

Improving & Evaluating Outreach in Higher Education

28 Great Russell Street, Bloomsbury, London | Tuesday, 31st October 2017

11.00 Chair's Introduction

⇒ *Dr Rachel Carr OBE, Chief Executive & Co-Founder, IntoUniversity*

11.05 Improving Outreach to Disadvantaged People

- The role of the national collaborative outreach programme
- Identifying who to target in outreach schemes
- Innovative ways of engaging with disadvantaged adults: are there lessons for engaging young people?
- Getting 'bang for your buck': the most cost effective ways to engage
- The role of students & student ambassadors in outreach
- Linking outreach to other widening access & participation methods
- Learning from successful schemes

⇒ *Jenny Ann, NCOP Programme Manager, HEFCE*

⇒ *Dr John Butcher, Associate Director (Curriculum & Access), The Open University*

⇒ *Stella Jones-Devitt & Ann-Marie Steele, Head of Student Research & Evaluation & Senior Lecturer in Leadership & Management, Sheffield Hallam University*

13.00 Networking Lunch

13.45 Evaluating Success

- OFFA guidance & proposed standards for evaluating outreach
 - How HEIs are currently evaluating their work
 - How they can do it better & what more can be done
 - Turning evaluation & analysis into better outreach
 - Learning from institutional examples of good practice
- ⇒ *Dr Alex Wardrop, Evidence & Effective Practice Manager, OFFA*
- ⇒ *Graeme Atherton, Director, National Education Opportunities Network*

15.30 Event Close

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