

Improving & Evaluating Outreach in Higher Education

Event to be held in Central London | Tuesday, 31st October 2017

10.15 Registration & Morning Refreshments

11.00 Chair's Introduction

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 Steel**, 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
- ⇒ **Further speakers tbc**

15.30 Event Close

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