When it comes to outreach, good will alone is not enough

The role of information in outreach

Student Expectations & Complaints Conference 2013

The information problems

Information overload

- Information is just noise without advice and guidance
- Context
- Drip-feed

The information problems

Information exiles

- Failure to engage
- Intervene where they are
- Reach out

Why do we do outreach?

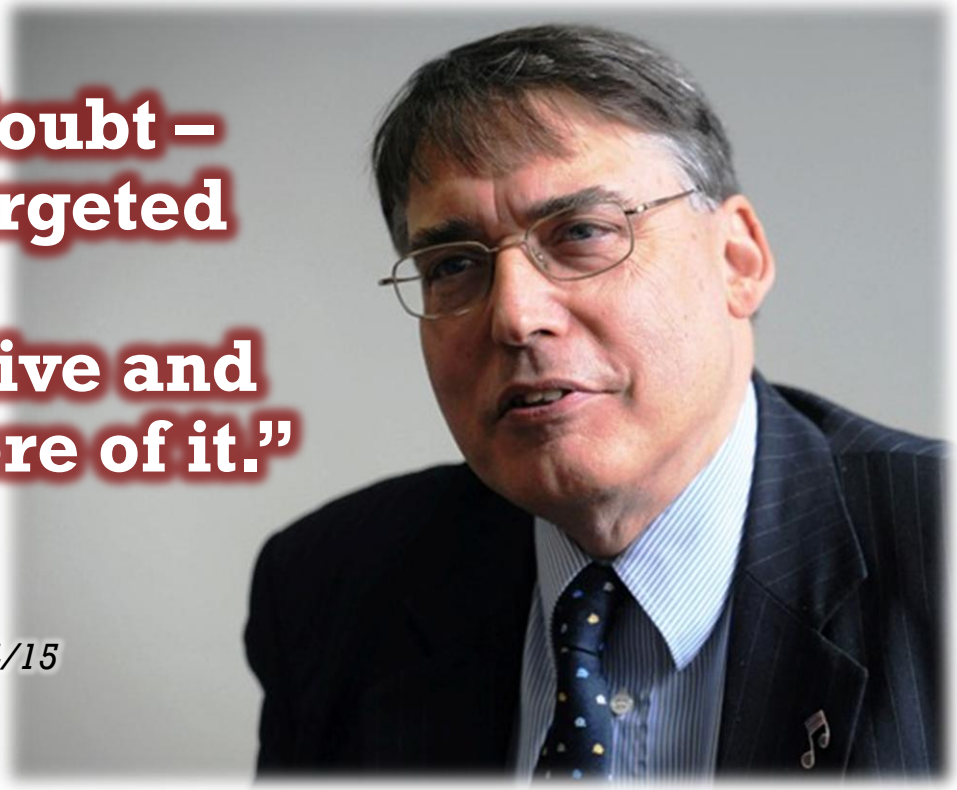
- To widen participation aka for ‘fairer access’
- To plug the careers advice and information gap
- To have better prepared students
- Marketing

Do we do outreach well?

Mostly, yes, but there's room for improvement…

**"Let there be no doubt – sustained, well-targeted outreach…
can be very effective and we want to see more of it."**

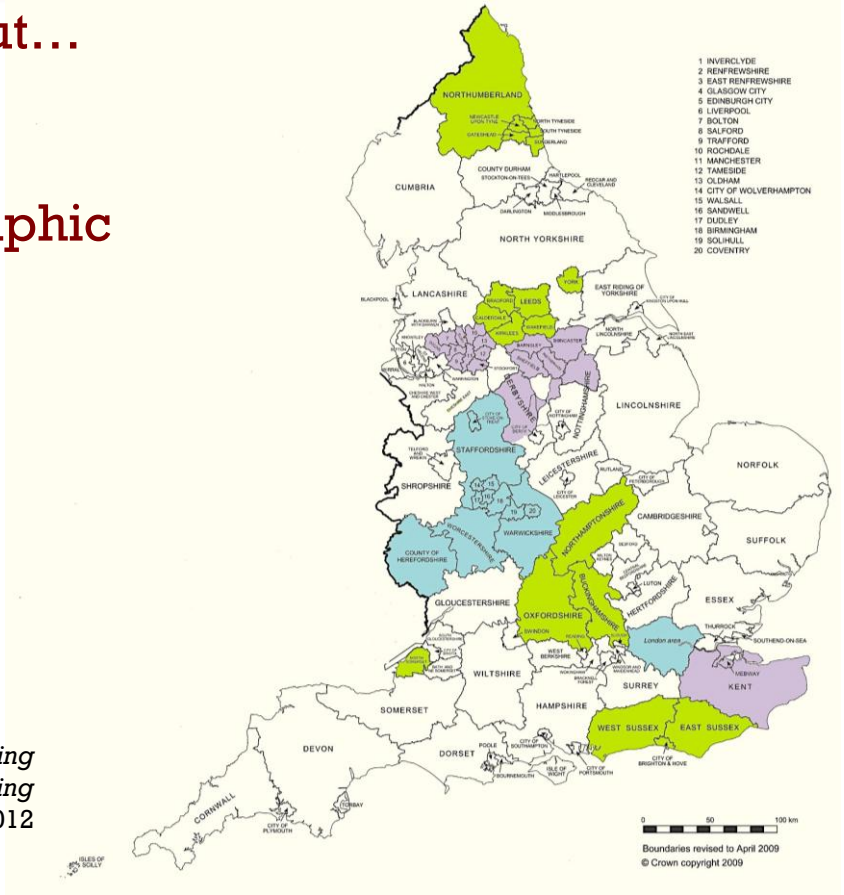
Les Ebdon,
Director, OFFA
Access Agreements Guidelines for 2014/15



What are the challenges?

Current outreach is good, but…

- Incomplete coverage – geographic and demographic



Map of Access Collaboration in England from *Riding the Storm: A NEON Report for the Lifelong Learning Network National Forum*, November 2012

What are the challenges?

Current outreach is good, but…

- Over-directive
- Lacking independence
- "Uni is the best option"

I'm only trying to be helpful.
But I'm just a bloody paperclip with no conception of your hopes, desires and ambitions as a human being.

What are the challenges?

Current outreach is good, b

- "Our uni is the best option"
- Marketing in disguise
- Damages credibility

What are the challenges?

Current outreach is good, but…

- Insufficient quality assurance
- Inexpert
- Opinion

What are the challenges?

Current outreach is good, but…

- Limited follow-through

What are the challenges?

Current outreach is good, but…

- Measurability

What's the solution?

If careers education is inadequate, who loses out?

- Students
- The national interest
- The universities
- Employers

Collaboration

"Collaborative outreach is one of the most effective ways to improve access… Working together is more efficient and maximises the number of students reached"

Les Ebdon,
Director, OFFA
Press statement, November 2012

A collaborative approach

- More independence
- Wider reach
- Higher quality
- More measurability
- Reduced costs

Push Talks

- Establishing a national framework for collaboration
- One of many social enterprises out there
- Now in its 19th year
- Reaching c400 schools a year
- Mixture of entertainment and expert information
- Independent and grounded in research
- Highly positive feedback from students and schools
- Includes follow-up by email and association with mentoring
- Measurable impact
- National Careers Award

Can you help?

The more collaborators… the wider the reach

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