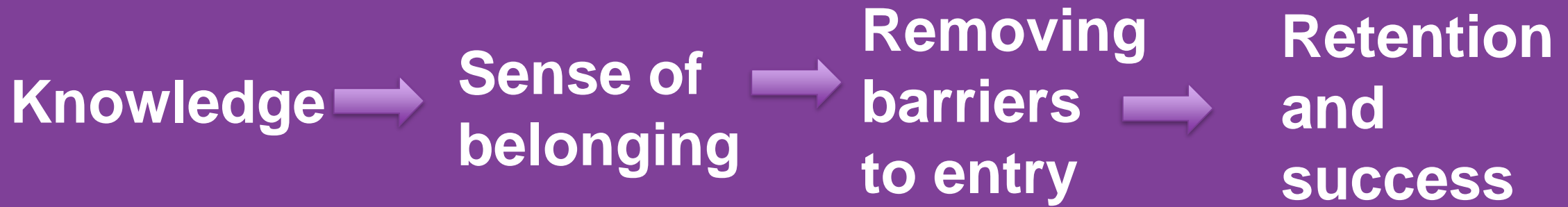


# CONDUCTING MEANINGFUL OUTREACH ACTIVITY WITH VTQ STUDENTS IN SCHOOLS AND COLLEGES

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Outreach Officer

# HOW ARE WE BEING INCLUSIVE AND HOW COULD WE BE MORE INCLUSIVE?



# MAIN CHALLENGES: GETTING INFORMATION TO LEARNERS

- **MOST COLLEGES DON'T HAVE ASSEMBLIES**
- Need to go to tutor groups-labour intensive
- Specific subjects: Business, Computer Science, Health Sciences and Sport
- Departmental Heads-condensed curriculum days
- Using more online channels

# MAIN CHALLENGES: GETTING ACCESS TO INFLUENCERS

- Value: Gatsby, Personal Development Plans, Not a competitor
- Evidence of working
- Understanding barriers: High staff turn over

# MAIN CHALLENGES: NEED FOR VTQ SPECIFIC EXAMPLES/CASE STUDIES NOT A-LEVEL ONLY

- Use vocational focus to advantage
- Use VTQ Student case studies and examples
- VTQ Ambassadors
- VTQ Webinar series
- VTQ sway-ask an advisor
- Imagery

# MAIN CHALLENGES: LANGUAGE

MOSTLY GEARED TOWARDS A-LEVEL STUDENTS CURRENTLY

Currently	More inclusive
Schools	Schools/colleges
Year 12 students	Year 12/Level 3 Year 1 students
Year 13 students	Year 13/Level 3 Year 2 students

# OUTREACH PRESENTATIONS

WHY GO-**ADAPT**

CHOOSING-**ADAPT**

PERSONAL STATEMENTS-**ADAPT**

APPLY-**INCLUSIVE**

STUDENT FINANCE-SAME

NEXT STEPS-SAME

CPD-**ADAPT**

# OUTREACH PRESENTATIONS: WHY GO

## IMPROVED CAREER OPPORTUNITIES

**94%**

OF PEOPLE WITH A NURSING DEGREE  
GET A JOB WITHIN 6 MONTHS

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## SPECIFIC DEGREE

SOCIAL WORK

NURSING AND PARAMEDIC

HEALTH THERAPIES

## DEGREE DESIRED

YOUTH WORK

CHARITY OFFICER

CARE MANAGEMENT

COMMUNITY DEVELOPMENT

HEALTH ADMINISTRATION

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# OUTREACH PRESENTATIONS: CHOOSING

WHAT DO YOU WANT TO STUDY?

**1500+**

SPORT COURSES LISTED ON THE UCAS WEBSITE

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PHYSICAL EDUCATION

PHYSICAL EDUCATION SPORT AND HEALTH

PHYSICAL ACTIVITY AND HEALTH

SPORTS DEVELOPMENT

SPORT PSYCHOLOGY

SPORT MANAGEMENT

PHYSIOTHERAPY

SPORT ADMINISTRATION

SPORT SCIENCE

SPORT PHOTOGRAPHY

SPORT PERFORMANCE

SPORT JOURNALISM

SPORT COACHING

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# OUTREACH PRESENTATIONS: PERSONAL STATEMENT

**A** Whilst studying my current course, I have most enjoyed the unit on sport and nutrition.

**B** Within this unit I conducted research on the causation between unhealthy lifestyle and diet and people getting the common cold. I created questionnaires asking participants about their lifestyle and plotted their responses on a graph against how many times they had a cold in the last 2 years. I finished this project by presenting my findings to my classmates and fielding their questions.

**C** I am excited to explore nutrition further at degree level and furthering my research and presentation skills.

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## USE YOUR BTEC TO YOUR ADVANTAGE

ACADEMIC ABILITY

TRANSFERABLE SKILLS

PLACEMENT AND OTHER OPPORTUNITIES

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# MAIN CHALLENGES: INFLUENCERS: PARENTS AND TEACHERS LESS LIKELY TO HAVE GONE TO UNIVERSITY

- CPD-why go to university, references, personal statement
- Keep language simple
- Unique selling points

# MAIN CHALLENGES: ENTRY REQUIREMENT-GEARED AT A-LEVEL

- Website
- Prospectuses
- Mini guides
- Guest lectures
- T-LEVELS

# MAIN CHALLENGES: VTQ BAD REP

A lot of staff and other learners look down on VTQs as being worse than other qualifications which can also make student feel othered when arriving

- Stars of the East
- Social Media

# SNAP SHOT: STARS OF THE EAST



<https://www.uea.ac.uk/study/information-for/young-people/stars-of-the-east/2021-stars>

- Online Awards
- Recognises teachers and students with VTQs
- Resource sharing opportunity
- Social media campaign

# SNAP SHOT: STARS OF THE EAST

## Impact

- 100 percent reported positive affect of nomination
- Comments including 'proud' 'happy' 'pleased hard work recognised
- Teachers reported: positive impact attitude towards university, confidence in decision to go and abilities
- High proportion felt: More prepared for university (90%) and more positive about university (81%)



## Verbatim – how being nominated for an award made students feel

*“It makes me feel amazing and has given me the belief that I can achieve and be successful”*

*“It makes me feel good knowing that I am getting recognition for the hard work and effort im putting in”*

*“Makes me feel proud of my hard work and shows that universities recognise me as a hard worker.”*

*“It makes me feel as though my hard work has been worth it, and that all my effort has been recognised so positively”*

Number of responses: 23



## Verbatim – impact of awards on students' attitudes

*"I have noticed a positive change in both of my students' attitudes towards university. One of the students has a place at university for next year and felt anxious about it, however now feels much more confident and prepared. The second student had not yet applied but has since finished her personal statement and is in the process of doing her UCAS application."*

*"The student that was nominated has an ambition to go to university. The nomination has encouraged [student name] and reinforces that he is successful in his chosen area of Art and Design and that this is recognised"*

*"One of my students has been actively seeking information about university entry requirements and appropriate courses."*

Number of responses: 4

# MAIN CHALLENGES: FEELING LESSER TO OTHERS

- 33% of respondents reported that they feel universities treat A Levels and vocational qualifications the same as A Levels.
- Comments suggest that respondents feel:
- That vocational learners have a limited choice of universities to apply to (suggesting they believe that not all universities accept vocational qualifications),
- That A Levels are given prominence in university marketing,
- That VTQs are widely perceived to be an “easy” option,

# Verbatim – how universities treat vocational and VTQ qualifications

*“I feel as if universities treat all qualifications the same.”*

*“I feel as though choices of uni are limited if you take VTQs because they are perceived as an easy option however they require more dedication and hard work”*

*“When looking at universities you have to do more research into the qualifications surrounding VTQs and people always assume that the VTQ is the easier option.”*

*“They are unfair against vocational subjects/VTQs”*

*“A levels are given preference in all branding by all universities”*

Number of responses: 5

# MAIN CHALLENGES

## POST ENTRY: RETENTION AND SUCCES RATE

Curriculum

Exams

Independent Learning

Assumed Knowledge

Academic Writing/Maths

Referencing

-Transition work-Make It Count and Preparing for University

MOOC

-Who is in my classroom

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# QUESTIONS?

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