

Change Makers in ARU Outreach: Five key changes that have come from outreach delivery

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Senior Schools and Colleges Engagement Officers



We are
University of the Year



Our Mission

To support young people in achieving their aspirations to study at higher education level.

Working with young people from Primary School to university applicants in the eastern region we have campuses in: Peterborough, Cambridge, Chelmsford and Writtle.

- Targeted Outreach
- OFS Uni Connects
- Student Ambassador programme
- Student Recruitment



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Amplify your Talent

GCSE attainment raising programme: A 6-session series for Year 9-10 students, followed by a tailored campus visit and celebration evening.

All initiatives are directly developed using the GCSE curriculum.

Delivered across Essex , Cambridge and Peterborough

- Cook up your maths - Dynamic Debating
- Finance your future - Success in Shakespeare
- Compelling Storytelling

Evaluation involves attendees, completing a pre and post survey mapped to the NERUPI framework.

KPI's
x20 students per session/
100% of students from LPN or ARU target groups /
90% retention rate /
80% self-report an increase in confidence, independence, and motivation /
60% of students increase their attainment



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Amplify your Summer Residentials

Free, four-night residential programmes

Enabling students from a WP background to experience university life

Both academic and social events delivered in conjunction with ARU faculty staff and a team of Student ambassadors

Cambridge and Chelmsford Campuses

- Business and Law
- Character Design
- Medicine

Evaluation is threefold with Attendees, Student Ambassadors and Interns all being evaluated with pre and post surveys mapped to the NERUPI framework



Talks and sessions



Subject tasters



Book a campus tour in Cambridge



Book a campus tour in Chelmsford



Book a campus tour in Peterborough



Be part of our summer residential experience



ARU CAMBRIDGE
7-11 July



ARU CHELMSFORD
14-18 July

Learn from our world-class academics with our **FREE Year 12, 5-day residential experience.**

APPLY NOW

Explore our vibrant and inclusive campuses and develop a deeper understanding of your chosen subject.



SCAN ME



KPI's

x100 students at x2 campuses

95% students LPN or ARU target group

95% conversion & retention on programme

30% become ARU students at the age of 18



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1 Holistic and robust approach to design and evaluation

2 Student ambassadors as change makers

3 Inclusion of Parents and Supporters

4 Involving Teachers in ARU'S Outreach initiative

5 Changes to Admissions Policy

Holistic and robust approach to design and evaluation

57% of Cook up Your Maths participants either agreed or Strongly agreed that:

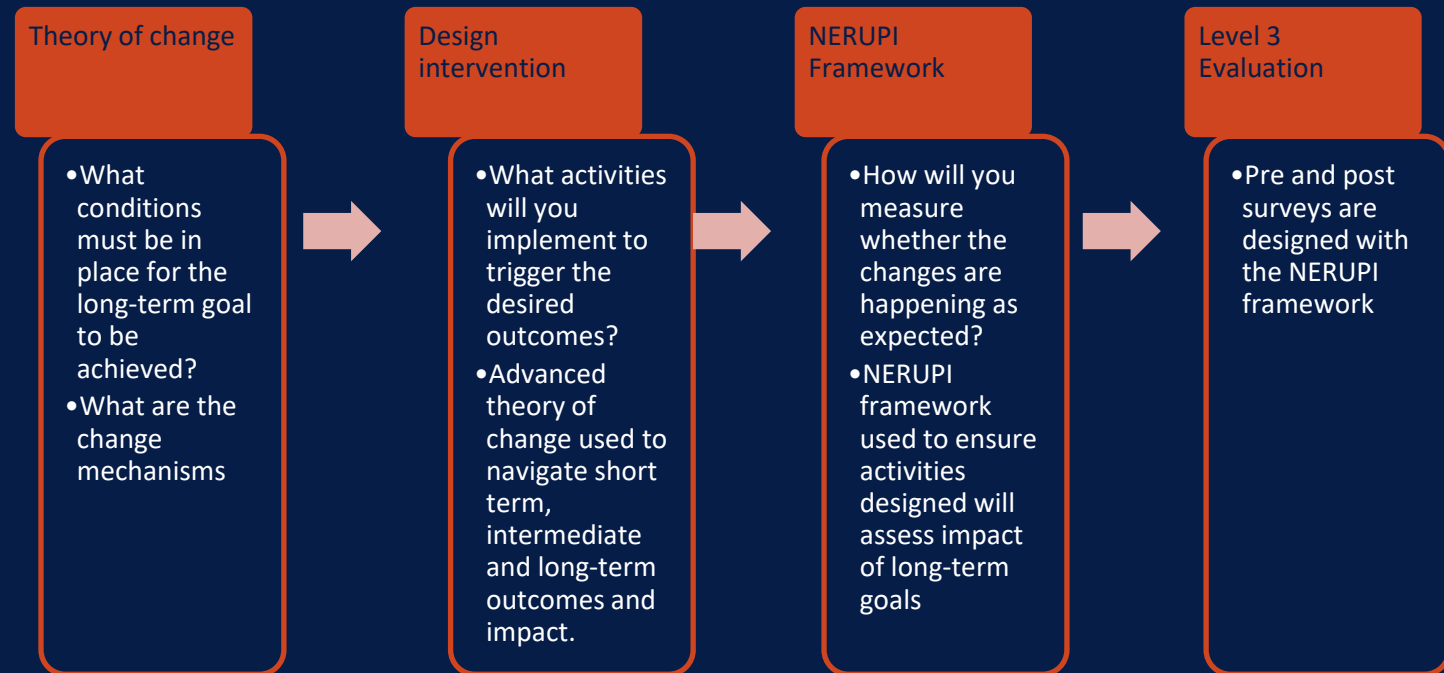
“Cook up your Maths’ has given me a better understanding of how to approach my exam”

Amplify your Summer evaluation showed a statistically significant strong correlation result to statements such as:

“I know the skills I need to make a success of studying at university ”

- Programmes were developed using an advanced theory of change
- Evaluation Surveys are mapped against the NERUPI framework ensuring that:
 - Questions align with the programme’s learning outcomes.
 - Focus on knowledge acquisition, skill development, and real-world application.
 - Surveys capture a holistic view of participant growth.
 - Measures both cognitive gains and changes in attitudes and behaviours.
- Impact on participants’ grade attainment at GCSEs will not be apparent until after their Year 11 exams – which will occur in the academic year 2024/2025 and 2025/2026 depending on the school and programme delivery year in question. These results will also be compared against the comparator data collected from the schools.

Long-term Goal



Ambassadors as change makers

- Trained ARU Students
- Paid a living wage
- Exposed to professional settings
- Developed multiple interpersonal skills
- Felt a greater sense of belonging at ARU

'I have better communication skills and leadership. I used to be nervous talking to new people but I was confident enough to give instructions to my mentees and talk in front of strangers.'

Amplify your Summer 2024 Student Mentor



'I found meeting and speaking with the mentors rather motivating because they have been through what we are going through and have given lots of helpful advice and made getting into Medicine more achievable.'

Amplify you Summer 2024 Attendee

Attendance to and engagement in academic, personal and transferrable skills workshops



Pupils/ARU Staff and Student Ambassador relationships established



Increased access to / support from role model(s)



Improved attitudes towards chosen programme strand, sense of accomplishment and confidence/motivation



Improved likelihood to progress to HE



Parental and carer inclusion

Pre programme:

- Parental consent is sought for students to participate in the programme
- Communications from ARU Officers through school portals

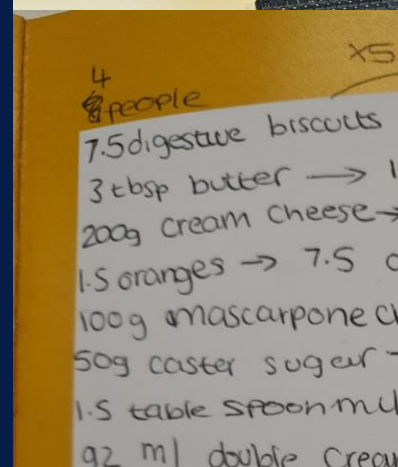
Post programme:

Parents and Carers are invited onto celebration evening for each progressive programme, they engage/witness their young person fostering the following:

1. Supportive community
2. Strengthens relationships with ARU
3. Enhances participants' motivation and pride in their achievements.

ARU touchpoints outside of the progressive programme:

- Options evenings/careers fair
- Parents evening



Work out the model rating for your recipe?

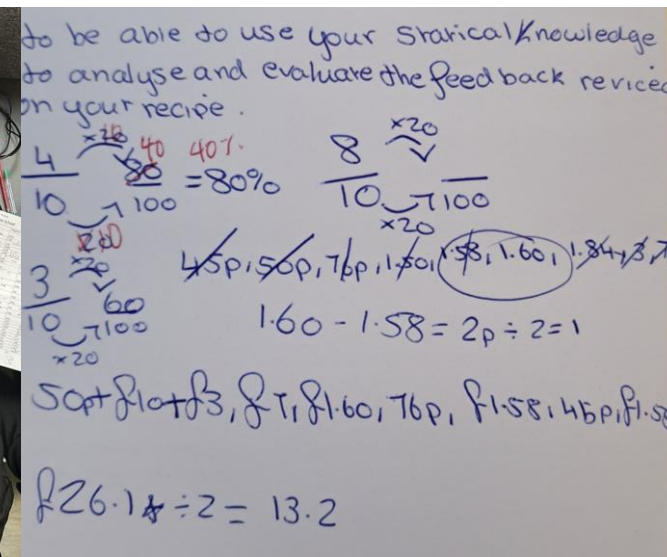
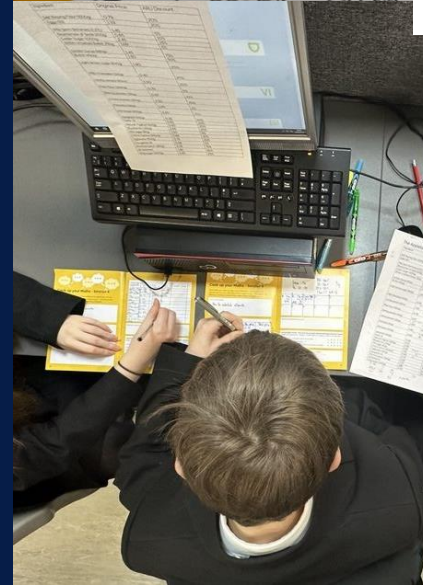
What was the mean price your target audience were willing to pay for your recipe?

Work out the range for the prices your target audience were willing to pay.

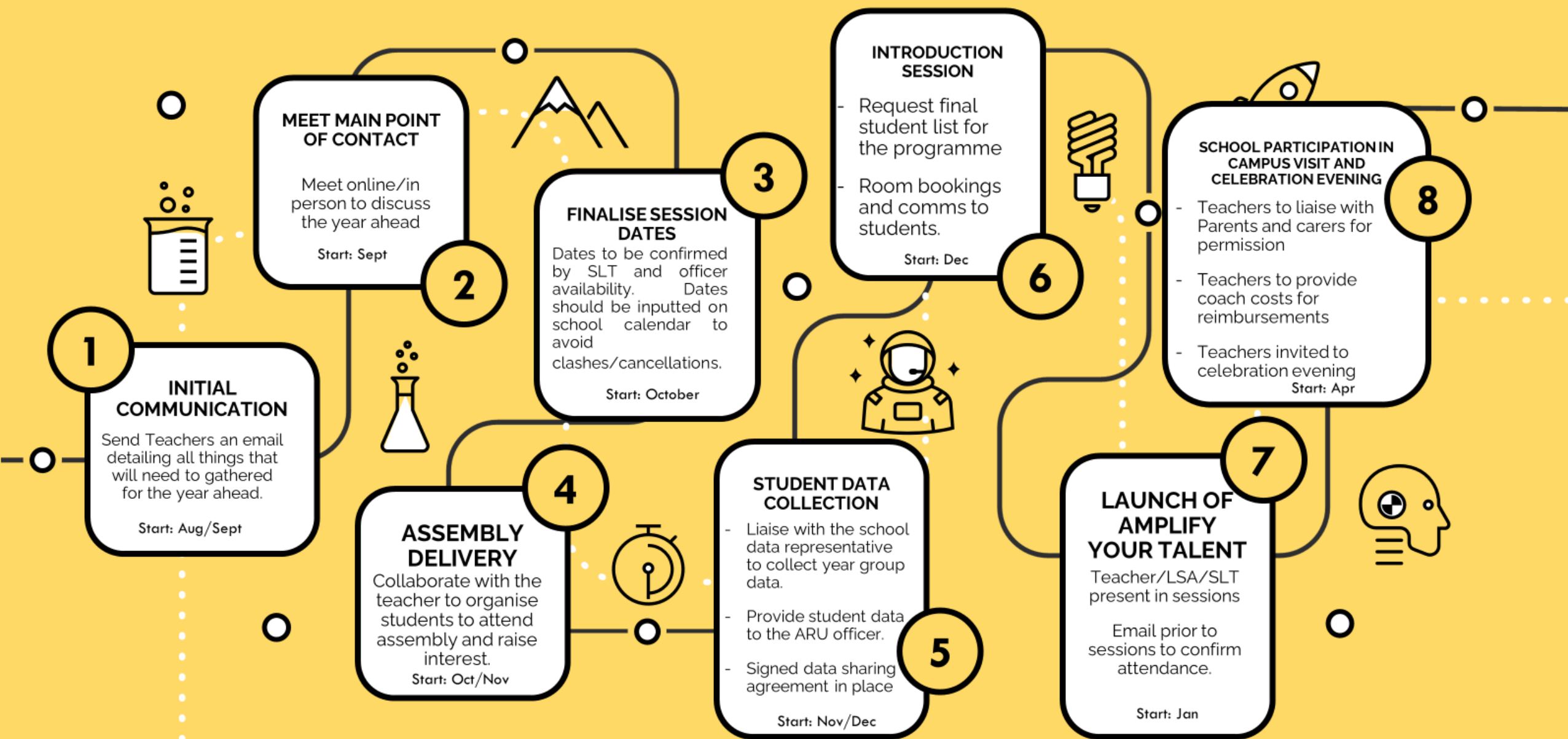
List two reasons why the data collected on this survey is not reliable:

a.

b.



Teacher Communication



Change to Admission Policy

Widening Access to Medicine (WAMS)

- ARU are committed to widening access and to recruiting students who have aspirations to study medicine but are from under-represented and/or disadvantaged groups.
- Depending on the circumstances, applicants eligible for this programme may be offered a lower conditional offer at A Level of ABB.

Following the 2022 Amplify your Summer Residential recommendations were put to the School of Medicine.

Policy Changed and now applicants who are a Care Leaver or have been Care Experienced* for a period of longer than 3 months within the last 5 years are eligible for WAMS, regardless of if they have studied at a state or private school.



We've got lots to shout about. **THE University of the Year Award**,
TEF Rankings and **Writtle University College merger with ARU!**

Here are just some of the headlines.



WINNER
University of the Year
2023

The Oscars of Higher Education

Times Higher Education Awards 2023



GOLD AWARD

Top 10% of university teaching
in the UK for the Teaching
Excellence Framework.

Office of Students, 2023



WINNER
University
of the Year
2023

*UK Social Mobility
Awards 2023*



Writtle University College
merged with ARU.



ARU Awarded
'Athena Swan Silver'

Advance HE, 2024

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