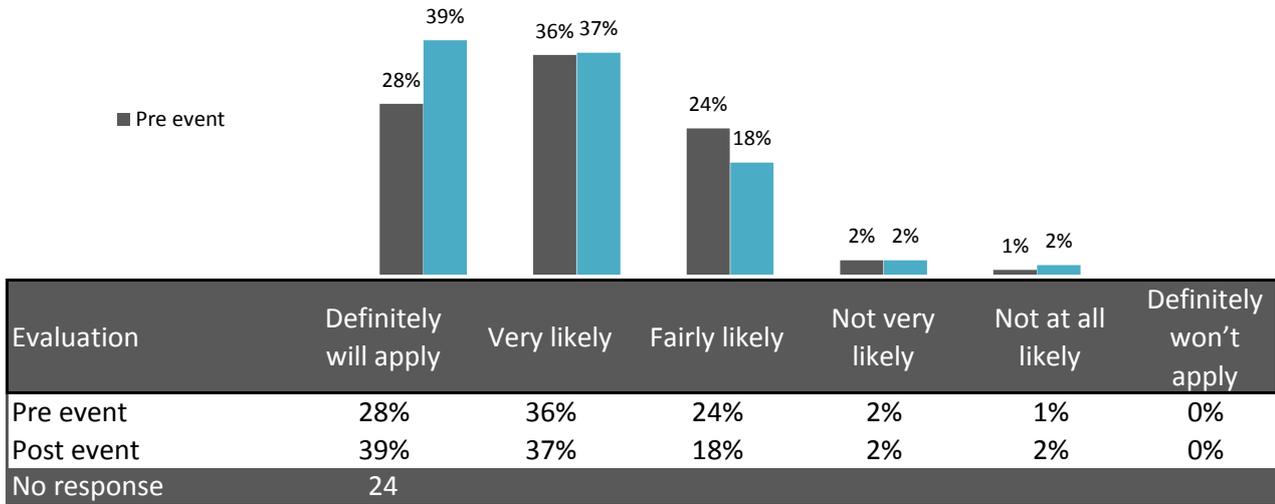
What Difference Did it Make?

The following analysis only includes the responses of learners who completed both the pre and post event questionnaires

Intentions

Learners were asked :-

How likely or unlikely are you to make an application to study at a university / higher education



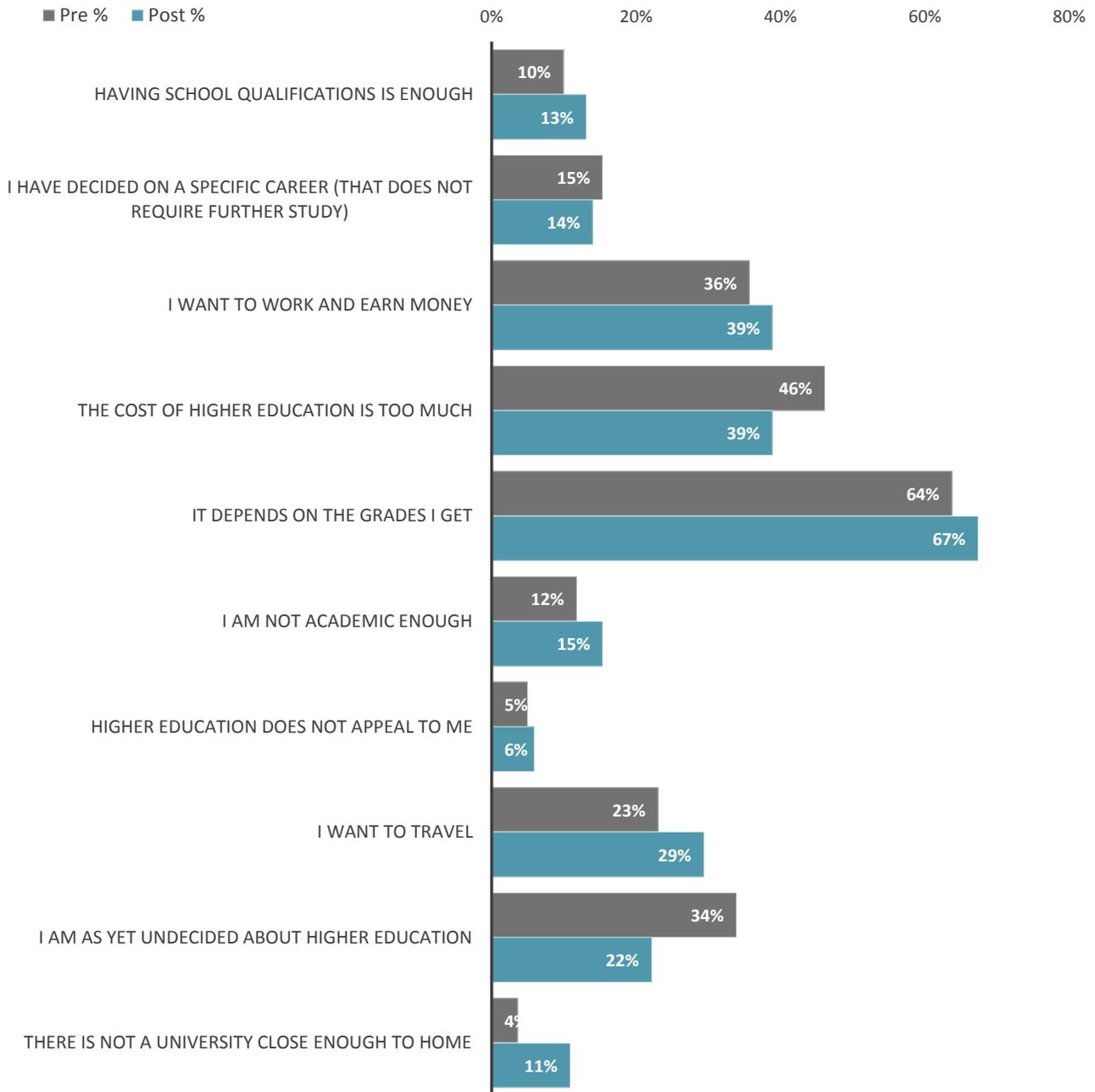
Post event there was a **6%** increase in learners that are likely to apply to study at HE.

Barriers

Learners were asked :-

What are the main reasons you might not go to university/higher education?

'% of learners responding - learners could choose more than one reason

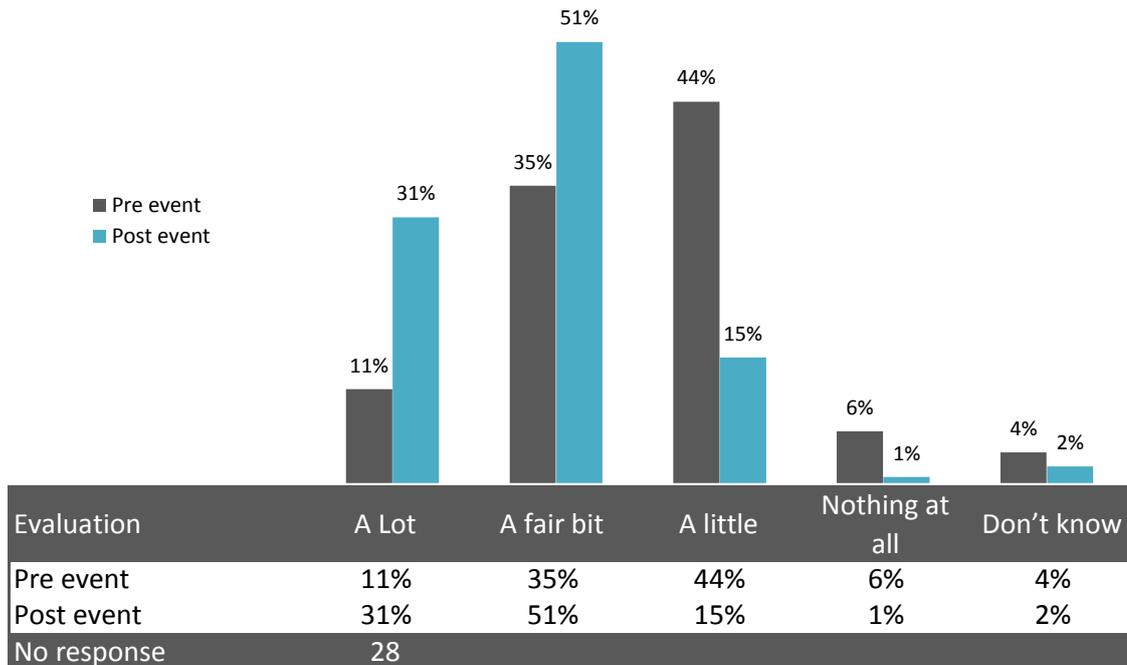


Knowledge

Learners were asked :-

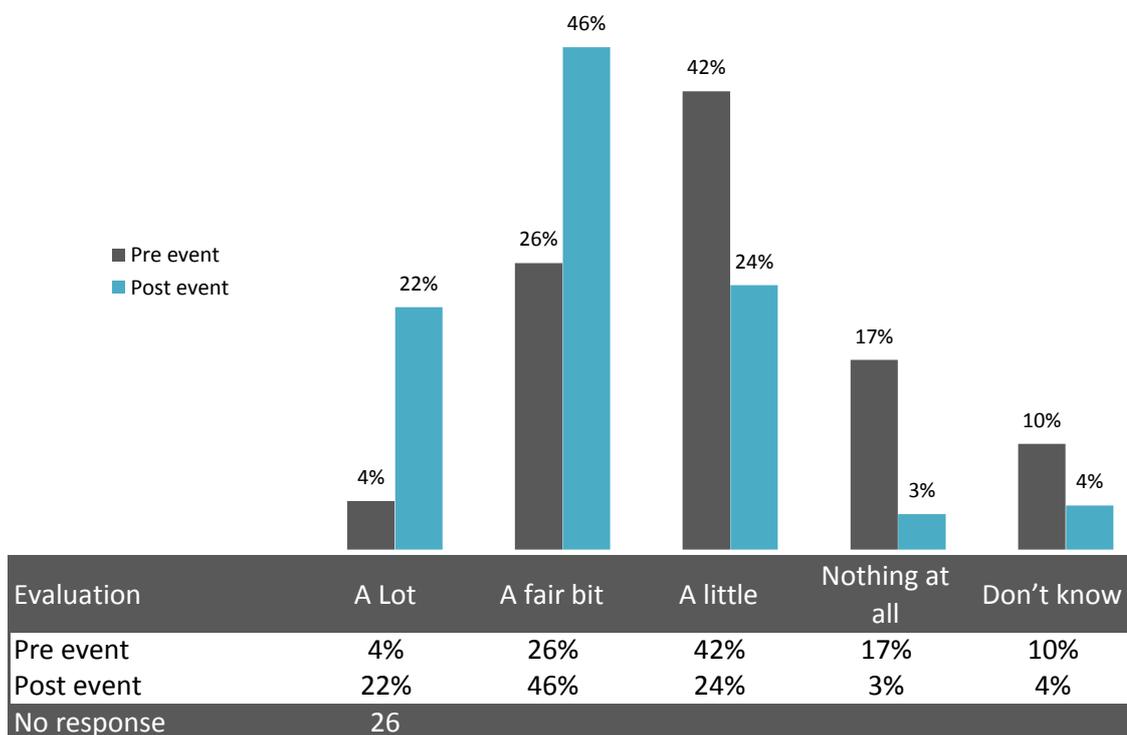
How much do you know about university/higher education study?

How much do you know about what courses are available at universities?



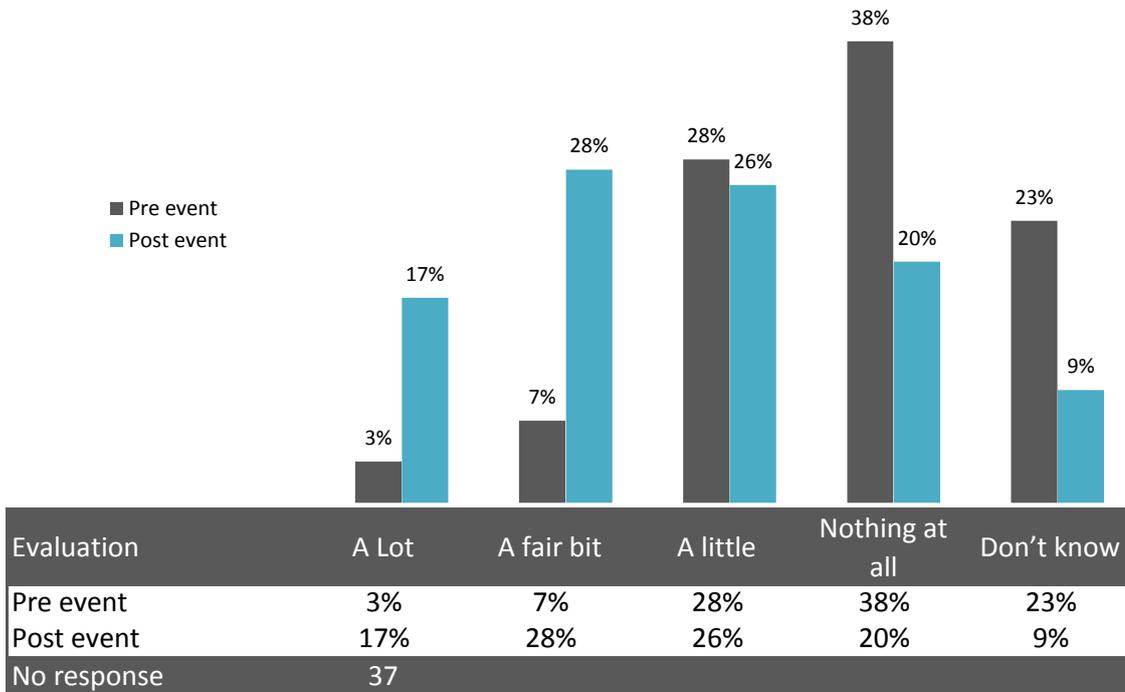
Post event there was a **80%** increase in learners that knew a lot or a fair bit about what courses are available at universities.

How much do you know about different routes into higher education such as: higher apprenticeships, distance learning, or higher education in a further education setting?



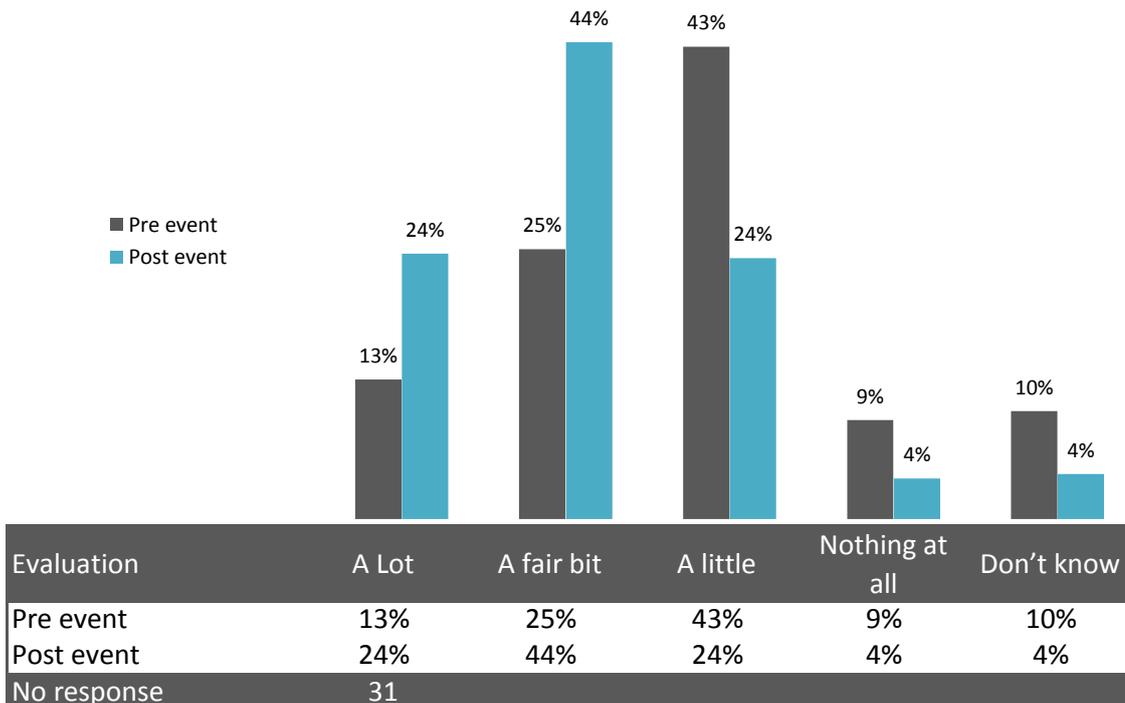
Post event there was a **122%** increase in learners that knew a lot or a fair bit about different routes into higher education .

How much do you know about how to apply to university through UCAS?



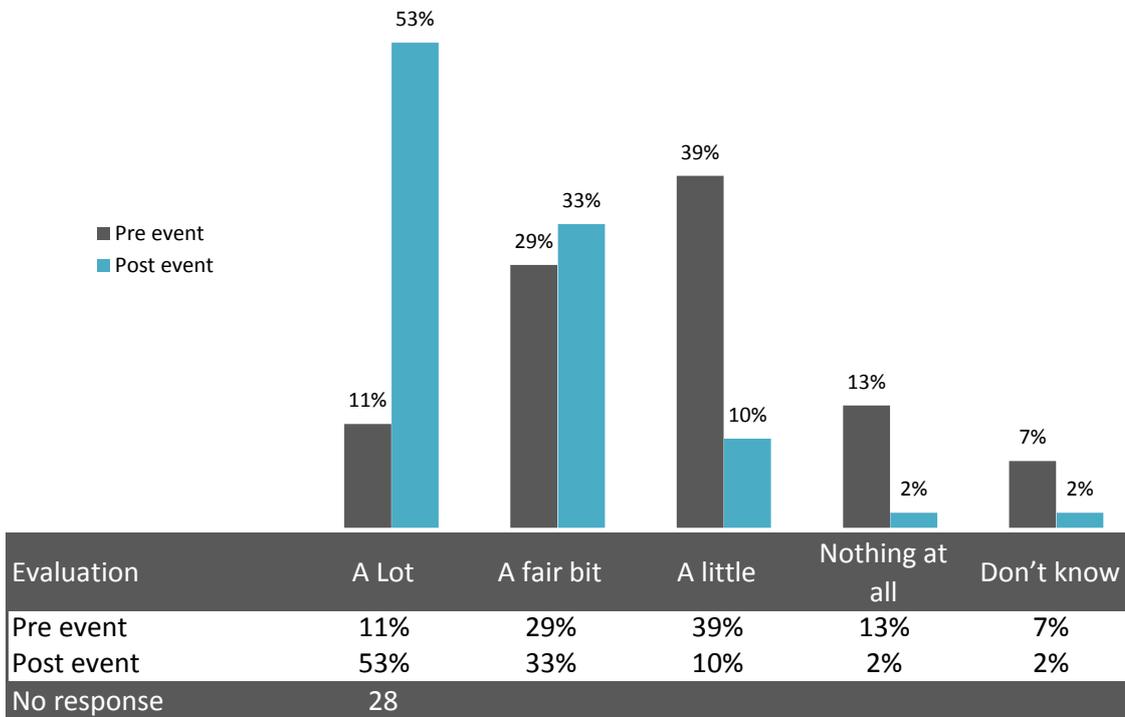
Post event there was a **338%** increase in learners that knew a lot or a fair bit about how to apply to university through UCAS.

How much do you know about the qualifications / grades you would need to get into the higher education course that I am most interested in?



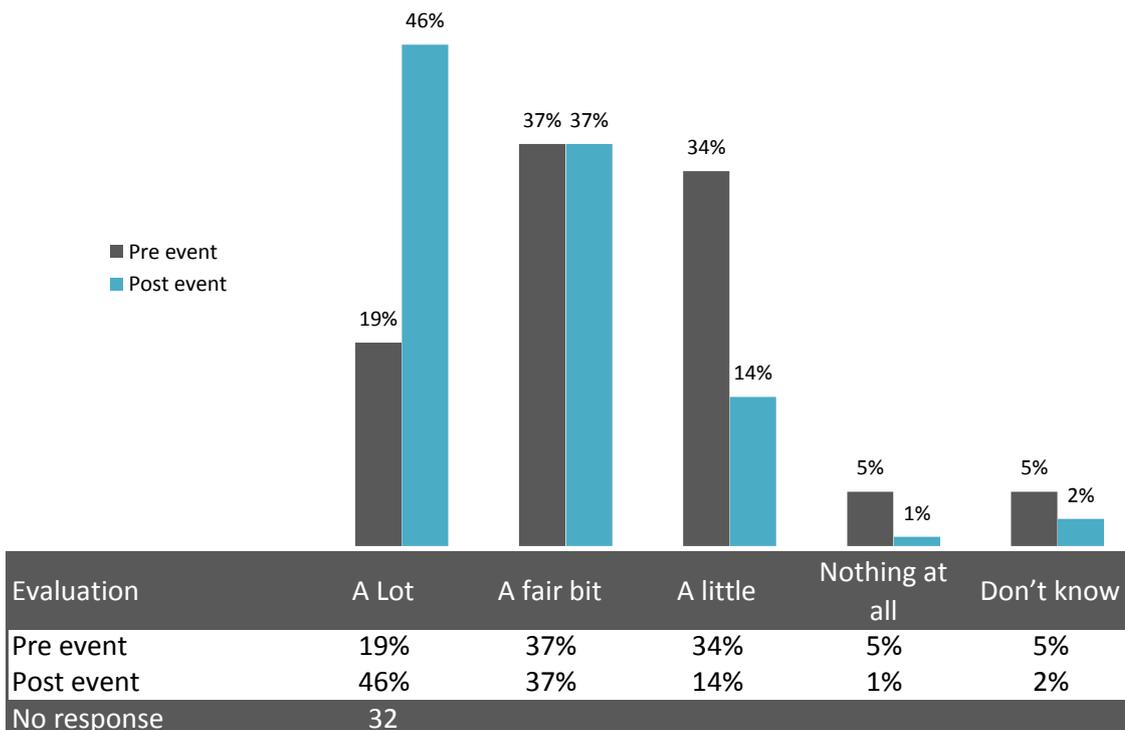
Post event there was a **81%** increase in learners that knew a lot or a fair bit about the qualifications / grades they would need .

How much do you know about what life would be like at a university?



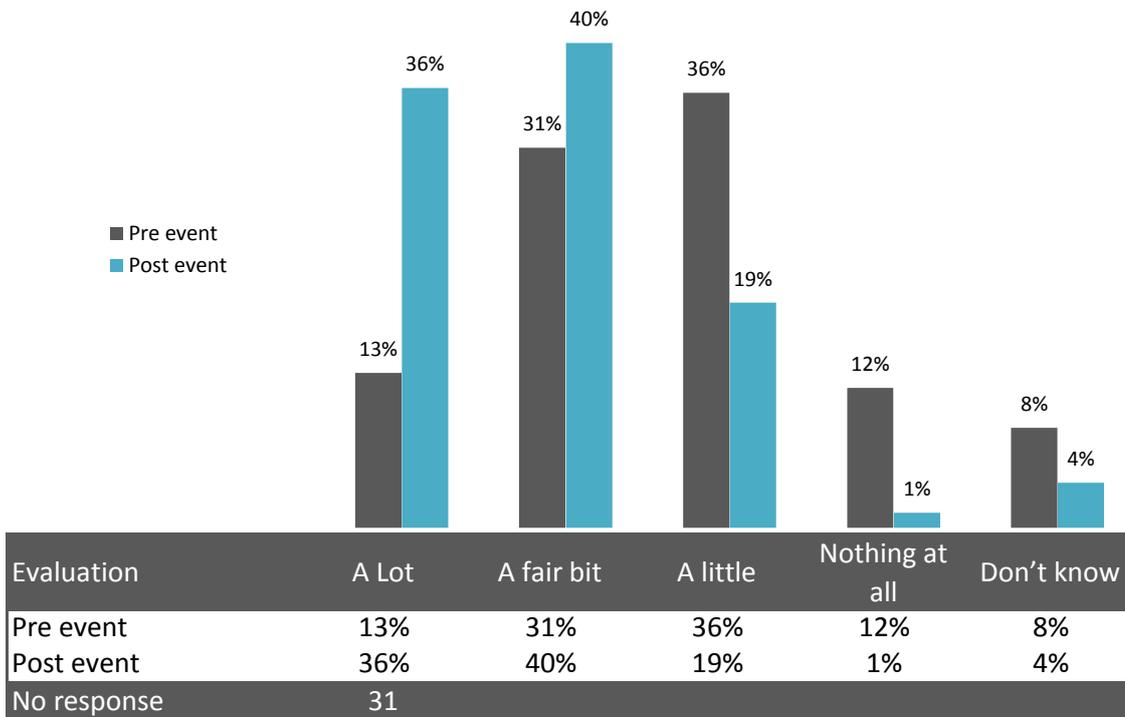
Post event there was a **115%** increase in learners that knew a lot or a fair bit about what life would be like at a university.

How much do you know about how higher education leads to careers that I may be interested in?



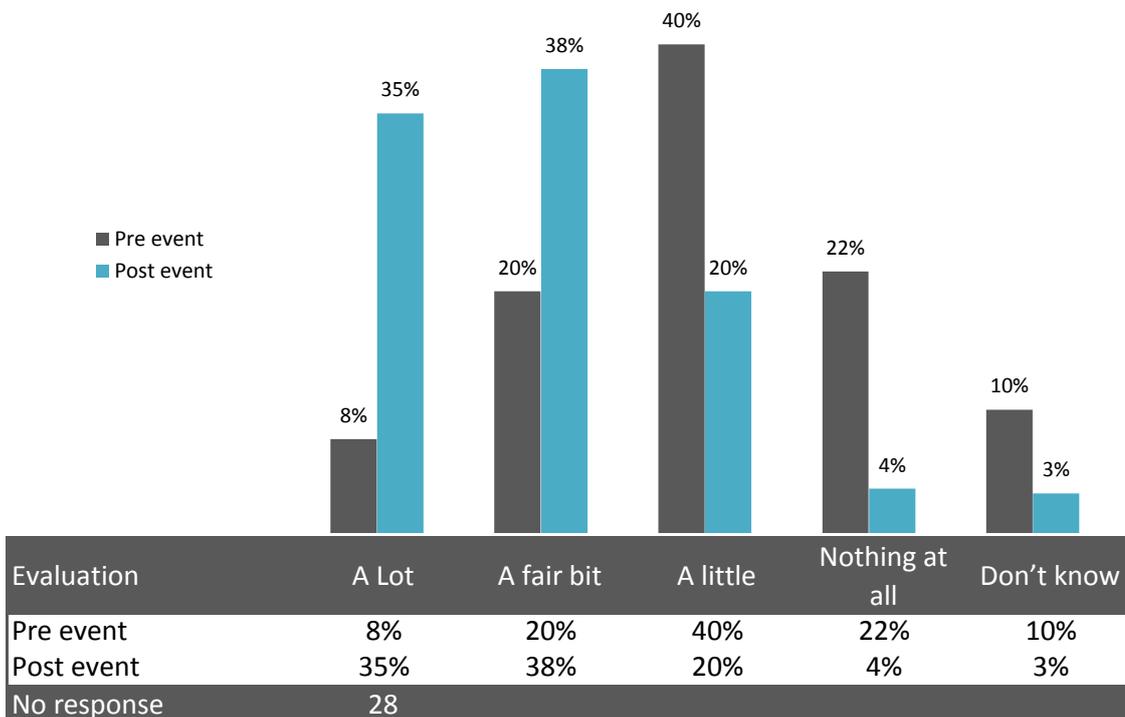
Post event there was a **49%** increase in learners that knew a lot or a fair bit about how higher education leads to careers that they may be interested in.

How much do you know about the costs associated with higher education study?



Post event there was a **73%** increase in learners that knew a lot or a fair bit about the costs associated with higher education study.

How much do know about the financial support available to study in higher education?



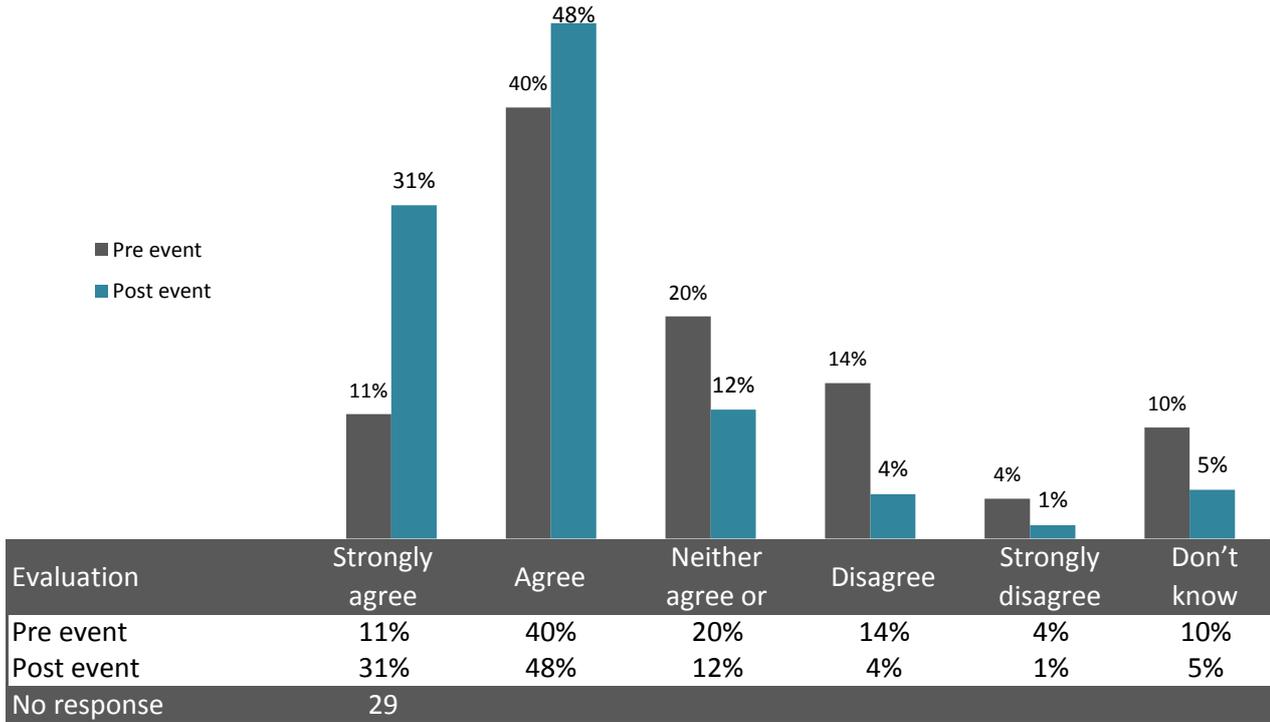
Post event there was a **163%** increase in learners that knew a lot or a fair bit about the financial support available to study in higher education.

Attitudes

Learners were asked :-

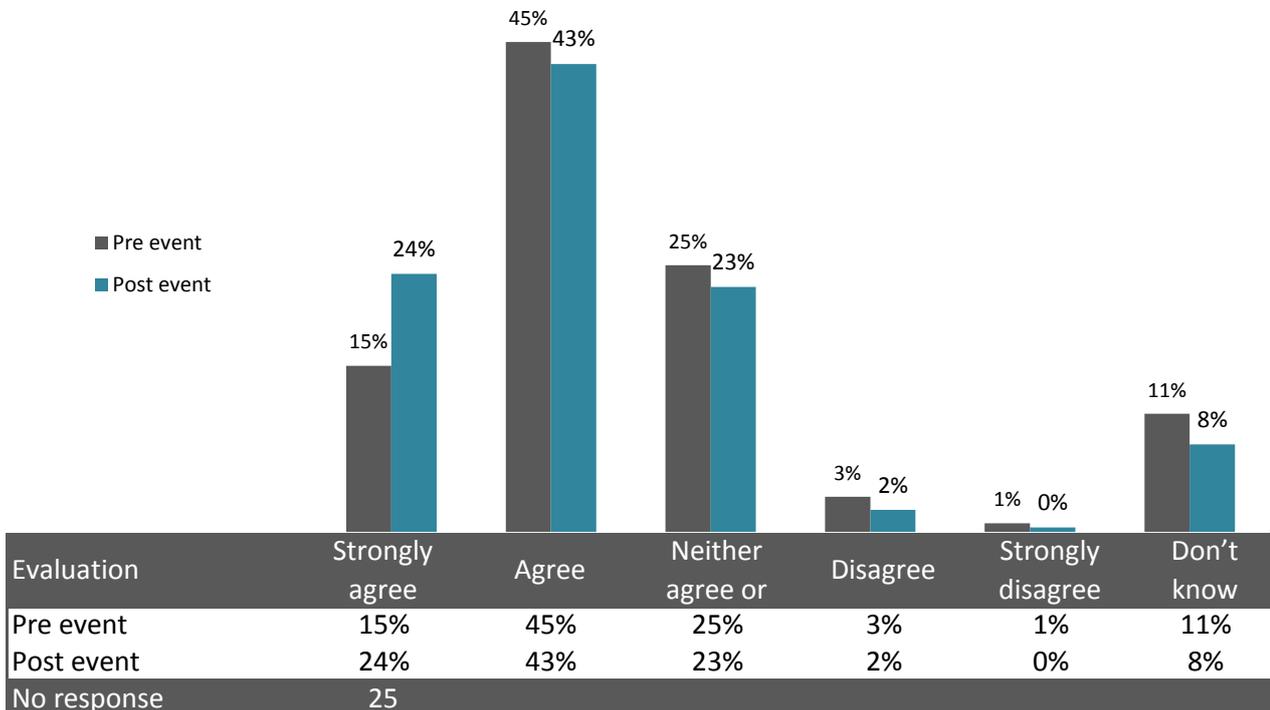
How much you agree with the following statements about university / higher education?

I know enough about university / higher education to decide whether to go or not



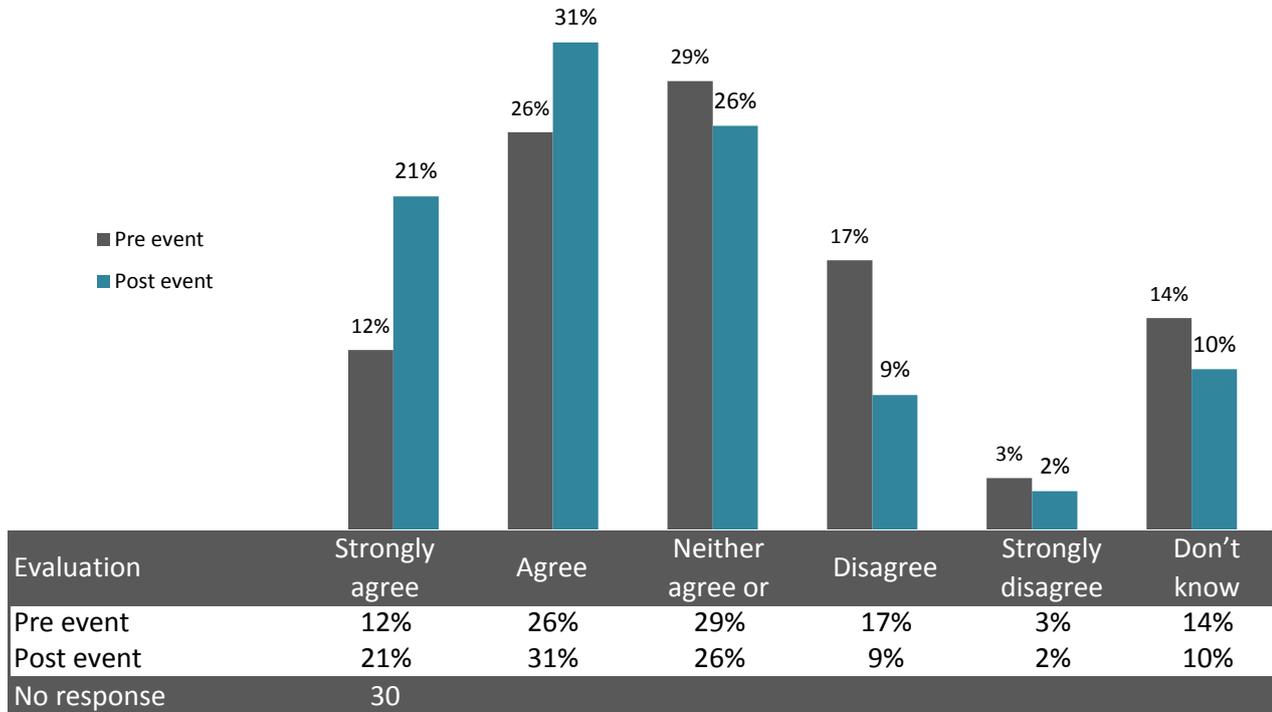
Post event there was a **53%** increase in learners that thought they knew enough about university / higher education to decide whether to go or not.

I would fit in well with others if I went to university



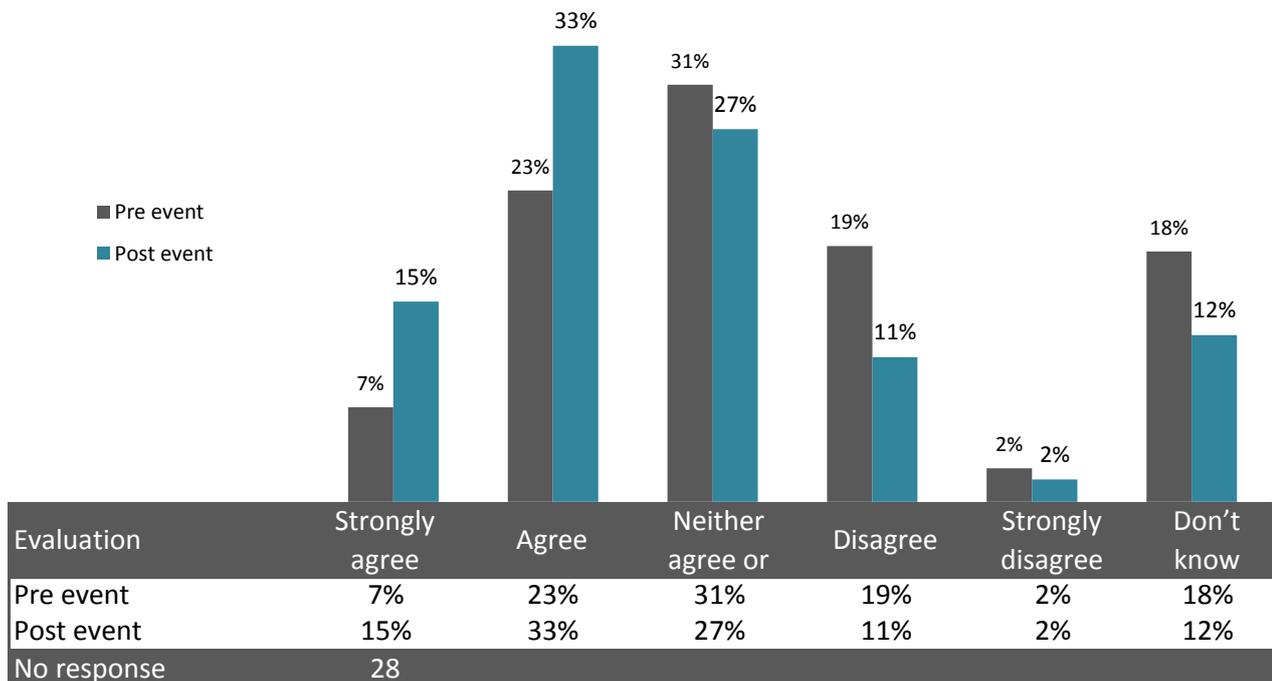
Post event there was a **11%** increase in learners that thought they would fit in well with others if they went to university.

I am clear on which higher education institutions I want to apply for



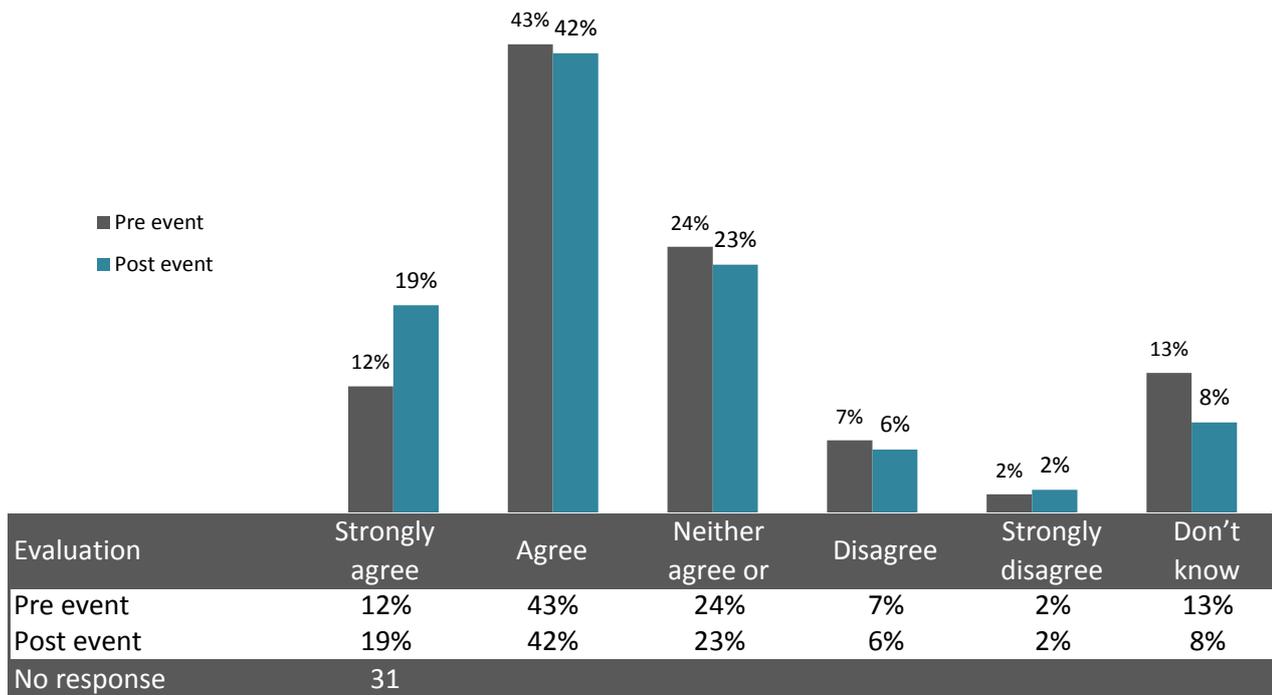
Post event there was a **62%** increase in learners that thought they were clear on which higher education institutions they want to apply for.

I am clear on which higher education course/subject to apply for



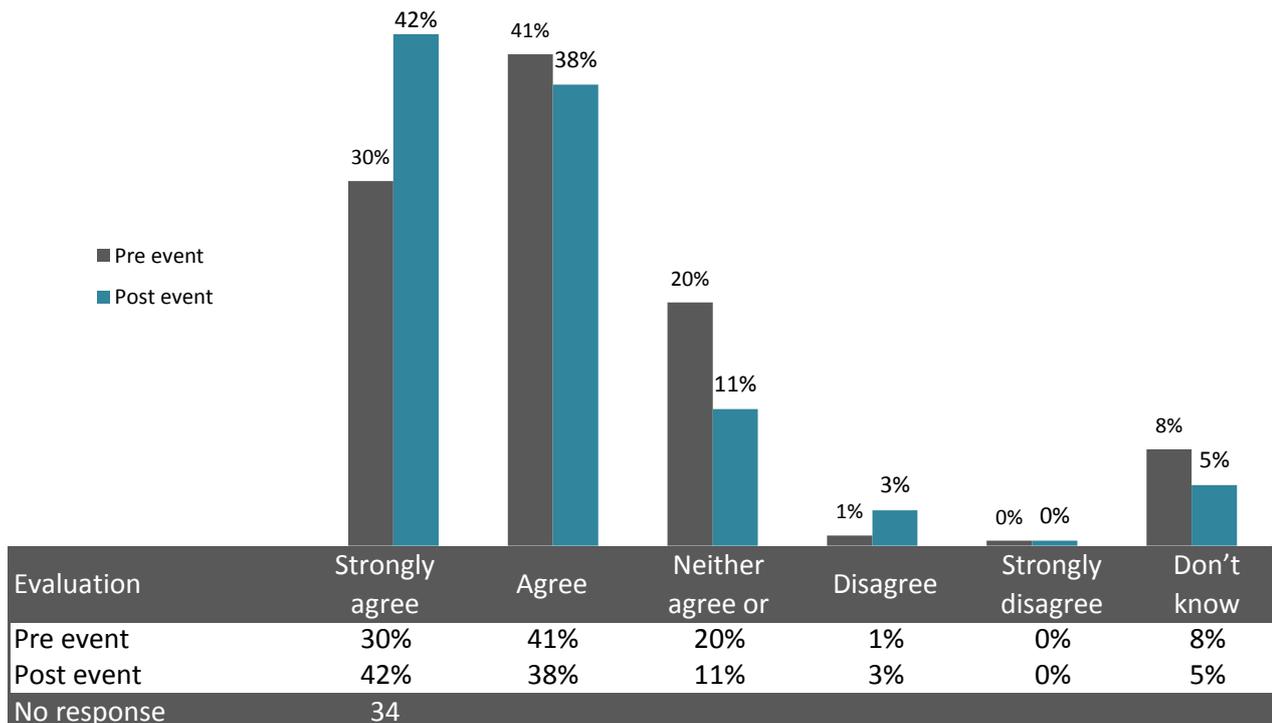
Post event there was a **42%** increase in learners that thought they were clear on which higher education institutions they want to apply for.

I could cope with the level of study required at university



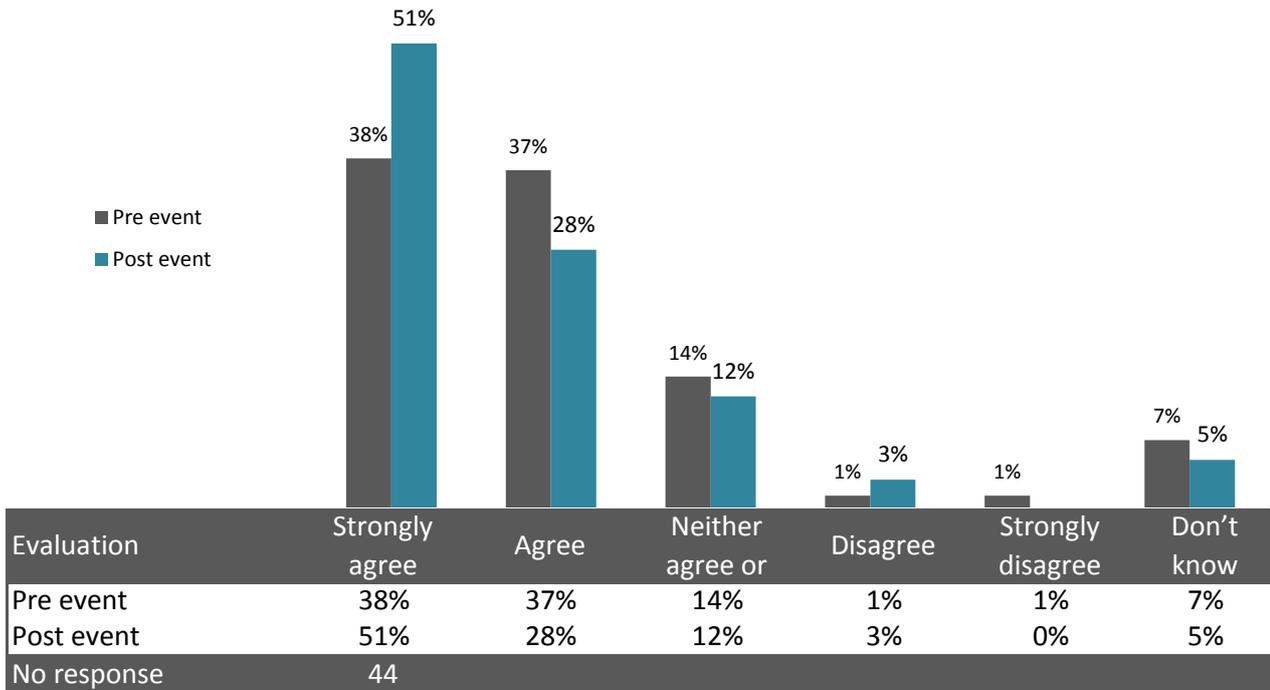
Post event there was a **12%** increase in learners that thought they could cope with the level of study required at university.

I will earn more in the future by going to university



Post event there was a **14%** increase in learners that thought they would earn more in the future by going to university.

I will get a better job as a result of going to university



Post event there was a **5%** increase in learners that thought they would get a better job as a result of going to university .

Comparison - Pre and post event learners that named a HE course they would like to take

Evaluation	Learners that named a HE course	
	Number	%
Pre event	63	23%
Post event	77	28%
Difference	14	5%

How the event(s) helped

Do you feel that taking part in the event will help you in any of the following ways?

Statements	Improvement			
	Lots	Some	No	Not Sure
Improved my aspirations for the future	49%	43%	4%	4%
Improved my attainment	33%	53%	5%	10%
Improved my study skills	30%	43%	18%	9%
Improved my confidence in my academic ability	43%	42%	9%	6%
Improved my social skills in terms of meeting new people	56%	34%	6%	3%
Improved my motivation to succeed	54%	36%	7%	3%
Improved my behaviour and attitude to learning	44%	40%	13%	4%
Improved my knowledge of higher education (study, finances, student life)	56%	37%	4%	3%

What learners thought of the event(s)

How satisfied are you with the event

Response	Number	%
Very Satisfied	162	65%
Satisfied	73	29%
Dissatisfied	0	0%
Very Dissatisfied	2	1%
Not Sure	13	5%
Total	250	

No response

23

Post Event

94%

of learners were very satisfied / satisfied with the event

Please rate the extent to which you agree or disagree with the following statements

Statements	Strongly agree	Agree	Not sure	Disagree	Strongly Disagree
The communication link between myself and the university prior to the event was useful	37%	48%	13%	2%	1%
I felt the sessions were aimed at my level	29%	47%	20%	3%	1%
I felt the length of the sessions were right for my level	30%	45%	20%	3%	2%
I felt there was a good mix of lectures, practical and social activities	46%	37%	12%	4%	1%
The social activities helped me make new friends and feel involved	64%	27%	6%	2%	1%
I felt safe during the event	69%	25%	3%	1%	2%

"Made me look forward to the future when I never used to"

"It has given me a clearer idea of life at university and disproved the stereotypes"

What learners say about Unifest

"Made me feel more confident with new people"

"Helped me decide I definitely want to go to uni"